



Astro Addressable Advertising

Audience-Centric Targeting with
First-Party Data

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.



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.

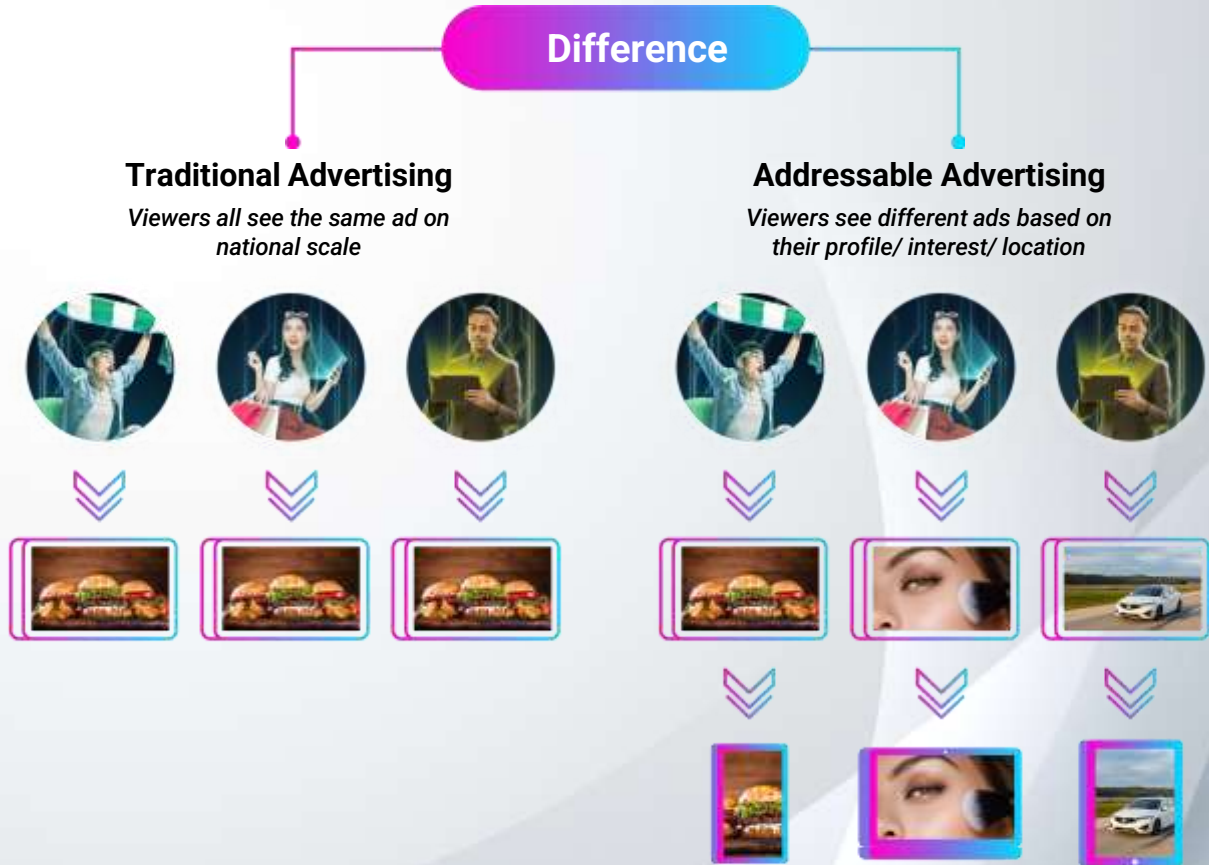
Click to play video

[AAA Launch Video](#)

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

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

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



Key Differences

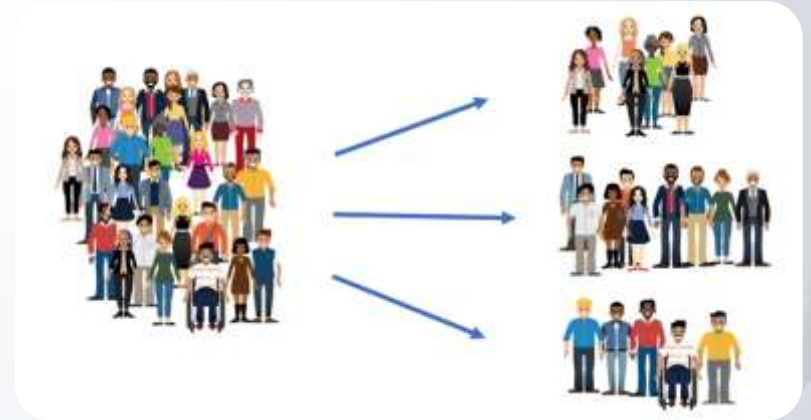


Traditional TV Buying

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



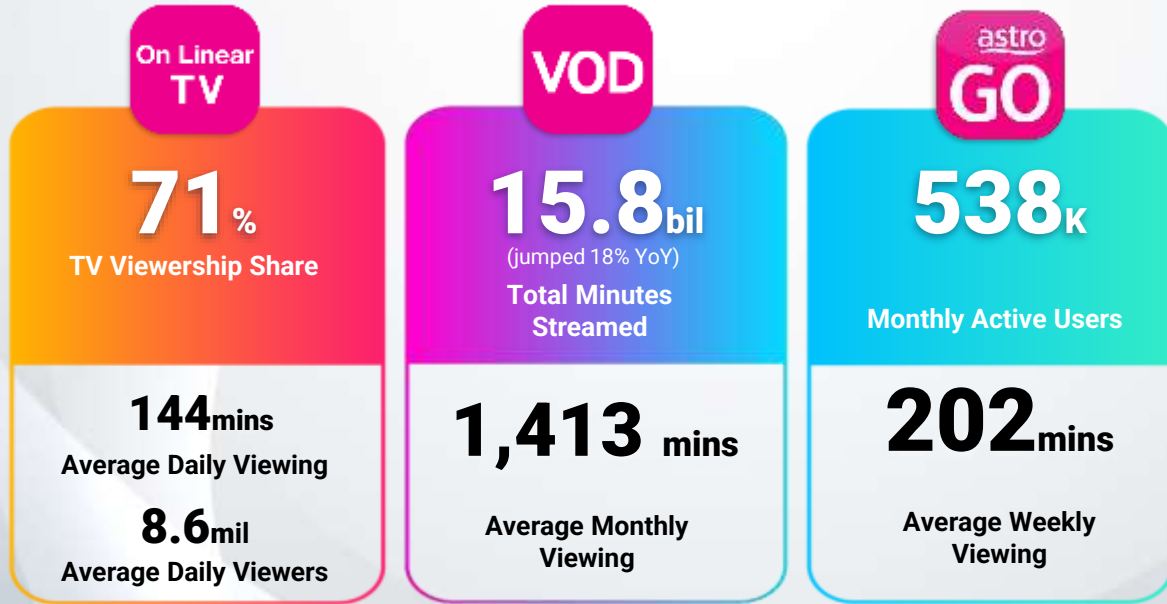
Purchase Behaviour



Interest



ADDRESSABLE AD SOLUTION ON OUR CONTENT-BASED ECOSYSTEM



Source: Astro Q4FY24 Analyst Presentation



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. .



TV CHANNEL PROFILE JANUARY – MARCH 2024

For Chinese Package



Channel 306 (HD)

Astro AEC is a Chinese General Entertainment channel that offers a variety of top programmes from Asian countries and as a localised tv channel that showcases a full ranged of heart touching programmes that inspire the viewers with real life stories of Malaysians.

Monthly Reach
(Ave. Past 3 Months)

1.7 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

GENDER

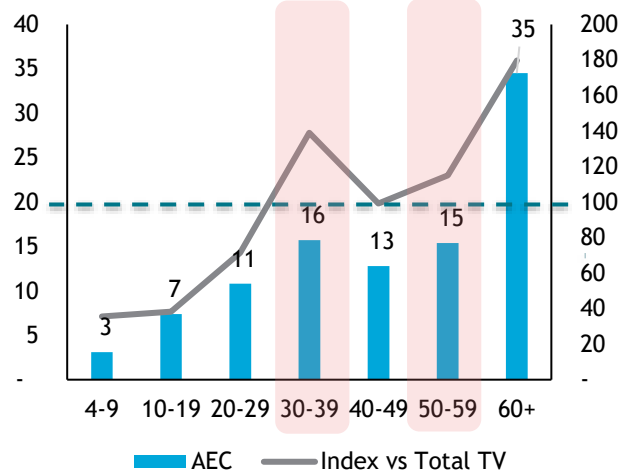


FEMALE
55%



MALE
45%

AGE



Skewed aged 30-39 [Index: 139],
50-59 [Index: 115]

OCCUPATION

40%



PMEBs

5%



BLUE
COLLARS

13%



STUDENTS

42%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 138],
Housepersons/ Not Working [Index: 119]

MONTHLY HOUSEHOLD INCOME

9%



Below
RM2K

20%



RM2K-
RM4K

27%



RM4K-
RM6K

13%



RM6K-
RM8K

9%



RM8K-
RM10K

21%



RM10K
& above

Skewed RM6K-8K [Index: 132],
RM10K+ [Index: 139]



TVB Jade

Channel 310 (HD)

GENDER

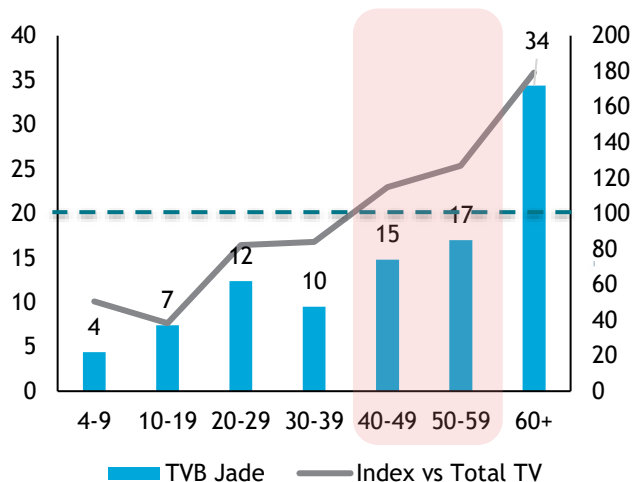


FEMALE
62%



MALE
38%

AGE



Skewed aged 40-49 [Index: 115],
50-59 [Index: 127]

OCCUPATION

36%



PMEBs

5%



BLUE
COLLARS

14%



STUDENTS

45%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 123],
Housepersons / Not Working [Index: 130]

MONTHLY HOUSEHOLD INCOME

13%



Below
RM2K

12%



RM2K-
RM4K

31%



RM4K-
RM6K

16%



RM6K-
RM8K

11%



RM8K-
RM10K

17%



RM10K
& above

Skewed RM6K-RM8K [Index: 163],
RM8K-RM10K [Index: 118], RM10K+ [Index: 111]

Monthly Reach
(Ave. Past 3 Months)

1 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.



Channel 308 (HD)

Follow China entertainment's latest trends on Astro Quan Jia HD – featuring the hottest variety shows, hit drama series & food documentaries, express from China.

GENDER

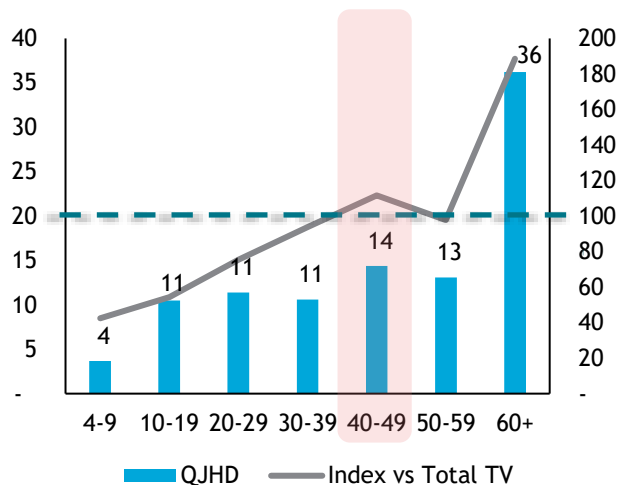


FEMALE
58%



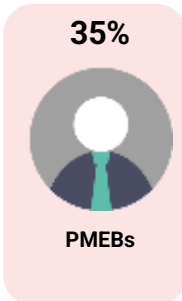
MALE
42%

AGE



Skewed aged 40-49 [Index: 112]

OCCUPATION



Skewed PMEBs [Index: 119],
Housepersons / Not Working [Index: 123]

MONTHLY HOUSEHOLD INCOME



Monthly Reach
(Ave. Past 3 Months)
986K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

Celestial Classic Movies is a 24-hour pay-TV movie channel screening Chinese classic movie masterpieces from the renowned Shaw Brothers library and other film libraries. All Shaw Brothers movies are digitally restored to bring viewers sound and picture quality matching the original cinematic prints.

Monthly Reach
(Ave. Past 3 Months)

969 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

GENDER

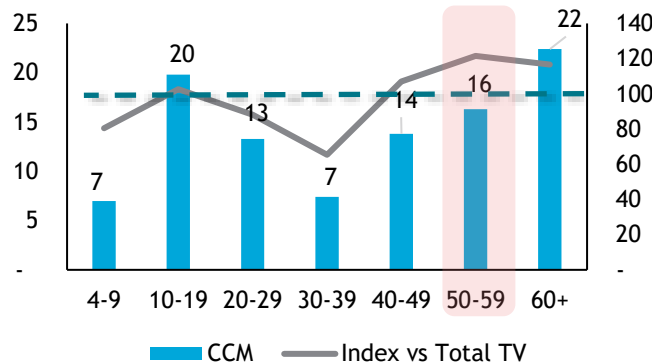


FEMALE
49%



MALE
51%

AGE



Skewed aged 50-59 [Index: 122]

OCCUPATION

28%



PMEBs

9%



BLUE COLLARS

32%



STUDENTS

32%



HOUSEPERSONS/ NOT WORKING

MONTHLY HOUSEHOLD INCOME

25%



Below RM2K

26%



RM2K- RM4K

24%



RM4K- RM6K

10%



RM6K- RM8K

8%



RM8K- RM10K

5%



RM10K & above

iQIYI 爱奇艺

Channel 300 (HD)

iQIYI HD is the world's first exclusive iQIYI TV Channel showcase. It features iQIYI's extensive quality range of original content, from smash hit dramas to variety shows & movies.

Monthly Reach
(Ave. Past 3 Months)

923 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

GENDER

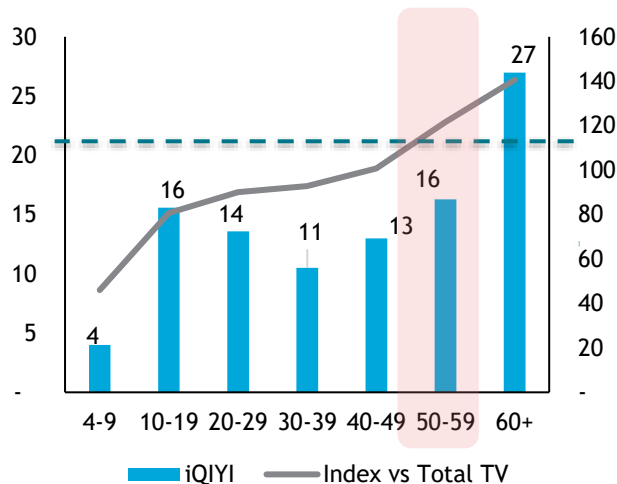


FEMALE
53%



MALE
47%

AGE



Skewed aged 50-59 [Index: 122]

OCCUPATION

33%



PMEBs

8%



BLUE
COLLARS

24%



STUDENTS

35%



HOUSEPERSONS/
NOT WORKING

Skewed PMEBS [Index: 113]

MONTHLY HOUSEHOLD INCOME

25%



Below
RM2K

23%



RM2K-
RM4K

33%



RM4K-
RM6K

3%



RM6K-
RM8K

5%



RM8K-
RM10K

11%



RM10K
& above



TVB Classic

Channel 305 (HD)

All Time Favourite TVB Series. TVB Classic Channel presents a collection of the most memorable and highly rated dramas from the 70s, 80s & 90s.

Monthly Reach
(Ave. Past 3 Months)

925 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

GENDER

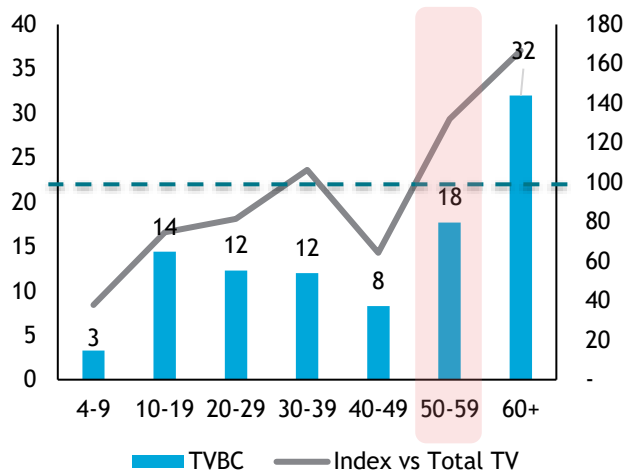


FEMALE
52%



MALE
48%

AGE



Skewed aged 50-59 [Index: 132]

OCCUPATION

28%



PMEBs

9%



BLUE
COLLARS

20%



STUDENTS

44%



HOUSEPERSONS/
NOT WORKING

Skewed Housepersons / Not Working [Index: 125]

MONTHLY HOUSEHOLD INCOME

22%



Below
RM2K

23%



RM2K-
RM4K

24%



RM4K-
RM6K

10%



RM6K-
RM8K

12%



RM8K-
RM10K

9%



RM10K
& above

Skewed RM8K-RM10K [Index: 126]



TVB Xing He

Channel 319 (HD)

A 24-hour Chinese Drama Channel features classic dramas from TVB Hong Kong in dual language Mandarin and Cantonese.

Monthly Reach
(Ave. Past 3 Months)

564 K

GENDER

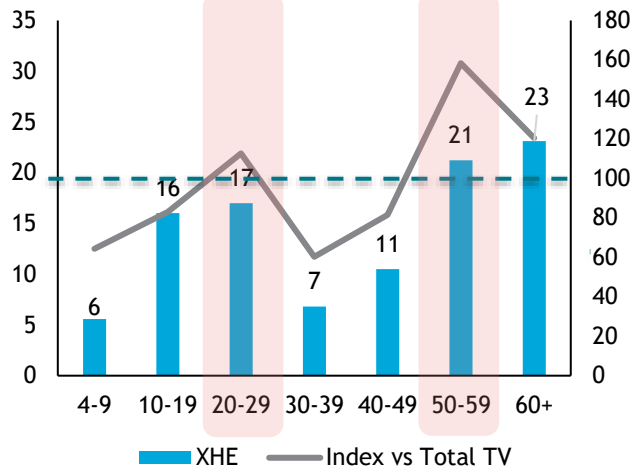


FEMALE
69%



MALE
31%

AGE



Skewed aged 20-29 [Index: 113],
50-59 [Index: 158]

OCCUPATION

21%



PMEBs

9%



BLUE
COLLARS

27%



STUDENTS

43%



HOUSEPERSONS /
NOT WORKING

Skewed Housepersons / Not Working
[Index: 123]

MONTHLY HOUSEHOLD INCOME

47%



Below
RM2K

5%



RM2K-
RM4K

20%



RM4K-
RM6K

5%



RM6K-
RM8K

7%



RM8K-
RM10K

17%



RM10K
& above

Skewed RM10K+ [Index: 111]



TVBS Asia

Channel 320 (HD)

Bringing you the best selection of the most popular programme from Taiwan. Including live daily news, dramas, game and variety shows, concerts and cooking shows.

Monthly Reach
(Ave. Past 3 Months)

544 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024
Index is against Total TV Universe.

GENDER

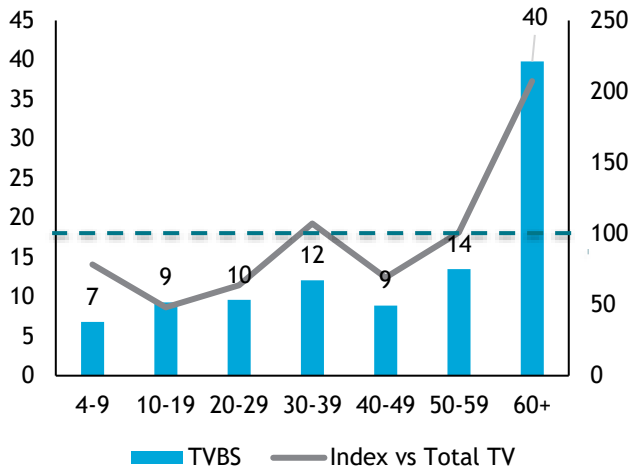


FEMALE
66%



MALE
34%

AGE



OCCUPATION



30%

PMEBs



4%

BLUE
COLLARS



19%

STUDENTS



48%

HOUSEPERSONS/
NOT WORKING

Skewed
Housepersons / Not Working [Index: 138]

MONTHLY HOUSEHOLD INCOME

8%

Below
RM2K

17%

RM2K-
RM4K

47%

RM4K-
RM6K

5%

RM6K-
RM8K

7%

RM8K-
RM10K

17%

RM10K
& above

Skewed RM10K+ [Index: 111]

Thank You