



**astro**  
**addressable**  
**advertising**



**Astro Addressable Advertising bringing the Best of TV and the online world, fused with rich audience data to deliver effective audience targeting in a premium, brand safe environment.**



***“ THE BEST OF  
BOTH WORLDS ”***

# What Is Addressable Advertising?

Addressability TV combines TV's power of persuasion with digital-style targeting and accountability, providing relevant messages to intended audiences.

It is targeted advertising messages served directly to households.

Serves ad messages to the best qualified audience across any screen or device, whenever they're watching.

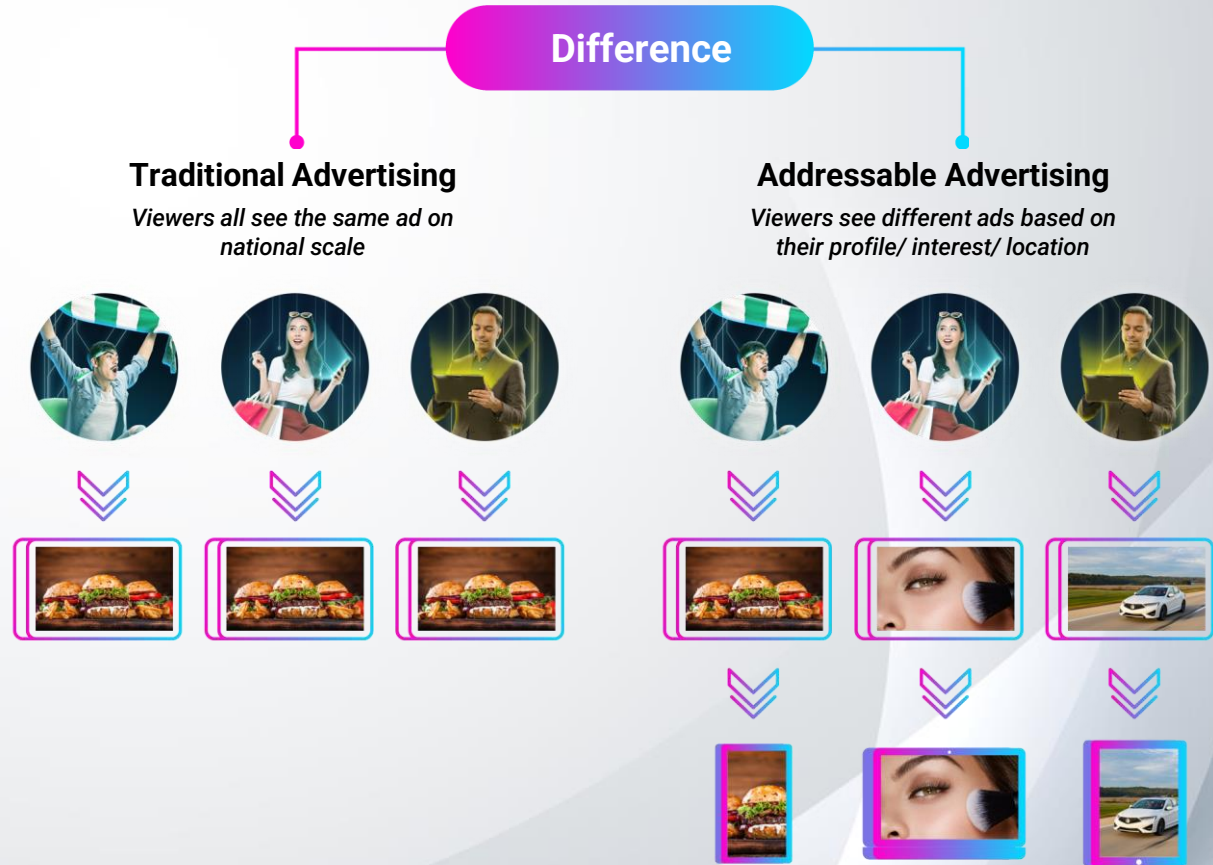
[Click to play video](#)

[AAA Launch Video](#)

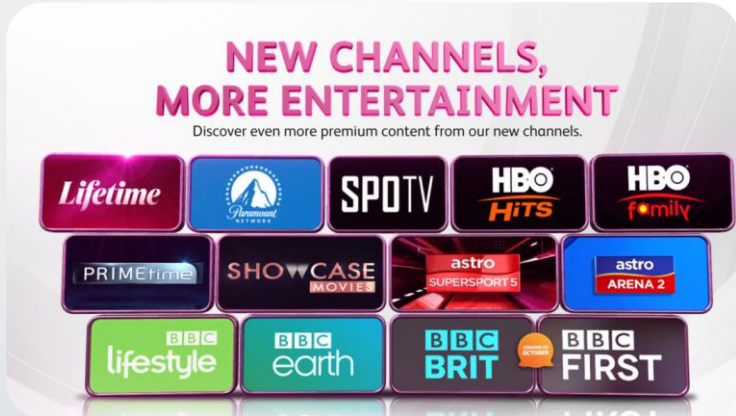
[AAA Intro Video \(Eng\)](#)

[AAA Intro Video \(BM\)](#)

[AAA Intro Video \(Mandarin\)](#)



# Key Differences

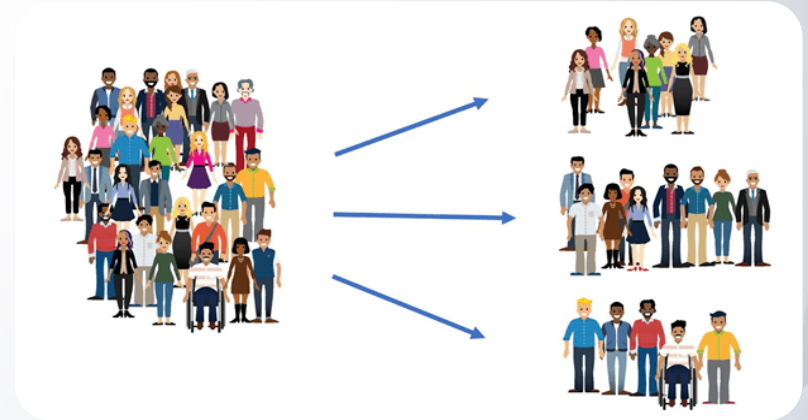


## Traditional TV Buying

Channel Viewership | Measurement @ Ratings

Sold on cost per spot

Costs predicated on duration



## Addressable TV Buying

Audience Segments | Measurement @ Impressions

Sold on **Household** CPM basis

Costs is not predicated on duration but audience scarcity

# Absolute Brand Safety & Allow Brands to Focus on Outcomes



**Relevant Advertising  
With Brand Safety As A  
Key Priority**



**Improve Targeting  
Through Audience Data  
Expansion**



**Something For Everyone  
Big Or Emerging**



**Maximising Efficiency  
Pay Only For Impressions  
Reached**

# Identify & Reach Your Audience With Addressable Advertising

*Build ideal audience segment  
from multiple combinations that  
best suit your campaign needs.*



Race



Income Group



Geography



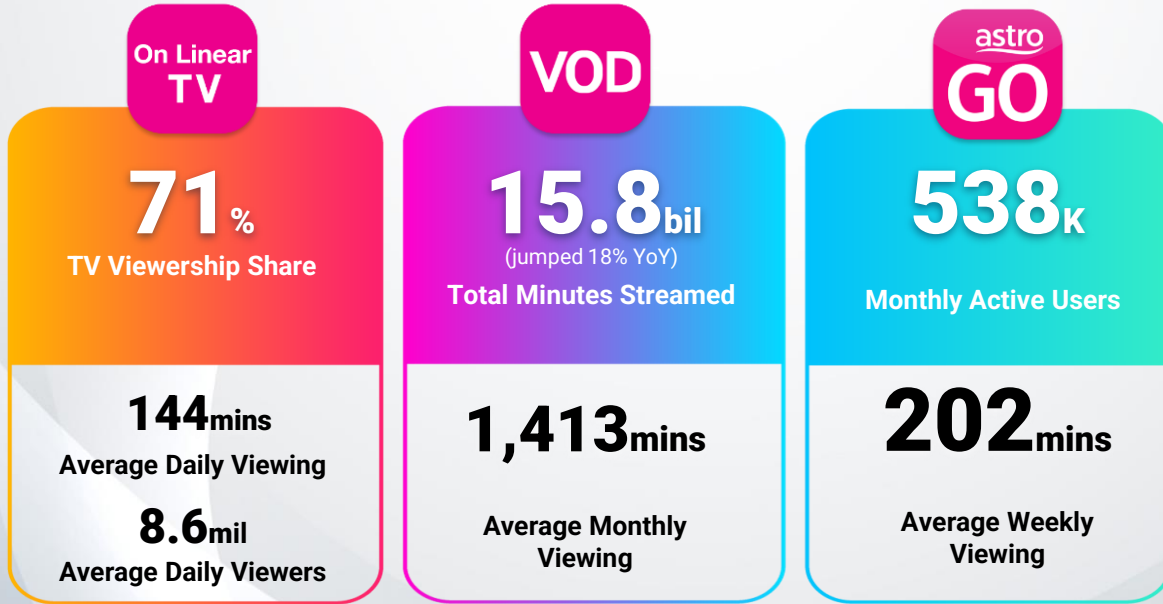
Purchase Behaviour



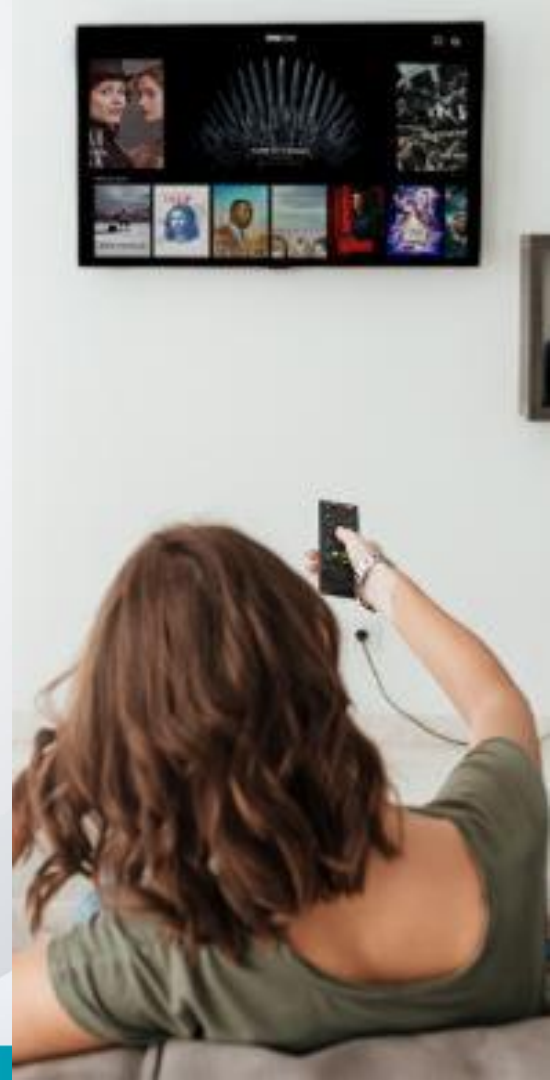
Interest



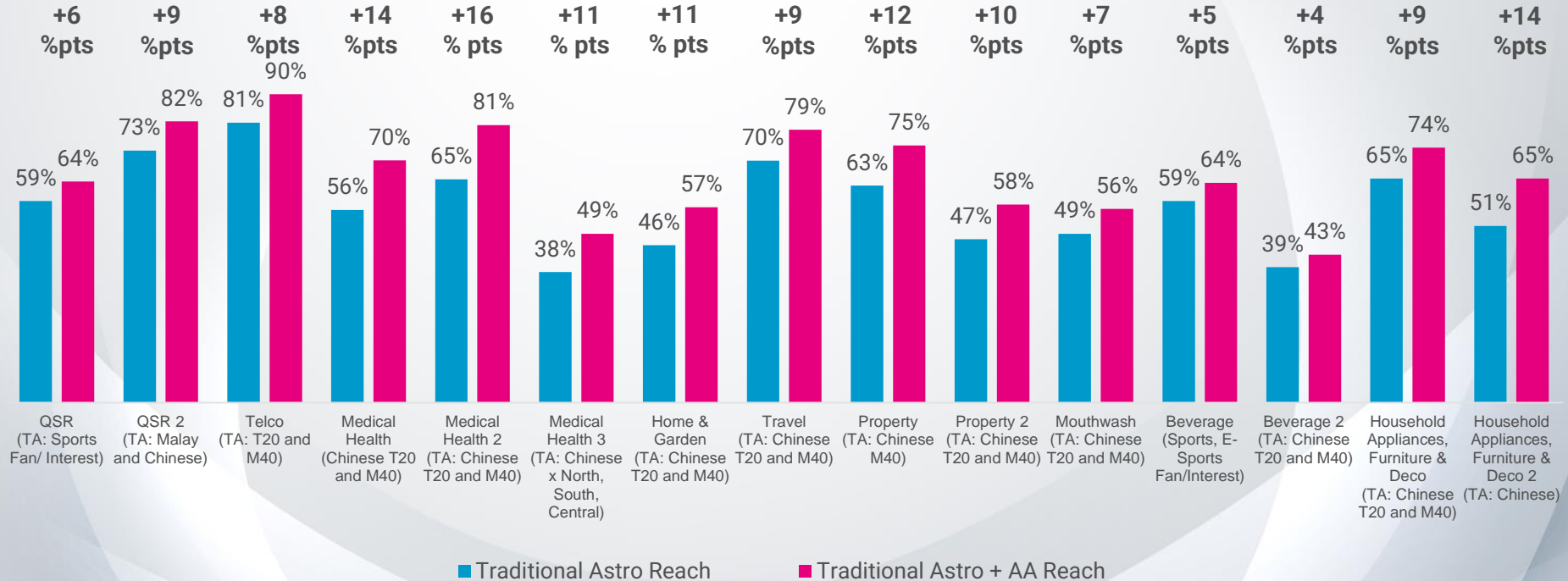
# ADDRESSABLE AD SOLUTION ON OUR CONTENT BASED ECOSYSTEM



Source: Astro Q4FY24 Analyst Presentation



# AA Platform Increases Total Reach by 4 to 16 ppts Incrementally



Source: Internal Kantar x Astro Postbuy. Incremental reach subject to the base traditional buying performance



# The Power Of Our Addressable Solutions



**FIRST PARTY  
DATA @ REAL  
AUDIENCES**

Link first party data across the marketing ecosystem in a unified automated platform for addressable targeting



**HIGH VALUE  
AUDIENCE &  
NATIONAL SCALE**

Access to high value audience spanning Linear TV, OTT and CTV audience segments



**UNIFIED VIEW  
@ HOLISTIC  
ANALYSIS**

A unified view of households to identify audiences across channels and devices



**OUTCOME  
DRIVEN**

Analyse campaign performance against both media and business KPIs

# Best Practices For The Best Results

## CLEAR OBJECTIVE

Each campaign should have a clearly defined objective. What action do you want the customer to take and how are you measuring success.

## UNIFIED STRATEGY

Optimize your campaign strategy - including the target audience, audience size and measurement analysis - to support the campaign objective.

## CALL TO ACTION

Tailor your message to the audience segment you are targeting or provide a call-to-action for the customer that supports the campaign objective.

## FLIGHT & FREQUENCY

Minimum of 4-6 weeks campaign flight with 3-4 frequency per week.

## CREATIVE

Ensure creative is relevant and align with campaign KPIs.

## MEASUREMENT & TEST

Measure attribution of performance insights and maximise campaign value with creative testing and target validation services.

# Astro Invites You to Grow Your Brand with the *First Addressable Advertising service in Southeast Asia*

Bringing you the next-level of TV Advertising that merges the best of TV's emotional persuasive power with digital targeting capability, leveraging on first party data to deliver your brand messaging to the most relevant audience on household level, whenever they are watching. All this is made available to you at a competitive rate. .



The background features a large, semi-transparent white circle centered on a light gray background. In the corners, there are several colorful geometric shapes: a purple and blue triangle in the top right, a green and blue triangle in the top right, and a pink, orange, and red triangle in the bottom left.

# **Astro Addressable Advertising Packages for SMEs**

# SME ADDRESSABLE AD PACKAGE

Added value  
Free 15sec basic  
TVC production  
worth of  
RM7,000!

| Package                      | Package Rate | No of Household Impressions |
|------------------------------|--------------|-----------------------------|
| Regional AAA - SME Basic     | RM30,000     | 550K Impressions            |
| Regional AAA - SME Advance * | RM60,000     | 1.2 Mil Impressions         |
| National AAA – SME Basic     | RM60,000     | 1.2 Mil Impressions         |
| National AAA – SME Advance*  | RM100,000    | 2.05 Mil Impressions        |

\*Complimentary BLS (Brand Lift Study) is included in SME Advance Packages.

## Terms & Conditions :

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- This offer is open to Malaysia SMEs only.
- The package is valid until 30 December 2024, similar benefits will not be guaranteed after this date
- Audience selection is subject to inventory availability
- Availability of packages is based on first-come, first-served basis
- Video commercial materials to be submitted via TVCExpress/AdStream with minimum of 5 working days prior to campaign live date.
- Targeted campaign duration is 4 weeks and is subject to change depending on audience selection and inventory availability.
- Complimentary production for 15sec TVC is capped at RM7,000, any additional cost will be borne by advertiser.
- All TVC Ads produced under this package are strictly for Astro broadcast.
- All packages are subject to the general terms and conditions which can be found at [www.astromedia.com.my](http://www.astromedia.com.my)

# Audience Segment - Regional Package

**Region**

Central  
East Malaysia  
Northern

Southern  
East Coast

**State**

Selangor + Kuala Lumpur + Putrajaya  
Sabah + Labuan  
Sarawak  
Perlis  
Kedah

Penang  
Perak  
Melaka  
Negeri Sembilan

Johor  
Kelantan  
Terengganu  
Pahang

**Race | Region**

Malay | Northern  
Malay | Southern  
Malay | Central  
Malay | East Coast  
Chinese | Northern  
Chinese | Southern

Chinese | Central  
Chinese | East M'sia  
Indian | Northern  
Indian | Southern  
Indian | Central  
Indian | East M'sia

**Region | Income Group**

Central | B40  
Central | M40  
Central | T20  
East M'sia | M40  
East M'sia | T20  
Southern | B40

Southern | M40  
Southern | T20  
Northern | M40  
Northern | T20  
East Coast | M40  
East Coast | T20

**Race | Region | Income Group**

Malay | Northern | M40  
Malay | Southern | M40  
Malay | Central | M40  
Malay | East Coast | M40

Malay | Northern | T20  
Malay | Southern | T20  
Malay | Central | T20  
Malay | East M'sia | T20

Malay | East Coast | T20  
Chinese | Central | M40  
Chinese | Central | T20  
Indian | Central | T20

\*Audience selection is subject to inventory availability

# Audience Segment - National Package

|                    |  |  |  |   |  |  |                                       |   |
|--------------------|--|--|--|---|--|--|---------------------------------------|---|
| <b>Race</b>        | Malay<br>Chinese<br>Indian<br>Others   | <b>Income Group</b>  | B40<br>M40<br>T20  | <b>Race  <br/>Income Group</b>                                    | Malay   B40<br>Malay   M40<br>Malay   T20<br>Chinese   B40<br>Chinese   M40<br>Chinese   T20   | Indian   B40<br>Indian   M40<br>Indian   T20<br>Others   B40<br>Others   M40<br>Others   T20 | <b>Ecommerce  <br/>Income Grp</b>     | Ecommerce - Yes   B40<br>Ecommerce - Yes   M40<br>Ecommerce - Yes   T20 |
| <b>Metro</b>       | Market Centres<br>Non Market Centres   |  |  | <b>Metro  <br/>Income Group</b>                                   | Market Centres   B40<br>Market Centres   M40<br>Market Centres   T20<br>Non Market Centres   B40<br>Non Market Centres   M40<br>Non Market Centres   T20 |  | <b>Credit Card  <br/>Income Group</b> | Credit Card - Yes   M40<br>Credit Card - Yes   T20                      |
| <b>Credit Card</b> | Payment with Credit Card in the last 6 months  |  |  |   |  |  |                                       |   |
| <b>Ecommerce</b>   | Purchase in the last 6 mths for all categories in Astro Go Shop                      |  |  |   |  |  |                                       |   |
| <b>Interest</b>    | Automotive<br>Badminton<br>Business<br>Drama<br>Early Tech Adopters<br>Entertainment | Esports<br>Fashion<br>Foodie<br>Football<br>Golf<br>Health Conscious | House Proud<br>Islamic<br>Korean<br>Movie<br>News<br>Parenting | Property<br>Sepak Takraw<br>Sports<br>Tennis<br>Travel<br>Wedding |  |  |                                       |   |

\*Audience selection is subject to inventory availability

# Glossary

| Region        | State           |
|---------------|-----------------|
| NORTH         | KEDAH           |
|               | LANGKAWI        |
|               | PERLIS          |
|               | PENANG          |
|               | PERAK           |
| CENTRAL       | WP PUTRAJAYA    |
|               | SELANGOR        |
|               | WP KUALA LUMPUR |
| SOUTHERN      | JOHOR           |
|               | MELAKA          |
|               | NEGERI SEMBILAN |
| EAST COAST    | KELANTAN        |
|               | PAHANG          |
|               | TERENGGANU      |
| EAST MALAYSIA | WP LABUAN       |
|               | SABAH           |
|               | SARAWAK         |

| Income Group | HH Income      |
|--------------|----------------|
| B40          | < 4,850        |
| M40          | 4,850 - 10,959 |
| T20          | > 10,959       |

Source : HH Income and Basic Amenities Survey Report 2019, Dept of Statistic Malaysia

|               | Race    | Bumi/ Non Bumi |
|---------------|---------|----------------|
| MALAY         | MALAY   | BUMI           |
| CHINESE       | CHINESE | NON-BUMI       |
| INDIAN        | INDIAN  | NON-BUMI       |
| OTHER BUMIS   | OTHERS  | BUMI           |
| OTHERS/EXPATS | OTHERS  | NON-BUMI       |

|                |  |
|----------------|--|
| Market Centres | Gazetted towns plus built-up areas with total population of 10,000 and above in Malaysia |
|----------------|--|



# FAQ



1

## What is Addressable Advertising?

Addressable Advertising is a form of advertising that **heightens the relevancy of ads**. It enables you to **deliver different ads to different household audiences that are watching content on linear TV across live stream and OTT platforms** such as the Astro Go app & video on demand.

2

## How does Addressable Advertising work?

Addressable Advertising is customisable. It **leverages on a unique identifier that allows you to target audiences in specific households via their set top boxes or desktop web/mobile app** versions of Astro Go.

3

## How does Addressable Advertising differ from programmatic advertising?

Addressable Advertising has the ability to **display different ads to different households while they are watching the same content**. Programmatic advertising on the other hand, simply means the ability to buy ads via a platform according to an automated process.

4

## What are the ad formats available for Addressable Advertising?

Our ad inventories are available for **In-Stream Videos that are in the exact duration of 6s, 10s, 15s, 20s and 30s**. Ad formats will be expanded in the coming phases.

5

## Can advertisers book both normal linear TV spots and Addressable Advertising at the same time?

**Yes. Addressable Advertising inventory and ad management environment are different.** They operate separately from the normal linear TV spots.

6

### What are the targeting capabilities on Addressable Advertising?

With Addressable Advertising, you have the advantage of reaching your **high value audiences based on household data that includes location, demographics, affluence, eCommerce, lifestyle interest**. Refer to Slide 6 for more info.

7

### How long do we need to get a campaign to go live?

Upon creative readiness, booking and material submission, it will take **3 working days for a campaign to go live**.

8

### How do I know if the reporting is accurate ?

To ensure the data is robust **we will engage an independent audit of the measurement methodology**.

9

### How is Addressable Advertising traded?

Addressable Advertising is **traded on a cost per thousand impression HH (CPM) basis**.

10

### What is the advertisement requirement for Addressable Advertising?

To comply with the Perbadanan Kemajuan Filem Nasional Malaysia Act, 1981 and the Communications and Multimedia Act, 1998 (and any amending or superseding Act). To comply with the other laws, by-laws, rules and regulations from time to time in force in Malaysia. To comply with the "Advertising Code for Television and Radio" and any other advertising code or guidelines issued by the Ministry of Information and/ or the Communications and Multimedia Commission or any other authority from time to time and any amendments/revisions thereto or superseding Act.



## What is the material deliverable requirement for Addressable Advertising?

The Advertisement Material **shall be submitted by the Client /Advertiser online via the registered vendors providing digital delivery service i.e. TVC Express (M) Sdn Bhd and Adstream Asia On Time (M) Sdn Bhd (or any other registered vendor as may be determined by MBNS).**

### FORMAT

Quicktime (QT)

### WIDTH X HEIGHT

1920x1080 pixel

### ASPECT RATIO

16:09

### FRAME RATE

25

### BITRATE MODE

CBR

### CODEC TYPE

XDCAM HD422 1080i50 (50Mb/s)

### DURATION

6s, 10s, 15s, 20s and 30s

### FILE SIZE

No file size limit though we recommend it to be 1GB and below.

### FILE CONTAINER

.mxf OP1-A (file wrapper) .mxf file extension OR  
.mov (file wrapper)

### AUDIO DECODER

CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)  
CH.3 & 4: 20-bit, Dolby E Stream 5.1 (1st Lang.)  
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)  
CH.7 & 8: 20-bit, Dolby E Stream 5.1 (2nd Lang.)

OR

CH.1 & 2: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)  
CH.3 & 4: 24-bit, Stereo (L R), 48.000 kHz (1st Lang.)  
CH.5 & 6: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)  
CH.7 & 8: 24-bit, Stereo (L R), 48.000 kHz (2nd Lang.)



# What is the audience profile and how is the content consumption of Astro Go ?

Viewer demographics and content consumption of Astro Go are as follows :



## OVERVIEW

MAU

509K

ACTIVATED SUBSCRIBER

925K



## DEMOGRAPHICS

AGE GROUP

18-34 : 16%  
35-49 : 42%  
> 50 : 42%

GENDER

Male : 59%  
Female : 33%  
Undisclosed : 8%

RACE

Malay : 69%  
Chinese : 13%  
Indian : 13%



## CONTENT CONSUMPTION

AVG TIME SPENT PER UNIQUE USER

465 minutes

TOTAL CONTENT VIEW TIME

234 Mil minutes

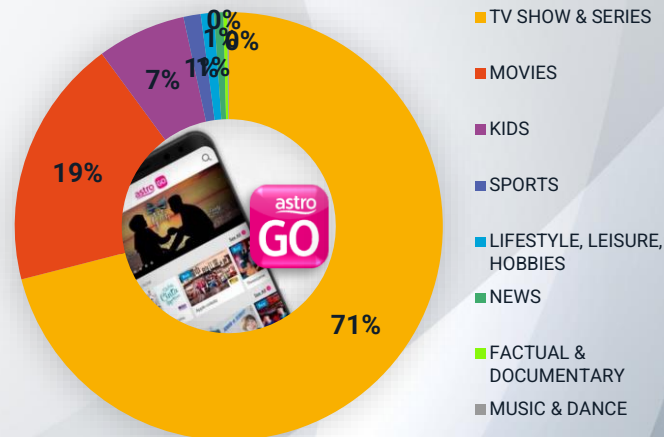
WEEKDAY & WEEKEND VIEWERSHIP

77% Weekday  
23% Weekend

LINEAR VS VOD

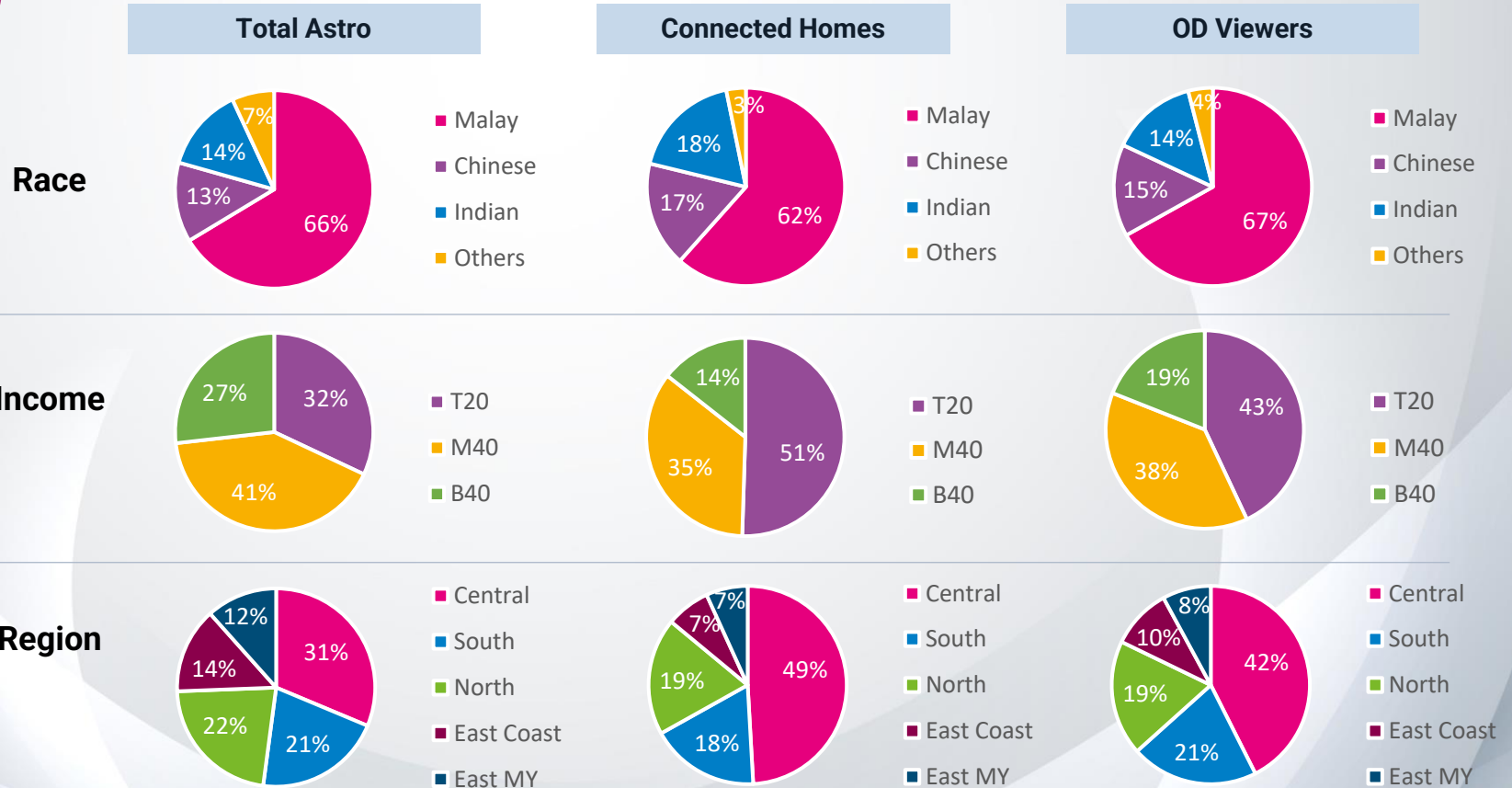
68% LINEAR  
32% VOD

## VIEW TIME BY GENRE





## What are the audience profiles for Total Astro vs Connected Homes vs OD viewers ?





## What are the different stream types available for Addressable Advertising?

There are two (2) stream types for Addressable Advertising : Linear and Video on Demand (VOD)

### Linear

Linear is the traditional form of viewing where it follows a predetermined broadcasting schedule. Addressable ads are served through a set-top box (STB) to the targeted households, replacing only one (1) 30sec on-air promo (OAP) in every 15-minute window. Non-targeted STBs will not be affected and will continue to display existing OAP line-up.

| Stream Type | Device                            | Connection           | Platform | Ad Insertion |
|-------------|-----------------------------------|----------------------|----------|--------------|
| Linear      | Any set-top box(STB)              | Satellite/ Broadband | TV       | OAP Break    |
|             | Astro GO<br>(Mobile App/ Website) | Broadband            | OTT      | Coming Soon  |

### Video On Demand(VOD)

VOD allows connected users to stream any video on their own schedule through the connected set-top box (STB) and mobile app/web version of Astro Go. Ad insertion for VOD includes pre-roll and mid-roll formats in the following manner:

- Less than 10mins : No ad insertion
- 10mins – 29mins : Pre-Roll only
- 30mins & above : Pre-Roll & Mid-Roll

| Stream Type              | Device                            | Connection               | Platform | Ad Insertion        |
|--------------------------|-----------------------------------|--------------------------|----------|---------------------|
| Video on Demand<br>(VOD) | Any set-top box(STB)              | Satellite /<br>Broadband | TV       | Pre-Roll & Mid-Roll |
|                          | Astro GO<br>(Mobile App/ Website) | Broadband                | OTT      | Pre-Roll & Mid-Roll |



## In what circumstances a LPF cert is required ?

LPF is mandatory for any commercial on Linear TV. For a better illustration you may refer table below :

| Stream Type            | Device                         | Connection            | Platform (TV or OTT) | TVC LPF |
|------------------------|--------------------------------|-----------------------|----------------------|---------|
| Linear                 | Any set-top box(STB)           | Satellite / Broadband | TV                   | Yes     |
|                        | Astro GO (Mobile App/ Website) | Broadband             | OTT                  | No      |
| Video on Demand (VOD ) | Any set-top box(STB)           | Satellite / Broadband | TV                   | No      |
|                        | Astro GO (Mobile App/ Website) | Broadband             | OTT                  | No      |





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|------------------------|--------------------------------|-----------------------|----------------------|---------|
| Linear                 | Any set-top box(STB)           | Satellite / Broadband | TV                   | Yes     |
|                        | Astro GO (Mobile App/ Website) | Broadband             | OTT                  | No      |
| Video on Demand (VOD ) | Any set-top box(STB)           | Satellite / Broadband | TV                   | No      |
|                        | Astro GO (Mobile App/ Website) | Broadband             | OTT                  | No      |



## How does Astro Addressable Advertising handle targeting when the campaign involves material in different languages?

Targeting will be based on a specific ethnic group; or the language used in each material. To have a better understanding, please refer to the table below:

| Language of Material | Linear  | Video on Demand (VOD)  |
|----------------------|---|--|
| Malay / English      | To be targeted at a specific ethnic group or-<br>Featured on all channels (if ethnic groups are not specified)                        | To be targeted at a specific ethnic group or-<br>Featured on all content (if ethnic groups are not specified)                        |
| Chinese              | To be targeted at a specific ethnic group (e.g. Chinese) or-<br>Featured on all Chinese channels (if ethnic groups are not specified) | To be targeted at a specific ethnic group (e.g. Chinese) or-<br>Featured on all Chinese content (if ethnic groups are not specified) |
| Tamil                | To be targeted at a specific ethnic group (e.g. Indians) or-<br>Featured on all Indian channels (if ethnic groups are not specified)  | To be targeted at a specific ethnic group (e.g. Indians) or-<br>Featured on all Indian content (if ethnic groups are not specified)  |

# Glossary

## VOD

**Video on Demand**; refers to any video service that offers videos, TV or movies available at a viewer's convenience

## OTT

**Over-the-Top** is a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer

## ULTRA BOX

The **Ultra Box** is Astro's latest generation of 4K UHD enabled box with Cloud recording feature, redesigned new interface, and a dedicated UHD channel

## STB VOD

**Set-Top Box Video on Demand**; on-demand content available through their cable provider

## PLUG & PLAY

Refers to **Ultra Plug & Play Box**, Astro latest box where users can experience the Ultra Box simply by connecting it to the TV and internet

## ULTI BOX

The **Ulti Box** is Astro's latest generation of Internet connectivity & HD enabled box with multi-phased innovative services such as Cloud Recording, a fresh new interface with new features

## CONNECTED BOX

Refers to Astro customers that has a **Wi-Fi enabled Set-Up Box with PVR logo**

**Thank You**