

CASE STUDY

ir.deta × astro × sooka

# How Astro transformed to win the youth market with sooka



# THE VOICE OF THE CUSTOMER

*“The refreshed sooka platform is a major milestone in our journey to deliver next-level entertainment. Growing user ratings and feedback reflect this progress. With Irdeto Experience’s proven platform, we’re well-positioned to become Malaysia’s number one streaming app”*

**Euan Smith**  
Group CEO, Astro

*“With Irdeto’s expertise, we’ve significantly reduced content security threats and unlocked true scalability across our platforms”*

**Shahrul Imran Sultan**  
Director, Product Engineering, Astro

*“This is the most polished and responsive streaming experience we’ve launched, with Irdeto playing a key role through its end-to-end streaming experience platform”*

**Chu Young Lee,**  
Director, sooka & NJOI



## How do you grow when you already lead the market?

For Astro, one of Asia-Pacific's most successful media companies and a globally renowned video provider, the answer was: **bold reinvention**. To reach new heights, they set out to compete with global streaming platforms and connect with new market segments.

Launching sooka was a daring leap forward. Designed for younger audiences, Astro's Over-The-Top (OTT) platform offers free and premium access to live sports, movies and series, delivered through an enhanced viewing experience. This case study uncovers how Astro, with Irdeto's support, redefined digital entertainment in Malaysia through sooka, a secure, high-performance streaming platform with advanced monetization, enriched user experience and optimized delivery.

# CUSTOMER PROFILE

## Premium position, market leader

Astro is Malaysia's leading pay-TV and streaming provider. Recognized as a premium brand across all segments, Astro delivers high-quality services, whether subscription, transactional or ad-supported. It holds a unique position in the local market, with its primary competition coming from global streaming platforms targeting the same digital-first audiences.

## Extensive content, broad market reach

Astro offers a vast catalog of local and global content across genres, languages and age groups. Exclusive sports rights set it apart, while content for kids, families and diverse audiences ensures wide appeal. Its complex delivery ecosystem spans broadcast, OTT, mobile, web, Connected TVs (CTVs) and Set-Top Boxes (STBs), ensuring accessibility across all viewer touchpoints.

## sooka: Astro's digital-first growth engine

sooka is Astro's standalone OTT platform, tailored for Malaysia's digital-first audiences. It provides flexible access to on-demand movies, TV shows, live sports and exclusive content, catering to Malaysia's audiences with a variety of entertainment for all ages. Both sports and sooka's exclusive, highly localized content are performing strongly, each driving high engagement. By combining affordability with premium, regionalized programming, sooka extends Astro's reach beyond traditional pay-TV into today's streaming-first landscape.



# 64%

TV households

Astro serves 5.2 million Malaysian TV households, an unmatched footprint in the local media landscape

# 3+m

sooka registered users

Strong traction from younger audiences confirms sooka's success as a high-impact, mobile-first streaming platform

# 17.5b

connected box minutes streamed

Massive engagement across Astro's platforms shows strong viewer demand and platform reliability at national scale

## CHALLENGING ENVIRONMENT

For a market leader like Astro, growth demanded transformation. Global streaming platforms were capturing younger audiences unwilling to commit to full pay-TV packages. To stay competitive, Astro needed to broaden its reach with a simplified, mobile-first offering and flexible pricing models, maintaining the premium quality and brand experience that define all its services.

With a bold vision to lead in an increasingly digital and on-demand media landscape, Astro set out to future-proof its sooka platform by enhancing scalability, flexibility and integration across its ecosystem. The company's strategy centered on building a more agile digital foundation, one that could support innovation, enable seamless experiences and reinforce content protection as a critical business priority.

## Long-term growth required a reset

## CHALLENGES



### Engaging and retaining younger audiences

Astro needed to connect with younger, mobile-first audiences who expect flexibility and personalization. Traditional pay-TV models had lesser appeal to these segments, and meeting their expectations without compromising Astro's premium brand experience became a challenge and a goal.



### Growing complexity in content protection and rights

With increasing content rights fragmentation and rising content protection concerns, Astro needed stronger, more flexible tools to manage evolving licensing models, enforce protection and maintain compliance across both live and on-demand services.



### Capturing new revenue

Monetizing a broader, increasingly price-sensitive audience demanded more than traditional subscriptions. To grow average revenue per user (ARPU), Astro needed to diversify its revenue streams. Advertising presented a promising opportunity to unlock targeted monetization while preserving user experience and optimizing operational efficiency.

# SOLUTIONS

Astro's transformation needed more than only technology, it required seamless migration, user continuity and platform readiness. Irdeto led the end-to-end deployment, ensuring zero disruption through careful planning and phased rollout. Close collaboration and proactive communication supported change management. The sooka re-launch played a central role in Astro's broader transformation strategy. It was more than a platform upgrade, it advanced operational excellence, enhanced cost efficiency and laid the foundation for future growth.



**Engaging and retaining younger audiences**

## **Consistent, adaptive cross-platform user experience**

Delivered a unified, responsive user experience across mobile, web, CTVs and streaming devices, adapting to device specs, language settings and user behavior.

## **Dynamic user interface personalization**

Collaborating with a leading recommendation provider facilitated A/B testing and tailored User Interfaces (UI), enabling faster experimentation, enhanced content discovery and a superior streaming experience.

## **Scalable video delivery infrastructure**

Optimized end-to-end Video on Demand (VOD) and live streaming pipelines to improve Quality of Experience (QoE), faster start times, fewer interruptions and higher reliability.



**Growing complexity in content protection and rights**

## **Integrated security and rights management**

Deployed advanced content security mechanism to protect premium content, ensure platform integrity and support evolving licensing and distribution requirements.

## **Flexible content access control**

Empowered with the agility to manage complex content rules and business models, while staying aligned with audience needs and licensing obligations.

## **Security without experience trade-off**

Ensured strong protection with no impact on the end user streaming experience.



**Capturing new revenue**

## **Flexible, multi-model monetization framework**

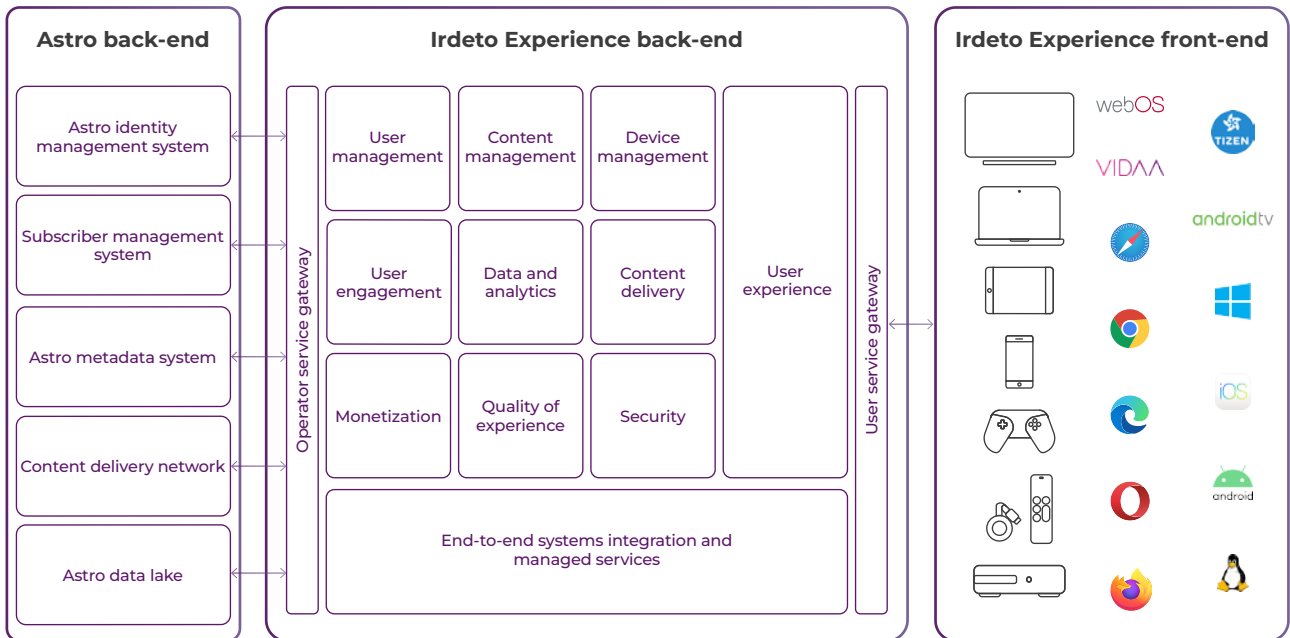
Supported Subscription, Advertising-based and Transactional Video on Demand (SVOD, AVOD and TVOD) with features like concurrency limits and resolution capping, balancing access and flexible pricing.

## **Expanded premium ad inventory**

Enabled addressable advertising across platforms, growing high-value CTV inventory and unlocking new revenue streams from digital-first audiences.

# BETTER TOGETHER

Irdeto brought together a best-in-class ecosystem to help Astro deliver a premium streaming experience for sooka. In today's fragmented landscape, building and running a successful platform requires strong, trusted partnerships. As the main Systems Integrator (SI), Irdeto in conjunction with Astro, worked with best-of-breed partners to align leading technologies, simplify delivery and reduce complexity, so Astro could stay focused on growth, performance and innovation. Learn more about our [ecosystem of partners](#).



## Core systems integration

- Integrated metadata, playout, media asset management systems
- Real-time metadata workflows
- Unified platform control
- Seamless complex migration execution
- Simplified vendor landscape

## Operational excellence

- Modular scalable infrastructure
- High crash-free rate
- Supports high concurrent peak users
- Lighthouse for web monitoring
- Short load times

## Data and analytics

- Real-time Insights
- In-app notifications
- Data lake integration
- API query and response logs

## Quality of experience (QoE)

- Faster video start times
- Adaptive bitrate optimization
- Multi-CDN
- Real-time QoE analytics
- Failover-ready media architecture

## Security and content protection

- Multi-DRM system
- Advanced security mechanism

## UI and user experience enhancements

- Multilingual UI design (in the roadmap)
- Content personalization
- Branded and sponsored pages
- Personalized sports-centric views

## User engagement

- Smart content recommendation engine
- Advanced search with fuzzy logic
- Binge mode and skip intro
- Voice-enabled search
- Deep linking and social sharing

## Monetization

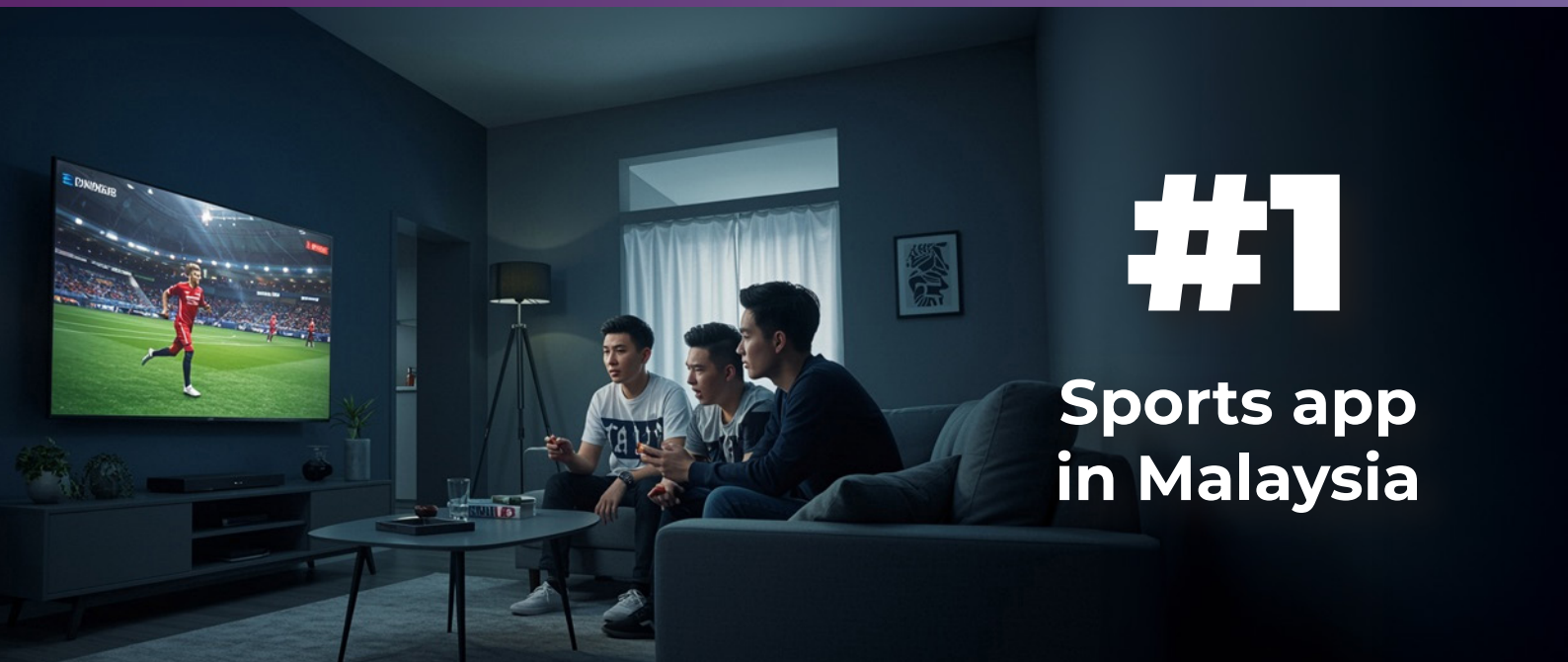
- SVOD, AVOD, TVOD, PPV support
- Bundles with third-party devices
- Targeted ads across all platforms
- Intro offers and promo pricing
- Concurrency and resolution control

## Platform and device reach

- Web, mobile, tablet apps
- Smart TVs (LG, Samsung, Vidaa)
- Android TV, Android TV Stick

## Customer support tools

- In-app support ticket system
- View/update account features
- Upgrade prompts at login
- Third-party activation flow
- Account deletion request process



# #1

## Sports app in Malaysia

# 4.5

## user rating\*

\*on Google Play Store and 4.1 on Apple App Store, maintaining a positive trend since launch



# 40%

## Security and streaming performance improvement



**irdeto** × **astro** × **sooka**

**Partner with us and unlock your success story!**  
**Let's talk**

## **ABOUT IRDETO EXPERIENCE**

Irdeto Experience is a modular, end-to-end video platform built for today's streaming-first world. It enables secure, scalable content delivery, flexible monetization models and dynamic user experiences across all devices. With advanced analytics, super aggregation and operational efficiency, it helps operators unify broadcast and OTT, combat piracy and deliver premium, personalized viewing, faster, smarter and more cost-effectively.

[READ MORE HERE](#)