



THE BRAND THAT REACHES MALAYSIAN LIKE NO OTHER

SYOK™ ERA™ MY hitz mix Lite sinar. raaga™ Gegar. MELODY ZANA® goxuan™



No1

CHOICE FOR ALL LANGUAGES

Malay, Chinese, English & Tamil



astro

Radio

17 MILLION
MALAYSIAN

Spend Their Time With Us

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023, GfK RLS East Malaysia 2023 Survey





REACHES MILLIONS OF MALAYSIANS, EVERY DAY

delivering a variety of angles, formats and approaches
to content, and serving it 24/7, 365 days





16.3 MIL
CONSUME
ASTRO RADIO WEEKLY

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

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Radio

ERA™ **sinar**™
Gegar™ **ZAYAA**™

9.8 MIL (69.3%)
WEEKLY CONSUMERS

MY™ **MELODY**™
goxuan™

3.5 MIL (73.2%)
WEEKLY CONSUMERS



hitz™ **mix**™
Lite™

3.4 MIL (87.1%)
WEEKLY CONSUMERS

raaga™

1.7 MIL (90.9%)
WEEKLY CONSUMERS

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

SVOK™ **ERA**™ **MY**™ **hitz**™ **mix**™ **Lite**™ **sinar**™ **raaga**™ **Gegar**™ **MELODY**™ **ZAYAA**™ **goxuan**™

OUR CONSUMERS

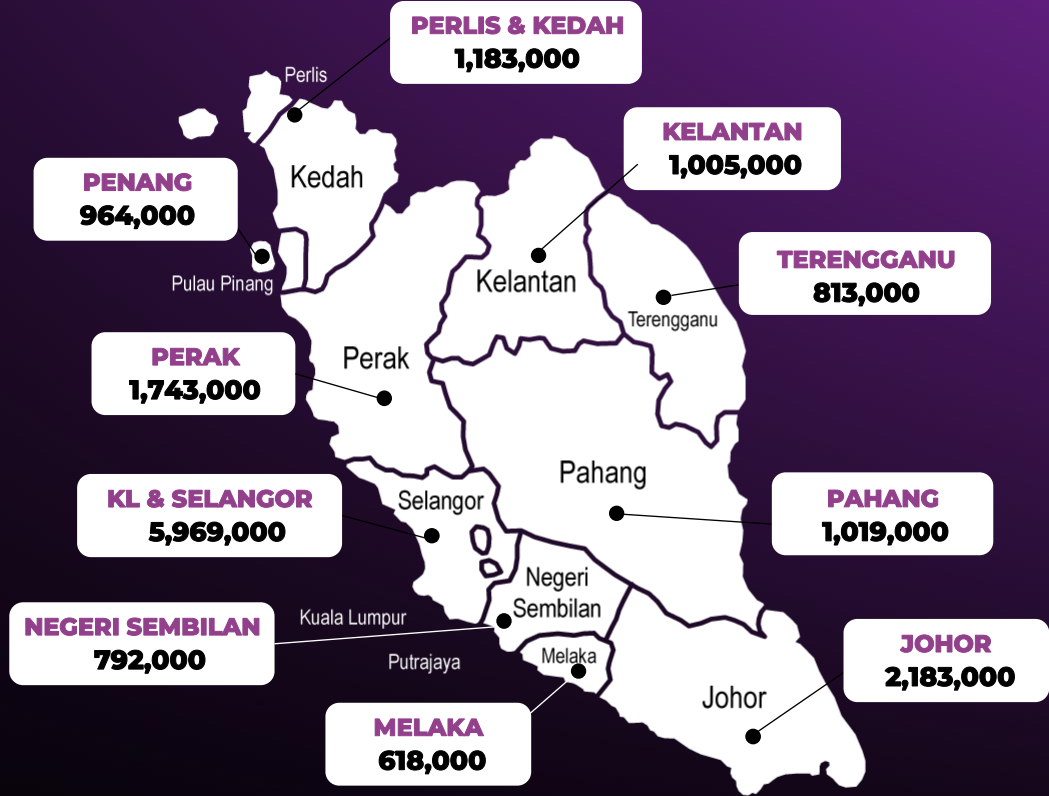


Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

OUR CONSUMERS REACH BY STATE

16.3 MIL

North 3,890,000	Central 6,760,000
South 2,801,000	East Coast 2,838,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

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Radio

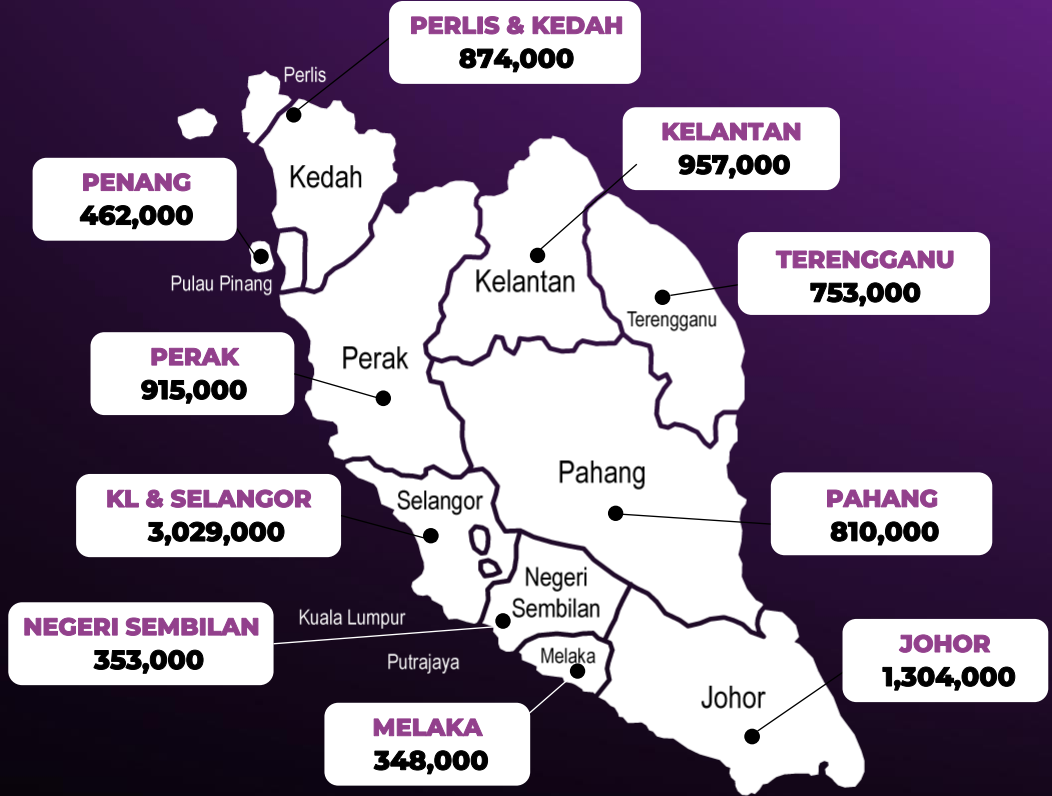
ERA sinar. Gegar. ZAYAA

MALAY BRANDS REACH BY STATE

9.8 MIL

CONSUMERS

North 2,251,000	Central 3,382,000
South 1,651,000	East Coast 2,521,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

astro

Radio

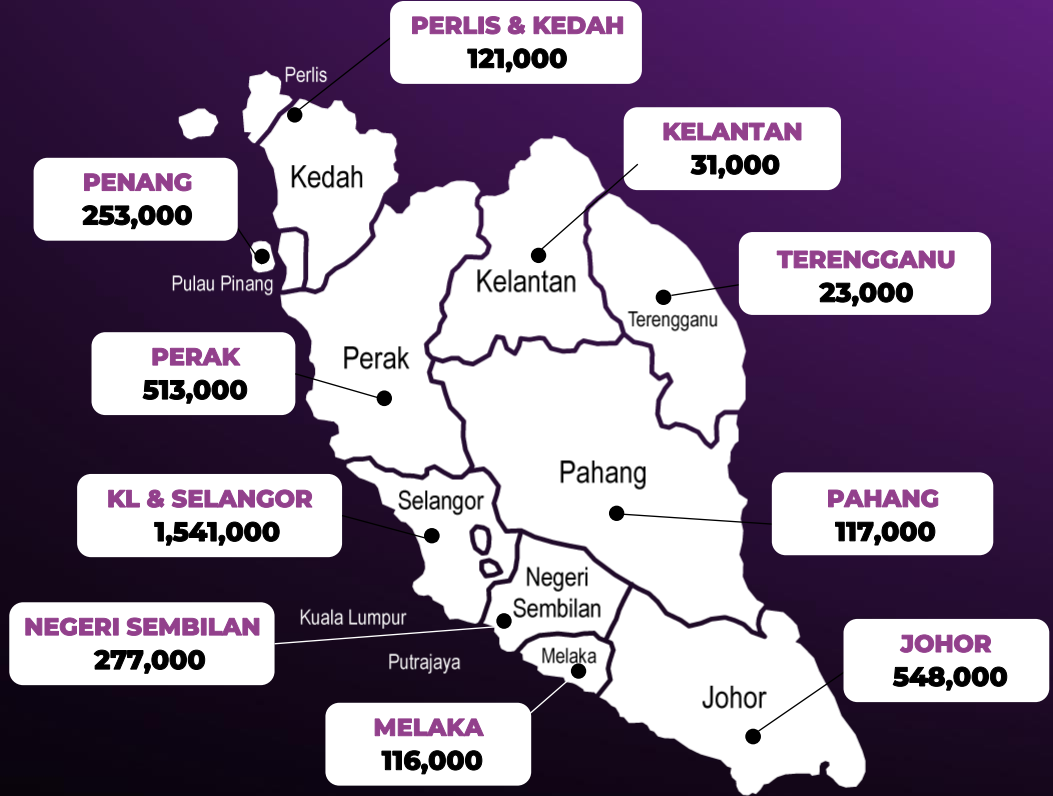
MY MELODY goxuan

CHINESE BRANDS REACH BY STATE

3.5 MIL

CONSUMERS

North 886,000	Central 1,818,000
South 664,000	East Coast 170,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

astro

Radio

hitz mix Lite

ENGLISH BRANDS REACH BY STATE

3.4 MIL

CONSUMERS

North 713,000	Central 1,538,000
South 824,000	East Coast 365,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

astro

Radio

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TAMIL BRAND REACH BY STATE

1.7 MIL

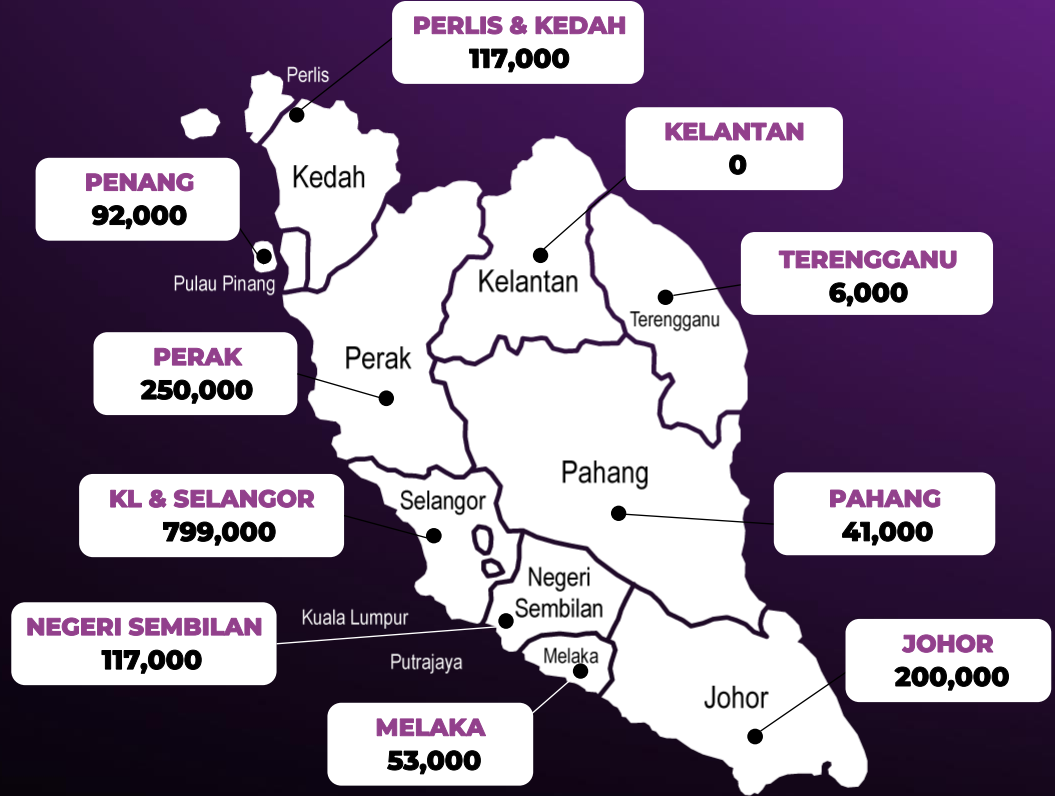
CONSUMERS

North
459,000

Central
916,000

South
253,000

East Coast
47,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

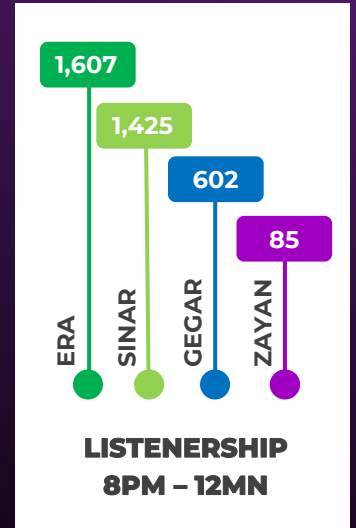
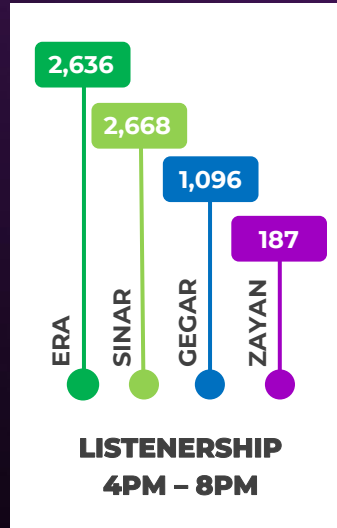
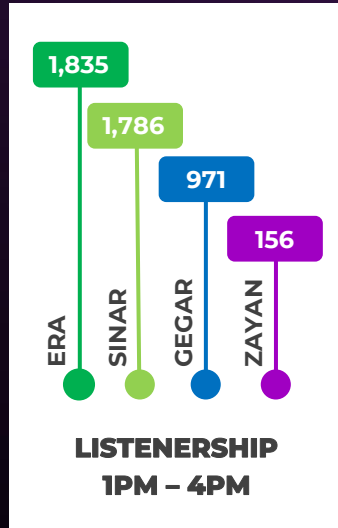
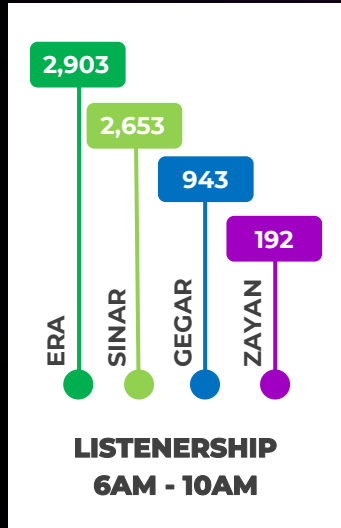


Delivers A Quality Experience
FOR EVERY MALAYSIAN

throughout the day across all languages, 24/7, 365 days



MALAY BRANDS



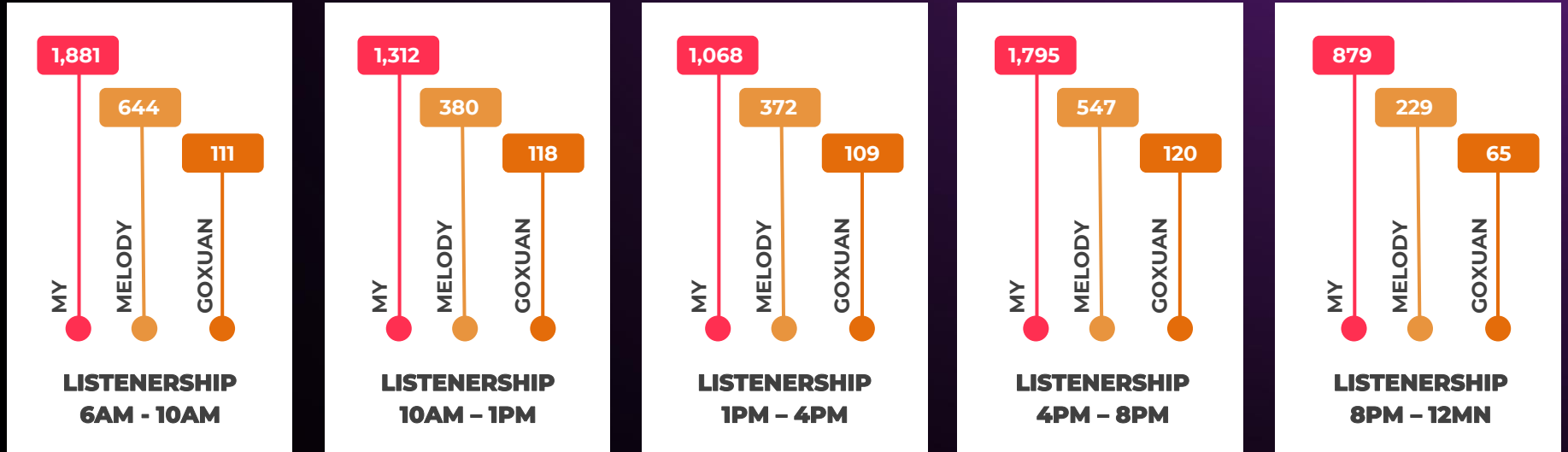
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

Weekday Listenership - All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)

CHINESE BRANDS



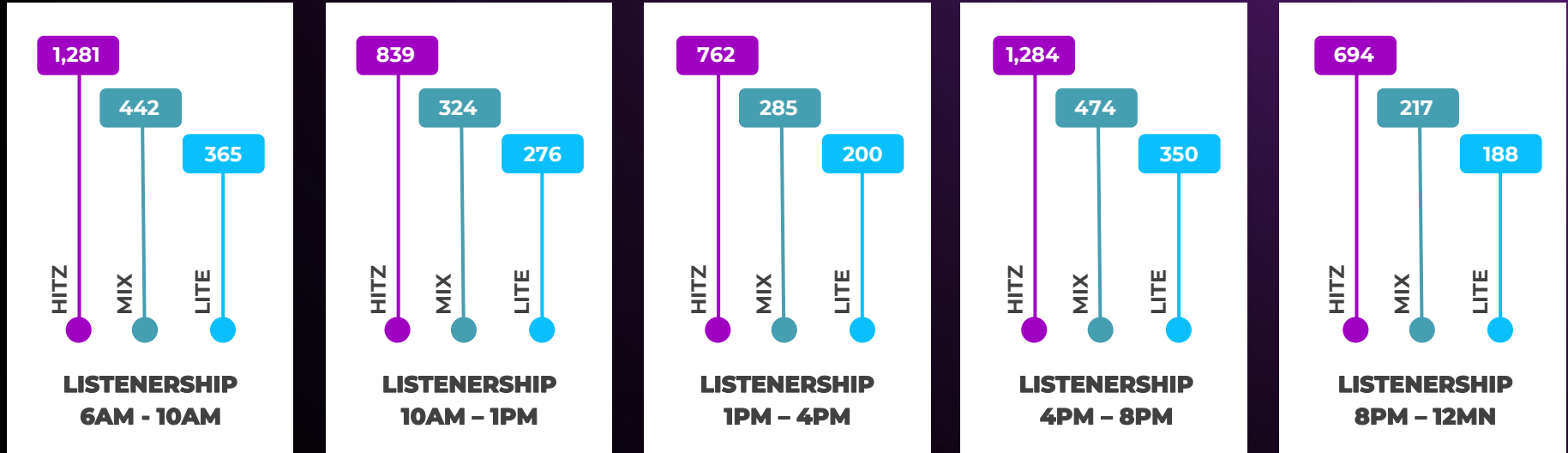
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)

ENGLISH BRANDS



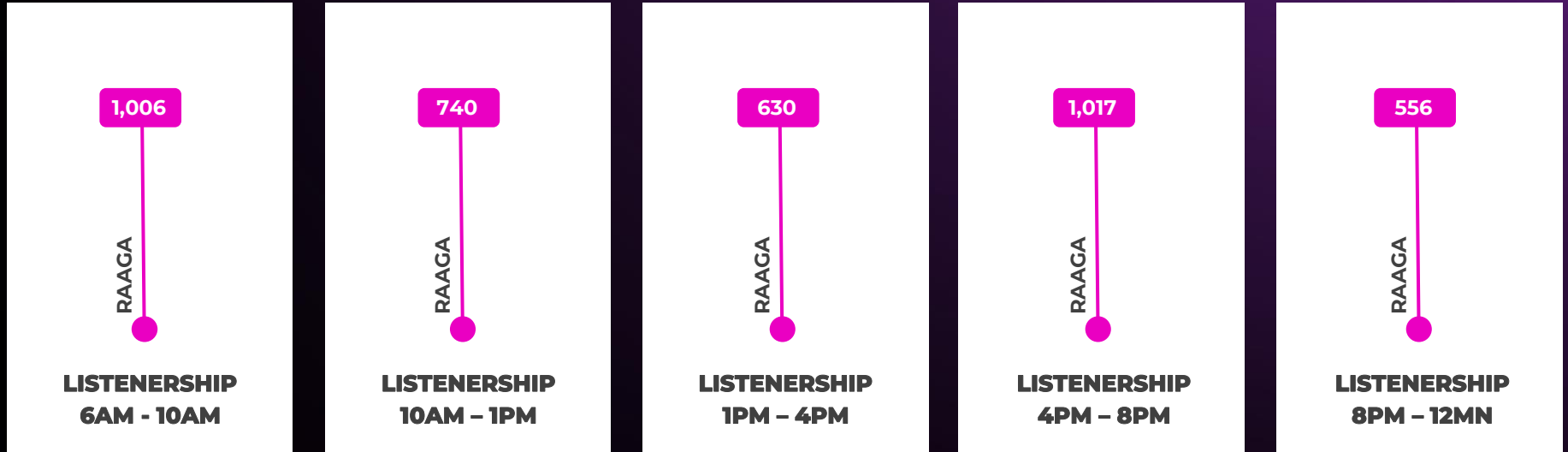
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)

TAMIL BRAND



CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)

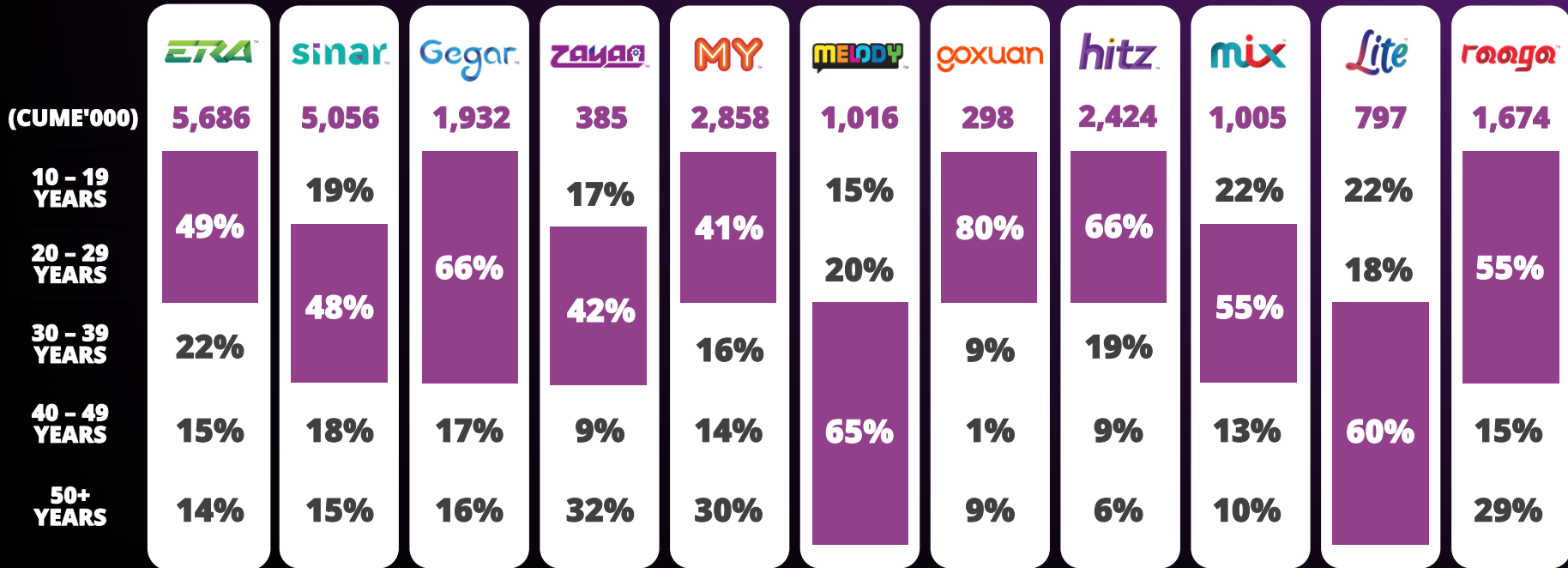


We Know What
MALAYSIAN WANTS

reaching all walks of life



OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

OUR PROFILE

(CUME'000)	5,686	5,056	1,932	385	2,858	1,016	298	2,424	1,005	797	1,674
< 1K HHI	2%	2%	4%	5%	1%	3%	5%	1%	3%	3%	2%
1K - 2K HHI	10%	12%	28%	12%	3%	4%	6%	6%	4%	2%	9%
2K - 3K HHI	17%	14%	25%	8%	4%	7%	11%	9%	5%	10%	10%
3K - 4K HHI	25%	23%	20%	25%	11%	12%	15%	15%	9%	10%	21%
4K - 5K HHI	20%	25%	11%	18%	23%	20%	16%	19%	13%	13%	32%
> 5K HHI	27%	25%	12%	32%	58%	56%	46%	51%	65%	62%	26%

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

OUR PROFILE

	ERA	sinar	Gegar	ZAYAR	MY	MELODY	goxuan	hitz	mix	Lite	raaga
(CUME'000)	5,686	5,056	1,932	385	2,858	1,016	298	2,424	1,005	797	1,674
PMAT'S (PMEB'S)	13%	15%	5%	12%	18%	25%	22%	25%	33%	33%	13%
OTHER WHITE COLLAR	12%	11%	5%	4%	14%	17%	13%	14%	15%	10%	14%
BLUE COLLAR	30%	31%	41%	29%	21%	19%	21%	19%	16%	12%	29%
STUDENTS	26%	22%	27%	19%	25%	20%	38%	33%	26%	29%	17%
OTHERS	19%	22%	22%	35%	21%	19%	6%	8%	10%	16%	28%

Source: GfK Radio Audience Measurement (RAM) Wave 1 2023

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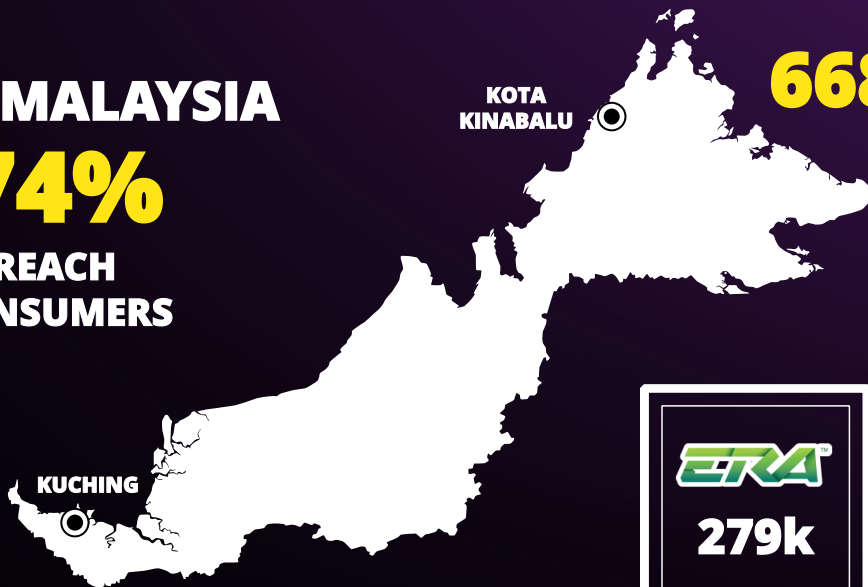
Radio

OUR REACH

EAST MALAYSIA

74%

REACH
CONSUMERS



KOTA
KINABALU

668k

KUCHING

ERA

279k

hitz

277K

MY

145K

Source : GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)

SYOK

ERA

MY

hitz

mix

Lite

sinar

raaga

Gegar

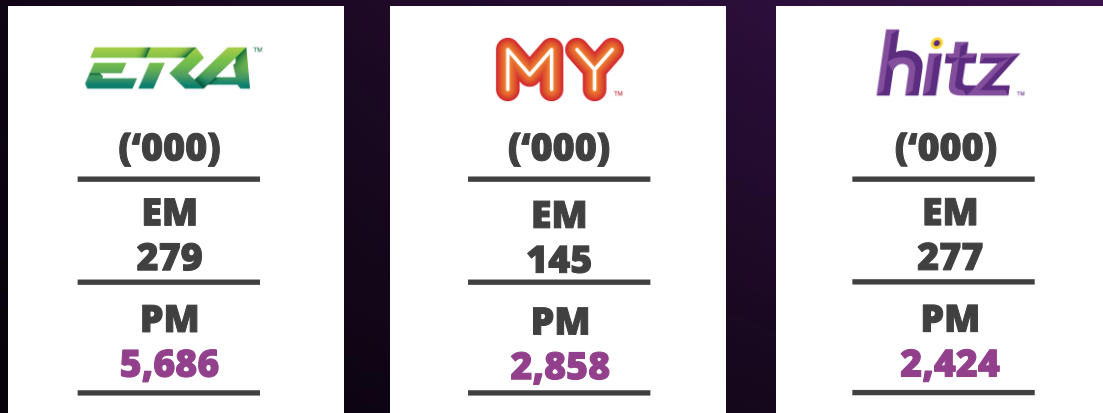
MELDY

ZARA

goxuan

OUR BRANDS

TOTAL REACH FOR MALAYSIA



CUMULATIVE AUDIENCE #(‘000)

GfK Radio Audience Measurement (RAM) Wave 1 2023 & *GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)



UPDATES



DIGITAL MATRIX

(March 2023)

WEBSITE

Users

STATISTICS

2.9mil

AUDIO STREAMING

Total Unique Listeners

3.5mil

Total Listens

20.3mil

Average Time Spent listening

48m 60s

Podcast Listens

721K

SYOK APP AUDIO STREAMING

Total Unique Listeners

787K

Total Listens

8.0mil

Average Time Spent listening

26m 67s

VIDEO VIEWS

Social Media Video Views

134mil

(Facebook/Instagram/Youtube)

SOCIAL MEDIA

Facebook Fans

13mil

Twitter Followers

1.5mil

Instagram Followers

7.9mil

YouTube Followers

2.5mil

Source: Streaming is based >1 minute length, RadioActive Mar 2023 |
Video views: FB creator studio / crowdtangle | Youtube analytics Mar 2023 | Website: Google Analytics Mar 2023



**UPDATES
ON**

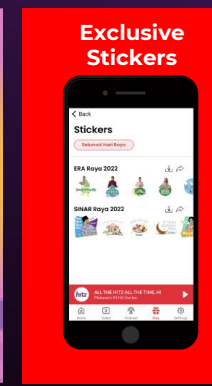
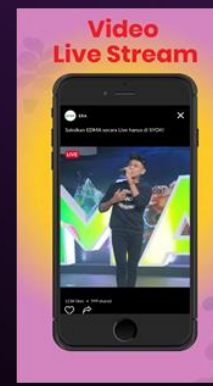
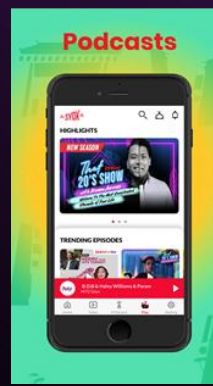
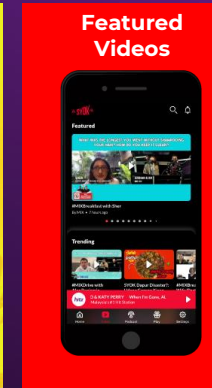
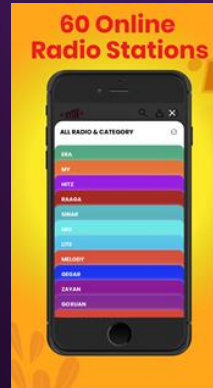


SYOK was first launched in July 2019 and is Astro Radio's multilingual entertainment and lifestyle platform that offers Malaysians live radio, original videos, exclusive podcasts, articles and contests through our website, social media and app.

With the recent relaunch of SYOK, users are able stream 60 new and 25 existing Astro + Radio brands as well as gain access to SYOK Originals featuring bespoke short-form videos and podcasts produced by SYOK.

KEY STATISTICS MARCH 2023

- MAU : 261K
- Average Session Duration : 1hr 8m 33s
- Radio Listeners : 787K
- Radio Listens : 8.0mil
- Podcast listens : 2.8mil
- Article View : 188K
- Video View : 24K



Source: Streaming is based >1 minute length, RadioActive March 2023 | SYOK Apps performance: Google Analytics March 2023

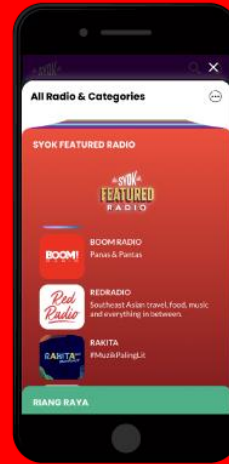
60 Online Radio Stations



60 ONLINE RADIO STATIONS

The 60 new stations on SYOK enables users to stream their favourite music genres and categories across languages including ballads, classics, acoustic music, dance music, workout music, K-pop, hip-hop, favourites from the 70s, 80s and 90s, rock, Jiwang, Cintan, Nasyid, Arabic, Bollywood songs, Irama Malaysia, Dangdut and more.

Featured Stations



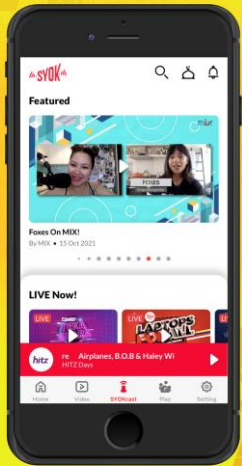
FEATURE STATIONS

We've also partnered with various other radio platforms to bring you a wider variety of content. With names such as Boom! Radio, Red Radio, Rakita and KBS World Radio to name a few, these partnerships will open the doors to many more content offerings!

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Radio

Original Videos



ORIGINAL VIDEOS

The SYOK app also offers Malaysians access to SYOK Originals – short-form videos which features relevant and interesting stories for everyone.

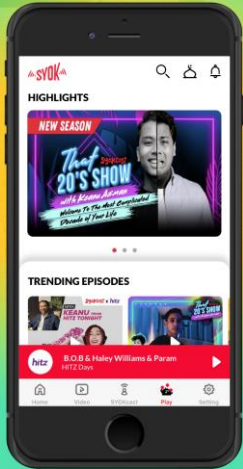
Video Live Stream



VIDEO LIVE STREAM

Now there's Video Live Stream on SYOK where users can catch real-time content, LIVE, interact via live chat and share it on their social media.

Podcasts



PODCASTS

SYOK features original and trending podcasts in various languages. With over 700 thousand podcast listens per month, we highlight only the best podcasts for our listeners.

Exclusive Stickers



EXCLUSIVE STICKERS

Now, you can also get exclusive Whatsapp stickers from SYOK! Share your feelings and thoughts with our awesome sticker selection.

Spin To Win Gamification



SPIN TO WIN GAMIFICATION

With SYOK's new Spin to Win Gamification Feature, we are now able to collaborate with different partners to offer users a more fun and engaging experience to win prizes.



Thank You!

