

astro  
Radio

# 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



**16.7 MILLION**  
**MALAYSIAN**

Spend Their Time With Us

Source: GfK Radio Audience Measurement (RAM) Wave 2 2023, GfK RLS East Malaysia 2022 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 MIL**  
CONSUME  
**ASTRO RADIO WEEKLY**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

# astro

Radio

**ERA**™ **sinar**™  
**Gegar**™ **ZAYAA**™

**9.6 MIL (69.2%)**  
**WEEKLY CONSUMERS**

**MY**™ **MELODY**™  
**goxuan**™

**3.2 MIL (72.0%)**  
**WEEKLY CONSUMERS**



**hitz**™ **mix**™  
**Lite**™

**3.6 MIL (87.9%)**  
**WEEKLY CONSUMERS**

**രാദ്ദാ**™

**1.6 MIL (91.2%)**  
**WEEKLY CONSUMERS**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2023



# OUR CONSUMERS

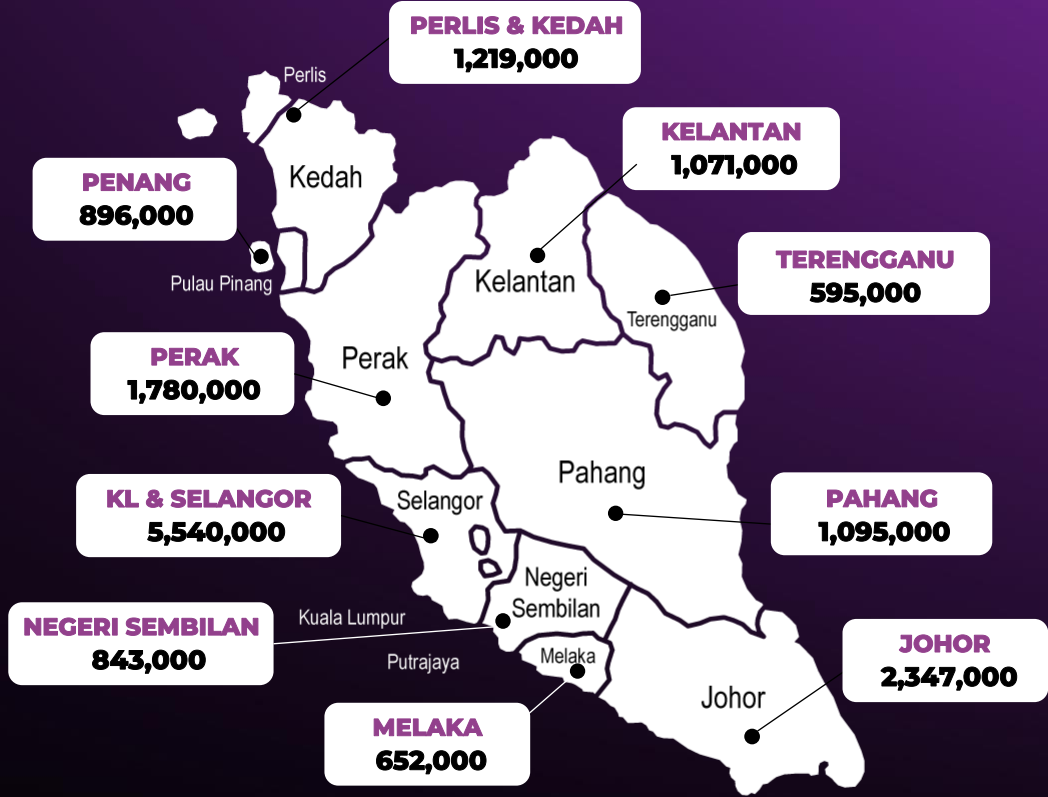


Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

## OUR CONSUMERS REACH BY STATE

# 16 MIL

<b>North</b> 3,894,000	<b>Central</b> 6,382,000
<b>South</b> 2,999,000	<b>East Coast</b> 2,761,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023



# astro

Radio

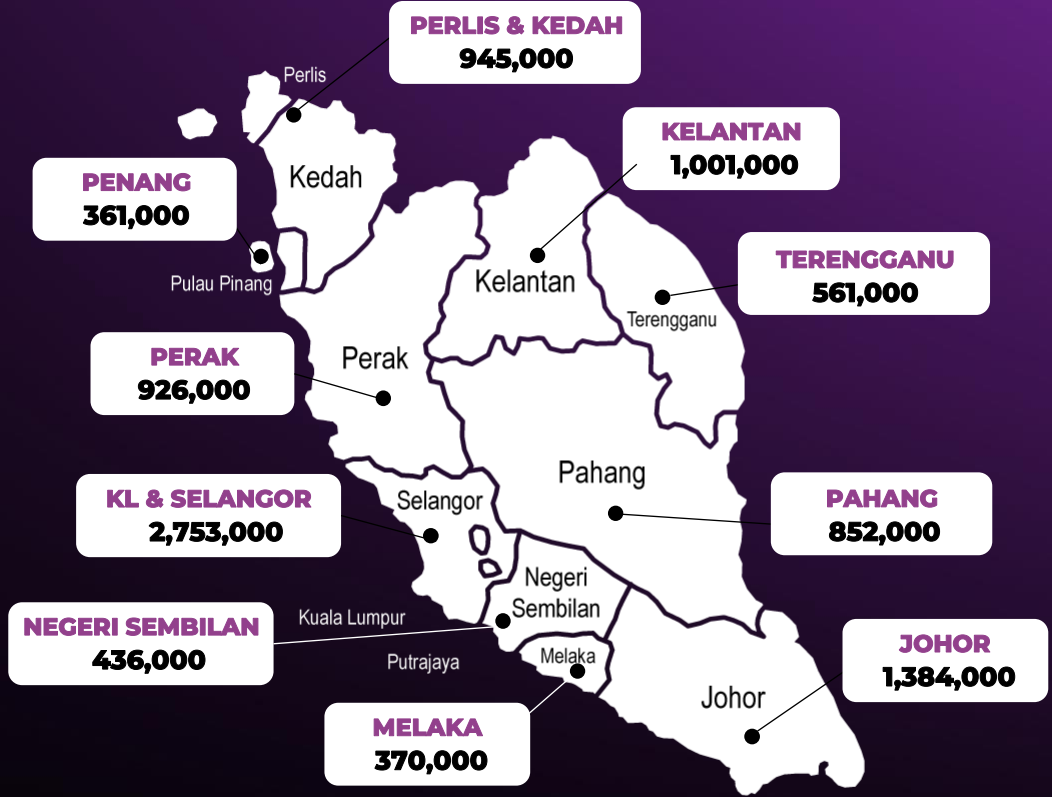
ERA sinar. Gegar. ZAYAA

## MALAY BRANDS REACH BY STATE

# 9.6 MIL

CONSUMERS

<b>North</b> 2,232,000	<b>Central</b> 3,190,000
<b>South</b> 1,755,000	<b>East Coast</b> 2,415,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

# astro

Radio

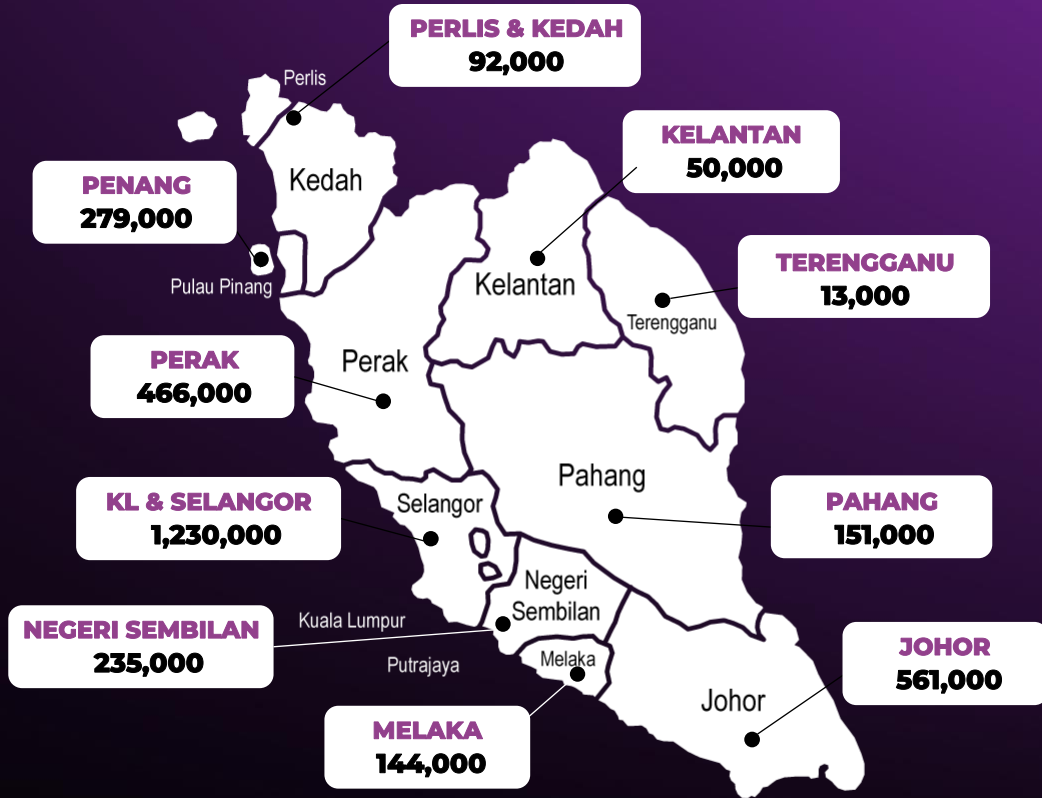
MY MELODY goxuan

## CHINESE BRANDS REACH BY STATE

# 3.2 MIL

CONSUMERS

<b>North</b> 837,000	<b>Central</b> 1,466,000
<b>South</b> 705,000	<b>East Coast</b> 214,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

# astro

Radio

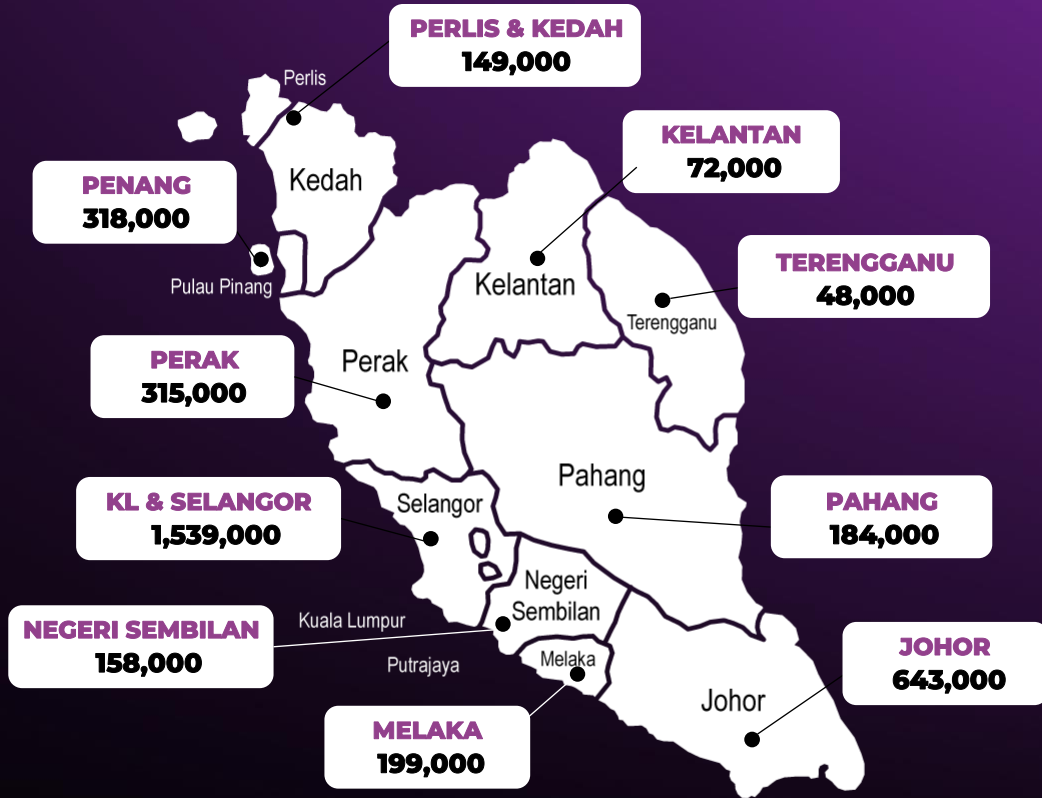
*hitz mix Lite*

## ENGLISH BRANDS REACH BY STATE

# 3.6 MIL

CONSUMERS

<b>North</b> <b>782,000</b>	<b>Central</b> <b>1,697,000</b>
<b>South</b> <b>842,000</b>	<b>East Coast</b> <b>304,000</b>



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

# astro

Radio

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## TAMIL BRAND REACH BY STATE

# 1.6 MIL

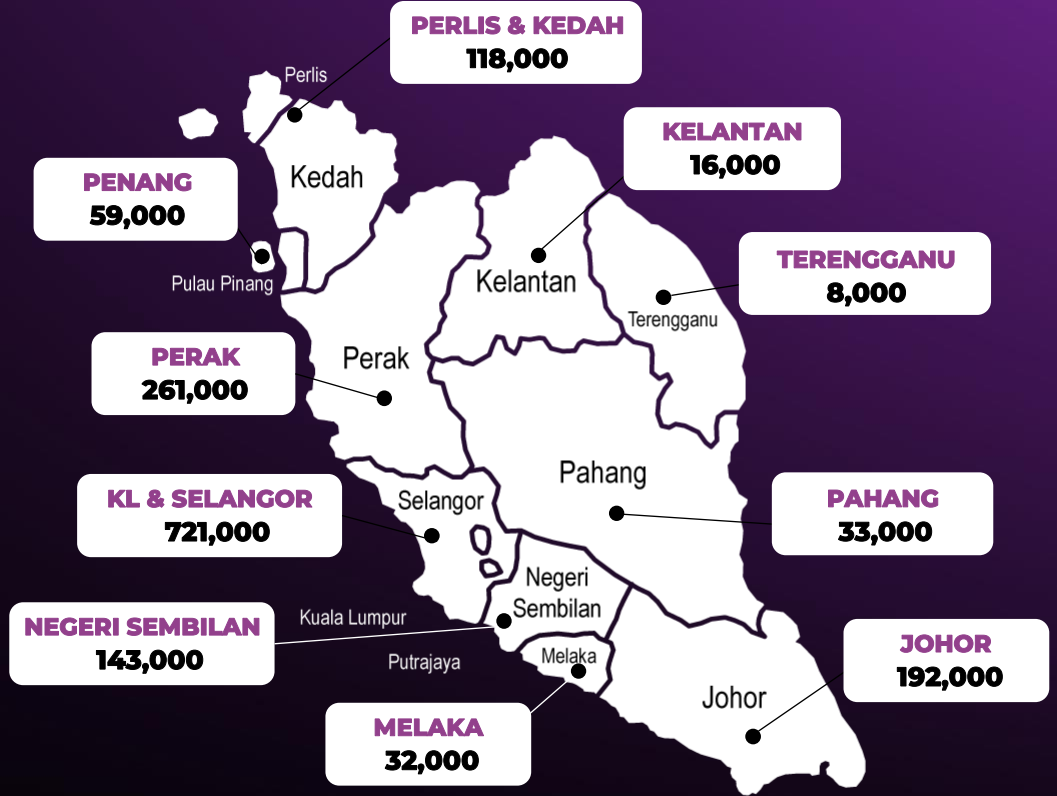
CONSUMERS

**North**  
**438,000**

**Central**  
**864,000**

**South**  
**225,000**

**East Coast**  
**56,000**



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

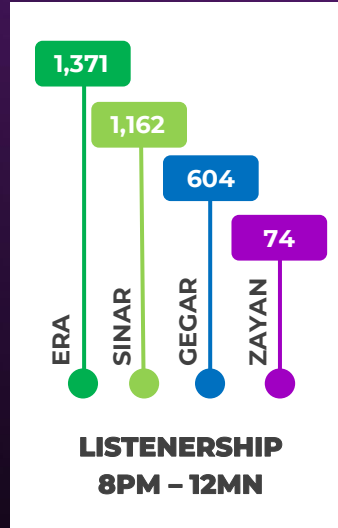
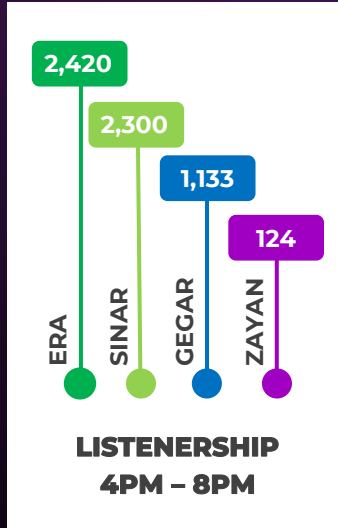
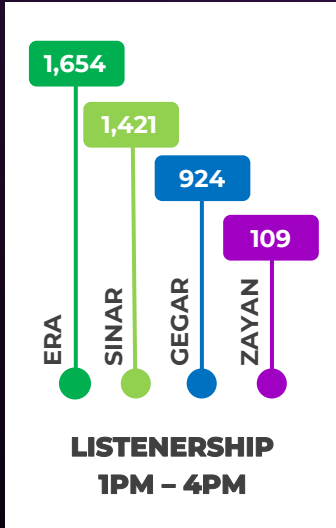
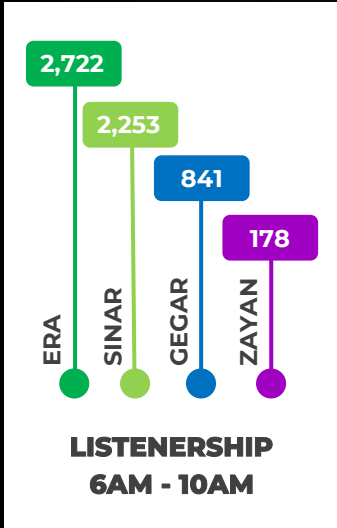


**Delivers A Quality Experience**  
**FOR EVERY MALAYSIAN**

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



# MALAY BRANDS



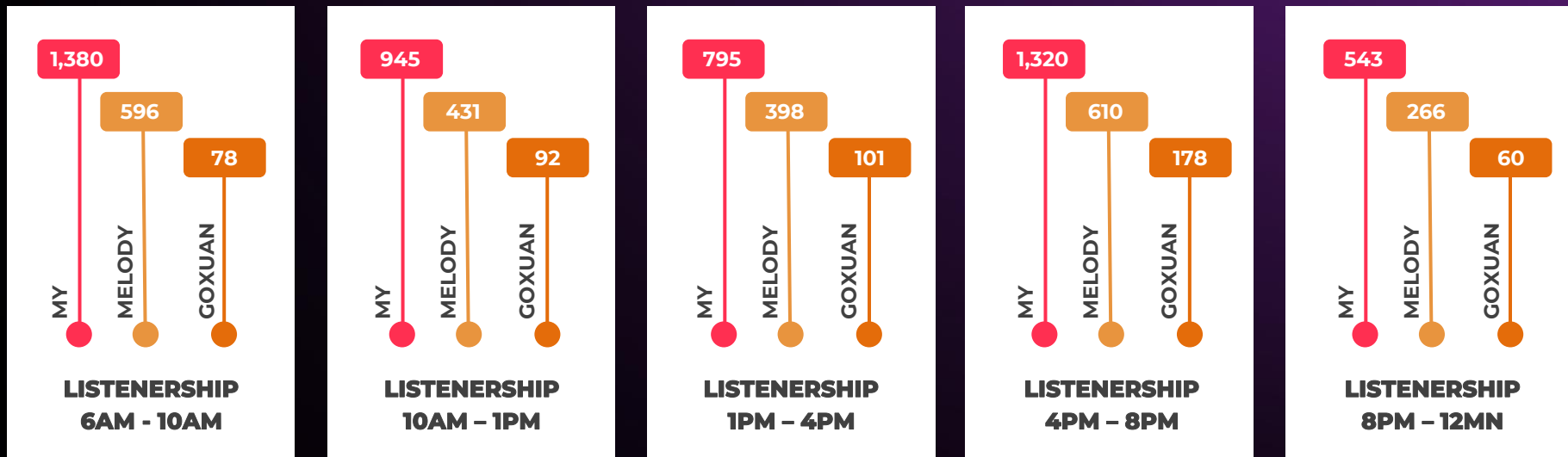
**CUMULATIVE AUDIENCE #('000)**

Source: Cfk Radio Audience Measurement (RAM) Wave 2 2023

Weekday Listenership - All people 10+

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

# CHINESE BRANDS



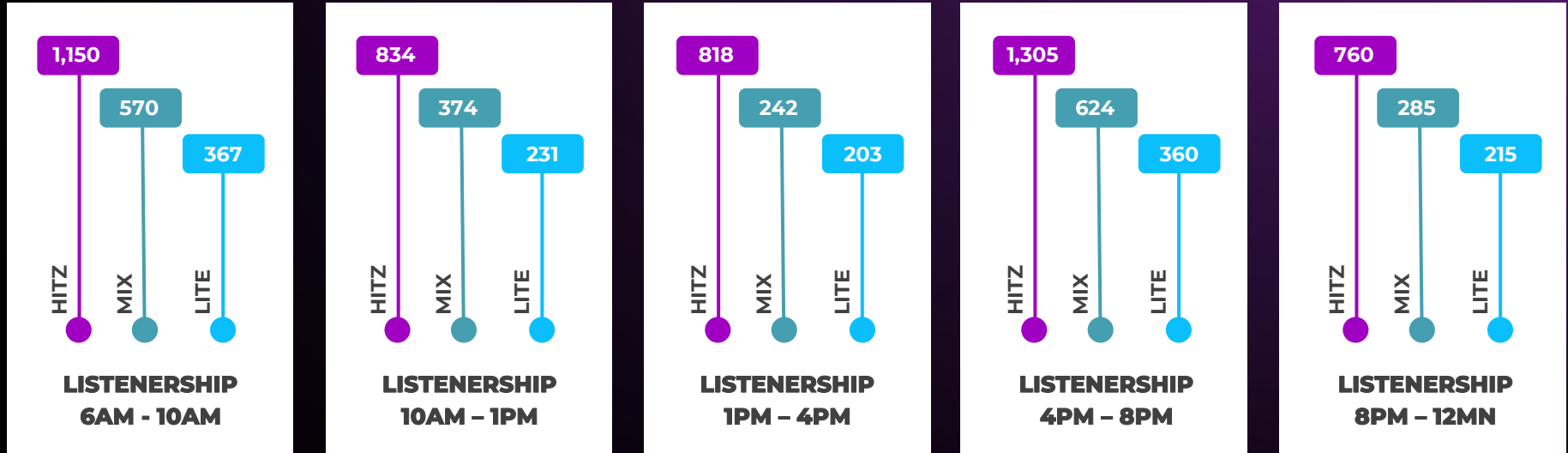
CUMULATIVE AUDIENCE #('000)

Source: Cfk Radio Audience Measurement (RAM) Wave 2 2023

Weekday Listenership – All people 10+

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

## ENGLISH BRANDS



CUMULATIVE AUDIENCE #('000)

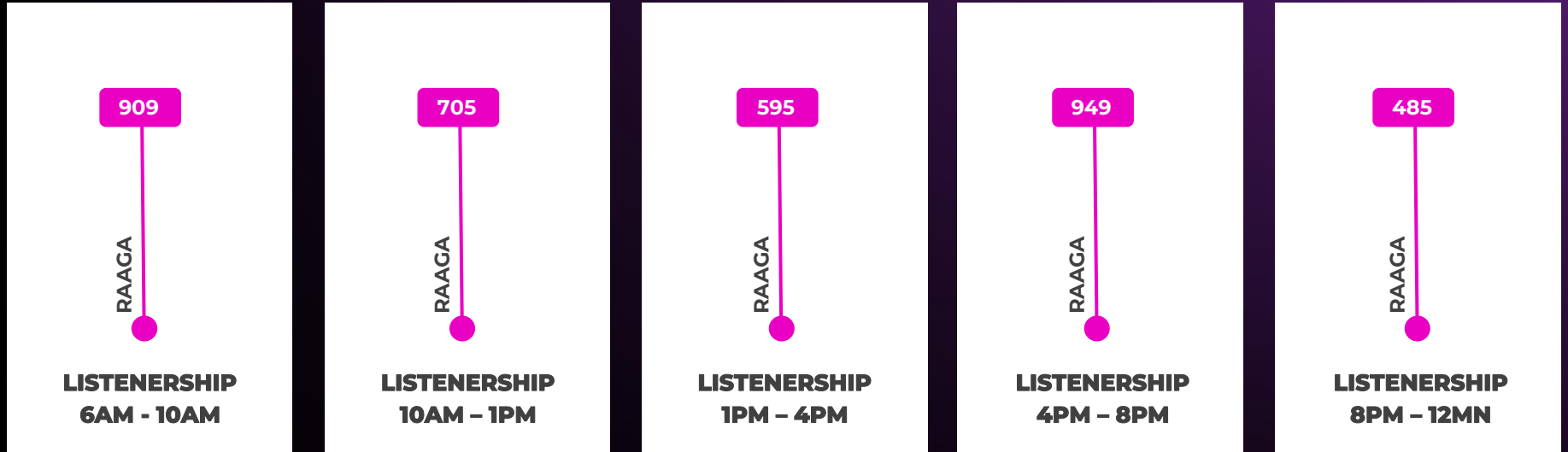
Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

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 2 2023

Weekday Listenership – All people 10+

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

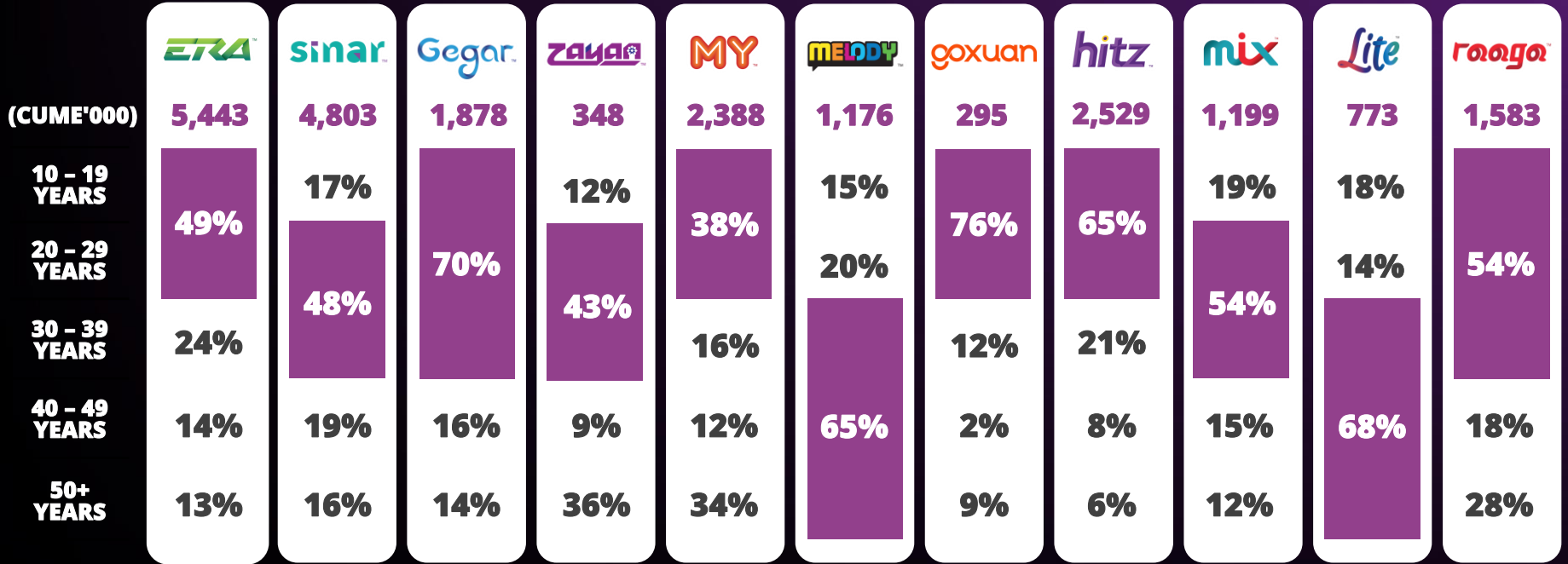


We Know What  
**MALAYSIAN WANTS**

reaching all walks of life



## OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

## OUR PROFILE

	<b>ERA</b>	<b>sinar</b>	<b>Gegar</b>	<b>ZAYAA</b>	<b>MY</b>	<b>MELODY</b>	<b>goxuan</b>	<b>hitz</b>	<b>mix</b>	<b>Lite</b>	<b>രാജാ</b>
<b>(CUME'000)</b>	<b>5,443</b>	<b>4,803</b>	<b>1,878</b>	<b>348</b>	<b>2,388</b>	<b>1,176</b>	<b>295</b>	<b>2,529</b>	<b>1,199</b>	<b>773</b>	<b>1,583</b>
<b>&lt; 1K HHI</b>	<b>2%</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>	<b>2%</b>	<b>5%</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>
<b>1K - 2K HHI</b>	<b>6%</b>	<b>10%</b>	<b>17%</b>	<b>9%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>9%</b>
<b>2K - 3K HHI</b>	<b>16%</b>	<b>16%</b>	<b>26%</b>	<b>12%</b>	<b>7%</b>	<b>12%</b>	<b>5%</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>	<b>10%</b>
<b>3K - 4K HHI</b>	<b>23%</b>	<b>21%</b>	<b>21%</b>	<b>24%</b>	<b>13%</b>	<b>14%</b>	<b>20%</b>	<b>14%</b>	<b>12%</b>	<b>8%</b>	<b>25%</b>
<b>4K - 5K HHI</b>	<b>23%</b>	<b>23%</b>	<b>16%</b>	<b>21%</b>	<b>20%</b>	<b>15%</b>	<b>14%</b>	<b>22%</b>	<b>15%</b>	<b>9%</b>	<b>28%</b>
<b>&gt; 5K HHI</b>	<b>30%</b>	<b>28%</b>	<b>15%</b>	<b>28%</b>	<b>53%</b>	<b>50%</b>	<b>51%</b>	<b>50%</b>	<b>63%</b>	<b>71%</b>	<b>25%</b>

Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

# astro

Radio

## OUR PROFILE

	ERA	sinar	Gegar	ZAYAT	MY	MELODY	goxuan	hitz	mix	Lite	raaga
(CUME'000)	5,443	4,803	1,878	348	2,388	1,176	295	2,529	1,199	773	1,583
PMAT'S (PMEB'S)	15%	15%	7%	19%	22%	24%	19%	24%	35%	36%	16%
OTHER WHITE COLLAR	13%	12%	6%	12%	13%	14%	16%	14%	16%	13%	11%
BLUE COLLAR	29%	33%	43%	20%	19%	18%	22%	18%	15%	13%	25%
STUDENTS	24%	18%	21%	13%	21%	21%	37%	34%	22%	20%	19%
OTHERS	19%	23%	23%	36%	25%	23%	5%	10%	12%	19%	29%

Source: GfK Radio Audience Measurement (RAM) Wave 2 2023

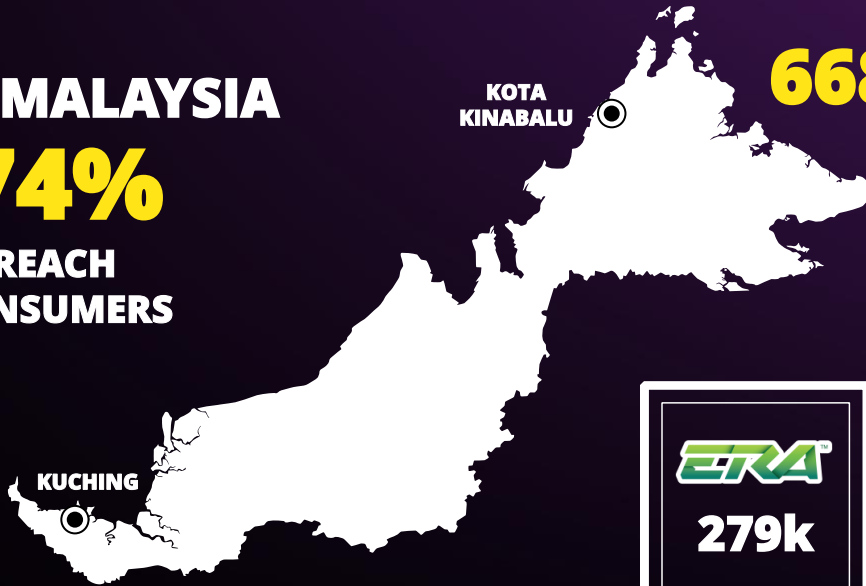


# OUR REACH

EAST MALAYSIA

74%

REACH  
CONSUMERS



KOTA  
KINABALU

668k

KUCHING

ERA

279k

hitz

277K

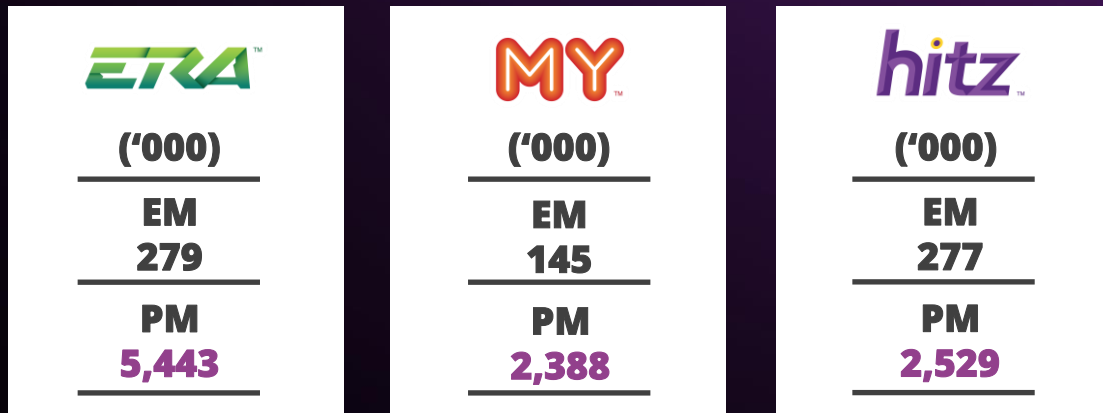
MY

145K

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

# OUR BRANDS

TOTAL REACH FOR MALAYSIA



CUMULATIVE AUDIENCE #(‘000)

GfK Radio Audience Measurement (RAM) Wave 2 2023 & \*GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)



## UPDATES



# DIGITAL MATRIX

(October 2023)

### WEBSITE

Users

### STATISTICS

2.0mil

### AUDIO STREAMING

Total Unique Listeners

3.2mil

Total Listens

19.2mil

Average Time Spent listening

45m 27s

Podcast Total Listens

682K

### SYOK APP AUDIO STREAMING

Total Unique Listeners

750K

Total Listens

7.1mil

Average Time Spent listening

25m 62s

### VIDEO VIEWS

Social Media Video Views

334mil

(Facebook/Instagram/Youtube/TikTok)

### SOCIAL MEDIA

Facebook Fans

16.7mil

Twitter Followers

1.4mil

Instagram Followers

8.4mil

YouTube Followers

2.6mil

Source: Streaming is based >1 minute length, RadioActive Oct 2023 |

Video views: FB creator studio / Sprout Social | Youtube analytics Oct 2023 | Website: Google Analytics (Feb-Oct 2023)





**UPDATES  
ON**

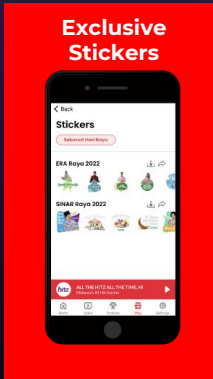
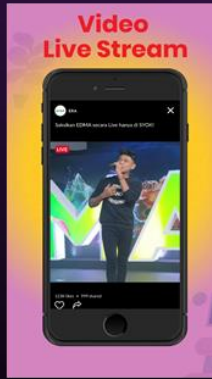
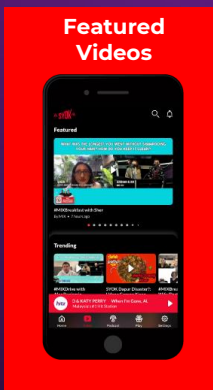
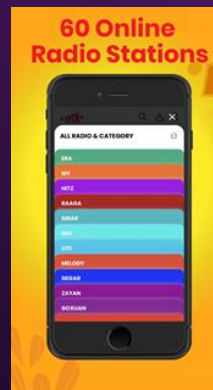


SYOK was first launched in July 2019 and is Astro Radio's multilingual entertainment and lifestyle platform that offers Malaysians live radio, original videos, exclusive podcasts, articles and contests through our website, social media and app.

With the recent relaunch of SYOK, users are able stream 60 new and 21 existing Astro + Radio brands as well as gain access to SYOK Originals featuring bespoke short-form videos and podcasts produced by SYOK.

**KEY STATISTICS OCTOBER 2023**

- MAU : 225K
- Average Session Duration : 1hr 7m 47s
- Radio Listeners : 750K
- Radio Listens : 7.1mil
- Podcast Play : 2.1mil
- Article View : 134K



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

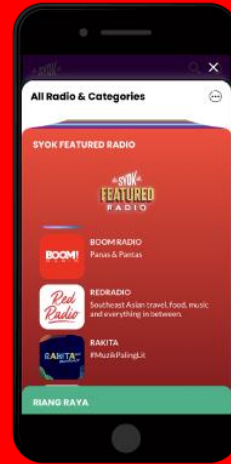
## 60 Online Radio Stations



## 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.

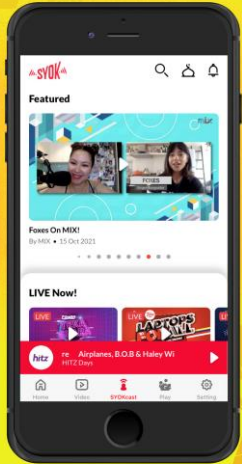
## Featured Stations



## 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!

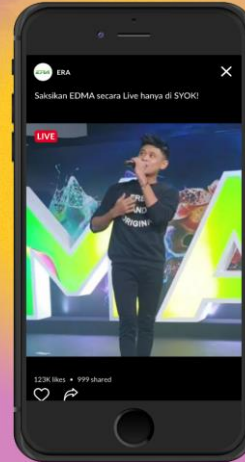
## Original Videos



## ORIGINAL VIDEOS

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

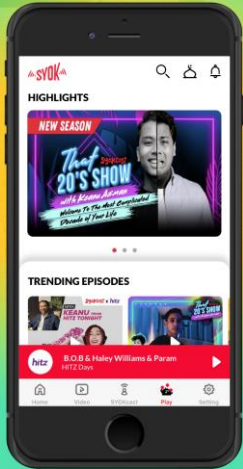
## Video Live Stream



## 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.

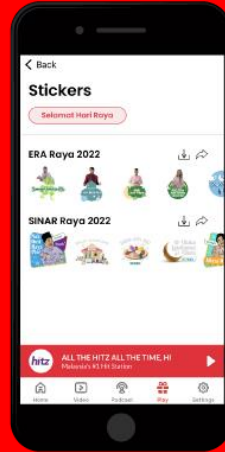
## Podcasts



## PODCASTS

SYOK features original and trending podcasts in various languages. With over 640 thousand 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!**

