

HANTU  
KAK LIMAH

陰陽道  
Demon's Path

DUKUN

NAWANGSIH

PASKAL

D O S A

POLIS  
EVO 2

PSY

Didi  
& Friends

Cam & Leon

## RAISING THE BAR

of Asian content with compelling vernacular originals that capture customers' hearts

CONTENT



# CONTENT

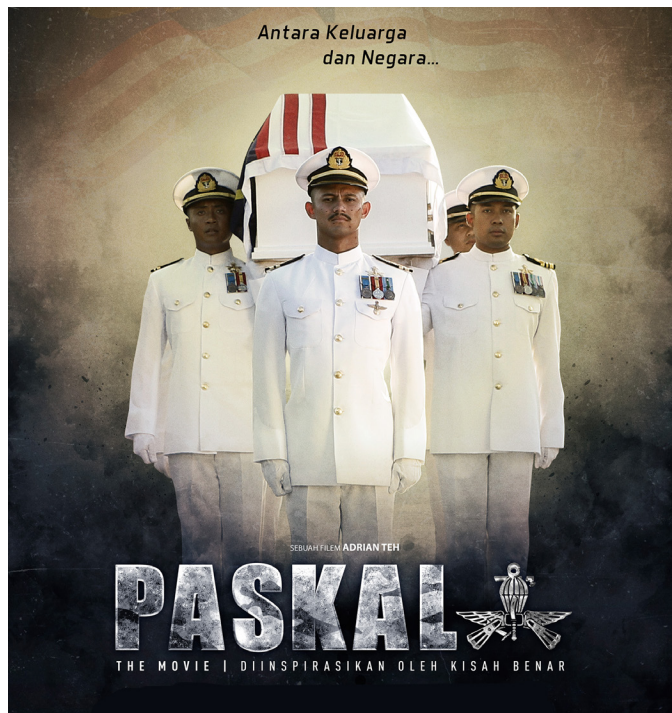


2018 was a huge year for our movies as our films collectively grossed over RM100 million in local cinemas

We continue to captivate viewers' imagination through our comprehensive and eclectic content spread underpinned by our key differentiator – our own signature vernacular IPs. We produced and commissioned over 12,600 hours of content serving our demographically diverse customers across varied ethnic groups who speak various languages and dialects.

Overall viewership has increased in FY19 through the combination of linear, OD and OTT. Linear viewership, measured as TV viewership share remained resilient at 75%, supplemented by growing OD consumption as video downloads more than doubled to 54 million and OTT registered users increased 32% to 2.2 million.

Our movies have done exceptionally well in FY19 by setting new benchmarks at the local box office. We continue to produce compelling premium original content that resonates with audiences across Malaysia and beyond, leveraging regional collaborations and partnerships. Our shows have been dubbed into multiple languages for global distribution. On the digital front, we consolidated resources to create winning short-form content for smaller screens that garnered over 1.9 billion minutes watched to date. Gempak and Xuan retained their position as the top Malay and top local Chinese digital entertainment brands in Malaysia respectively. FY19 also marked a major sporting year with Astro achieving new milestones in terms of viewership and sale of sports passes.



## Box office champion

Our movies led the way in FY19, grossing over RM100 million in local cinemas. With 9% share of overall Malaysia GBO collection (comprising international and local releases) and over 60% share of local movies' GBO collection, this represents our best performance to date. The simplicity of the narratives yet profound subject matters resonated well among with diverse audiences while uniting Malaysians at the cinemas.

Our highest grossing movie ever, satirical horror movie *Hantu Kak Limah* was miles ahead of most major Hollywood franchise titles released in Malaysia in 2018, raking in RM38 million. Our top performing action flick, *Paskal* reignited the sense of patriotism among Malaysians and collected RM30 million in ticket sales. With a gripping storyline revolving around a breach in national security, *Polis Evo 2* outperformed its prequel, *Polis Evo* by grossing RM23 million in cinemas. *Polis Evo 2* was our first collaborative foray with Indonesia's Emtek group.

Loosely based on a true story, the long-awaited *Dukun* was released after being under wraps for more than a decade to tell the tale of Diana Dahlan, bewitching cinema goers and critics alike, and winning numerous accolades. Meanwhile, our 2018 Chinese New Year release directed by award-winning director Chiu Keng Guan, *Think BIG BIG* became the highest grossing local Chinese movie of the year and was shown in China, Taiwan, Singapore, Indonesia, the Philippines and East Timor.

## Stronger regional content proposition

Through our collaborations with local and regional content players, we produce, license and distribute our compelling content abroad to expand reach and monetisation opportunities. In FY19, we licensed 15 channels and distributed thousands of content hours across different genres including Nusantara, Kids, Chinese, eSports and Horror to the ASEAN region, Australia, Canada, India, Russia, United States, Middle East, North Africa and more.

### Nusantara

Through our JV entity, Nu Ideaktiv Sdn Bhd, we collaborated with GMK to adapt popular Malay magazine content IPs including *Mingguan Wanita*, *Pa & Ma*, *Rasa*, *Impiana* and *Persona Pengantin* for TV. This is the initial step in our push towards becoming a prolific Nusantara content creator to address our regional Malay-speaking neighbours spread across Indonesia, Singapore, Brunei and southern Thailand.

Building on the success of our previous Nusantara IPs *Gantung* and *Do[s]a*, we partnered with Telkomsel to create *Nawangsih*. A horror drama written by award-winning Indonesian singer-songwriter Melly Goeslaw, *Nawangsih* was launched on Telkomsel's video streaming app MAXstream in FY19. Our dynamic working relationship with Indonesian production partners has enabled us to build a pipeline of Nusantara IPs across multiple genres and formats including theatricals, series and short-form digital titles.

### Kids

We currently have 12 regional and international content licensing deals for our singalong preschool animation IP, *Didi & Friends*. The IP is broadening its reach to a wider audience and is being dubbed in various languages including Hindi, Spanish, Portuguese, Mandarin, Vietnamese, Tamil, Telegu, Marathi, Arabic, English and Thai. *Didi & Friends* reached a significant milestone in FY19

as it achieved 1.8 million OD downloads and 1.4 billion views on YouTube with a subscriber base of 1.8 million, up 106% year-on-year. Released in theatres in March 2018, *Konsert Hora Horey Didi & Friends* generated almost RM3 million at the local box office and became our first animated content to be featured on the big screen.

Our singalong Islamic IP, *Omar & Hana* secured six content licensing deals and was dubbed into Arabic and English. The IP broke into YouTube's top 10 channels in Malaysia with 686 million digital views and 1.5 million YouTube subscribers. Meanwhile, our kids animation co-produced with Giggle Garage, *Cam & Leon* has 11 content licensing deals in place.

Our No. 1 Kids programme, reality talent search IP *Ceria Megastar* outperformed FTAs' primetime dramas and seasonal specials with 1.9 million TV viewership while 15 of our *Ceria Megastar* videos trended weekly on Malaysian YouTube charts. These videos garnered over 32 million digital views in FY19.

Meanwhile, *Oh My Family* is a new family entertainment franchise featuring Indonesian, Malaysian and Singaporean talents. The show has garnered 8.7 million unique TV viewers and 6 million digital views. We also produced our first Chinese live musical based on Astro Xiao Tai Yang's No. 1 kids entertainment show, *The Five Elves*, where we presented six ticketed shows at the Kuala Lumpur Convention Centre.

Our partnership with SmartStudy, a Seoul-based entertainment company enabled us to bring popular animated characters *Pinkfong* and *Baby Shark* to Malaysia. The IP was monetised across multiple platforms including merchandising, on-ground events and licensing deals. 23 ticketed live musical shows were held featuring the original Korean cast and crew. The musical drew in 15,000 fans over nine days, and marked the first time the show was held beyond Korean shores.



Our animation IP, *Didi & Friends* was recognised by YouTube for achieving 1 million subscribers and 1 billion views



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### Chinese

In FY19, we produced Astro's first premium Hong Kong original series, *Demon's Path*, which was picked up by Netflix for worldwide distribution (excluding China) and licensed to Celestial for distribution in Singapore, Indonesia and the Philippines.

During the year, we established direct relationships with China's top OTT players including iQIYI, Tencent and Youku to be their overseas content partner, enabling us to bring Astro customers the very latest Chinese web dramas and variety shows.



Netflix and Celestial acquired the distribution rights for *Demon's Path*, our first Hong Kong original drama series

### eSports

Astro remains at the forefront of the burgeoning eSports scene through our eSports channel eGG Network, now present in eight countries on TV and OTT platforms. In December 2018, eGG Network co-organised the Kuala Lumpur Major, the first-ever Dota 2 Major

tournament in Malaysia alongside Imba TV and PGL. This ticketed event saw a peak attendance of over 7,500 people at Axiata Arena. The KL Major was dubbed in four languages and broadcast live through eGG Network, delighting local and international fans alike and garnering an impressive 1.8 million unique TV viewers via eGG Network and 18 million digital views on Twitch.tv and Facebook. The event was rated as among the Top 10 most popular eSports tournaments in the world in 2018 by Esports Charts.

### Horror

In March 2018, we launched our horror channel, Boo in the Philippines through a partnership with Solar Media Corporation, expanding our footprint overseas.

### A new dawn for Malaysian journalism

The monumental shift in the country's political landscape in FY19 acted as a catalyst towards greater press freedom with local media practitioners embracing the newfound liberty in news reporting. As a result, we saw Malaysia's ranking in the 2019 World Press Freedom Index improve by 22 spots. Importantly for us, FY19 also marked the emergence of our dedicated news channel, Astro AWANI as the 'Most Trusted Malaysian News Source', as polled by Reuters in its June 2018 Institute Digital News Report. AWANI's coming of age stemmed from its timely, unbiased and reliable news reporting throughout the 14th General Election ("GE14").

AWANI provided detailed coverage of every key election moment and throughout the first 100 days post-GE14 on its *100 Hari Malaysia Baharu* programme. Our in-depth coverage on polling day garnered a record-breaking 9 million unique TV viewers, more than 20 times above our daily average viewers. AWANI's website reached a record 8 million unique viewers with 42 million page views while 129,000 unique users engaged through our AWANI app and 834,000 views were recorded on Astro GO.

Meanwhile, AEC offered the latest updates in Mandarin during GE14. AEC's election result programme, *Polling Night* was broadcast live for seven hours and reached 1.4 million unique TV viewers. Our Mandarin news IPs, *Evening Edition* and *Prime Talk* emerged as Malaysia's top local Chinese programmes, outperforming local FTAs for the fourth consecutive year.

On the digital front, we launched Hotspot in April 2018, a Mandarin news and infotainment brand in conjunction with GE14 to complement our news and current affairs programmes. The digital brand achieved an average of 600,000 monthly active users and registered a fan base of 120,000 with over 12 million Facebook video views.





Astro AWANI was voted as the 'Most Trusted Malaysian News Source' as polled by Reuters in its Institute Digital News Report 2018

### Strengthening our digital-first content ("DFC")

FY19 saw continued focus on the creation of DFC to engage digital natives and drive digidex. Underpinned by compelling short-form vernacular DFC, Gempak and Xuan maintained their pole positions as the No. 1 digital entertainment brand and No. 1 local Chinese digital entertainment brand in Malaysia with a fan base of 5.6 million and 800,000, garnering 402 million and 24 million digital views respectively.

With over half of *MeleTOP's* weekly episodes achieving over 1 million TV viewership and total YouTube views of over 484 million, *MeleTOP* emerged as our No. 1 entertainment news brand on TV and online. *MeleTOP's* YouTube channel has grown aggressively this year with an increase of 84% in its subscriber base. Two of *MeleTOP* videos, *Maya Karin Muntah Darah & Ruffedge* on *Anugerah*

*MeleTOP Era (AME) 2018* were listed in YouTube's Top 10 Malaysia Videos in 2018.

*Hello TUNs – Malaysia's Amazing Couple*, a Gempak original featuring an interview with Tun Mahathir and his wife, Tun Siti Hasmah during their birthday celebrations recorded an impressive 7.4 million digital views, making it the most popular Malaysian DFC. Our Chinese digital IP on Xuan, *May I Love You 2* that was released in 2018 garnered 1.4 million digital views and received several accolades including the Best Short-Form Content Award at the 2018 Asian Academy Creative Awards.

### Signature vernacular IPs

Our compelling adex proposition is underpinned by our signature vernacular IPs, which are firm favourites of Malaysians and continue to record consistently high viewership and ratings. These span diverse formats including reality shows, dramas, variety and award shows.

Astro's homegrown Malay language content has engaged millions of viewers across all platforms. Our highest rated comedy show, *Maharaja Lawak Mega 2018* remains popular among the Malay-speaking community, capturing 3.9 million TV viewership and 26.7 million digital views. Our latest instalment of reality singing competition *Gegar Vaganza Season 5* featured comebacks from popular singers of yesteryear, recording 3.9 million TV viewership and 26 million digital views. Our reality singing IP, *Big Stage* capitalised on its popularity among younger viewers, recording 2.5 million TV viewership and 26 million digital views. Our No. 1 award show, *AME2018* recorded 3.1 million TV viewership and achieved a new voting record of 2.2 million votes through SMS and digital platforms. *Tak Ada Cinta Sepertimu* emerged as our top-rated drama in FY19 with 3.3 million TV viewership.

*Classic Golden Melody ("CGM")* maintained its position as our No. 1 Chinese entertainment IP. With an enhanced format, the show successfully attracted participants from Singapore, China, Taiwan, and Indonesia to compete with our best local talent. With Taiwan's top TV host Sabrina Pai co-hosting the grand finals, *CGM* garnered a TV viewership of 395,000.

Addressing younger audiences, we introduced Malaysia's first androcentric entertainment variety programme, *Call Me Handsome 2018*. This IP attained 1.3 million digital views, the highest among all Astro's Chinese variety shows.

Our top Indian content, *Thigil*; Tamil travelogue, *Rassika Russika* and local reality singing competition, *Superstar* achieved 194,000, 190,000 and 152,000 TV viewership respectively.





*We provided comprehensive coverage of key sporting events in 2018 including the Jakarta-Palembang 2018 Asian Games*

### A monumental sporting year

FY19 was undeniably a major sporting year for us at Astro as we captivated fans with in-depth coverage of sporting events across all platforms.

The biggest of them all, the 2018 FIFA World Cup graced Malaysians' TV screens engaging over 11.6 million football fans through our live coverage via two HD and two standard definition ("SD") channels, a 40% increase compared to the previous World Cup. 87% of Malaysians watched the 2018 FIFA World Cup via Astro channels, with another 1.0 million unique viewers watching through our apps Astro GO and NJOI Now. Fans were kept engaged with real-time scores, match highlights, match statistics and game replays from multiple camera angles for bite-sized viewing through our dedicated sports mobile app, Stadium Astro, which recorded 0.7 million unique viewers.



*For more on the World Cup, refer to page 111, Customer and page 121, Experience*

During the year, we also broadcast the 2018 Gold Coast Commonwealth Games via six dedicated HD channels covering all live events. Our coverage garnered 9.3 million unique TV viewers, up 15% from the previous edition. Our coverage of the Winter Olympics in PyeongChang through four dedicated channels resonated with 1.4 million unique TV viewers.

With six HD and six SD channels dedicated to the Jakarta-Palembang 2018 Asian Games, we engaged 8.4 million unique TV viewers over a two-week period as Malaysians witnessed the country winning its first sepak takraw gold medal in 24 years. The Harimau Malaya football team also went head-to-head against defending champions Japan in one of the most nail-biting matches in our country's football history.

Astro Arena produced the Sepak Takraw League ("STL") that reached 5.6 million unique TV viewers. The STL averaged 129,000 unique TV viewers per match, up 36% year-on-year. It was also live streamed on our OTT and the Stadium Astro website, garnering over 120,000 page views and drawing interest not only from ASEAN countries but also Egypt, Saudi Arabia, Australia and the United States.



## Day/Date and OD content

We continued to strengthen our Day/Date content from the US, UK, Korea, China, Hong Kong, Japan, Taiwan and Singapore. In FY19, we increased our Day/Date titles to an all-time high of 227 titles, an 11% increase. Our OD content slate spanned various genres and languages catering to diverse customer preferences including Hollywood and Korean titles such as *The Voice*, *The Walking Dead* and *What's Wrong with Secretary Kim*. A noticeable shift in demand for regional Day/Date content led us to increase our Chinese titles by 30%. We upped our game this year by uploading the entire series on our OD platform prior to Day/Date TV premiere, allowing our customers to binge-watch entire series at their convenience.

## Driving development through content

### Nurturing local talents through our productions

We encourage and provide a platform for local talents to develop their creativity and skills to raise the standard and quality of locally produced content.

### Championing local sports

As the only operator in the region offering a dedicated 24-hour local sports channel on TV and OTT through Astro Arena, we are proud to play a part in boosting the local sporting scene by connecting fellow Malaysians to their favourite sports.

### Raising education standards through edutainment

Astro's three Tutor TV channels for UPSR, PT3 and SPM are Malaysia's first and only dedicated exam revision channels to aid primary and secondary school students in their studies.



Our Tutor TV channels provide revision tips for primary and secondary school students