

CONTENT

Championing



**Asian**

originals

## Content



Our 4K UHD channels feature the best of movies and live sports

The breadth and depth of Astro's content is our key differentiator. We are refreshing and innovating our content offering to serve all age groups, leveraging our strength in content creation, production and aggregation. In FY20, we produced and commissioned over 11,300 hours of winning homegrown content and enriched our On Demand library to 51,000 titles. These underpin the increase in our total TV viewership share to 76% and jump in total On Demand shows streamed by 37% to 74 million.

Taking an innovative approach across all aspects from content ideation to delivery, we explored bolder storytelling and novel concepts that transcended platforms to engage our audience. We produced *Misteri Dilaila*, Malaysia's first film with two alternate endings, generating immense hype among moviegoers and grossing RM11 million at the box office. Harnessing augmented reality, the first live interview with an animated character from *BoBoiBoy Movie 2* aired on our hit talk show *MeleTOP*. *Mikrofon Impian* represented a fresh approach on the reality singing format with contestants competing to win a cash prize to rebuild their lives. To elevate the customer viewing experience, we launched three 4K UHD channels featuring the best of live sports, Hollywood and documentaries and also added 32 new HD channels.

We captivated millennials through our engaging vernacular digital brands, with viewers spending over 9 billion minutes watching our content online in FY20. We led this space across all vernaculars with Gempak and Xuan cementing their positions as the No. 1 Malay digital entertainment brand and No. 1 local Chinese digital entertainment brand respectively. Meanwhile, Ulagam emerged as the No. 1 local Indian digital brand this year in Malaysia. We also retained leadership of the local box office and garnered global recognition with the release of *The Garden of Evening Mists*, our award-winning movie.

Produced and  
commissioned  
**FY20**  
**11,300**  
content hours

Local box office  
share  
**2019**  
**50%**

## Content



Our highly rated dramas, *Setelah Terlafaznya Akad* and *Curi-Curi Cinta*, led Google Malaysia's Top 10 most searched TV shows

### WINNING MIX OF LOCAL AND INTERNATIONAL CONTENT

In FY20, our signature vernacular offerings continued to captivate Malaysian audiences with *Setelah Terlafaznya Akad* leading Google Malaysia's Top 10 most searched TV shows in 2019 and with six other titles also featured in that list.

Our drama continues to underpin audience engagement with *Curi-Curi Cinta* emerging as the No. 1 drama with 3.2 million TV viewership while *Setelah Terlafaznya Akad* and *Sweet Dreams* achieved strong TV viewership of 2.6 million and 2.4 million respectively.

*Gegar Vaganza Season 6* was the most popular reality show in Malaysia, recording 3.9 million TV viewership and 51 million digital views. *Maharaja Lawak Mega 2019* (MLM) remained as Malaysia's top comedy show, with a successful spin-off titled *Muzikal Lawak Superstar*. Both programmes registered TV viewership of 3.3 million and 2.1 million, along with 63 million and 17 million digital views, respectively. *Big Stage 2019* expanded beyond Malaysian shores to feature an impressive line-up of regional digital influencers from South Korea, Indonesia, Thailand and Brunei, garnering TV viewership of 1.9 million alongside 23 million digital views and extensive regional coverage. Our No. 1

awards show, *Anugerah MeleTOP ERA 2019*, gained strong traction among millennials with 3.1 million votes cast, the highest number ever. With TV viewership of 3.5 million, the show's opening performance trended No. 1 on YouTube Malaysia for four weeks.

*Classic Golden Melody 2019* continues to be a fan favourite, garnering 419,000 TV viewership and 2.7 million digital views. *Business Talk*, our talk show premised on helping local SMEs to create and explore business opportunities, expanded beyond TV with the *Business Talk Workshop 2019*, a live extension of the show to interact with followers.

Our news brand AWANI was entrusted with an exclusive interview with the Yang di-Pertuan Agong in conjunction with His Majesty's coronation. The success sparked a series of new leadership capsules featuring exclusive interviews with global personalities, including Indonesian President Joko Widodo and Christine Lagarde, that were further amplified by international media outlets including Reuters, Channel News Asia and Gulf News. Our exclusive broadcast of HBO's *Game of Thrones Season 8* became Malaysia's No. 1 English series in 2019 with 1.5 million episodes streamed On Demand for the entire series and 256,000 turning up for on-ground events.



“We produced and marketed 5 of the Top 10 highest grossing local movies in 2019”

### NOTABLE FIRSTS IN FILMS

We achieved a new milestone in FY20 by attaining 60% share of the Top 20 highest grossing local films of all time. We are delighted that our local movies continued to win over the hearts of Malaysians in FY20, validating our long-term strategy in championing homegrown productions amid rising demand for quality local and vernacular offerings. Malaysian movies grossed over RM100 million at the box office in 2019 for the second consecutive year, with Astro continuing to lead the local box office by producing five of the Top 10 local movies, amassing a GBO collection of over RM75 million in 2019. Local animated movies were the big winners, including our *BoBoiBoy Movie 2* that grossed RM30 million, beating major Hollywood animation titles.

We released *Pusaka*, Malaysia's first investigative horror and No. 1 live-action film of 2019, raking in RM14 million.

Our inaugural collaboration with Primeworks Studios, Infinitus Gold and mm2 Entertainment yielded Malaysia's first mixed martial arts film titled *Sangkar* that grossed RM13 million. *Wira* became the first local film to be screened in 4D, offering a multisensory experience and immersing fans with world-class action sequences.

We premiered our award-winning international film, *The Garden of Evening Mists (TGOEM)*, a movie adapted from the critically acclaimed novel by Malaysian author Tan Twan Eng. This was our first movie collaboration with HBO Asia which premiered at the 24<sup>th</sup> Busan International Film Festival. Screened as the closing film at the 56<sup>th</sup> Golden Horse Film Festival, this period love story earned *TGOEM* nine award nominations at the 56<sup>th</sup> Golden Horse Awards – the highest ever for a Malaysian film – winning for Best Makeup and Costume Design.



Astro Shaw's movies achieved over 50% share of 2019 local box office, grossing over RM75 million

## Content



Gempak's original series, *Dua The Series* struck gold at the Malaysian Media Awards 2019 and silver at the Malaysian Digital Awards 2019

### GROWING DIGITAL BRANDS

Catering to the preferences of millennials for short-form content, we delivered innovative digital-first content through our brands including Gempak, AWANI, SYOK, Xuan and Ulagam.

Gempak recorded its highest engagement with 3 million digital MUV and 2.4 billion minutes watched in FY20. Our editorial content, multi-format originals and adapted IPs such as *Hello Tun: Standing in the Eyes of the World*, *Curhat* and *The House Season 5* generated over 560 million digital views. Our online short-form content garnered international recognition, winning the Best Branded Series Award at the Asian Academy Creative Awards 2019 for *The House Season 5*. Similarly, *Dua The Series* picked up two awards for the Best Integrated Media Campaign at the Malaysian Digital Awards 2019 and Best Use of Branded Content Award at the Malaysian Media Awards 2019. Going beyond digital, Gempak TV was introduced on Astro Ria and garnered TV viewership of almost 1 million within three months of its premiere.



Digital MUV

**FY20**  
**3.0m**

Minutes watched

**FY20**  
**2.4b**

Digital views

**FY20**  
**560m**



Xuan and Hotspot are key brands engaging Chinese-speaking digital natives. Xuan achieved 600,000 MUV with its web originals, *May I Hug You Now?* and *May I Love You 2* winning Best Cinematography and Best Short Form Content at the Asian Academy Creative Awards 2019 respectively. *Why So Famous* became Astro's first web series featured on a China app via iQIYI. Hotspot's bite-sized news and digital information delivery continued to engage digital natives with over 64 million views.

Anchored by a revamp of editorial and video content and efficient social media management, Ulagam recorded a historic high of over 52 million digital views and 174,000 digital MUV, emerging as the top local Indian digital brand in Malaysia.

Our news brand AWANI grew its engagement to over 3.7 million digital MUV with the revamp of its app.

#### FORGING STRATEGIC CONTENT PARTNERSHIPS


Through our strategic relationships, we introduced the first of our streaming partnerships with the No. 1 app in China, iQIYI and the home of Hollywood premium series, HBO GO. This enables us to offer a more personalised experience and unlock more content choices to our digital natives.

As iQIYI's first partner on the app outside China, we secured exclusive rights to deliver the first iQIYI channel globally and delivered its original content on TV, On Demand and over-the-top nationwide. iQIYI has an extensive slate of originals and the best shows from China, including *Story of Yanxi Palace*, *Sword Dynasty* and *The Mystic Nine*. This partnership also enabled our content to travel beyond Malaysia with several of our signatures, including *Miss Astro Chinese International Pageant 2019*, *Call Me Handsome* and *Why So Famous*, available on the iQIYI app.



*Miss Astro Chinese International Pageant 2019, our homegrown originals featured on the iQIYI app, celebrates women's empowerment and confidence*

Our exclusive partnership with HBO unlocked over 4,000 hours On Demand of the best Hollywood blockbusters and HBO originals on TV and Astro GO, which is complimentary to all our Movie Pack customers and available for purchase to other Astro customers. We collaborated with Telkomsel, Indonesia's biggest telco, to deliver our originals *Omar & Hana* and *Sepenggal Puisi* on the MAXstream app.

 For more on strategic content partnerships, refer to Customer section on page 70



**No. 1**  
Malaysian digital  
entertainment brand



**No. 1**  
Malaysian Chinese digital  
entertainment brand



**No. 1**  
Malaysian Indian  
digital brand

## Content



*Konsert Hora Horey Live! Didi & Friends was a first-of-its-kind interactive concert*

### 360° EXTENSION OF KIDS IPS

Kids IPs form a core pillar of our content offerings. We are excited with the success of *BoBoiBoy Movie 2*, our first animated movie in collaboration with leading local animator Animonsta, that became one of the highest grossing local films of all time.

*SMK*, our new comedy edutainment series, emerged as our best performing kids programme in FY20, achieving over 1.1 million TV viewership and 10 million digital views. *SMK* was inspired by our original digital video *10 Jenis Pelajar Sekolah* that was among the Top 3 trending videos on YouTube Malaysia in 2019. *SMK*'s digital interactive platform called 'Suara Murid Kita' serves as a community touchpoint, enabling students to share issues in school. These queries are addressed by our non-governmental organisation (NGO) partners, Science of Life Studies 24/7 (SOLS) and Malaysian Mental Health Association. These bite-sized videos are uploaded onto Astro Ceria's YouTube channel.

Leveraging the success of *Didi & Friends* with 2.5 million On Demand shows streamed, 1 billion digital views in FY20 and a 3.2 million fanbase, we held our first interactive ticketed live concert – *Konsert Hora Horey Live! Didi & Friends* in August 2019 to engage with thousands of fans on-ground. With 14 local and international licensing and distribution deals, including the USA and Canada,

*Didi & Friends* was also named the Best Preschool Programme at the recent 24<sup>th</sup> Asian Television Awards in Manila. *Didi & Friends*' bite-sized content titled *Mengantuknya Mumia* went viral, recording 39 million digital views over three months and sparked a huge amount of user-generated content on YouTube and TikTok that was picked up by international media outlet CNN Indonesia.

Our faith-inspired animation *Omar & Hana* with a 2.9 million YouTube fanbase garnered a total of 600 million digital views and 747,700 total On Demand shows streamed in FY20. The preschool hit expanded beyond Malaysian shores through content localisation and collaborations with international Muslim influencers such as Indonesia's Oki Setiana Dewi and South Africa's Zain Bhikha, with 17 global licensing and distribution deals secured to date.

Our reality kids show, *Ceria Megastar Ministar*, unearthed new talents and garnered over 890,000 TV viewership. Leveraging the hype around Astro Xiao Tai Yang's (XTY) singalong *Tong Tong's Wonderland*, we extended the experience on-ground with 11 ticketed XTY Happy Castle Live Concert shows across Malaysia. We also produced the world's first Pinkfong live-action series titled *Hello Pinkfong* in collaboration with our partner SmartStudy, the creator of *Pinkfong* and *Baby Shark*.



## HOME OF SPORTS

We provided comprehensive coverage of local and international sporting events, including the Premier League, the 2019 Rugby World Cup, UEFA Champions League, NBA, 2019 Sepak Takraw League ("STL") and the Malaysia Premier Futsal League. The most watched sports event of the year was the World Cup football qualifier between Malaysia and Indonesia in November 2019 that drew a TV viewership of 2.3 million and 3.6 million digital views.

In FY20, we continued to bring live coverage of all Premier League matches to Malaysians with the 2019/20 season of Premier League, fuelling viewership on Astro GO and achieving 33 million digital views. Our exclusive weekly match highlights, player compilations and goals of the week featuring legendary pundits Nemanja Vidic, Jaap Stam and Louis Saha also made headlines in numerous international publications and trended on social media.

Back home, 2019 was a breakthrough year for STL with Astro spearheading the expansion of Sepak Takraw sports regionally,

featuring international teams from China, Indonesia, Singapore and South Korea for the first time in the STL Champions Cup 2019. With 310,000 TV viewership and 1.3 million digital views via Stadium Astro, STL was marketed as a ticketed event for the first-time ever with media rights distributed beyond Malaysia to Singapore via Starhub as well as Indonesia via UseeTV and TVRI, raising the sport's profile.

## STRENGTHENING OUR REGIONAL LEADERSHIP IN ESPORTS

With presence in eight Asian countries, including Australia, Indonesia and the Philippines, our dedicated eSports channel eGG Network continued to excite fans across the region. In June 2019, we hosted our first full scale international eSports tournament overseas – *Mobile Legends: Bang Bang Southeast Asia Cup* in Manila. The tournament was produced in eight different languages and streamed live on Facebook Gaming with over 23 million digital views globally. The *Mobile Legends: Bang Bang Professional League MY/SG Season 4* achieved 8 million digital views throughout the season.



Stadium Astro hosted exclusive live coverage featuring legendary pundits and prominent players in the Premier League



## Content

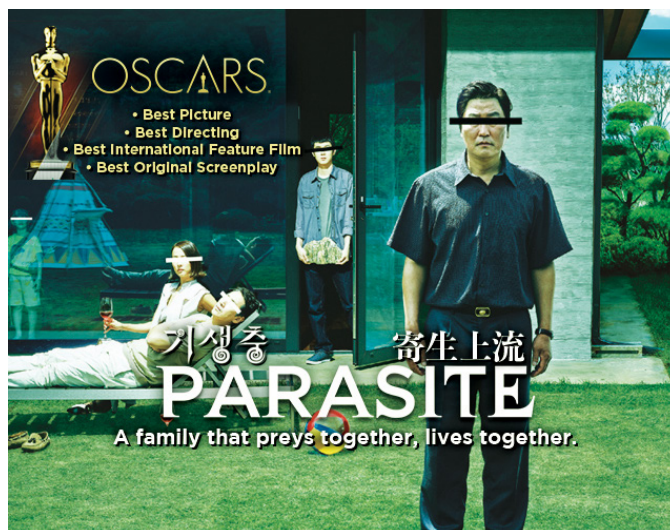


*Fans are able to stream all seasons of Game of Thrones exclusively On Demand*

### ACCELERATING ON DEMAND USAGE

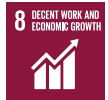
We continued to grow our On Demand library with over 51,000 titles available, up 29% year-on-year. We achieved new highs with 74 million shows streamed, marking a significant 37% increase. Notably, the average weekly viewing on Astro GO is 169 minutes, up by 13%. This is attributable to an opportunistic content strategy, whereby curation is built around topical events such as Merdeka and Malaysia Day, festive seasons and The Oscars.

Our Day/Date titles increased by 53% to 347 in FY20, with these also being made available via On Demand, including *The Man Who Kills Trouble*, *Chernobyl* and *Game of Thrones*. We released our Nusantara premium series *Sembilan* as the first Astro GO Exclusive and fortified our On Demand content slate with an array of short-form videos featuring key interviews and event highlights.



*Winner of four OSCARS® at The 92<sup>nd</sup> Annual ACADEMY AWARDS®, including Best Picture, Parasite is available On Demand*

## Inspiring our community



### Making learning accessible for kids

We encourage learning via our interactive educational brand, Astro Tutor TV. With three complimentary channels on Astro and NJOI, Tutor TV's content is refreshed to reflect the Malaysian school syllabus. Students sitting for their national school examinations have access to model examination questions, tips and revision notes. In collaboration with the Ministry of Education (KPM), we have launched the initiative to broadcast educational programmes of TV Pendidikan on Astro Tutor TV to provide access to learning materials through an alternative platform for the students without access to the internet. Meanwhile, our Tutor TV YouTube channel enables students to be part of a virtual peer learning group, engaging over 3.6 million unique viewers for UPSR, 1.6 million for PT3 and 1.8 million for SPM.

### Showcasing local sports

We champion local sports through Astro Arena, our dedicated 24-hour local sports channel made available on TV, On Demand, Astro GO and online via Stadium Astro. As the official

broadcaster of the 2019 Sepak Takraw League, we export content regionally to Singapore and Indonesia, sparking interest in this native Southeast Asian sport among the young.

### Unearthing local creative talents

- We launched our writers' room this year to develop quality original scripts, which also provides an avenue for young talents to nurture their skills, culminating in the scripting and production of our blockbuster movie *Pusaka* and drama series *Sweet Dreams*.
- Our platforms provide a springboard to launch local talents. Serene Lim, the winner of *Miss ASTRO Chinese International Pageant (MACIP) 2016*, went on to star in our films *The Garden of Evening Mists* and *Think Big Big*, while Lee Ivy garnered international acclaim after winning Taiwan's *Jungle Voice 2019*.
- Leveraging the rising number of professional e-gamers in Malaysia, our dedicated eSports channel eGG Network has unearthed 283 eSports gamers to be future talents on both TV and digital.



Produced by Astro Arena, the Sepak Takraw League was live streamed on Astro GO and the Stadium Astro website