



# CHANNEL PROFILE

## Malay segment

Period: Jan - Dec 2017

Go Beyond



Channel 123 & 104 (HD)

Home of Malay signature entertainment that offers a variety of local programmes ranging from reality shows to fun game shows to drama series.

Key Signature Programmes: GenF, AME, AF Teens, Gegar Vaganza & MegaDrama belt.

Monthly Net Reach (Ave. Past 12 Months)  
9.829 mil

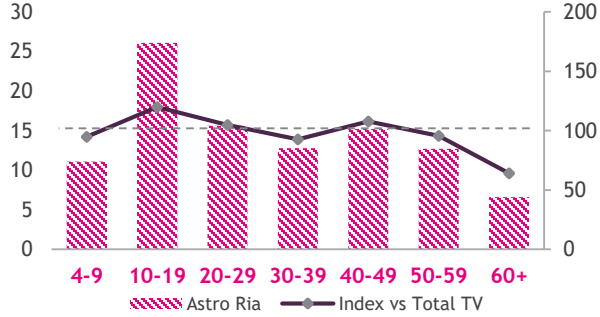
Gender



52% Female

[Index:103]

Age Group



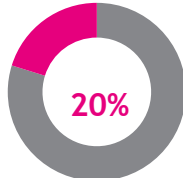
Skewed age 10-19 [Index: 120]

Location

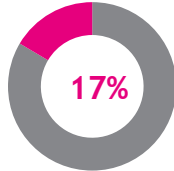


79% Urban

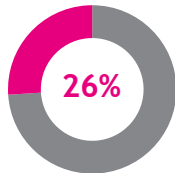
Occupation



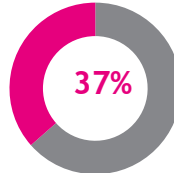
PMEBS



Blue Collars



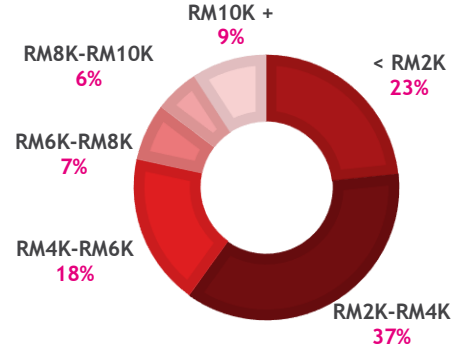
Housewives/  
Unemployed



Students

Skewed Students [Index: 115]

HH Income



Skewed HHI Below RM2K [Index: 107]



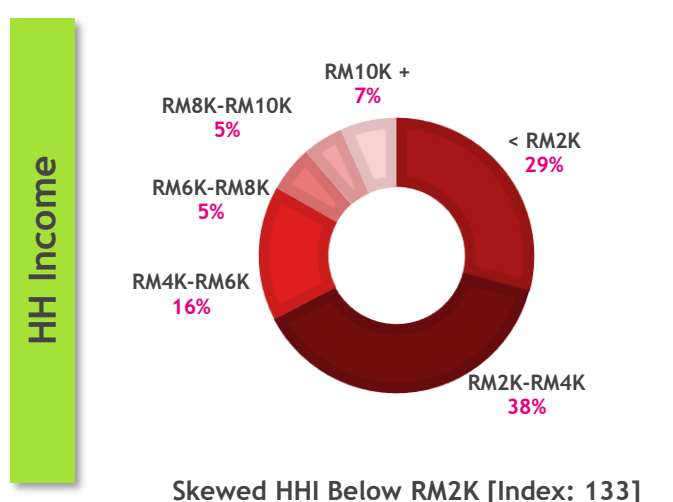
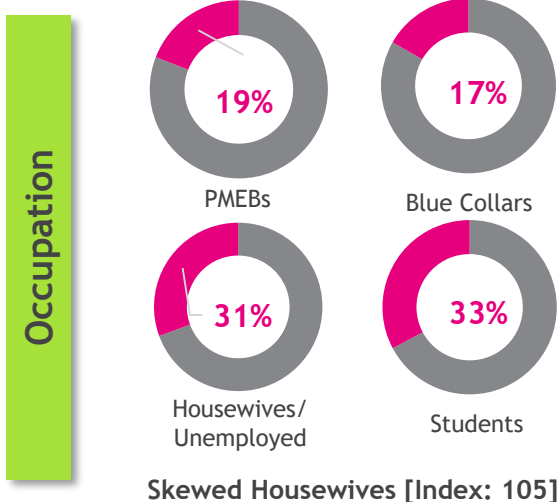
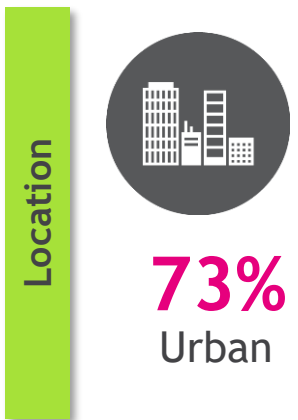
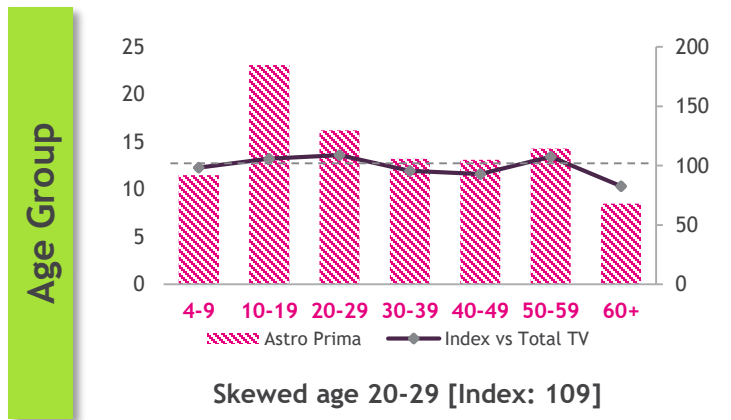
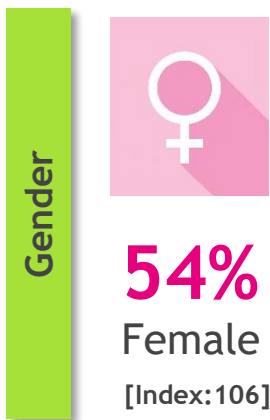
Channel 105

Wholesome Family Channel that offers a variety of local programmes such as long series drama's, documentaries and classic movies as well reality shows.

Key Signature Programme: My Mother is the Best Cook, Irama Malaysia and TIARA Drama belt.

Monthly Net Reach (Ave. Past 12 Months)

8.531 mil



Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017



Channel 132 & 124 (HD)

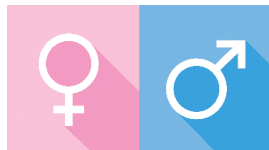
Stress Free, No Tension Channel - Unwind after a long day with Warna. Sit down & relax while watching the hilarious antics of local comedians as well as a colorful selection of international comedies.

Key Signature Programmes: Bocey & Friends, Super Spontan, Gegar Lawak Mega.

Monthly Net Reach (Ave. Past 12 Months)

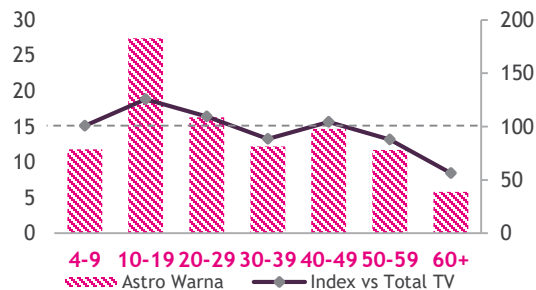
6.270 mil

Gender



50% 50%

Age Group



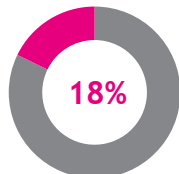
Skewed age 10-19 [Index: 126]

Location

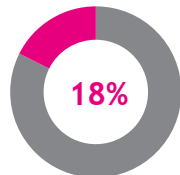


78% Urban

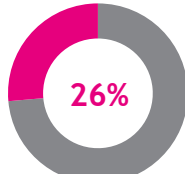
Occupation



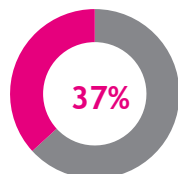
PMEBs



Blue Collars



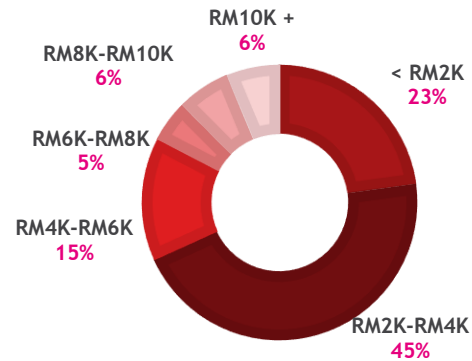
Housewives/Unemployed



Students

Skewed students [Index: 116]

HH Income



Skewed HHI RM2K-4K [Index: 128]

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017



Channel 106

Muslim Lifestyle Channel - The progressive lifestyle channel for Muslims that contains Islamic based educational, entertainment and documentary styled programs.

Key Signature Programmes: Gema Gagar Vagaza, Tahfiz Muda, Raihana Drama Belt, Bismillah Ad Duha.

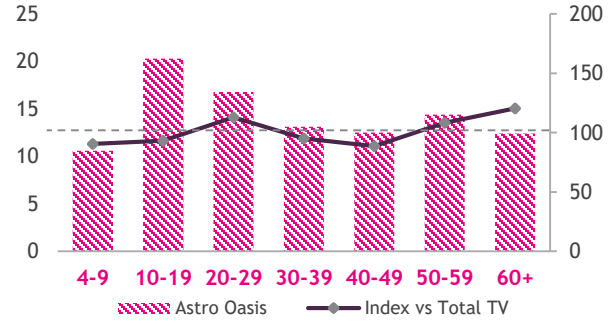
Monthly Net Reach (Ave. Past 12 Months) 7.616 mil

Gender



52% Female [Index:102]

Age Group



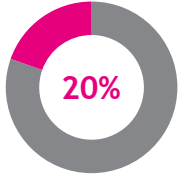
Skewed age 20-29 [Index: 113] & 60+ [Index: 120]

Location

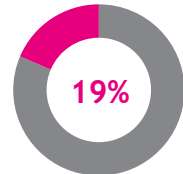


78% Urban

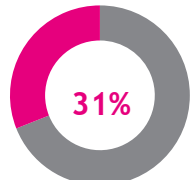
Occupation



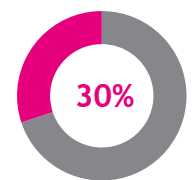
PMEBs



Blue Collars



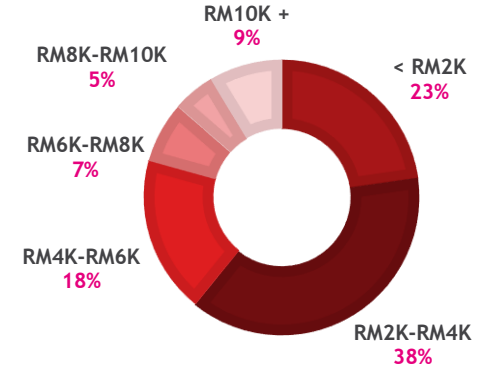
Housewives/Unemployed



Students

Skewed Blue collars [Index: 111] & Housewives [Index: 106]

HH Income



Skewed HHI RM2K-4K [Index: 107]

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017



Channel 131

Malaysian movie channel that offers latest Malay blockbusters and local mini series including the best selection of Asian and foreign films in varying genres.

Key timebelt: Karya 12, Astro Original Series, Super Telemovies, Blockbuster Ahad

Monthly Net Reach  
(Ave. Past 12 Months)

5.671 mil

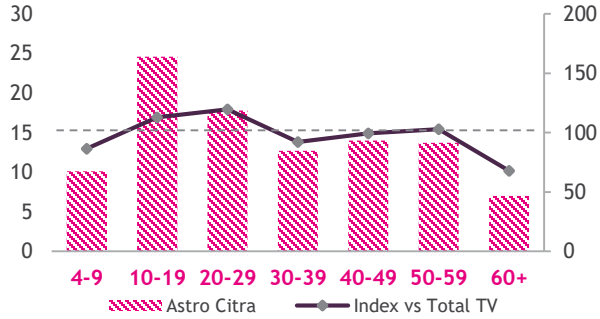
Gender



53% Male

[Index:108]

Age Group



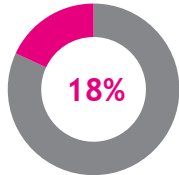
Skewed age 10-19 [Index: 113] & 20-29 [Index: 119]

Location

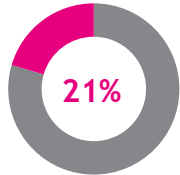


75% Urban

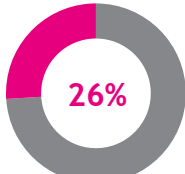
Occupation



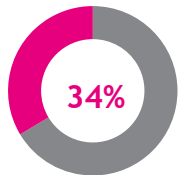
PMEBs



Blue Collars



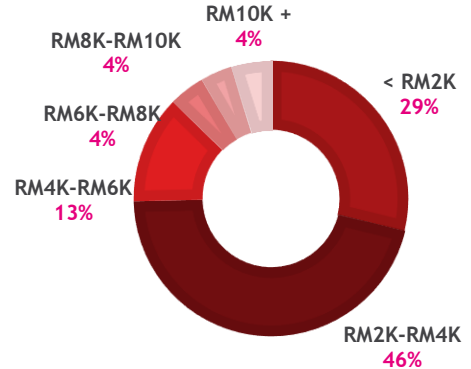
Housewives/Unemployed



Students

Skewed Blue collars [Index: 122] & Students [Index: 106]

HH Income



Skewed HHI below RM2K [Index: 132] & RM2K-4K [Index: 129]



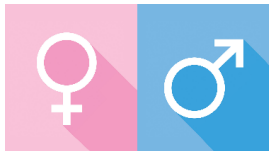
Channel 135

Astro Maya HD is a GE channel the offers a variety of Malay entertainment, drama series, classics and much more.

Key Programmes : Gema Gegar Vaganza, Tahfiz Muda, Tiara Belt, Raihana Belt

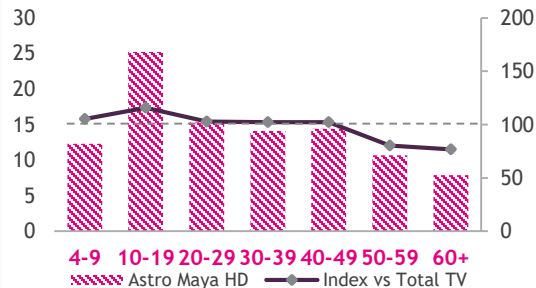
Monthly Net Reach (Ave. Past 12 Months)  
6.659 mil

Gender



50% 50%

Age Group



Skewed age 10-19 [Index: 116]

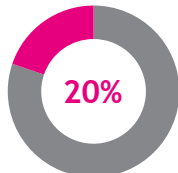
Location



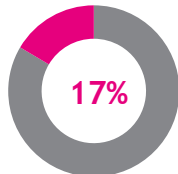
82% Urban

[Index: 104]

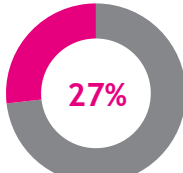
Occupation



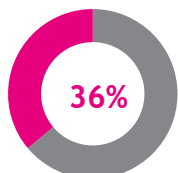
PMEBs



Blue Collars



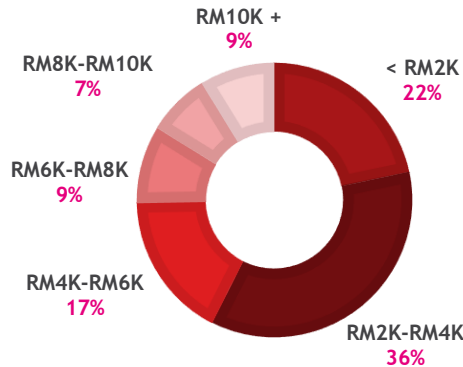
Housewives/  
Unemployed



Students

Skewed students [Index: 114]

HH Income



Skewed HHI RM6K-8K [Index: 129]

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017



Channel 134

Astro Mustika HD showcases the best of Malay content including documentaries, concerts, reality shows, dramas, telenovelas and telemovies 24 hours daily.

Key Programmes : Karya 12, Astro Original Series, Super Telemovies, Tagalog Series,

Monthly Net Reach  
(Ave. Past 12 Months)

5.039 mil

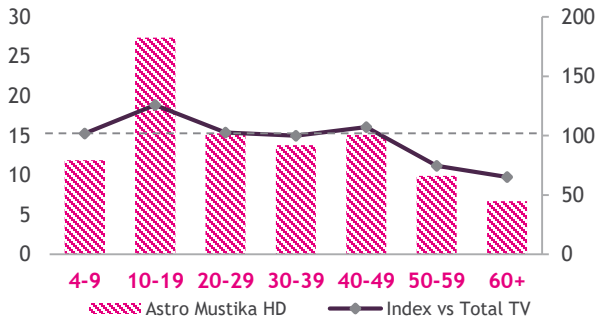
Gender



51% Male

[Index:104]

Age Group



Skewed age 10-19 [Index: 126] & 40-49 [Index: 107]

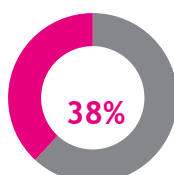
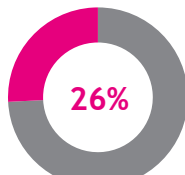
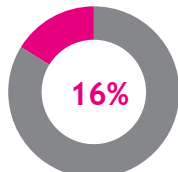
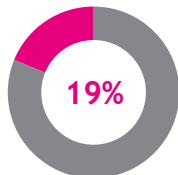
Location



80% Urban

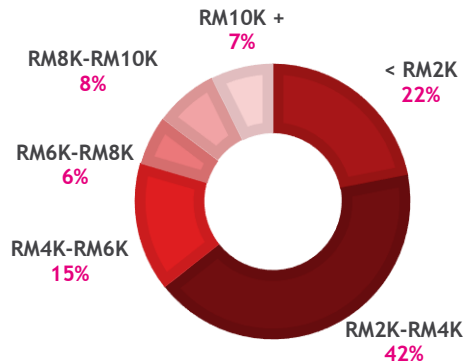
[Index: 102]

Occupation



Skewed Students [Index: 120]

HH Income



Skewed HHI RM2K-4K [Index: 120]





Channel 133

A 24-hour drama & lifestyle channel that targeted at Malay woman who aspire the lifestyle of Latin celebrities.

Key Programmes : Tagalog Series, Latin Series

Monthly Net Reach  
(Ave. Past 12 Months)

2.253mil

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017

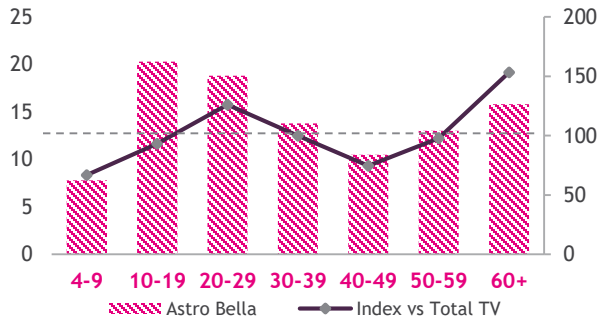
Gender



57% Female

[Index: 113]

Age Group



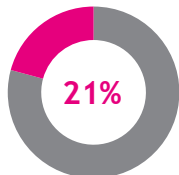
Skewed age 20-29 [Index: 126] & 60+ [Index: 153]

Location

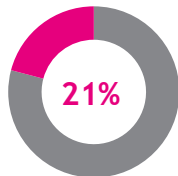


73% Urban

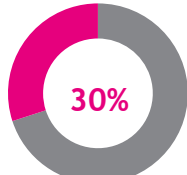
Occupation



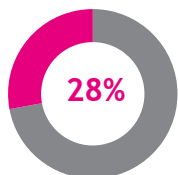
PMEBs



Blue Collars



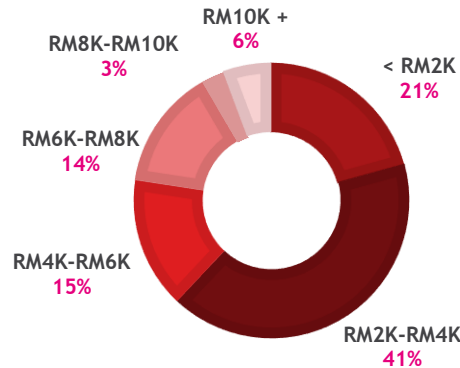
Housewives/  
Unemployed



Students

Skewed Blue collars [Index: 124] & Housewives [Index: 103]

HH Income



Skewed HHI RM2K-4K [Index: 116] & RM6K-8K [Index: 202]



Channel 142

Pelangi features the best Indonesian movies variety shows, including films made for TV.

Key Programmes :  
Blockbuster Movie,  
Sinetron, Entertainment  
News

Monthly Net Reach  
(Ave. Past 12 Months)

707K

Source: Kantar Media DTAM,  
Individual (Total Universe: 14,964K), Jan-Dec 2017

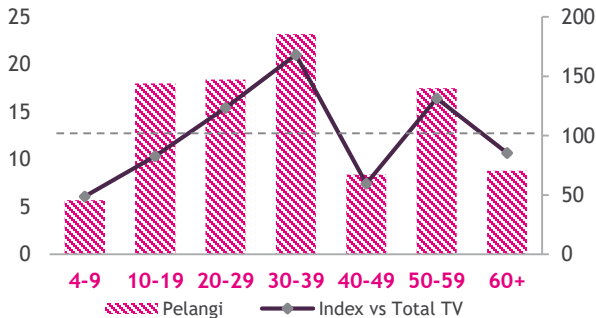
Gender



52%  
Female

[Index:103]

Age Group



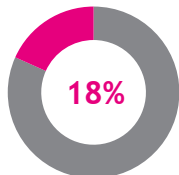
Skewed age 20-29 [Index: 123],  
30-39 [Index: 168] & 50-59 [Index: 132]

Location

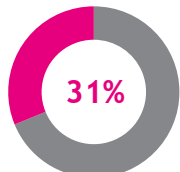


71%  
Urban

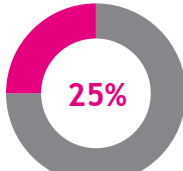
Occupation



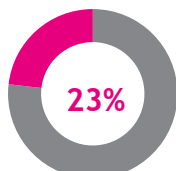
PMEBs



Blue Collars



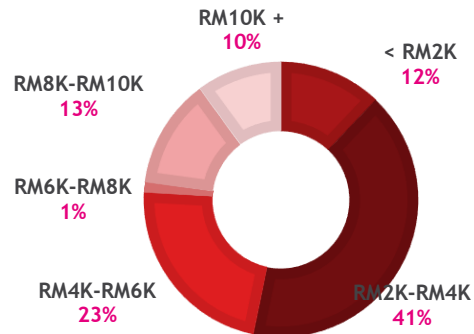
Housewives/  
Unemployed



Students

Skewed Blue collars [Index: 186]

HH Income



Skewed HHI RM2K-4K [Index: 116],  
RM4K-6K [Index: 126] & RM8K-10K [Index: 182]

# bintang

Channel 141

Bintang is Astro's 100% Indonesian content channel, featuring music, drama, entertainment news and variety programmes.

Key Programmes : *Opera Van Java, Talkshow, Drama Series, News Updates, Magazine Show*

Monthly Net Reach  
(Ave. Past 12 Months)

966K

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017

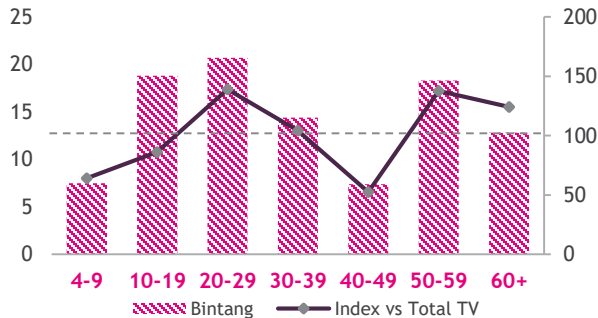
Gender



57%  
Female

[Index:111]

Age Group



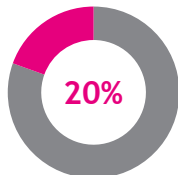
Skewed age 20-29 [Index: 139],  
50-59 [Index: 138] & 60+ [Index: 124]

Location

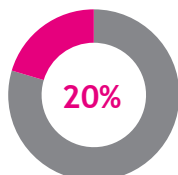


69%  
Urban

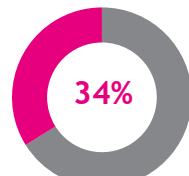
Occupation



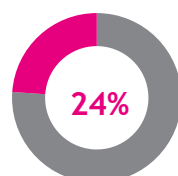
PMEBs



Blue Collars



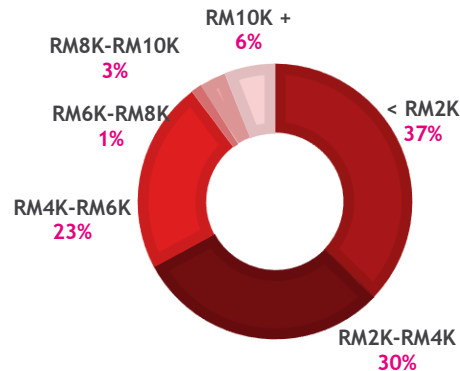
Housewives/  
Unemployed



Students

Skewed Blue collars [Index: 121]  
& Housewives [Index: 116]

HH Income



Skewed HHI below RM2K [Index: 171]  
& RM4K-6K [Index: 125]



SONY HD

Channel 393

Anchored by first-run and exclusive mega-hit Korean drama series that appeal to anyone who loves Korean drama and entertainment that features hot Korean celebrities.

Key Signature Programmes: Running Man, Law of the Jungle, Ppali-Ppali Drama belt.

Monthly Net Reach  
(Ave. Past 12 Months)

5.134 mil

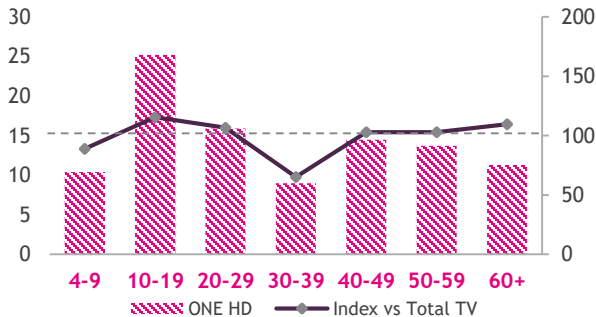
### Gender



55%  
Female

[Index:109]

### Age Group



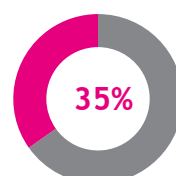
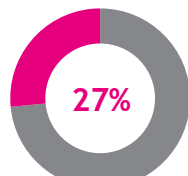
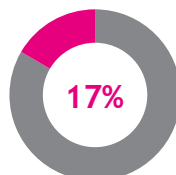
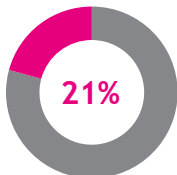
Skewed age 10-19 [Index: 116]  
& 60+ [Index: 110]

### Location



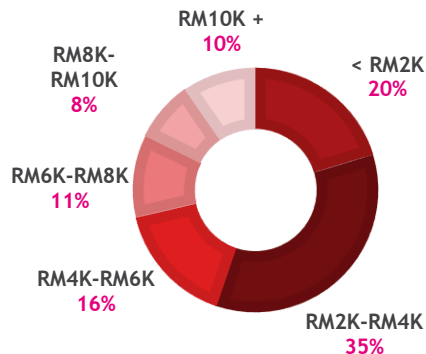
70%  
Urban

### Occupation



Skewed Students [Index: 110]

### HH Income



Skewed HHI RM6K-8K [Index: 155]  
& RM8K-10K [Index: 114]

### Ethnic



83%  
Malay  
[Index:119]



6%  
Other ethnic  
[Index:122]



Channel 394

Oh!K boasts the ultimate in Korean TV, featuring premium drama series as well as variety and music programming. Channel is packed with iconic and award-winning hit series from an unrivalled catalogue of content.

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

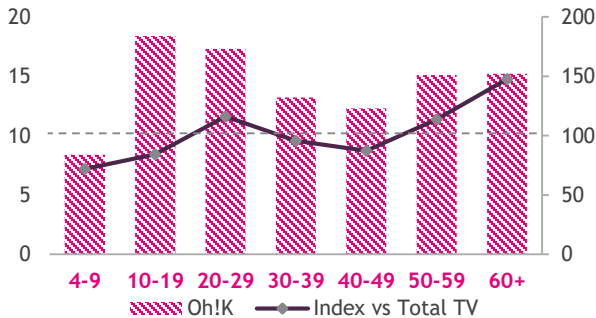
Gender



**61%**  
Female

[Index:120]

Age Group



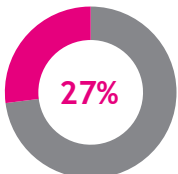
Skewed age 20-29 [Index: 116],  
50-59 [Index: 114] & 60+ [Index: 148]

Location

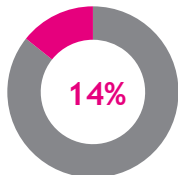


**78%**  
Urban

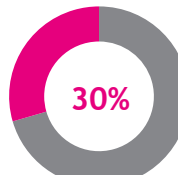
Occupation



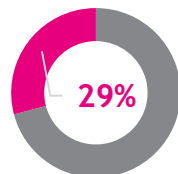
PMEBs



Blue Collars



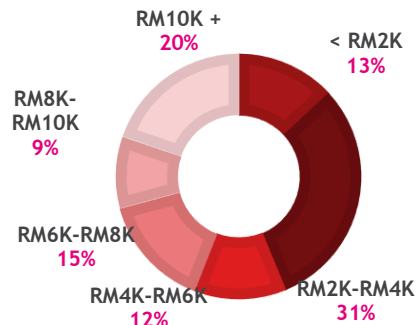
Housewives/  
Unemployed



Students

Skewed PME Bs [Index: 126]

HH Income



Skewed HHI RM6K-8K [Index: 211],  
RM8K-10K [Index: 134]  
& RM10K+ [Index: 187]

Ethnic

**68%**  
Malay  
[Index:119]

**18%**  
Chinese  
[Index:138]

**12%**  
Other ethnic  
[Index:238]

Source: Kantar Media DTAM, Individual (Total Universe: 14,964K), Jan-Dec 2017



Channel 395

tvN is the channel of choice for K-Pop in Asia. Its coverage reaches all areas of entertainment services including music, drama, reality programs, entertainment news and lifestyles.

Monthly Net Reach  
(Ave. Past 12 Months)

1.361 mil

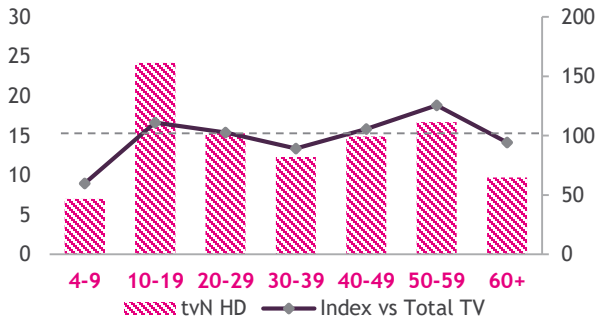
Gender



56%  
Female

[Index:110]

Age Group



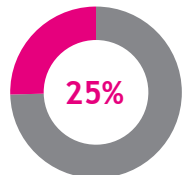
Skewed age 10-19 [Index: 111]  
& 50-59 [Index: 126]

Location

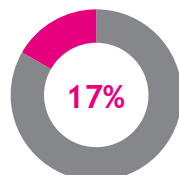


74%  
Urban

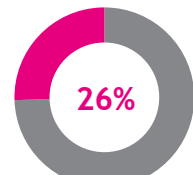
Occupation



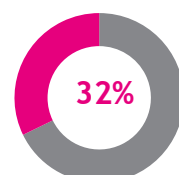
PMEBs



Blue Collars



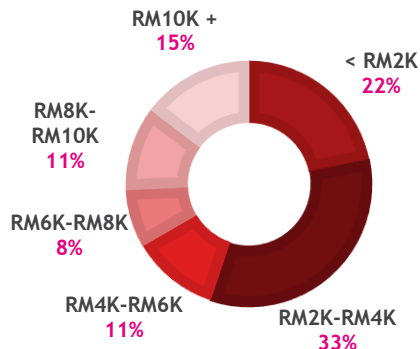
Housewives/  
Unemployed



Students

Skewed PMEBS [Index: 118]

HH Income



Skewed HHI RM8K-10K [Index: 156]  
& RM10K+ [Index: 139]

Ethnic



79%  
Malay  
[Index:113]



11%  
Other ethnic  
[Index:222]

tvN Movies is a First & Exclusive Korean movie channel that aims at giving an alternative choice of home cinema to audience by featuring blockbuster and all-time favourite Korean movies in all genres round-the-clock.

Monthly Net Reach  
(Ave. Past 12 Months)

1.517 mil

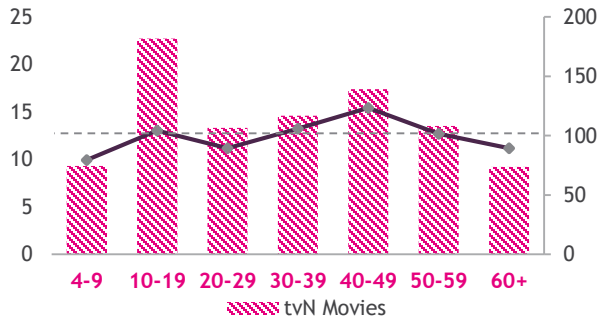
Gender



52%  
Male

[Index:105]

Age Group



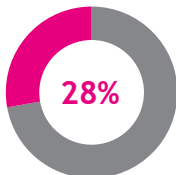
Skewed age 40-49 [Index: 123]

Location

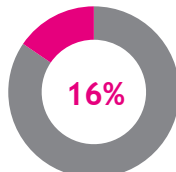


79%  
Urban

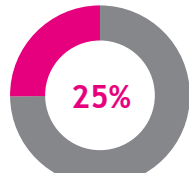
Occupation



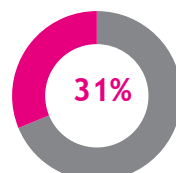
PMEBs



Blue Collars



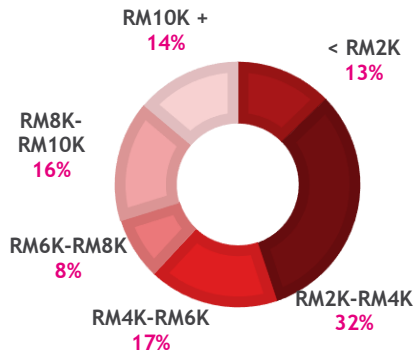
Housewives/  
Unemployed



Students

Skewed PMEBS [Index: 129]

HH Income



Skewed HHI RM6K-8K [Index: 117],  
RM8K-10K [Index: 226]  
& RM10K+ [Index: 131]

Ethnic



72%  
Malay  
[Index:103]



11%  
Other ethnic  
[Index:222]



Channel 108

A 24-hour Bollywood general entertainment that offers content like of Reality Shows, Drama Series, Life style programmes, Talk Shows, Docutainment, light hearted shows, high quality local and International productions, Blockbuster movies and many more promises will appeal to the entire family.

Monthly Net Reach  
(Ave. Past 12 Months)

4.457 mil

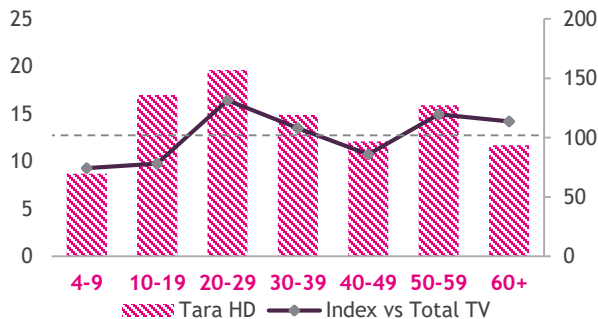
Gender



51%  
Female

[Index:105]

Age Group



Skewed age 20-29 [Index: 132],  
50-59 [Index: 120] & 60+ [Index: 114]

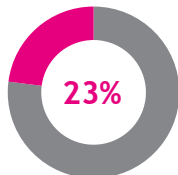
Location



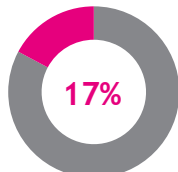
83%

Urban  
[Index:106]

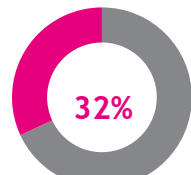
Occupation



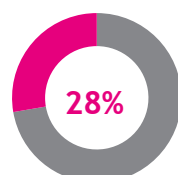
PMEBs



Blue Collars



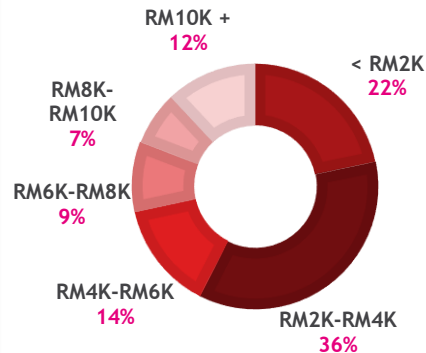
Housewives/  
Unemployed



Students

Skewed Housewives [Index: 109]  
& PMEBs [Index: 107]

HH Income



Skewed HHI RM6K-8K [Index: 131]  
& RM10K+ [Index: 114]

Ethnic



48%  
Malay



35%  
Indian  
[Index:336]





**Thank you**