

# **TV CHANNEL PROFILE JANUARY – MARCH 2024**

For Kids Package



Channel **611**

Malaysia's No.1 Kids Channel

A 24 hours channel of quality animation, humour, game shows and live action programming for Malaysian children, all in Bahasa Malaysia.

Monthly Net Reach  
(Ave. Past 3 Months)

3.9 Mil

### GENDER



FEMALE  
52%



MALE  
48%

### ETHNIC

93%



MALAY

1%



CHINESE

2%



INDIAN

1%



OTHERS

3%



OTHER  
BUMIPUTRA

Skewed Malay [Index: 143]

### OCCUPATION

23%



PMEBs

5%



BLUE  
COLLARS

41%



STUDENTS

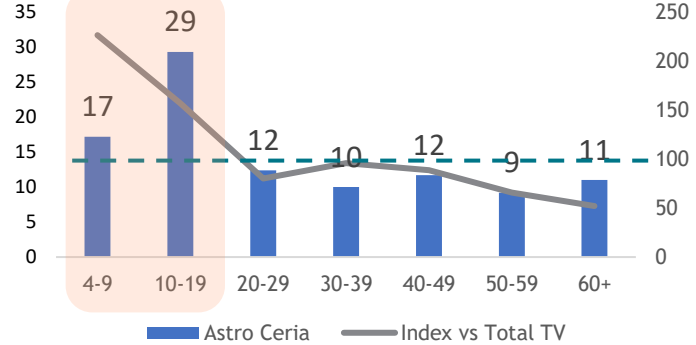
31%



HOUSEPERSONS/  
NOT WORKING

Skewed Student [Index: 145]

### AGE



Skewed aged 4-9 [Index: 226] & 10-19 [Index: 157]

### MONTHLY HOUSEHOLD INCOME



RM6K-RM8K [Index: 112]



Channel **615 [HD]**

Cartoon Network is all about fun!

Cartoon Network is home to some of the biggest cartoon hits in the world like Adventure Time, Oggy & The Cockroaches, Regular Show and The Amazing World of Gumball, as well as family favourite Tom & Jerry and the world-wide phenomenon that is Ben 10.

Monthly Net Reach  
(Ave. Past 3 Months)

**787 K**

### GENDER



FEMALE  
51%



MALE  
49%

### ETHNIC



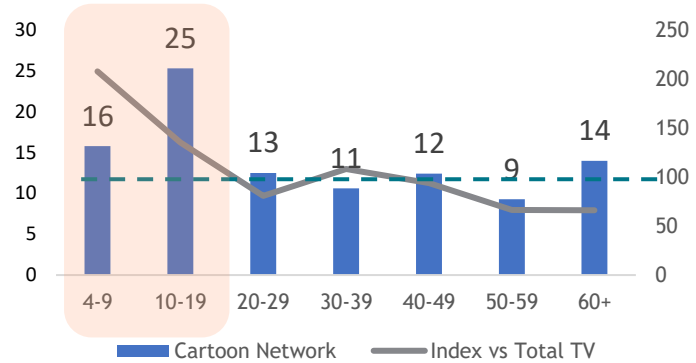
Skewed Malay [Index:111], Others [Index: 143] & Other Bumiputra [Index: 258]

### OCCUPATION



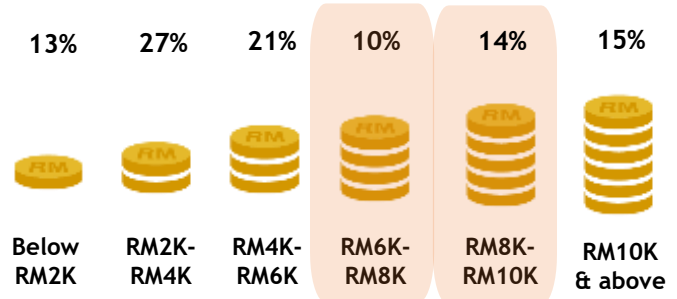
Skewed student [Index: 123]

### AGE



Skewed aged 4-9, [Index: 208] ,& 10-19 [Index: 135]

### MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index: 116] & RM8k-RM10K [Index: 126]



Channel 105

General entertainment channel that offers a variety of local programmes from dramas, documentaries and classic movies in HD quality.

### Gender

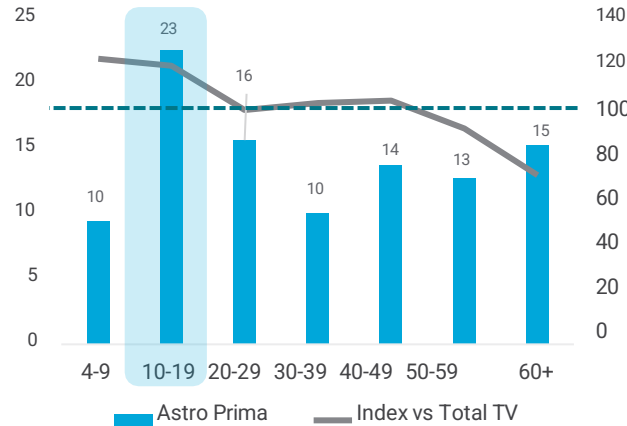


FEMALE  
52%



MALE  
48%

### Age



Skewed Aged 10-19 [Index: 120]

### Occupation

28%



PMEBs

7%



BLUE  
COLLARS

33%



STUDENTS

32%



HOUSEPERSONS/  
NOT WORKING

Skewed Students [Index: 116]

### Monthly Household Income

15%



Below  
RM2K

31%



RM2K-  
RM4K

21%



RM4K-  
RM6K

10%



RM6K-  
RM8K

10%



RM8K-  
RM10K

12%



RM10K  
& above

Skewed HHI RM 6K – RM 8K [Index: 113]

Monthly Reach  
(Ave. Past 3 Months)

5.9 Mil

Source: Kantar Media DTAM, Total Individual  
(Universe: 15,262K), Jan-Mar 2024

**Thank You**