

Improving  
customer  
interactions  
and rewarding  
loyalty



# Customer



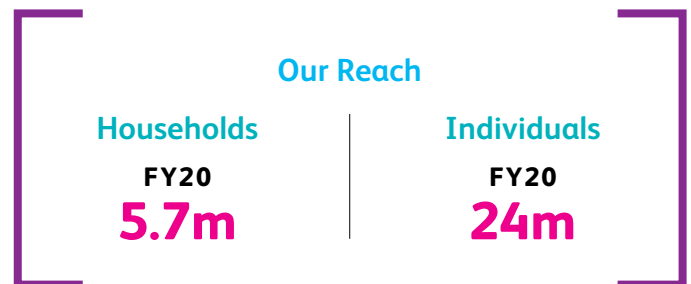
Entertaining Malaysians on all screens and devices

Astro’s multiplatform reach of Malaysian homes and individuals remain unparalleled. We are present in 5.7 million households, or 75% of Malaysian homes, serving the 24 million individuals residing therein and millions more beyond. To be the Entertainment Destination for Malaysians, we are deepening home engagement through our Pay-TV, NJOI and broadband services while simultaneously broadening our reach to individuals via our streaming services, digital brands, radio and commerce offerings. Our ability to persuade, inform and market to our diversified customer base across all platforms consolidates reach for business partners and advertisers. Especially promising is the potential to deepen individual engagement through personalisation of services backed by our emerging capabilities in data.

## HOUSEHOLDS

### Strengthening Pay-TV

We are strengthening our Pay-TV business through the four Rs – Reinvigorating customer experience, Refreshing content, Resetting customer service and Rewarding our customers. With 76% share of TV viewership, 51,000 titles in our On Demand library and an



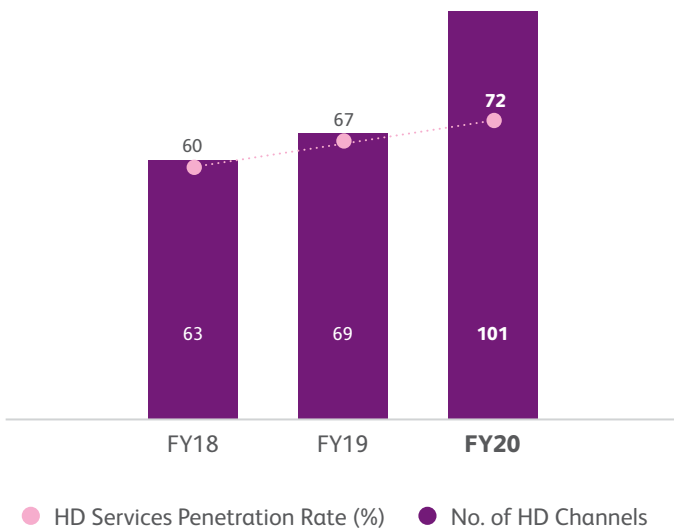
average daily viewing time of over four hours across all devices, we draw customers with our strong content proposition via TV, On Demand and Astro GO.

ARPU improved to RM100.0 in FY20, underpinned by an extensive suite of product offerings including content-broadband bundles, multiroom and HD services supported by a strong slate of content. HD penetration grew by five percentage points to 72% as we upgraded all Sports, Movies, Learning and Kids channels to HD and expanded to over 100 HD as well as three 4K UHD channels across all genres.

## Customer

“The launch of Ultra Box, our next-generation connected STB, looks set to further accelerate On Demand consumption”

NO. OF HD CHANNELS AND HD SERVICES PENETRATION RATE



Several pop-up channels were introduced in FY20, allowing customers to enjoy a selection of focused content on TV and Astro GO. Lucky 338 channel was made available during Chinese New Year, offering over 60 classic titles. In conjunction with the National Day and Malaysia Day celebrations in 2019, we launched Malaysiaku, a complimentary HD channel to all customers, offering 40 homegrown films and premium documentaries that celebrate Malaysia, its diversity and multicultural society, reaching 6.9 million viewers. In addition, our K-Mania pop-up channel, which offered the best of K-pop entertainment from drama series to variety shows and concerts featuring the most popular K-pop groups, including BTS, attracted over 1.9 million viewers in only two weeks.

Our connected STBs – Wi-Fi enabled boxes built-in with recording functionality – are in more than 1 million households, serving customers a rich selection of 51,000 On Demand titles. Our On Demand proposition is gaining popularity, with On Demand shows streamed up 37% to 74 million. The launch of Ultra Box, our next-generation connected STB, looks set to further accelerate On Demand consumption.

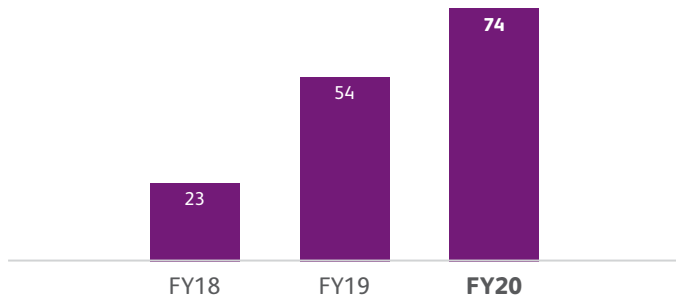
For more on Astro’s Ultra Box, refer to Experience & Technology section on page 77



On Demand consumption grew by 37% with 74 million shows streamed



**ON DEMAND SHOWS STREAMED (m)**



Our freemium service NJOI continues to expand reach across the remaining untapped Malaysian households. NJOI customers are provided free access to 29 TV channels and 20 radio channels and can purchase additional premium content on a prepaid basis. NJOI saw an increase in take-up, coinciding with Malaysia’s analogue switch off (ASO). NJOI’s growing customer base reinforces our appeal to advertisers while expanding the potential market for our commerce arm, Go Shop.

In FY20, we simplified NJOI’s path-to-purchase and increased our prepaid channels and packages from 39 to 46. We introduced WhatsApp as a means of top-up and payment for customers and expanded beyond our existing 30,000 physical touchpoints to include e-wallets and e-commerce apps such as Boost and Shopee.

Prepaid buys moderated by 15% to RM47 million on the back of softer consumer sentiment. However, we are encouraged by the increase in NJOI take-up post-ASO and believe the easing of path-to-purchase and expansion of the prepaid menu bodes well for future prepaid activation.

**CONNECTIVITY WITH BROADBAND BUNDLES**

Leveraging our strong household penetration, we introduced attractive content-broadband bundles in early 2019 to meet the connectivity needs of the modern household. Through partnerships inked with Maxis and Allo Technologies (a subsidiary of national



*Customers who topped up their NJOI prepaid enjoyed exclusive promotions*

utility company Tenaga Nasional Berhad), we now offer customers high-speed fibre connectivity ranging from 30Mbps to 800Mbps, bundled with the best of Astro entertainment through DTH. On IPTV, we collaborate with Maxis and TIMEdotCom to provide speeds of between 10Mbps to 800Mbps. We continue to pursue tie-ups with local ISPs and evaluate business models in the broadband space.

## Customer



*Astro AWANI interviewed the Yang di-Pertuan Agong in conjunction with His Majesty's coronation*

### INDIVIDUALS

#### Aggregating streaming services

Streaming services expand our customers' content choices and provide opportunities for bundling with existing content services for customers' convenience, eliminating the hassle for multiple separate subscriptions. At present, the three streaming services available comprise Astro GO, HBO GO and iQIYI.

Astro GO, our free companion Pay-TV app, provides customers with the flexibility to watch Astro anytime, anywhere. Having grown by 20% to 2.6 million registered users, Astro GO offers over 120 live-streamed channels and an On Demand library of over 51,000 titles. The new Astro GO experience now boasts functionalities similar to our newly-launched Ultra Box, boosting MAU by 24% to 1.2 million and average weekly viewing time by 16% to 173 minutes.

HBO GO provides over 4,000 hours of premium Hollywood content and is free to all Astro Movie Pack customers. HBO GO is also accessible by the remaining Astro base for an add-on monthly fee. Meanwhile, we became iQIYI's first international app partner with Astro taking the lead in marketing, advertising and customer acquisition in Malaysia. As a freemium app, Astro customers are entitled to two months' complimentary VIP access to iQIYI.

*For more on Astro GO, HBO GO and iQIYI, refer to Experience & Technology section on pages 77 to 78*

RM

astro & broadband

**AWESOME RM99** /mth

The best entertainment bundle, Astro with 30Mbps.

மகிழ்ச்சி! MANTAP!

超级正! AWESOME!

Stream up to 4 devices

Unlimited data

Over 15,000 videos

Crystal-clear viewing

More than 60 channels


In partnership with MAXIS | T&C apply

*Astro & Broadband allows customers to enjoy the best of content with high-speed broadband from as low as RM99 monthly*

### Growing digital brands

The 40% increase of digital MUV to 11.6 million across our slate of digital brands validates our strategy to serve differentiated consumer segments, leveraging our strong line-up of vernacular content IPs. Our top digital brands include Gempak, AWANI, SYOK, Xuan, Ulagam and Rojak Daily, catering to targeted segments with different interests including entertainment, news and Islamic

lifestyle. Through our joint venture with Grup Majalah Karangkraf, digital brands such as Rasa, Mingguan Wanita, Remaja, Media Hiburan, Nona and Keluarga help deepen our connection with distinct segments of the Malay-speaking audience.

 For more on Astro's digital brands, refer to Content section on pages 60 to 61

**“Gempak, AWANI, SYOK, Xuan, Ulagam and Rojak Daily cater to targeted segments with different interests including entertainment, news and Islamic lifestyle”**



## Customer

“We maintained our strong foothold with our 11 radio brands, once again emerging as Malaysia’s No. 1 radio operator across all major languages”



Xuan is Malaysia’s No. 1 local Chinese digital entertainment brand

### Leveraging record listenership

Astro Radio’s audiences span beyond terrestrial radio to encompass digital platforms and on-ground events. We maintained our strong foothold with our 11 radio brands, once again emerging as Malaysia’s No. 1 radio operator across all major languages. In FY20, we registered our highest weekly terrestrial listenership yet of 16.9 million alongside 3.0 million digital users who stream us online.

ERA, Malaysia’s No. 1 Malay-language radio brand, recorded weekly listenership of 7 million while HITZ maintained its position as Malaysia’s No. 1 English-language brand with 3.3 million weekly audience. Chinese- and Tamil-speaking radio listeners continued to favour MY and RAAGA, with these stations registering 2.5 million and 1.5 million weekly listeners respectively.

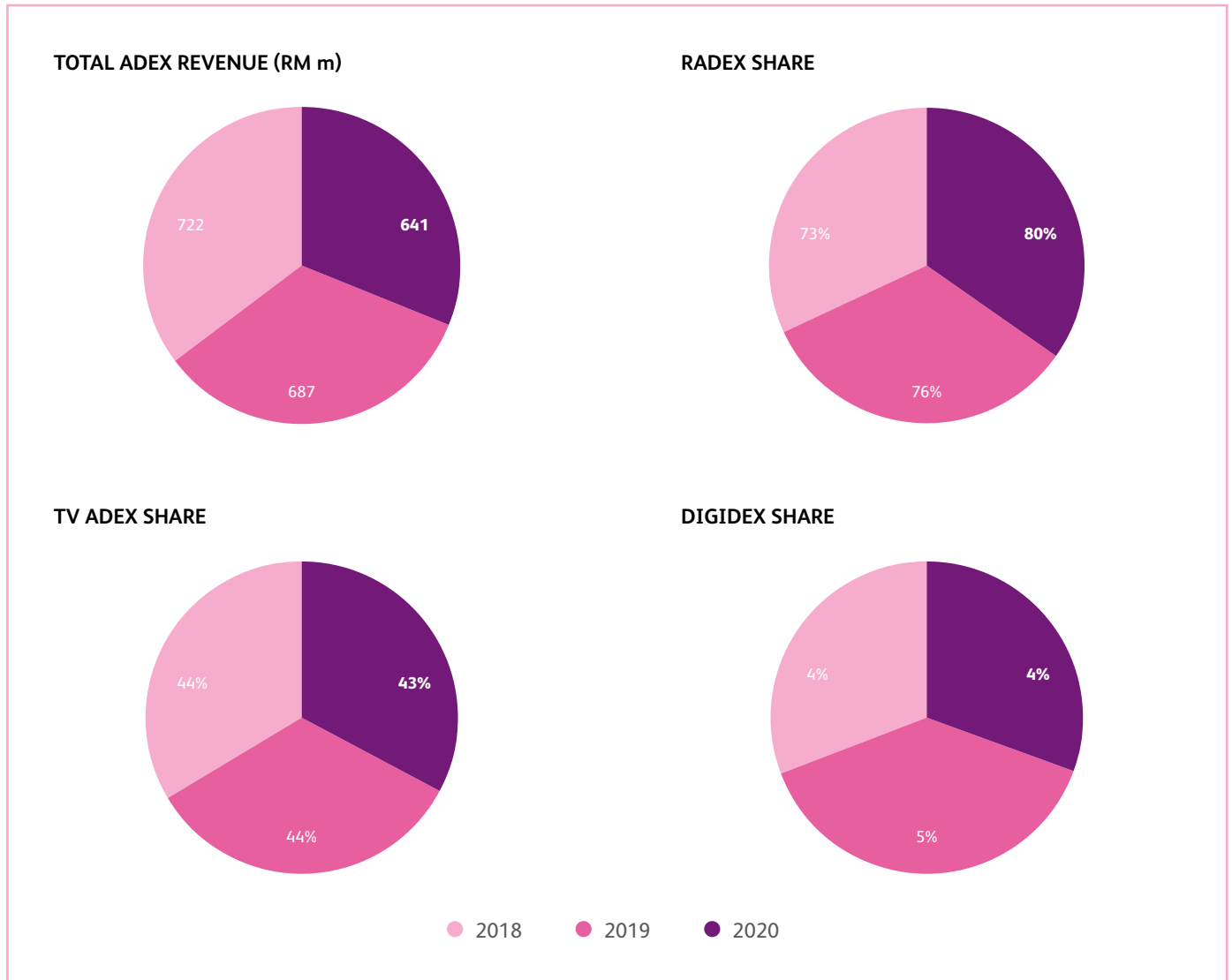
In 2019, we introduced SYOK, aggregating our radio brands into a single app to drive deeper engagement with individuals. The lifestyle and entertainment app offers Malaysians a diverse multilingual library comprising original podcasts, videos and live on-air feed, benefitting consumers and advertisers alike. SYOK is steadily gaining traction with over 270,000 MAU and a high engagement of 168 minutes spent weekly on the app.



ERA, HITZ, MY and RAAGA are the No. 1 radio brands in their respective language

**Increasing advertising share**

Astro's multiplatform media reach is strengthened by our capabilities across content production, commerce, talent, on-ground events and growing ability for audience targeting. The decline in the Malaysian consumer sentiment index by 15 percentage points to 82 impacted the performance of the overall advertising market in Malaysia. However, Astro remained resilient, achieving RM641 million in advertising revenue while TV adex, radex and digidex share stood at 43%, 80% and 4% respectively.



In FY20, we streamlined our media sales teams under one roof to position Astro as an audience-first advertising solutions provider, providing customers with a suite of advertising solutions across TV, radio and digital. Recognising SMEs as a significant driver of the economy, we introduced targeted advertising solutions for SMEs, helping them leverage our reach in a cost effective manner.



## Customer

**Celebrity Chefs**

Stay tuned for our special live show featuring your favourite chefs sama-sama sharing Malaysia's iconic recipes

**GO SHOP**

**Fazley Yakkob**  
Citarasa Malaysia

**Florence Tan**  
Citarasa Malaysia

**Chef Wan**  
The Shopping King

*Go Shop featured lifestyle-centric programmes such as sharing of local recipes by celebrity chefs to drive customer engagement*

### Winning home shoppers

Having celebrated its fifth anniversary in November 2019, our commerce arm Go Shop ended FY20 with a 25% growth in customer base to 2.2 million and revenue of RM368 million, marginally lower by 2% on the back of a softer consumer market. Retaining its position as Malaysia's leading home shopping platform, Go Shop drove greater engagement and relevance to customers through lifestyle-centric programmes, including sharing of local recipes by celebrity chefs via *Chef Wan The Shopping King* and *Citarasa Malaysia* hosted by Fazley Yakkob and Florence Tan. Product portfolio was also expanded with over 22,000 SKUs available for purchase, up 27% year-on-year.

Complementing its three dedicated 24/7 home shopping channels in Malay and Mandarin, Go Shop caters to diverse customer segments with hourly slots across high reach channels in English, Tamil, Cantonese and Hokkien. A unique channel was also recently introduced on FTA TV, extending reach to all Malaysians.

Online, Go Shop prioritises the use of social media including Facebook, Instagram and Twitter to access younger consumers. Go Shop's website interface and mobile app were revamped in FY20 to support both live and recorded video streaming, enabling customers to catch up on their favourite shows and increasing our digital MAU to over 1 million as at the end of FY20. Electronic-cash on delivery (e-COD) payment option was also made available for customers preferring to utilise an e-wallet for payment of goods upon delivery.

## Reaching out to our community



We continue to amplify our reach to deserving communities through our e-Kasih programme and Pakej Komuniti NJOI, an initiative launched in 2011. As part of these programmes, eligible recipients receive complimentary installations of NJOI service in their homes or premises. We are pleased to have rolled out a total of 39,000 STB units to these recipients to date, providing access to a bouquet of free learning, news and general entertainment channels.



Complimentary STBs given out to families at Pulau Bum Bum under e-Kasih programme