






Our Value Creation

In creating value for our stakeholders, we evaluate the fluid market landscape and key trends, adapting and aligning business strategies to seize identified opportunities and mitigate determined risks. Our value creation process goes beyond mere financials to include intangibles such as upskilling our talents and empowering the local community through our diverse community-centric programmes, embedding ESG practices across our Group as guided by the UNSDG to promote a more sustainable future.

Guided by the United Nations
SUSTAINABLE DEVELOPMENT GOALS



Strategic Drivers	 Content	 Experience & Technology	 Talent	 Customer	 Social & Environment
Description	Produce, aggregate, distribute, and monetise content across all platforms by serving customers a comprehensive content proposition comprising the best of local vernaculars, live sports, kids, regional and international content	Harness technology and data to deliver a great viewing experience for customers on all screens, with personalised recommendations while providing convenient customer care to simplify the customer journey	Embrace diversity and encourage learning to hone Team Astro's diverse skill sets while cultivating the values of inclusivity, accountability, and creativity	Serve all customer segments through multiple, differentiated offerings catering to diverse preferences and spending propensities	Empower our community and advocate an inclusive society while being mindful of our environmental footprint across our businesses
Market Trends	<ul style="list-style-type: none"> Increasing demand for vernacular content among Malaysians, especially for high-quality storytelling with local nuances and themes among urban audiences Prioritising content IP ownership to differentiate offering and drive customer acquisition and retention Intensifying competition in the content space with consumers overwhelmed by multiple D2C offerings by content players, alongside acts of piracy Rise in strategic acquisitions, mergers and partnerships to consolidate content production and distribution 	<ul style="list-style-type: none"> Data and technology as key enablers to curate and deliver personalised experiences Customers' demand for simplicity, flexibility, user-centricity and convenience across all product offerings 	<ul style="list-style-type: none"> Rising demand for strategic digital talents Increasing focus on upskilling and reskilling talents to remain agile and relevant amid the fluid media landscape Changing workforce dynamics with digital natives transitioning into the workforce amid new working norms arising from the COVID-19 pandemic 	<ul style="list-style-type: none"> Adverse impact of COVID-19 pandemic affecting the majority of individuals, households and businesses Shift in viewing trend towards personal screens fuelled by enhanced connectivity Potential 'streaming confusion' arising from highly fragmented streaming landscape due to intensifying streaming wars Rise of converged players offering customers simple, value-for-money, bundled solutions to meet their various needs 	<ul style="list-style-type: none"> Growing emphasis on sustainability focusing on ESG by investors and stakeholders Heightened urgency by corporates to embed good ESG practices throughout business Multiple governance framework for ESG reporting including UNSDG
Our Strategy	<ul style="list-style-type: none"> Create compelling, winning and innovative vernacular content with a focus on signatures, education, news and movies to underpin customer engagement Curate a comprehensive content slate encompassing vernacular, regional, international and live sports offerings to serve customers across TV, radio and digital platforms Collaborate with local and global content players to fortify content slate and offerings as well as renowned and upcoming content creators and talents to sustain a winning content pipeline Secure new partnerships with global and regional streaming services, bringing the best content from around the world to customers Maximise content value by focusing on creating a 360° content experience through licensing deals, on-ground events, advertising, merchandising and commerce, amplified by leveraging social media and digital Advocate responsible content consumption and IP protection, and support piracy countermeasures 	<ul style="list-style-type: none"> Deepen customer engagement by serving the best user and viewing experience across all screens Integrate partner streaming services onto our Ultra and Ulti Boxes to enable customers to enjoy their favourite content, all in one place Move towards agnostic content delivery by debuting Plug & Play variants of the Ultra and Ulti Boxes that can run solely on IP, without a satellite dish Deliver seamless and intuitive customer experience throughout their lifecycle, balancing between digital processes while retaining the human touch in customer interactions 	<ul style="list-style-type: none"> Nurture, upskill and reskill Team Astro's on-screen and off-screen talents through digital learning platforms, training programmes, job rotations and placements Implement robust talent acquisition and management strategies to ensure a sustainable talent pipeline Infuse core corporate values of inclusivity, accountability and creativity to support a digital culture of agility and innovation Support Team Astro's mental, emotional and physical well-being through comprehensive programmes 	<ul style="list-style-type: none"> Homes: Strengthen core home business segment by positioning Pay-TV as a simple, one-stop content solution bundled with streaming services and broadband at great value. We reach the remaining TV households through NJOI Individuals: Serve individuals on personal screens through multiple streaming services (both our own and aggregated), radio and digital brands Enterprise: Provide flexible content and connectivity solutions for enterprises to help enhance retail experience and drive footfall to their premises Adex: Provide 360° advertising solutions to clients utilising our multiplatform media reach, signature content, talents, ground activation and data Commerce: Solidify Go Shop's position as a leading commerce brand offering a multiplatform shopping experience 	Astro's key ESG focus areas: <ul style="list-style-type: none"> Champion equal access to education for all through our ongoing investment into learning and educational content including Astro Tutor TV featuring 24/7 learning channels, as well as Upped and Kampus Astro. Over RM126 million has been invested in these since FY12 Be a voice for good to amplify ESG imperatives, raising civic and environmental awareness among Malaysians through environmental advocacy and public service announcements Champion the local media industry and raise the bar for Malaysian content production Empower our community through various community programmes integral to society's needs Minimise our environmental footprint through sustainable business practices and initiatives