



INTRODUCTION TO BOO Channel 404

Introducing Asia's most haunted channel, BOO (Channel 404). There's no horror quite like Asian horror, where the creepiest, slimiest, oiliest and scariest crawl out of your imagination to come to horrific life on screen. If fear and terror rock your world, then BOO is your heavenly hell. Non-stop shivers in scarily clear HD.

BOO (CH 404) is a new monthly subscription channel on Astro delivering 24-hour Asian focused horror and thrillers. BOO screens horror, slashers, psycho-thrillers and their sub-genres such as horror-comedy, horror-action & more. Look out for adrenaline-fueled, soul-stirring entertainment on BOO (CH 404) starting 31 October 2016 at RM6.35/month (inc. GST) which will allow you access 40 movie titles every month.

BOO (CH 404) will feature special premieres every Friday.

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FAQS

1.0 BOO CHANNEL: GENERAL

1.1 What is BOO (CH 404)?

BOO (CH 404) is a new monthly subscription HD channel on Astro delivering 24-hour Asian focused horror and thrillers. BOO screens horror, slashers, psycho-thrillers and their sub-genres such as horror-comedy, horror-action & more. Look out for adrenaline-fueled, soul-stirring entertainment on BOO (CH 404) starting 31 October 2016 at RM6.35/month (inc. GST) which will allow you access 40 movie titles every month. BOO available on Astro Channel 404 and via On Demand Entertainment.

1.2. Who is the target audience for BOO (CH 404)?

BOO (CH 404) movie offerings are suitable for those who enjoy mainstream and non-mainstream horror and thriller movies.

1.3 What kind of content offering can viewers expect on BOO (CH 404)?

You can look forward to a total of 40 titles with 4 fresh, new titles every month. The channel plays a wide range of titles but its key focus is horror, slasher and suspense/psycho thrillers. BOO (CH 404) focuses on South East Asian and East Asian titles all in HD and in its original

language with subtitle options. Besides the 4 new titles a month, BOO also brings you the best and favorite horror/ thriller movies from the past.

1.4 How and when can I start accessing this channel on Astro?

You can subscribe and access BOO on Channel 404 on Astro from 31 October 2016.

1.5 Are the movie titles on BOO (CH 404) available in languages other than English? Are there any subtitles available?

Yes, BOO (CH 404) movie titles are available in its original languages with subtitle options in Bahasa Malaysia, English or Simplified Chinese.

1.6 Can I record BOO (CH 404) titles on my PVR?

Yes, you must be subscribed to both the HD and PVR service you can record BOO (CH 404) movie titles. The recorded titles will remain in your PVR for as long as there is available space on your hard drive or for as long as you are subscribing to the BOO (CH 404) channel service.

1.7 When can I expect new movie titles on BOO (CH 404)?

You can expect 4 fresh titles per month, each one premiering every Friday at 10.30pm.

1.8 Where can I find detailed information/synopsis of the monthly titles shown on BOO (CH 404)?

You can get a brief synopsis of each title on Astro's EPG.

Astro B.yond connected PVR customers may also go into the *Astro On Demand* catalogue by pressing the 'HOME' button on your remote.

1.9 Is BOO (CH 404) available to Astro GO customers?

Yes.

1.10 What is the difference between BOO (CH 404) on Astro and BOO on via On Demand?

BOO (CH 404) on Astro is linear, scheduled programming while BOO via the On Demand service allows you to watch BOO titles whenever you want including via Astro GO. BOO (CH 404) subscribers on connected boxes are also entitled to access BOO content via On Demand.

2.0 SUBSCRIBING TO BOO CHANNEL (CH 404) ON ASTRO TV CHANNEL (ON-AIR LINEAR)

2.1 How can I subscribe to BOO (CH 404) on Astro?

To subscribe to BOO (CH 404), you will need to be an Astro B.yond customer with HD services (ie. an Astro B.yond HD customer) and then, proceed by:

- Calling our call center at 03-95433838
- OR go to Astro Channel 200

2.2 How much do I have to pay every month to subscribe to BOO (CH 404) and what do I get?

It will cost RM6.35 (incl. GST) per month. You will have access to 40 titles every month shown on BOO (CH 404).

2.3 If I do not have HD service, can I still subscribe to BOO (CH 404) on Astro?

Yes, Astro B.yond customers who do not subscribe to the Astro HD service can still subscribe to BOO (CH 404) and view the movies titles, but the channel will not be in HD quality. We recommend you get Astro HD services for a richer viewing experience.

Alternatively, Astro PVR customers with broadband connection can access BOO ala carte titles via On Demand Store for RM 6.50 per title.

2.4 Can anyone subscribe to the HD services on Astro?

Yes. However, customers living in condominiums will also need to check with their respective condominium management if the building is HD compatible.

2.5 I am currently using an old Astro Box (Legacy STB), can I subscribe to BOO (CH 404)?

I am afraid not. You will need to do a swap/upgrade to Astro B.yond. We urge you to do so, so you will be able to subscribe to BOO (CH 404) and enjoy other services including HD service options.

3.0 SUBSCRIBING TO BOO (CH 404) VIA ON-DEMAND

3.1 What is BOO via On Demand?

On Demand allows you to stream video content online either by watching the video as it is being downloaded, or wait for it to finish downloading. Astro PVR customers (i.e. with a connected STB) can have the option to buy and watch BOO titles via the On Demand service.

BOO (CH 404) Astro customers

You will have access to the 40 monthly BOO titles via On Demand for free as part of your subscription entitlement.

Non-BOO Astro customers

You can have the option to watch any BOO movie title on an ala-carte basis for RM 6.50 per movie (Pay-Per-View service).

3.2 How do I get access to On Demand to watch BOO titles?

On Demand is available to Astro PVR decoders (connected with the Wi-Fi dongle), DMT5 and IPTV customers.

To access On Demand Entertainment, press “Home” button on your Astro remote and go to “On Demand”. Use the arrow keys to browse through and select the titles you want to download and watch.

*You will need to be a customer with an Astro PVR connected to a broadband service of to enjoy On Demand. Recommended internet speed is 5 Mbps.

3.3 If I do not have Astro PVR, can I still access the ala carte BOO titles via On Demand?

No, you will need to be connected, which means you need to be an Astro PVR customer with broadband services to enjoy On Demand.

3.4 Once I am connected to On Demand, how do I subscribe/purchase BOO ala carte titles?

You can do so via by visiting the On Demand Store and Astro Go – Pay Per View

To access On Demand Entertainment, press “Home” button on your Astro remote and go to “On Demand”. Use the arrow keys to browse through and select the titles you want to download and watch.

3.5 If I have subscribed to BOO (CH 404) will I get free access to the BOO titles via On Demand?

Yes, you will have FREE access to the same 40 BOO titles every month via On Demand. To view past BOO library titles via On Demand, you can choose to purchase any BOO titles on an ala carte basis for RM 6.50 per title in the On Demand Store.

3.6 How long is the viewing period of the purchased BOO titles that I have downloaded via the On Demand store?

For BOO titles purchased via the On Demand Store, you will be able to access the downloaded movie for 48 hours from the time of purchase. For example, if you take 3 hours to download, you will only have 45 hours to watch the movie before it expires.

3.7 Do I get to preview the BOO movie titles via On Demand before making a decision to purchase the movie title?

No.

3.8 What if I do not manage to view my purchased BOO title via On Demand within 48 hours or I couldn't download it because of internet issues/failure?

You will be billed for the ordered title once the order is confirmed. You will then be able to download and watch as many times as you like within 48 hours. Unfortunately, we're unable to give you a refund for failed downloads pertaining to internet connection failure.

3.9 Once my selected BOO's On Demand titles are downloaded, can I save it permanently in my decoder?

For On Demand titles they will be viewable for 48 hours upon purchase before being automatically deleted from your decoder.

3.10. Can I transfer or copy the purchased BOO movie titles to other devices?

No, this is not possible as content available via On Demand can only be viewed on the decoder that it was purchased in and therefore it is not possible to transfer On Demand content to other devices.

3.11 How will the purchasing of BOO a-la-carte title charges be billed?

It will be reflected in your monthly Astro bill. All your On Demand purchases will be listed as itemized purchases.

4.0 Astro GO

4.1 Will BOO channel be available on Astro GO?

Yes. BOO channel will be available for customers who subscribe to BOO. However, there will be no live streaming of the channel. All content available on BOO channel will be available on Astro GO in an On Demand format, customers must select individual movies to watch them.

5.0 NJOI

5.1 Will BOO be available for NJOI customers?

Yes. BOO is also available for NJOI customers via Prabayar NJOI at RM16.90 (inc. GST) for 30 days and at RM5.30 (inc. GST) for 3 days starting 24 November 2016.