



# CHANNEL PROFILE JANUARY - MARCH 2024

## CHINESE SEGMENT

Go Beyond



Channel 306 (HD)

Astro AEC is a Chinese General Entertainment channel that offers a variety of top programmes from Asian countries and as a localised tv channel that showcases a full ranged of heart touching programmes that inspire the viewers with real life stories of Malaysians.

Monthly Reach  
(Ave. Past 3 Months)

1.7 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

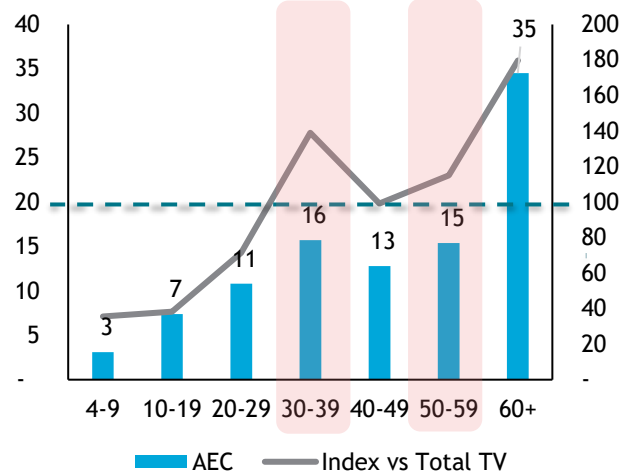


FEMALE  
55%



MALE  
45%

### AGE



Skewed aged 30-39 [Index: 139],  
50-59 [Index: 115]

### OCCUPATION

40%



PMEBs

5%



BLUE  
COLLARS

13%



STUDENTS

42%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 138],  
Housepersons/ Not Working [Index: 119]

### MONTHLY HOUSEHOLD INCOME

9%



Below  
RM2K

20%



RM2K-  
RM4K

27%



RM4K-  
RM6K

13%



RM6K-  
RM8K

9%



RM8K-  
RM10K

21%



RM10K  
& above

Skewed RM6K-8K [Index: 132],  
RM10K+ [Index: 139]



Channel 333 (HD)

Astro Hua Hee Dai HD brings you the best Taiwan Hokkien shows including drama series, variety shows, travel, music, movies, arts, interviews, gourmet cooking shows, feature documentary and much more.

Monthly Reach  
(Ave. Past 3 Months)

951K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

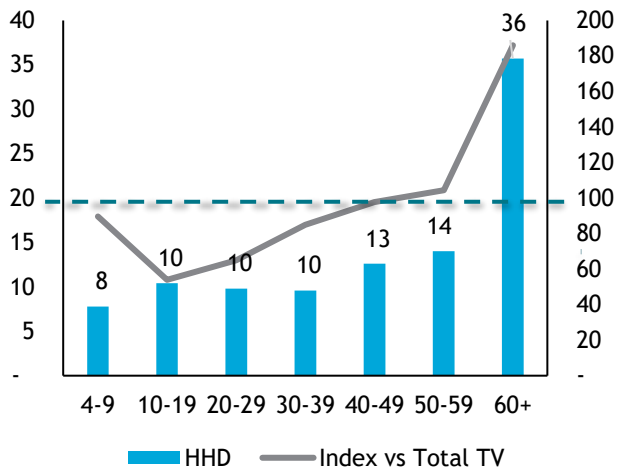


FEMALE  
56%



MALE  
44%

### AGE



### OCCUPATION

32%



PMEBs

5%



BLUE  
COLLARS

16%



STUDENTS

46%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 111],  
Housepersons / Not Working [Index: 132]

### MONTHLY HOUSEHOLD INCOME

6%



Below  
RM2K

24%



RM2K-  
RM4K

46%



RM4K-  
RM6K

6%



RM6K-  
RM8K

14%



RM8K-  
RM10K

4%



RM10K  
& above

Skewed RM8K-10K [Index: 145]



Channel 308 (HD)

Follow China entertainment's latest trends on Astro Quan Jia HD - featuring the hottest variety shows, hit drama series & food documentaries, express from China.

### GENDER

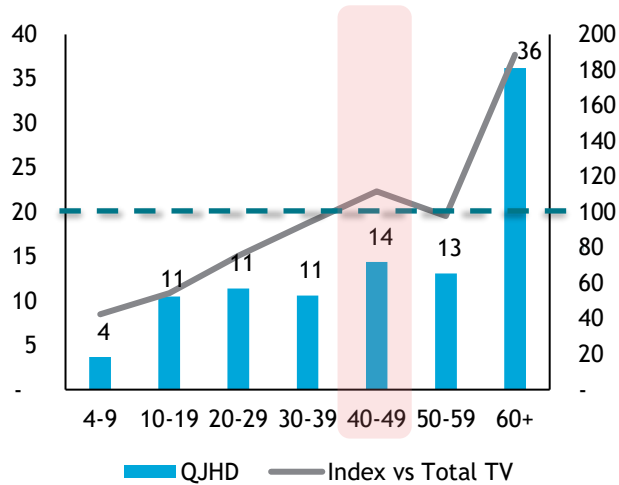


FEMALE  
58%



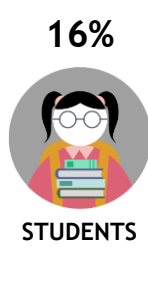
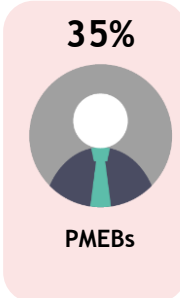
MALE  
42%

### AGE



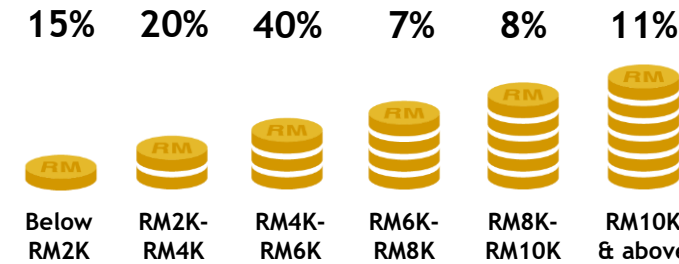
Skewed aged 40-49 [Index: 112]

### OCCUPATION



Skewed PMEBS [Index: 119],  
Housepersons / Not Working [Index: 123]

### MONTHLY HOUSEHOLD INCOME



Monthly Reach  
(Ave. Past 3 Months)  
**986K**

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.



天映頻道

CELESTIAL MOVIES

Channel 309 (HD)

CELESTIAL MOVIES offers the latest blockbuster movies from Hong Kong, China and Taiwan and other hit Asian films exclusively, 24 hours a day, in high definition. It also brings you fascinating behind-the-scenes programs and the latest entertainment news

Monthly Reach  
(Ave. Past 3 Months)

1.3 Mil

### GENDER

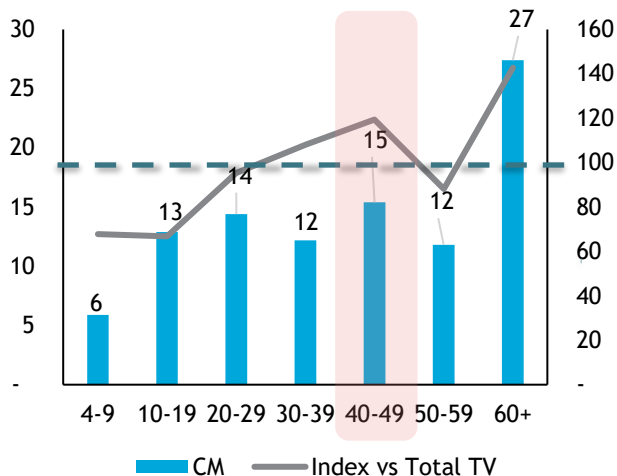


FEMALE  
47%



MALE  
53%

### AGE



Skewed aged 40-49 [Index: 119]

### OCCUPATION

33%



PMEBs

11%



BLUE  
COLLARS

20%



STUDENTS

37%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 114]

### MONTHLY HOUSEHOLD INCOME

15%



Below  
RM2K

19%



RM2K-  
RM4K

28%



RM4K-  
RM6K

7%



RM6K-  
RM8K

14%



RM8K-  
RM10K

15%



RM10K  
& above

Skewed RM8K-10K [Index: 147]

Celestial Classic Movies is a 24-hour pay-TV movie channel screening Chinese classic movie masterpieces from the renowned Shaw Brothers library and other film libraries. All Shaw Brothers movies are digitally restored to bring viewers sound and picture quality matching the original cinematic prints.

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

**969 Mil**

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

**GENDER**

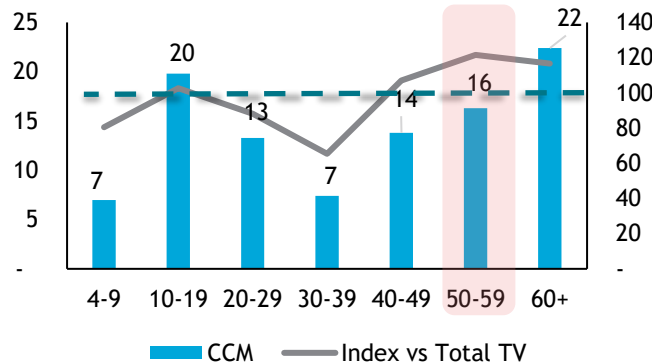


**FEMALE**  
**49%**



**MALE**  
**51%**

**AGE**



**Skewed aged 50-59 [Index: 122]**

**OCCUPATION**

**28%**



**PMEBs**

**9%**



**BLUE COLLARS**

**32%**



**STUDENTS**

**32%**



**HOUSEPERSONS/ NOT WORKING**

**MONTHLY HOUSEHOLD INCOME**

**25%**



**Below RM2K**

**26%**



**RM2K- RM4K**

**24%**



**RM4K- RM6K**

**10%**



**RM6K- RM8K**

**8%**



**RM8K- RM10K**

**5%**



**RM10K & above**



CTI Asia  
Channel **316 (HD)**

CTI Asia is a satellite cable channel operated by Chung T'ien Television in Taiwan, but only broadcasts abroad. It is available in Southeast Asia, Australia, New Zealand and North America. Featuring the best of Chinese entertainment from one of the top-rated channels in Taiwan.

Monthly Reach  
(Ave. Past 3 Months)

**800 K**

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

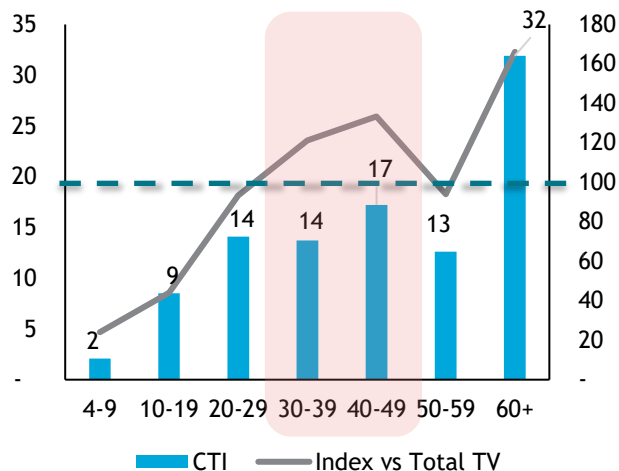


FEMALE  
**55%**



MALE  
**45%**

### AGE



Skewed aged 30-39 [Index: 121],  
40-49 [Index: 133]

### OCCUPATION

**38%**



PMEBs

**4%**



BLUE  
COLLARS

**16%**



STUDENTS

**42%**



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 131],  
Housepersons / Not Working [Index: 121]

### MONTHLY HOUSEHOLD INCOME

**21%**



Below  
RM2K

**30%**



RM2K-  
RM4K

**32%**



RM4K-  
RM6K

**3%**



RM6K-  
RM8K

**8%**



RM8K-  
RM10K

**6%**



RM10K  
& above



鳳凰衛視

Phoenix Chinese Channel  
Channel 325 (HD)

Phoenix Chinese Channel is a Hong Kong-based Mandarin and Cantonese-language Phoenix that features a mix of programmes, ranging from political and economic news and current affairs through talk shows, film and music reviews to movies, and mini series in both Chinese and foreign origins. Phoenix is one of the few private broadcasters permitted to broadcast in mainland China.

Monthly Reach  
(Ave. Past 3 Months)

562 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

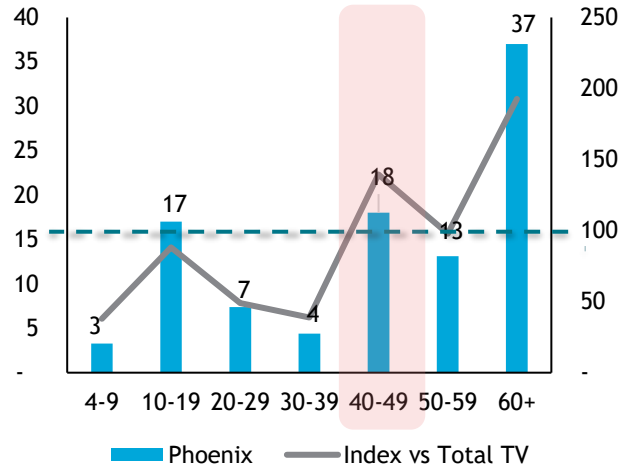


FEMALE  
54%



MALE  
46%

### AGE



Skewed aged 40-49 [Index: 140]

### OCCUPATION

31%



PMEBs

7%



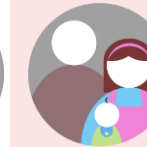
BLUE  
COLLARS

22%



STUDENTS

40%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 128],  
Housepersons/ Not Working [Index: 120]

### MONTHLY HOUSEHOLD INCOME

10%



Below  
RM2K

33%



RM2K-  
RM4K

28%



RM4K-  
RM6K

5%



RM6K-  
RM8K

2%



RM8K-  
RM10K

22%



RM10K  
& above

Skewed RM10K+ [Index: 145]





Phoenix InfoNews Channel  
Channel 326 (HD)

Phoenix InfoNews Channel is the only 24-hour channel to report news and information across the Greater China region, covering Mainland China, Macau, Taiwan and Hong Kong. With their unique perspective, be ready for immediate and first-hand financial news coverage, neutral and objective analysis as to meet the desire of Chinese-speaking world for info on global economic issues.

Monthly Reach  
(Ave. Past 3 Months)

509 K

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

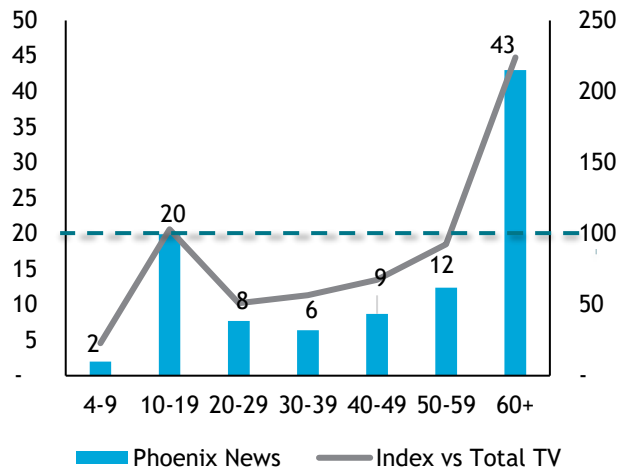


FEMALE  
48%



MALE  
52%

### AGE



### OCCUPATION

24%



PMEBs

3%



BLUE  
COLLARS

23%



STUDENTS

51%



HOUSEPERSONS/  
NOT WORKING

Skewed Housepersons / Not Working  
[Index: 146]

### MONTHLY HOUSEHOLD INCOME

26%



Below  
RM2K

16%



RM2K-  
RM4K

35%



RM4K-  
RM6K

2%



RM6K-  
RM8K

1%



RM8K-  
RM10K

18%



RM10K  
& above

# iQIYI 爱奇艺

## Channel 300 (HD)

iQIYI HD is the world's first exclusive iQIYI TV Channel showcase. It features iQIYI's extensive quality range of original content, from smash hit dramas to variety shows & movies.

Monthly Reach  
(Ave. Past 3 Months)

923 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

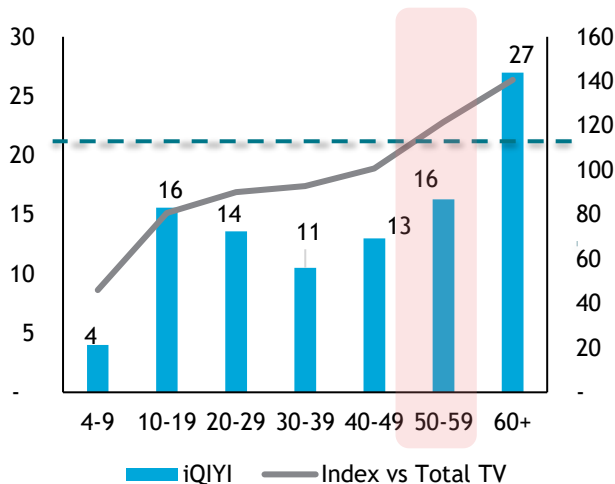


FEMALE  
53%



MALE  
47%

### AGE



Skewed aged 50-59 [Index: 122]

### OCCUPATION

33%



PMEBs

8%



BLUE  
COLLARS

24%



STUDENTS

35%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113]

### MONTHLY HOUSEHOLD INCOME

25%



Below  
RM2K

23%



RM2K-  
RM4K

33%



RM4K-  
RM6K

3%



RM6K-  
RM8K

5%



RM8K-  
RM10K

11%



RM10K  
& above



TVB Jade

Channel 310 (HD)

TVB Jade provides 24-hour Cantonese entertainment content including primetime drama and sitcom simulcast with Hong Kong, as well as news and current affairs programs in Cantonese from Hong Kong. It also offers local produced content with TVB & local artistes.

Monthly Reach  
(Ave. Past 3 Months)

1 Mil

### GENDER

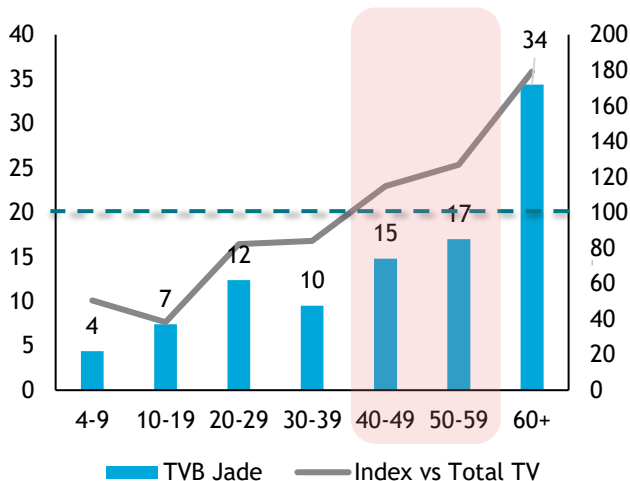


FEMALE  
62%



MALE  
38%

### AGE



Skewed aged 40-49 [Index: 115],  
50-59 [Index: 127]

### OCCUPATION

36%



PMEBs

5%



BLUE  
COLLARS

14%



STUDENTS

45%



HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 123],  
Housepersons / Not Working [Index: 130]

### MONTHLY HOUSEHOLD INCOME

13%



Below  
RM2K

12%



RM2K-  
RM4K

31%



RM4K-  
RM6K

16%



RM6K-  
RM8K

11%



RM8K-  
RM10K

17%



RM10K  
& above

Skewed RM6K-RM8K [Index: 163],  
RM8K-RM10K [Index: 118], RM10K+ [Index: 111]



Channel **311**

Simulcast with Hong Kong's TVB, the Malaysian audiences can enjoy first-run TVB dramas in HD anytime. Catch-up channels are available for each drama series after the premiere.

Monthly Reach  
(Ave. Past 3 Months)

**1.0 Mil**

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

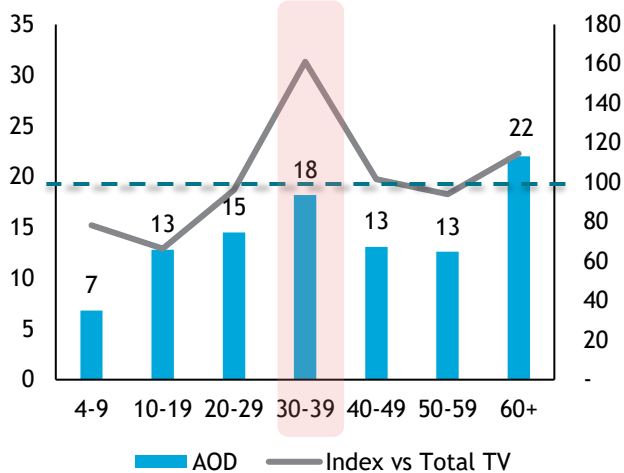


**FEMALE**  
56%



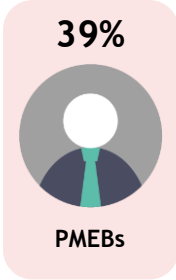
**MALE**  
44%

### AGE



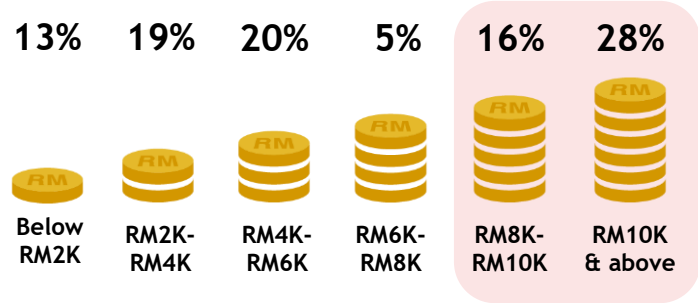
**Skewed aged 30-39 [Index: 161]**

### OCCUPATION



**Skewed PMEBS [Index: 133]**

### MONTHLY HOUSEHOLD INCOME



**Skewed RM8K-RM10K [Index: 160],  
RM10K+ [Index: 185]**



TVB Classic

Channel 305 (HD)

All Time Favourite TVB Series.  
TVB Classic Channel presents a collection of the most memorable and highly rated dramas from the 70s, 80s & 90s.

Monthly Reach  
(Ave. Past 3 Months)

925 K

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

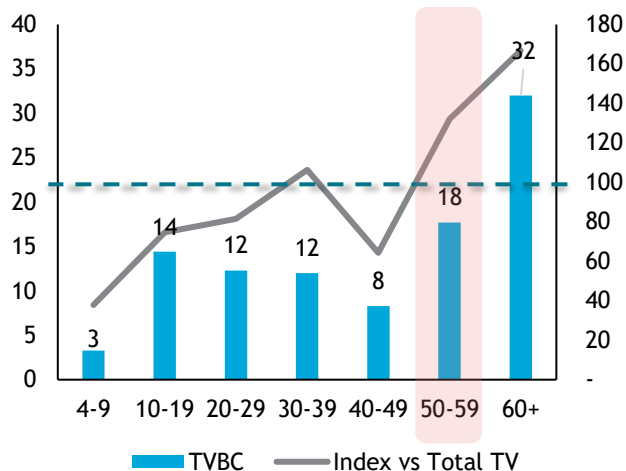


FEMALE  
52%



MALE  
48%

### AGE



Skewed aged 50-59 [Index: 132]

### OCCUPATION

28%



PMEBs

9%



BLUE  
COLLARS

20%



STUDENTS

44%



HOUSEPERSONS/  
NOT WORKING

Skewed Housepersons / Not Working [Index: 125]

### MONTHLY HOUSEHOLD INCOME

22%



Below  
RM2K

23%



RM2K-  
RM4K

24%



RM4K-  
RM6K

10%



RM6K-  
RM8K

12%



RM8K-  
RM10K

9%



RM10K  
& above

Skewed RM8K-RM10K [Index: 126]



TVB Xing He

Channel 319 (HD)

A 24-hour Chinese Drama Channel features classic dramas from TVB Hong Kong in dual language Mandarin and Cantonese.

Monthly Reach  
(Ave. Past 3 Months)

564 K

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

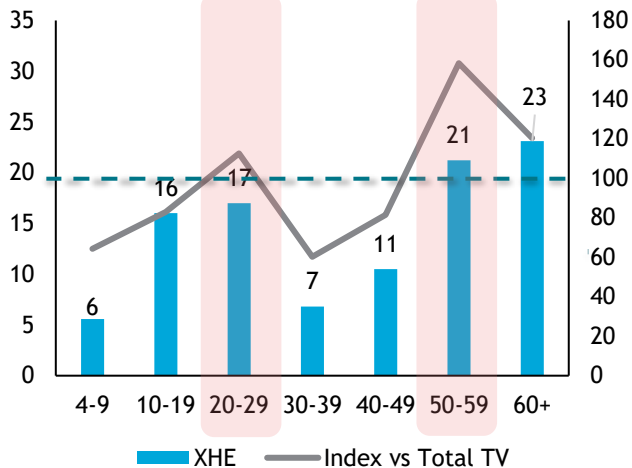


FEMALE  
69%



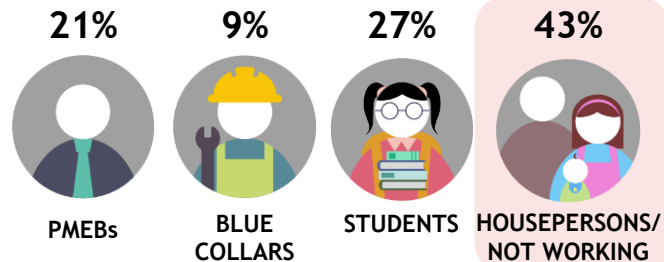
MALE  
31%

### AGE



Skewed aged 20-29 [Index: 113],  
50-59 [Index: 158]

### OCCUPATION



Skewed Housepersons / Not Working  
[Index: 123]

### MONTHLY HOUSEHOLD INCOME



Skewed RM10K+ [Index: 111]



TVBS Asia

Channel **320 (HD)**

Bringing you the best selection of the most popular programme from Taiwan. Including live daily news, dramas, game and variety shows, concerts and cooking shows.

Monthly Reach  
(Ave. Past 3 Months)

**544 K**

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Mar 2024  
Index is against Total TV Universe.

### GENDER

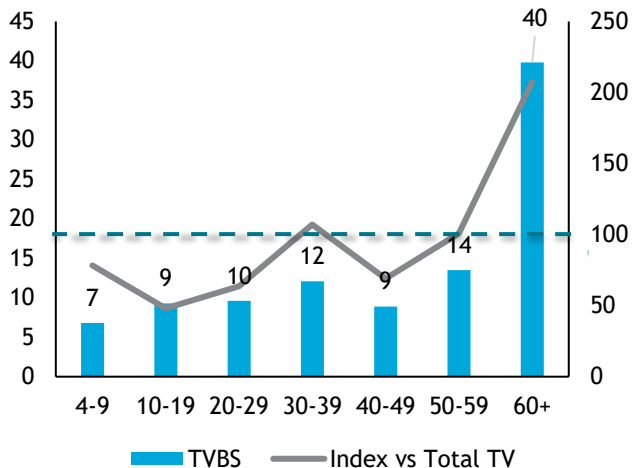


FEMALE  
**66%**



MALE  
**34%**

### AGE



### OCCUPATION

**30%**



PMEBs

**4%**



BLUE  
COLLARS

**19%**



STUDENTS

**48%**



HOUSEPERSONS/  
NOT WORKING

Skewed  
Housepersons / Not Working [Index: 138]

### MONTHLY HOUSEHOLD INCOME

**8%**



Below  
RM2K

**17%**



RM2K-  
RM4K

**47%**



RM4K-  
RM6K

**5%**



RM6K-  
RM8K

**7%**



RM8K-  
RM10K

**17%**



RM10K  
& above

Skewed RM10K+ [Index: 111]



**Thank you**