

Creating Compelling Asian Stories



Customers spend two-thirds of their time watching our vernacular content

Our rich vault and pipeline of vernacular content sets us apart from our peers, both domestic and global. Innovation took centre stage in FY21 with new content formats, production techniques introduced as well as pioneering Malaysia's largest home cinema in response to the new normal. Amid production breaks as lockdowns were imposed, we produced and commissioned over 9,000 hours of content and grew our On Demand library to over

65,000 titles. TV viewership remained strong at 73% and the number of On Demand shows streamed tripled to 222 million while average weekly viewing on Astro GO grew 23% to 213 minutes, extending viewing across linear and On Demand. Overall, our customers spent an average of four hours daily watching Astro, with two-thirds of their time spent watching vernacular content.

Content produced and commissioned	On Demand library	On Demand shows streamed
9,000 hours	65,000 titles	222 million
FY21	FY21	FY21

Content

We explored content with bolder and edgier storylines in FY21 to serve audiences across different vernaculars

Creating winning and compelling vernacular content

Astro Originals is our business' strength and focus, driving TV viewership and steering strong growth in consumption of Astro GO and On Demand platforms. Our winning vernacular content remains the primary anchor for advertising with 77% of advertising revenue derived from signature content across Astro's vernacular channels.

Reality shows remained a popular genre among Malaysians in FY21. We introduced *The Masked Singer Malaysia*, a local version of the most adapted show in the world that trended No. 1 on Twitter during its premiere and garnered 2.0 million TV viewership and 32.7 million digital views. We are also the first to adapt and localise the popular British singing competition, *All Together Now* for premiere in FY22.

With no live audience shows allowed during the MCO, *Big Stage 2020* pushed boundaries with the introduction of our very first live virtual audience show, engaging fans in the new normal with over 2.4 million TV viewership and over 15.9 million digital views on Gempak. Our top reality show, *Gegar Vaganza Season 7* raked in 3.3 million TV viewership and 19.0 million digital views. *Sepatu Reunion Live 2020* was reintroduced as a year-long



Reality shows remained a popular genre among Malaysians in FY21



Our dramas continue to captivate and engage audiences

comedy live show and achieved 1.6 million TV viewership. *Anugerah MeleTOP ERA 2020* made broadcast history by becoming Malaysia's first ever 4K UHD production. Enhanced with augmented reality and in keeping with the times, it featured appearances by Health Director General Tan Sri Dr. Noor Hisham and activist Ebit Lew, garnering 2.7 million TV viewership.

Our dramas continue to captivate and engage audiences. Fan favourites during the year include *Perempuan Tanpa Dosa* and *Bidadari Kiriman Tuhan* with 2.1 million and 2.0 million TV viewership respectively. *6 Hari*, a special telemovie produced and directed remotely by Yusry Halim during the initial MCO, trended No. 1 on Twitter during its premiere week and received international coverage as the first quarantine-inspired drama, amassing 782,000 TV viewership.

Kampung Pisang Bersiri-siri, an Astro Original spin-off from the No. 1 film comedy franchise, *Hantu Kak Limah* by award-winning director Mamat Khalid was well received by Malaysians with over 1.4 million TV viewership and 227,000 On Demand shows streamed. Engagement was amplified in the digital space by Gempak which drew over 2.0 million digital views. Astro will continue to serve audiences a variety of innovative local premium series by pushing the boundaries of storytelling.

Exploring bolder storylines, *The House: Princess Ezurin* featured the life of Malaysian fashion icon and socialite, Ezurin Khyra and her family with special appearances by local artistes, drawing a huge following with over 1.2 million TV viewership, 4.8 million digital views, and received international news coverage. *The Maid*, a murder mystery comedy revolving around a famous millionaire and his four wives generated strong buzz with every episode trending on social media and garnering 6.4 million digital views and over 751,000 TV viewership.

Our top Chinese IP, *Classic Golden Melody* celebrated its 20th anniversary in FY21. It was recognised as "The Longest Running Singing Competition in Malaysia" by The Malaysian Book of Records and achieved a TV viewership of 379,000. Harnessing fan interest, we produced several spin-offs including *Classics Alive*, *The Golden Melody 20th Anniversary Special Editions*, as well as *The Golden Melodies - My MCO Music Journal* which proved popular with viewers.

Astro Business Talk franchise extended help to over 900,000 SMEs that were impacted by the MCO by sharing the latest business trends, branding and marketing strategies as well as digital transformation tips. Meanwhile, *Reignite SME* campaign assisted SMEs in rebooting their businesses by offering free advertising slots across TV, radio and digital. *Prime Talk*, our Chinese news programme achieved an all-time high TV viewership of 507,000 as Malaysians kept themselves updated with the latest development amid the pandemic. Another signature news programme, *Evening Edition* also garnered strong TV viewership of 567,000, a huge increase of over 70% year-on-year.



The Maid was a hit with strong buzz on social media

Astro Originals is our business' strength and focus, driving TV viewership and growth on Astro GO and On Demand



Classic Golden Melody is Malaysia's longest running singing competition

Content



Tamileetchumy is Malaysia's No. 1 local Tamil drama of all time

Tamileetchumy smashed records and became our most successful local Tamil drama of all time with 359,000 TV viewership. Our very first signature rap reality show *Rap Porkalam* gained over 1.4 million digital views and is the world's first Tamil rap competition. Our RAJINI70 pop-up channel, celebrating superstar Rajinikanth's 70th birthday, engaged 6.4 million viewers and cooking show *Cooku With Comali 2* and international Indian reality show *Bigg Boss* continue to engage fans with TV viewership of 563,000 and 505,000 respectively.

Astro paid tribute to the country's 63rd National Day with new content premieres celebrating Malaysia's diverse history, cultural richness and strength of the human spirit. Merdeka specials and documentaries aired as part of our 'Malaysia, Together We Are Safe' campaign included *Malaysia vs COVID-19* that explored heartwarming stories of COVID-19 frontliners, volunteers, patients and their family members.

We collaborated with National Film Development Corporation Malaysia (FINAS) to launch the PELAKSANA DKD Grant initiative, providing job opportunities to local producers to help revitalise the local creative industry amid the pandemic. Content projects worth RM10 million across multiple languages and genres were approved, and will be aired exclusively on Astro channels.

We transformed Astro First into Malaysia's largest home cinema by allowing producers to premiere first-run local movies directly to customers

Malaysia's largest home cinema

The shutdown of cinemas nationwide to prevent the spread of COVID-19 adversely impacted local film producers who were unable to premiere their films in theaters. To alleviate this distribution bottleneck, we transformed Astro First into Malaysia's largest home cinema by allowing producers to premiere first-run local movies directly to customers to enjoy from the comfort of their homes on a Pay-Per-View basis.

The results have been overwhelming with Pay-Per-View revenue on Astro First increasing by 81% in FY21. More importantly, this establishes an alternative platform for local filmmakers to premiere their movies and provides a business continuity solution to help local producers. Along with the acknowledgement from FINAS, this initiative has proven to be a positive game changer for the local film industry as our first-run films on Astro First outperformed most local films released theatrically in 2019, before the pandemic hit our shores.

Manap Karaoke was our maiden first-run movie premiere which grossed RM1.2 million while our 2020 Raya-themed horror comedy film launched during the festive season, *Syif Malam Raya* garnered RM4.3 million. *Mael Totey The Movie*, marking multi-talented showrunner Syahmi Sazli's directorial debut was a record-breaking success. Beating blockbuster winners and becoming the best-selling film of the year, it raked in RM7.2 million.

We also premiered dramas across genres including *Ada Apa Dengan Dosa*, *Town Mall*, *Jebat*, *Eye On The Ball*, *Keluarga Iskandar The Movie* and *Saka Nan Sepi* to help local producers showcase their work of art to Malaysians during these trying times.



Mael Totey The Movie was the highest-grossing local movie of 2020 with record revenue of over RM7 million

The success of our first-run films initiative led to the initiation of FINAS' TV/OTT programme fund worth RM5 million in collaboration with Astro. This provides job opportunities to local producers during the pandemic and promotes the development and production of

As Malaysia's first and only 24/7 Malay language channel dedicated to kids, Astro Ceria is our most popular kids brand featuring a variety of kids entertainment and edutainment content

local films. Under this programme, Astro worked hand-in-hand with FINAS to identify inspiring Malaysian titles while providing aspiring film producers with extensive marketing and promotional support as well as the opportunity to premiere their films on Astro First. This aims to raise the bar for Malaysian storytelling.

Complementing our home cinema offering, Astro Best continues to bring the latest international blockbusters to customers. With many international releases postponed during the year, Astro curated special movie themed bundles including *DC Universe*, popular kids offering such as *Boss Baby* and *Kung Fu Panda*, as well as *The Godfather* re-released trilogy.

Captivating and educating the young

We refreshed our kids content offering and welcomed three new kids channels to our family including Nick Jr, Boomerang and FAMtv in FY21. Our fortified kids On Demand library now boasts more than 13,000 shows available for streaming.

As Malaysia's first and only 24/7 Malay language channel dedicated to kids, Astro Ceria is our most popular kids brand featuring a variety of kids entertainment and edutainment content. Reality signature *Ceria Megastar* has always been one of our biggest kids talent shows that achieved 1.0 million TV viewership in FY21; while spin-off *Ceria Online Star*, was a virtual version conceptualised amid the MCO and successfully garnered over 900 submissions in six days.



Unearthing creative talents among children with Ceria Megastar

Content

Our very own *Didi & Friends* once again emerged as Malaysians' favourite preschool programme with TV viewership of 684,000 alongside 1.7 billion digital views and 18.4 million On Demand shows streamed with the release of its fifth season. *Didi & Friends* ranked among Malaysia's Top 5 YouTube channels for the second year running with over 1.4 billion digital views and 1.6 million subscribers on YouTube. *Omar & Hana Season 3* released in FY21 successfully recorded 932 million digital views.

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Our popular kids animation *Didi & Friends* has been growing its fanbase locally and abroad

Our first virtual kids Quran recital competition, *Omar & Hana Little Huffaz* was a hit with over 1,400 video submissions received from local and international fans across 15 countries including Indonesia, United Arab Emirates, USA, United Kingdom, Egypt and Finland. Given the overwhelming response from fans, this show will continue as our yearly flagship event.

Our signature comedy series, *SMK Season 2* captivated young audiences with relevant storylines including challenges in adapting to the new normal, garnering TV viewership of 935,500. *SMK: Study Squad* is Malaysia's No. 1 academic show with 2.6 million viewers. Its festive spin-off special, *SMK: Raya Dekat Jauh* was the first remotely-recorded telemovie in the country, winning Best Quarantine-themed Programme in the prestigious ContentAsia Awards 2020. *Family Spy*, our spy-themed comedy series recorded TV viewership of nearly 900,000.

With prolonged school closures owing to the pandemic, our three 24/7 Tutor TV learning channels supported students in their educational journey. Tutor TV provides up-to-date learning materials consistent with our national school syllabus, supplementing formal learning. Xiao Tai Yang (XTY), our Chinese vernacular kids learning channel launched a series of educational content on TV and online to meet the demand of Mandarin-speaking learners. XTY Tuition Time, QQ Learn At Home, XTY Stay At Home and XTY Fun Learning website engaged children with fun and interactive learning content via TV and online platforms. In addition, over 280 new episodes of the Ministry of Education's (KPM) TV Pendidikan were aired on Tutor TV and Astro Ceria to amplify its reach to school-going children.

***Geng Gajet* and *Dekoded* digital shorts were in the Top 5 YouTube trending list with over 1 million digital views**

Championing digital education among youths, we introduced *Dekoded*, a short series promoting digital skills and *Geng Gajet*, the very first coding focused content in Malaysia, recording digital views of over 3.0 million and 1.0 million respectively. Our digital shorts for these programmes were in the Top 5 YouTube trending list with over 1.0 million digital views. We also developed digital content *STEMsasi*, exposing kids to technology fundamentals and igniting their curiosity. *Upped*, an exam-focused educational platform designed to provide kids with additional learning resources was introduced, covering key primary and secondary school subjects.



Nurturing digital skill sets among youths with coding focused content

Addressing the need for trustworthy news

As Malaysia's first 24/7 news channel, AWANI has consistently kept the nation informed through extensive and critical coverage of the latest breaking news. In 2020, AWANI was recognised by Reuters Digital News Studies Institute as the Most Trusted News Brand in Malaysia for the third consecutive year.

Amid the pandemic, AWANI's TV viewership surged threefold in FY21 as it provided impartial, credible and relevant coverage. Current affairs programmes covering latest global events as well as political topics continue to draw crowds, with viewership for *Agenda AWANI* and *Consider This* each more than quadrupling.

On the digital front, AWANI garnered an average of 5.7 million MUV with its extensive news coverage on both local and international fronts. AWANI's social media platforms including Twitter, Facebook, Instagram, and YouTube continue to command a strong following with over 8.4 million followers, making it Malaysia's most followed TV news brand on social media.

Reuters once again recognised AWANI, the first 24/7 local news channel, as Malaysia's Most Trusted News Brand



Astro AWANI provides impartial, credible and relevant content such as *Agenda AWANI*

Content



Taking football viewing to the next level with Ultra Box, offering Premier League live matches in 4K UHD

We look forward to a sporting bonanza in FY22 with the return of Tokyo Olympic Games, UEFA European Championship, SEA Games, BWF Thomas & Uber Cup, the Australian Open and Netball Super League

Generating buzz for sports fans

FY21 saw many major sporting titles including 2020 UEFA European Championship and Tokyo 2020 Olympic Games being postponed or cancelled. With fans starved for live sports since the onset of COVID-19, Astro continued to engage Malaysian sports fans by leveraging technology and digital capabilities to bring them together, virtually.

As restrictions gradually eased around the globe, the Premier League launched its Project Restart in June 2020 to conclude its 2020/2021 season and garnered over 5.3 million viewers. Despite the global travel ban which affected our planned Live Premier League post-match pitch-side interviews, we innovated by conducting virtual post-match interviews with prominent personalities including Jose Mourinho, Virgil van Dijk and David de Gea. Stadium Astro, the go-to destination for Malaysian sports fans generated over 22 million digital views from 2020/2021 EPL match highlights.

Meanwhile, Astro Arena, our local sports channel shifted its coverage from content-focused to talent-led interactive podcasts, keeping sports fans engaged despite the absence of local sports. Leading the way was *Borak-Borak Botak*, a football podcast that amassed over 10.3 million digital views while podcasts *PM Bersama AM* and *Berbulu Dengan Burn* also recorded over 8.2 million digital views in total.

We look forward to a sporting bonanza in FY22 with the return of Tokyo Olympic Games, UEFA European Championship, SEA Games, BWF Thomas & Uber Cup, the Australian Open and Netball Super League.

Embracing the eSports boom

With presence in eight ASEAN countries as well as Australia, our dedicated eSports channel, eGG Network broadcast over 3,900 hours of live local and international content to entertain fans amid the pandemic and managed over 330 gaming content creators in FY21. We collaborated with Tencent Games on the broadcast of *PUBG Mobile World League Season Zero East* on eGG Network that garnered TV viewership of 1.5 million.

We also teamed up with the Ministry of Youth & Sports (KBS) and Esports Integrated to co-produce *Jalur-14*, a five-episode documentary series chronicling the rise of eSports and the gaming industry in Malaysia over the past 14 years, recording TV viewership of over 1.2 million.

Taking a step closer to achieving our long-term vision of creating original global IPs, we collaborated with Alex Yoong, Malaysia's former Formula One driver, to launch the E1 Championship – a premier professional competitive virtual racing circuit.

Growing digital brands

Addressing the market demand for vernacular-language digital brands, Astro engages millennials and youths on small screens with innovative short-form content through our digital brands including Gempak, Xuan, Ulagam, AWANI, SYOK and Hotspot, with digital natives spending over 9.9 billion minutes watching our content online, a 13% increase year-on-year. Leading the digital space across all vernaculars, Gempak, Xuan and Ulagam strengthened their positions as Malaysia's No. 1 entertainment brand, No. 1 local Chinese digital entertainment brand and No. 1 local Indian digital brand.



eGG Network partnered Alex Yoong to launch E1 Championship, an online only racing series



Bringing social media influencers to mainstream entertainment with Yeah Pay

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Gempak achieved new highs in FY21 with 3.4 million digital MUV, up 20%, having produced and released over 200 hours of fresh content, with 1.6 billion minutes watched and 518 million digital views. During the lockdown, Gempak produced music video *Sentiasa Di Sini* featuring 26 top local artistes dedicated to our frontliners, recording over 3.1 million digital views in just two weeks. Short film *Gerakan Serunding*, produced under virtual direction and self-recorded by the cast, hit over 1.2 million digital views in under a week. Gempak's special Malaysia Day short film *Saya Pun Sama*, a story of three individuals from different backgrounds embodying the spirit of being stronger together, recorded 3.0 million digital views in nine days.

In FY21, Gempak produced and released over 200 hours of fresh content, with 1.6 billion minutes watched and 518 million digital views



Gerakan Serunding garnered over 1 million digital views in under a week

Xuan and Hotspot are our key brands serving the Chinese vernacular digital natives. Anchored by innovative content concepts, Xuan's MUV increased by over 80% to 1.3 million in FY21. Capitalising on social media trends and influencer activities, Xuan introduced its digital reality show, *Yeah Pay* by bringing social media influencers to mainstream entertainment with contestants competing to become the next big influencer. Serving younger audiences, the show garnered over 7.4 million digital views. Xuan also launched a new YouTube channel, *好HIGH TECH*, focusing on introducing new gadgets, applications, games and other tech trends in creative ways. Since its premiere in July 2020, the show recorded 1.8 million digital views. Xuan's digital shorts *Why So Famous* won for Best Original Programme by Streamer/OTT and Best Short Form Content at the Asian Academy Creative Awards 2020.

Astro Ulagam engages the Tamil-speaking community with a mixture of cultural and reality shows, drawing over 70 million digital views and 652,000 digital MUV and cementing its position as the top local Indian digital brand in Malaysia.

Fortifying content through streaming collaborations

Through our strategic partnerships with iQIYI and HBO Asia, we added more high quality, premium content to our slate.

Our collaboration with iQIYI enabled Malaysians to enjoy the hottest Asian content such as iQIYI's original Korean drama *Backstreet Rookie* and top rated shows including *Little Nyonya* and *Youth With You 2* with Bahasa Malaysia, English and Mandarin subtitles. Astro customers enjoy exclusive VIP rates for ad-free and advance viewing of premium content on the iQIYI app.

Our partnership with HBO Asia to offer HBO GO unlocked over 4,700 hours of premium English content for our customers while complementing our international content slate. Titles including *Tiger*, *The Undoing*, *Westworld*, *Lovecraft Country* and *His Dark Materials* are now available for free to all Astro Movies Pack customers while other Astro customers can sign-up for HBO GO at a preferential rate. The HBO GO app is also available for subscription by all Malaysians.

Positioning ourselves as a streaming aggregator we will continue to forge deeper content partnerships with global OTT players to bolster our content offerings and achieve our aspiration to be Malaysia's #1 Entertainment Destination. In the near future, we will introduce a standalone OTT product offering targeting millennials.



Our On Demand library features over 65,000 shows including the well-received HK drama, *White War*

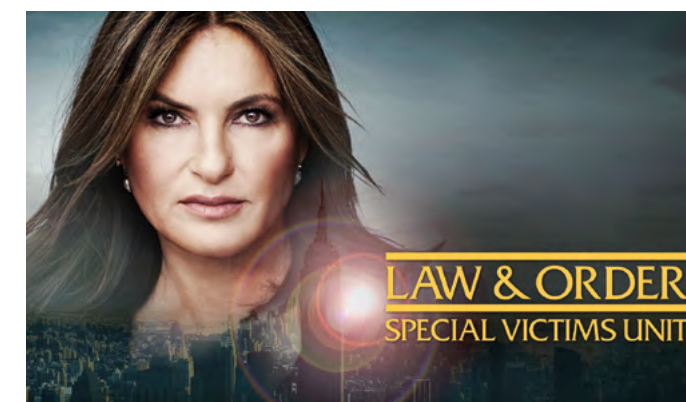
Growing On Demand consumption

In FY21, we grew our On Demand library to feature over 65,000 shows, up 27% year-on-year. With On Demand consumption trending up in FY21 underpinned by exclusive local and international dramas as well as kids content, we achieved a new record with total On Demand shows streamed hitting the 222 million mark, an increase of 200% versus last year. Astro GO consumption is also up by 23% with average weekly viewing of 213 minutes in FY21.

White War, the first exclusive Hong Kong drama introduced on Astro GO and On Demand registered 800,000 On Demand shows streamed. *Line Walker Season 3* and *Legal Mavericks 2020* also followed suit and were introduced three weeks in advance for On Demand viewing. Both dramas garnered 2.0 million and 1.3 million On Demand shows streamed respectively before its linear run on TV, enabling customers to binge-watch all episodes at one go. We also added exclusive kids content On Demand including popular series *Mr Bean Animated Series*, *Talking Tom & Friends* and *Upin & Ipin*.

Same Day titles were also made available simultaneously On Demand including HBO exclusive *Flight Attendant* which recorded 130,000 On Demand shows streamed, *Law & Order Special Victims Unit* which garnered 260,000 On Demand shows streamed and *Masterchef Australia* with 250,000 On Demand shows streamed in FY21.

Line Walker Season 3 and Legal Mavericks 2020 were introduced prior to its TV premiere for On Demand viewing, enabling customers to binge-watch all episodes at one go



International same day titles were made available simultaneously On Demand