



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.

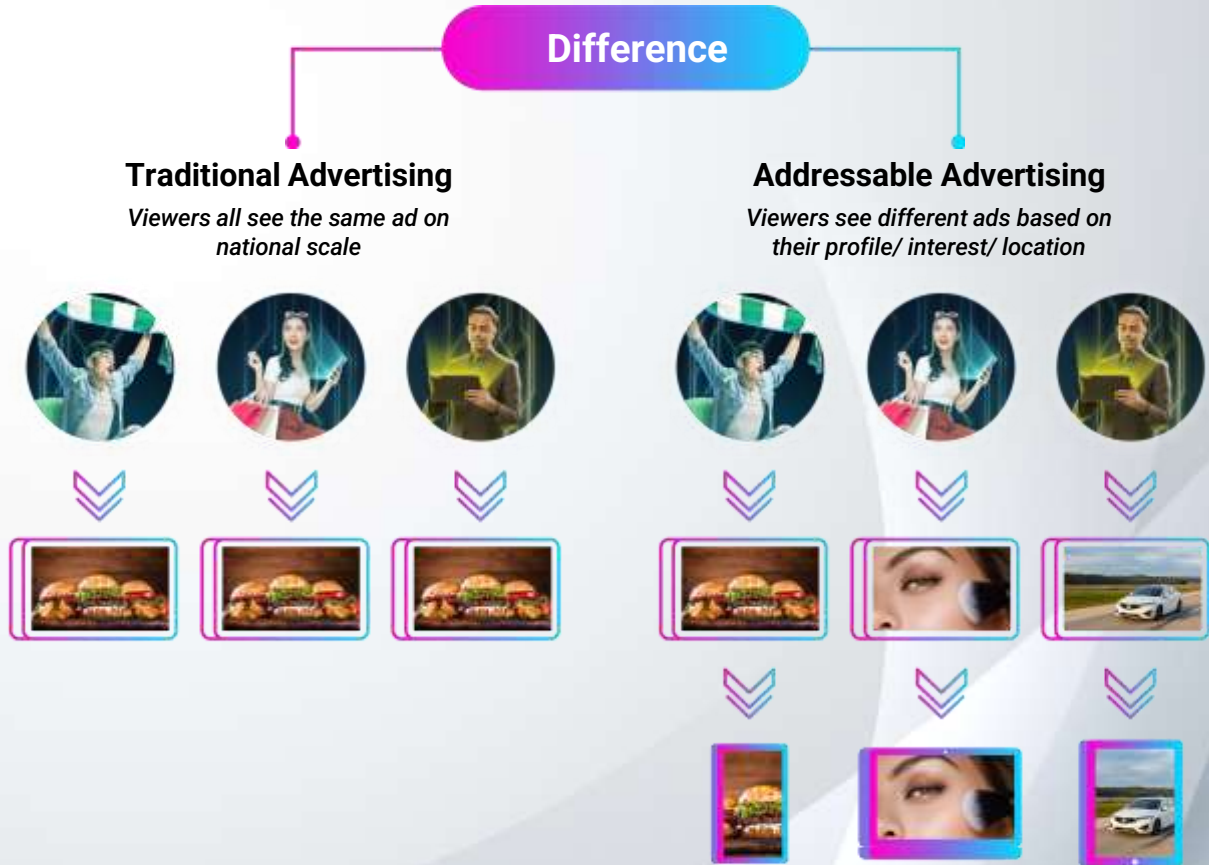
Click to play video

[AAA Launch Video](#)

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

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

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



Key Differences

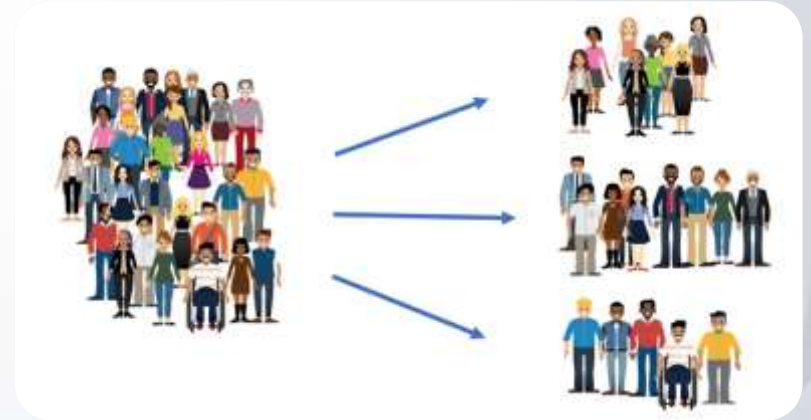


Traditional TV Buying

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



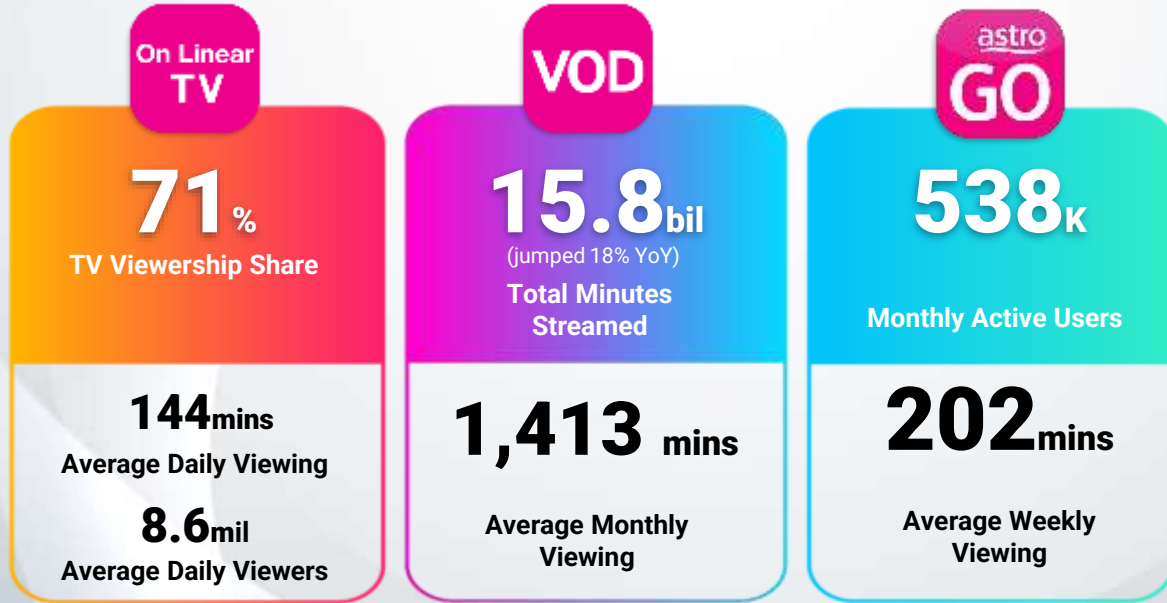
Purchase Behaviour



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 Indian Package



Adithya

Channel **214 [SD]**

Adithya is a 24-hour full-fledged Tamil comedy channel. Featuring classic and current comedies, Live dial-in programmes with VJs and famous film comedians and celebrities, latest comedy clips interspersed with clips from earlier decades and blockbuster movies on weekends catering to the entire family.

**Monthly Reach
(Ave. Past 3 Months)**

1.1 Mil

GENDER

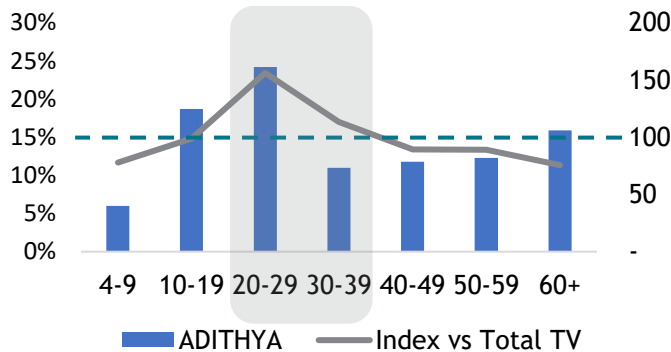


50%



50%

AGE



**Skewed age 20-29 [Index: 156]
and 30-39 [Index: 113]**

OCCUPATION

30%



PMEBs

11%



**BLUE
COLLARS**

30%



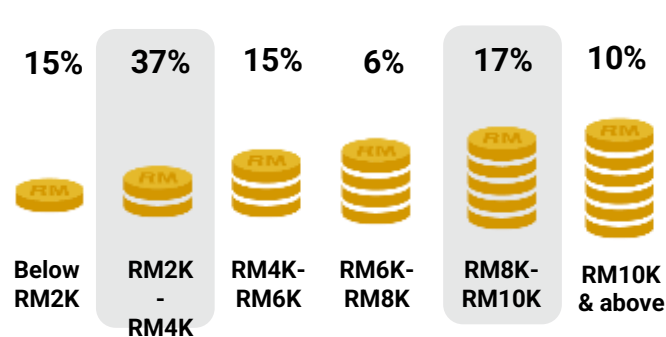
STUDENTS

29%



**HOUSEPERSONS/
NOT WORKING**

MONTHLY HOUSEHOLD INCOME



**Skewed RM2K-RM4K [Index: 123]
and RM8K-RM10K [Index: 152]**



Channel 203

Malaysia's 1st 24-hour Tamil nonstop movie channel. Offers an exciting mix of blockbuster movies from the ear of 90s to latest new movie releases, featuring a wide range of exciting storylines, unforgettable blockbusters and star-studded movies make up the various genres. Astro Vellithirai brings the big screen experience into your living room, providing magnificent entertainment for the movie fans

Monthly Reach
(Ave. Past 3 Months)

2.5Mil

GENDER

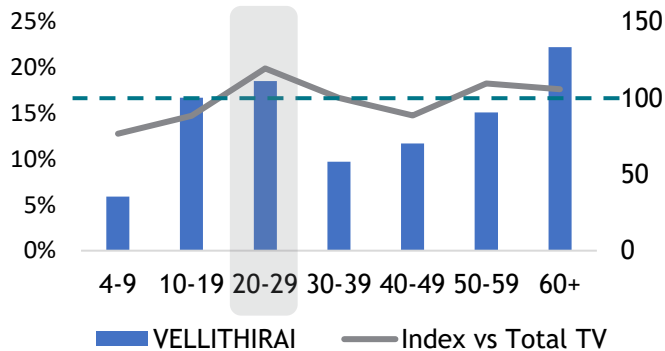


51%



49%

AGE



Skewed aged 20-29 [Index:119]

OCCUPATION

29%



PMEBs

10%



BLUE COLLARS

26%



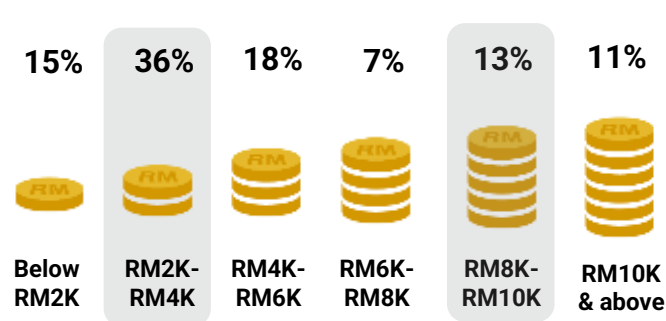
STUDENTS

35%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME



Skewed RM2K-RM4K [Index: 1261]
and RM8K – RM10K [Index: 120]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January – March 2024
Index is against Total TV Universe



Channel 202

FIRST 24 Hour general entertainment HD channel catered to the entire family. Features a variety of programmes ranging from reality shows, travelogues, high end documentaries, talk shows, ayurvedic, celebrity cooking shows, classical Carnatic music, lifestyle programme's, Astro Original productions, blockbuster movies and many more. Astro Vinmeen also champion key signatures i.e., Big Stage Tamil, Family Feud Tamil, Rap Porkalam and many more. Audiences will also enjoy LIVE shows such as Ulagam Awards and Festival specials for Ponggal, Deepavali and Tamil New Year. Currently, Vinmeen offers monthly Drama series under Vinmeen exclusively from various genres ranging from Thriller, Action, Romantic-Comedy and many more. Vinmeen introduced Super-Telemovie recently for festivals and public holidays with an engaging plot.

**Monthly Reach
(Ave. Past 3 Months)**

2.2 Mil

GENDER

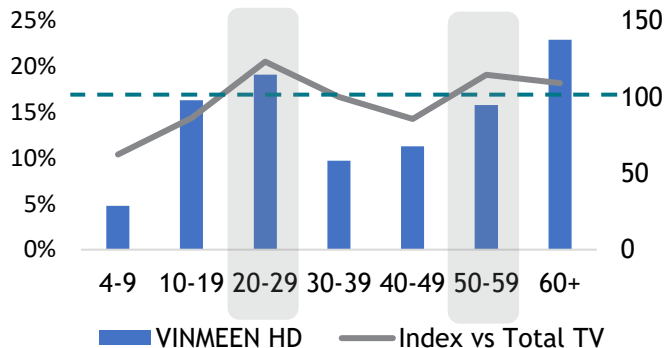


53%



47%

AGE



**Skewed aged 20-29 [Index: 123]
and 50-59 [Index: 114]**

OCCUPATION

29%



PMEBs

10%



**BLUE
COLLARS**

26%



STUDENTS

35%



**HOUSEPERSONS/
NOT WORKING**

MONTHLY HOUSEHOLD INCOME

14%



**Below
RM2K**

37%



**RM2K-
RM4K**

18%



**RM4K-
RM6K**

7%



**RM6K-
RM8K**

14%



**RM8K-
RM10K**

10%



**RM10K
& above**

**Skewed RM2K-RM4K [Index: 125]
and RM8K-RM10K [Index: 125]**



SUN TV

Channel 211

Sun TV is the ultimate family channel that brings an engaging assortment of mega serials, film-based entertainment, women's programmes, talk shows, children's programmes and music-based programmes. The channel also offers Huge Blockbuster movies, Mega concerts, Celebrity based shows i.e Awards and Film Launches.

Monthly Reach
(Ave. Past 3 Months)

1.3 Mil

GENDER

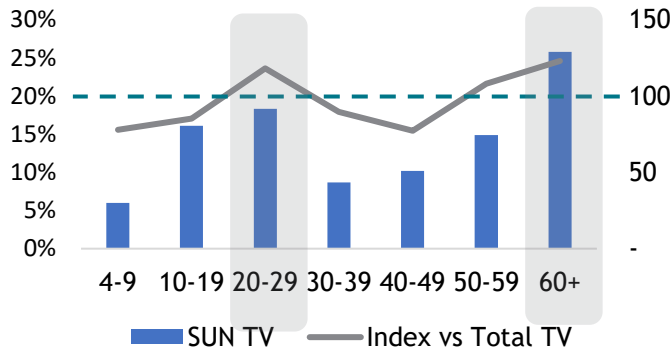


54%



46%

AGE



Skewed age 20-29 [Index: 118]
and 60+ [Index: 123]

OCCUPATION

26%



PMEBs

10%



BLUE COLLARS

26%



STUDENTS

38%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME

15%



Below RM2K

39%



RM2K-
RM4K

15%



RM4K-
RM6K

7%



RM6K
-
RM8K

12%



RM8K-
RM10K

12%



RM10K
& above

Skewed RM2K-RM4K [Index:132]

Thank You