



CHANNEL PROFILE YEAR 2017

NEWS SEGMENT

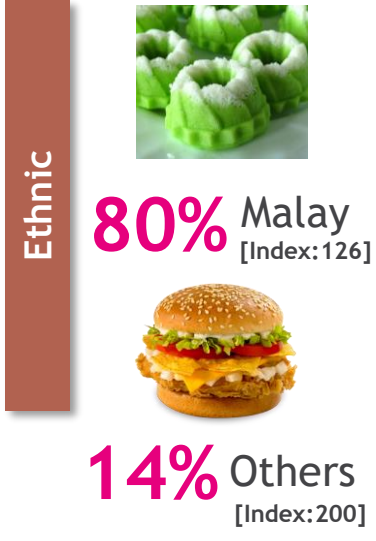
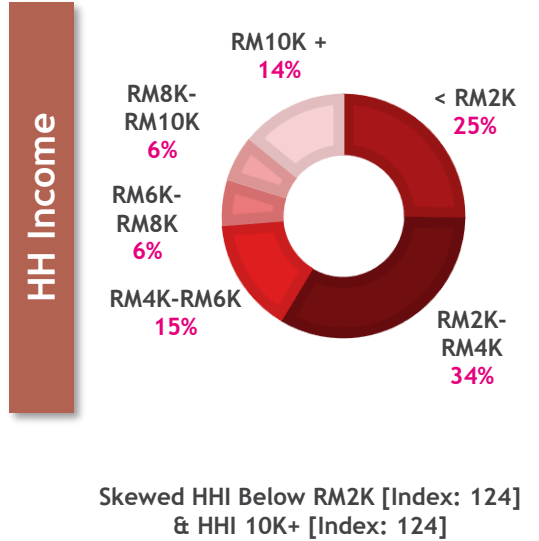
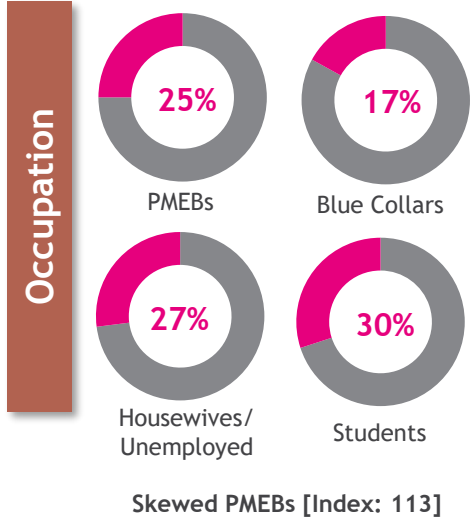
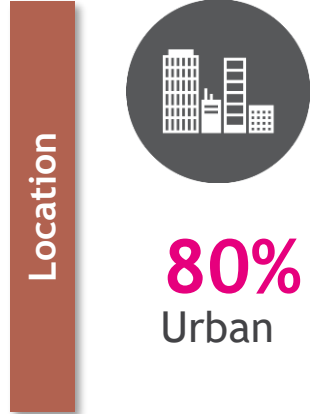
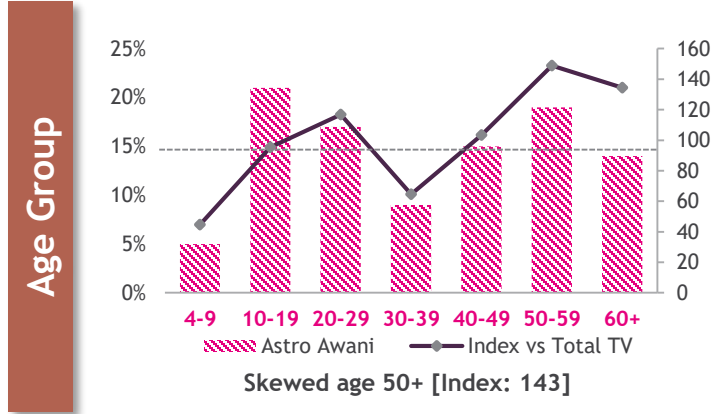
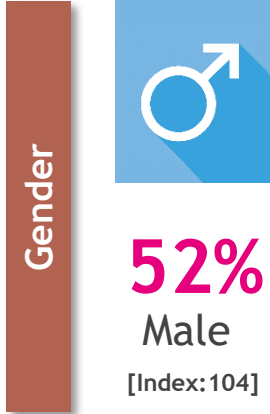
Go Beyond



Channel **501**

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

Monthly Net Reach
(Ave. Past 12 Months)
2.8 Mil



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




Channel 513

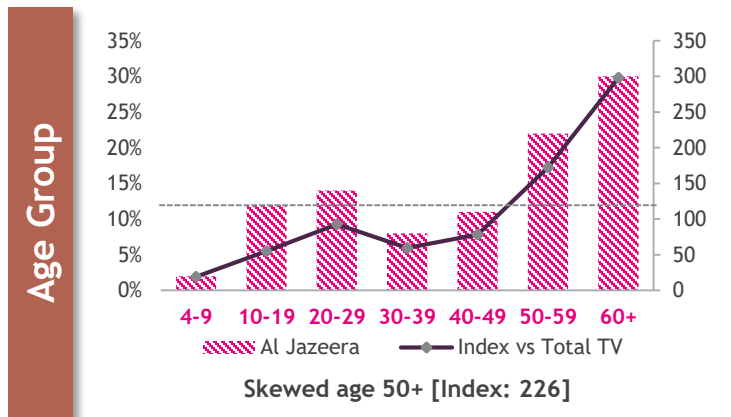
Al Jazeera English offers international news that places people at the heart of the story, rooted in the belief that everyone has a story worth hearing.

Monthly Net Reach
(Ave. Past 12 Months)
471K


Gender



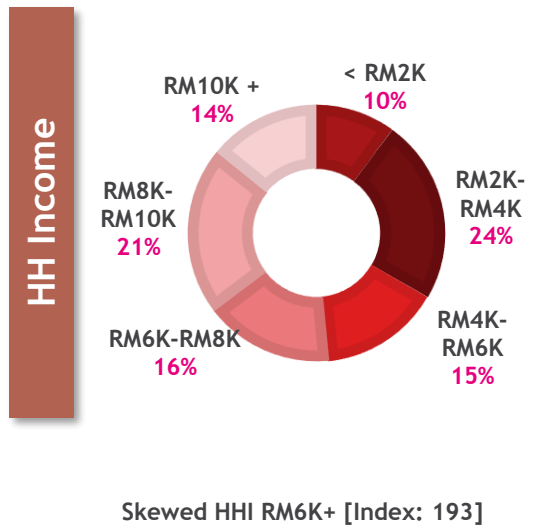
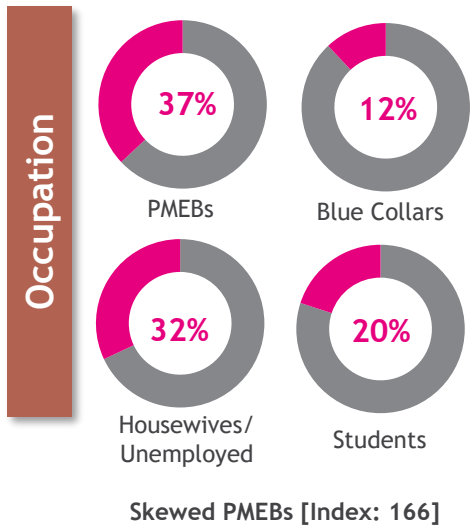
53%
Male
[Index:105]



Location



98%
Urban
[Index:124]



Ethnic



28% Chinese
[Index:174]



28% Others
[Index:400]

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

BBC World News is the BBC's 24-hour international news and information channel. It provides breaking news, broader news stories, as well as award-winning current affairs series and documentaries.

Monthly Net Reach
(Ave. Past 12 Months)

481K

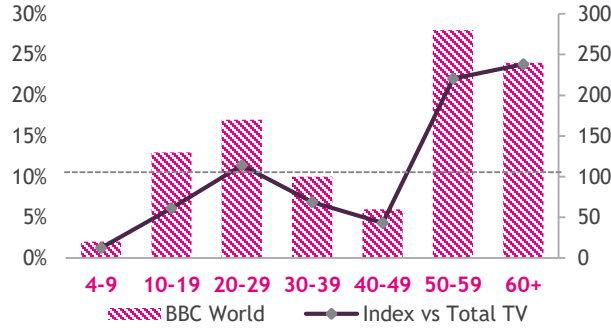
Gender



56%
Male

[Index:111]

Age Group



Skewed age 50+ [Index: 226]

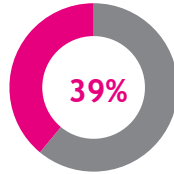
Location



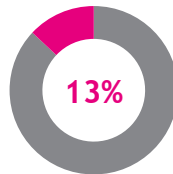
95%
Urban

[Index:120]

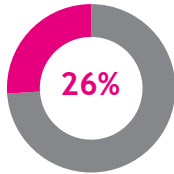
Occupation



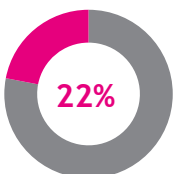
SMEs



Blue Collars



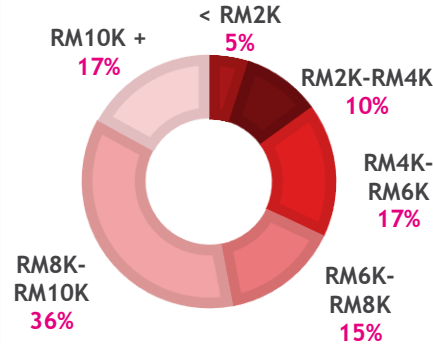
Housewives/
Unemployed



Students

Skewed SMEs [Index: 176]

HH Income



Skewed HHI RM6K+ [Index: 248]

Ethnic



41% Chinese
[Index:251]



32% Others
[Index:457]

Bloomberg Television, an award winning, multi-platform 24-hour business and financial news network, provides continuous coverage of the people, companies and ideas that move global markets.

Monthly Net Reach
(Ave. Past 12 Months)

150K

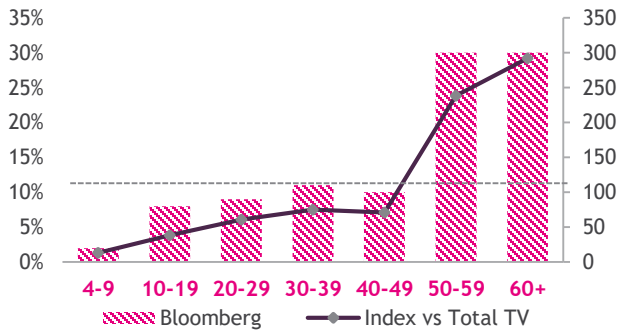
Gender



54%
Male

[Index:109]

Age Group



Skewed age 50+ [Index: 261]

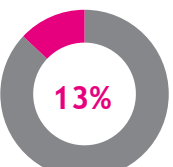
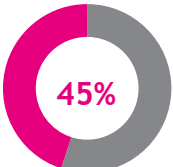
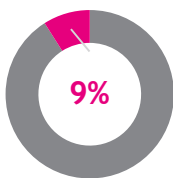
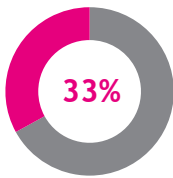
Location



95%
Urban

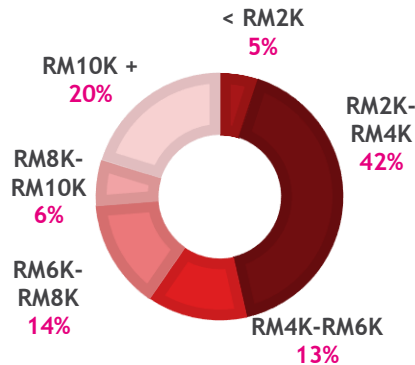
[Index:120]

Occupation



Skewed PMEBS [Index: 148]
& Housewives [Index: 157]

HH Income



Skewed HHI RM2K - RM4K [Index: 120], RM6K-RM8K [Index: 194] & RM10K+ [Index: 171]

Ethnic



24% Indian
[Index:178]



21% Others
[Index:300]



Channel 518

CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 380 million households worldwide. In Asia Pacific, CNBC is uniquely positioned to speak to viewers from across the region.

Monthly Net Reach
(Ave. Past 12 Months)

208K

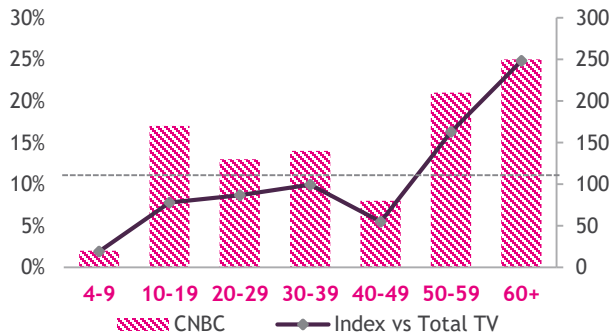
Gender



61% Male

[Index:121]

Age Group



Skewed age 50+ [Index: 200]

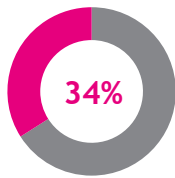
Location



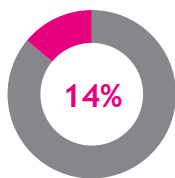
95% Urban

[Index:120]

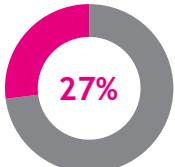
Occupation



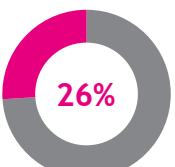
PMEBs



Blue Collars



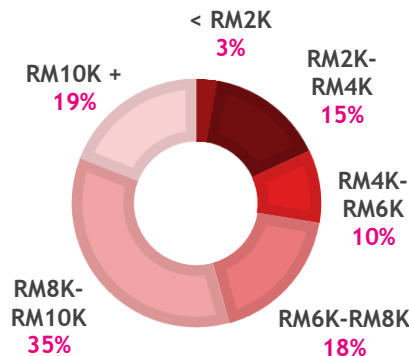
Housewives/
Unemployed



Students

Skewed PMEBS [Index: 152]

HH Income



Skewed HHI RM6K+ [Index: 267]

Ethnic



48% Chinese
[Index:298]



27% Others
[Index:386]

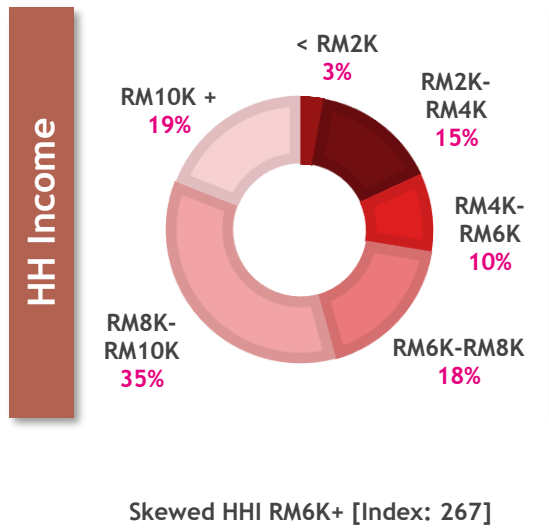
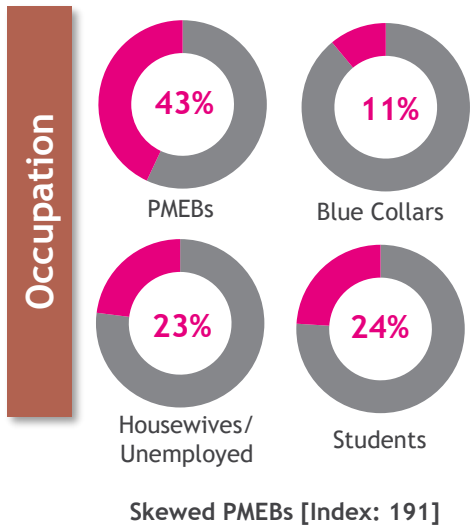
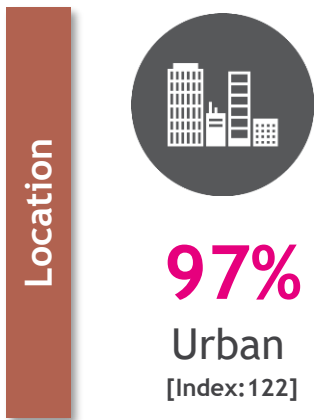
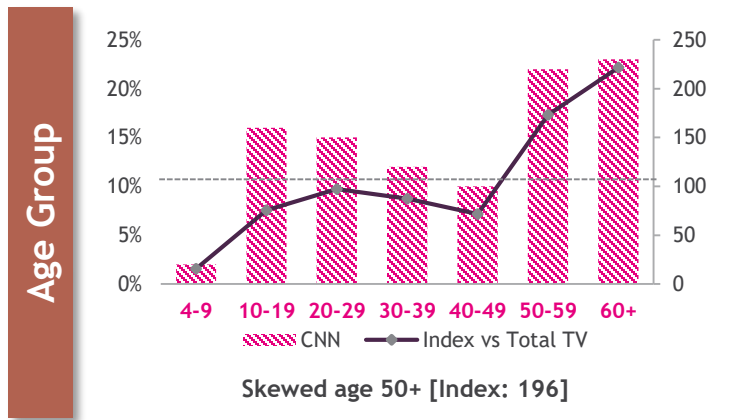
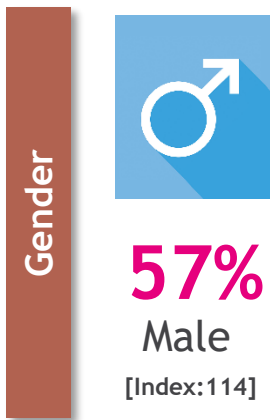
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017 Index is against Total Astro TV Universe.



Channel 511

CNN delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, politics, and more.

Monthly Net Reach
(Ave. Past 12 Months)
648K



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

Sky News is an award-winning 24-hour rolling news channel with headlines announced every 15 minutes. The channel also provides business headlines, comprehensive development from the world of sports, and the latest weather updates throughout the day.

**Monthly Net Reach
(Ave. Past 12 Months)**

399K

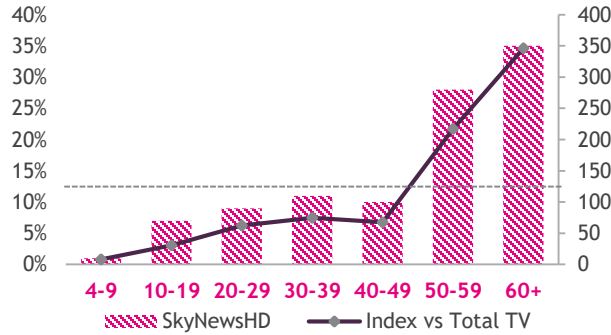
Gender



58% Male

[Index:115]

Age Group



Skewed age 50+ [Index: 274]

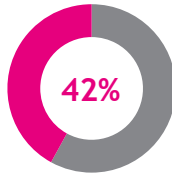
Location



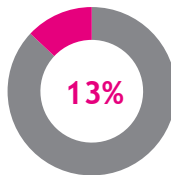
93% Urban

[Index:118]

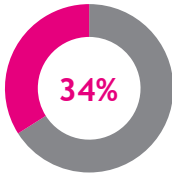
Occupation



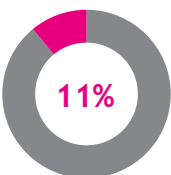
PMEBS



Blue Collars



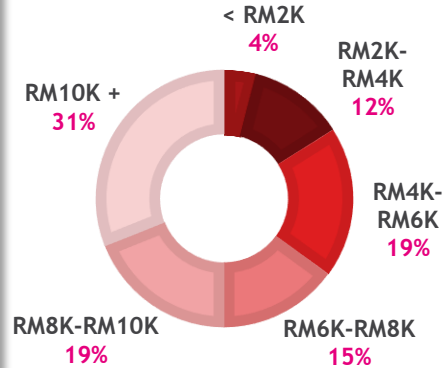
Housewives/
Unemployed



Students

Skewed PMEBS [Index: 189] & Housewives [Index: 119]

HH Income



Skewed HHI RM6K+ [Index: 241]

Ethnic



43% Others
[Index:614]



33% Chinese
[Index:203]