



# CHANNEL PROFILE

## Q1 2018

Sports Segment

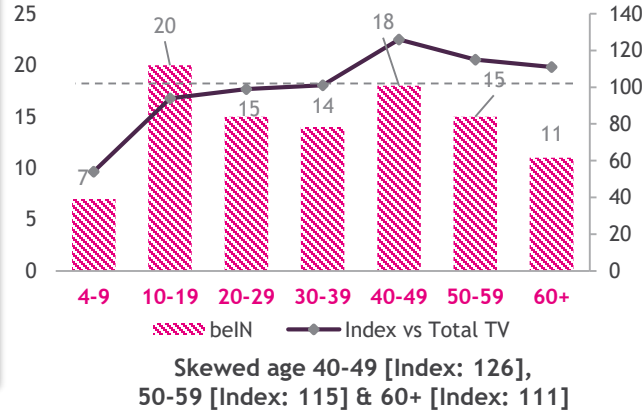
Go Beyond

beIN Sports brings you the best of sports with extensive coverage of La Liga, Ligue 1, motorsports, cycling, handball, boxing and other action packed sports magazine programs.

Monthly Net Reach  
(Ave. Past 3 Months)

**1.38 Mil**

**Age Group**



**Location**



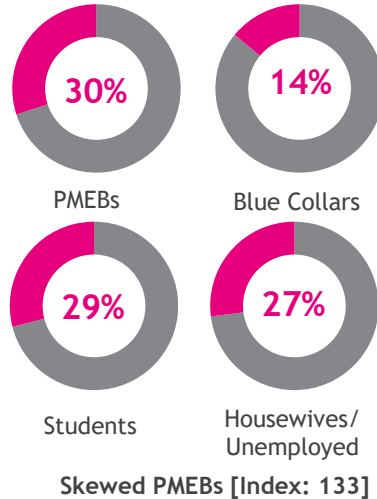
**92%**  
Urban

**Gender**



**58%**  
Male  
[Index: 116]

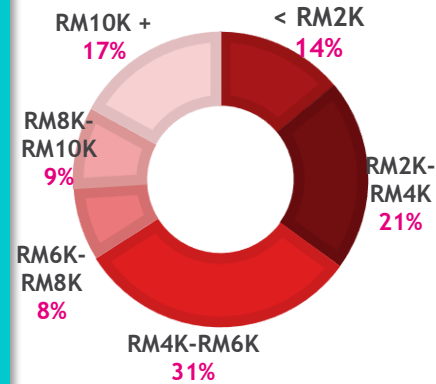
**Occupation**



**Ethnic**

**65%** Malay [Index: 103]  
**15%** Chinese  
**10%** Indian

**HH Income**





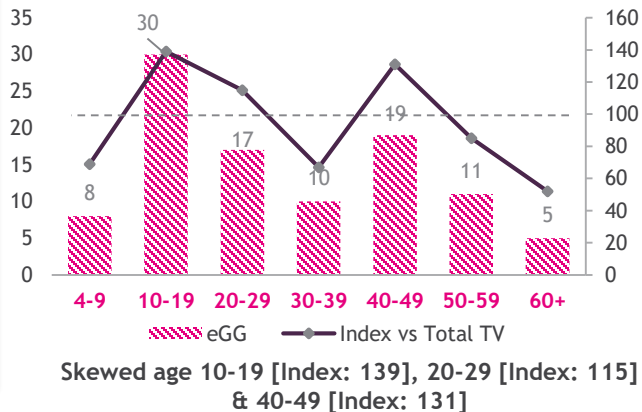
Channel 808

eGG is a 24/7 eSports & gaming entertainment network. The channel showcase the biggest eSports leagues and tournaments, and the best in gaming entertainment. Fans can expect HD viewing experience at the comfort of your living room with games such as Dota 2, League of Legends, CS:GO, FIFA Online 3, Hearthstone and a lot more.

Monthly Net Reach  
(Ave. Past 3 Months)

2.12 Mil

### Age Group



### Location



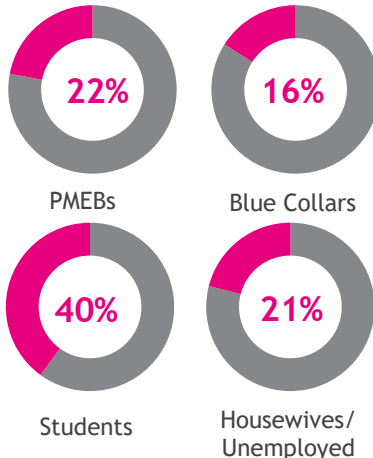
80%  
Urban

### Gender



57%  
Male  
[Index: 113]

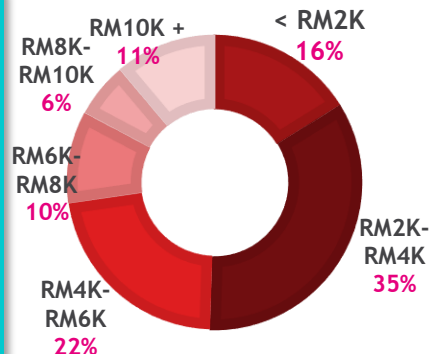
### Occupation



### Ethnic

82% Malay  
[Index: 129]  
  
8% Chinese

### HH Income



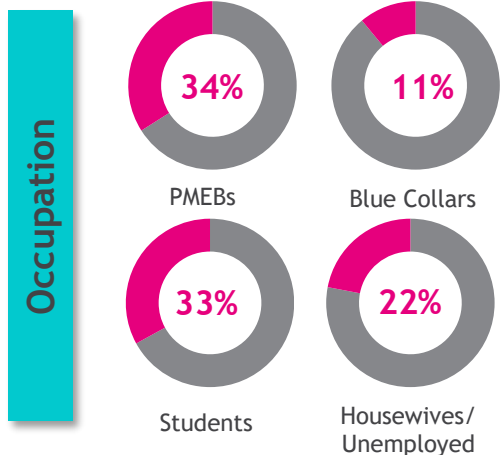
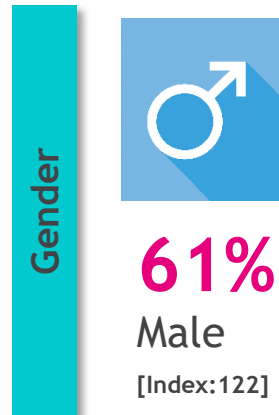
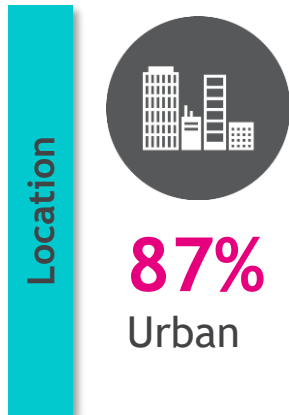
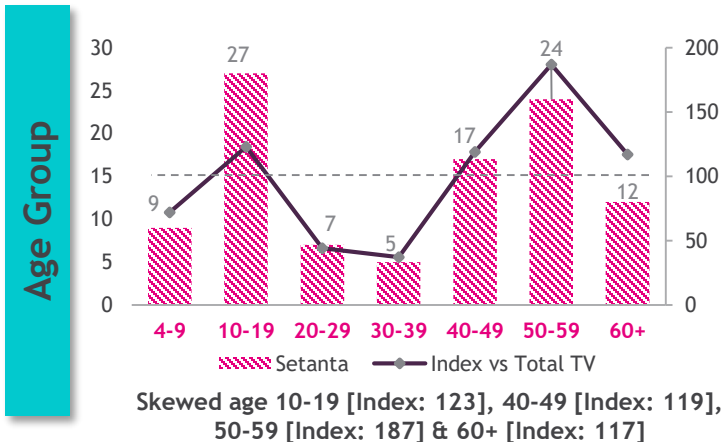


Channel **839**

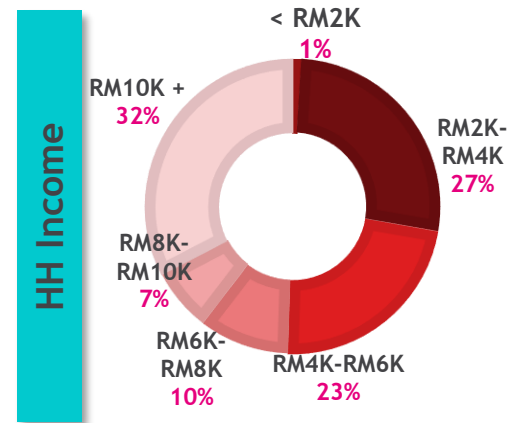
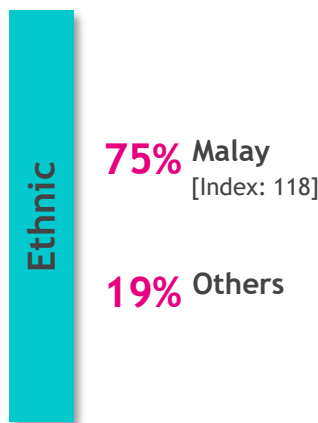
Setanta Sports showcases rugby's finest programming lineup all in High-Definition. Enjoy the world class rugby games and tournaments like the RBS 6 Nations, Tri-Nations, British & Irish Lions Australia Tour, International Test series and other exciting tournaments and programs.

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

**71 K**



Skewed PMEBS [Index: 153] & Students [Index: 103]



Skewed HHI RM4-6K [Index: 125], RM6-8K [Index: 131] & RM10K+ [Index: 281]

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

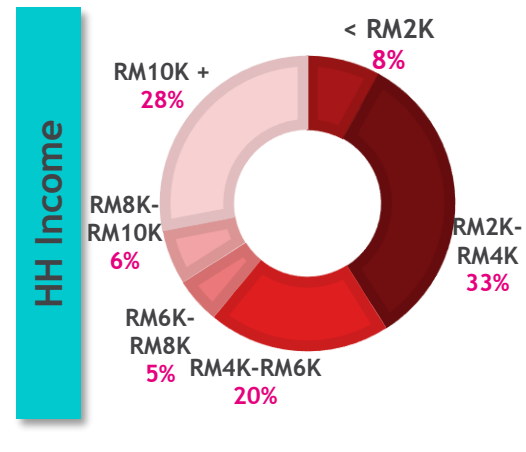
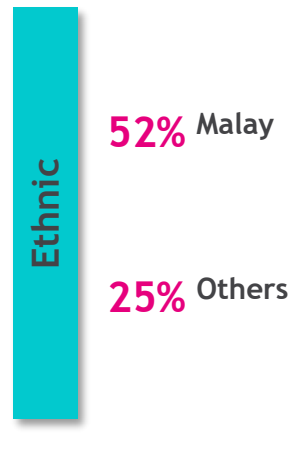
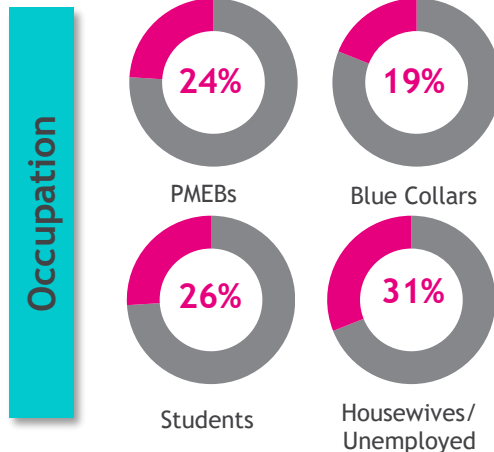
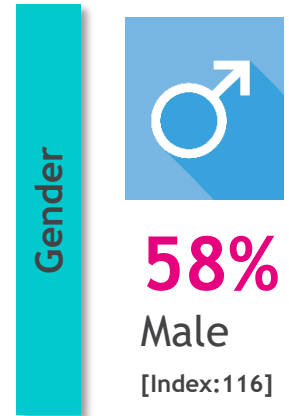
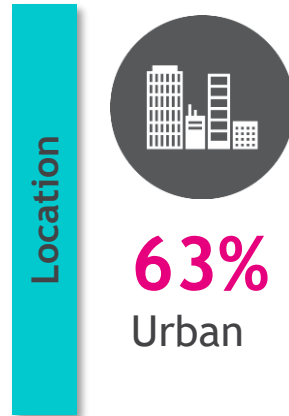
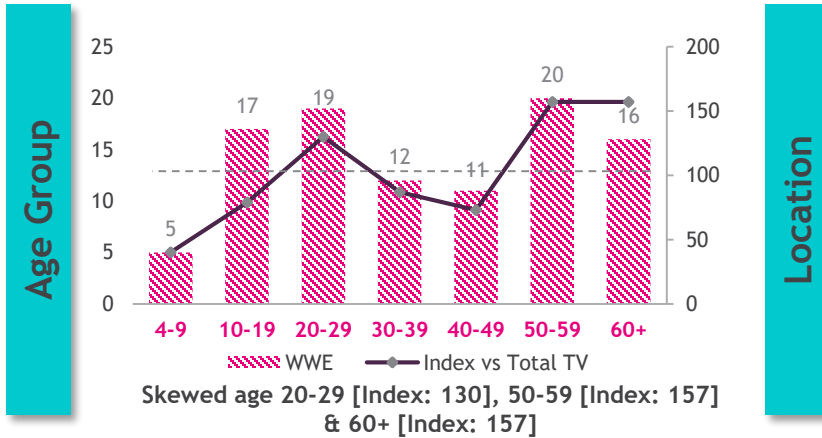


Channel **820 & 840** (HD)

WWE Network, a special 24/7 channel, dedicated for all WWE programs. WWE Network includes all 12 WWE live Pay-Per-View events like WrestleMania, groundbreaking original series, reality shows, classic shows and documentaries.

Monthly Net Reach  
(Ave. Past 3 Months)

**270 K**



Skewed PMEBS [Index: 105], Blue Collars [Index: 114] & Housewives [Index: 108]

Skewed HHI RM4-6K [Index: 107] & RM10K+ [Index: 246]

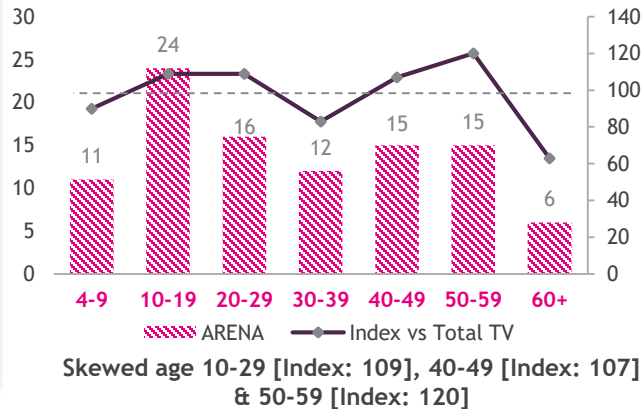


Channel **801 & 802** (HD)

Sport for All, 24-hour coverage, 7 days a week with unmatched coverage from local tournament to international events, We unite Malaysians more than any other channels. Revolusi sukan terkini, liputan 24 jam, 7 hari seminggu yang tiada bandingan dari kejohanan tempatan ke acara bertaraf antarabangsa. Kami menyatukan rakyat Malaysia lebih daripada saluran lain.

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

**Age Group**



**Location**



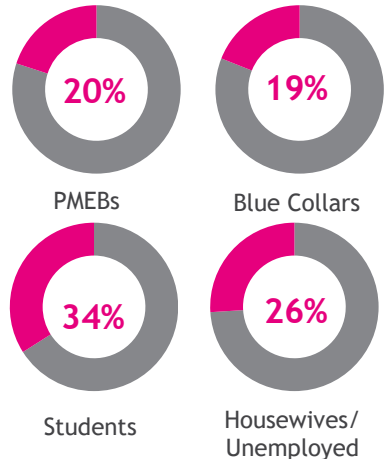
**78%**  
Urban

**Gender**



**56%**  
Male  
[Index: 112]

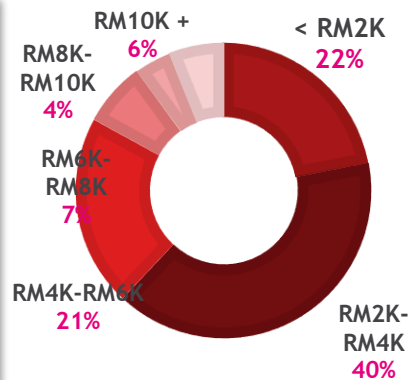
**Occupation**



**Ethnic**

**87%** Malay  
[Index: 138]

**HH Income**



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



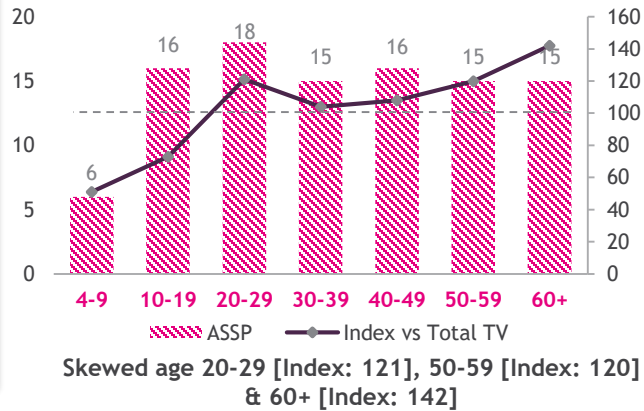
Channel **810,811,816,817**  
 & **831,833,834,836** (HD)

Showcases a variety of sporting events, selected to appeal to the Malaysian viewing audience which includes Premier League, UEFA Europa League, European Qualifiers, FIFA Events, Tennis ATP 500's & 250's Series, Diving, NBA/WNBA games, Badminton BWF Premier, Superseries and Grand Prix Gold, along with other prestigious international sporting events as well as highlights, preview and magazine programs

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

**4.1 Mil**

**Age Group**



**Location**



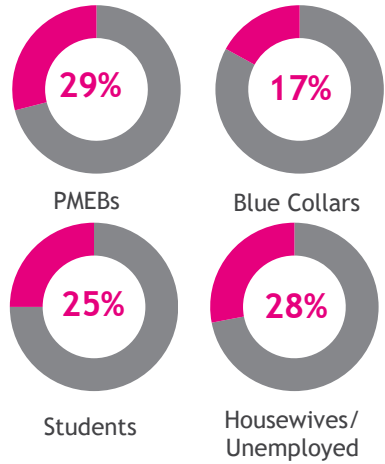
**87%**  
 Urban

**Gender**



**58%**  
 Male  
 [Index: 115]

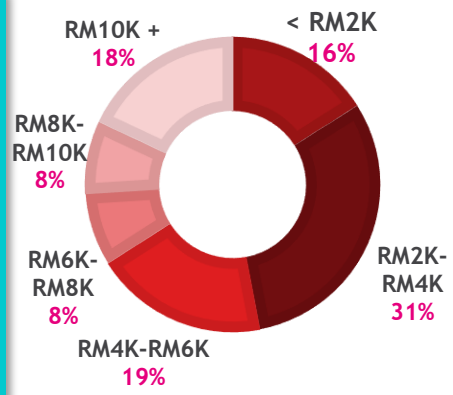
**Occupation**



**Ethnic**

**53%** Malay  
**25%** Chinese [Index: 153]  
**10%** Others

**HH Income**



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