

The background features a futuristic digital environment with a grid floor, floating code snippets, and various media-related graphics. On the left, there are panels for 'Upin & Ipin' and 'HITZ Morning Crew'. On the right, there are panels for 'FIFA World Cup Qatar 2022' and 'Astro Live View'. A network diagram with user icons is overlaid on the right side.

astro

MEDIA SOLUTIONS

Your Audience-Centric
Advertising Solutions Hub

Astro Group Update – April 2024



Content & Consumer Based Ecosystem

Our Audience Universe

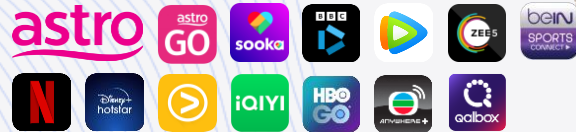
Watch: TV & OTT

5.3mil

households

1.8 mil

OTT MAUs (Astro & sooka)



Video



Digital



Explore: Digital

12.4mil

monthly unique users

36.3mil

monthly page views



Listen: Radio

16.3mil

weekly listeners

2.0mil

Digital MAUs



Audio



Celebs & KOLs



Influence: Celebs & KOLs

119mil

Fans

>100

KOLs



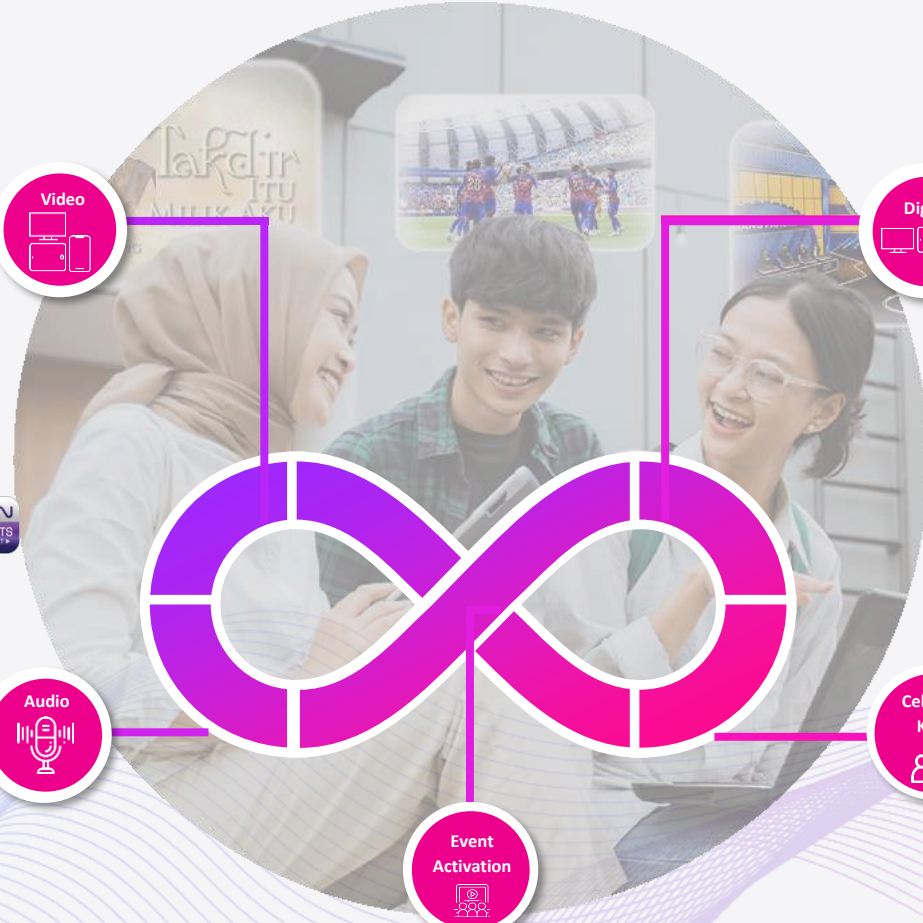
Experience: Activation

8,400

Commercial Establishments

4.7mil

reach in F&B locations



Largest addressable audience base across multiple platforms

Focuses on business outcome and ability to prove ROI under **ONE ECOSYSTEM**



astro



and more

Effective targeting **beyond demographics**

Reaches audiences based on purchase intent, behaviour, locality and interest

Customised creative messaging across diverse audience segments

Better ad recall and engagement



combines TV's persuasive power with digital targeting capability

Leverage ON our first-party data



Astro delivers your ads to specific high value audiences at scale
Across on-demand, live-streaming and linear TV

- First-party data from real audiences
- High value audiences at national scale
- Outcome driven
- Unified view with holistic analysis

SAME PROGRAMME
DIFFERENT ADS



Addressable Advertising across **Linear TV**, **VOD** and **Astro GO**

On Linear
TV

71%
TV Viewership Share

144 mins
Average Daily Viewing

8.6 mil
Average Daily Viewers

VOD

15.8 bil
(jumped 18% YoY)
Total Minutes Streamed

1,413 mins
Average Monthly Viewing

astro
GO

538 K
Monthly Active Users

202 mins
Average Weekly Viewing

Addressable Advertising via SYOK Digital Audio Ecosystem

Audio Streaming with Radio Web & SYOK

Ave Monthly Audio Streams
> 12 Million

Ave Time Spend Listening/
Stream

> 52 Minutes

Source: Radioactive/ Revma (Avg. Nov 2023-Jan 2024), data based on listening duration > 1 min
*Revma starting from Dec 23



Malaysia's most influential Audio Entertainment & Infotainment App

360° Content Ecosystem



Live & Online Radio
High-quality streams of 91 radio brands.



Podcasts
A growing inventory of new, original and truly Malaysian podcasts.



Original Videos
An array of original videos that covers interesting topics and appeals to multi-racial Malaysians.



Video Live Stream
Real time-content live and interact with us via Live chat.



Play
Hosts all contests and giveaways on SYOK and across all the radio stations.

Creative ad formats to address different business needs



Audio ads
Deliver audio ads across different positions and lengths.

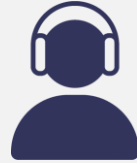


Audio ads & display companion
Add a companion ad and show it whilst the audio ad is playing.



Shake Me™
Users shake their mobile of smartwatch with a CTA directly into your audio spot.

Addressable reach through **Astro Digital** by life stages and segments



Gen Z
(Est. Audience: 14 mil)



Millennials
(Est. Audience: 31 mil)



Newly Wed
(Est. Audience: 3.0 mil)



Family
(Est. Audience: 24 mil)



Empty Nesters
(Est. Audience: 19 mil)

Life Stages

Segments



Arts & Entertainment
(Est. Audience: 12 mil)



News
(Est. Audience: 18 mil)



Sports
(Est. Audience: 3.0 mil)



Finance
(Est. Audience: 1.3 mil)



Automotive
(Est. Audience: 210K)



Home & Garden
(Est. Audience: 3.4 mil)



Travel
(Est. Audience: 1.2 mil)



Food & Beverage
(Est. Audience: 970K)



Islamic
(Est. Audience: 2.2 mil)



High Income (T20)
(Est. Audience: 98K)



Beauty & Fashion
(Est. Audience: 510K)



Dairy
(Est. Audience: 5.4 mil)



Health & Fitness
(Est. Audience: 1.6 mil)



Education*



Video Gaming & eSports
(Est. Audience: 10K)

*Interest Source: GAM, March 2024

Engaging the **online community** with **40+ Digital Brands** leading across different demographics and interests



No.1
News brand on social media



No.1
Recipes and cooking
media brand



Malaysia's most popular audio
multilingual entertainment app



No.1
Women lifestyle portal



Best Digital Publisher of
the Year 2023 MDA d Awards



No.1
Parenting media brand



No.1
Chinese digital entertainment
brand



No.1
Family media brand



No.1
Indian digital brand



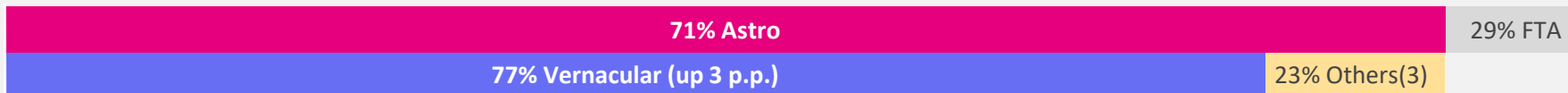
Empowering youth
through inspiring content

Championing Malay lifestyle content hub with 17 interest-centric brands



Vernacular content contributed 77% of TV viewership

TV viewership share (1)



TV 2.3mil VOD 1.5mil astro GO 1.4mil



TV 983K VOD 30K astro GO 27K



TV 802K VOD 2mil astro GO 1.1mil



TV 551K VOD 1.4mil astro GO 626K



TV 244K VOD 37K astro GO 31K



TV 167K VOD 63K astro GO 42K



TV 187K VOD 39K astro GO 8K



TV 42K VOD 139K astro GO 43K



TV 52K VOD 186K astro GO 48K

142 channels ⁽²⁾

132 HD channel

51 Astro-branded channels

2 Ultra HD channels

- + 97,000 OD shows
- + 4K Ultra HD VOD
- + 2 Astro GO access
- + Streaming services

HD
nJOI
Prepaid

18 free channels

50 prepaid channels & packs

TV TV viewership
VOD On Demand streams on STB
astro GO Streams on Astro GO

NB

- 1) Target Audience: Kantar Media, Dynamic TV Audience Measurement (DTAM). All Astro Pay-TV viewers
- 2) Number of channels as of 31 January 2024
- 3) Others include Sports, English and International content

Go Beyond™

Connecting our audiences with the Best Local Originals

The Best of Local Series & Astro Originals



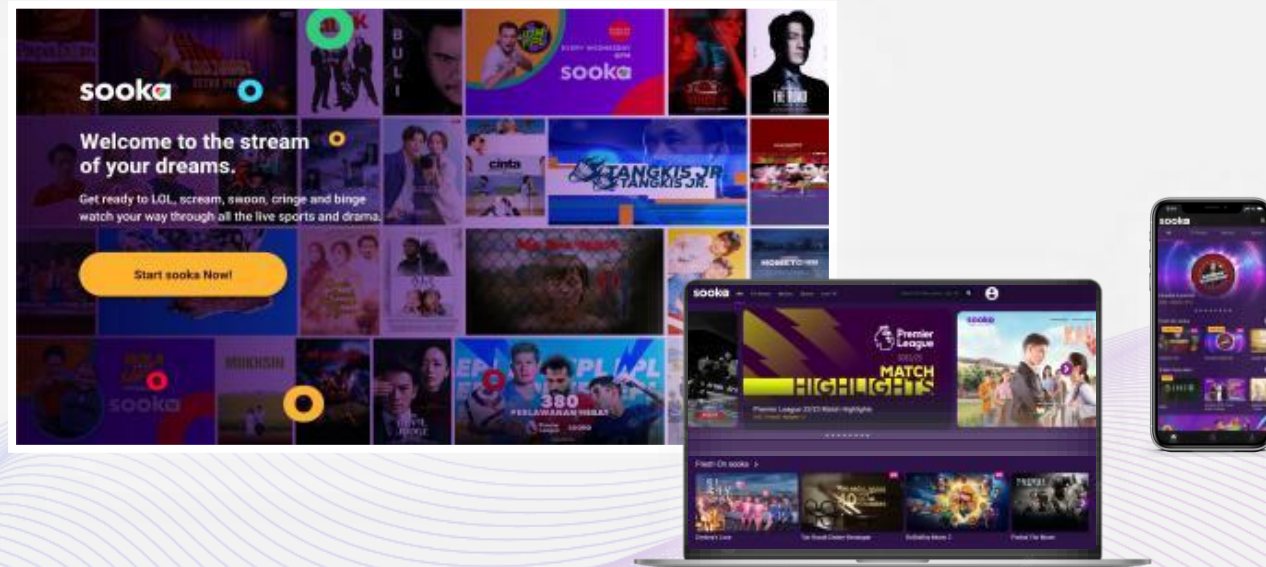
Fan-Favourite Live Signatures



Streaming straight into the hearts of **Malaynnials** and **Sports Fans** on sooka



Serving digital natives



4.3 Mil
App installs



1.0 Mil
Monthly Active Users
(+23% YOY)



1.7 Bil
Minutes watched
to date



60%
Mobile users

Source: Internal Data

Local sports rule: Liga M almost double the fanbase of EPL

The best experience of top global and local sporting event

Blurring the lines between sports and entertainment

Liga M 2023



Sooka Netball



STL Sepak Takraw League



Premier League English Premier League



Football legends for activation with fans!

BWF BADMINTON WORLD FEDERATION	2023 – 4.6 mil (1/1-31/7) .
	6.8 mil (1/8-31/12)
High growth sports – Surpass heyday of Datuk Lee Chong Wei	2022 – 6.4 mil
	2021 – 2.8 mil
	2020 – 2.1 mil

stadiumastro

Latest sports results, exclusive clips, highlights and more!



Dari KL ke PL



Battleground Malaysia



Real Men Malaysia

360° coverage, stadium attendance for Liga M increased 54%

Astro Home of Kids with full-fledged content marketing solutions



Branded Animation & Original Production



On-Ground Mascot Activation



Marketing Collaterals (Image/Song Rights)



Licensing & Merchandising



Media and Amplification

Audience & Award Winning Live-Action Family Franchises



Animation Franchises



International Franchises



Sponsorship & Premium



Alliance Bank Pinkfong & Babyshark Live Streaming



Sustagen Didi & Friends Sponsorship



Drypers Pinkfong & Babyshark Premium



PTPN Omar & Hana Branded Song

Experiences & Merchandise



Pinkfong Babyshark Musical Show



Didi & Friends Philharmonic Orchestra



Pinkfong Babyshark Indoor Playground



Pinkfong Babyshark Learning Kits merchandise



ADVOCATING MARKETING EXCELLENCE

KFC's 'Daebak K' redubs Malaysian oppas into Korean Viral Sensations

Introducing a new product – Korean fried chicken

Creating a buzz that resonated with Malaysians while integrating KFC into the Korean pop culture wave.

"Koreanising" local drama - Projek High Council, a record-breaking series

The birth of the Daebak K movement – dubbing meme video trend, turning actors from local drama into Korean-speaking "oppa", humorously centered on KFC's K-Cheese Crunch cravings, bridging two passionate fandoms – K-fans and local drama enthusiasts.

The Results



4.4 Mil
Views on Astro's OTT and
Digital platforms

6.3 Mil
Impressions on digital



57,000
Engagement on digital



+13%
Sales Increase

Play sample video here

Wah! Wah! KFC K-CHEESE CRUNCH akan jadi pasti,

Peluang yang jarang ada! Siap sedia untuk serbu KFC.

Sebab aku makan KFC K-CHEESE CRUNCH ?

KFC!

iyolin... This is amazing. Let's go to KFC Reply 78

aelah_ameynah If this is on TV, surely I won't skip! Reply 230

farosevv Need more content like this Reply 18

naj971124 This is a next level KFC ad Reply 46

hanyfarahny04 The power of K-Drama. I could understand even without reading the subtitle! Reply 1388

CLEAR Men seizes half time: gamifying World Cup breaks for fans

Navigating creative roadblocks

Non-sponsor status during the FIFA World Cup Qatar 2022™ ; weakened market dominance...

Owning the halftime space with live gaming experience

Capitalised on fans' FOMO by staying connected throughout the World Cup journey thru second screens with rich media ads, social updates, and gameplay, messaging centered around "Long Lasting Freshness to Conquer the Matches".

The Results



No.1
Men's Shampoo
in Malaysia
(5.9% Market Share)



+4.5%
Penetration
(Q4 2022 vs Q3 2021)

+9.6%
Volume Usage
(vs past 3 months)



8 Mil
Total Reach

36,000
Players

90,000
Game sessions

>356K
views



2023 DRAGONS OF MALAYSIA – GOLD
Best Digital Campaign



MARKETING EXCELLENCE AWARDS 2023 - GOLD
Excellence in Gaming



MSA Awards 2023 - BRONZE
Best use of mobile, interactive and immersive experience



MSA Awards 2023 - FINALIST
Best Use of Sports, Gaming and eSports



2023 DRAGONS OF ASIA – SILVER
Best Entertainment Campaign



The MARKies Awards 2023 - SILVER
Most Creative - Experiential



2023 MDA d Awards - FINALIST
Best Use of Media



[\(video link\)](#)

Go Beyond™

ERA SYOK VAGANZA turned KFC into a FC (Football Club)!

Excellence in sponsorship activation

Competing against a major competitor who was an official global sponsor during the FIFA World Cup Qatar 2022™



2023 APPIES MALAYSIA – BRONZE
Consumer & Business Services



MSA Awards 2023 – BRONZE
Best Use of Integrated Media



MSA Awards 2023 – FINALIST
Best Use of Data & Analytics

Leverage the vital role in creating excitement for every match – the football pundit

Inspired by the beloved Malaysian folk character *Pak Pandir*, *Pak Pandit* (pronounced similarly to pundit in Malay) emerged as KFC's eccentric, knowledgeable, uncle-like figure, passionate about football and fond of KFC. Delivering tailored content across Astro's 360 touchpoints to diverse football fan segments.

The Results

Brand Health Score & Digital

6.5pts

Brand Index

3.6x

Purchase Intent

+4pts

Ad awareness



+4.5pts

Consideration

+6pts

Recommendation score

Over 1mil

Video views on Astro's social media (+82% vs KPI)

+15%

Growth vs past year



Herbal Essences uncovers Gen Z's truths in cinematic universe

Killing 2 birds with one stone

Growing product demand by capturing a new gen of users while maintaining its Millennials core audience

A multi-generational narrative for Gen Zs, using the brand's ethos

Build upon the success of the previous Millennial-focused storyline to expand with a Gen Z perspective within a shared universe of self-discovery and authenticity through "Naturally Legit" proposition – Julia's Secret Recipe.

The Results



4.3 Mil Digital Views
(+22.8% vs LY)

Highest Time Spent at 89%
amongst Malays aged 15-29

>6.8 Mil Social Media Impressions

854K Views
Gempak's TikTok

1.2 Mil Mins Viewed on Facebook
(+20% vs LY)



+13% Volume Share Growth
(Q3 FY22)



Dragons of Malaysia 2023 – GOLD
Best Entertainment Campaign



Dragons of Asia 2023 – SILVER
Best Entertainment Campaign



MDA d Awards 2023 – Finalist
Best Use of Video



Maxis ignites post pandemic Deepavali for SMEs

Combating the downturn challenges

Indian-owned SMEs struggled to stand out, their sales plummeted, compounded by a muted festive season.



EFFIE MALAYSIA - FINALIST
Brand Integration & Entertainment Partnerships



EFFIE MALAYSIA - FINALIST
FINALIST | Seasonal Marketing - Services



MSA Awards 2023 - FINALIST
FINALIST | Best Use of MSA for Good

Maxis Olirkiratu, a virtual Deepavali marketplace connects the community

Beyond physical storefronts, promoting over 100 SMEs across TV, radio, digital and social media. Festive brand film cum music video further immerse the Deepavali spirit.

The Results



3.05 Mil
Digital Reach
(Outperformed **15%** vs KPI)

7.3 Mil
Digital Views



2.93 Mil
Radio Listeners
(**17.3x** ave exposure)



28.5% CTR
Outperformed Industry
Benchmarks at 0.90%



1.29 Mil
TV Audiences,
85% of Total Indian 4+



[\(video link\)](#)

KFC strikes a nostalgic chord with Burger P. Ramlee amplified thru Astro Radio

KFC's burgers lose local resonance

Overshadowed by its contender, KFC was set to reignite interest in their burger menu offerings and create an impactful presence in the segment.

Retrofied top 3 Malay radio stations for a nostalgic appeal

In collaboration with SINAR, ERA & GEGAR, "Kwek Mambo" played over 10 days—integrated into curated sweepers, talk sets and on-ground contests and giveaways.

The Results



+3%

Brand Share
QoQ

+21%

Transaction Growth
YoY

+2.9pp

Buzz Score



+1.8pp

Consideration
surpassing competitor

+3.6pp

Purchase Intent
vs 2 weeks prior launch



2023 Festival of Media APAC - SILVER
Best Partnership



[\(video link\)](#)

PTPTN evolution: from loan provider to edu-solution expert

PTPTN repositioned its 'debt collector' public perception

with Kak Ngah Patin, refocusing brand communication as a personal financial planner & education solution specialist.

360° Transform, Educate, Engage

Foster genuine public connection & digestible communication with humanised older sister persona, redefining its value proposition & utilising strategic key periods.

The Results



6.7 Mil

66% of Malay TV Viewers

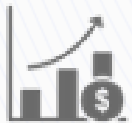
1.7 Mil

Extended Reach From Branded Content



4.7 Mil

Radio Listeners



+17.4%

Loan Reimbursement

+16.8%

New Account Openings



+ 6x

App Downloads

> 9.6 Mil Reach

> 1.6 Mil Views

> 1.1 Mil Engagements



The MARKies Awards 2023 - GOLD

Most Effective Use - Government Sector / Non-Profit Marketing



2023 DRAGONS OF MALAYSIA - FINALIST

Best Integrated Marketing Campaign



[\(video link\)](#)

Embracing authenticity with Dove

“Kamu Tetap Kamu”

You Are Still You

Empowering the transformative journey of hijab-wearing women amidst societal pressures and hurdles in their daily lives.

360° Empowerment

Real stories and celebrity advocacy through phases of self-expression, confidence inspiration, and conquering together.

The Results



3.7 Mil
Total Reach



920K
Video Views
with 1.77% CTR



6 Mil
Impressions

+4.07%
Engagement Rate
(surpassing industry benchmark 1.5%)



[\(video link\)](#)

Ella Furniture: Setting a new sales record in just 48 hours of the show airing

A Silver Lining

While many small businesses struggled when the pandemic hit, Puan Ella seized the spotlight and soared to new heights.

A powerful fusion of media, content marketing, star power and craftsmanship

With the No.1 home reference, Impiana: Makeover Ruang Selebriti, Ella Furniture infused its brand story through authentically engaging content, powered by popular celebrities on the top-rated Malay TV channel, Astro Ria. From weekly product integration to testimonial capsule on digital.

The Results



Record-Breaking

Alif Satar's Sofa steals the show, orders and bookings skyrocket in just 48 hours after TV show debut.



Over 2.5 Mil
TV viewers



Close to 1 Mil
Digital Reach



“

Teaming up with Astro and Nu Ideaktiv was a game-changer. They took care of everything from ideation until on-air, giving us peace of mind.

'Impiana: Makeover Ruang Selebriti' is a real content marketing masterpiece. It **boosted awareness, created buzz** and **drove our sales to new heights.**

”

Puan Ella

The Founder of Ella Furniture

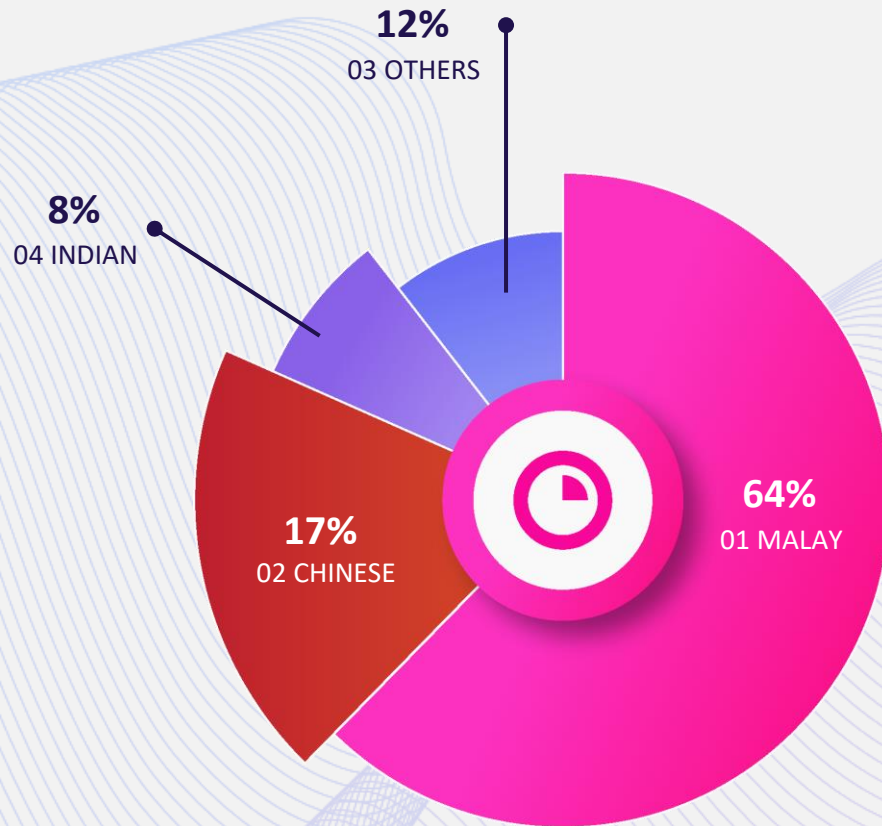
[\(video link\)](#)



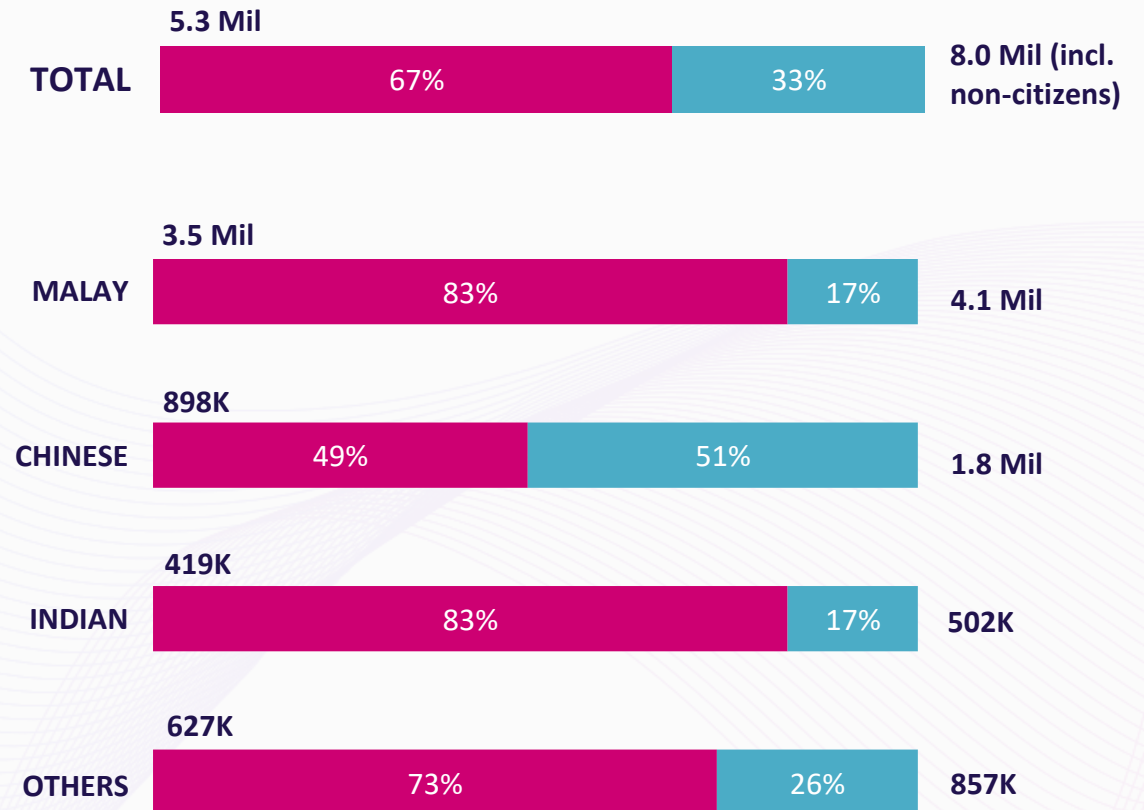
APPENDICES

TV: Serving 5.3 Mil TV Households with 67% Penetration

Astro Subscriber Composition by Race



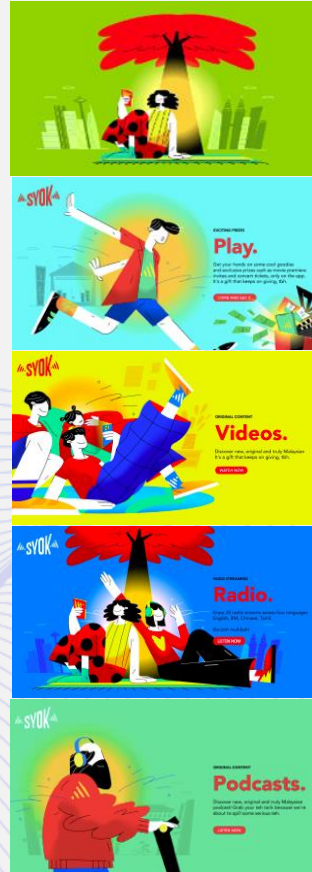
Astro Household Penetration by Race



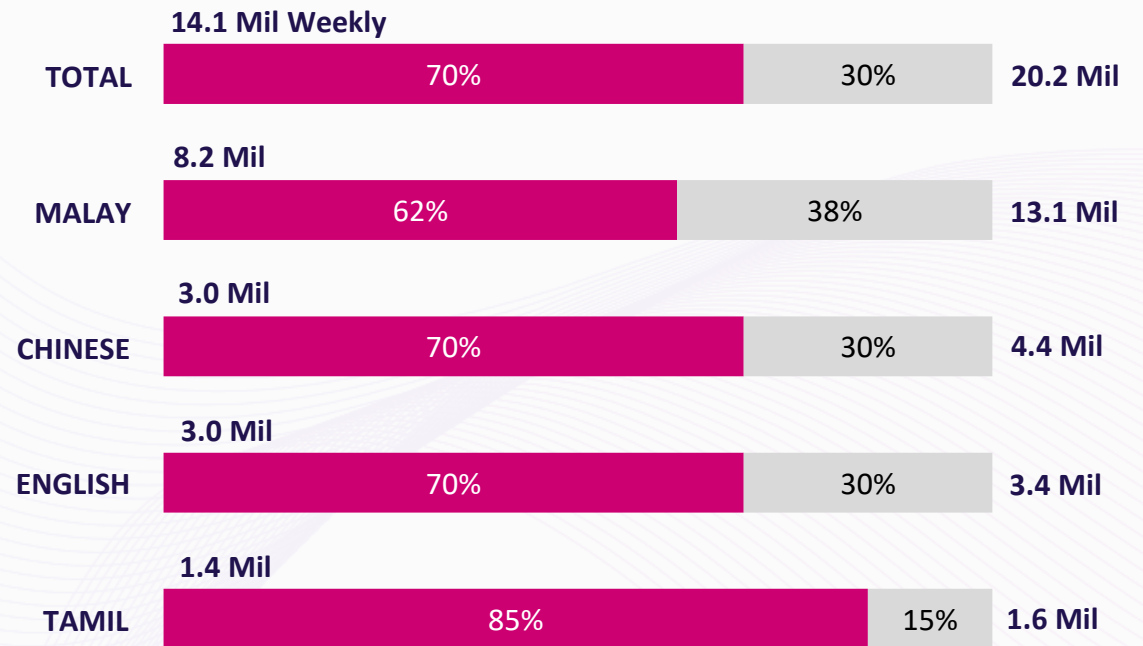
Source: Astro sJan '24 Results
Household penetration comprises residential Pay-TV customers and NJOI customers

Radio: Serving 16.3 Mil Weekly Listeners on FM + Digital

76% Penetration in Peninsular Malaysia



Astro Radio fanbase Penetration by Language (Pen. Malaysia)



Source:

(1) <https://analytics.radioactive.sg/> Revma (From Dec 2023)

(2) Pen Msia: GfK Radio Audience Measurement (RAM), Adults 10+, Wave 1 2024

No.1 Audio Companion for Malaysians across all languages



Weekly on FM and digital



554K
Monthly Podcast listens

- NB
- Weekly audience measurement is based on GfK for FM and RadioActive for online
 - Total podcast listens averaged over 12 months (February 2023 – January 2024) based on Megaphone/Whooshkaa Analytics

Digital: Serving digital natives across all age groups

Malay



Indian



OTT



Chinese

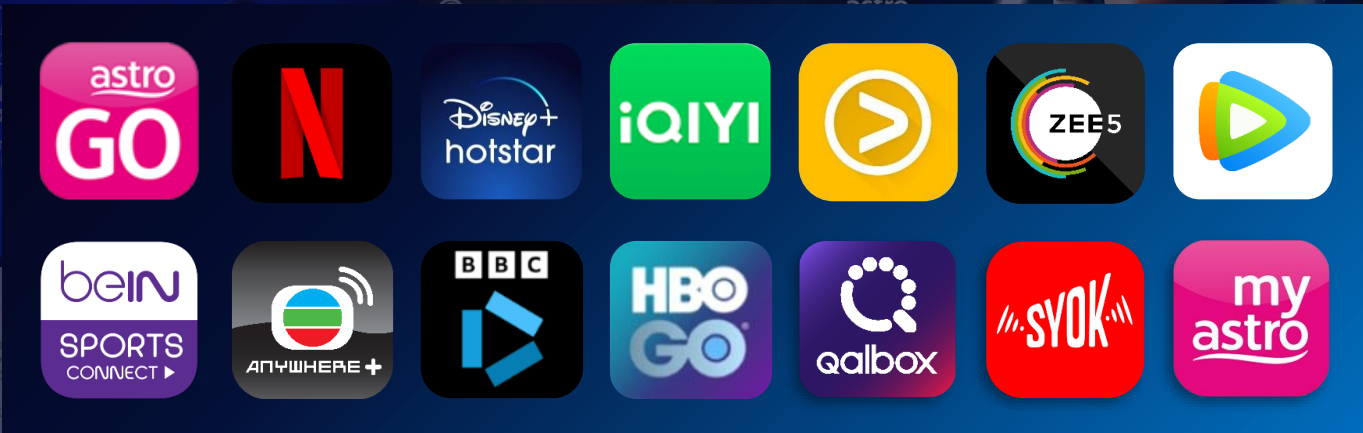


English



OTT: Aggregating the **Best Streaming** services all in one place

Malaysia's #1 Aggregator of Top Streaming Services



Streaming made easy, all in one place

Malaysia's Largest Home Cinema for local movie premieres

Malaysia's No.1 Film in 2023



RM54 Mil GBO

Malaysia's No.1 Action War Film in 2023



RM34 Mil GBO

Highest Grossing Local Horror Film in 2023



RM6.5 Mil GBO

Strong film pipeline for FY25



RM103 Mil

Box Office Collection
+1% from FY23

70%

Market Share
+21 p.p. from FY23





Malaysia's Leading News Content Ecosystem



2.4 Mil

Average Monthly
TV reach



4 Mil

Unique
Web Visitors



68.4 K

Unique
Mobile Users



42.2 Mil

Average Monthly
video views
FB / IG / YT / X



143.5 Mil

Average Monthly
short-form video views
TikTok

Top News Content Average Monthly TV Reach

Genre

TV Viewers



AWANI 7:45

Prime Time
News Bulletin

4.9 Mil



Buletin AWANI

Hourly
News Bulletin

2.9 Mil



AWANI Pagi

Morning
News Program

733 K



Niaga AWANI

Business & Financial
News Program

533 K



Agenda AWANI

Current Affairs
Program

468 K

No.1 Destination for the Best Live Sports with the Biggest Pool of Sports Fanatics



5.1 Mil
Total Viewers

3.6 Mil watched Super 6 Vs Super 6 live matches on ASSP

Average Time View on Premier League is **111.7 mins**

1.2 Mil tuned in LIVE to ASSP UHD



All 244 Matches
Live / Delayed on
Arena Bola



7.7 Mil watched Liga Super Matches
(viewership 25 Feb - 31 July 2023)

8.6 Mil watched Liga Super Matches
(viewership 1 Aug – 18 Dec 2023)

Piala Malaysia gained **7.3 Mil** viewers

Piala FA attracted **4.7 Mil** total viewers

The opening match Piala Sumbangsih reached
1.4 Mil Live viewers

6.3 Mil

Total viewers










Malaysia Vs Thailand gained
2.9 Mil Viewers

Access instant highlights, match statistics, player statistics, fixtures of upcoming matches, and more



Many more...

The Largest Sports Network in Malaysia

	 Sepak Takraw League 2023	 BWF Malaysia Masters 2023	 BWF Malaysia Open 2024	 All England Open Badminton Championship 2024	 HSBC BWF World Tour Finals 2023	 Premier League Season 2022/2023	 Netball Super League 2023
TV Viewers	Liga Premier: 3.9 Mil Champions Cup: 2.6 Mil (Live Viewers)	2.5 Mil (Live Viewers)	3.8 Mil (Live Viewers)	4.2 Mil (Live Viewers)	2.2Mil (Live Viewers)	5.0 Mil (Live Viewers)	2.3 Mil (Live Viewers)
Core Audience	89% of Malay 4+	60% of Malay 4+	69% of Malay 4+	67% of Malay 4+	57% of Malay 4+	64% of Malay 4+	88% of Malay 4+
Digital Views	5.6 Mil (YouTube) 15.3 Mil (Tik Tok) 3.5 Mil (FB), 6.8 Mil (IG)	1.4 Mil (Tik Tok)	280K	1.3 Mil	63K	15K – 3.8 Mil Per Premier League Highlights	1.0 Mil
Social Media Followers	f 2.4 Mil i 763K y 1.17 Mil d 723K	f 2.4 Mil i 763K y 1.17 Mil d 723K	f 2.4 Mil i 763K y 1.17 Mil d 723K	f 2.4 Mil i 763K y 1.17 Mil d 723K	f 2.4 Mil i 763K y 1.17 Mil d 723K	f 386K i 126K y 1.45 Mil d 6K	f 2.4 Mil i 763K y 1.17 Mil d 723K

Our Malay IPs

Serving 3.5 Mil Households with 83% Penetration

	 Gegar Vaganza S10	 MegaDrama	 Maharaja Lawak Mega	 Anugerah MeleTOP Era'22	 Big Stage 21/22	 The Masked Singer Malaysia S4	 Sepahtu Reunion Live 2023	 Projek High Council
Genre	Musical Reality Show	Drama Series Belt @ 10pm	Comedy Reality Show	Award Show	Musical Reality Show	Mystery Singing Competition	Stage Comedy	Drama
TV Viewers	8.2 Mil	*Average: 5 Mil	5.7 Mil	3.2 Mil	6 Mil	5.2 Mil	3.8 Mil	3.24 Mil
Core Audience Reach %	74% of Malay 21-34	52% of Malay 21-34	50% of Malay Male 15 - 29	34% of Malay 15-29 Female	54% of Malay Female 15-29	51% of Malay 21-34	53% of Malay 21-34	33% of Malay Female 15-29
Digital Views	263 Mil	173.4 Mil	24 Mil	863K (YT)	35.4 Mil	57 Mil	17.9 Mil	1.7 Bil (incl TikTok & UGC)

Source: Kantar Media DTAM Total Indiv Universe: 15.2 mil; Malay 15-29 Universe: 2.8 mil; Malay Fe 15-29 1.3 mil; Period: 2021-2023; Google Analytics; YouTube Insight; Meta Insight; Sprout Social
 *Average among 3 titles Jan-Mar 2024

Our Chinese IPs - Mandarin

Serving 898K Households with 49% Penetration

	 2000 Prime Talk	 Evening Edition	 Classic Golden Melody 2023	 Business Talk Season 6	 The Sandbox Season 1
Genre	News / Current Affairs	News / Current Affairs	Reality Singing Competition	Talk Show	Reality Business Competition
TV Viewers	1.1 Mil	963 K	1.1 Mil	915 K	943 K
Core Audience Reach %	59% Chi PMEBS HHI 8K+	59% Chi PMEBS HHI 8K+	50% Chi 15+ HHI 10K+	35% Chi PMEBS	34% Chi PMEBS
Digital Views	205.7 K	1.1 Mil	1.3 Mil	n / a	8.9 Mil

Our Chinese IPs - Cantonese

Serving 898K Households with 49% Penetration

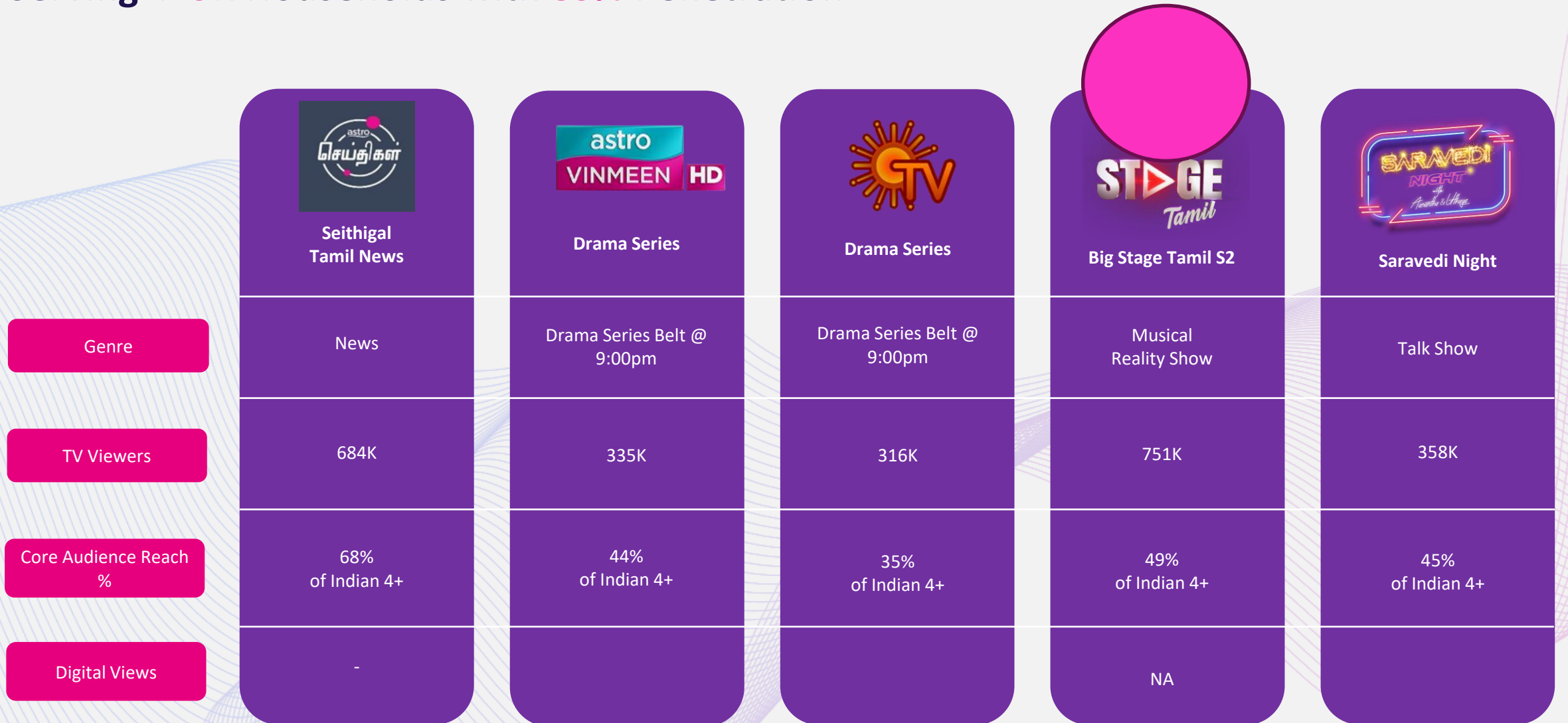
	Prime Time Dramas	Prime Time Sitcom	Walking With You Season 4
Genre	Drama Series	Modern Sitcom	Reality TV Magazine
TV Viewers	823 K	314 K	479 K
Core Audience Reach %	71% Chi 15+ HHI 5K+	70% Chi 15+ HHI 5K+	38% Chi Female 25 - 44

Source: Kantar Media DTAM | Chinese 4+ Universe: 2.4 mil





























*Average monthly reach among all drama titles @ 8:30pm & 9:30pm from January until March 2024

Our Indian IPs

Serving 419K Households with 83% Penetration



Kids' Content with Growing Export Potential

	 Didi & Friends	 Tayo The Little Bus	 Omar & Hana	 Pinkfong	 Cam & Leon	 Doraemon	 Upin & Ipin
TV Viewers <i>(until March 2024)</i>	5.1 Mil	4.3 Mil	8.5 Mil	3.1 Mil	1.9 Mil	5.9 Mil	5.5 Mil
Core Audience	Pre-Schooler Mass Malay, young parents with kids below 6 years old					Primary Schooler Mass Malay, young parents with kids aged 7-12 years old	
Digital Views	6.3 Bil	7.7 Bil	3.6 Bil	41 Bil	361 M	2.1 Bil	4.1 Bil
Social Media Followers	 541 K  414 K  6.9M	 784 K  12.6 K  10.4M	 332 K  143 K  6.41M	 719 K  147 K  72.6 M	 17 K  2.3 K  541 K	 120K (MY)  2119 K (MY)  4.81M	 16 M  3.6 M  12.1M
On-Ground	10,000 crowd (Konsert Hora Horey Live!) 30,000 crowd (Mini Carnival)	--	30,000 crowd (Fiesta Omar & Hana 2.0)	55,000 crowd (Pinkfong T-Rex Event)	20,000 crowd (Cam & Leon Fun At The Park)	--	--