



# CHANNEL PROFILE YTD MARCH 2018

## GENNEXT SEGMENT

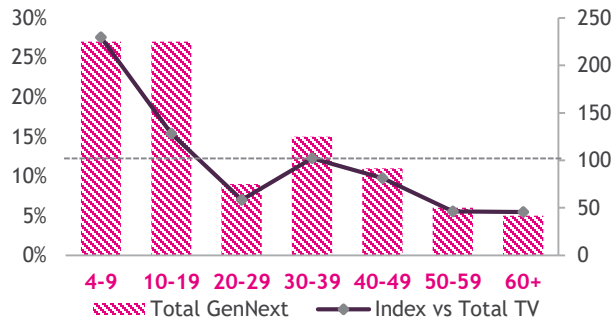
Go Beyond

# Total GenNext Channels

Monthly Net Reach  
(Ave. Past 3 Months)

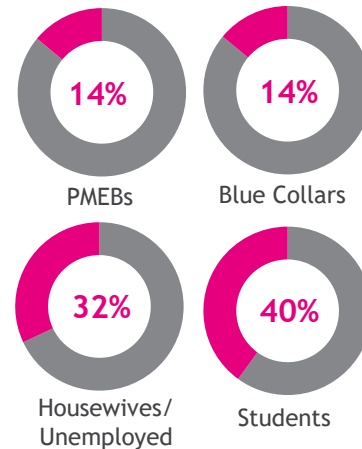
**11.5 Mil**

## Age Group



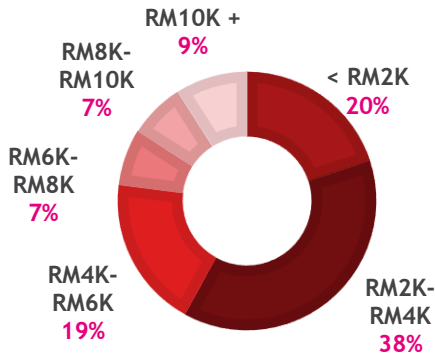
Skewed age 4-9 [Index: 230]  
& 10-19 [Index: 128]

## Occupation



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

## HH Income



## HH With Kids



**16%**  
0-3 years

**61%**  
4-9 years

**55%**  
10-14 years

## Location



**78%**  
Urban

Source: Kantar Media DTAM, Individual  
(Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.



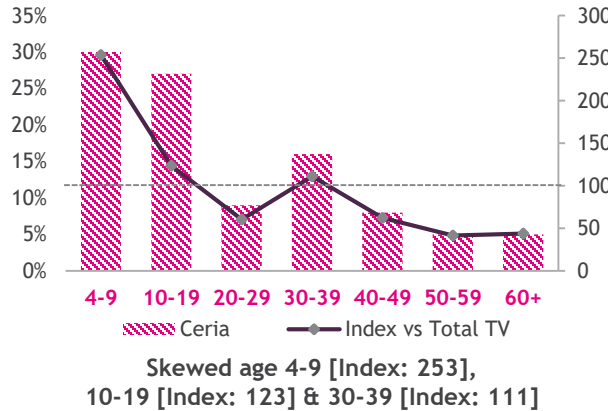
Channel **611**

Malaysia's No. 1 Kids Channel

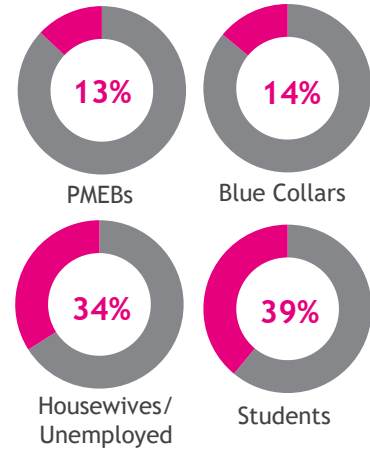
A 24 hours channel of quality animation, humour, game shows and live action programming for Malaysian children, all in Bahasa Malaysia.

Monthly Net Reach  
(Ave. Past 3 Months)  
**8.0 Mil**

**Age Group**

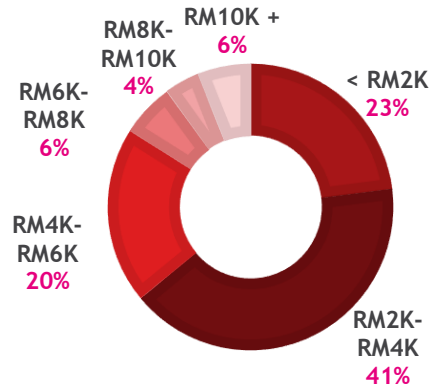


**Occupation**



Skewed Students [Index: 126] & Housewives [Index: 112]

**HH Income**



Skewed RM2K-RM4K [Index: 113] & RM4K-6K [Index: 111]

**HH With Kids**



**20%** 0-3 years  
**63%** 4-9 years  
**55%** 10-14 years

**Location**



**77%** Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.

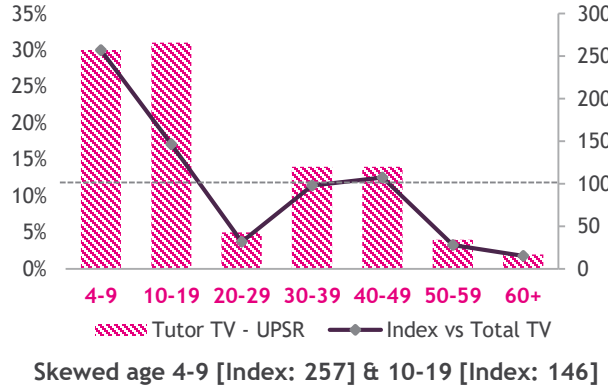


24 hour Personal home tutor reaching urban homes.

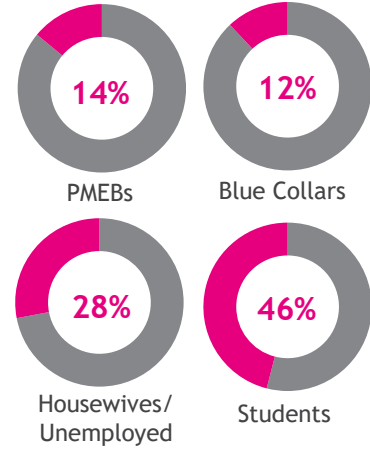
Available for free to schools and Family Pack subscribers, watch your favorite UPSR programmes and subjects like English, Bahasa Melayu, Mathematics and Science.

**Monthly Net Reach (Ave. Past 3 Months)**  
**723 K**

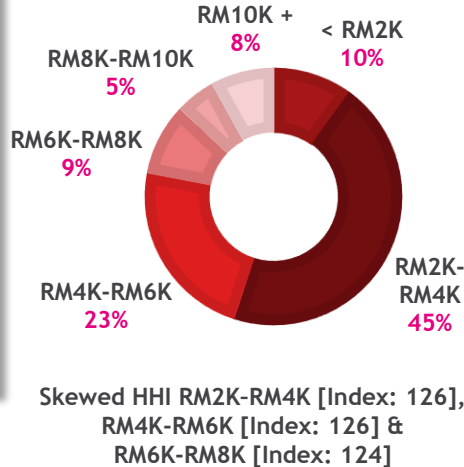
**Age Group**



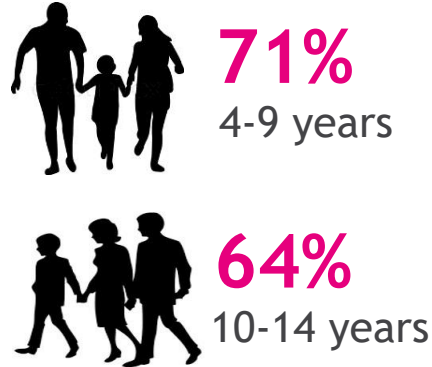
**Occupation**



**HH Income**



**HH With Kids**



**Location**



Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.

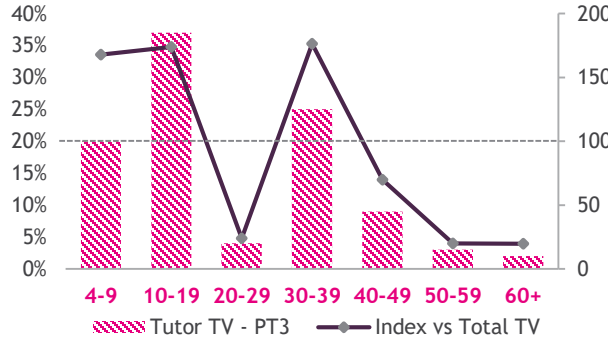


The focus will be on PT3 exam-style questions which 100% follows the Malaysian school syllabus along with exam tips & other important highlights.

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

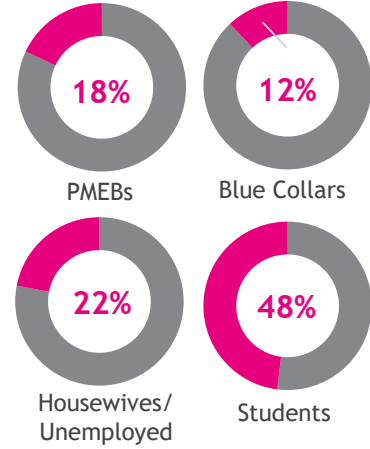
**195 K**

**Age Group**



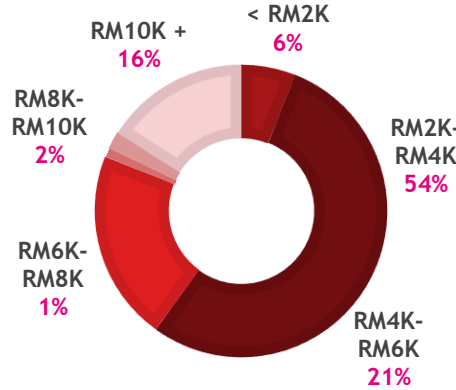
Skewed age below 19 [Index: 168] & 30-39 [Index: 176]

**Occupation**



Skewed Students [Index: 153]

**HH Income**



Skewed HHI RM2K-RM4K [Index: 152] & RM10K and above [Index: 142]

**HH With Kids**



**68%**  
10-14 years

**Location**



**75%**  
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

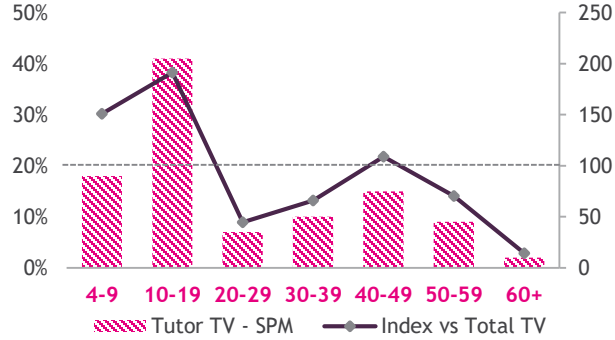


The focus will be on SPM exam-style questions which 100% follows the Malaysian school syllabus along with exam tips & other important highlights.

Monthly Net Reach  
(Ave. Past 3 Months)

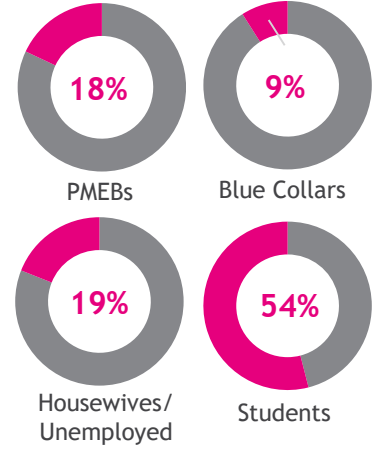
**272 K**

**Age Group**



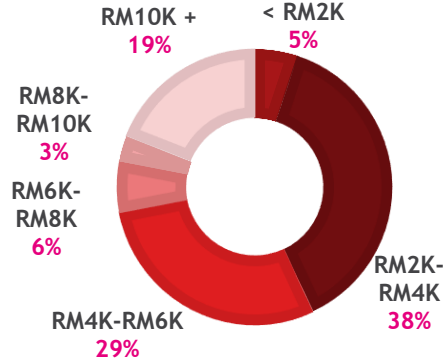
Skewed age below 19 [Index: 179]

**Occupation**



Skewed Students [Index: 173]

**HH Income**



Skewed HHI RM4K-RM6K [Index: 160] & RM10K and above [Index: 162]

**HH With Kids**



**75%**

10-14 years

**Location**



**83%**

Urban

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



Channel **610**

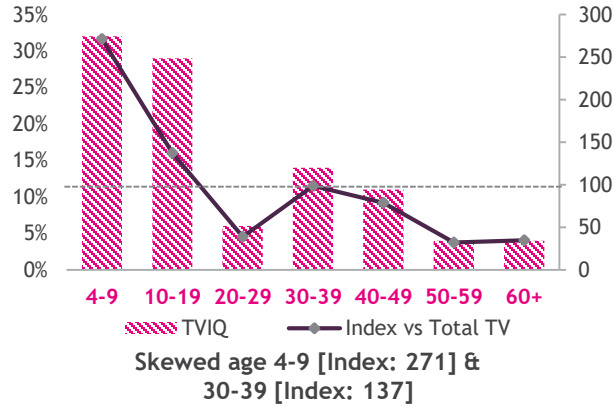
Discover the joy of learning with TVIQ!

Aimed primarily at school children aged 5 - 15 years, TVIQ gives an entertaining twist to academic subjects like languages, Maths and Science. You'll be inspired to learn more with TVIQ's educational cartoons, dramas, game shows, live action and reality shows.

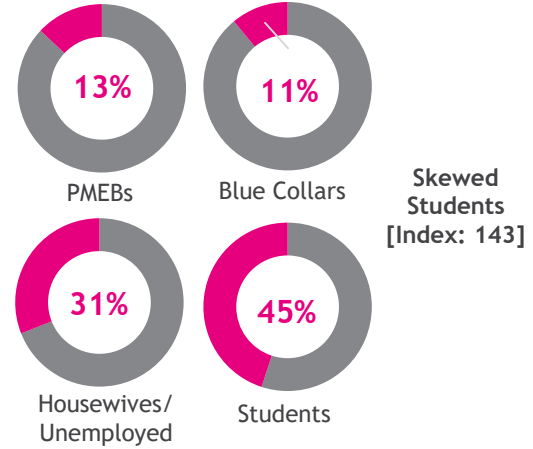
Monthly Net Reach  
(Ave. Past 3 Months)

**3.1 Mil**

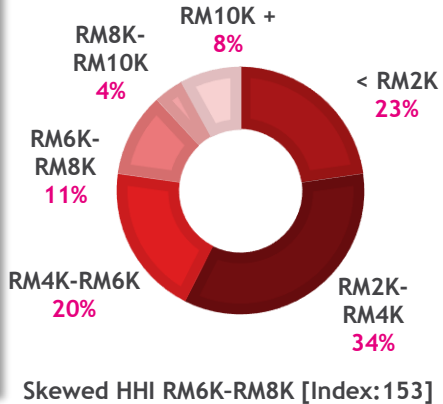
**Age Group**



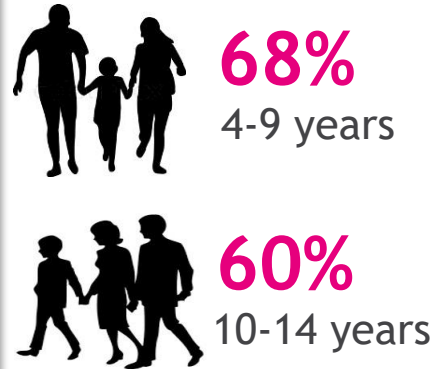
**Occupation**



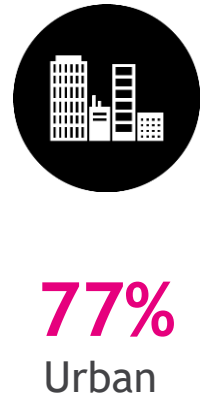
**HH Income**



**HH With Kids**



**Location**



Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.



Channel 325

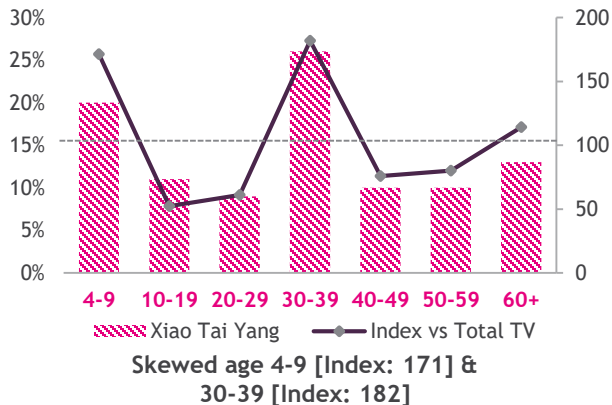
The only Chinese kids channel

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

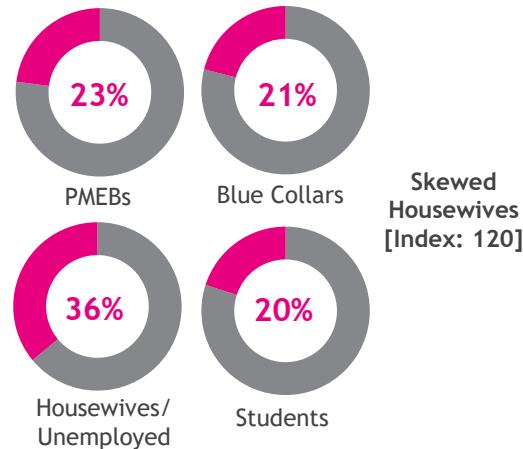
Monthly Net Reach (Ave. Past 3 Months)

677 K

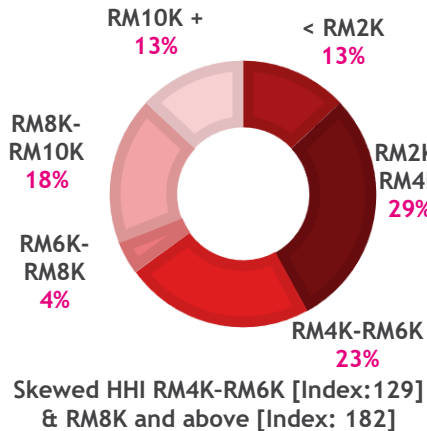
Age Group



Occupation



HH Income



HH With Kids



50%  
4-9 years

Location



85%  
Urban

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.





Channel 715

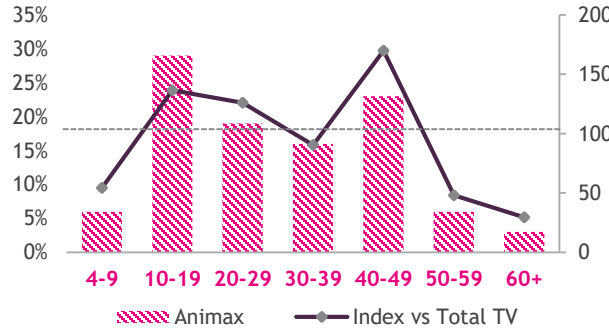
The channel of choice for youth trendsetters, image-conscious, tech-savvy young adults, and individuals seeking a unique entertainment experience in a unique genre.

Monthly Net Reach  
(Ave. Past 3 Months)

447 K

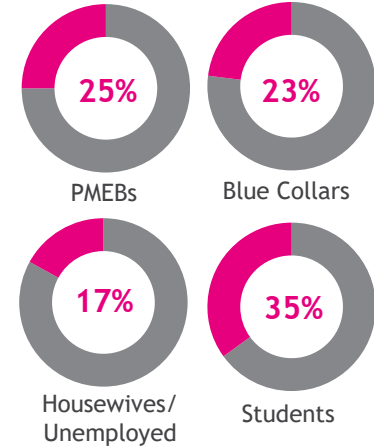
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

Age Group



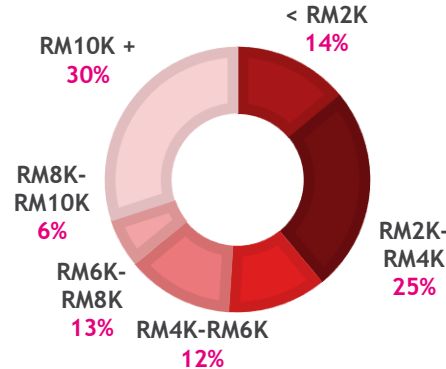
Skewed age 10-19 [Index: 136],  
20-29 [Index: 126] & 40-49 [Index: 170]

Occupation



Skewed  
PMEBS  
[Index: 123],  
Blue Collar  
[Index: 122]  
& Students  
[Index: 113]

HH Income



Skewed HHI RM6K-RM8K [Index: 179]  
& RM10K and above [Index: 265]

HH With Kids



58%  
10-14 years

Location



65%  
Urban



Channel 616

Cartoon Network is all about fun!

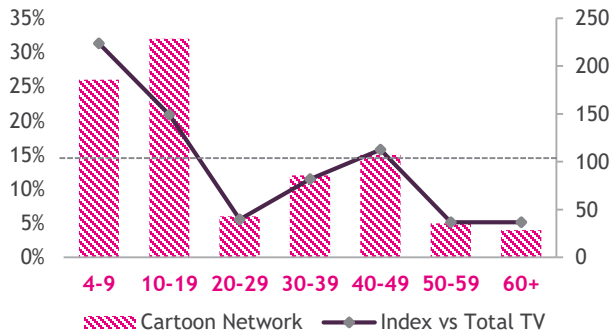
Cartoon Network is home to some of the biggest cartoon hits in the world like Adventure Time, Oggy & The Cockroaches, Regular Show and The Amazing World of Gumball, as well as family favourite Tom & Jerry and the world-wide phenomenon that is Ben 10.

Monthly Net Reach (Ave. Past 3 Months)

2.9 Mil

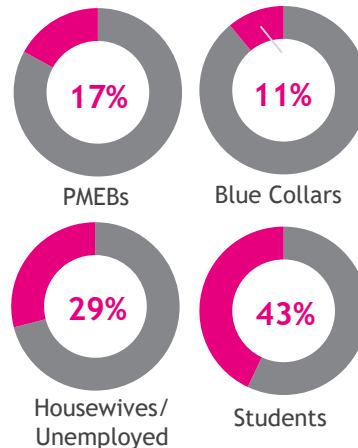
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.

### Age Group



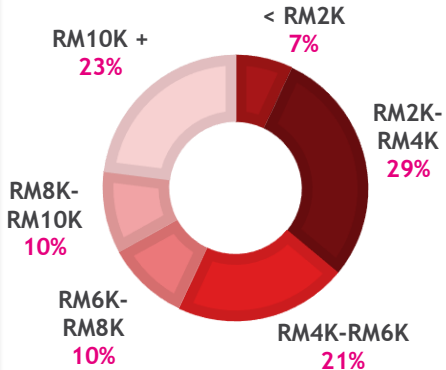
Skewed towards age 4-9 [Index: 224], 10-19 [Index: 149] & 40-49 [Index: 113]

### Occupation



Skewed Students [Index: 138]

### HH Income



Skewed HHI RM6K and above [Index: 179]

### HH With Kids



66% 4-9 years

67% 10-14 years

### Location



78% Urban



Channel **615**

Quality Disney Entertainment for Kids and Family

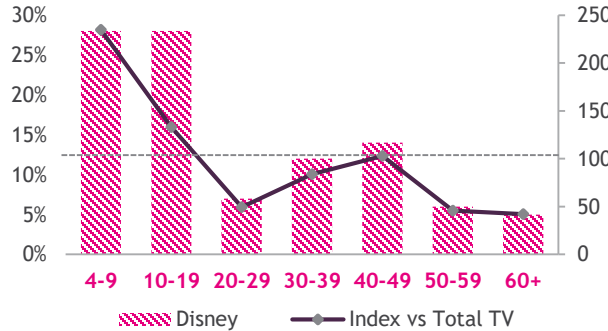
Targeting kids aged 6 to 14, this channel is among the top rated channels across Southeast Asia, offering unparalleled blend of quality entertainment loved by kids and trusted by parents.

Monthly Net Reach  
(Ave. Past 3 Months)

**3.0 Mil**

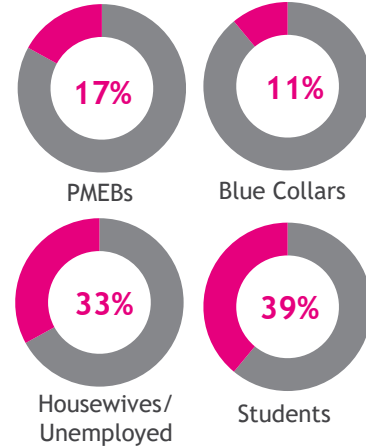
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

### Age Group



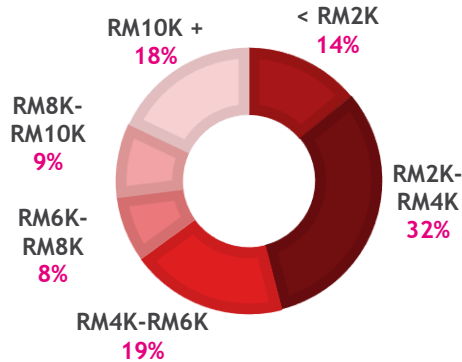
Skewed towards age 4-9 [Index: 235] & 10-19 [Index: 133]

### Occupation



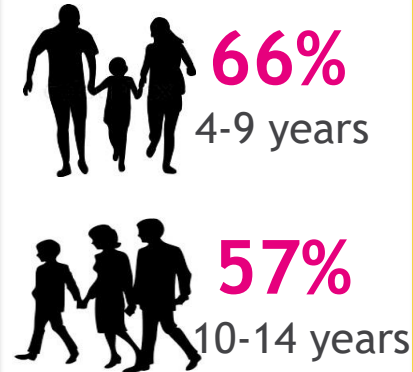
Skewed Students [Index: 127] & Housewives [Index: 110]

### HH Income



Skewed HHI RM8K and above [Index: 165]

### HH With Kids



### Location



**81%**  
Urban



Channel **617 & 637 [HD]**

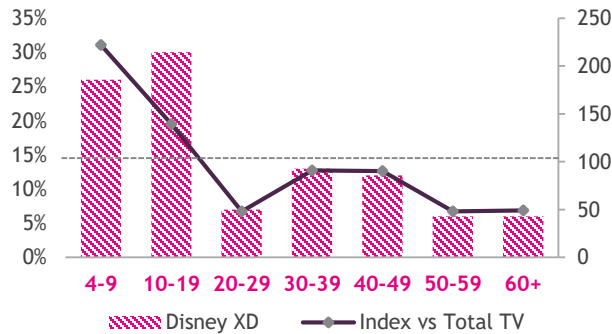
An Aspirational and Empowering TV destination.

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 3 Months)

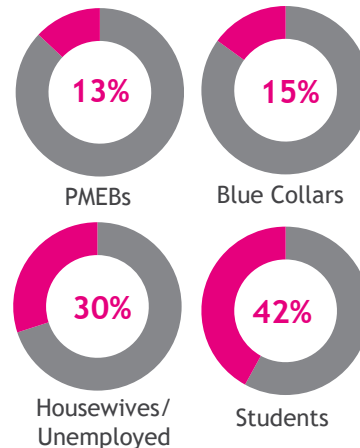
**7.0 Mil**

**Age Group**



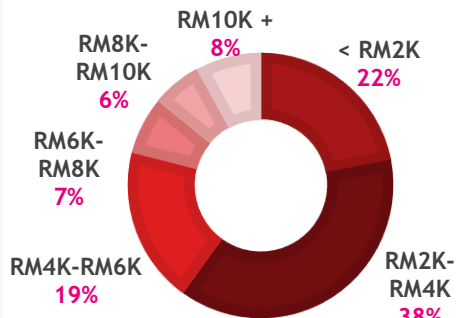
Skewed towards age 4-9 [Index: 222]  
& 10-19 [Index: 139]

**Occupation**

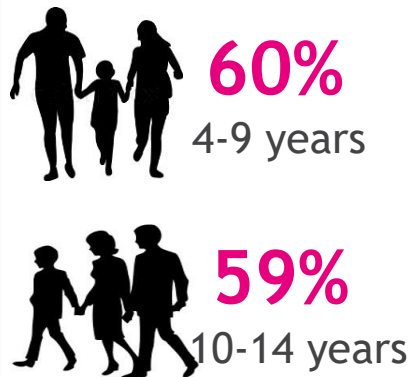


Skewed Students  
[Index: 135]

**HH Income**



**HH With Kids**



**Location**



**77%**  
Urban

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

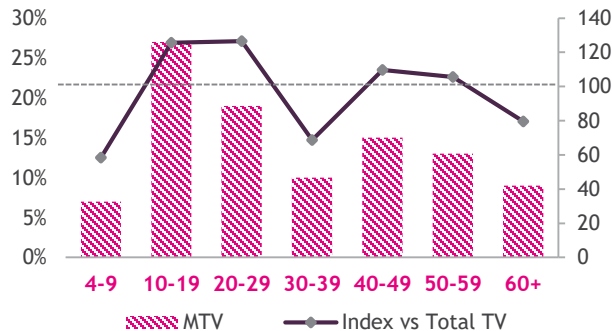
MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

Monthly Net Reach  
(Ave. Past 3 Months)

840 K

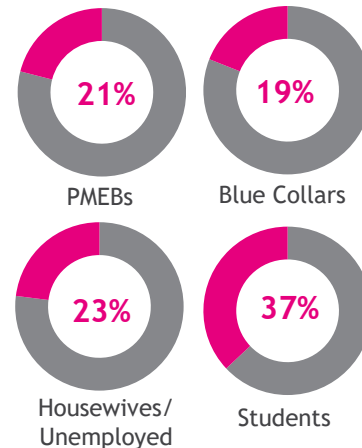
Source: Kantar Media DTAM, Individual  
(Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

### Age Group



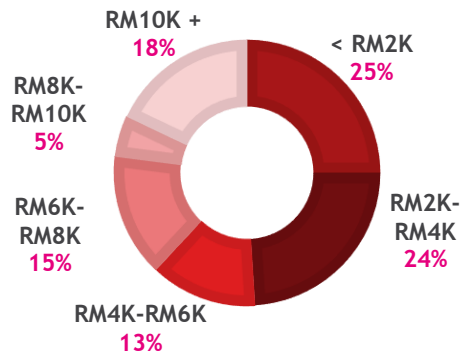
Skewed towards age 10-19 [Index: 126],  
20-29 [Index: 127] & 40-49 [Index: 110]

### Occupation



Skewed Students  
[Index: 118]

### HH Income



Skewed RM6K-RM8K [Index: 211]  
& RM10K and above [Index: 161]

### HH With Kids



34%

10-14 years

### Location



84%

Urban

# nickelodeon.

Channel **612**

Nickelodeon is the largest kids' network in the world!

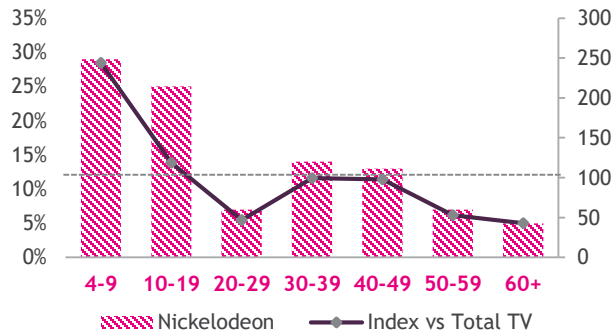
Embracing a philosophy that puts kids first. Encourage good values like friendship, teamwork, family and respect. Programming includes everything from live action comedies like iCarly, Big Time Rush and Victorious, to global animation hits such as SpongeBob SquarePants & TMNT, to innovative curriculum-based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

Monthly Net Reach  
(Ave. Past 3 Months)

2.7 Mil

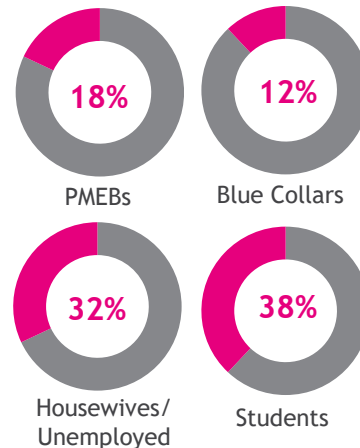
Source: Kantar Media DTAM, Individual  
(Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

## Age Group



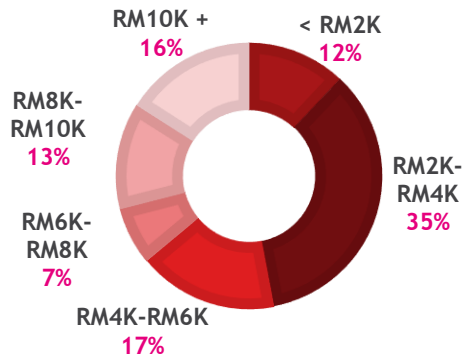
Skewed towards age 4-9 [Index: 244]  
& 10-19 [Index: 119]

## Occupation



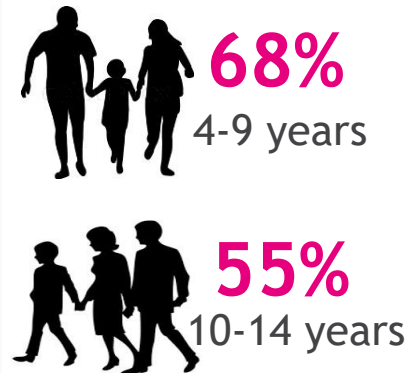
Skewed Students  
[Index: 120]

## HH Income



Skewed HHI RM8K and above [Index: 171]

## HH With Kids



## Location



78%  
Urban



Channel **212**

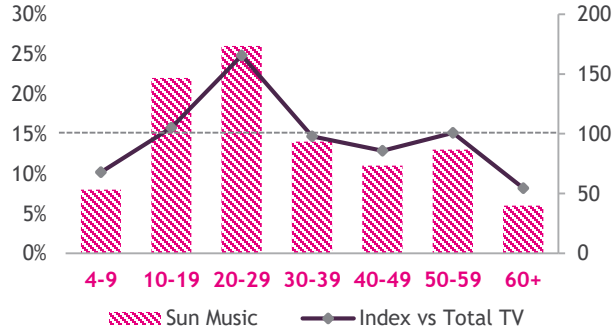
A popular 24-hour Tamil music channel, featuring chart - topping song clips, exciting live interviews with popular artistes, call-in song dedications and SMS chat segments, all anchored by young and funky hosts.

Monthly Net Reach  
(Ave. Past 3 Months)

1.4 Mil

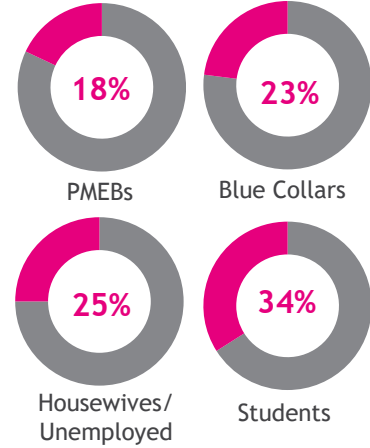
Source: Kantar Media DTAM, Individual  
(Total Universe: 14,964K), Jan-Mar 2018  
Index is against Total TV Universe.

**Age Group**



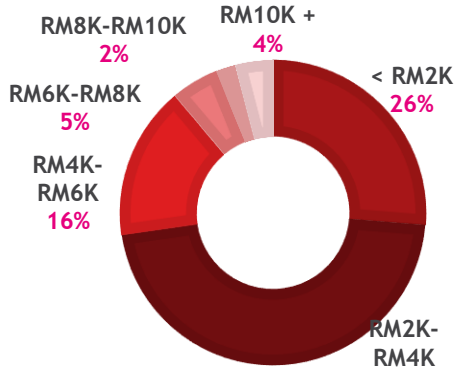
Skewed towards age 20-29 [Index: 166]

**Occupation**



Skewed  
Blue Collars  
[Index: 124]  
&  
Students  
[Index: 110]

**HH Income**



Skewed RM2K and below [Index: 121] &  
RM2K-RM4K [Index: 129]

**HH With Kids**



28%

10-14 years

**Location**



85%

Urban