



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.



***“ 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.

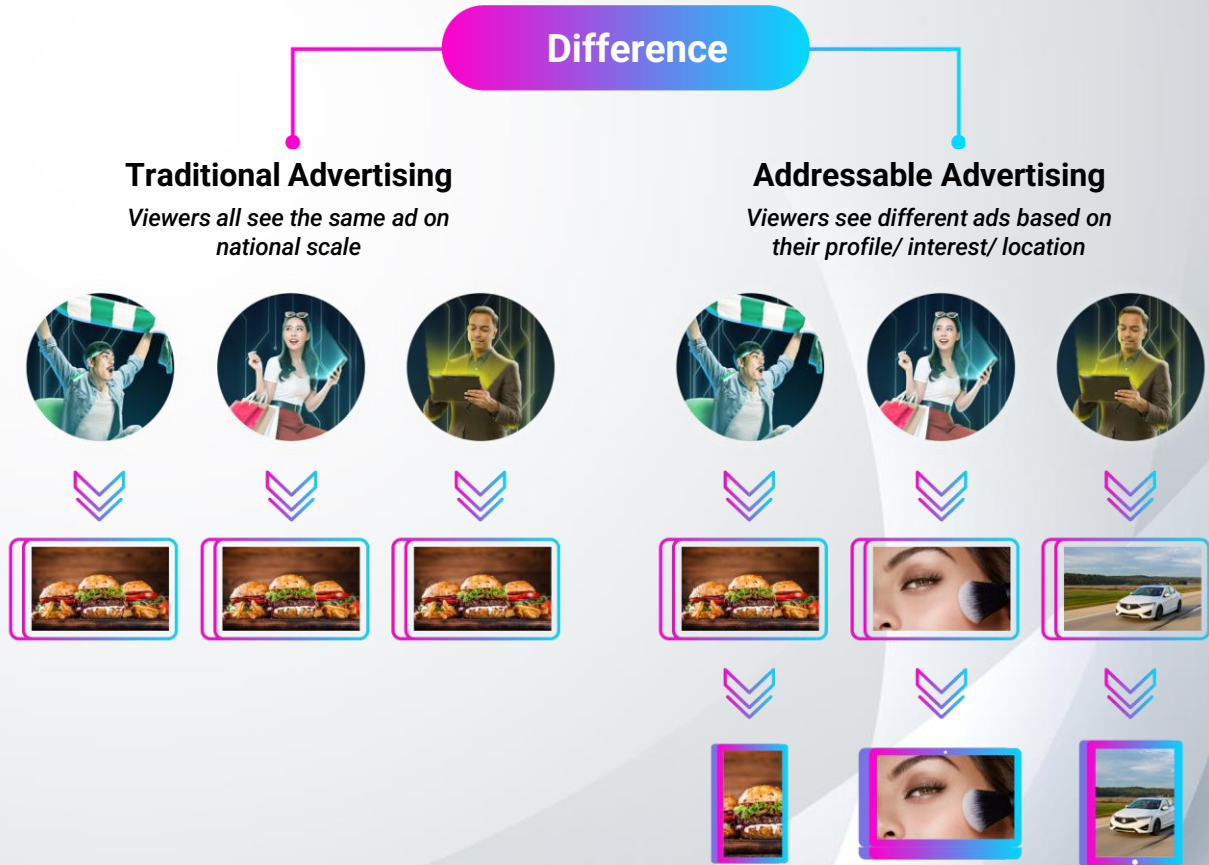
Click to play video

[AAA Launch Video](#)

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

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

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



Key Differences

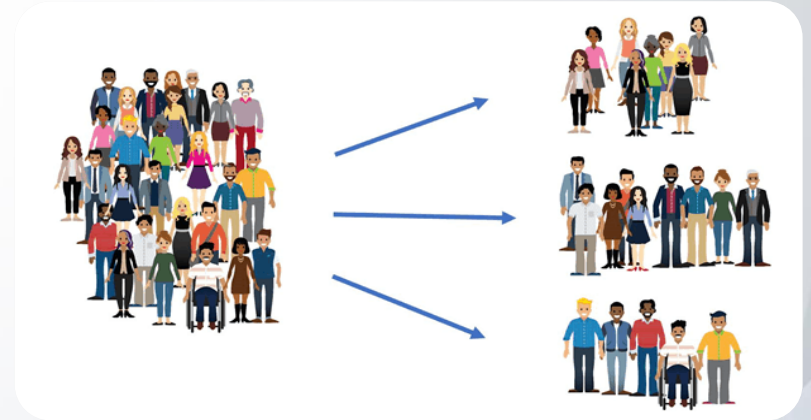


Traditional TV Buying

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



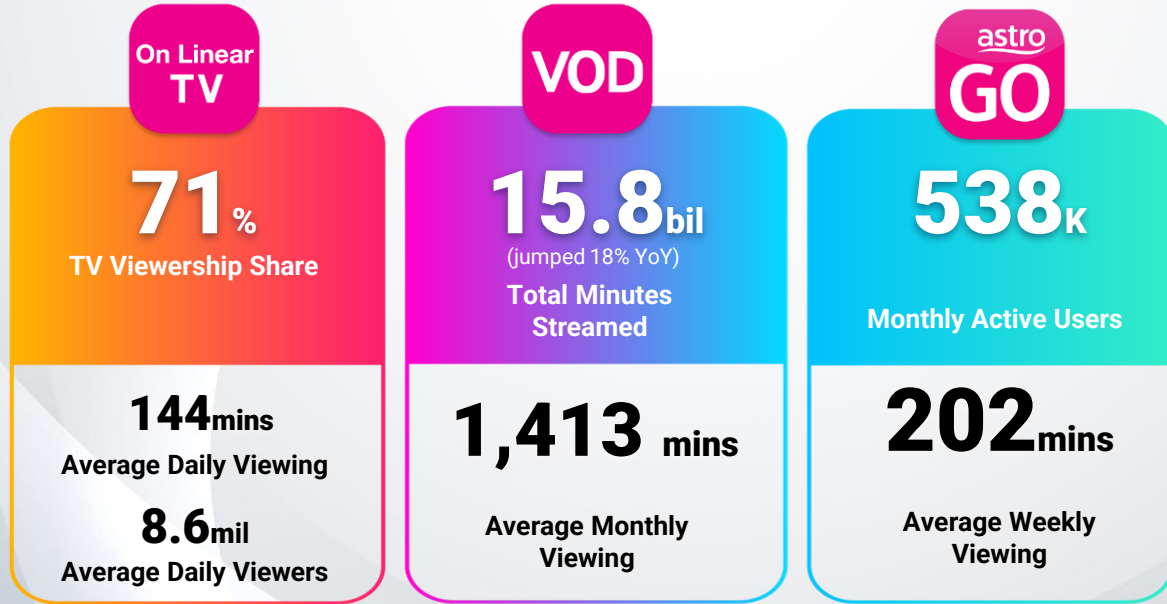
Purchase Behaviour



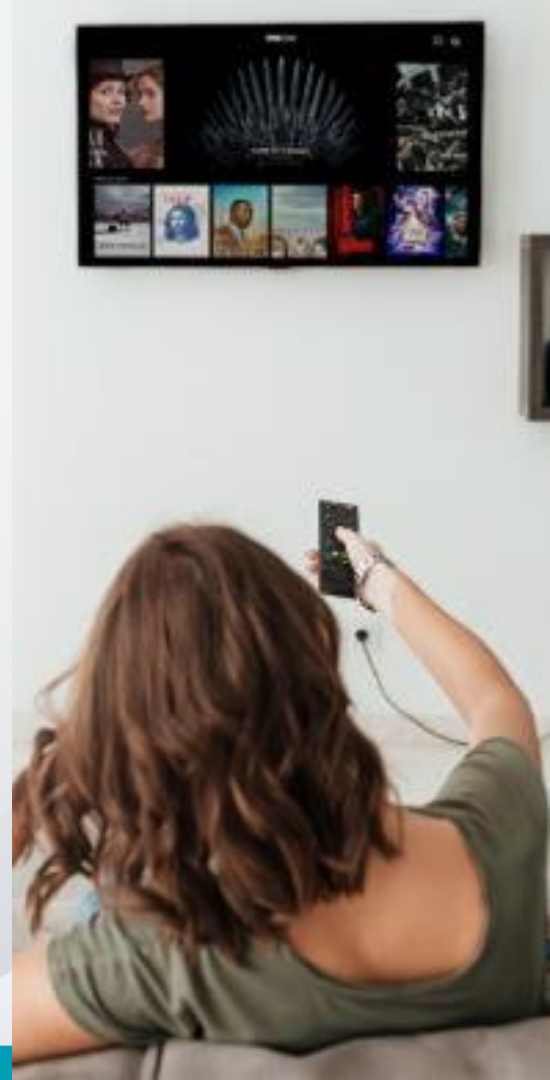
Interest



ADDRESSABLE AD SOLUTION ON OUR CONTENT-BASED ECOSYSTEM



Source: Astro Q4FY24 Analyst Presentation



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 PMEB Package



Channel 501

Malaysia's first 24-hour news & information channel - delivering in-depth analysis and balanced, transparent coverage of news and current affairs.

Malaysia's Most Trusted News Brand

Monthly Reach
(Ave. Past 3 Months)

2.4 Mil

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

GENDER



FEMALE
48%



MALE
52%

ETHNIC



73%

MALAY



4%

CHINESE



3%

INDIAN



5%

OTHERS



15%

OTHER BUMIPUTRA

Skewed Malay [Index: 114]
Others [Index: 250] & Other Bumiputra [Index: 300]

OCCUPATION



30%

PMEBs



6%

BLUE COLLARS



25%

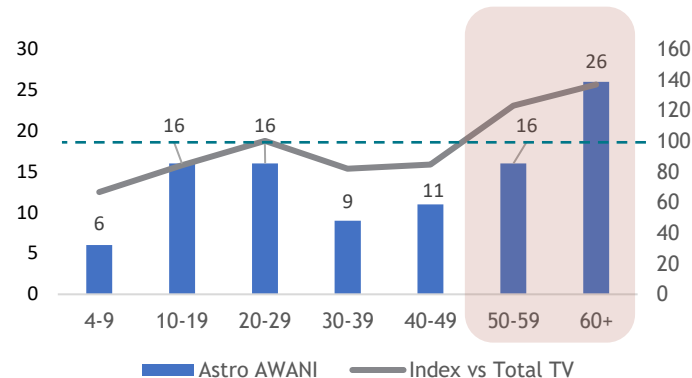
STUDENTS



39%

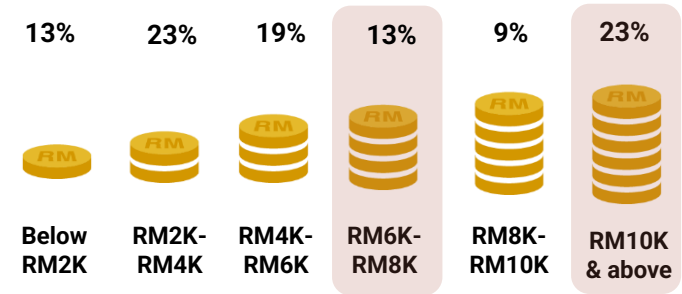
**HOUSEPERSONS/
NOT WORKING**

AGE



Skewed Age 50-59 [Index: 123] & 60+ [Index: 137]

MONTHLY HOUSEHOLD INCOME



Skewed HHI RM 6K – RM 8K [Index: 144] & RM10K+ [Index: 153]



Channel **709**

The Asian Food Network gives the Asian perspective and champions Asian heritage and culture. A wide spectrum of content genres, though primarily food-based, and includes programs featuring celebrity chefs. Other content range include travelogues, reality, current affairs and variety.

Monthly Reach
(Ave. Past 3 Months)

1.8 Mil

GENDER

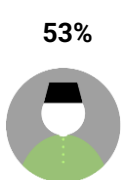


FEMALE
55%



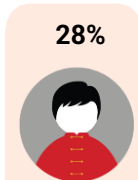
MALE
45%

ETHNIC



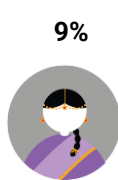
53%

MALAY



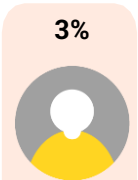
28%

CHINESE



9%

INDIAN



3%

OTHERS



7%

OTHER BUMIPUTRA

Skewed Chinese [Index: 183] and Others [Index: 229]

OCCUPATION



32%

PMEBs



6%

BLUE COLLARS



26%

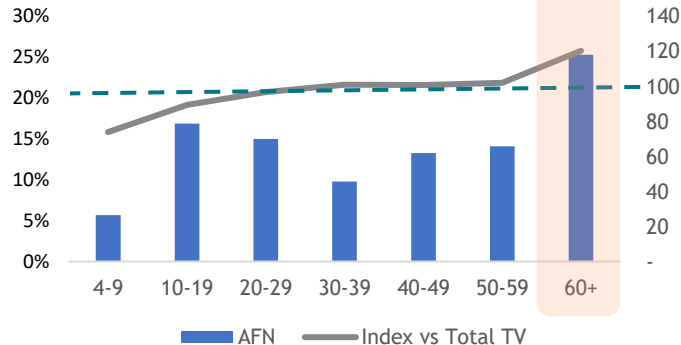
STUDENTS



36%

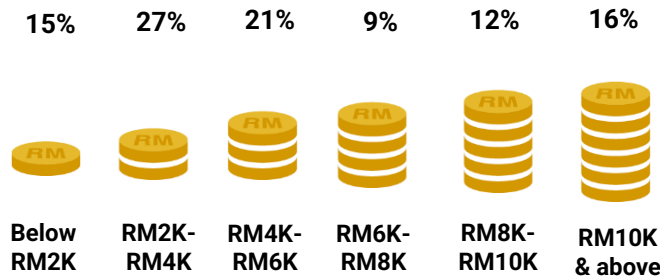
**HOUSEPERSONS/
NOT WORKING**

AGE



Skewed aged 60+ [Index: 120]

MONTHLY HOUSEHOLD INCOME





Channel 701

AXN features exclusive top-rated drama series, blockbuster features, reality programs and groundbreaking original productions. The channel appeals to a discerning audience seeking content that is smart, intriguing and unexpected, and all delivered close to U.S telecasts. From SEAL Team and MacGyver to The Amazing Race Asia and Asia's Got Talent. AXN is defined not by a genre, but by an attitude that truly redefines action

Monthly Reach
(Ave. Past 3 Months)

3.1Mil

GENDER



FEMALE
49%



MALE
51%

ETHNIC

82%



MALAY

7%



CHINESE

4%



INDIAN

2%



OTHERS

5%



OTHER
BUMIPUTRA

Skewed Malay [Index: 127] and Others [Index: 121]

OCCUPATION

32%



PMEBs

6%



BLUE
COLLARS

30%



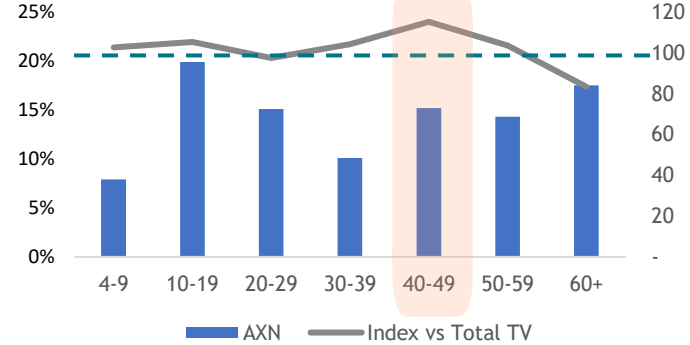
STUDENTS

32%



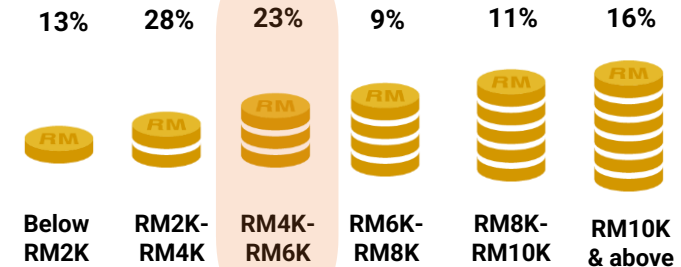
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 115]

MONTHLY HOUSEHOLD INCOME



Skewed RM6-RM8K [Index: 111]



Channel 715

Leading home and lifestyle entertainment brand HGTV is the first regional channel dedicated exclusively to the growing home and lifestyle category in Asia. HGTV is one of the world's leading producers of lifestyle content.

Monthly Reach (Ave. Past 3 Months)
864K

GENDER



FEMALE
50%



MALE
50%

ETHNIC



79%

MALAY



10%

CHINESE



3%

INDIAN



3%

OTHERS

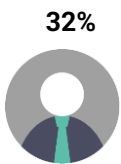


5%

OTHER BUMIPUTRA

Skewed Malay [Index: 121] and Others [Index: 200]

OCCUPATION



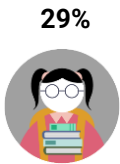
32%

PMEBs



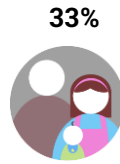
6%

BLUE COLLARS



29%

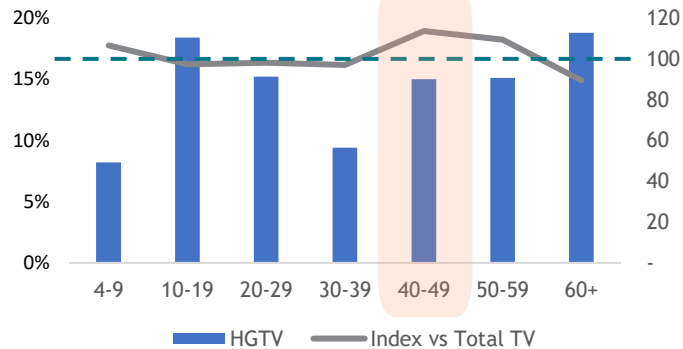
STUDENTS



33%

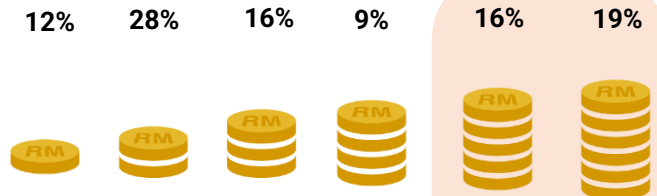
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 114]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index :140] and RM10K & above [Index: 128]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January – March 2024
Index is against Total TV Universe7

HITS MOVIES

Channel 401

HITS MOVIES celebrates the best blockbuster films ever made from the '60s to the '90s in stunning HD. It's a channel with playlists that people will love and follow. HITS Movies have selected and curated evergreen and recognizable movies in a simple manner – with programming that people will understand, watch and love.

Monthly Reach
(Ave. Past 3 Months)

2.0 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), January – March 2024
Index is against Total TV Universe⁷

GENDER



FEMALE
47%



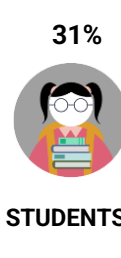
MALE
53%

ETHNIC



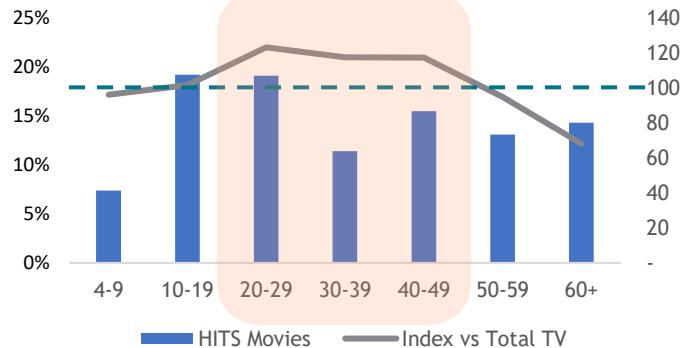
Skewed Malay [Index: 127] and Others [Index: 121]

OCCUPATION



Skewed PMEBS {Index: 113}

AGE



Skewed aged 20-29 [Index: 123], 30-39 [Index: 118] and 40-49 [Index: 117]

MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 118]

Lifetime

Channel **703**

Lifetime is a female-focused entertainment destination committed to telling distinctive stories about real people that informs, motivates and enriches her perspective of life.

Monthly Reach
(Ave. Past 3 Months)

1.8 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), January – March 2024
Index is against Total TV Universe7

GENDER



FEMALE
50%



MALE
50%

ETHNIC

80%



MALAY

8%



CHINESE

5%



INDIAN

2%



OTHERS

5%



OTHER
BUMIPUTRA

Skewed Malay [Index: 124] and Others [Index: 129]

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

29%



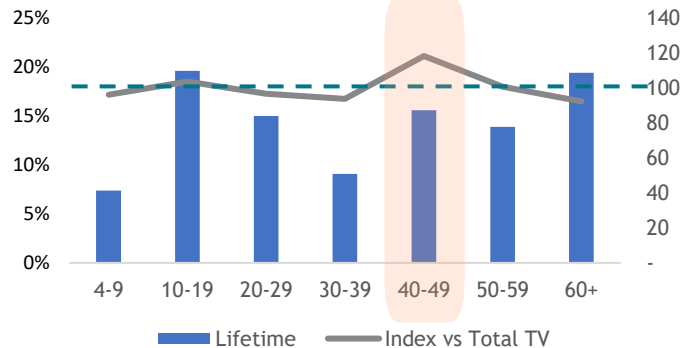
STUDENTS

33%



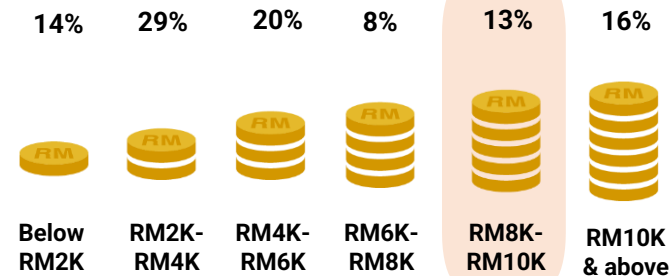
HOUSEPERSONS/
NOT WORKING

AGE



Skewed aged 40-49 [Index: 118]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 113]



Channel 707

TLC celebrates everyday life and special occasions by offering new perspectives and shared experiences from real-life people in remarkable circumstances. TLC brings you life that is anything but ordinary. Get the inside track on all the things you love to do, and the insights that make everything you experience more interesting. TLC engages the heart, mind and soul by letting you savor the best the world has to offer.

Monthly Reach
(Ave. Past 3 Months)

1.5 Mil

Source: Kantar Media DTAM, Individual
(Total Universe: 15,262K), January – March 2024
Index is against Total TV Universe7

GENDER



FEMALE
54%



MALE
46%

ETHNIC

71%



MALAY

14%



CHINESE

7%



INDIAN

2%



OTHERS

6%



OTHER
BUMIPUTRA

Skewed Others [Index: 164]

OCCUPATION

31%



PMEBs

7%



BLUE
COLLARS

27%



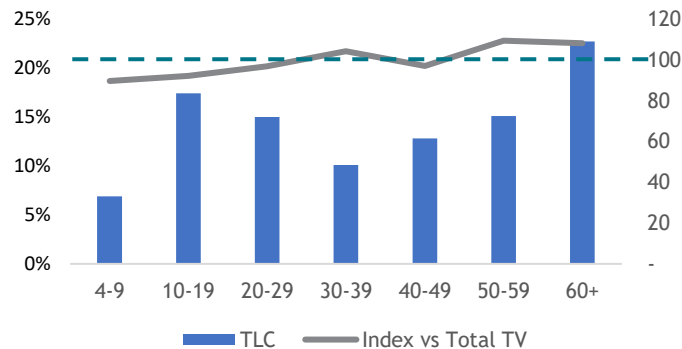
STUDENTS

35%

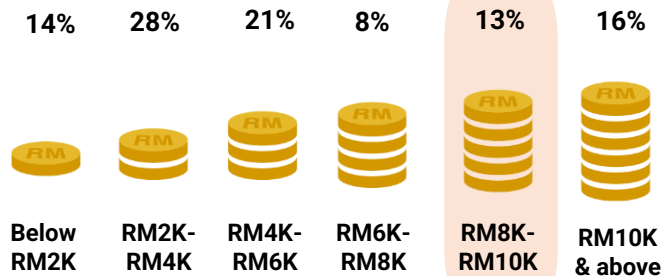


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 118]

Thank You