

Astro GO VOD Advertising

With the recent Astro GO version update, customers will start viewing video advertisements, which will be played when you watch selected On Demand programmes within the video on demand library.

FAQs

1. I am a paying Astro customer, why do I have to view advertisements?

Similar to advertisements on TV channels, advertising on Video on Demand is part of the Pay-TV business model. This will enable Astro to bring more exclusive content for the customers' enjoyment at reasonable value.

2. How will advertisements on Astro GO change my viewing experience?

When playing content from the Video On Demand library, a 15-second or 30-second video advertisement(s) will be showed before the On Demand programme will start. All advertisements will display a countdown to indicate time remaining on the advertisement(s) and will not be skippable.

3. Is Astro sharing my Personal Information with Advertisers or any 3rd Parties in order to support advertising?

No. Advertisements presented to customers are targeted based on a customer's profile and their viewing habits. All information used for this service is in-line with the Personal Data Protection Act 2010.

4. I have just received a notification to update my Astro GO app to continue using it – why do I need to do this?

We are constantly rolling out new features, bug fixes and security updates to provide the best experience. Kindly ensure you update the app in order to continue using the service.

5. Can I pay to skip advertisements on my account?

No. At the moment, advertisements will not be skippable.

6. Are there advertisements in all the programmes or every episode?

No, not all programmes will have advertisements. However selected series may have advertisements for every episode.

7. Are there advertisements targeting my kids?

No, we are not targeting advertisements based on users, however there may be advertisements suitable for general viewing in kids' programmes.