



CHANNEL PROFILE
JANUARY - MARCH 2024
INDIAN SEGMENT

Go Beyond



Adithya

Channel **214 [SD]**

Adithya is a 24-hour full-fledged Tamil comedy channel. Featuring classic and current comedies, Live dial-in programmes with VJs and famous film comedians and celebrities, latest comedy clips interspersed with clips from earlier decades and blockbuster movies on weekends catering to the entire family.

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

1.1 Mil

GENDER

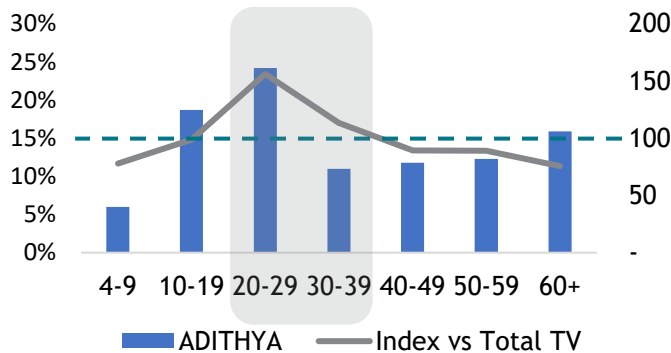


50%



50%

AGE



**Skewed age 20-29 [Index: 156]
and 30-39 [Index: 113]**

OCCUPATION

30%



PMEBs

11%



**BLUE
COLLARS**

30%



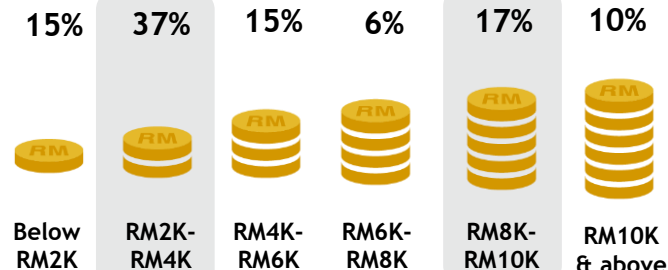
STUDENTS

29%



**HOUSEPERSONS/
NOT WORKING**

MONTHLY HOUSEHOLD INCOME



**Skewed RM2K-RM4K [Index: 123]
and RM8K-RM10K [Index: 152]**



Channel **201**

Malaysia's 1st local Indian channel. Provides quality of local programme that are targeted to Indian audience segments. Astro Vaanavil is an entertainment, infotainment and a variety channel that provides programming for the whole family. Audience can enjoy watching evergreen classic movie released from 1950 to 1980s The channel also offers content and campaign related to community and social-wellbeing centric

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

2.0 Mil

GENDER

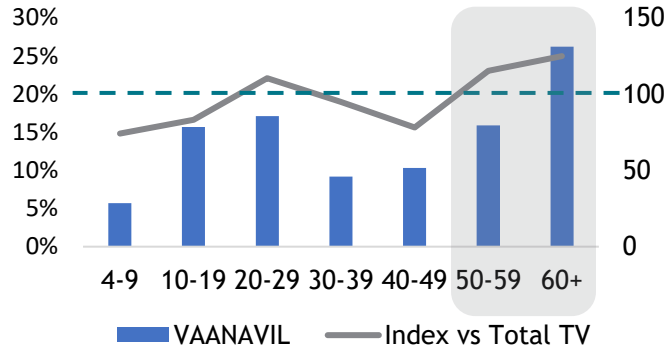


54%



46%

AGE



**Skewed aged 50-59 [Index:115]
and 60+ [Index: 125]**

OCCUPATION

28%



PMEBs

8%



BLUE COLLARS

25%



STUDENTS

39%



HOUSEPERSONS/
NOT WORKING

Skewed Housepersons / Not Working [Index: 111]

MONTHLY HOUSEHOLD INCOME

18%



Below RM2K

35%



RM2K-
RM4K

15%



RM4K-
RM6K

7%



RM6K-
RM8K

13%



RM8K-
RM10K

12%



RM10K
& above

**Skewed RM2K-RM4K [Index: 118]
and RM8K-RM10K [Index: 115]**



Channel **203**

Malaysia's 1st 24-hour Tamil nonstop movie channel. Offers an exciting mix of blockbuster movies from the ear of 90s to latest new movie releases, featuring a wide range of exciting storylines, unforgettable blockbusters and star-studded movies make up the various genres. Astro Vellithirai brings the big screen experience into your living room, providing magnificent entertainment for the movie fans

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

2.5Mil

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

GENDER

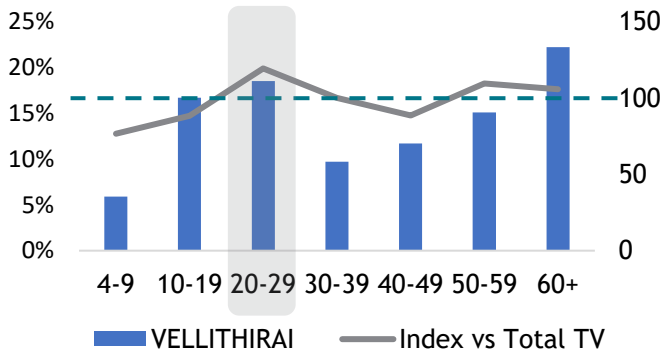


51%



49%

AGE



Skewed aged 20-29 [Index:119]

OCCUPATION

29%



PMEBs

10%



BLUE COLLARS

26%



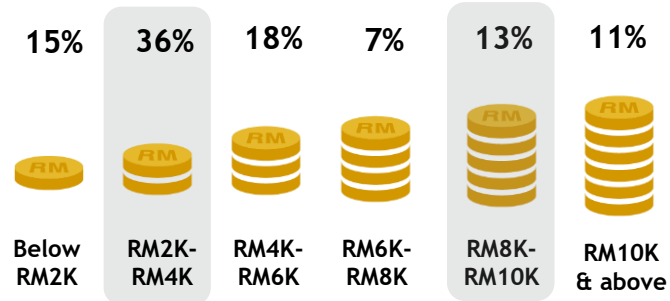
STUDENTS

35%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME



**Skewed RM2K-RM4K [Index: 1261]
and RM8K - RM10K [Index: 120]**



Channel 202

FIRST 24 Hour general entertainment HD channel catered to the entire family. Features a variety of programmes ranging from reality shows, travelogues, high end documentaries, talk shows, ayurvedic, celebrity cooking shows, classical Carnatic music, lifestyle programme's, Astro Original productions, blockbuster movies and many more. Astro Vinmeen also champion key signatures i.e., Big Stage Tamil, Family Feud Tamil, Rap Porkalam and many more. Audiences will also enjoy LIVE shows such as Ulagam Awards and Festival specials for Ponggal, Deepavali and Tamil New Year. Currently, Vinmeen offers monthly Drama series under Vinmeen exclusively from various genres ranging from Thriller, Action, Romantic-Comedy and many more. Vinmeen introduced Super-Telemovie recently for festivals and public holidays with an engaging plot.

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

2.2 Mil

GENDER

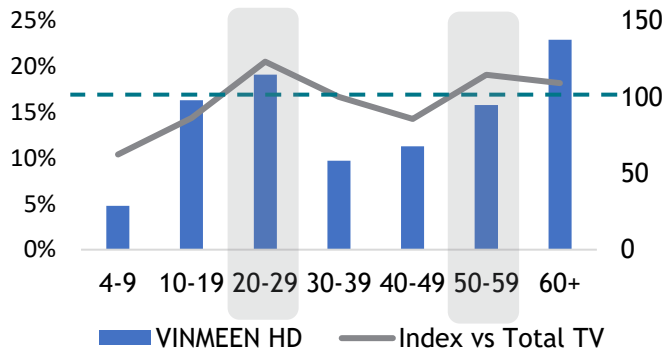


53%



47%

AGE



**Skewed aged 20-29 [Index: 123]
and 50-59 [Index: 114]**

OCCUPATION

29%



PMEBs

10%



**BLUE
COLLARS**

26%



STUDENTS

35%



**HOUSEPERSONS/
NOT WORKING**

MONTHLY HOUSEHOLD INCOME

14%



**Below
RM2K**

37%



**RM2K-
RM4K**

18%



**RM4K-
RM6K**

7%



**RM6K-
RM8K**

14%



**RM8K-
RM10K**

10%



**RM10K
& above**

**Skewed RM2K-RM4K [Index: 125]
and RM8K-RM10K [Index: 125]**



Colors Hindi

Channel 116

Home to the best Hindi general entertainment. Content mix of fiction and non-fiction, family dramas, comedies, youth-oriented reality shows, shows on crime and a daily dose of Super-Hit Bollywood movies.

Monthly Reach
(Ave. Past 3 Months)

1.4 Mil

GENDER



53%



47%

ETHNIC

51%



MALAY

1%



CHINESE

27%



INDIAN

6%



OTHERS

15%



OTHER BUMIPUTRA

Skewed to Indian [Index: 182], Others [Index: 414] and Other Bumiputra [Index: 447]

OCCUPATION

29%



PMEBs

9%



BLUE COLLARS

22%



STUDENTS

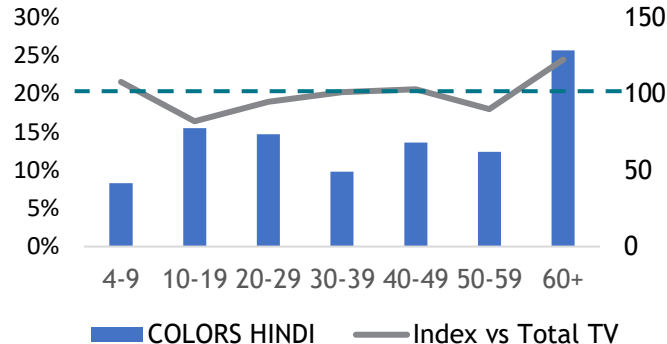
40%



HOUSEPERSONS/ NOT WORKING

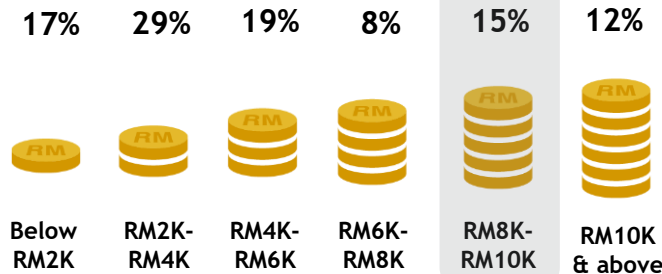
Skewed Housepersons / Not Working [Index: 116]

AGE



Skewed aged 60+ [Index: 122]

MONTHLY HOUSEHOLD INCOME



Skewed RM8K-RM10K [Index: 132]

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



Colors Tamil

Channel 222

Colors Tamil HD brings the vibrant nuances of Tamil Nadu to Malaysian TV screens. It offers a variety of dramas, films and reality shows.

Monthly Reach
(Ave. Past 3 Months)

1.5 Mil

GENDER

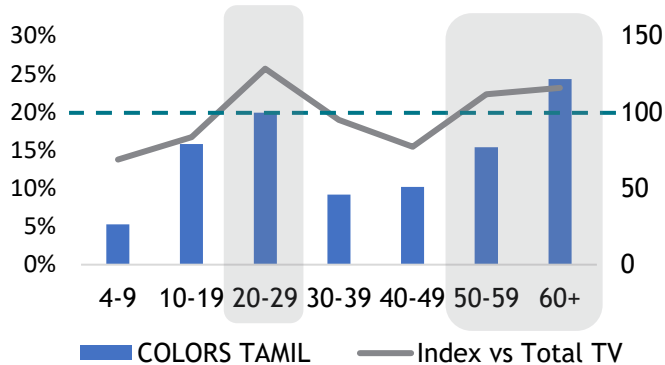


53%



47%

AGE



Skewed age 20-29 [index: 128],
50-59 [Index: 112] and 60+ [Index: 116]

OCCUPATION

28%



PMEBs

11%



BLUE
COLLARS

25%



STUDENTS

36%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME

16%



Below
RM2K

38%



RM2K-
RM4K

15%



RM4K-
RM6K

6%



RM6K-
RM8K

14%



RM8K-
RM10K

10%



RM10K
& above

Skewed RM2K-RM4K [Index: 129]
and RM8K-RM10K [Index: 125]



Channel 216

Offering All Time Favourite Movies collection of Tamil films including blockbusters movies of Kollywood.

Monthly Reach
(Ave. Past 3 Months)

1.4 Mil

GENDER



52%



48%

OCCUPATION

28%



PMEBs

12%



BLUE COLLARS

25%



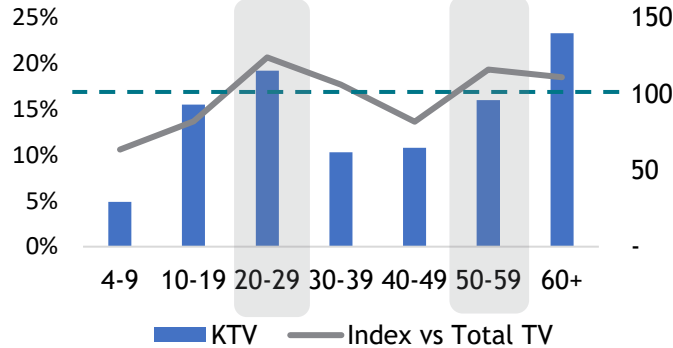
STUDENTS

35%



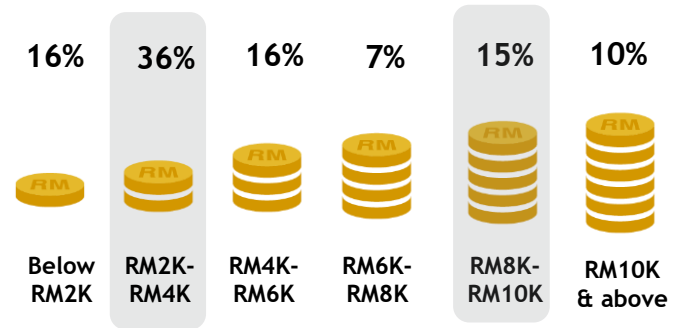
HOUSEPERSONS/
NOT WORKING

AGE



Skewed age 20-29 [Index: 124]
and 50-59 [Index: 116]

MONTHLY HOUSEHOLD INCOME



Skewed RM2K-RM4K [Index: 121]
And RM8K-RM10K [Index: 134]



Channel 217

A classic channel with general entertainment and Tamil Film Music from the Golden Era.

Monthly Reach (Ave. Past 3 Months)

1.0 Mil

GENDER



52%



48%

OCCUPATION

28%



PMEBs

10%



BLUE COLLARS

24%



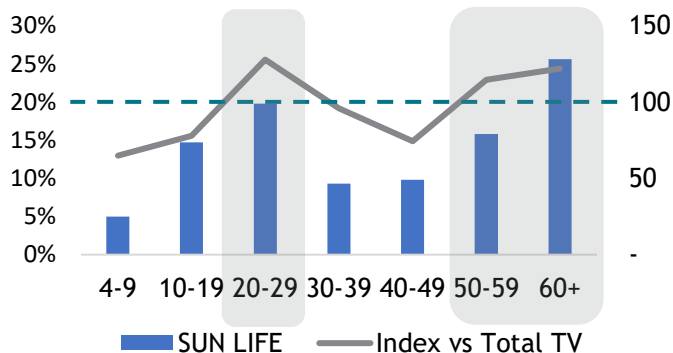
STUDENTS

38%



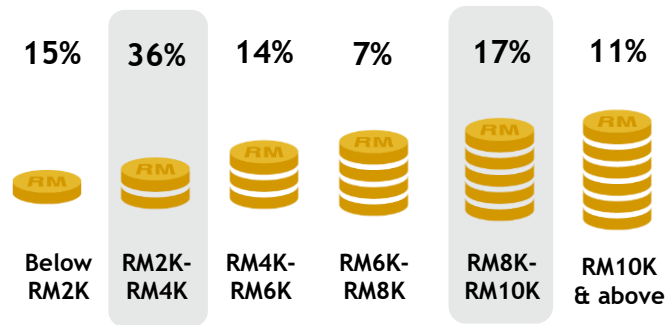
HOUSEPERSONS/ NOT WORKING

AGE



Skewed age 20-29 [Index: 128], 50-59 [Index: 114] and 60+ [Index: 122]

MONTHLY HOUSEHOLD INCOME



Skewed RM2K-RM4K [Index: 121] and RM8K-RM10K [Index: 150]



Channel 212

Sun Music is a popular 24-hour Tamil music channel, featuring chart - topping song clips, exciting live interviews with popular artistes, call-in song dedications and SMS chat segments, all anchored by young and funky hosts.

Monthly Reach
(Ave. Past 3 Months)

1.2 Mil

GENDER



52%



48%

OCCUPATION

29%



PMEBs

11%



BLUE
COLLARS

30%



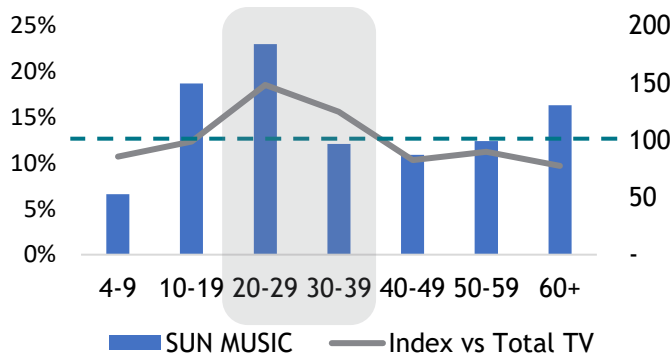
STUDENTS

30%



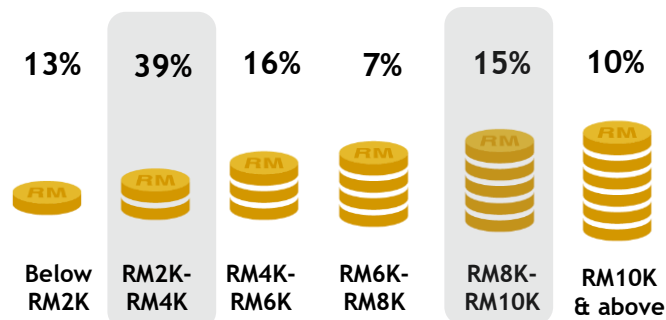
HOUSEPERSONS/
NOT WORKING

AGE



Skewed age20-29 [Index: 148]
and 30-39 [Index: 125]

MONTHLY HOUSEHOLD INCOME



Skewed RM2K-RM4K [Index: 132]
and RM8K - RM10K [Index: 134]



Channel 215

Sun News is a 24 -hour Tamil news featuring news ranges from the world, national, regional to local events of Chennai.

Monthly Reach
(Ave. Past 3 Months)

748K

GENDER

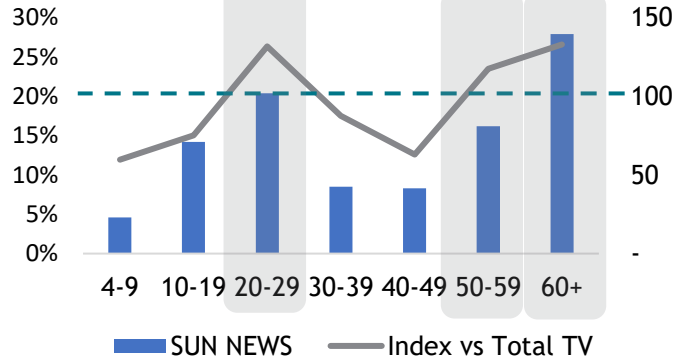


51%



49%

AGE



Skewed age 20-29 [Index:132],
50-59 [Index: 117] and 60+ [Index: 133]

OCCUPATION

29%



PMEBs

8%



BLUE
COLLARS

24%



STUDENTS

39%



HOUSEPERSONS/
NOT WORKING

Skewed Housepersons / Not Working [Index: 112]

MONTHLY HOUSEHOLD INCOME

15%



Below
RM2K

38%



RM2K-
RM4K

15%



RM4K-
RM6K

6%



RM6K-
RM8K

16%



RM8K-
RM10K

10%



RM10K
& above

Skewed RM2K-RM4K [Index:129]
and RM8K-RM10K [Index:143]



SUN TV

Channel 211

Sun TV is the ultimate family channel that brings an engaging assortment of mega serials, film-based entertainment, women's programmes, talk shows, children's programmes and music-based programmes. The channel also offers Huge Blockbuster movies, Mega concerts, Celebrity based shows i.e Awards and Film Launches.

Monthly Reach
(Ave. Past 3 Months)

1.3 Mil

GENDER



54%



46%

OCCUPATION

26%



PMEBs

10%



BLUE COLLARS

26%



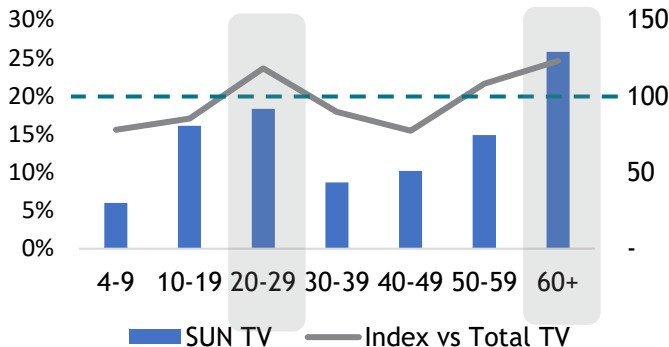
STUDENTS

38%



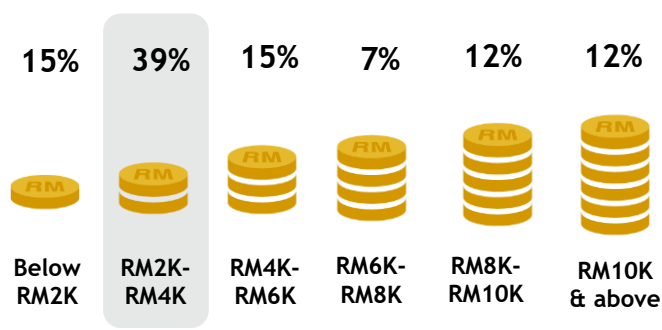
HOUSEPERSONS/
NOT WORKING

AGE



Skewed age 20-29 [Index: 118]
and 60+ [Index: 123]

MONTHLY HOUSEHOLD INCOME



Skewed RM2K-RM4K [Index:132]



Channel 251

Zee Cinema showcases the best in-class Hindi Movies which have cemented Zee Cinema's position as one of the top Hindi Movie channel providing quality entertainment. Collection of movies are from classic to latest blockbusters.

Monthly Reach
(Ave. Past 3 Months)

1.1 Mil

GENDER



51%



49%

OCCUPATION

32%



PMEBs

6%



BLUE COLLARS

25%



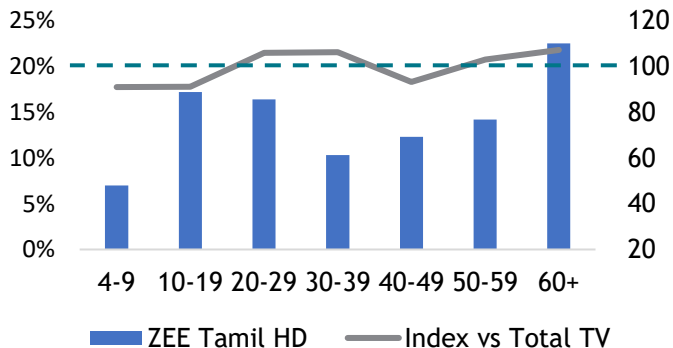
STUDENTS

37%

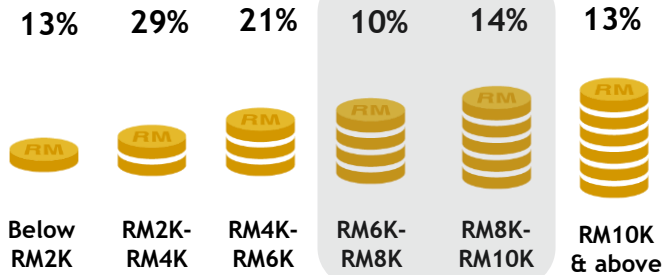


HOUSEPERSONS/
NOT WORKING

AGE



MONTHLY HOUSEHOLD INCOME



Skewed RM6K-RM8K [Index:117]
and RM8K-RM10K [Index: 123]

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



Channel 223

Zee Tamil offers high quality drama series based on various types of family-oriented plot. With a variety of genres and stories such as female centric fiction shows, resonates with progressive mindsets, blockbuster movies and fun to watch reality shows for the viewers.

Monthly Reach
(Ave. Past 3 Months)

1.4 Mil

GENDER

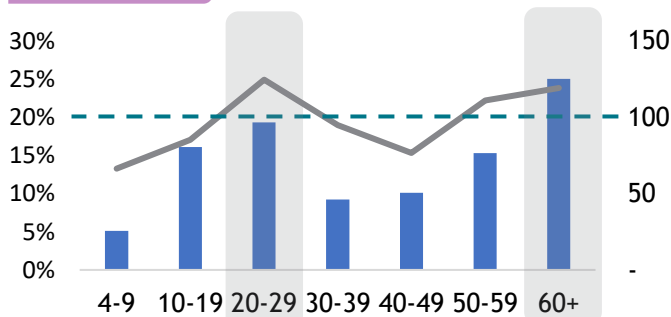


53%



47%

AGE



ZEE Tamil HD — Index vs Total TV

Skewed age 20-29 [Index: 125]
and 60+ [Index: 119]

OCCUPATION

26%



PMEBs

11%



BLUE COLLARS

25%



STUDENTS

38%



HOUSEPERSONS/
NOT WORKING

MONTHLY HOUSEHOLD INCOME

16%



Below RM2K

40%



RM2K-
RM4K

16%



RM4K-
RM6K

6%



RM6K-
RM8K

12%



RM8K-
RM10K

10%



RM10K
& above

Skewed RM2K-RM4K [Index: 136]

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



Thank you