



**CHANNEL PROFILE  
JANUARY - MARCH 2024**

**ENGLISH SEGMENT**

**Go Beyond**



**animal planet**

Channel **556**

Offering intrigue, adventure, humour and relationships, Animal Planet is the world's only brand that immerses viewers in emotional, engaging and passionate content devoted to animals.

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

**821K**

### GENDER

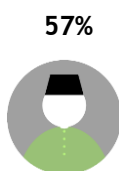


**FEMALE**  
48%



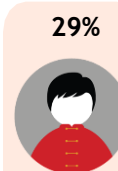
**MALE**  
52%

### ETHNIC



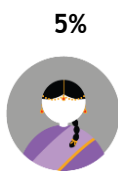
57%

**MALAY**



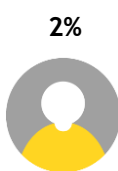
29%

**CHINESE**



5%

**INDIAN**



2%

**OTHERS**



7%

**OTHER  
BUMIPUTRA**

Skewed Chinese [Index: 191]

### OCCUPATION



34%

**PMEBs**



7%

**BLUE  
COLLARS**



26%

**STUDENTS**

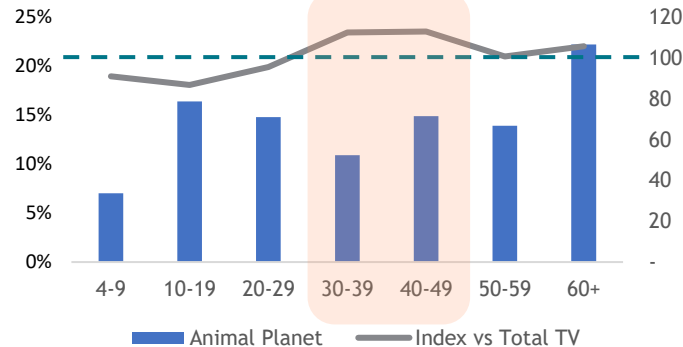


33%

**HOUSEPERSONS/  
NOT WORKING**

Skewed PMEBS [Index: 116]

### AGE



Skewed aged 30-39 [Index: 112]  
and 40-49 [index: 113]

### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 136]



Channel 709

The Asian Food Network gives the Asian perspective and champions Asian heritage and culture. A wide spectrum of content genres, though primarily food-based, and includes programs featuring celebrity chefs. Other content range include travelogues, reality, current affairs and variety.

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

**1.8 Mil**

### GENDER

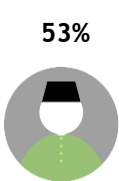


FEMALE  
55%



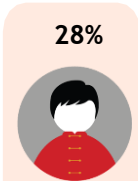
MALE  
45%

### ETHNIC



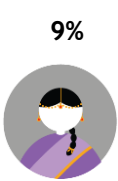
53%

MALAY



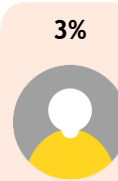
28%

CHINESE



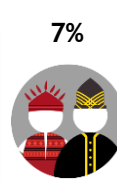
9%

INDIAN



3%

OTHERS



7%

OTHER BUMIPUTRA

Skewed Chinese [Index: 183] and Others [Index: 229]

### OCCUPATION



32%

PMEBs



6%

BLUE COLLARS



26%

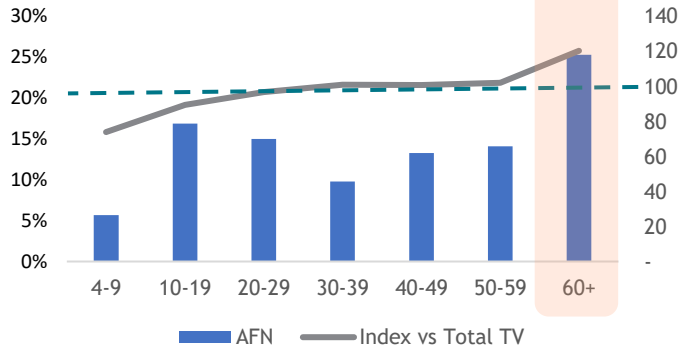
STUDENTS



36%

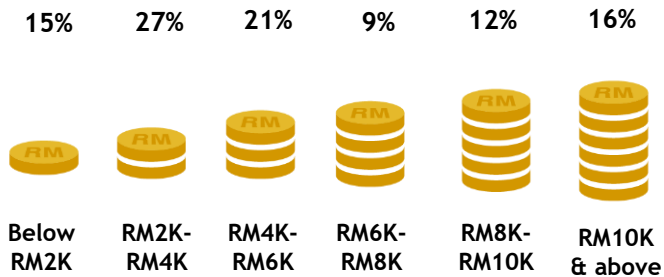
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 60+ [Index: 120]

### MONTHLY HOUSEHOLD INCOME



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



Channel 701

AXN features exclusive top-rated drama series, blockbuster features, reality programs and groundbreaking original productions. The channel appeals to a discerning audience seeking content that is smart, intriguing and unexpected, and all delivered close to U.S telecasts. From SEAL Team and MacGyver to The Amazing Race Asia and Asia's Got Talent. AXN is defined not by a genre, but by an attitude that truly redefines action

Monthly Reach  
(Ave. Past 3 Months)

3.1Mil

### GENDER



FEMALE  
49%



MALE  
51%

### ETHNIC

82%



MALAY

7%



CHINESE

4%



INDIAN

2%



OTHERS

5%



OTHER  
BUMIPUTRA

Skewed Malay [Index: 127] and Others [Index :121]

### OCCUPATION

32%



PMEBs

6%



BLUE  
COLLARS

30%



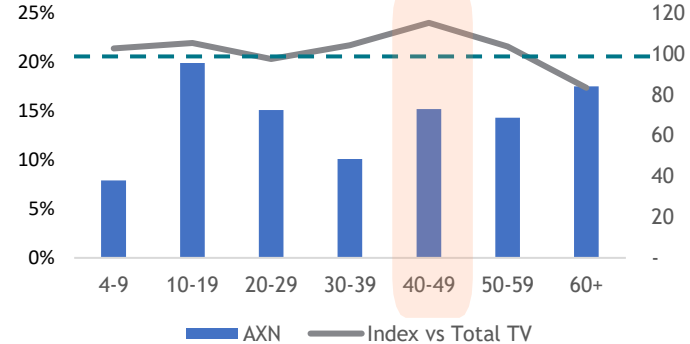
STUDENTS

32%



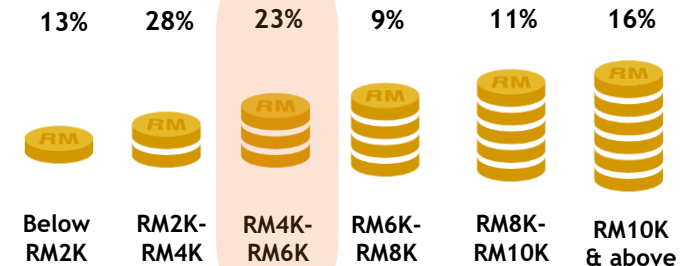
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 40-49 [Index: 115]

### MONTHLY HOUSEHOLD INCOME



Skewed RM6-RM8K [Index: 111]



Channel **554**

BBC Earth showcases the work of the world's foremost factual film-makers and it seeks to take audiences on a thrilling journey of discovery. From the smallest creature under the microscope to the limitless expanses of space, BBC Earth brings viewers face-to-face with heart-pounding action, mind-blowing ideas and the wonder of being human.

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

### GENDER



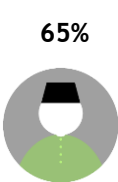
**FEMALE**  
46%



**MALE**  
54%

[Index: 111]

### ETHNIC



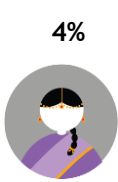
65%

**MALAY**



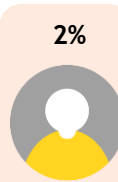
20%

**CHINESE**



4%

**INDIAN**



2%

**OTHERS**



9%

**OTHER BUMIPUTRA**

Skewed Chinese [Index: 130] and Others [Index: 157]

### OCCUPATION



32%

**PMEBs**



7%

**BLUE COLLARS**



29%

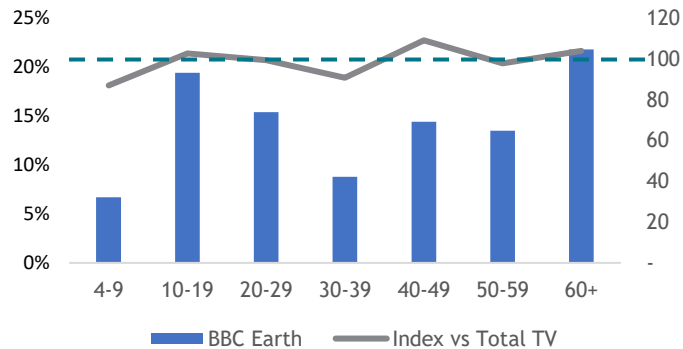
**STUDENTS**



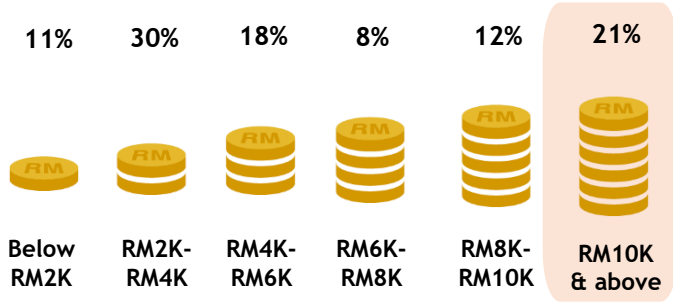
32%

**HOUSEPERSONS/  
NOT WORKING**

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 137]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7



Channel **717**

BBC Lifestyle showcases real human stories transforming and revamping homes, invigorating cooking and helping to become healthier, happier and get the best out of life.

Monthly Reach  
(Ave. Past 3 Months)

**328K**

### GENDER



FEMALE  
54%



MALE  
46%

### ETHNIC



67%

MALAY



18%

CHINESE



4%

INDIAN



5%

OTHERS



6%

OTHER  
BUMIPUTRA

Skewed Chinese [Index: 115] and Others [Index: 379]

### OCCUPATION



32%

PMEBs



5%

BLUE  
COLLARS



29%

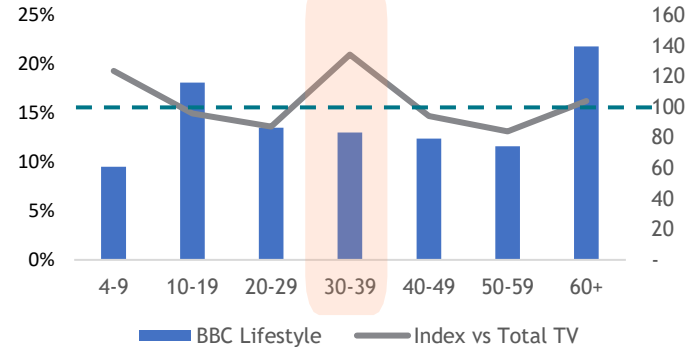
STUDENTS



34%

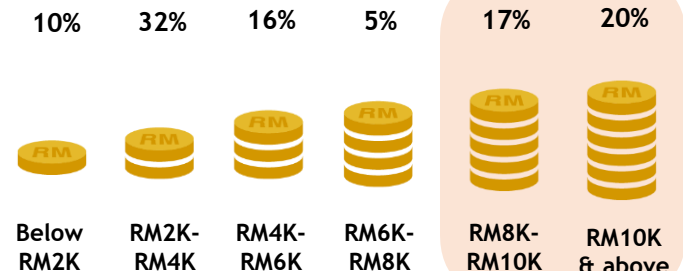
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 30-39 [Index: 134]

### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 156]  
and RM10K & above [Index: 132]

# CRIME+ INVESTIGATION

Channel 714

Crime + Investigation, where true crime pulls us into a fascinating world. Here, the smallest detail can be an explosive clue and the world's best detectives match wits with master criminals. Viewers join in, track the investigation, solve the puzzle, and gain insights into the criminal mind. In the end, as the last piece falls into place, we know that justice is served.

Monthly Reach  
(Ave. Past 3 Months)

550K

## GENDER



FEMALE  
52%



MALE  
48%

## ETHNIC

75%



MALAY

11%



CHINESE

4%



INDIAN

2%



OTHERS

8%



OTHER  
BUMIPUTRA

Skewed Malay [Index: 116] and Others [Index :136]

## OCCUPATION

36%



PMEBs

5%



BLUE  
COLLARS

28%



STUDENTS

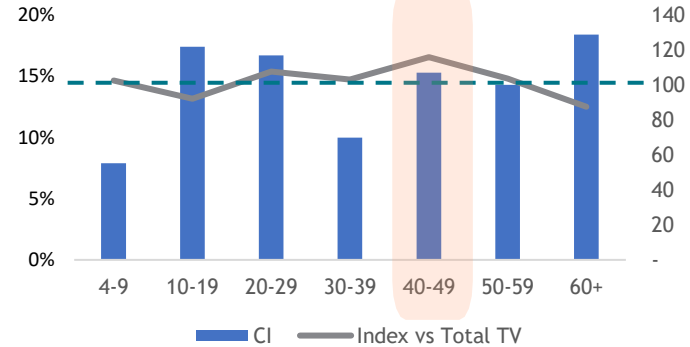
30%



HOUSEPERSONS/  
NOT WORKING

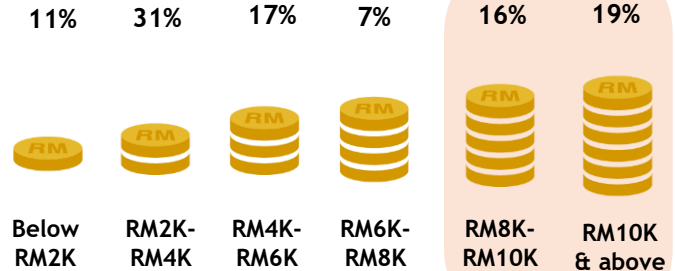
Skewed PMEBS [Index: 123]

## AGE



Skewed aged 40-49 [Index: 116]

## MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 142]  
and RM10K & above [Index: 124]



Channel 553

Discovery Asia is a global high-definition television network which showcases untamed nature, and diverse cultures that bring viewers on an in-depth journey of Asia at its best and most wondrous. From wildlife and conservation, to human interest stories, change makers and skyscrapers, Discovery Asia lets viewers in, one country at a time.

Monthly Reach  
(Ave. Past 3 Months)

1.1 Mil

### GENDER



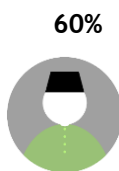
FEMALE  
46%



MALE  
54%

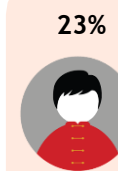
[Index: 113]

### ETHNIC



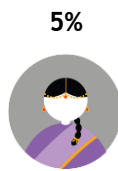
60%

MALAY



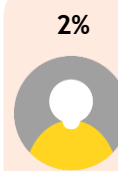
23%

CHINESE



5%

INDIAN



2%

OTHERS



10%

OTHER  
BUMIPUTRA

Skewed Chinese [Index: 149] and Others [Index: 136]

### OCCUPATION



31%

PMEBs



7%

BLUE  
COLLARS



29%

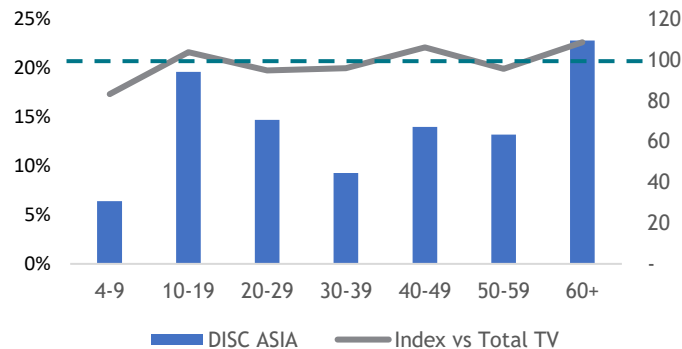
STUDENTS



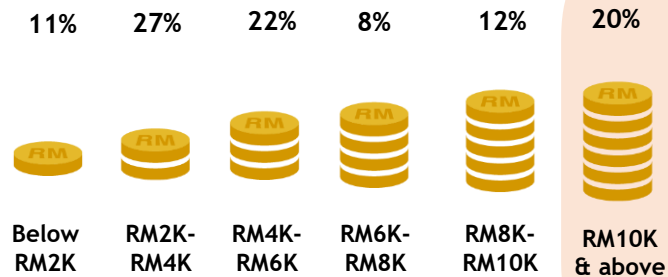
33%

HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 132]





Channel 552

Discovery Channel provides an extraordinary variety of engaging stories that immerse people in our amazing world, while enlightening them with knowledge and new ideas. The channel offers high-quality non-fiction entertainment from blue-chip nature, science and technology, ancient and contemporary history, adventure, and cultural and topical documentaries.

Monthly Reach  
(Ave. Past 3 Months)

1.0 Mil

### GENDER



FEMALE  
45%



MALE  
55%

[Index: 114]

### ETHNIC

69%



MALAY

14%



CHINESE

3%



INDIAN

3%



OTHERS

11%



OTHER  
BUMIPUTRA

Skewed Others [Index: 179]

### OCCUPATION

33%



PMEBs

6%



BLUE  
COLLARS

29%



STUDENTS

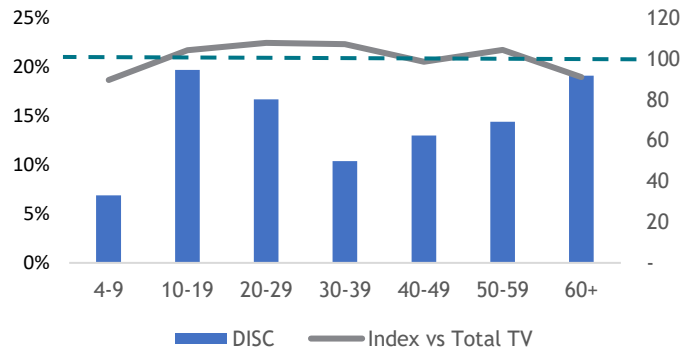
32%



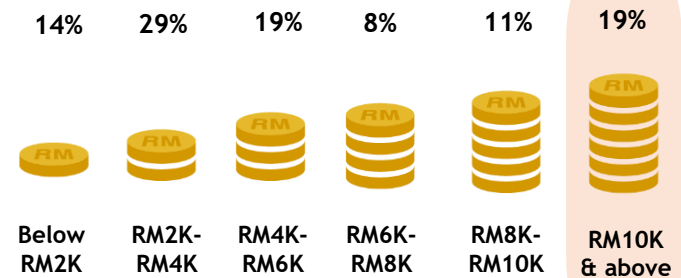
HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113]

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 130]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7



Channel 716

DMAX is the definitive factual entertainment destination for young men who live life to the absolute fullest. From cars and combat, to extreme antics and enterprise, the channel is designed for the infotainment junkie's insatiable appetite for smarts, wit and adrenalin. DMAX offers its viewers the opportunity to step out of their daily lives and go on a wild adventure - no matter what their passions are - turbo-charged rides, the great outdoors, technology, or treasure-hunting.

Monthly Reach  
(Ave. Past 3 Months)

460K

### GENDER



FEMALE

46%



MALE

54%

[Index: 111]

### ETHNIC

78%



MALAY

8%



CHINESE

3%



INDIAN

1%



OTHERS

10%



OTHER BUMIPUTRA

Skewed Malay [Index: 120]

### OCCUPATION

32%



PMEBs

8%



BLUE COLLARS

30%



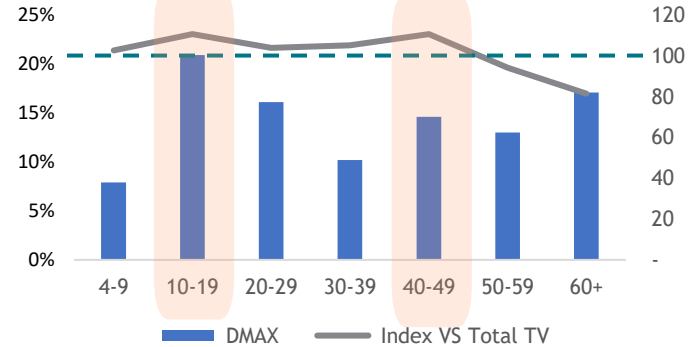
STUDENTS

30%



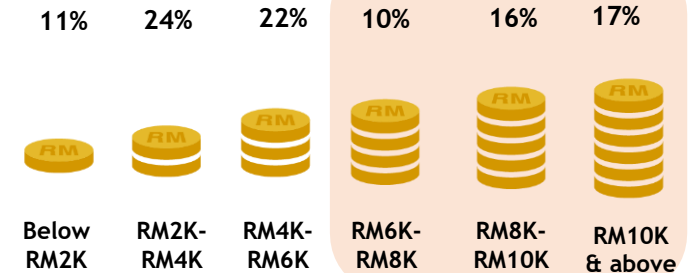
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 10-19 [Index: 111]  
and 40-49 [Index: 111]

### MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index: 111],  
RM8-RM10K [Index: 140], RM10K & above [Index: 115]



Channel 708

Food Network offers original production cooking shows by world-renown celebrity chefs and lifestyle competition programmes which are compelling and relevant to Asian cultures.

Monthly Reach  
(Ave. Past 3 Months)

1.4 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

### GENDER

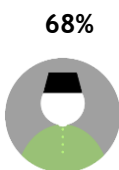


FEMALE  
53%



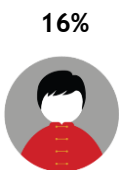
MALE  
47%

### ETHNIC



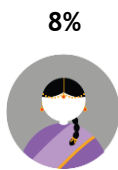
68%

MALAY



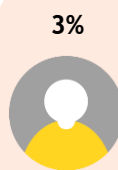
16%

CHINESE



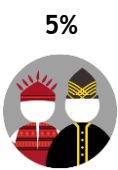
8%

INDIAN



3%

OTHERS



5%

OTHER  
BUMIPUTRA

Skewed Others [Index: 186]

### OCCUPATION



30%

PMEBs



7%

BLUE  
COLLARS



28%

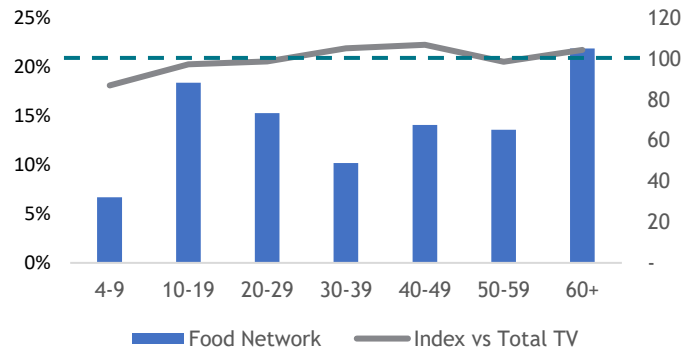
STUDENTS



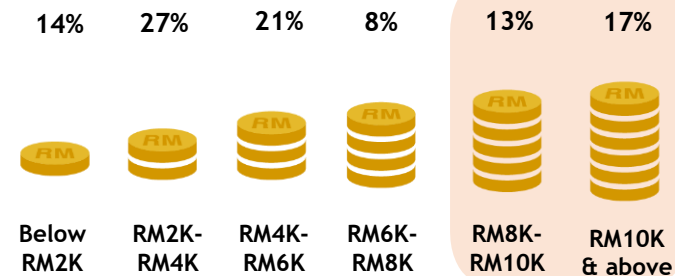
35%

HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 112]  
and RM10K & above [Index: 116]



Channel 551

Global Trekker is a new multi-genre factual entertainment brand that has been specially and carefully curated with the aim to broaden one's mind, open your heart and inspire your soul. It's the daily one-stop brand to originals, first and exclusive content that nurtures curiosity and opens you to a world of new discoveries.

Monthly Reach  
(Ave. Past 3 Months)

842K

### GENDER

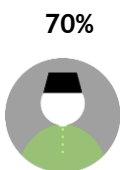


FEMALE  
51%



MALE  
49%

### ETHNIC



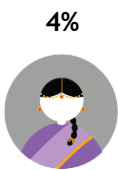
70%

MALAY



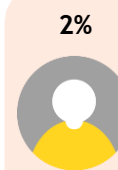
17%

CHINESE



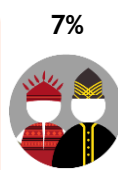
4%

INDIAN



2%

OTHERS



7%

OTHER  
BUMIPUTRA

Skewed Others [Index: 136]

### OCCUPATION



31%

PMEBs



6%

BLUE  
COLLARS



29%

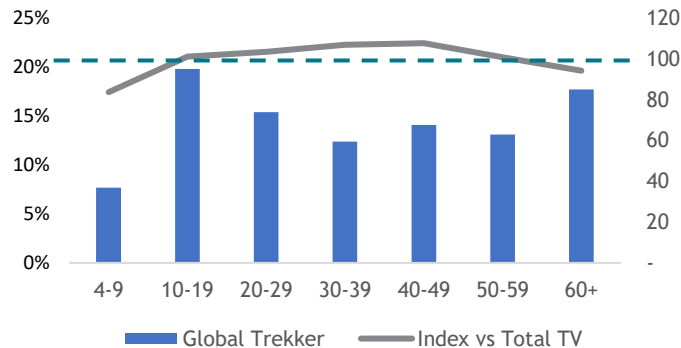
STUDENTS



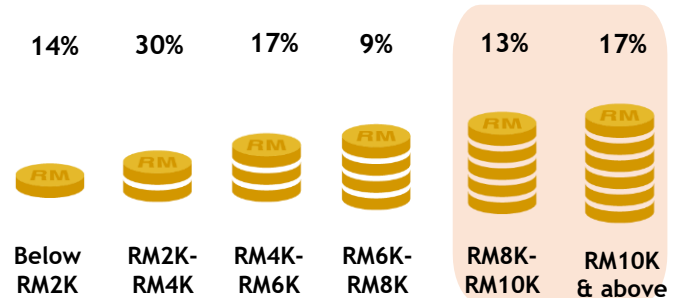
34%

HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 112]  
and RM10K & above [Index: 113]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7



Channel 715

Leading home and lifestyle entertainment brand HGTV is the first regional channel dedicated exclusively to the growing home and lifestyle category in Asia. HGTV is one of the world's leading producers of lifestyle content.

Monthly Reach  
(Ave. Past 3 Months)

864K

### GENDER



FEMALE  
50%



MALE  
50%

### ETHNIC



79%

MALAY



10%

CHINESE



3%

INDIAN



3%

OTHERS



5%

OTHER  
BUMIPUTRA

Skewed Malay [Index: 121] and Others [Index: 200]

### OCCUPATION



32%

PMEBs



6%

BLUE  
COLLARS



29%

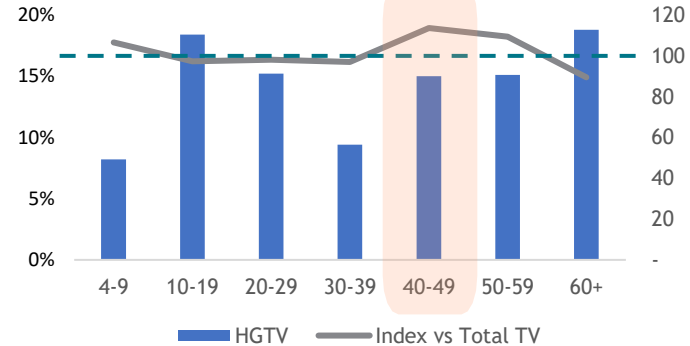
STUDENTS



33%

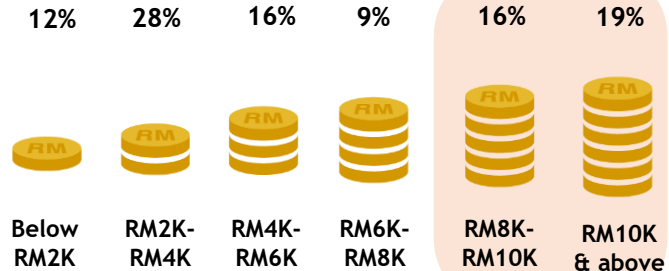
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 40-49 [Index: 114]

### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index :140]  
and RM10K & above [Index: 128]



Channel 555

HISTORY is more than facts, dates and people - it is the experience. It is the choices people made, facing the same dilemmas we face today. HISTORY is yesterday, today, and tomorrow. Every day, HISTORY is being made.

Monthly Reach  
(Ave. Past 3 Months)

1.3 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

### GENDER



FEMALE  
45%



MALE  
55%

[Index: 113]

### ETHNIC

69%



MALAY

15%



CHINESE

4%



INDIAN

3%



OTHERS

9%



OTHER  
BUMIPUTRA

Skewed Others [Index: 229]

### OCCUPATION

33%



PMEBs

6%



BLUE  
COLLARS

29%



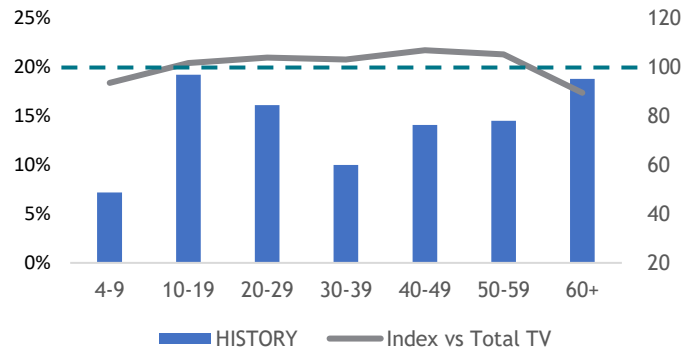
STUDENTS

31%

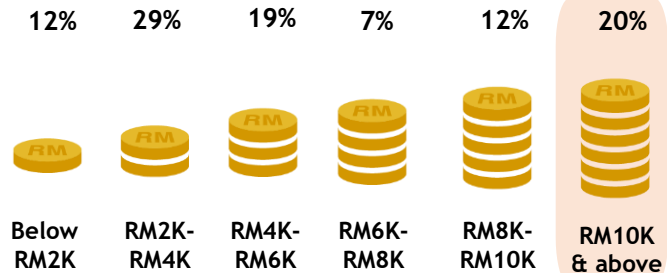


HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 132]



Channel 706

Imagine having your all-time favourite award-winning series and iconic TV characters all in one channel! HITS brings you the greatest TV ever created including the finest dramas and comedies in HD quality for the first time in Asia.

Monthly Reach  
(Ave. Past 3 Months)

1.1 Mil

### GENDER



FEMALE  
51%



MALE  
49%

### ETHNIC

68%



MALAY

15%



CHINESE

11%



INDIAN

2%



OTHERS

4%



OTHER  
BUMIPUTRA

Skewed Others [Index: 143]

### OCCUPATION

33%



PMEBs

6%



BLUE  
COLLARS

28%



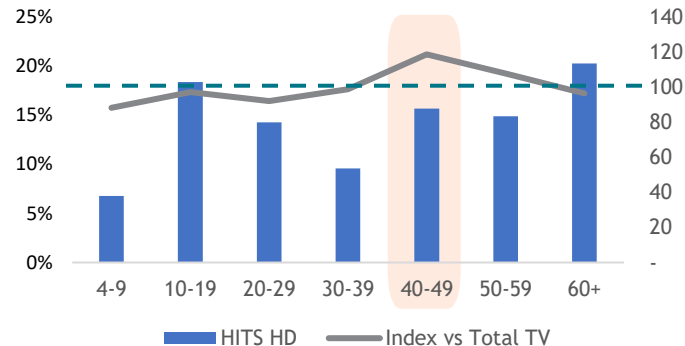
STUDENTS

33%



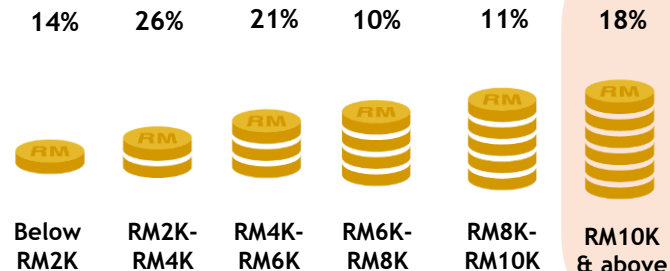
HOUSEPERSONS/  
NOT WORKING

### AGE



Skewed aged 40-49 [Index: 119]

### MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 118]

# HITS MOVIES

Channel 401

HITS MOVIES celebrates the best blockbuster films ever made from the '60s to the '90s in stunning HD. It's a channel with playlists that people will love and follow. HITS Movies have selected and curated evergreen and recognizable movies in a simple manner - with programming that people will understand, watch and love.

Monthly Reach  
(Ave. Past 3 Months)

2.0 Mil

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

## GENDER

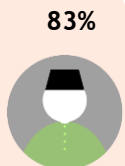


FEMALE  
47%



MALE  
53%

## ETHNIC



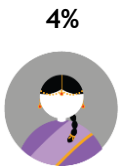
83%

MALAY



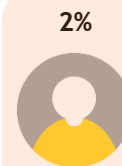
7%

CHINESE



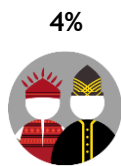
4%

INDIAN



2%

OTHERS

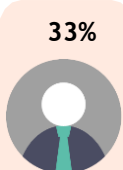


4%

OTHER BUMIPUTRA

Skewed Malay [Index: 127] and Others [Index: 121]

## OCCUPATION



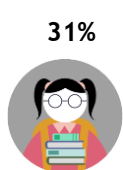
33%

PMEBs



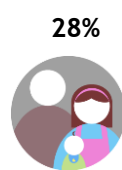
8%

BLUE COLLARS



31%

STUDENTS

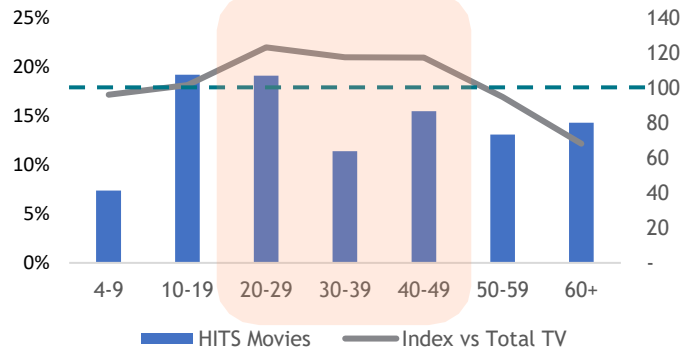


28%

HOUSEPERSONS/  
NOT WORKING

Skewed PMEBS [Index: 113]

## AGE



Skewed aged 20-29 [Index: 123], 30-39 [Index: 118] and 40-49 [Index: 117]

## MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 118]



# HITS NOW

Channel 702

HITS NOW is a celebration of the current US TV and features a curated selection of the greatest drama, comedy, game shows, reality, true crime, and the hottest entertainment news.

Monthly Reach  
(Ave. Past 3 Months)

1.6 Mil

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

## GENDER



FEMALE  
50%



MALE  
50%

## ETHNIC

76%



MALAY

11%



CHINESE

5%



INDIAN

2%



OTHERS

6%



OTHER  
BUMIPUTRA

Skewed Malay [Index: 116] and Others [Index: 157]

## OCCUPATION

33%



PMEBs

6%



BLUE  
COLLARS

29%



STUDENTS

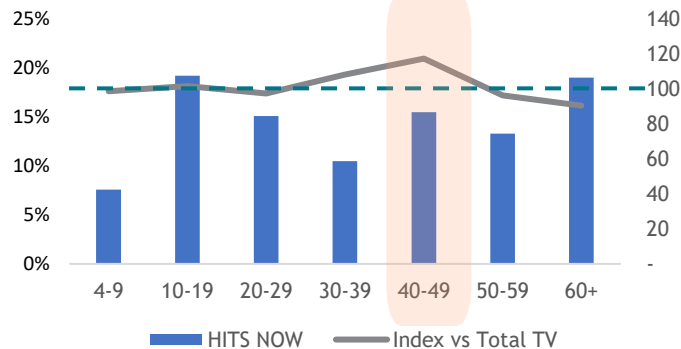
32%



HOUSEPERSONS/  
NOT WORKING

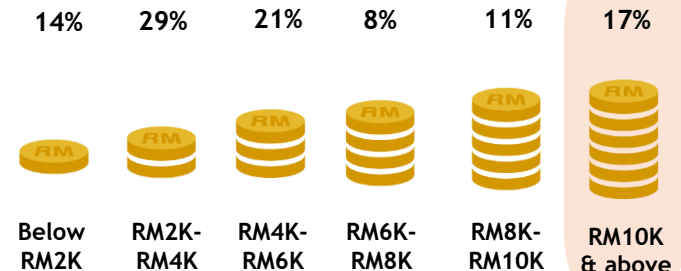
Skewed PMEBS [Index: 112]

## AGE



Skewed aged 40-49 [Index: 117]

## MONTHLY HOUSEHOLD INCOME



Skewed RM10K & above [Index: 111]

# Lifetime

Channel **703**

Lifetime is a female-focused entertainment destination committed to telling distinctive stories about real people that informs, motivates and enriches her perspective of life.

Monthly Reach  
(Ave. Past 3 Months)

1.8 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

## GENDER



FEMALE  
50%



MALE  
50%

## ETHNIC



80%

MALAY



8%

CHINESE



5%

INDIAN



2%

OTHERS



5%

OTHER  
BUMIPUTRA

Skewed Malay [Index: 124] and Others [Index: 129]

## OCCUPATION



31%

PMEBs



7%

BLUE  
COLLARS



29%

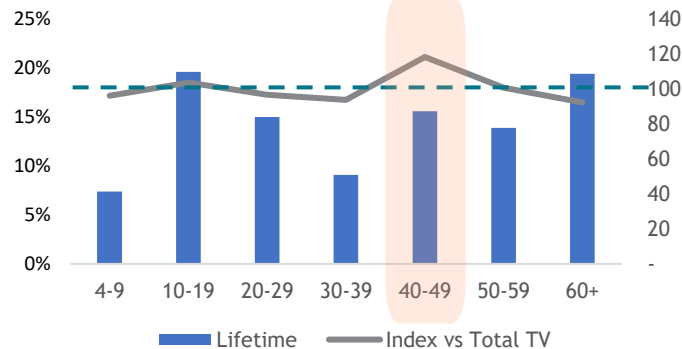
STUDENTS



33%

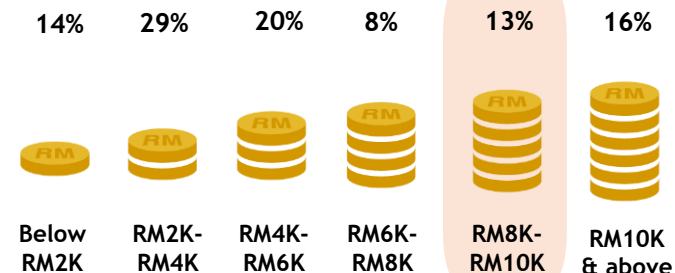
HOUSEPERSONS/  
NOT WORKING

## AGE



Skewed aged 40-49 [Index: 118]

## MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 113]

# SHOWCASE

Channel **413**

A one-stop entertainment destination for all; showcasing various movies, series, and special programmes. Specially curated for Malaysian audiences, the channel includes blockbusters, popular action and comedy movies and series, as well as entertainment shows for the entire family.

Monthly Reach  
(Ave. Past 3 Months)

**3.0 Mil**

Source: Kantar Media DTAM, Individual  
(Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

## GENDER



FEMALE  
46%



MALE  
54%

[Index: 112]

## ETHNIC

82%



MALAY

8%



CHINESE

3%



INDIAN

2%



OTHERS

5%



OTHER  
BUMIPUTRA

Skewed Malay [Index 127] and Others [Index: 114]

## OCCUPATION

34%



PMEBs

8%



BLUE  
COLLARS

33%



STUDENTS

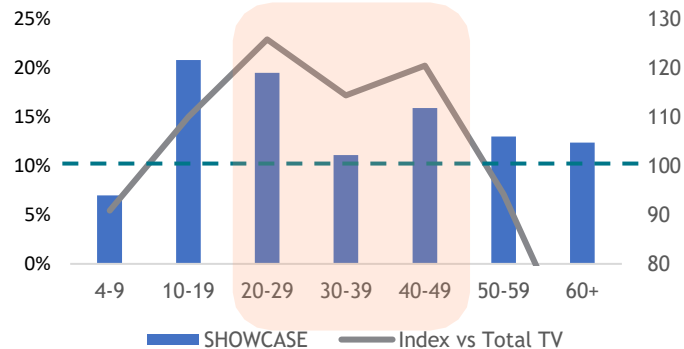
25%



HOUSEPERSONS/  
NOT WORKING

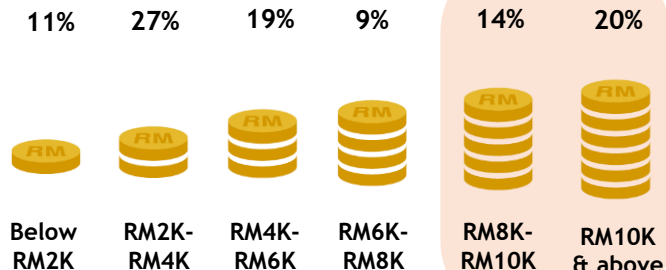
Skewed PMEBS [Index: 116]

## AGE



Skewed aged 20-29 [Index: 126],  
30-39 [Index: 114] and 40-49 [Index: 120]

## MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 121]  
and RM10K & above [Index: 131]



Channel 707

TLC celebrates everyday life and special occasions by offering new perspectives and shared experiences from real-life people in remarkable circumstances. TLC brings you life that is anything but ordinary. Get the inside track on all the things you love to do, and the insights that make everything you experience more interesting. TLC engages the heart, mind and soul by letting you savor the best the world has to offer.

Monthly Reach  
(Ave. Past 3 Months)

1.5 Mil

### GENDER



FEMALE  
54%



MALE  
46%

### ETHNIC

71%



MALAY

14%



CHINESE

7%



INDIAN

2%



OTHERS

6%



OTHER  
BUMIPUTRA

Skewed Others [Index: 164]

### OCCUPATION

31%



PMEBs

7%



BLUE  
COLLARS

27%



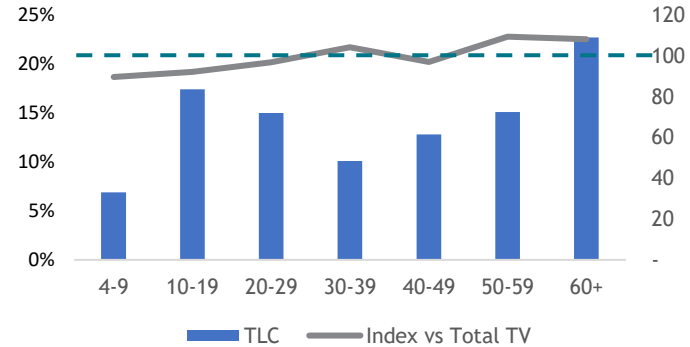
STUDENTS

35%

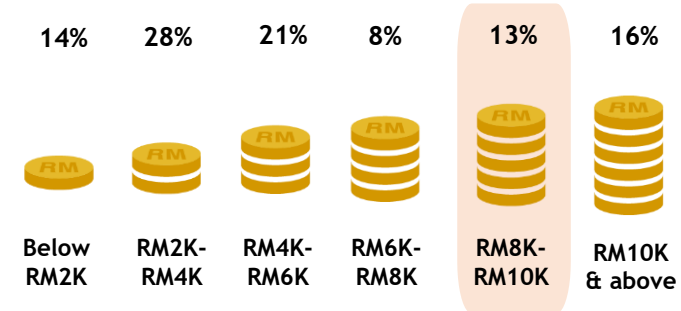


HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 118]

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7



Channel 712

Warner TV offers viewers in Asia the chance to get into it, with an unprecedented mix of hit TV series and blockbuster movies. Its line-up boasts the world's biggest franchises, first-run exclusives for the region and fan-favorites across a wide range of genres from action, comedy and drama. Warner TV is also home to feature films from the legendary studios of Warner Bros. Entertainment.

Monthly Reach  
(Ave. Past 3 Months)

1.2 Mil

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), January - March 2024  
Index is against Total TV Universe7

### GENDER



FEMALE  
50%



MALE  
50%

### ETHNIC

71%



MALAY

14%



CHINESE

7%



INDIAN

2%



OTHERS

6%



OTHER  
BUMIPUTRA

Skewed Others [Index: 164]

### OCCUPATION

31%



PMEBs

7%



BLUE  
COLLARS

27%



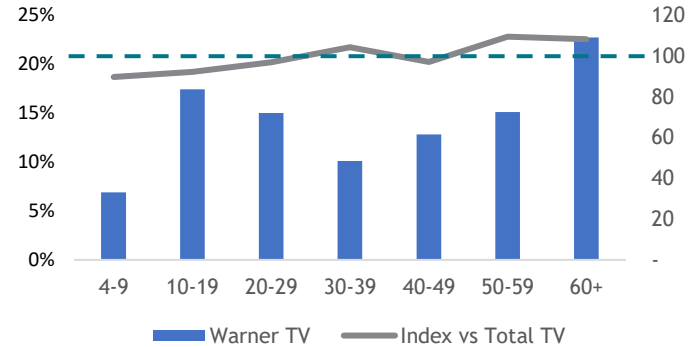
STUDENTS

35%

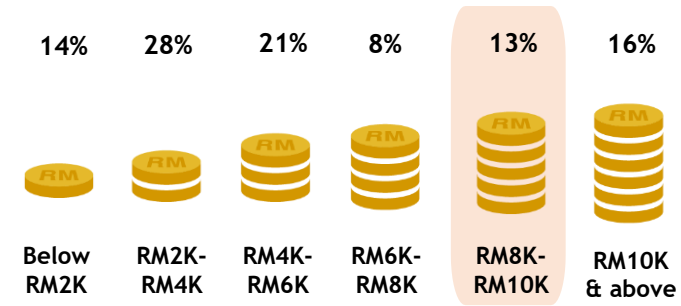


HOUSEPERSONS/  
NOT WORKING

### AGE



### MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 118]



**Thank you**