

Astro's YouTube Category Targeting Packages

Media Kit | October 2023



CONTENT



INTRODUCTION



Bite-size Digital Packages That Serves Every Advertiser's
Appetite.

Advertising is no more a dream as we offer you the most effective and affordable platform to impress your prospects with your brand story.

Grow your business and reach out to your potential customers where they are watching by leveraging on Astro's premium content on YouTube.

PLATFORMS BY CATEGORY

CATEGORY



SPORTS

2,488,716

Total Subscribers
(all channels)



stadium **astro**

4:04

Average monthly watch time
(per channel)

12,884,339

Average video views
(per channel)

57,436,757

Monthly impressions
(per channel)

astro
ARENA

4:18

Average monthly watch time
(per channel)

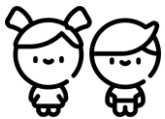
34,872,020

Average video views
(per channel)

7,591,100

Monthly impressions
(per channel)

CATEGORY



KIDS

6,879,497

Total Subscribers
(all channels)



Didi
Friends

4:04

Average monthly watch time
(per channel)

71,405,238

Average video views
(per channel)

168,793,414

Monthly impressions
(per channel)

astro
ceria

3:12

Average monthly watch time
(per channel)

2,740,934

Average video views
(per channel)

16,115,117

Monthly impressions
(per channel)

PLATFORMS BY CATEGORY

CATEGORY



ENTERTAINMENT

6,681,161

Total Subscribers
(all channels)

astro SHAW

3:04

Average monthly watch time
(per channel)

1,689,033

Average video views
(per channel)

13,778,919

Average monthly impressions
(per channel)



6:03

Average monthly watch time
(per channel)

10,747,345

Average video views
(per channel)

51,978,391

Average monthly impressions
(per channel)

Thinker
STUDIOS

9:26

Average monthly watch time
(per channel)

572,458

Average video views
(per channel)

3,640,180

Monthly impressions
(per channel)

MeleTOP

3:10

Average monthly watch time
(per channel)

4,279,044

Average video views
(per channel)

16,901,988

Monthly impressions
(per channel)

PLATFORMS BY CATEGORY

CATEGORY



NEWS

2,448,239

Total Subscribers
(all channels)



1:46

Average monthly watch time
(per channel)

737,949

Average video views
(per channel)

2,029,475

Monthly impressions
(per channel)



3:03

Average monthly watch time
(per channel)

8,132,270

Average video views
(per channel)

25,934,900

Monthly impressions
(per channel)



1:28

Average monthly watch time
(per channel)

13,246,617

Average video views
(per channel)

52,144,659

Monthly impressions
(per channel)

AUDIENCE INSIGHTS - ENTERTAINMENT

astro SHAW

498,774
TOTAL SUBSCRIBERS



40.8%



59.2%



0:02:30
MONTHLY SESSION DURATION

INTERESTS



Music Video, Trailer & Tayangan Perdana

BEHAVIOURS



29.5%
YOUTUBE SEARCH
26.9%
SUGGESTED VIDEOS

GEM
PAK

3,715,721
TOTAL SUBSCRIBERS



46.0%



54.0%



0:06:01
MONTHLY SESSION DURATION

INTERESTS



GV, Sepahtu Reunion, Music Videos

BEHAVIOURS



29.0%
YOUTUBE SEARCH
26.0%
SUGGESTED VIDEOS

Thinker
STUDIOS

531,521
TOTAL SUBSCRIBERS



42.0%



58.0%



0:08:59
MONTHLY SESSION DURATION

INTERESTS



Life At Thinker

BEHAVIOURS



33.0%
BROWSE FEATURES
30.0%
SUGGESTED VIDEOS

MeleTOP

1,935,145
TOTAL SUBSCRIBERS



46.1%



53.9%



0:03:14
MONTHLY SESSION DURATION

INTERESTS



Entertainment


BEHAVIOURS



31.2%
SHORTS FEED
20.6%
SUGGESTED VIDEOS

AUDIENCE INSIGHTS - SPORTS

stadiumastro

 **1,378,108**
TOTAL SUBSCRIBERS



07.1%



92.9%



0:04:50
MONTHLY SESSION DURATION

INTERESTS



EPL Highlights

BEHAVIOURS



37.3%
BROWSE FEATURES

35.4%
SUGGESTED VIDEOS

astro
ARENA

 **1,110,608**
TOTAL SUBSCRIBERS



15.9%



84.1%



0:03:24
MONTHLY SESSION DURATION

INTERESTS



MAS Football Highlights

BEHAVIOURS



34.8%
BROWSE FEATURES

21.9%
YT ADVERT

AUDIENCE INSIGHTS - KIDS



5,565,323
TOTAL SUBSCRIBERS



52.4%



48.6%



0:03:54
MONTHLY SESSION DURATION

INTERESTS



Music

BEHAVIOURS



10.6%
BROWSE FEATURES

34.1%
SUGGESTED VIDEOS



1,314,174
TOTAL SUBSCRIBERS



52.6%



47.4%



0:02:42
MONTHLY SESSION DURATION

INTERESTS



Entertainment

BEHAVIOURS



22.3%
BROWSE FEATURES

33.8%
SUGGESTED VIDEOS

AUDIENCE INSIGHTS - NEWS



44,201
TOTAL SUBSCRIBERS



18.9%



81.1%



0:01:45
MONTHLY SESSION DURATION

INTERESTS



News and current affairs

BEHAVIOURS



75.9%
BROWSE FEATURES
12.4%
SUGGESTED VIDEOS



602,533
TOTAL SUBSCRIBERS



16.9%



83.1%



0:03:04
MONTHLY SESSION DURATION

INTERESTS



News and current affairs

BEHAVIOURS



43.9%
BROWSE FEATURES
36.4%
SUGGESTED VIDEOS



1,801,505
TOTAL SUBSCRIBERS



24.7%



75.3%



0:01:27
MONTHLY SESSION DURATION

INTERESTS



News and current affairs

BEHAVIOURS



53.6%
BROWSE FEATURES
18.1%
YOUTUBE SEARCH

PRODUCT TYPE



Skippable Ads

In-stream video ads which allow viewers to skip ads after 5 seconds. (Plays in video player and viewers have the option to skip after 5 seconds).



Non-skippable Ads

In-stream video ads that must be watched before a video can be viewed.

FAQ

1. What are the key differences between buying through Astro Media Solutions (AMS) vs YouTube directly?

When you buy through YouTube directly, you cannot specify preferences for specific channels, videos, or networks. However, if you buy through AMS, you can request specific placements, such as having your ads appear on the Stadium Astro EPL video.

2. What are the differences in charges between AMS and YouTube?

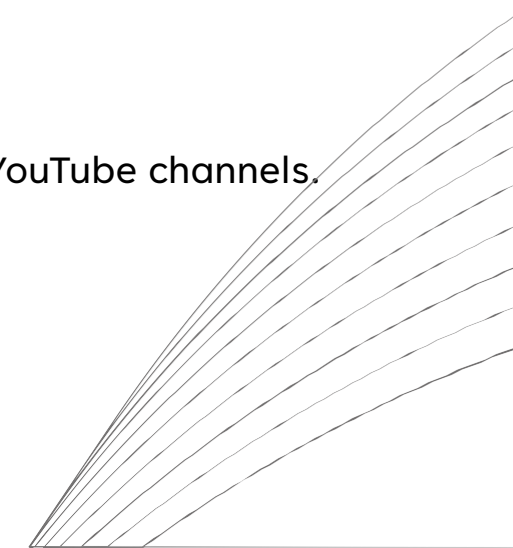
YouTube charges may differ from our charges because they offer programmatic video rates, which can be lower but less granular control over ad placement. That means, buying programmatically with YouTube does not guarantee that the ads will appear specifically on Astro YouTube videos or channels. Our offerings ensure that your ads reach the audience via your desired Astro YouTube videos or channels with branded integration features.

3. Is the price the same or different across different YouTube channels under Astro?

The price is the same for all YouTube channels under Astro. The rate card applies uniformly to all Astro YouTube channels.

4. How much time is required for a campaign to go live?

A minimum of four (4) working days in advance of the campaign's intended live date is required.



FAQ

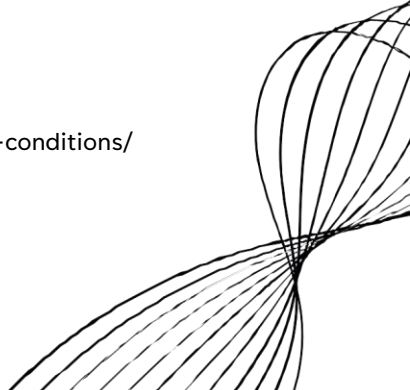
5. What are the material deliverable requirements for clients?

The advertisement material shall be submitted by the client/advertiser via email.

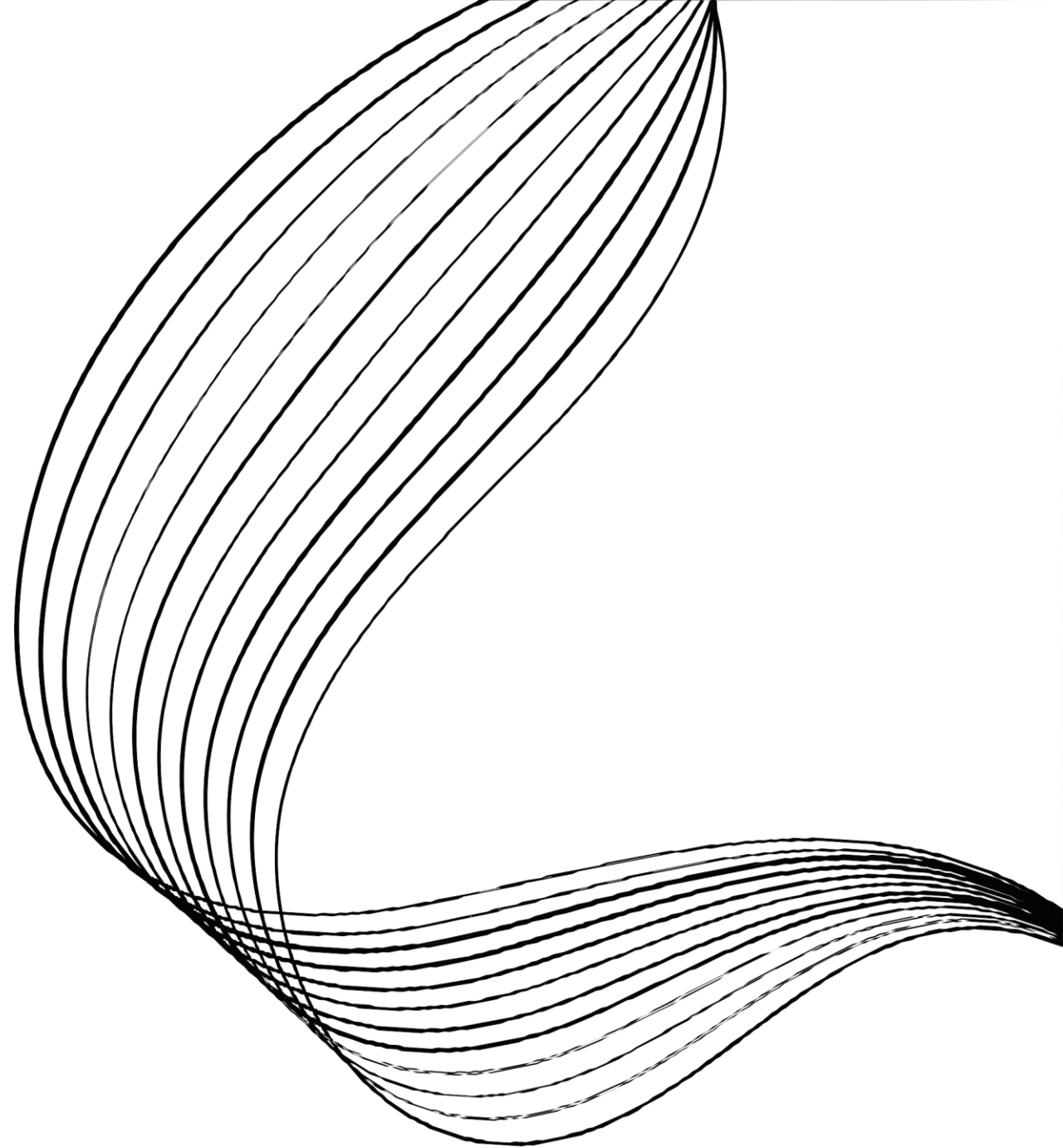
	Non-skippable Video Ad	Skippable Video Ad
File Format	MP4	
Dimension (W x H)	1920 x 1080px	1920 x 1080px
Aspect Ratio (W x H)	16:9	16:9
File Size	Less than 256GB	
Duration	20 secs (Max)	12 secs (Min) – 6 mins (Max)



TERMS & CONDITIONS

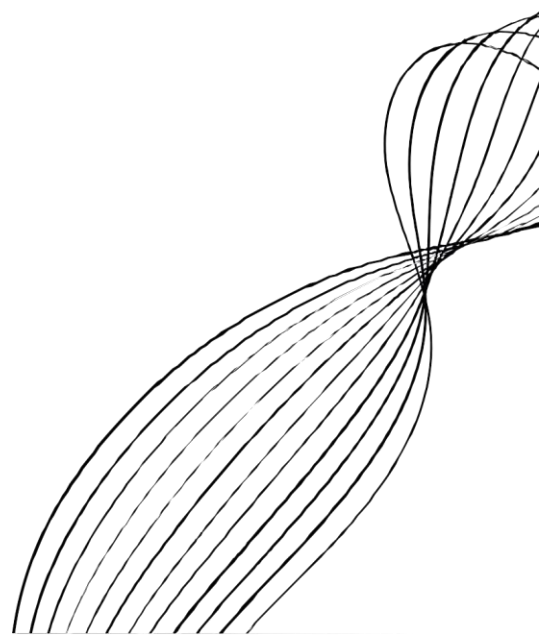
- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
 - Package availability is based on first-come, first-served basis.
 - Video commercial materials to be submitted via email with minimum of four (4) working days prior to campaign live date.
 - For digital materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
 - The delivery of the digital entitlements will be based on the recommended duration. Any changes such as addition targeting/duration adjustment, it will subject to availability of inventories upon campaign booking submission.
 - Selection of YouTube channels is subject to availability at time of booking.
 - The production cost proposed herein is the minimum cost and shall be subject to any additional cost (if applicable).
 - All entitlements to be booked under One media order.
 - Astro reserves the right to amend any of the above pricing categories from time to time.
 - Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
 - This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
 - This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
 - The above package is subject to the general terms and conditions for the provision of airtime, which can be found at <https://astromedia.com.my/advertising-terms-conditions/>
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Appendix





Made for Kids Content

- Advertisers can't target ads for children under 13
 - Advertisers can't serve personalized ads on Made for Kids Content
 - Advertising must not make use of any third party trackers or otherwise attempt to collect personal information without first obtaining parental consent;
 - Remarketing and other personalized targeting features are prohibited for advertising on Made for Kids Content
 - Advertising that is intended for children must not be deceptive, unfair, or inappropriate for its intended audience
- 

Prohibited Ad Content

The following contents are restricted for advertising on made for kids content:

- **Violent and Graphic Content:** Violent and graphic content that is intended for adult audiences and not suitable for users under the age of 13 is prohibited.
- **Scary Imagery:** Ads that involve imagery which may be scary for younger audiences are prohibited, for example zombies, skeletons, masks, scary clowns, blood.



- **Crude Humor:** Ads employing crude or vulgar humor or unsettling imagery in the promotion of a product are prohibited.
- **Profanity and Sexual Innuendo:** Ads which incorporate 'swear' words, or which use sexual innuendo are prohibited.



- **Significant Skin Exposure:** Ads featuring men or women with significant exposed skin or sheer clothing (whether or not the imagery has sexual connotations) are prohibited.
- **Incitement to Purchase:** Promotions or content that incites children to purchase a product or service or to urge parents or others to buy the item.
- **Misleading and Deceptive Claims:**
 - Paid Ads cannot be misleading to children or make any deceptive or unsubstantiated claims. All claims and assertions need to be substantiated within the video itself.
 - Paid Ads cannot imply that the product will improve your social status.
 - Paid Ads cannot include features or call-to-actions that do not work or where the desired action can't be completed.

Restricted Ad Categories

The following categories are restricted for advertising on made for kids content:

- **Adult and Sexually Suggestive Content:** Sexual and mature content that is intended for adult audiences and not suitable for users under the age of 13.
- **Age Sensitive Media Content:** Media that is sensitive to show to users under the age of 13. This includes movies and TV shows with ratings greater than G and PG. This also includes offers promoting fictional material, including books or comics, that fall in the Romance genre.
- **Alcohol / Tobacco / Recreational Drugs:** Products such as alcohol, tobacco, and recreational drugs that are regulated or illegal to advertise to children. This also includes [Prohibited Content](#) and [Restricted Content](#). In addition, products that are strongly related to alcohol, tobacco or recreational drugs are also prohibited (for example, offers for vineyard tours, e-cigarettes or drug paraphernalia).
- **Astrology / Occult / Paranormal:** Advertisements for content relating to astrology, the occult or the paranormal.
- **Beauty and Cosmetics:** Cosmetics and other products related to external personal care focused on body image. Also included are advertisements related to cosmetic procedures or surgeries, tanning, tattoos, or piercings.
- **Contests and Sweepstakes:** Contests or sweepstakes promotions, even if free to enter.
- **Dangerous Content:** Content that is dangerous and inappropriate for users under the age of 13 or that generally requires adult supervision, such as fireworks, weapons or weapon accessories, offers related to hunting, paintball, etcetera.
- **Dating and Relationships:** Ads for dating services, matchmakers, relationship advice or counseling.
- **Fight Sports:** Offers related to boxing, wrestling, martial arts and self-defense training.
- **Food and Beverage:** Products related to consumable food and drinks, regardless of nutrition content.
- **Gambling:** Advertisements for online or real world gambling, lotteries, or betting. This includes offers for entertainment hosted at casinos and lodging at casino hotels.
- **Health and Wellness:** Offers related to health care and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures,' and health insurance. Also included are ads related to weight-loss, diet and nutrition.
- **Mobile Subscriptions:** Offers which are billed via recurring mobile phone add-on charges (e.g., ringtone subscription services).
- **Online or Virtual Communities:** Offers for platforms or services that primarily exist to allow users to connect and communicate with other users. This includes, but is not limited to, social and professional networks of friends and colleagues, communication with strangers, virtual worlds and platforms for users to broadcast live streams.
- **Pharmaceuticals and Supplements:** Advertisements for pharmaceuticals or medications, vitamins, and nutritional supplements.
- **Political Ads:** Political ads of any kind, including information about political candidates, political action committees or their policy positions. Also included are offers related to sensitive or controversial societal issues.
- **References to Death:** Offers which touch on death, murder, funerals, and natural disasters.
- **Religion:** Religious ads of any kind.
- **Spray Paint and Glass Etching:** Offers selling or providing information on spray paint, aerosol paint, glass-etching substances or graffiti products.
- **Spying and Arrest Records:** Offers for services that imply they will help spy on a partner, or find non-shared personal information about a third party. Also included are services that perform public records searches for arrest records (e.g., sex offender look-up).
- **Video Games:** Ads for video games are prohibited if the industry rating of the game would not be suitable for audiences 12 years or under, or if they fall under any of the categories below:
 - Casino Games:
 - Games strongly associated with casinos and betting (even if there isn't actual money at stake) or guides on how to succeed at such games
 - Adult-themed games:
 - Games featuring sexual elements or other adult content
 - Promotions for games which feature characters kissing or otherwise engaged in romantic pursuit
 - First-person Shooter and Battle games:
 - Games where user has a first-person perspective and shoots at other characters
 - Games that involve controlling armies or fighters in battles or in combat
 - Offers for video game weaponry or character skins

THANK YOU

astro

Media Solutions

