



**CHANNEL PROFILE
YTD MARCH 2018**

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 3 Months)
2.2 Mil

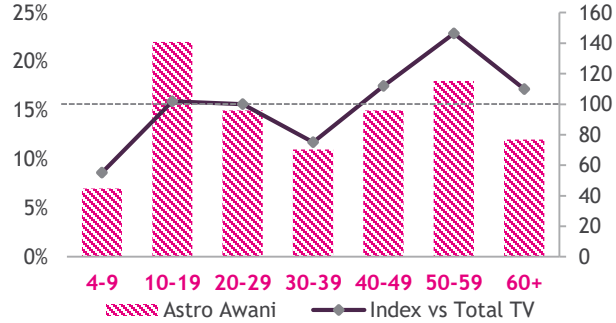
Gender



55%
Male

[Index:288]

Age Group



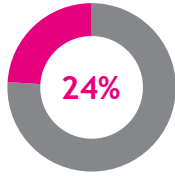
Skewed age 50+ [Index: 129]

Location

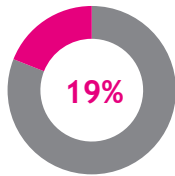


80%
Urban

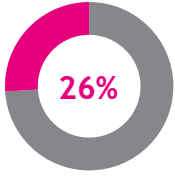
Occupation



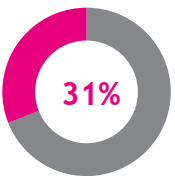
PMEBs



Blue Collars



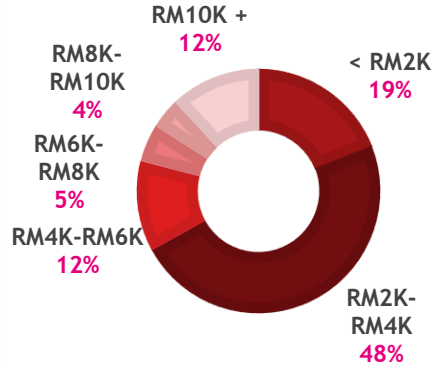
Housewives/
Unemployed



Students

Skewed PMEBS [Index: 118]

HH Income



Skewed HHI RM2K-RM4K [Index: 133]

Ethnic



84% Malay
[Index:120]



12% Others
[Index:200]

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-March 2018
Index is against Total 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 3 Months)
329K

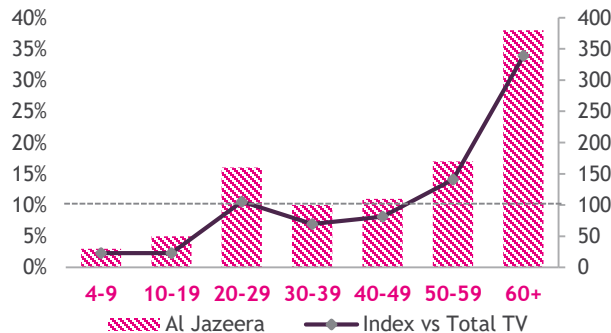
Gender



50% Male

[Index:261]

Age Group



Skewed age 50+ [Index: 233]

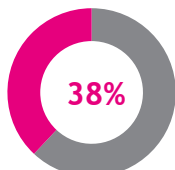
Location



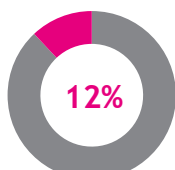
96% Urban

[Index:117]

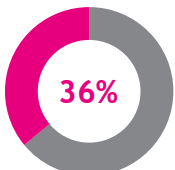
Occupation



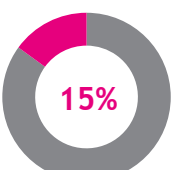
PMEBs



Blue Collars



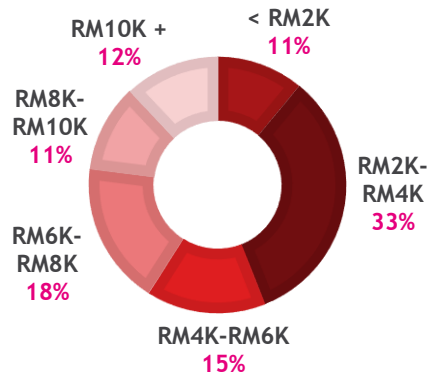
Housewives/
Unemployed



Students

Skewed PMEBS [Index: 187] & Housewives [Index: 119]

HH Income



Skewed HHI RM6K+ [Index: 171]

Ethnic



23% Indian [Index:221]



26% Others [Index:433]

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



Channel 512

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 3 Months)
326K

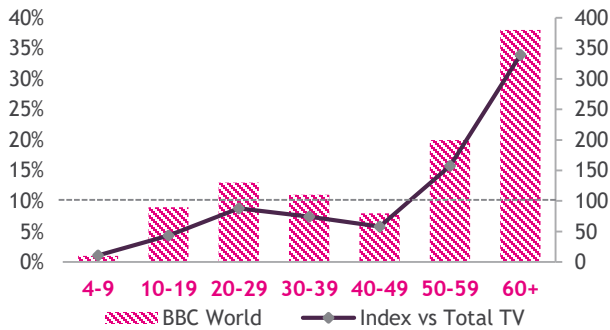
Gender



56% Male

[Index:294]

Age Group



Skewed age 50+ [Index: 223]

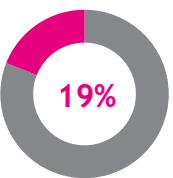
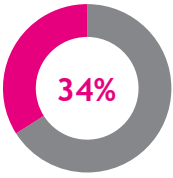
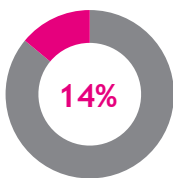
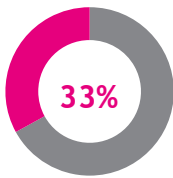
Location



94% Urban

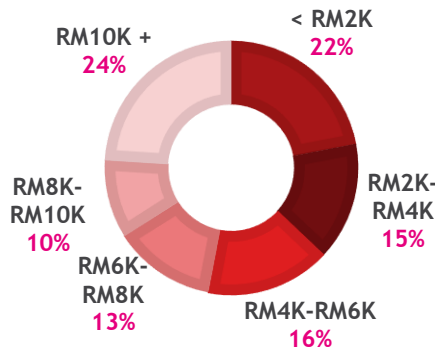
[Index:115]

Occupation



Skewed PMEBs [Index: 165]

HH Income



Skewed HHI RM6K+ [Index: 196]

Ethnic



21% Chinese [Index:163]



36% Others [Index:600]

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

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 3 Months)

130K

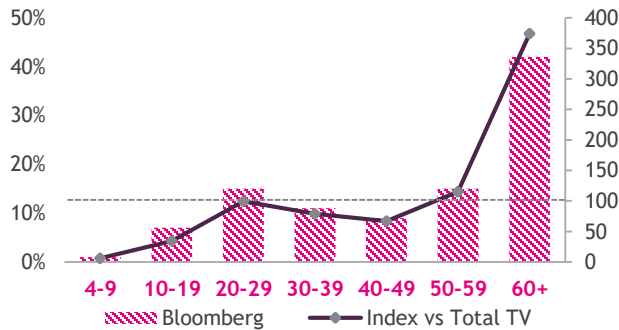
Gender



55%
Male

[Index:287]

Age Group



Skewed age 50+ [Index: 215]

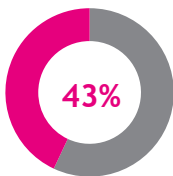
Location



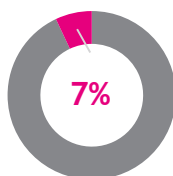
98%
Urban

[Index:120]

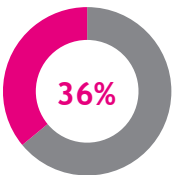
Occupation



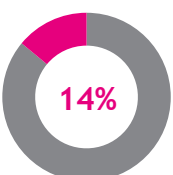
PMEBS



Blue Collars



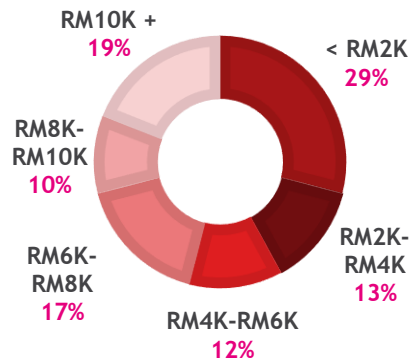
Housewives/
Unemployed



Students

Skewed PMEBS [Index: 215]
& Housewives [Index: 120]

HH Income



Skewed HHI RM2K-RM4K [Index: 134]
& RM6K Above [Index: 188]

Ethnic



26% Indian
[Index:247]

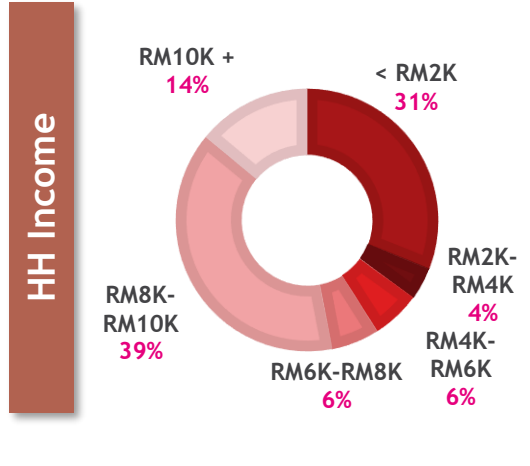
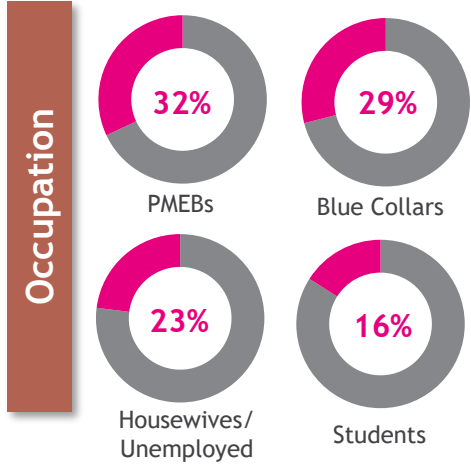
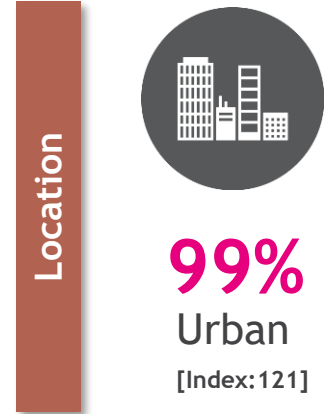
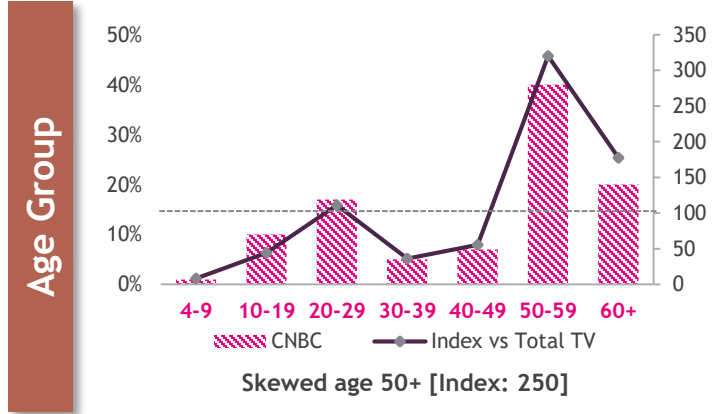
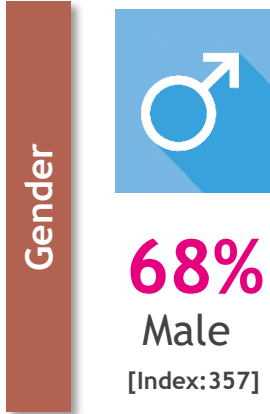


24% Others
[Index:400]

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 3 Months)

166K



Skewed PMEBS [Index: 160] & Blue Collar [Index: 155]

Skewed RM2K and below [Index: 144] & HHI RM8K+ [Index: 312]

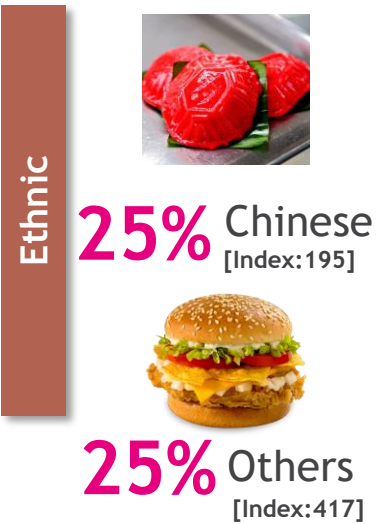
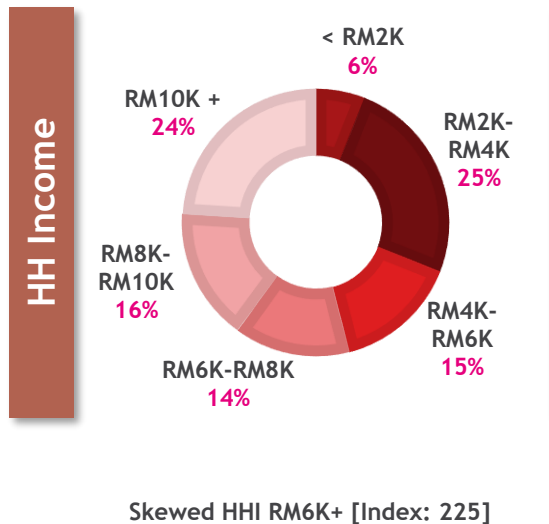
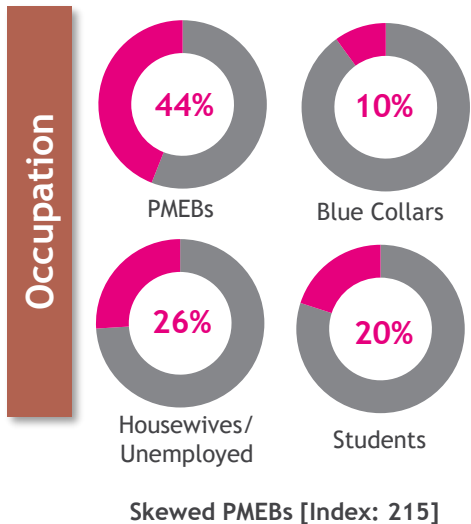
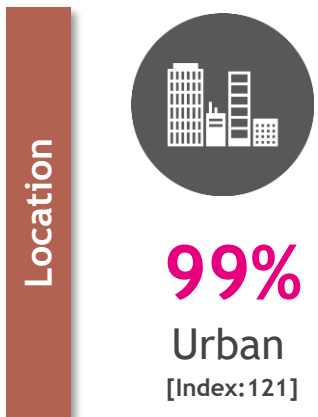
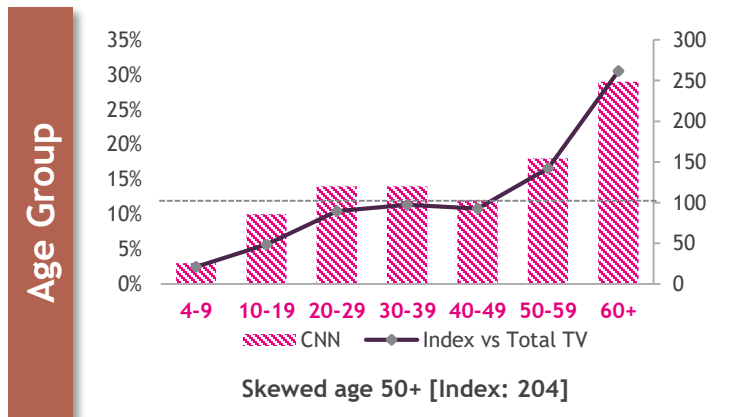
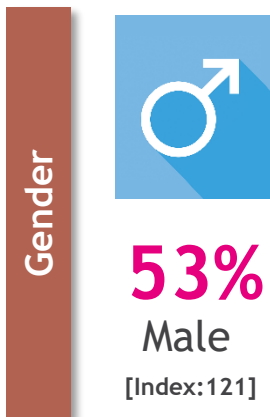
Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.



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 3 Months)
486K

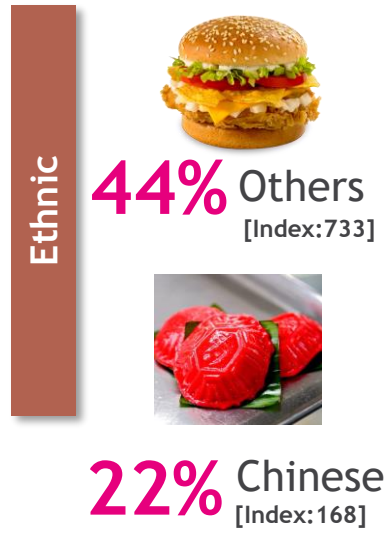
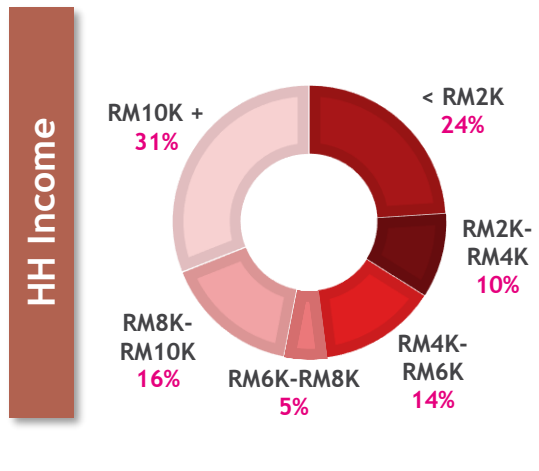
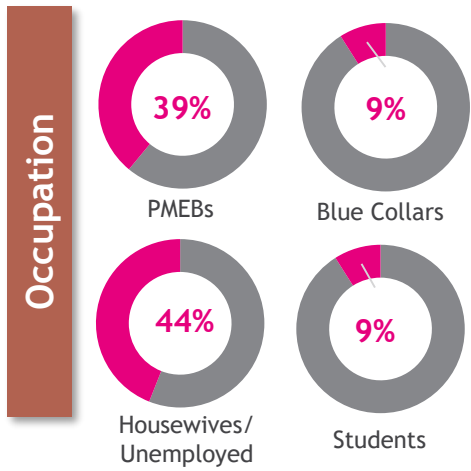
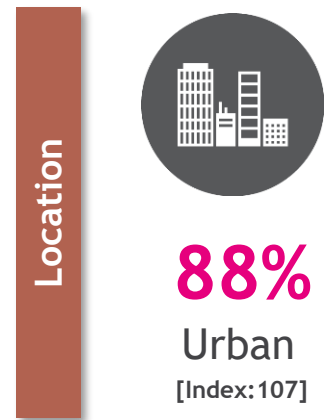
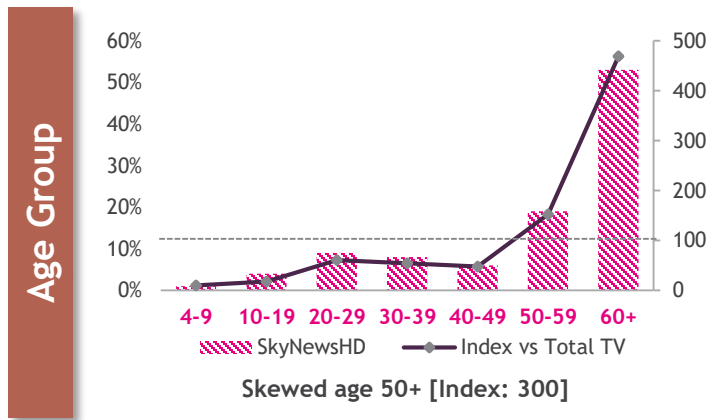
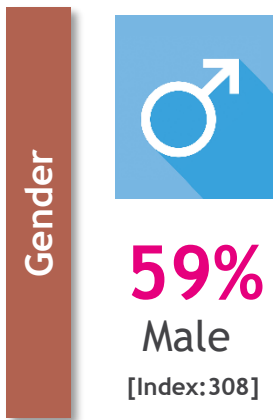


Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Mar 2018 Index is against Total TV Universe.

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 3 Months)

288K



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