



CHANNEL PROFILE YEAR 2017

GENNEXT SEGMENT

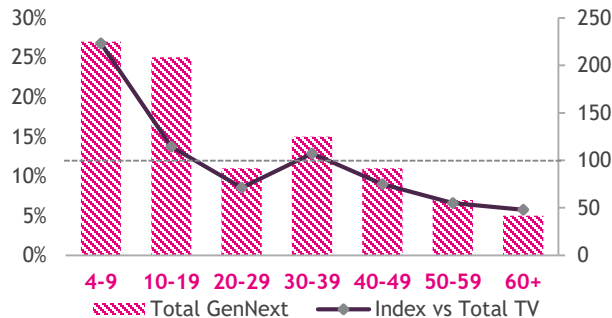
Go Beyond

Total GenNext Channels

Monthly Net Reach
(Ave. Past 12 Months)

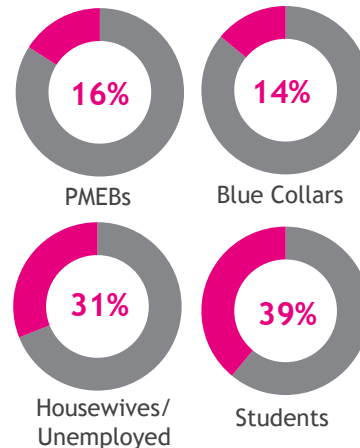
12.0 Mil

Age Group



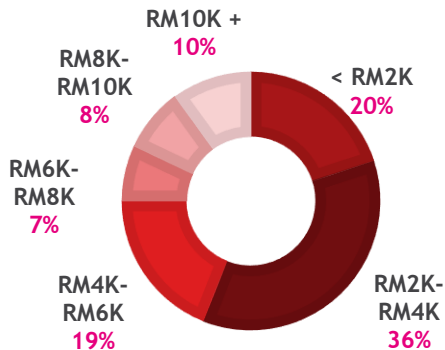
Skewed age 4-9 [Index: 223],
10-19 [Index: 114] & 30-39 [Index: 107]

Occupation



Skewed Students
[Index: 122]
&
Housewives
[Index: 108]

HH Income



Skewed HHI Below RM6K [Index: 103]

HH With Kids



28%
0-3 years

62%
4-9 years

49%
10-14 years

Location



78%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.



Channel **611**

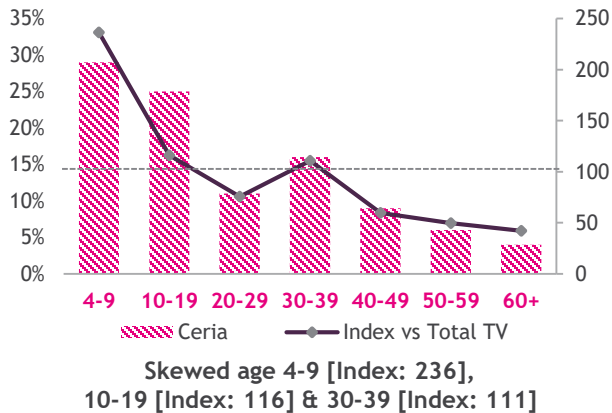
Malaysia's No. 1 Kids Channel

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

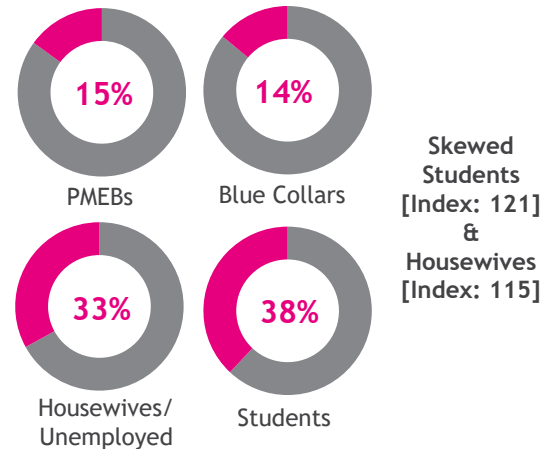
Monthly Net Reach
(Ave. Past 12 Months)

8.0 Mil

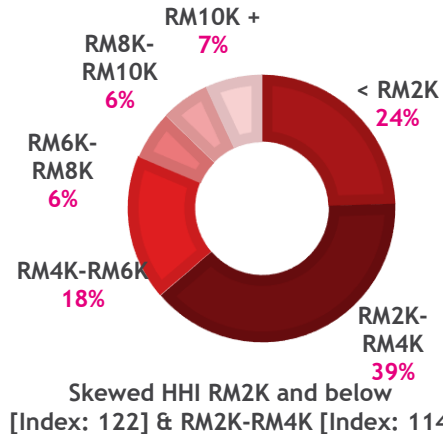
Age Group



Occupation



HH Income



HH With Kids



31%
0-3 years

65%
4-9 years

50%
10-14 years

Location



78%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.



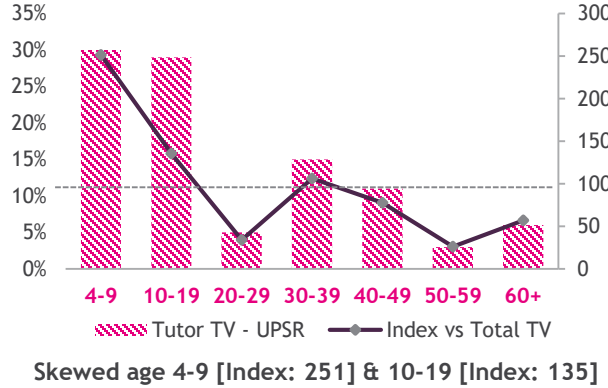
24 hour Personal home tutor reaching urban homes.

Available for free to schools and Family Pack subscribers, watch your favorite UPSR programmes and subjects like English, Bahasa Melayu, Mathematics and Science.

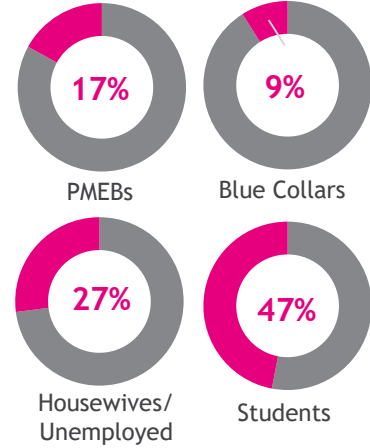
Monthly Net Reach
(Ave. Past 12 Months)

903 K

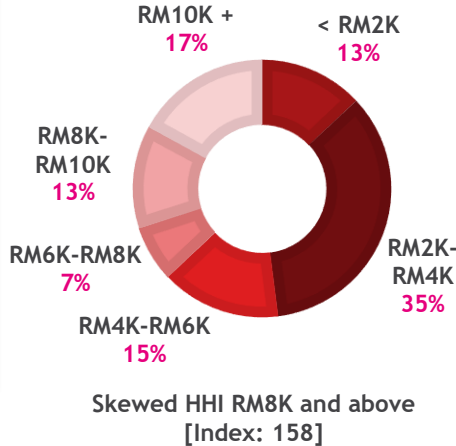
Age Group



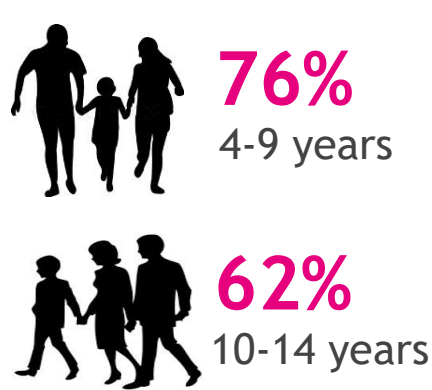
Occupation



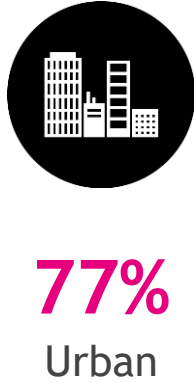
HH Income



HH With Kids



Location



Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.

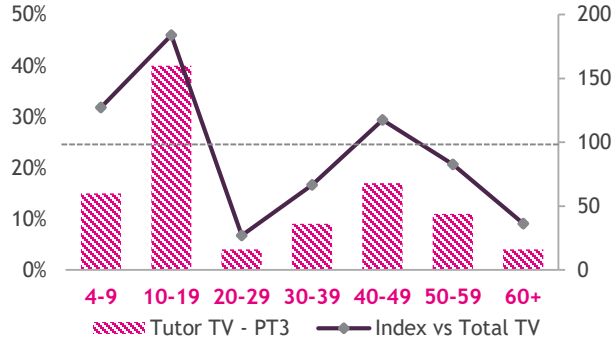


The focus will be on PT3 exam-style questions which 100% follows the Malaysian school syllabus along with exam tips & other important highlights.

Monthly Net Reach
(Ave. Past 12 Months)

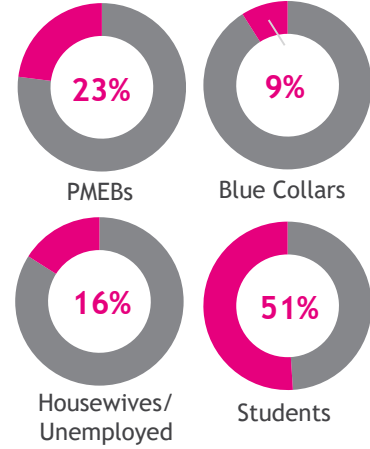
268 K

Age Group



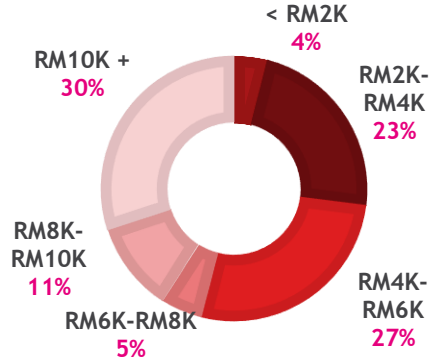
Skewed age below 19 [Index: 162]

Occupation



Skewed Students [Index: 161]

HH Income



Skewed HHI RM4K-RM6K [Index: 147] & RM8K and above [Index: 221]

HH With Kids



76%
10-14 years

Location



83%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.

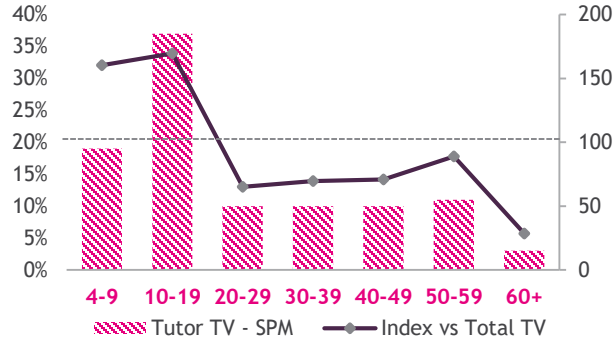


The focus will be on SPM exam-style questions which 100% follows the Malaysian school syllabus along with exam tips & other important highlights.

Monthly Net Reach
(Ave. Past 12 Months)

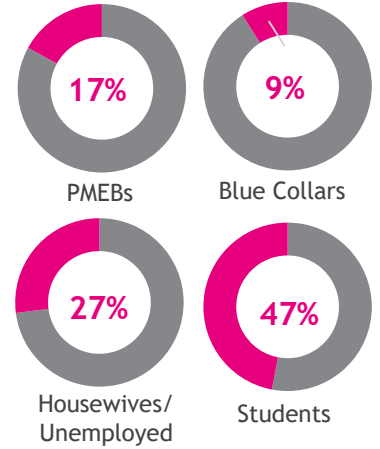
323 K

Age Group



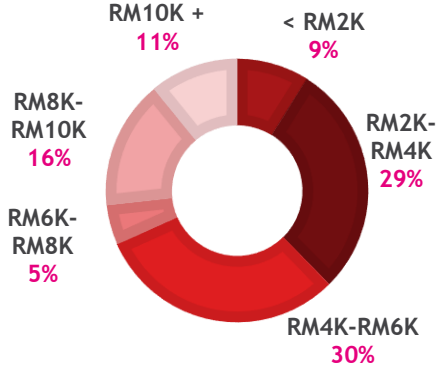
Skewed age below 19 [Index: 165]

Occupation



Skewed Students [Index: 148]

HH Income



Skewed HHI RM4K-RM6K [Index: 169] & RM8K - RM10K [Index: 205]

HH With Kids



68%
10-14 years

Location



76%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.



Channel 325

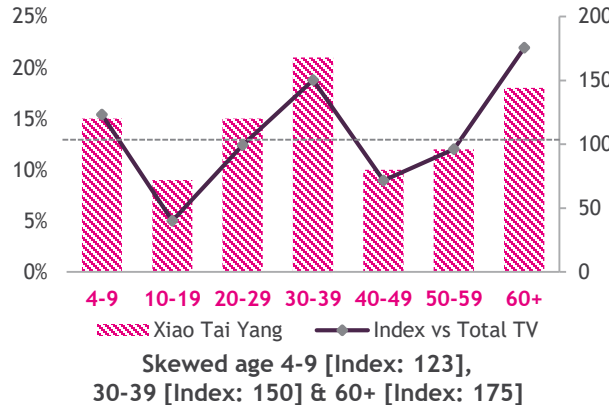
The only Chinese kids channel

Showcasing popular and award winning children's programmes from Taiwan and China includes musicals, animations, puppet shows, learning and education magazines.

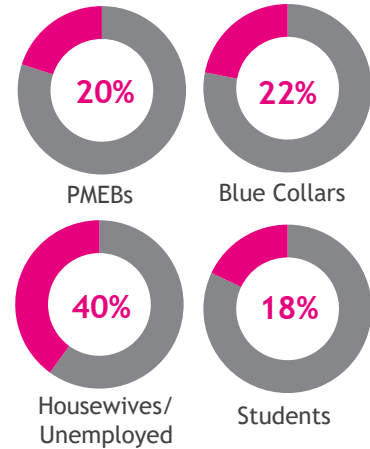
Monthly Net Reach
(Ave. Past 12 Months)

638 K

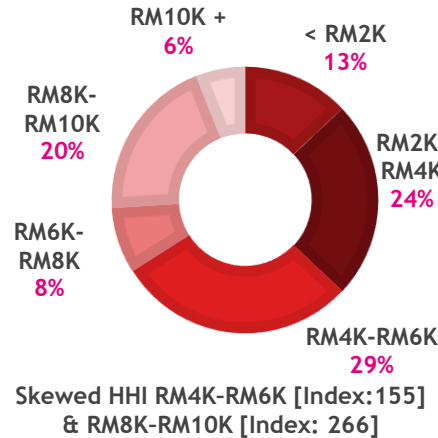
Age Group



Occupation



HH Income



HH With Kids



44%
4-9 years

Location



86%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.

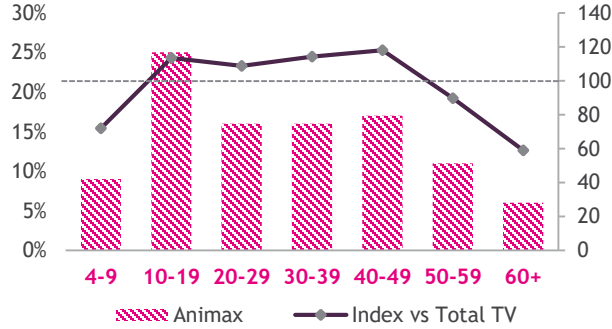


Channel 715

The channel of choice for youth trendsetters, image-conscious, tech-savvy young adults, and individuals seeking a unique entertainment experience in a unique genre.

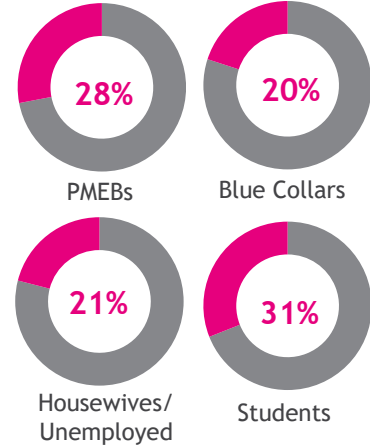
Monthly Net Reach
(Ave. Past 12 Months)
660 K

Age Group



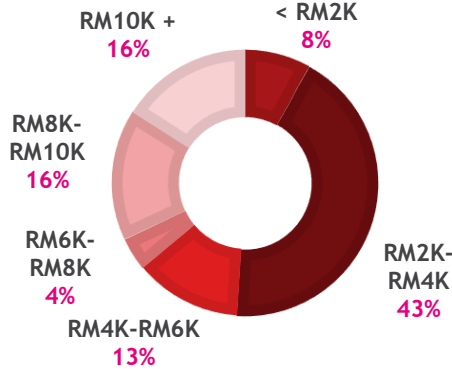
Skewed age 10-19 [Index: 113], 30-39 [Index: 114] & 40-49 [Index: 118]

Occupation



Skewed PMEBs [Index: 125] & Blue Collar [Index: 116]

HH Income



Skewed HHI RM2K-RM4K [Index: 123] & RM8K and above [Index: 174]

HH With Kids



42%
10-14 years

Location



73%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.



Channel **616**

Cartoon Network is all about fun!

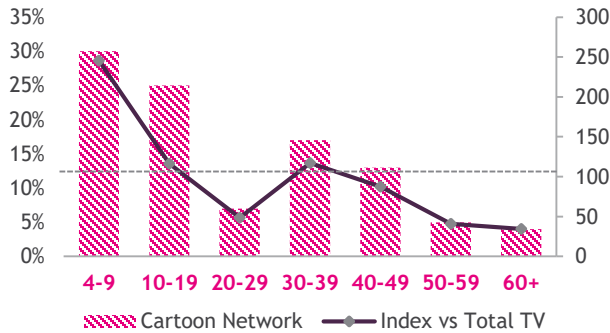
Cartoon Network is home to some of the biggest cartoon hits in the world like Adventure Time, Oggy & The Cockroaches, Regular Show and The Amazing World of Gumball, as well as family favourite Tom & Jerry and the world-wide phenomenon that is Ben 10.

Monthly Net Reach
(Ave. Past 12 Months)

3.3 Mil

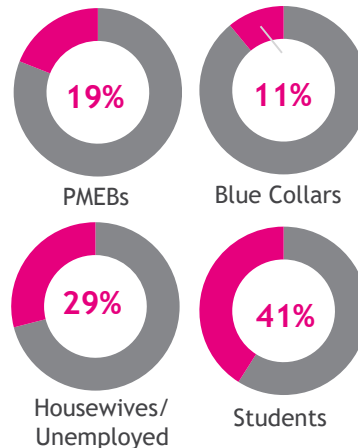
Source: Kantar Media DTAM, Individual
(Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.

Age Group



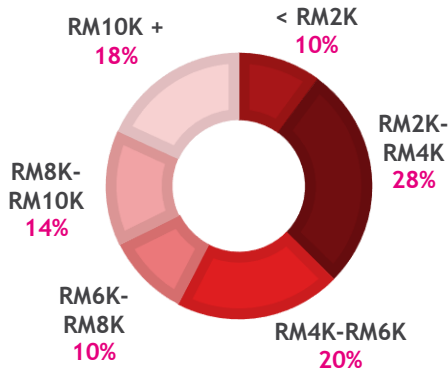
Skewed towards age 4-9 [Index: 245],
10-19 [Index: 116] & 30-39 [Index: 117]

Occupation



Skewed Students
[Index: 128]
&
Housewives
[Index: 102]

HH Income



Skewed HHI RM4K and above [Index: 138]

HH With Kids



64%

4-9 years

Location



80%

Urban



Channel **615**

Quality Disney Entertainment for Kids and Family

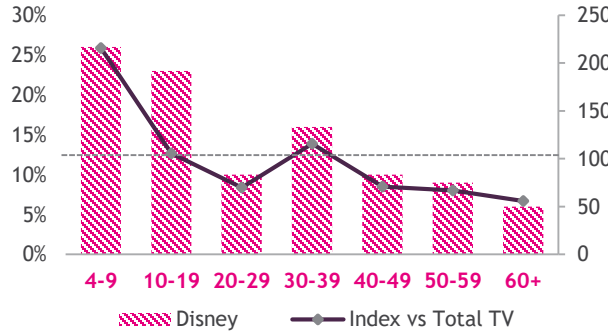
Targeting kids aged 6 to 14, this channel is among the top rated channels across Southeast Asia, offering unparalleled blend of quality entertainment loved by kids and trusted by parents.

Monthly Net Reach
(Ave. Past 12 Months)

3.6 Mil

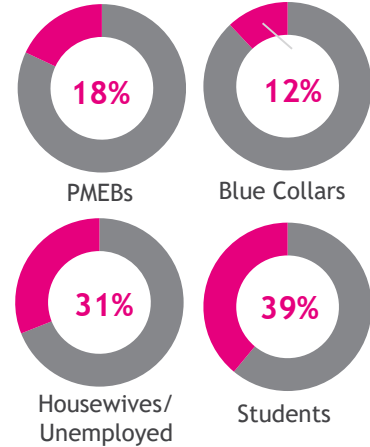
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.

Age Group



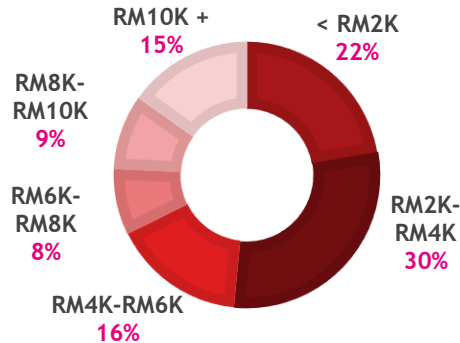
Skewed towards age 4-9 [Index: 216], 10-19 [Index: 106] & 30-39 [Index: 116]

Occupation



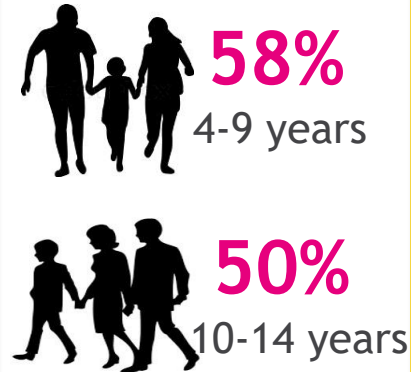
Skewed Students [Index: 123] & Housewives [Index: 109]

HH Income



Skewed HHI RM8K and above [Index: 132]

HH With Kids



Location



73%
Urban



Channel **617 & 637 [HD]**

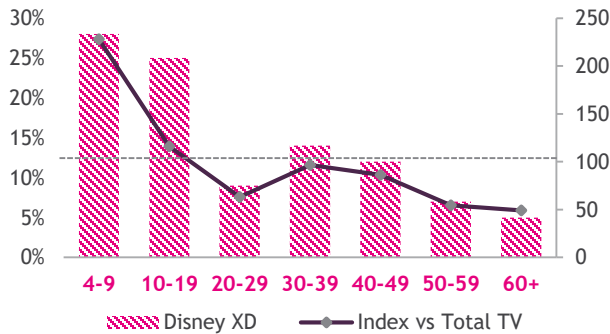
An Aspirational and Empowering TV destination.

Disney XD showcases live-action and animated programming for kids age 6-14, hyper-targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. It is also a TV home of new Marvel superheroes series such as Spider-Man, Iron Man and Hulk.

Monthly Net Reach
(Ave. Past 12 Months)

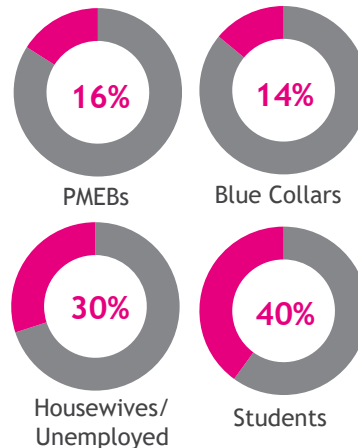
8.0 Mil

Age Group



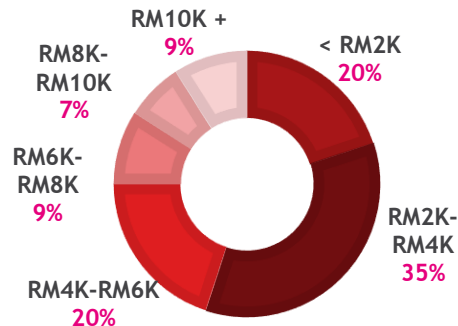
Skewed towards age 4-9 [Index: 228]
& 10-19 [Index: 116]

Occupation



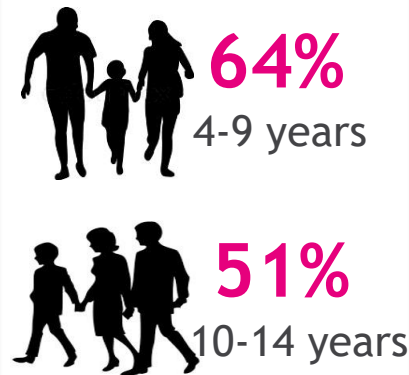
Skewed Students
[Index: 127]
&
Housewives
[Index: 105]

HH Income



Skewed RM4K-RM6K [Index: 109]
& RM6K-RM8K [Index: 117]

HH With Kids



Location



77%
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.



Channel 713

Asia's Most Wanted Music Channel

MTV is the world's premier youth entertainment brand. It is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people.

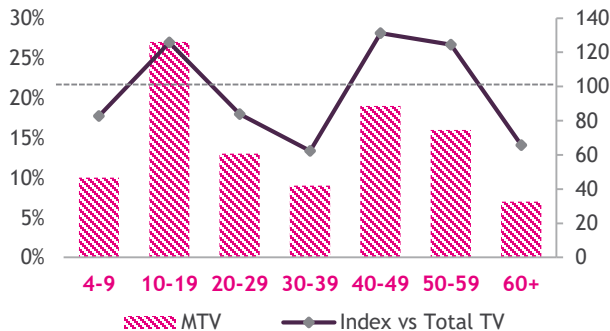
MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

Monthly Net Reach
(Ave. Past 12 Months)

934 K

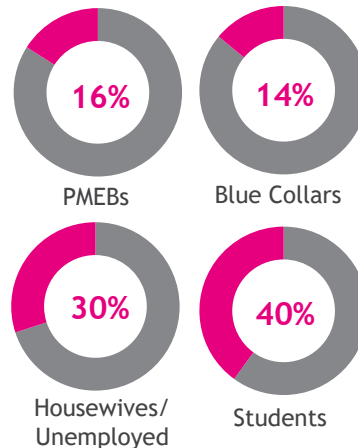
Source: Kantar Media DTAM, Individual
(Total Universe: 14,964K), Jan-Dec 2017
Index is against Total Astro TV Universe.

Age Group



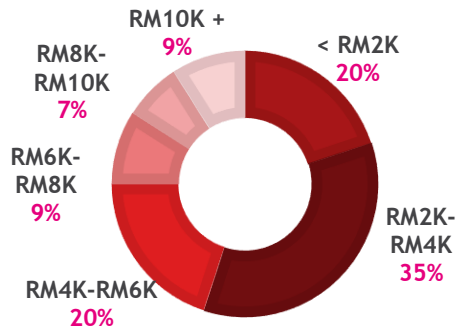
Skewed towards age 10-19 [Index: 126],
40-49 [Index: 131] & 50-59 [Index: 124]

Occupation



Skewed Students
[Index: 127]
&
Housewives
[Index: 105]

HH Income



Skewed RM4K-RM6K [Index: 109]
& RM6K-RM8K [Index: 117]

HH With Kids



47%
10-14 years

Location



71%
Urban

nickelodeon.

Channel **612**

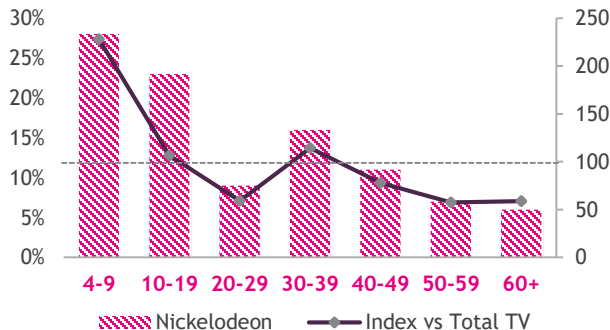
Nickelodeon is the largest kids' network in the world!

Embracing a philosophy that puts kids first. Encourage good values like friendship, teamwork, family and respect. Programming includes everything from live action comedies like *iCarly*, *Big Time Rush* and *Victorious*, to global animation hits such as *SpongeBob SquarePants* & *TMNT*, to innovative curriculum-based preschool properties like *Dora the Explorer* and *Team Umizoomi*

Monthly Net Reach
(Ave. Past 12 Months)

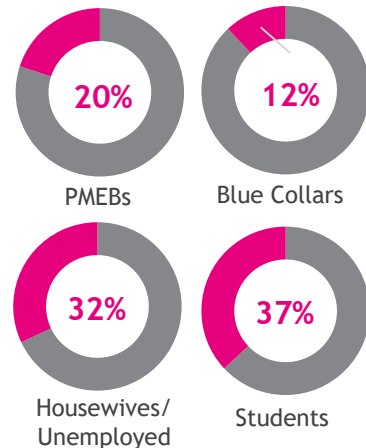
3.1 Mil

Age Group



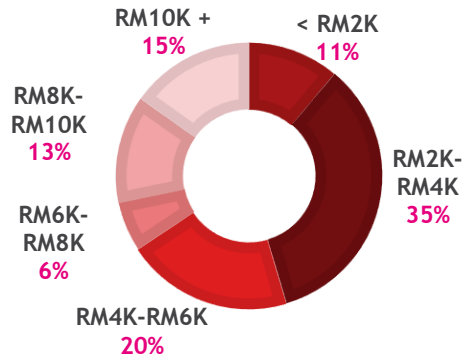
Skewed towards age 4-9 [Index: 228],
10-19 [Index: 106] & 30-39 [Index: 114]

Occupation



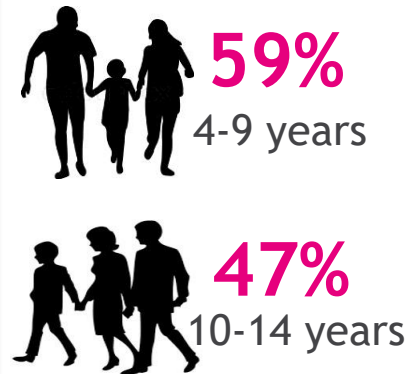
Skewed Students
[Index: 115]
&
Housewives
[Index: 111]

HH Income



Skewed RM4K-RM6K [Index: 110]
& RM8K and above [Index: 147]

HH With Kids



Location



83%
Urban



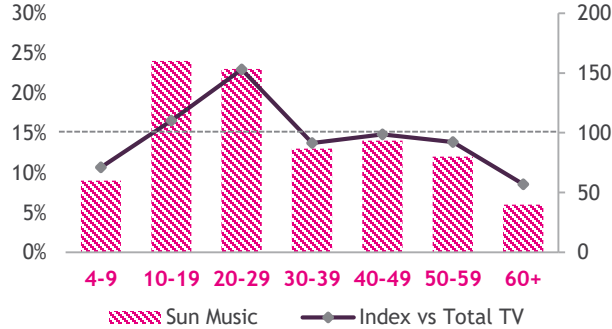
Channel **212**

A popular 24-hour Tamil music channel, featuring chart - topping song clips, exciting live interviews with popular artistes, call-in song dedications and SMS chat segments, all anchored by young and funky hosts.

Monthly Net Reach
(Ave. Past 12 Months)

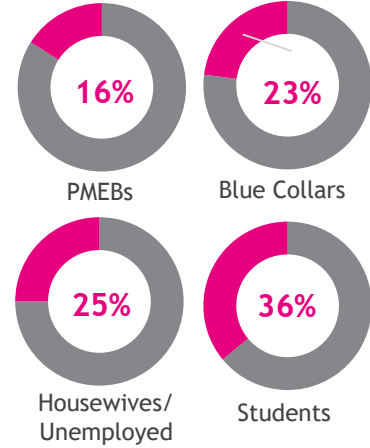
1.5 Mil

Age Group



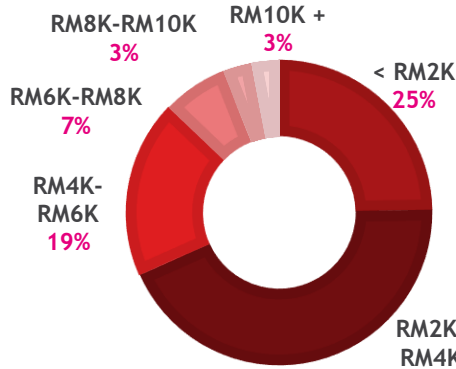
Skewed towards age 10-19 [Index: 110] & 20-29 [Index: 153]

Occupation



Skewed Blue Collars [Index: 133] & Students [Index: 114]

HH Income



Skewed RM2K and below [Index: 123] & RM2K-RM4K [Index: 126]

HH With Kids



32%

10-14 years

Location



80%

Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.