



TOGETHER AS ONE
TO CHAMPION LOCAL
ICONS GLOBALLY

Featured content:
Pasanga S2 | *Andai Tiada Dia* | *Kahar: Kapla High Council* | *The Great Resonance* | *Sheriff*

Content

Astro continues to proudly celebrate our position as Malaysia's leading entertainment destination in a competitive market dominated by local content. We continuously strive to deliver high-quality content through new signature shows, blockbuster films and engaging storytelling that captivate all audience segments. To adapt to evolving consumer appetites, we have strengthened our position as an aggregator of streaming apps that complement our rich local and vernacular content offerings, bringing Malaysians a world-class multidevice entertainment experience.



FY25 (coinciding with the 2024 calendar year) has been a historic year of viewership with shows such as *Gegar Vaganza S11* and *Kilauan Emas* making a return. Astro produced Malaysia's Top 3 dramas of 2024, with *Andai Tiada Dia* becoming the nation's No. 1 TV show in 2024. Meanwhile, *Sheriff* emerged as Malaysia's No. 1 film in 2024 with RM64 million Gross Box Office (GBO) collections, outperforming all Hollywood and international movies. In addition, we are accelerating efforts to reach the global audience through licensing deals with streaming apps such as Netflix and Amazon Prime for titles such as *One Cent Thief*, *Project: High Council*, and *Layang-Layang Perkahwinan* and films like *Gold* and *Didi and Friends The Movie*.

Astro is also committed to nurturing local on- and off-screen talents, ensuring a sustainable pipeline of talents to tell Malaysian stories.

We have unearthed new directors, showrunners, and actors through shows such as *Hero Dewi Remaja* and *Kelas Tahanan Cikgu Hiragi*, thus expanding the industry talent pool. Meanwhile, shows such as *Gegar Vaganza* have brought past superstars back into the spotlight.

As the proud Home of Sports, Astro is the go-to destination for enthusiasts and fans. TV viewership share increased to 72%, total On Demand minutes streamed jumped by 11% to 17.5 billion and Astro GO MAU grew by 8% to 549,000.

Consistent production of top-tier dramas

Astro is thrilled to be Malaysian viewers' top choice for dramas in 2024. *Andai Tiada Dia* explores the themes of love, betrayal, family, and resilience. The drama was a hit on all platforms, becoming Malaysia's No. 1 show and drama in 2024, raking in 7.7 million TV viewers, a peak rating of 1.9 million and over 2 billion views on TikTok. It also gained over 10.7 million streams across Astro On Demand, Astro GO and sooka (Streams).

We also continued our partnership with renowned Malaysian author and showrunner Siti Rosmizah to produce *Takdir Itu Milik Aku (TIMA)*. *TIMA* proved to be a hit on the drama primetime slot, raking in 7.3 million TV viewers, with a peak rating of 1.1 million, and 9.8 million Streams. The viewership made *TIMA* the No. 1 entertainment program during the 2024 Ramadan and Raya festive period. Continuing Siti Rosmizah's streak of No. 1 hits in the same year, *Dedaun Hijau Di Angin Lalu* garnered 6.1 million TV viewers, 1.4 million peak rating, and 4.5 million Streams.

Khun:sa, a profound series highlighting the life of a hermaphrodite from renowned creator and director Shahrulzad Mohameddin, debuted with stellar reviews. It amassed 6.0 million TV viewers and 5.6 million Streams. On social media, the series sparked debate and conversations about the rare medical condition with 32 million impressions on X. Leveraging the high interest in the series, we produced a documentary on hermaphroditism featuring in-depth discussions by experts from the medical and Islamic perspectives.

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Two dramas that emerged at the forefront of conversations, especially among younger audiences, were *Kelas Tahanan Cikgu Hiragi* and *Dari Mata Turun Ke Hati*. Adapted from a Japanese IP, Mr. Hiragi's Homeroom, *Kelas Tahanan Cikgu Hiragi* garnered 5.9 million TV viewers and 4.0 million Streams. The combination of a good storyline, strong cast and high visibility on social media - 659 million views on TikTok - pushed the show to become the top drama of all time on sooka with 130,000 unique viewers. This catapulted the show's actors (who happen to be our own Rocketfuel talents) to fame, attracting over 7,000 footfall at their meet-and-greet session during the ONE Astro Fan Fest. Another hit was *Dari Mata Turun Ke Hati*, adapted from the highly-rated Japanese drama *Love In Sight*, which revolves around a social misfit who falls in love with a visually impaired girl. The series gained 4.0 million TV viewers and 918,000 Streams. For the first time, we collaborated with the Malaysian Association for the Blind (MAB) to enable audio description, a narration feature for the drama available on connected boxes, enabling visually impaired individuals to immerse themselves in the show.

The 6 p.m. Tiara Drama belt maintained its leadership with *Bunga Salju*, depicting the love of a woman for an autistic man. The show recorded 5.4 million TV viewers and 3.0 million Streams. *Dan Mimpi Pun Berguguran* and *Ternyata Sebuah Bahagia* continued our winning streak on the Tiara Drama belt, garnering more than 5.0 million TV viewers each and a combined 3.6 million Streams.

Pasanga S2, a follow-up to the successful family-friendly local Tamil drama that entertained audiences last year, returned with 100 new episodes, drawing 1.9 million TV viewers and 7.3 million Streams.

Innovating entertainment formats

FY25 saw Astro's content soar to greater heights by introducing new signature programs with esteemed industry partners. *The Hardest Singing Show*, an original format created by Astro, was the first singing reality show that relied equally on vocals and on-stage showmanship. The show amassed 5.1 million TV viewers, 894,000 Streams and achieved a peak rating of 1.0 million. It also recorded over 73 million digital views across Astro's social media platforms.

Our social-first signature show, *TikTok x Astro Gimme The Mic Malaysia*, saw Astro collaborating with TikTok to bring viewers an unforgettable experience on big and small screens. The audition process itself attracted an average audience of over 350,000 daily on TikTok. *Gimme The Mic Malaysia* emerged as TikTok's highest-engaged market globally. The show featured international judges, including Yuna, Bunga Citra Lestari, Hael Husaini and Ajai, who shortlisted the Top 30 contestants to compete live on national TV with segments simulcast on TikTok. The show garnered 5.1 million TV viewers and an additional 6.1 million live views on TikTok. The Top 6 finalists represented Malaysia at the global competition in November 2024, with Syaffiq Sahli placing 5th with honourable mention.

Astro also premiered a slate of returning favourite live signatures and fresh formats. *Kilauan Emas* returned after a seven-year hiatus, astounding audiences with a talented pool of senior contestants, capturing 6.4 million TV viewers and 314,000 Streams. In conjunction with the 2025 New Year celebrations, Astro also organised the *Konsert Countdown MeleTOP 2025* at IOI City Mall, Putrajaya. The event featured incredible performances from local and international artistes, providing entertainment for 2.6 million TV viewers at home, 27,000 visitors in attendance, and garnering 18 million digital views across Astro's social media platforms.

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We experimented with various Chinese-language formats. Astro launched a new signature show, *Let's Go, Big Shots!*, which pitted traditional Chinese singers with new media sensations and became the talk of the town, attracting 930,000 TV viewers and 10.2 million digital views. We also created *The Music Journey*, a new music reality show that took local young singers on a busking tour to perform and celebrate the rich tapestry of Malaysian Chinese music - the show drew 985,000 TV viewers and attracted large crowds during its shoot. Meanwhile, *Axian's Restaurant Trails*, our new series exploring the cultural significance and exquisite skills of Chinese restaurants integral to Malaysia's culinary scene, amassed 1.0 million TV viewers. We also introduced *The Grandmaster's Cookoff*, a creative culinary competition that challenged 12 chefs to redefine and reimagine dishes with the innovative use of ingredients. Featuring celebrity judges from Hong Kong and Taiwan (Nancy Sit and Chen Hong) together with Michelin-star chef Raymond Tham, the show attracted 775,000 TV viewers.

Refreshing reality favourites

The highly anticipated No. 1 TV show in Malaysia *Gegar Vaganza* returned for its 11th season. With its extraordinary musical performances and intense competition, *Gegar Vaganza S11* captivated audiences, amassing 8.8 million TV viewers and a peak rating of 2.1 million for its February 2025 finale, making it the top TV show of FY25. Digitally, it garnered 107 million social media reach across all platforms and 2.3 million Streams. *Muzikal Lawak Superstar S4* mesmerised with its combination of music and comedy, recording 5.1 million TV viewers and 855,000 Streams.

Sepahtu Reunion Live is undeniably Malaysia's most popular comedy show, with festive, live, and tour episodes attracting 4.7 million TV viewers. The show's comedic brilliance extends beyond TV and Malaysia - the *Sepahtu Reunion Live Tour* in Kedah and Singapore entertained over 4,000 enthusiastic live audience members and generated ticket sales of around RM500,000.

In terms of Chinese-language entertainment, *Classic Golden Melody*, Malaysia's longest-running singing competition show, had a stellar year with 1.4 million TV viewers and a peak rating of 292,000, marking a 56% jump from the previous edition. Following the success of *SHARP Travel with Mommy*, which clinched the 'Best Lifestyle Programme' award for Malaysia at the 2023 Asian Academy Creative Awards, we renewed this heartwarming travelogue in celebration of Parents' Day. *SHARP Travel with Parents* quickly became a fan favourite, garnering 1.1 million TV viewers.

For the 2024 Chinese New Year season, our annual *CNY Countdown Gala* garnered 408,000 TV viewers. We also launched a new IP, *Sifu May I Ask*, a Feng Shui show featuring renowned international metaphysics masters, including Mak Ling Ling, Tang, and Wei Xuan that achieved 465,000 TV viewers.

Our Tamil version of *Big Stage*, a thematic reality singing competition where aspiring Malaysian singers pay tribute to legendary Tamil movie composers, attracted 1.1 million TV viewers and 45,000 Streams. We also brought back the popular dance competition *Aattam*, after a 7-year hiatus, offering aspiring local dancers and choreographers an opportunity to showcase their talent. This garnered 1.1 million TV viewers and 132,000 Streams.



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No. 1 film producer in Malaysia

With the increasing appetite from consumers for quality local and Asian films, Astro Shaw continues to lead in FY25 as the No. 1 local film producer with 71% market share. We co-produced and partnered in all the Top 5 highest-grossing local films of 2024. Jointly produced with Skop Productions, *Sheriff* became Malaysia's No. 1 Film in 2024, grossing RM64 million GBO and dethroning Hollywood blockbusters such as *Deadpool & Wolverine* and *Godzilla x Kong: The New Empire*.

We continued to collaborate with top industry players, leveraging our strengths and exploring a variety of genres such as heist, horror comedy, and animation. Inspired by the Lahad Datu standoff, our collaboration with Multimedia for *Takluk: Lahad Datu* honours the sacrifices of Malaysia's special forces units and collected RM26 million GBO. We collaborated with Blackflag for *The Experts*, which emerged as the No. 1 local heist film, garnering RM13 million GBO. We are delighted that all our films debuted in the Netflix Top 10 in Malaysia. Our films gained international recognition, with the likes of *Gold*, directed by Adrian Teh and based on the true story of Paralympic gold medalist Cheah Liek Hou winning the Most Anticipated Chinese-Language Film at the prestigious 37th Golden Rooster Awards in China.

Furthermore, *Baik Punya Ah Long*, a musical comedy starring the king of Malaysia comedy, Jozan, was selected as one of four Malaysian feature films for the International Film Festival Rotterdam. In our collaboration with Infinitus for *Don Dukun*, audiences witnessed Zul Ariffin's comedic skills and the movie became the No. 1 local horror comedy post-pandemic.

With the success of the *Project: High Council* phenomenon, we released a film prequel to the series, *Kahar: Kapla High Council*, which explored the backstory of the titular Kahar from obscurity to notoriety, earning RM13 million GBO.

In the film space, we forged first-of-its-kind strategic partnerships, diversifying revenue streams through the likes of innovative product tie-ins and branded experiences while engaging audiences well before our films' release. Ahead of the mid-2025 release of our much-anticipated *Keluang Man* movie, our partnership with Etika made way for a new Wonda Coffee x Keluang Man variant which was commemorated with the unveiling of the three-storey mural featuring the 'Wonda Kopi Edisi Keluang' at one of the film's iconic locations in Keluang, Johor. This collaboration also included the launch of the 'Keluang Man Wall Climbing' activity in Kidzania Malaysia.

Meanwhile, before *The Experts'* release, we joined creative forces with Calpis Soda and Mirinda to create their first-of-its-kind TV commercials featuring iconic scenes from the film. Win-win partnerships with Grab and Tune Talk created unique products and commercials leveraging the popularity of *Kahar: Kapla High Council*. Mental Illness Awareness and Support Association (MIASA) and Malaysian Crime Prevention Foundation (MCPF) also came on board to reinforce the negative effects of bullying through #StopViolence, an anti-bullying campaign across digital and physical platforms in line with the film.

Home of Sports, Fortress of Fans

2024 saw the successful renewal of the Premier League on Astro for a further three seasons on an exclusive basis, reinforcing Astro's position as the Home of Sports in Malaysia. The 70% increase in TV viewers during the

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2023/24 Premier League season to 8.5 million is a testament to our strong localisation strategy and programming shift.

A first for the Premier League was the partnership to bring KL to PL to life, aligning with our strategy to create sports shoulder content to drive engagement. This reality show featured local celebrities touring renowned English football stadiums to interview and banter with Premier League football players and legends. Audience engagement with the show increased by around 150% compared to Season 1. It resulted in higher engagement with the Premier League overall, especially among younger women. The new five-episode season gave audiences unprecedented access to the hallowed grounds of the football clubs and introduced traditional Malaysian games such as 'Bola Tepuk' to the world.

The Paris 2024 Olympic Games was a key driver for consumption on all platforms as total TV viewers grew to 10.8 million, 3% higher than Tokyo 2020. Astro GO's unique viewers jumped to 671,000, representing a 70% increase from previous weeks. Meanwhile, stadiumastro.com also saw a significant uplift in traffic with 5.1 million website page views, the highest engagement in seven years. We also embedded the daily Olympic live streams on all our digital portals, resulting in a 63% increase in page views on Astro's Chinese portal xuan.com.my.

Meanwhile, local football continued to drive engagement on Astro and sooka in Liga Malaysia's second season on Astro. The Piala FA garnered 7.1 million TV viewers, with the final between Johor Darul Takzim (JDT) and Selangor recording a 22% increase in rating from the previous edition. This hype

and interest also carried through to JDT's participation in the AFC Champions League, with 6.3 million TV viewers watching the tournament and the match against South Korea a fan favourite.

The 10th season of our very own Sepak Takraw League (STL) delivered on all fronts. This year, STL amplified its format from a league to a nationwide Grand Prix. TV viewers recorded a growth of 34% to 6.3 million - making it the most-watched edition since Astro launched this IP a decade ago. STL also drove engagement on sooka, doubling its number of unique viewers. There were positive outcomes across Astro GO consumption, STL ticket sales revenue, peak ratings, and social media views. We leveraged the STL IP and talents to organise Klinik STL, enabling 2,000 children in five nationwide sessions to learn from their favourite STL stars and our national team's head coach. 2024 also saw Malaysia crowned as World Champions in sepak takraw in two categories (doubles and regu) for the first time, marking a big win for the nation and the sport. This achievement demonstrates Astro's meaningful impact on developing this homegrown sport.

In October 2024, we enhanced the viewing experience for our sports customers by revamping Astro's sports channels to champion sports and brand-focused programming. We rebranded 11 out of our repertoire of 22 sports channels. All international football content, for example, is now hosted on three dedicated channels, including two under the Astro Premier League umbrella. Astro Badminton is dedicated to badminton matches, while Astro Grandstand is the go-to sports channel that covers major sporting events worldwide.



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Inspiring the innovative spirit

Astro continues to champion and empower the SME community through new innovative IPs in partnership with local government bodies and international organisations. *Innovathon S1*, a ground-breaking TV show in collaboration with the Ministry of Economy and the Ministry of Science, Technology and Innovation, won gold at the ContentAsia Awards 2024 for Best Original Reality and/or Competition Programme, paving the way for the show's renewal. *Innovathon S2* received widespread acclaim and garnered an impressive 7.4 million TV viewers. We also introduced *The Business Transformer* and *Boss, Welcome Aboard!*, Chinese-language shows that feature regional and local business experts imparting advice to aspiring SME entrepreneurs, engaging 800,000 TV viewers each. In particular, shortlisted Malaysian SMEs had the chance to visit Alibaba's headquarters to learn from their leadership, giving our audience a glimpse into the Chinese commerce giant's operations, vision and philosophy.

Astro Originals: Transforming Malaysian storytelling

Astro Originals continues on its trajectory of premium local storytelling with an incredible array of genres and engaging narratives to reach a wider audience.

Project; Exit, the third installation of our acclaimed Project Universe, pushed the boundaries of local entertainment by delving into key topics such as mental health and family conflict by narrating the story of four teenagers scheming their escape from an institution for troubled teens. The series captivated audiences to become the best-performing Astro Original of 2024 with 2.5 million TV viewers and 1.6 million Streams. Drawing from the series, we also creatively developed mental health content such as podcasts and PSA together with MIASA to amplify mental health awareness. The exposure led to an increased number of people contacting the association's crisis helpline.

Our Chinese-language Astro Original series recorded unprecedented engagement in FY25 with the release of *The Great Resonance*, which emerged as the best-performing Chinese-language Astro Original to date, with 1.3 million TV viewers and 441,000 Streams. The family business succession series featured TVB stars and Hong Kong artistes Michelle Yim (Asian Television Award winner) and Shek Sau, alongside local stars Lynn Lim, Joey Leong, Bernard He and Daniel Fong. The drama also attracted viewers from all demographic segments, with almost 50% of those streaming on Astro GO and On Demand being non-Chinese.

X-Change was the first Astro Original truly reflecting Malaysia's diverse population with characters speaking six languages and dialects against the backdrop of a young couple from two diverse crime families, achieving 1.9 million TV viewers and 1.1 million Streams.

Home of Comedy, Lab of Laughs

Our most recent foray into the sitcom space was *Dr Pontianak*, a comedy-drama following a 26-year-old medical trainer who wakes up one day with an injury at the back of her neck and a craving for blood. The show became a viral sensation, sparking widespread conversation from Malaysia to Indonesia, amassing 215 million views on TikTok. It garnered 3.6 million TV viewers and 1.2 million Streams.

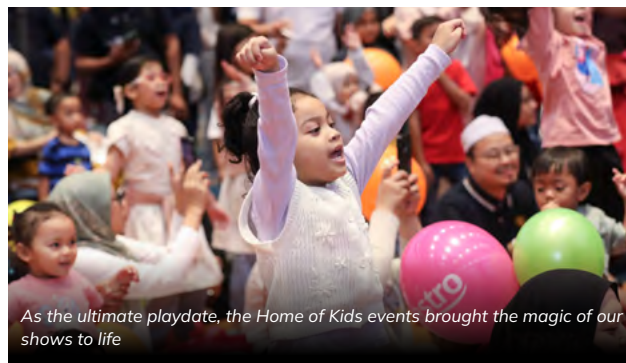
The unique *Perang Nasi Dagang: Kelate VS Ganu* is a comedy-drama capturing the competitiveness and pride of the East Coast states and their cuisine. The series garnered 2.5 million TV viewers and 264,000 Streams.

Jejak Tular, which was the National Winner in the Best Infotainment Programme category at the Asian Academy Creative Awards 2024, garnered 5.6 million TV viewers. A fitness-based reality show under one of Nu Ideaktiv's umbrella of IPs, *Maskulin*, garnered 5.5 million TV viewers and 142,000 Streams.

Connecting with the young

Astro enhanced its reputation as Malaysia's Home of Kids by introducing new original hit series and organising more on-ground activations to meet the increasing demand for family-friendly content. *Hikayat Bawang Putih Bawang Merah* was the No. 1 title on our kids brand, Astro Ceria for FY25 with over 3.8 million TV viewers. It garnered over 659,000 Streams. Returning for the second season, *The Chosen One 2024* is a reality singing program for kids with contestants coached by top local celebrities. The show expanded its appeal to the East Malaysian audience, leading to a 39% growth in TV viewers to 5.0 million and generating 376 million digital views. *Kampung Puasa*, Astro Ceria's drama for Ramadan which includes basic teachings for the fasting month, saw a strong following and garnered 1.9 million TV viewers and 540,000 Streams.

Makania 2 marked our latest collaboration with Warnakala Studios. The second season of our culinary-based animation featured cute collectable creatures called RASARO and garnered over 1.5 million TV viewers and 2.6 million Streams. *Makania 2*'s original song, *Tea Tarik*, also went viral, amassing over 3.1 million digital views.



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Didi & Friends maintained its position as the No. 1 preschool IP with 6.7 million TV viewers and over 129 million Streams. It generated over 1.2 billion digital views in 2024 with over 10 million digital subscribers, including from Indonesia, Brunei, Singapore and Thailand. The show's latest season, *Didi & Friends Kembara Muzikal*, covered popular nursery rhymes from the Asian region and received the bronze award for Best Kids TV Programme in Asia at the ContentAsia Awards 2024. In addition, we collaborated with the Ministry of Health, Ministry of Domestic Trade and Costs of Living, and Ministry of Agriculture and Food Security to run a nationwide children's health campaign with on-ground activations across five states.

Omar & Hana, the world's No.2 Islamic kids IP, garnered over 2 billion digital views in 2024 from over 14 million digital subscribers. It has also been exported to over 23 countries in four regions including Asia, the Middle East, North America and Europe.

Astro organised a brand-new initiative, Home of Kids, for the school holidays, bringing together the best local and international IPs in one family-friendly ground event. Held in March and December 2024, the events drew a combined footfall of 57,000, generating advertising opportunities, merchandise sales and royalties, talent revenue, and new subscriber sign-ups.

Bringing the best international shows

Astro continues to redefine entertainment, delivering premium content and innovative experiences for audiences. Max, a brand-new streaming service under Warner Bros. Discovery, was launched on Astro in November 2024. It offers a premium lineup of blockbuster movies, groundbreaking series, iconic hits, family favourites, and real-life stories across food, lifestyle, and documentaries. Astro customers now can directly dive into the worlds of HBO, Harry Potter, the DC Universe, Cartoon Network, Warner Bros. and Discovery, strengthening Astro's promise of bringing together the best entertainment worldwide.

Max also delivered top-tier Hollywood entertainment, offering Fast Premiere Movies like *Godzilla x Kong: The New Empire*, *Furiosa: A Mad Max Saga*, *Fast X*, and *The Super Mario Bros. Movie*, which have topped the charts as Astro's most-streamed English titles.

Astro stood out as the go-to platform for premium franchises and award shows. *MasterChef Australia S16* and *MasterChef USA S14* remained fan favourites. Astro also solidified its reputation as the Home of Awards, showcasing prestigious live events in 2024 from different countries, such as the 96th Academy Awards, Grammy Awards, BAFTA, MAMA Awards, TVB Awards, Golden Horse Awards, and Golden Melody Awards.

Astro continues to lead the way in delivering the best Korean entertainment, ensuring viewers have access to a diverse and

up-to-date selection of top-tier content from reality shows such as *Running Man* to thrilling blockbuster movies such as *Exhuma* and *The Roundup: Punishment*.

Our long-standing partnerships with Star Vijay and Sun TV resulted in a steady flow of top-tier Indian TV shows and movies for Astro viewers. Star Vijay's hit shows, including *Cooku with Comali S4*, *Super Singer Junior S9* and the latest season of *Bigg Boss Tamil S7*, proved popular with viewers, as did Sun TV's blockbuster films *Jailer*, *Varisu*, *Annaatthe* and *Beast* featuring A-listers Rajinikanth and Vijay.

Integrating streaming apps to enhance viewer engagement

Astro continues to solidify its status as the ultimate destination for entertainment by delivering a comprehensive entertainment experience through our collaborations with global and regional streaming apps. In FY25, we expanded our collaborations by integrating Simply South and Max into our U-Boxes, further enriching our international content portfolio.

These additions have enhanced the user experience on our platform and contributed to more time spent on our U-Boxes. Overall, integrated apps on the Astro U-Boxes saw a 17% increase in MAU and 13% increase in minutes streamed, validating our app integration strategy.

Growing On Demand

Astro On Demand offers our customers access to over 100,000 videos and live event streams in our content library anytime, anywhere and on the go. FY25 saw an 11% increase in minutes streamed on the STB, and 8% increase in Astro GO MAU.

To enhance the On Demand experience, we introduced several user interface improvements, including immersive video preview functionality and the introduction of Guest Mode on the Astro GO app. This feature allows non-subscribers to explore and preview curated content on the app.

In our continued efforts to improve content discovery, we launched over 350 thematic On Demand collections throughout the year, adapting to trends and customer preferences. Notable campaigns included festive highlights like the Long Long Fun 2024 CNY campaign, Ramadan and Raya Masa Anugerah Terindah campaign, and Padayappa Oonja Deepavali campaign. Popular dramas such as *Takdir Itu Milik Aku*, *Andai Tiada Dia*, *Dedaun Hijau*, *Kelas Tahanan Cikgu Hiragi*, and *Pasanga S2*, along with Astro Originals like *X-Change*, *Project Exit*, *I.D.*, and *The Great Resonance*, resonated well with audiences.

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On the international front, in conjunction with the launch of the Max app, we curated a wealth of blockbuster movies, iconic hits, and family-friendly favourites like *Aquaman* and *the Lost Kingdom*, *Super Mario Brothers*, *Fast X*, and *Godzilla x Kong: The New Empire*, as well as gripping series such as *Dune Prophecy* and *White Lotus S3*.

Efforts to drive connected box consumption beyond linear continued on STB and Astro GO platforms. Our viewers enjoyed an array of On Demand content such as *The Heir to the Throne*, *No Room for Crime*, and *Sinister Beings 2*. Moving the TVB suite to our base-level TV packs has made this content more accessible, more than doubling its On Demand consumption among Malay, Indian, and other viewers.

Curating content to celebrate festivities and audience favourites

Astro featured more than 180 shows for the 2024 festive season, with drama series emerging as the top viewing driver, garnering more than 500 million views on TikTok. During the holy month of Ramadan, Astro Oasis emerged as the home of Islamic lifestyle content, doubling its average pre-Ramadan viewing share. Geng Ngaji, the staple program for Astro Oasis, returned for its fifth season, recording 2.0 million TV viewers and another 168,000 views from daily live simulcasts on Astro Gempak YouTube.

During Hari Raya week, our share of Malay audience viewership peaked at 26%. Audiences also spent over 1.5 billion minutes watching On Demand across the festive period.

More than six free pop-up channels were introduced, including the HEROES pop-up channel celebrating iconic heroes across Malay, English, Tamil, Chinese and Korean genres which amassed 7.5 million TV viewers. Meanwhile, the LOL pop-up channel offered comedy as a cheerful alternative to the spooky Halloween season and recorded 7.4 million TV viewers.

AWANI: The most trusted news brand in Malaysia

For the seventh consecutive year, Astro AWANI retained its position as Malaysia's most trusted news brand, as polled by Reuters Institute Digital News Report 2024. This recognition reflects our unwavering commitment to delivering credible, reliable, and impactful journalism in an evolving media landscape.

Having embraced generative AI in 2023, the prestigious Digital Media Asia Awards 2024 acknowledged Astro Awani's leadership in this space with Asia's Best AI in the Newsroom (small/medium media company) award.

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Astro AWANI remains committed to ethical journalism in the AI age, becoming Malaysia's first newsroom to establish comprehensive AI guidelines. This proactive step ensures transparency, journalistic integrity, and responsible AI usage across all operations.

Aside from AWANI, our top two Chinese-language news shows, *Prime Talk and Evening Edition*, garnered more than 2.2 million TV viewers through extensive and trustworthy news coverage, achieving a combined peak rating of 500,000.

ESG: Using our Voice for Good

Astro's multiplatform initiatives for FY25 demonstrated strong audience engagement and meaningful social impact across various pop-up channels and campaigns.

Astro created the *Inilah KITA* 2024 National Day campaign to reflect the true spirit of Malaysians as tolerant, kind and harmonious. The *Inilah KITA* campaign came to life through 360° touchpoints, including dedicated content, a pop-up channel, a song and music video garnering 5.5 million digital views, special news belt, on-ground events, a dedicated radio station and viral digital videos. *Inilah KITA* channel became our best-performing Merdeka pop-up channel ever with 7.4 million TV viewers, featuring 840 broadcast hours, 95 titles, and content for the hearing-impaired.

In solidarity with Palestine, Astro created the campaign *Malaysia 4 Palestine (M4P)* as the world's first 24-hour channel that brought together individuals from all walks of life, including philanthropists, statesmen, and international celebrities such as Dato' M Nasir and Yuna, for the Palestine humanitarian relief cause. This initiative raised over RM108,000 and attracted close to half a million TV viewers.

Astro supported communities impacted by the floods in Malaysia by advocating flood awareness with PSA and fundraising for Bantuan Bencana Banjir Astro Kasih. We also reaffirmed our commitment to climate advocacy by promoting environmental awareness through our platforms and production. Our Rimba Kita programme includes collaborative year-long initiatives with key partners such as the Worldwide Fund for Nature (WWF) Malaysia and the UNGCMYB. These collaborations seek to strike a positive change through environmental advocacy.

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