

astro **AUDIO STUDY**

A research study that is designed to measure all audio respondents listen to in a week and the motivators behind audio consumption

**96% of respondents aged 10+ in Peninsular Malaysia have tuned into live radio in the past week**



**Live Malaysian Radio**

All Platforms, inclusive live radio streaming e.g listening radio via radio station's app such as SYOK, Audio+

Live Malaysian Radio accounts for a

**dominant 96%** reach of all audio listening

Owned Music /Podcast  
**2%**

**Streaming Music**

e.g. Spotify Music, YouTube Music, JOOX Music, etc

**10%**

**only 6%** are willing to pay subscription fee to use the app for streaming ad-free music

Base : Respondents 10+ years old, past week audio streaming apps users

\*Number of listeners only covers respondents who have at least listened for a consecutive duration of 8 minutes and more

**Radio is both personal and family choice of entertainment. Hence, it continues to hold a leading position in the audio landscape.**

"Cheer up my family"

"Many songs that my family and I love"

"Listen to it because my family is listening to it"

"My family's source of entertainment"

"The latest trendy songs. Provide entertainment while driving with the family"



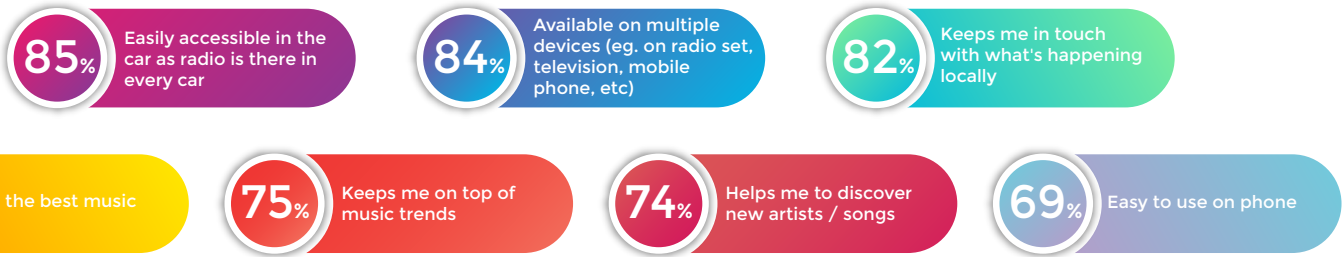
\*All respondents' verbatims translated into English language for infographics presentation

**About the study:**

All information is based on 1,600 respondents aged 10 years and above in Peninsular Malaysia. Survey was conducted from 9 January to 22 January 2022. Respondents were required to complete a customised 7 day audio diary detailing their listening activities.

## Radio Strongest Attribute: Reaching Listeners Anytime and Anywhere

Listeners are satisfied with Radio because Radio is...

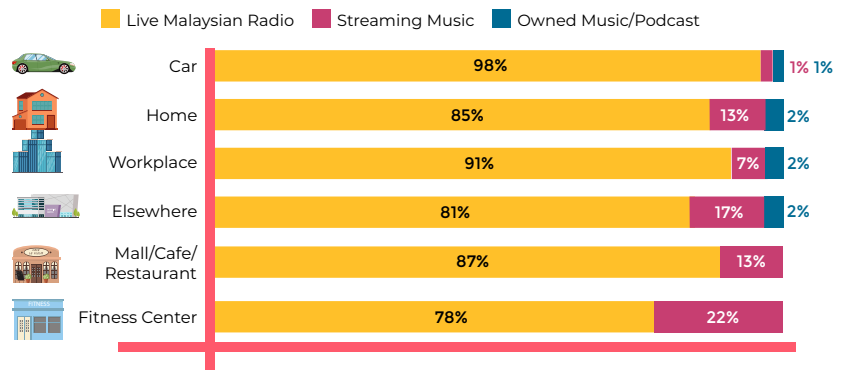


## Where They Listened?

Radio still conquered the car - 98% share of all audio listening



Radio owned the majority share of listening across all places



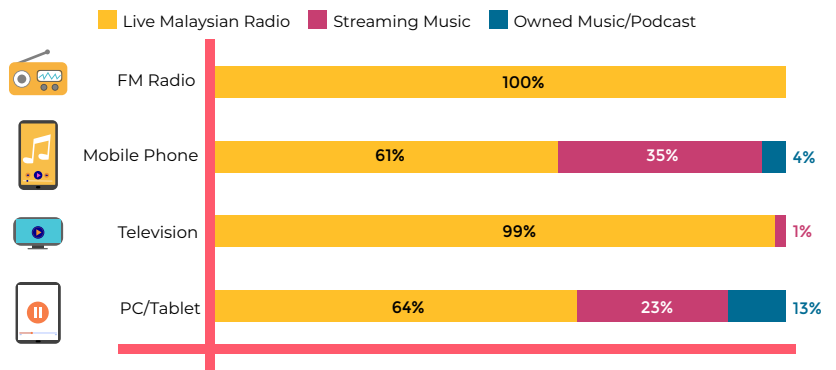
\*Based on 100% share of listening on individual location

## How They Listened?

Radio tops in listening via mobile phone - 61% share of all audio listening



Radio owned the majority share of listening across all devices



\*Based on 100% share of listening on individual device

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## Live Malaysian Radio

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e.g listening radio via radio station's app  
such as SYOK, Audio+

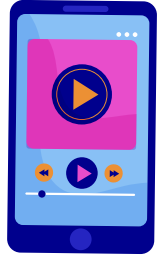
## Streaming Music

e.g. Spotify Music, YouTube Music,  
JOOX Music, etc



Listening at more than 1 locations in the past week

Listening using more than 1 devices in the past week

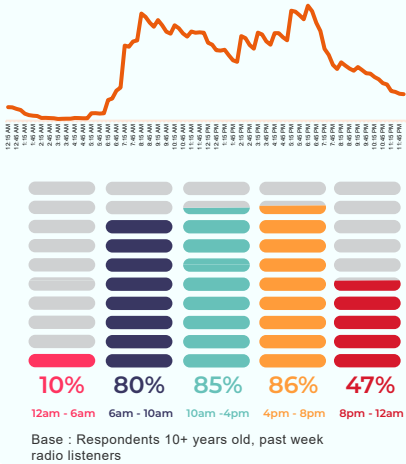


Listening was happening throughout the day

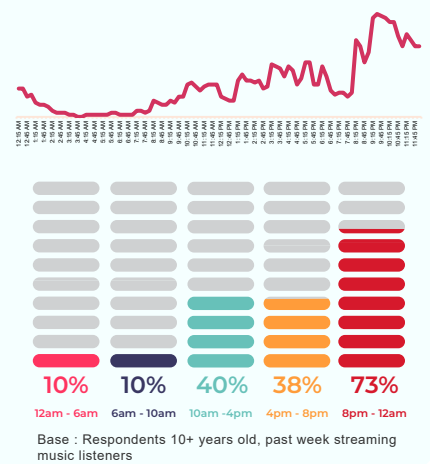
## When They Listened?

Vast majority of listening occurred during 8pm to 12am

Live Malaysian Radio by 15-minutes daypart



Streaming Music by 15-minutes daypart

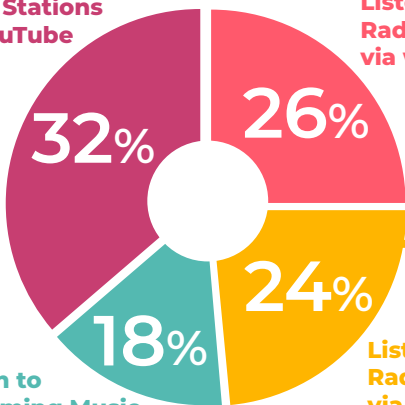


## Radio dominates the online space in audio listening

Past month share of listeners among respondents aged 10+

Listen to FM Radio Stations via YouTube

Listen to FM Radio Stations via websites



## Top attributes respondents looking for in audio streaming apps

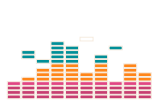
- 65% Variety choices of playlist / music / radio station
- 50% No subscription fee to use the app / It is a free app
- 42% Offers videos in various categories

Radio App able to meet the needs of its listeners

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## Radio remains as the reliable source for news and information



In fact, **16% MORE** respondents said they will miss Radio The Most if it is no longer accessible compared to Online



## Radio is more than just Music, offers both content and connection on personal level



"Radio makes me feel less alone and plays the best music"

"I love radio because it gives a lot of latest news and brings peace while listening to songs"

"I can study & increase my religious knowledge, as well as other knowledge in my free time... In addition to being able to listen to old songs .."

"I like to hear the new and old songs"

"I am able to listen to songs while driving a car. There is information on the latest traffic."

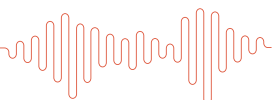
**More than 2 in 3** respondents said Radio...

- Has helped them deal with the pandemic
- Provides lifestyle support and company that makes them feel better
- Provides a human connection / touch or a sense of community

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# The Effectiveness and Benefits of Radio Advertising

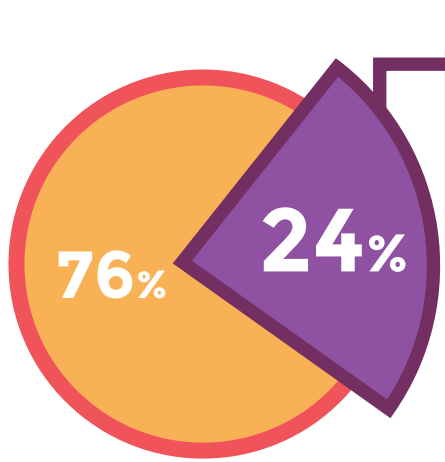
## Among Astro Radio Listeners

((( Radio Ads increase brand recall )))

**65%** of Astro Radio listeners claimed that radio advertisements are memorable



Base : Astro Radio listeners who have rated "Not Memorable At All, Somewhat Not Memorable, Somewhat Memorable, Extremely Memorable" on Radio Advertisement



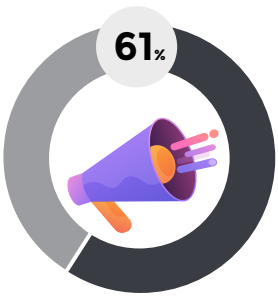
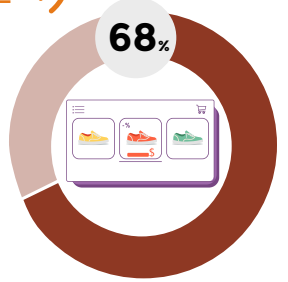
By considering all the ads that one could see and/or listen in a day, 24% are from radio ads

TV/Newspaper/Magazine/  
Online/Outdoor/Cinema Ads



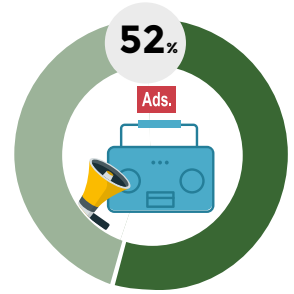
((( Radio Ads resonate in the consumers' ears )))

Radio Ads provide brief and concise information about a product / service



Radio Ads make the brands advertised more appealing

I don't mind hearing radio ads since it is not intrusive



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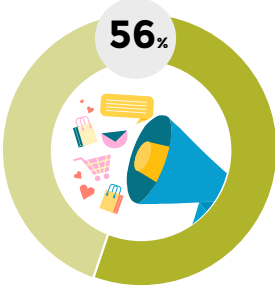
((( Radio Ads are effective at bringing new customers )))

Radio Ads make me aware of new brands

70%



56%



Radio Ads make me consider new brands

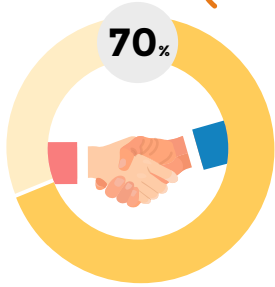
50%



I learn about local businesses / SMEs from radio ads

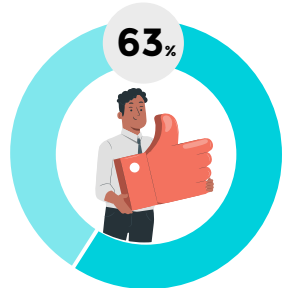
((( Consumers place trust in Radio Ads )))

70%



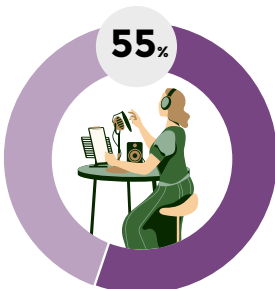
Radio Ads increase my trust/feel more loyal to the brands

63%



My opinion of a company is more positive when I hear it mentioned on a radio station that I regularly listen to

55%



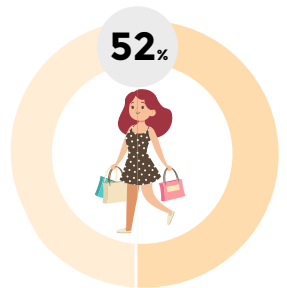
I trust a brand more if it is endorsed by my favourite radio presenter

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((( Radio Ads influence consumers' decisions )))

I will consider buying the advertised product as a result of hearing Radio Ads



Radio Ads are something that I rely on / have influence when I am purchasing a product

((( Radio Ads convert potential consumers into buying customers )))

**More than 1 in 3**  
Astro Radio listeners have purchased/searched for more information as a result of hearing radio ads in the past month

**Top 5 Products / Services**

51% Retailers - Hypermarket / Supermarket

47% Online Shopping

41% Beauty - Skincare

38% Beverage - Coffee

36% Beauty - Haircare

Base : Astro Radio listeners who have purchased/searched for more information as a result of hearing of hearing radio ads in the past month



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