



Streaming Straight Into Malaynnials' Hearts



# WHAT'S SOOKA?



Brand new **Millennial** focused streaming service

**FREE** TV Shows and Movies

Access to **PREMIUM** Malaysian dramas and entertainment programmes

The **BEST** Malay entertainment

**LIVE** Global Sports



# THE SOOKA WAY

Be the go-to app for the coolest Malay entertainment, all the action in global live sports, and exclusive originals made for young Malaysians!



## Malaysian

Be #1 Malaysian entertainment app for young Malaysians.



## Malaysian Millennial

Create and curate the entertainment that Malaysian millennials love to watch, talk about, share!



## Easy

To enable convenience to consumers to have access to content that they love, through simple plans and availability on-the-go.



## Global Live Sports, Great Value, anywhere!

Be the favorite spot for avid sports fans to snack and watch the best of global live sports events, at great value, anywhere.



## Free & Value For Money

Make great content affordable for millennials on all budgets.



# SOOKA CROWD



## Gender Ratio\*\*



**51%**

Male

**49%**

Female

## Age Range\*\*

18-24	<b>19%</b>	sooka's Key Users
25-34	<b>20%</b>	
35-44	<b>20%</b>	
45-54	<b>17%</b>	
55-64	<b>13%</b>	
65+	<b>11%</b>	

## Home Broadband Ownership\*



**60%**

## User Distribution\*\*

Kuala Lumpur	<b>35%</b>
Selangor	<b>27%</b>
Johor	<b>11%</b>
Penang	<b>5%</b>
Sarawak	<b>3.6%</b>
Sabah	<b>3.3%</b>
Kedah	<b>3.3%</b>
Perak	<b>2.8%</b>
N. Sembilan	<b>2.4%</b>
Melaka	<b>1.8%</b>
Kelantan	<b>1.4%</b>
Terengganu	<b>1.2%</b>
Pahang	<b>1.1%</b>
Putrajaya	<b>0.5%</b>
Perlis	<b>0.1%</b>
Labuan	<b>0.1%</b>

## Marital Status\*



**64%**

Single



**32%**

Married

## Platform Split\*\*



**6%**



**38%**



**56%**

## Income Range\*



<1,000 **8%**

1,001 – 2,000 **7%**

2,001 – 4,000 **23%**

4,001 – 6,000 **27%**

6,001 – 8,000 **12%**

8,001 – 10,000 **10%**

10,001 – 12,000 **4%**

## Urban Rural Split\*



**85%**

Urban



**15%**

Rural

\*Based on market research done by Project Cassandra, 2020

\*\*Based on sooka January 2022 data

# SOOKA TIERS

<b>ALWAYS FREE RM0</b>	<b>VIP Entertainment RM15.90</b>	<b>VIP + Sports RM41.90</b>	<b>VIP TV RM84.90</b>	<b>PAY PER VIEW RM7.90</b>
<ul style="list-style-type: none"> <li>• Unlimited Access</li> <li>• Ad Driven</li> <li>• Access to selected entertainment content</li> <li>• Library Content</li> <li>• Linear Channels</li> <li>• Install on 5 Devices</li> <li>• Single Concurrency</li> <li>• Mobile &amp; Web viewing</li> </ul>	<ul style="list-style-type: none"> <li>• 30 Days Access</li> <li>• Ad Free</li> <li>• Access to exclusive entertainment content</li> <li>• Library Content</li> <li>• Linear Channels</li> <li>• Install on 5 Devices</li> <li>• Single Concurrency</li> <li>• Mobile &amp; Web viewing</li> </ul>	<ul style="list-style-type: none"> <li>• 30 Days Access</li> <li>• Ad Free</li> <li>• Access to exclusive entertainment content</li> <li>• Live Sporting Events</li> <li>• Library Content</li> <li>• Linear Channels</li> <li>• Install on 5 Devices</li> <li>• Single Concurrency</li> <li>• Mobile &amp; Web viewing</li> </ul>	<ul style="list-style-type: none"> <li>• 30 Days Access</li> <li>• Ad Free</li> <li>• Access to exclusive entertainment content</li> <li>• Live Sporting Events</li> <li>• Library Content</li> <li>• Linear Channels</li> <li>• Install on 5 Devices</li> <li>• 2 Concurrency</li> <li>• Mobile, Web &amp; Android TV viewing</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Time Pass</li> <li>• Ad Free PPV</li> <li>• Live Sporting Event</li> <li>• Install on 5 Devices</li> <li>• Single Concurrency</li> <li>• Mobile &amp; Web viewing</li> </ul>

A promotional banner for Sooka streaming service. The background is purple with several circular icons representing different content categories: 'DUIT' (two men), 'EURO 2021' (three football players), 'PHD WAZIK' (a person with a camera), 'MOUSE' (two men in uniform), and 'POLIS EVO' (two men with cameras). The Sooka logo is prominently displayed in the center-right, with the tagline 'STRIM SECARA PERCUMA!' (Stream for free!) below it. At the bottom right, it says 'JUN 2021' and 'sooka.com.my'.

DUIT

EURO 2021

PHD WAZIK

MOUSE

POLIS EVO

**sooka**

STRIM SECARA **PERCUMA!**

**JUN 2021**  
sooka.com.my

◀◀◀ **WHAT'S ON** **sooka** ▶▶▶

# CONTENT ON SOOKA

7,500+  
Hours &  
Growing

Amount of content on  
sooka

70%  
FREE

30%  
PREMIUM

Content ratio on sooka

346,000,000  
Minutes

Consumed since launch

LIVE

Video On Demand

Content differentiation

## Malay Titles

- **Signature content** available right after going live on Astro
- **Deep library** of never before seen content

## Exclusives

- Release of **sooka exclusive** content
- Focus on **local shows** and unique storytelling style

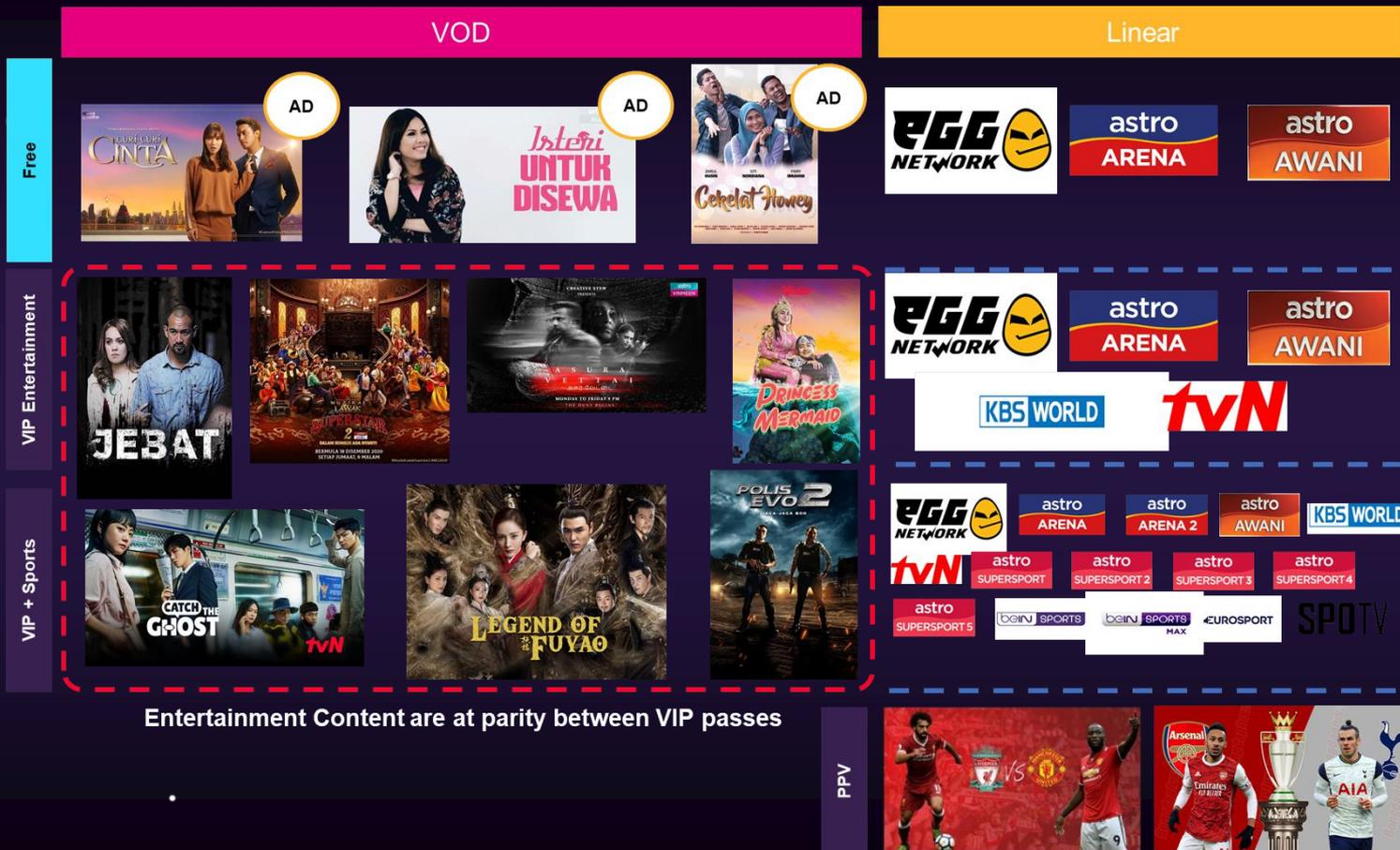
## Big Selection

- Local **Chinese and Indian** content.
- Signature **evergreen Korean** content and webtoons
- **Regional content** from ASEAN countries
- **Short form content** by local creators

## Sports

- **Live signature** sporting events.
- **EPL, Tennis, Formula 1, Moto GP, Champions League, BWF** & many others
- Seasonal events like **World Cup** and many more.
- **Exclusive Pay Per View** events
- **Exclusive Capsules**

# CONTENT VISUALISATION



# SOOKA EXCLUSIVES – THE GEM OF MOVIE TITLES



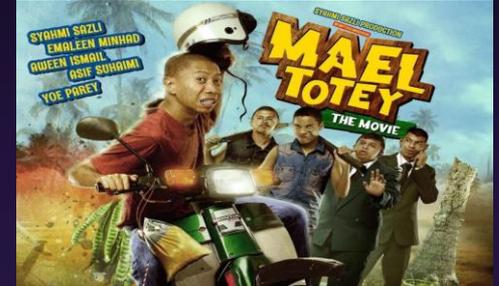
## JEBAT

Extension of the popular drama Series 'Bukan Aku Tak Cinta'. Jebat left his life as a gangster leader to marry and build a family. He works as a fisherman and is content with his lot in life until his past comes knocking, threatening his new life and family.



## SYIF MALAM RAYA

While transporting a body to Ipoh, Zaid and Hisyam let Mera and Yoh, who are heading back to their hometown for Hari Raya, hitch a ride with them. Strange things begin to happen and chaos ensues when they reach a village that is supposedly haunted by a 'pocong', known as a shroud ghost.



## MAEL TOTEY

The story of a young man who is "naive" Mael who tries to learn English in order for him to fulfil the terms given by Yaya – the girl of his dream.

# SOOKA EXCLUSIVES - FROM SERIES, REALITY SHOW TO MOVIES



## PHD MUZIK

PHD Muzik (Pakar Terhebat Dalam Muzik; English: The Best Experts in Music) is a game show that has celebrities' team up with their partners to battle in various types of games to win the title of "PHD Muzik".



## THE HOUSE S7

The House is a Reality Show which brings audiences to an upclose lens with their favourite stars or celebrities. The House has featured some of Key Icons such as Dato' Vida Entrepreneur Influencer, the Maembong Sisters and the Large Livin' Diva Ezurin Khyra.



## BUKAN KERANA AKU TAK CINTA

The No.1 most searched show on Gempak - tells the story of a man of mixed Malay-Chinese immigrated after committing many crimes before.



## HANTU BONCENG 2.0

Kunyt's motorbike breaks down. Amran and Kunyit have to stay overnight in a rundown hotel. At night fall, both Amran and Kunyit encountered many spooky incidents.

# SHORTFORM 'MALAYNNIAL' CONTENT & ORIGINAL SERIES FROM GEMPAK – THE NO.1 MALAY ENTERTAINMENT BRAND IN MALAYSIA



**PREMIUM ORIGINALS**  
*High Quality and Sound Storytelling*



## FREEMIUM EXPRESS

*In House Production - Cheap and Quick Storytelling without compromising on quality*



## BRANDED CONTENT

*Providing End to End Solutions for Advertisers, in a form of series, short film or infomercial.*



**CREATIVE CURATION**  
*Re-purposing of Library Content*



**ASTRO IPs SPINOFFS**  
*Leveraging on Popular Signature IPs & Talents*





# TOP TRENDING DRAMA FROM ASTRO RIA MEGADRAMA – RINDU AWAK SEPARUH NYAWA



Buzzing trend  
on Twitter!



Niall Horan @fyqa98

The best drama melayu goes to #rinduseparuhnyawa ✨



6



@aschmd · 2 Jun

NO.1

DRAMA

in Malaysia for 2021

ate.

N. @carolinemayling · 1

#paruhnyawa i think i pre

g episodes of this drama

16.9M+

Digital views



HudaKepit @bluerkkkk · 3 Jun

Mantul pak abu



Top 5 Trending Hashtags on

1

2



@ffaaarrrrraaaa

#rinduseparuhnyawa

2.3M+

Peak TV rating

nal so badly



# AND MANY MANY MORE HIGH RATED CONTENT!!

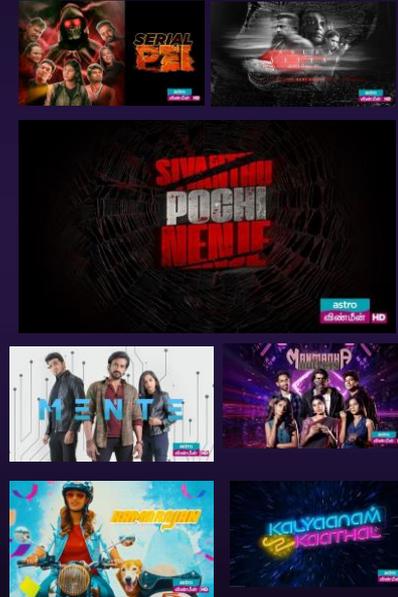
## Malay



## Chinese



## Indian



## Korean



# ADVERTISING OPPORTUNITIES



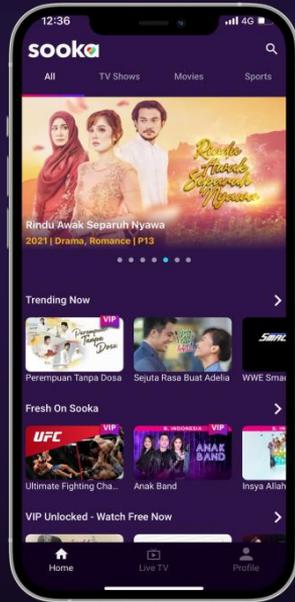


# APP AT A GLANCE



## HOME

HOME



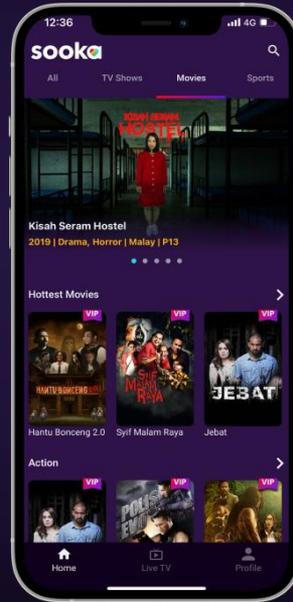
## TV SHOWS

TV SHOWS



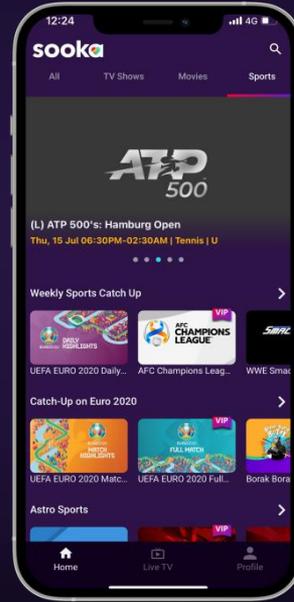
## MOVIES

MOVIES



## SPORTS

SPORTS



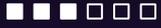
## LIVE TV

LIVE TV



Content Pages on Mobile App

# ENDLESS POSSIBILITIES ON ADVERTISING



Our partners leveraged on our reach to deliver effective contextual messaging. We offer programmatic advertising along with sponsorship opportunities across our content to increase brand affinity.

Past Advertisers:





# ENDLESS POSSIBILITIES ON ADVERTISING

## STANDARD DIGITAL ADS



direct or programmatic options are available with ad monitoring

## CUSTOMISED AD SOLUTIONS



content-based advertising solutions or strategic long-term joint business partnerships





# AD FORMAT



## Video Ads

Immersive Pre-roll videos  
on all AVOD content



## Pre-roll

15 sec – Non-Skippable

15 sec – Skippable

30 sec – Skippable

## Mid-roll (Coming Soon)

## Credit-roll (Coming Soon)

## Dimensions

Web – 640x360 (16:9/4:3)

App – 400x300 (16:9/4:3)



# AD FORMAT



## Display Ads

Native MREC & Leader board that give your brand prominence interlaced by great content.



## MREC

Web – 300 x 250

App – 300 x 250

## Leader board

Web – 728 x 90

App – 320 x 50

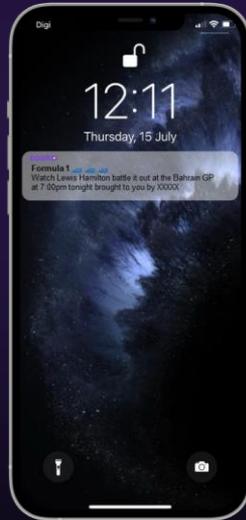
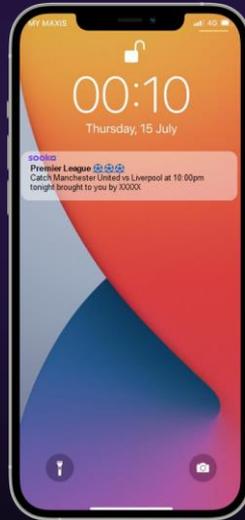


# AD FORMAT



## Messaging (Sponsorship)

Push Notification allows your brand to take advantage of our exclusive content pushes.





# AD FORMAT



## Content (Sponsorship)

Festive Content Collection that captures the spirit of the various local festivities throughout the year.





# AD FORMAT



## Content (Sponsorship)

Custom Content Collection is a fun way of marrying entertainment elements with your brand.



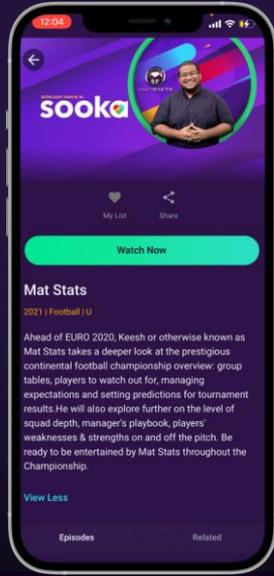


# AD FORMAT



## Content (Sponsorship)

**Capsules** Short episodic capsules that cover the most happening events and sporting spectacles.



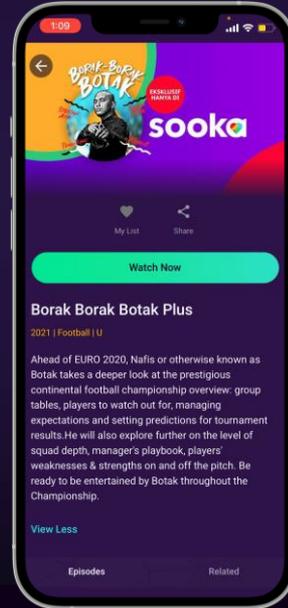
This digital hit featuring Keesh breaking down the key stats of the best footballers, is coming to sooka for EPL.

Get ready to absorb the story behind the stats and show off to your family and friends!

**Total Clips: 38**  
**Duration: 10 Minutes**

### Branding:

1. Client logo in permanent graphic super
2. Client branded slider (intro & outro)
3. Verbal mention of client's branding



This hugely popular interactive football podcast, hosted by "Abang Botak" is coming to sooka during EPL!

Get ready for the best punchline and daily commentary on the best moments, players, teams!

**Total Clips: 38**  
**Duration: 10 Minutes**

### Branding:

1. Client logo in permanent graphic super
2. Client branded slider (intro & outro)
3. Verbal mention of client's branding

# AD SPECIFICATION

Ad Format	Ad Dimension		File Weight	Duration	File Format
<i>Platform</i>	<i>Desktop</i>	<i>Mobile &amp; App</i>			
Pre-Roll	640x360 (16:9/4:3)	400x300 (16:9/4:3)	10MB	Up to 30 seconds	MP4, VAST Tag
Leaderboard	728x90	320x50	200KB	Animated up to 15 seconds	JPG, PNG, GIF, HTML5, JScript
Medium Rectangle	300x250	300x250	200KB	Animated up to 15 seconds	JPG, PNG, GIF, HTML5, JScript



**sooka**



**THANKS!**