



CHANNEL PROFILE

Q1 2018

Chinese Segment

Go Beyond



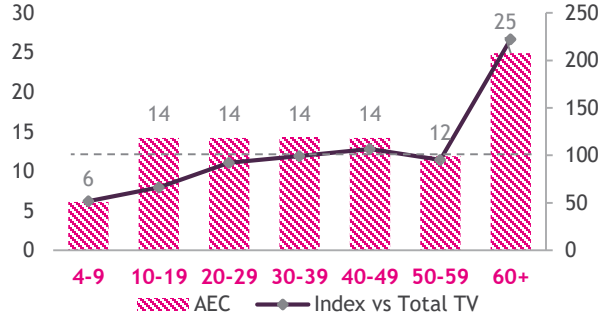
Channel 301 & 306 (HD)

Astro AEC HD provides 24-hour Mandarin-generic entertainment & infotainment. It offers local content as well as programmes from China, Taiwan, Singapore and Japan.

Monthly Net Reach
(Ave. Past 3 Months)

1.93 Mil

Age Group



Skewed age 40-49 [Index: 107] & 60+ [Index: 222]

Location



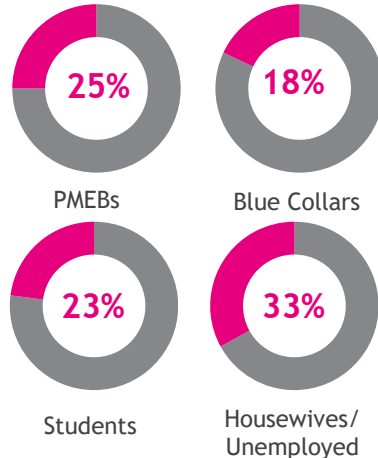
90%
Urban

Gender



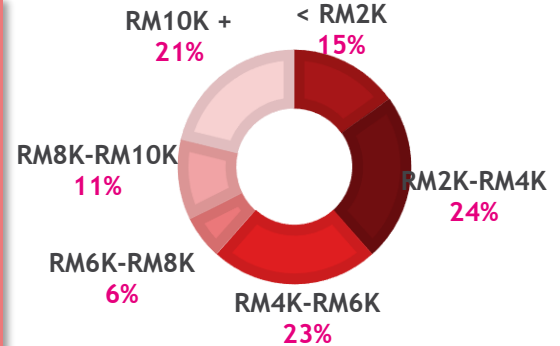
54%
Female
[Index:106]

Occupation



Skewed PMEBS [Index: 124] & Housewives [Index: 111]

HH Income



Skewed HHI RM4-6K [Index: 127] & HHI RM8-10K [Index: 195] & HHI RM10K+ [Index: 180]



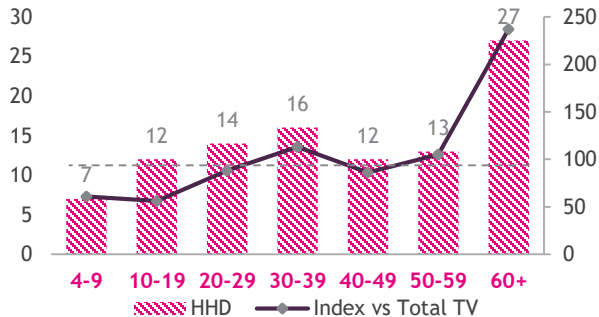
Channel 333 & 332 (HD)

Astro Hua Hee Dai HD brings you the best Taiwan Hokkien shows including drama series, variety shows, travel, music, movies, arts, interviews, gourmet cooking shows, feature documentary and much more. Available with HD Service + New Emperor Pack

Monthly Net Reach
(Ave. Past 3 Months)

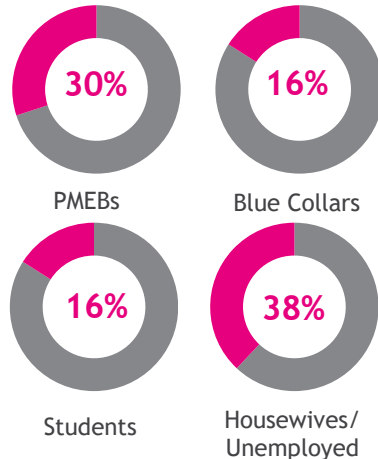
910 K

Age Group



Skewed age 30-39 [Index: 113] & 60+ [Index: 237]

Occupation



Skewed PMEBS [Index: 149] & Housewives [Index: 126]

Location



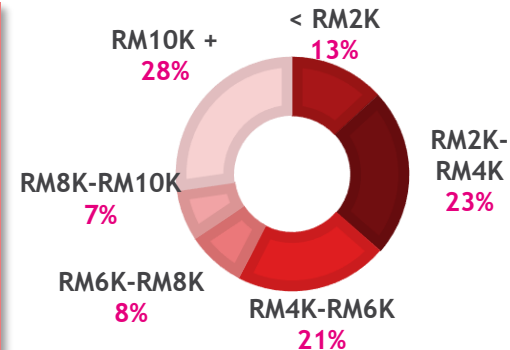
81%
Urban

Gender



52%
Female
[Index:101]

HH Income



Skewed HHI RM4-6K [Index: 119], RM6-8K [Index: 113], RM 8-10K [Index: 114] & RM10K+ [Index: 237]



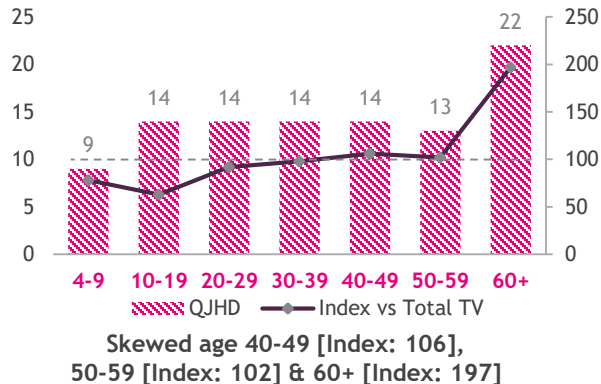
Channel **308** (HD)

Astro Quan Jia HD is a Mandarin HD channel that brings you the best big budget drama series, as well as world class documentaries, travelogues and variety shows from Asian countries like China, Taiwan, Japan, Korean and Singapore. Available with Basic HD Pack

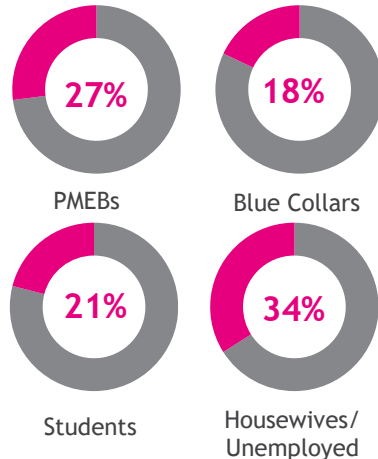
Monthly Net Reach
(Ave. Past 3 Months)

1.34 Mil

Age Group



Occupation



Location



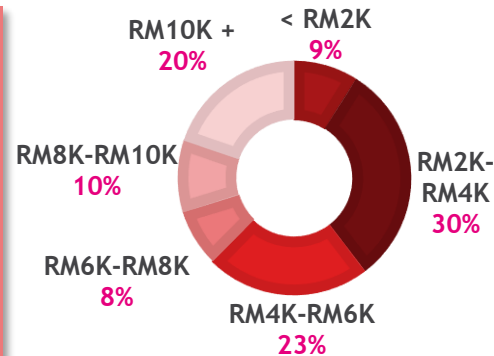
89%
Urban

Gender



54%
Female
[Index:106]

HH Income





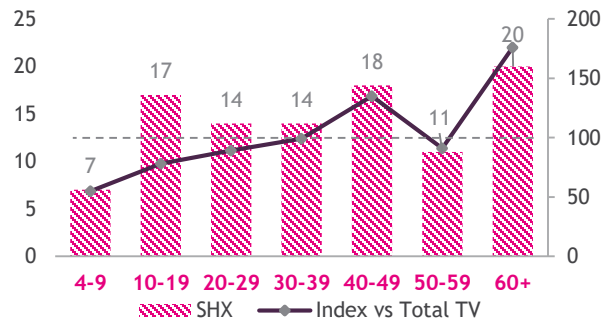
Channel **324 & 307** (HD)

A 24-hour TV channel with a focus on Asian dramas, Astro Shuang Xing showcases top-rated and award-winning dramas from Taiwan, Hong Kong, Singapore, China, Korea and Japan offering a wide variety of genres and big name casts. From action and fantasy, to history and romance, this channel boasts an impressive selection. With a close window period of the latest Taiwan Idol & Singapore dramas.

Monthly Net Reach
(Ave. Past 3 Months)

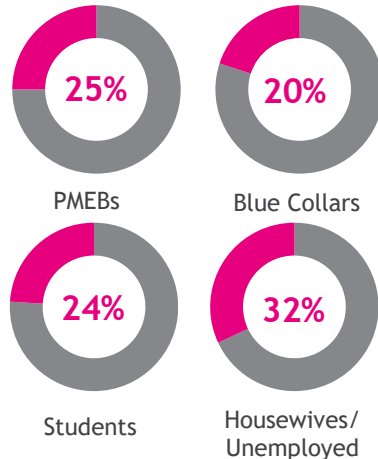
940 K

Age Group



Skewed age 40-49 [Index: 135] & 60+ [Index: 176]

Occupation



Skewed PMEBS [Index: 123], Blue Collar [Index: 110] & Housewives [Index: 105]

Location



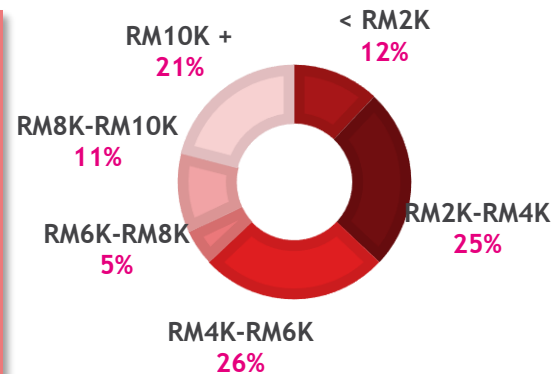
91%
Urban

Gender



58%
Female
[Index: 113]

HH Income



Skewed HHI RM 4-6K [Index: 142], RM8-10K [Index: 193] & RM10K+ [Index: 186]



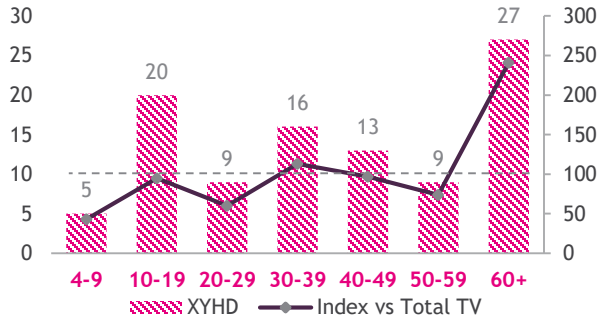
Channel 300 (HD)

Xi Yue HD is an Astro free HD channel for NJOI users and Astro subscribers. It broadcasts in Chinese and provides content such as documentaries, travelogues, musical programs and variety shows from China, Taiwan and Singapore. On top of that, popular local productions content in HD will be broadcast on this channel as well.

Monthly Net Reach
(Ave. Past 3 Months)

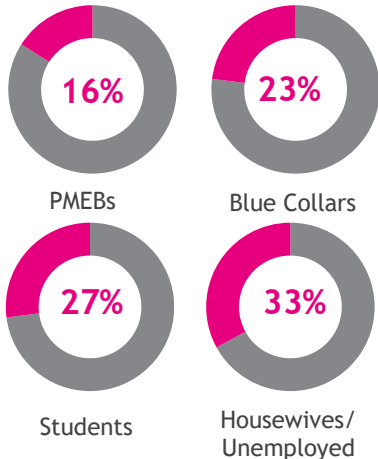
1.33 Mil

Age Group



Skewed age 30-39 [Index: 113] & 60+ [Index: 241]

Occupation



Skewed Blue Collars [Index: 131] & Housewives [Index: 111]

Location



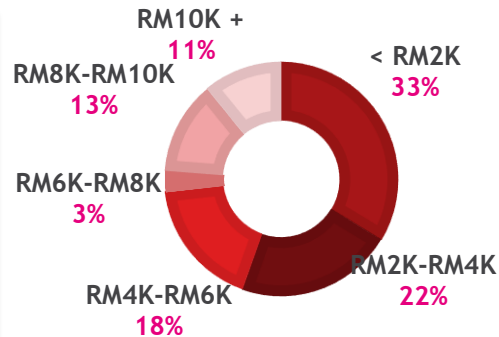
90%
Urban

Gender



56%
Female
[Index: 109]

HH Income



Skewed HHI RM <2K [Index: 157] & RM 8-10K [Index: 222]



天映頻道

CELESTIAL MOVIES

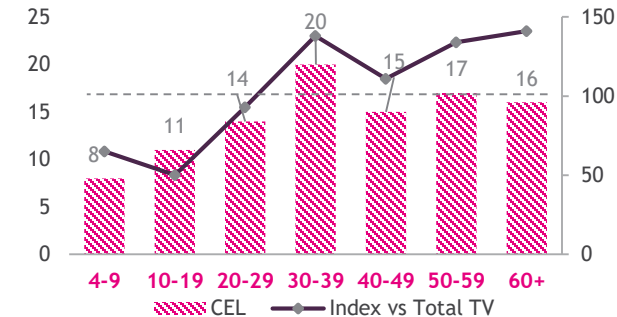
Channel 322 (SD)

Watch exclusive first-run blockbuster movies and all-time favourites from Hong Kong, China, and Taiwan featuring super stars such as Jackie Chan, Jet Li, Andy Lau, Donnie Yen and more! Also, acclaimed movies from Korea, Japan and all across Asia. So if you want to watch Chinese and other Asian movies any time of the day in Cantonese and Mandarin with Chinese and English subtitles, CELESTIAL MOVIES is your destination!

Monthly Net Reach
(Ave. Past 3 Months)

1.16 Mil

Age Group



Skewed age 30-39 [Index: 138], 40-49 [Index: 111], 50-59 [Index: 134] & 60+ [Index: 141]

Location



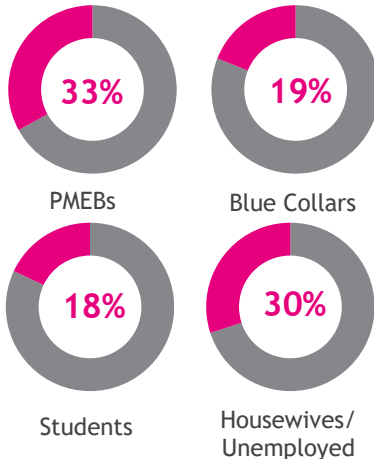
82%
Urban

Gender



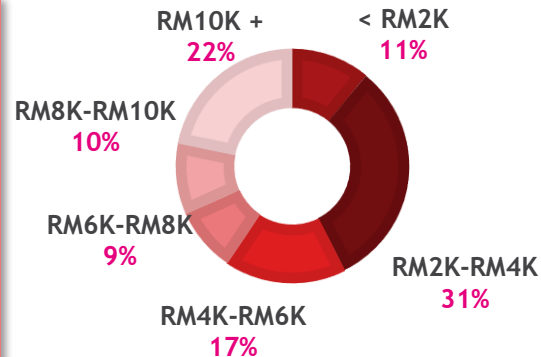
55%
Male
[Index:113]

Occupation



Skewed PMEBS [Index: 164] & Blue Collar [Index: 106]

HH Income



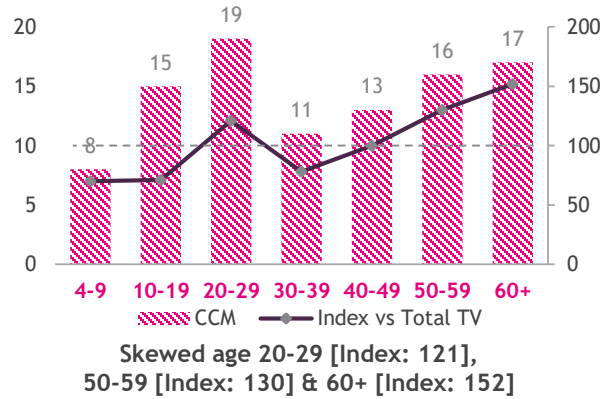
Skewed HHI RM 6-8K [Index: 123], RM 8-10K [Index: 167] & RM10K+ [Index: 192]

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 Net Reach
(Ave. Past 3 Months)

1.99 Mil

Age Group

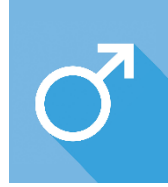


Location



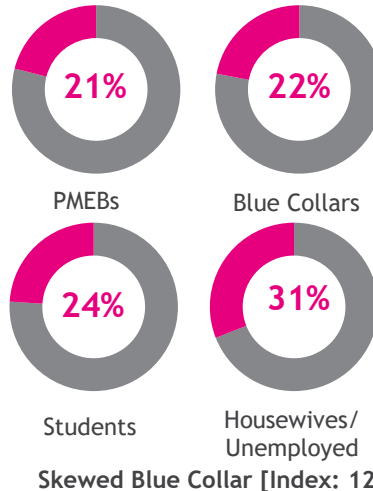
77%
Urban

Gender



53%
Male
[Index: 108]

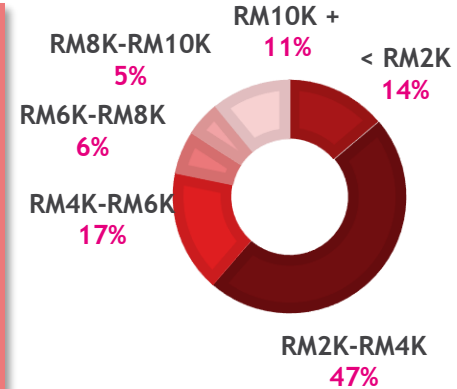
Occupation



Ethnic

35% Malay
53% Chinese
[Index: 408]

HH Income

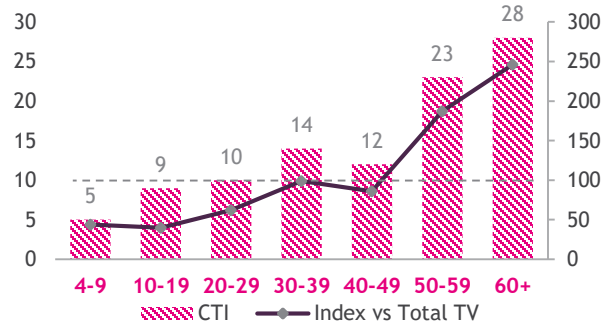


CTI Asia is a satellite cable channel operated by Chung T'ien Television in Taiwan, but only broadcasts abroad. It is available in Southeast Asia, Australia, New Zealand and North America. Featuring the best of Chinese entertainment from one of the top-rated channels in Taiwan.

Monthly Net Reach
(Ave. Past 3 Months)

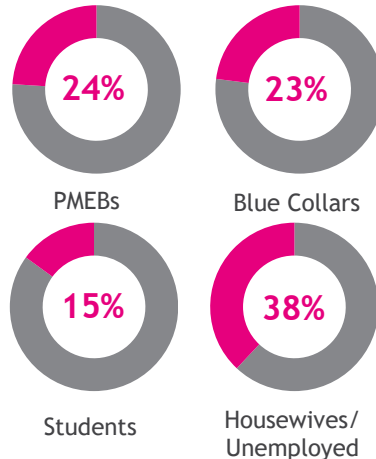
466 K

Age Group



Skewed age 50-59 [Index: 187] & 60+ [Index: 246]

Occupation



Skewed PMEBS [Index: 118], Blue Collars [Index: 127] & Housewives [Index: 126]

Location



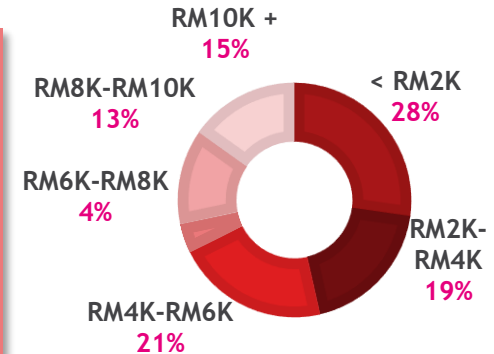
85%
Urban

Gender



52%
Male
[Index:105]

HH Income



Skewed HHI RM <2K [Index: 126], RM 4-6K [Index: 117], RM8-10K [Index: 229] & RM10K+ [Index: 131]

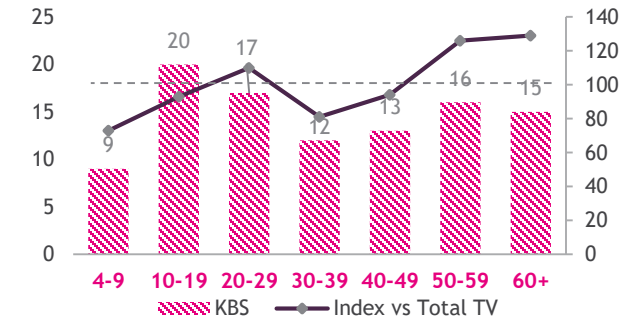
Channel **391 & 392** (HD)

A 24-hour general entertainment channel broadcasted in Korean, with English subtitles for 80% of the programmes, Chinese (15%) and Bahasa Malaysia (Over 5%). The programming line-up of this channel include News and Magazine Shows, which provide the latest Korean and International news; Cultural and Documentary programmes, latest Drama series produced by KBS, Music and Variety Shows, featuring some of the most popular singers and artists from Korea.

Monthly Net Reach
(Ave. Past 3 Months)

3.00 Mil

Age Group



Skewed age 20-29 [Index: 110], 50-59 [Index: 126] & 60+ [Index: 129]

Location



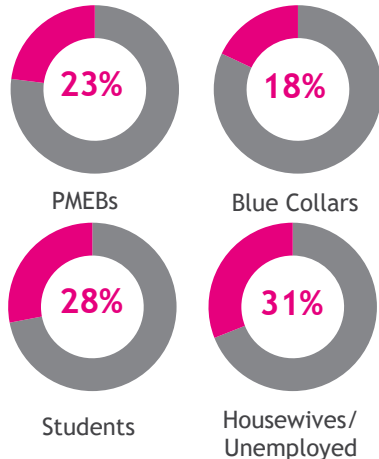
78%
Urban

Gender



57%
Female
[Index: 112]

Occupation

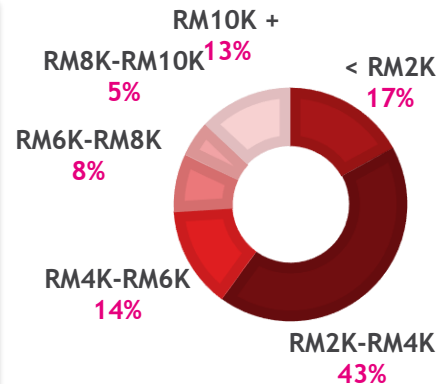


Skewed PMEBS [Index: 112]

Ethnic

69% Malay
18% Chinese
[Index: 138]

HH Income



Skewed HHI RM 2-4K [Index: 119], RM 6-8K [Index: 119] & RM10K+ [Index: 109]



鳳凰衛視

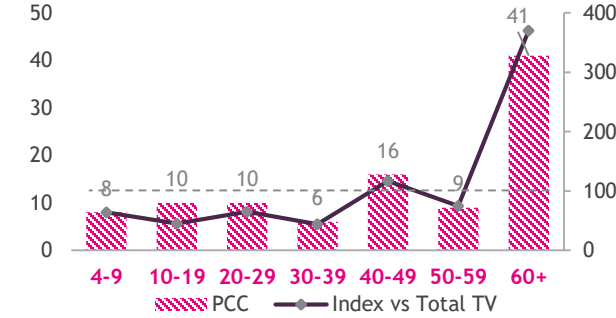
Channel 312

Phoenix Chinese Channel is a Hong Kong-based Mandarin and Cantonese-language Phoenix that features a mix of programmes, ranging from political and economic news and current affairs through talk shows, film and music reviews to movies, and mini series in both Chinese and foreign origins. Phoenix is one of the few private broadcasters permitted to broadcast in mainland China.

Monthly Net Reach
(Ave. Past 3 Months)

384 K

Age Group



Skewed age 40-49 [Index: 117] & 60+ [Index: 370]

Location



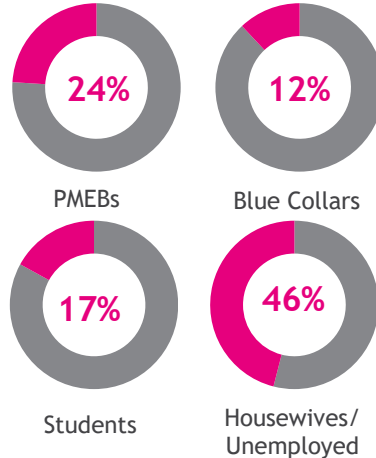
94%
Urban

Gender



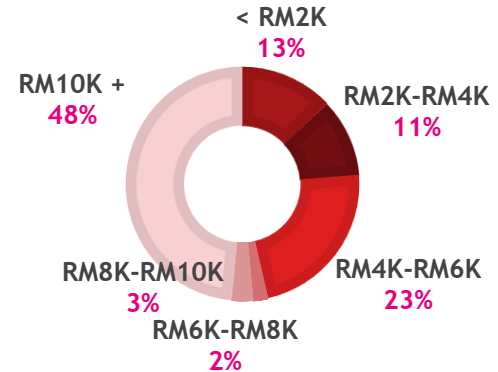
54%
Female
[Index:105]

Occupation



Skewed PMEBS [Index: 118] & Housewives [Index: 154]

HH Income



Skewed RM 4-6K [Index: 129] & RM10K+ [Index: 424]



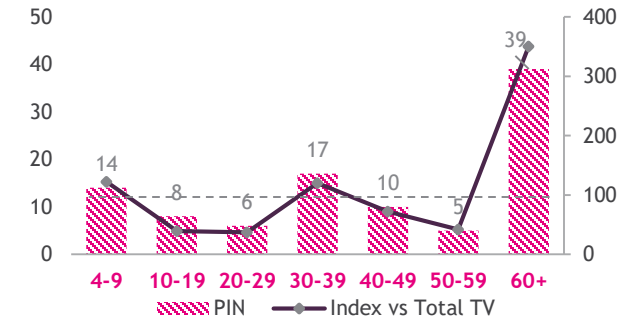
Channel 323

Phoenix InfoNews Channel is the only 24-hour channel to report news and information across the Greater China region, covering Mainland China, Macau, Taiwan and Hong Kong. With their unique perspective, be ready for immediate and first-hand financial news coverage, neutral and objective analysis as to meet the desire of Chinese-speaking world for info on global economic issues.

Monthly Net Reach
(Ave. Past 3 Months)

307 K

Age Group



Skewed age 04-09 [Index: 122], 30-39 [Index: 120] & 60+ [Index: 350]

Location



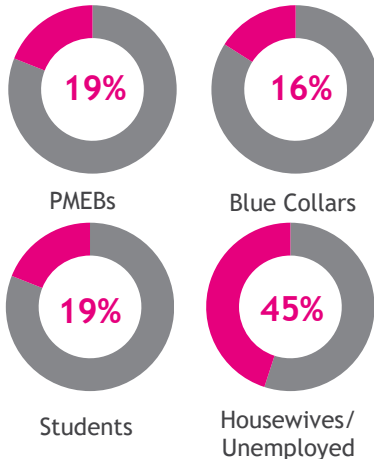
75%
Urban

Gender



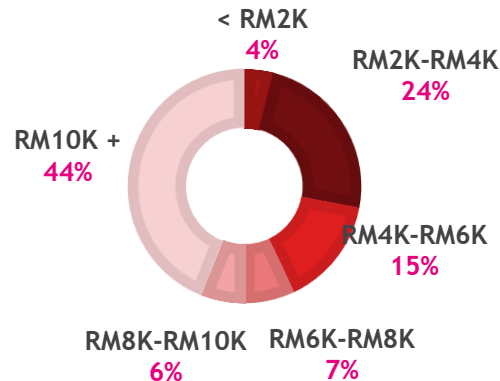
60%
Male
[Index:122]

Occupation



Skewed Housewives [Index: 148]

HH Income



Skewed RM 10K+ [Index: 383]

得視|中文台

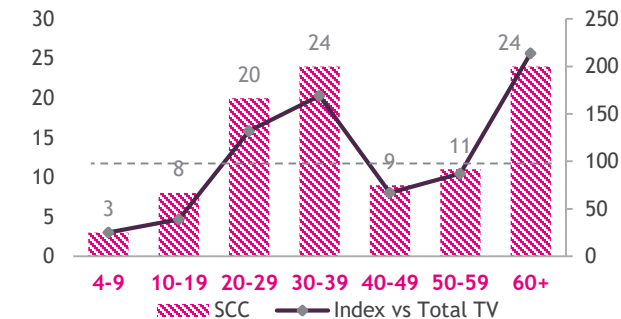
Channel 315

STAR Chinese Channel is Asia's leading Mandarin general entertainment channel in the region. The channel presents a wide range of programming including talk shows, games shows, drama series, lifestyle, and variety shows.

Monthly Net Reach
(Ave. Past 3 Months)

105 K

Age Group



Skewed age 20-29 [Index: 132], 30-39 [Index: 169] & 60+ [Index: 214]

Location



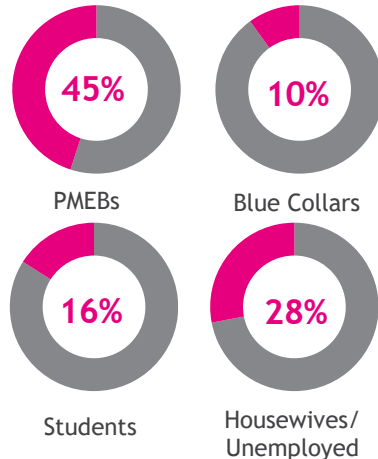
86%
Urban

Gender



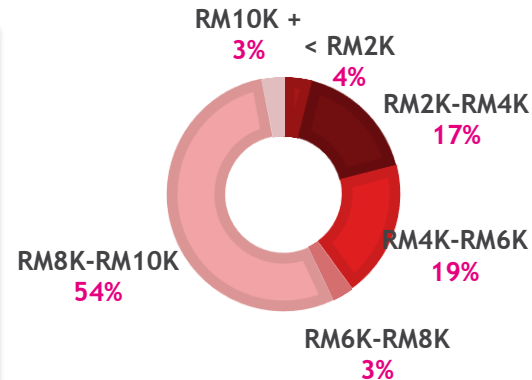
53%
Female
[Index: 104]

Occupation



Skewed PMEBS [Index: 224]

HH Income



Skewed RM 4-6K [Index: 105] & RM 8-10K [Index: 933]



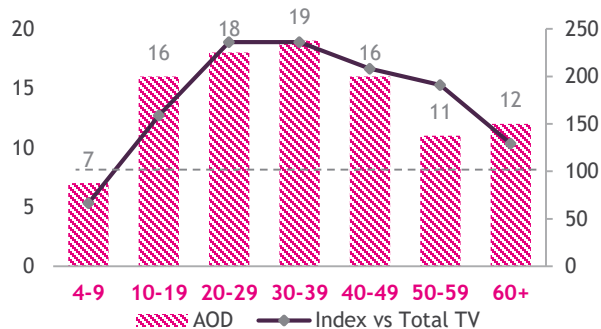
Channel 351,361 & 350 (HD)

Simulcast with Hong Kong's TVB, the Malaysian audiences can enjoy first-run TVB dramas in HD anytime. Catch-up channels are available for each drama series after the premiere.

Monthly Net Reach
(Ave. Past 3 Months)

1.10 Mil

Age Group



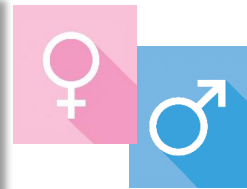
Skewed age 20-29 [Index: 236] & 30-39 [Index: 236]

Location



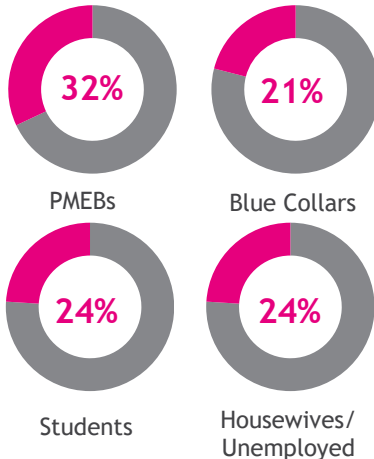
91%
Urban

Gender



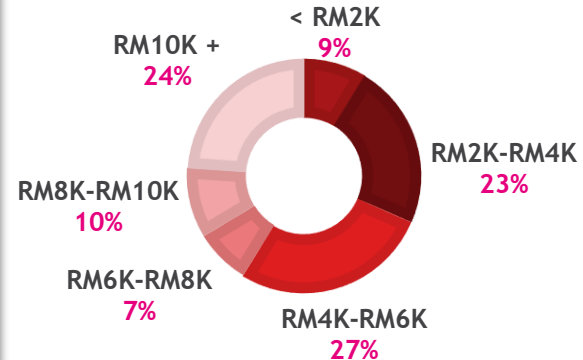
50%
Male
Female
[Index: 100]

Occupation



Skewed PMEBS [Index: 203]

HH Income



Skewed HHI RM10K+ [Index: 167] & HHI RM4 - 6K [Index: 142] & HHI RM8 - 10K [Index: 140]



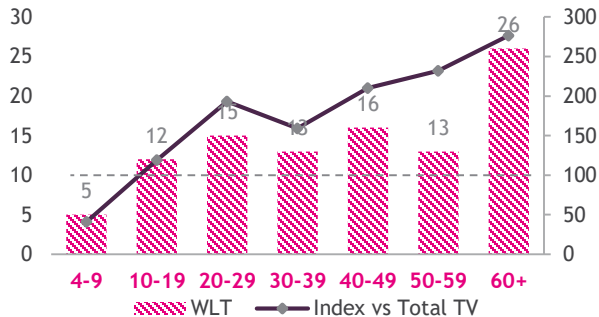
Channel **311 & 310** (HD)

Everyone's favourite Cantonese multi-genre entertainment channel. It features the best dramas and variety shows from TVB Hong Kong and annual flagship programme Miss Astro Chinese International Pageant, TVB Star Awards Malaysia, All Things Girl and Auspicious Cooking Show.

Monthly Net Reach
(Ave. Past 3 Months)

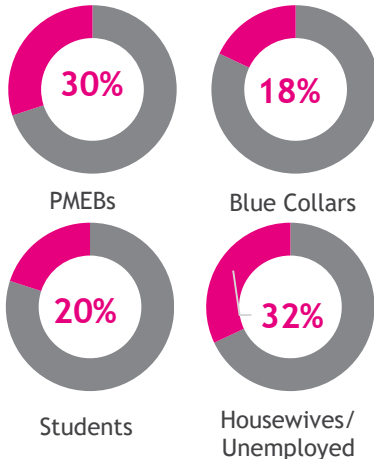
1.23 Mil

Age Group



Skewed age 60+ [Index: 276] , 50-59 [Index: 236] & 40-49 [Index: 210]

Occupation



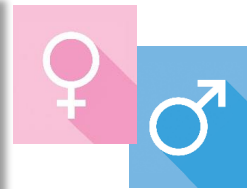
Skewed PMEBS [Index: 146]

Location



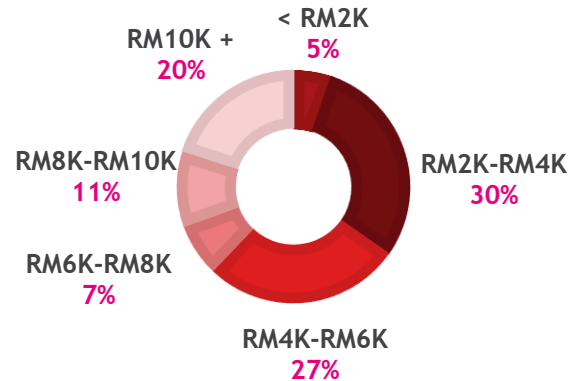
89%
Urban

Gender



51%
Female
[Index: 102]

HH Income



Skewed HHI RM10 & above [Index: 162] & HHI RM4-6K [Index: 145]



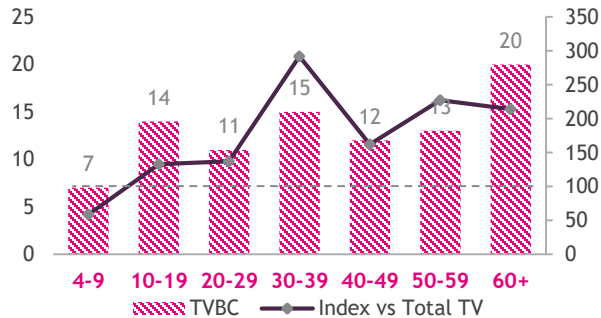
Channel 305

All Time Favourite TVB Series. Take a trip down memory lane and watch the best and most highly rated dramas from the 70s and 80s, from romances, costume dramas, action, comedies and many more.

Monthly Net Reach
(Ave. Past 3 Months)

928 K

Age Group



Skewed age 30-39 [Index: 292], 50-59 [Index: 227] & 60+ [Index: 214]

Location



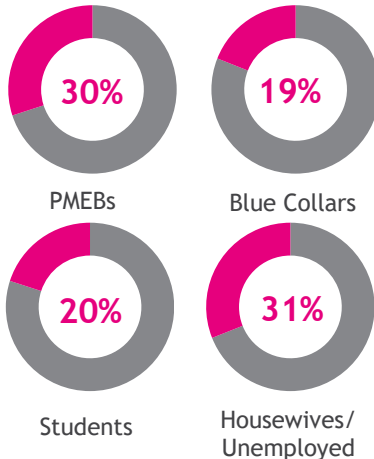
86%
Urban

Gender



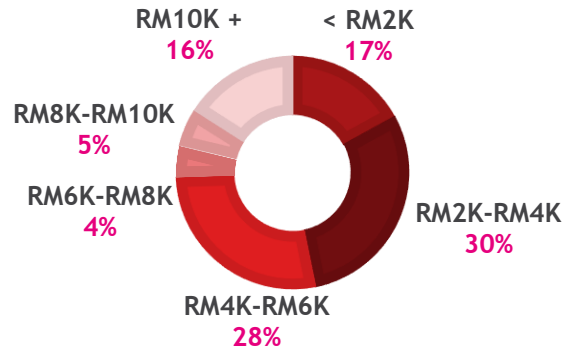
59%
Female
[Index:117]

Occupation



Skewed PMEBS [Index:117]

HH Income



Skewed HHI RM4 - 6K [Index:155]

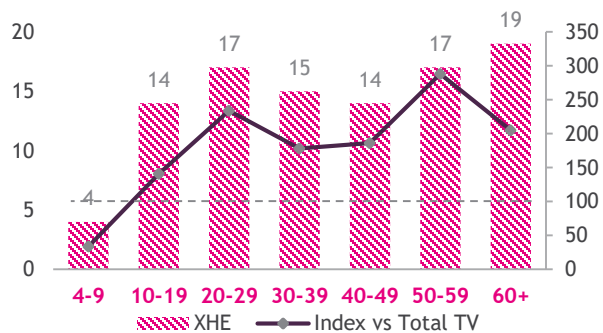


Channel 314

A 24-hour channel Chinese Drama Channel features Chinese costume drama, thrilling action series, heart touching romances to delightful comedies. The dramas are from TVB Hong Kong, China and Taiwan. It is available in dual language Mandarin and Cantonese.

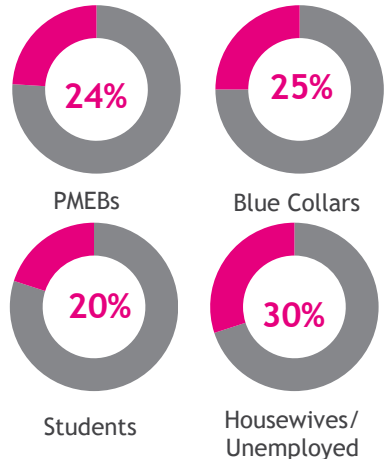
Monthly Net Reach
(Ave. Past 3 Months)
530 K

Age Group



Skewed age 50-59 [Index: 288] & 20-29 [Index: 234]

Occupation



Skewed Blue Collar [Index:255]

Location



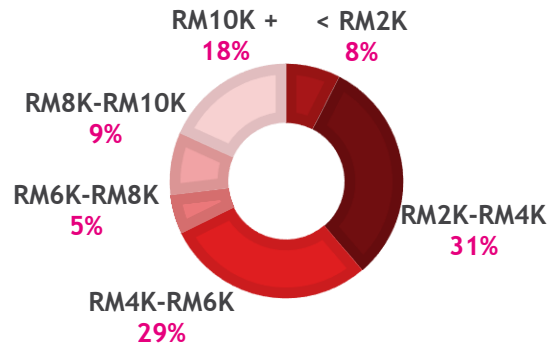
71%
Urban

Gender



52%
Female
[Index:105]

HH Income



Skewed HHI RM2-4K [Index:160]

Source: Kantar Media DTAM, Total Individual (Universe: 14,964K), Jan-Mar 2018



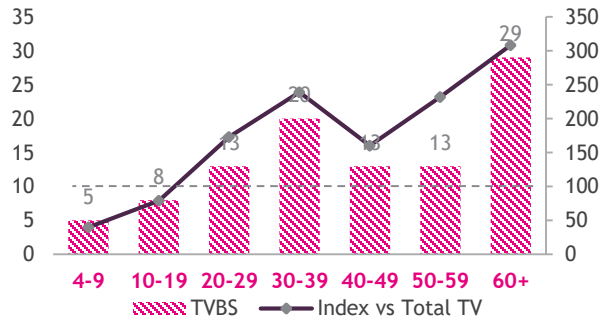
Channel 317

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 Net Reach
(Ave. Past 3 Months)

507 K

Age Group



Skewed age 60+ [Index: 308], 30-39 [Index: 239] & 50-59 [Index: 232]

Location



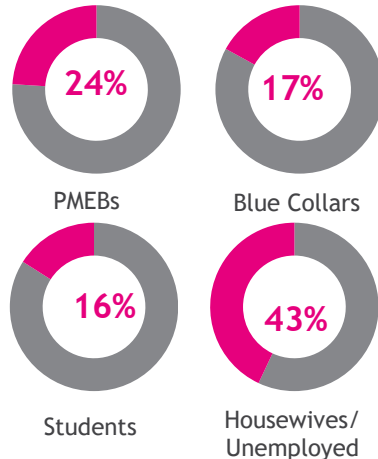
82%
Urban

Gender



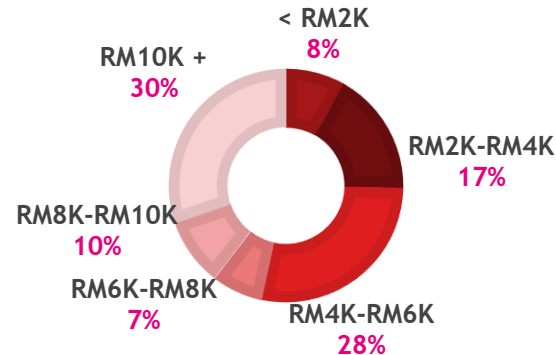
52%
Female
[Index:105]

Occupation



Skewed Housewives [Index:154] & PMEBS [Index:133]

HH Income



Skewed HHI RM10K+ [Index:153]



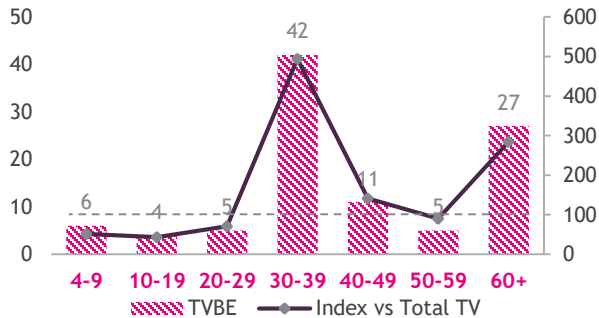
Channel 313

TVB Entertainment News Channel provides the latest and fastest entertainment news in Cantonese. 24-hours everyday, of trails of the stars and idols, shows, events, and interviews, happening in Hong Kong, Taiwan, China, Korea, Japan and all around the world.

Monthly Net Reach
(Ave. Past 3 Months)

369 K

Age Group



Skewed age 30-39 [Index: 494]

Location



91%
Urban

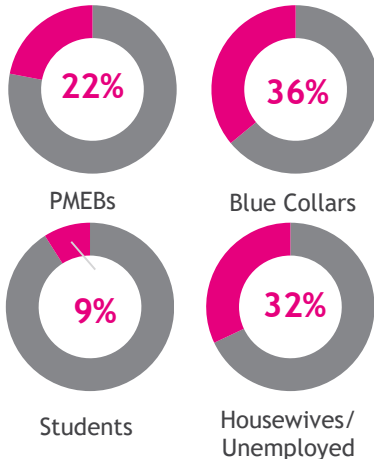
Gender



62%
Female

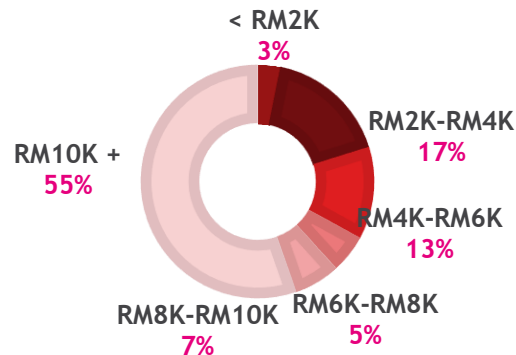
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Occupation



Skewed Blue Collar [Index: 149] & Housewives [Index: 116]

HH Income



Skewed HHI RM10K+ [Index: 266]