



**SYOK™**

**PODCAST  
SPONSORSHIP PACKAGE**





SYOK is a multilingual entertainment application that offers listeners access to 97 online radio stations, a news channel, trending podcasts and videos, articles as well as exciting contests that offer great prizes. The app is available for free on the Apple App Store, Google Play Store and Huawei AppGallery. So, what are you waiting for? Keep yourself entertained 24/7 with SYOK!

- Tagline:  
English: Home of Radio, Music & Podcasts  
Malay: Aplikasi Radio, Muzik & Podcast  
Chinese: 电台、音乐和播客的听觉享受尽在SYOK  
Tamil: வானொலி, இசை மற்றும் Podcasts இன் முகவரி
- Target Audience:  
15 – 49 year olds (Malay, Chinese, Indian)
- Language:  
Malay, English, Chinese, Tamil

 [syok.my](https://syok.my)  
     [syok.my](https://syok.my)

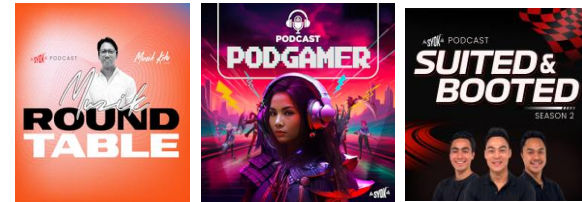


# ABOUT SYOK PODCAST



Launched in 2019, **SYOK Podcast** has been producing many new, original and truly Malaysian podcasts! From talk shows to docu-dramas; such as Confession Bilik Gelap, Muzik Roundtable, Life Confession, Moon Parenting Tips , Pei Diary etc. We are the number one podcast content provider in Malaysia.

**SYOK Podcast** also has daily New, & Catch-Up Radio content, you are able to listen to the best bits of your favorite radio shows whenever you want.



# ABOUT SYOK PODCAST



## THE 'ANUGERAH PODCAST SYOK 2023' RECOGNISES THE BEST LOCAL PODCASTS IN MALAYSIA!



The 'Anugerah Podcast SYOK 2023' event also featured the 'SYOK Talk'



SYOK Tamil Podcast 'RAAGAvil Marma Desam' received the Malaysia Book of Records award for the 'Most Tamil Horror Podcast Downloaded In A Year,' with a total of 5,598,484 downloads on the local podcast platform.



KeluarSejap won the Best Independent Podcast Award at the SYOK Anugerah Podcast 2023



# ABOUT SYOK PODCAST



## SYOK TALK 2024 ROADSHOW



The SYOK team went to UiTM University in Rembau, Negeri Sembilan, on 16th May together with podcasters Cedly, Nellhanan Mansor, and SYOK hosts Yasmin and Azmi to meet students and share podcast knowledge and opinions.

SYOK was part of the Youth Empowerment Fair 2024 on February 3, 2024 at KLCC Convention Centre to host a podcast workshop with podcasters Cedly Ang and producer, Yasmin.

# ABOUT SYOK PODCAST



**radioinfo** a site for broadcast professionals **PODCAST AWARDS**

**ASIA 2023**

**Life Confessions**  
with **Dr Reza Abraham**

HEALTH & WELLNESS PODCAST OF THE YEAR: MAJOR  
**LIFE CONFESSIONS**  
**WINNER**

**Radiodays ASIA**

**radioinfo** a site for broadcast professionals **PODCAST AWARDS**

**ASIA 2023**

**SEMBANG Atas Dulang**

SOCIETY & WELLNESS PODCAST OF THE YEAR: MAJOR  
**SEMBANG ATAS DULANG**  
**WINNER**

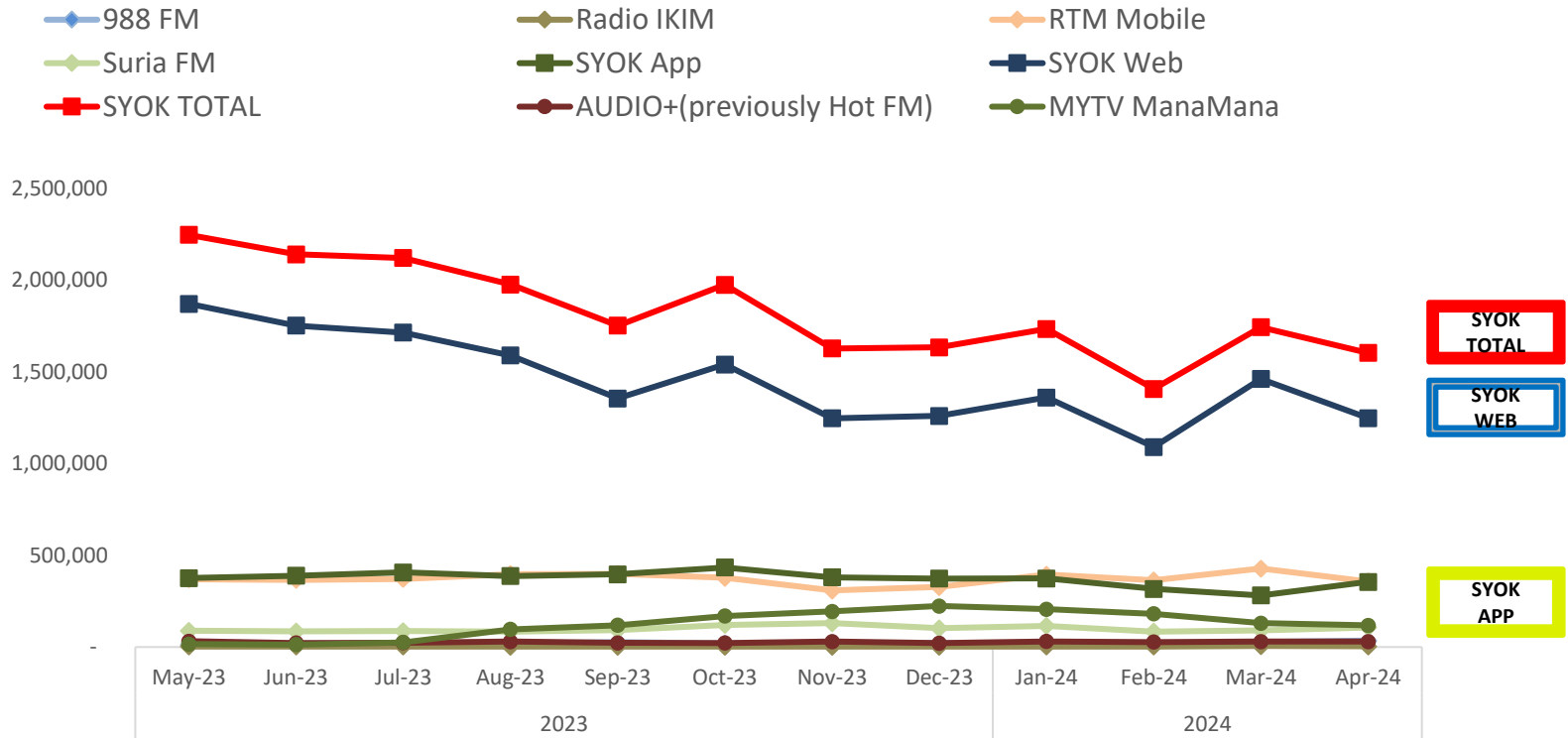
**Radiodays ASIA**

**SYOK Winning Awards Podcast**

**Radioinfo Podcast Awards Asia**

# SYOK APP COMPARED TO OTHER LOCAL MUSIC APPS IN THE MARKET

## SYOK vs LOCAL MUSIC APPS



Sources:  
 All apps : AppAnnie  
 Web (SYOK web) : Google Analytics

# SYOK PODCAST LISTENER SNAPSHOT



85% of podcast consumption is on mobile device.



Total Listens  
4.5 Millions  
(1/1/22-31/12/23)



Age: 21-30 yrs  
Gender: Male



77% of listeners are from Malaysia, followed by Singapore



Most Listens Day -  
Tuesday -Friday



Source: Megaphone, Spotify





A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

[syok.my](https://syok.my)

APP: [iOS](#) | [Android](#)

.....

## WEB



**1,361,275**

MONTHLY TOTAL USERS



**3,544,274**

MONTHLY PAGE VIEWS



**0:02:37**

AVERAGE SESSION DURATION

DEVICE CATEGORY



**7.7%**



**2.9%**



**<0.1%**



**73.5%**

AGE BREAKDOWN

18 - 24 (8.6%)

45 - 54 (25.9%)

25 - 34 (17.6%)

55 - 64 (11.8%)

35 - 44 (33.7%)

65+ (2.4%)



**26.5%**

INTERESTS



Travel/Travel Buffs



Media, Entertainment,  
Music Lovers



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



Media, Entertainment,  
Book Lovers

## APP

(GOOGLE ANALYTICS JAN 2024)



**214,476**

MONTHLY UNIQUE USERS



**12,239,667**

MONTHLY PAGE VIEWS



**01:08:52**

AVERAGE SESSION DURATION

DEVICE CATEGORY



**71.6%**



**28.4%**



**48.1%**

AGE BREAKDOWN

18 - 24 (5.5%)

45 - 54 (29.3%)

25 - 34 (16.6%)

55 - 64 (14.8%)

35 - 44 (28.6%)

65+ (5.3%)



**51.9%**

INTERESTS



Media, Entertainment,  
Casual & Social Gamers



Media, Entertainment,  
Gamers, Action Game Fans



News, Politics, Avid News  
Readers



Media, Entertainment, Comics  
& Animation Fans

**702,490**

## SOCIAL MEDIA



COMBINED FOLLOWERS

# Content Line-up



SYOK™

# SYOK PODCAST CONTENT LINE UP

BAHASA MELAYU



APRIL - DEC 2024

ENGLISH



MAY - DEC 2024

CHINESE



JUNE - DEC 2024

	FEB 24	MARCH 24	APRIL 24	MEI 24	JUNE 24	JULY 2024
Podcast ORIGINALS (Audio + Video)	CONFESION BILIK GELAP (BM)	MUZIK ROUND TABLES (BM)	WORKAROUND (EN)	LIFE CONFESSION (EN)	SEMBANG ATAS DULANG (BM)	the art of beauty (Season 3) (BM)
	CERITA HANTU SERAM (BM)	ULTRAS KUACI (BM)	PE DAIRY (TA)	SUITED AND BOOTED (EN)	Selebriti Podcast (BM)	Selebriti Podcast (ENG)
Podcast VIDEO SHOW (Video)	N/A		PomPuan (BM)	Can You Solve It? (EN)	Miss Diary (CN)	Face To Fame (ENG)



MARCH - MAY 2024



APRIL - JULY 2024



MAY - DEC 2024



JUN - DEC 2024



MAY - DEC 2024



FEB - DEC 2024



MARCH - DEC 2024



MARCH - DEC 2024



APRIL - DEC 2024

# SYOK PODCAST CONTENT LINE UP

## MALAY TITLES

Estimated Listens: **70K**  
 Estimated Video Reach: **500K**

Show	Deliverables
Confession Bilik Gelap	audio + video
Muzik Round table	audio + video
Podgamers	audio
Ultras Kuaci	audio + video
Sembang Atas Dulang	audio + video
Cerita Hantu Seram	audio
Selebriti Podcast	audio
Bola Itu Life	audio
Bola Talk Malaysia	audio
Selangi Bernyawa	audio
ShawReel	audio
Kisah-kisah legenda	audio

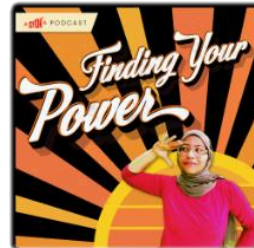


# SYOK PODCAST CONTENT LINE UP

## ENGLISH TITLES

Estimated Listens: **30K**  
 Estimated Video Reach: **400K**

Show	Deliverables
Life Confession	audio + video
Why wont you love me?	audio
The Glass bowl	video
Suited and Booted	audio + video
Seram story time	audio
Bedtime tales	audio
Finding your power	audio + video
Can you solve it	audio
The art of beauty	audio + video
The C word	audio + video
Workaround	audio
The Podball Sportcast	audio
Wah Daebak	Audio
Face of fame	Video



# SYOK PODCAST CONTENT LINE UP

## CHINESE TITLES

Estimated Listens: 20K  
Estimated Video Reach: 200K



Show	Deliverables
Moon Parenting Tips	audio + video
Just Ask Law	audio
Young Business	audio
Girls Diary	video
Aroma academy	audio
Ghost with you	audio



# Ad Format



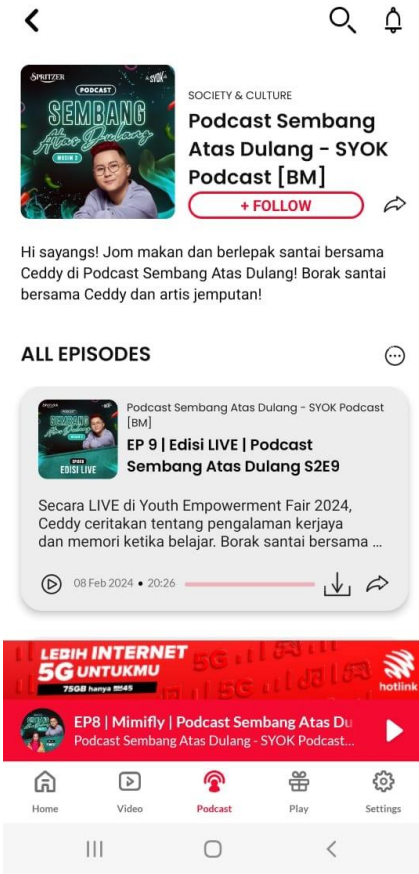
# AD FORMAT: BRANDED PODCAST

Branded podcast are not strictly promotional but ties into the brand's messaging to deliver great storytelling, fascinating conversations and valuable content people want to listen to.

This could be in the form of an entire series or a particular episode.



Desktop



Mobile



# AD FORMAT: AUDIO ADS

Podcast listeners are usually engaged in every episodes and listen with intent. Unlike online advertising, such as pop-up ads or videos, podcasts offer advertisers an opportunity to speak to an audience that is much more interested in listening.

## 1. Intro Mention (brand name only)

Sample: SEMBANG ATAS DULANG Bersama Cedly, (followed by client's product mention)

`Hai bertemu kita di Podcast Sembang Atas Dulang bersama saya Cedly musim ketiga dibawakan oleh Spritzer. Hidratkan diri anda dengan air mineral semulajadi Spritzer sepanjang percutian anda! Spritzer Love Cuti-cuti, Air Love Cuti-cuti!

## 2. Outro Mention (brand name and 15 words sales message)

Sample: SEMBANG ATAS DULANG Bersama Cedly. (followed by client's product mention)

## 3. Cover Image

Branded cover image of show.

\*SYOK reserves the right to decide on the final positioning of the brand mention across available podcast titles in the selected language belt.

“**80%** of podcast listeners say they're able to recall a brand mentioned in a podcast.”



# AD FORMAT: SPONSORSHIP DISPLAY

## Sponsorship Page



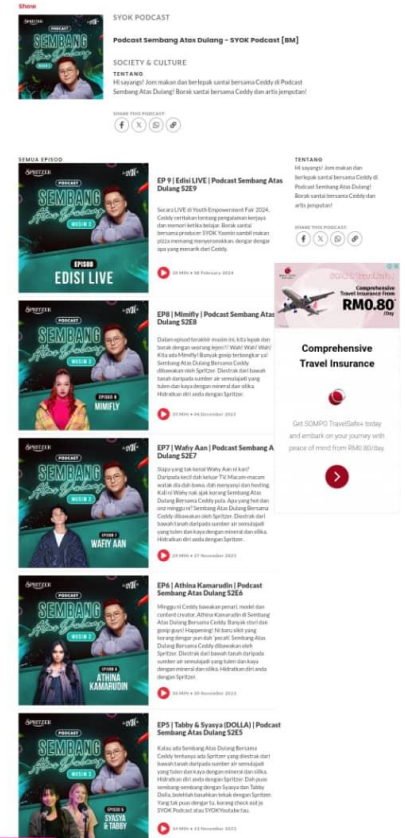
Desktop

	Desktop	Mobile
Sponsorship Page		
File Format	JPG/PNG	JPG/PNG
Art Cover	2000 x 2000px	Auto-Resize
File Size	Less than 1MB	Less than 1MB



Hi sayangs! Jom makan dan berlepak santai bersama Cedly di Podcast Sembang Atas Dulang! Borak santai bersama Cedly dan artis jemputan!

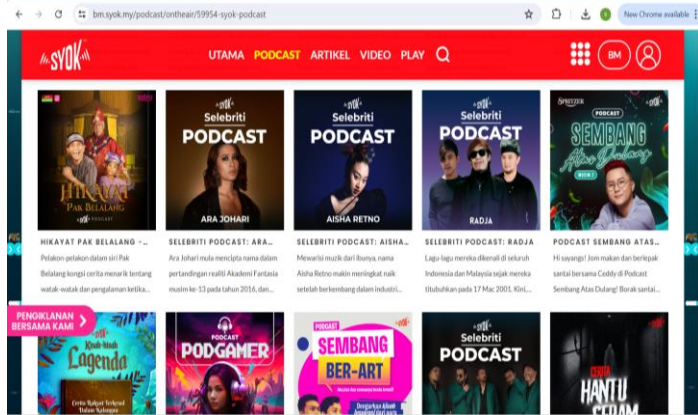
### ALL EPISODES



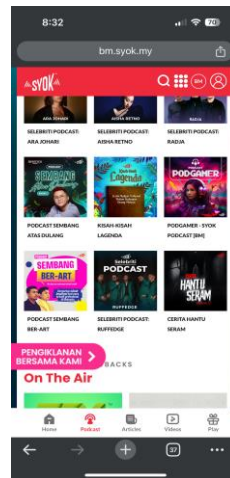
Mobile

# AD FORMAT: SPONSORSHIP DISPLAY

## Content Tile Ad



Desktop



Mobile



## SOCIETY & CULTURE



Podcast Sembang Atas Dulang - SYOK Podcast [BM]



Bro Talk - Radio Station [BM]



Selebriti Podcast: Bell Ngasri - SYOK Podcast [BM]



Abe Salok Madu - Radio Station [BM]



App

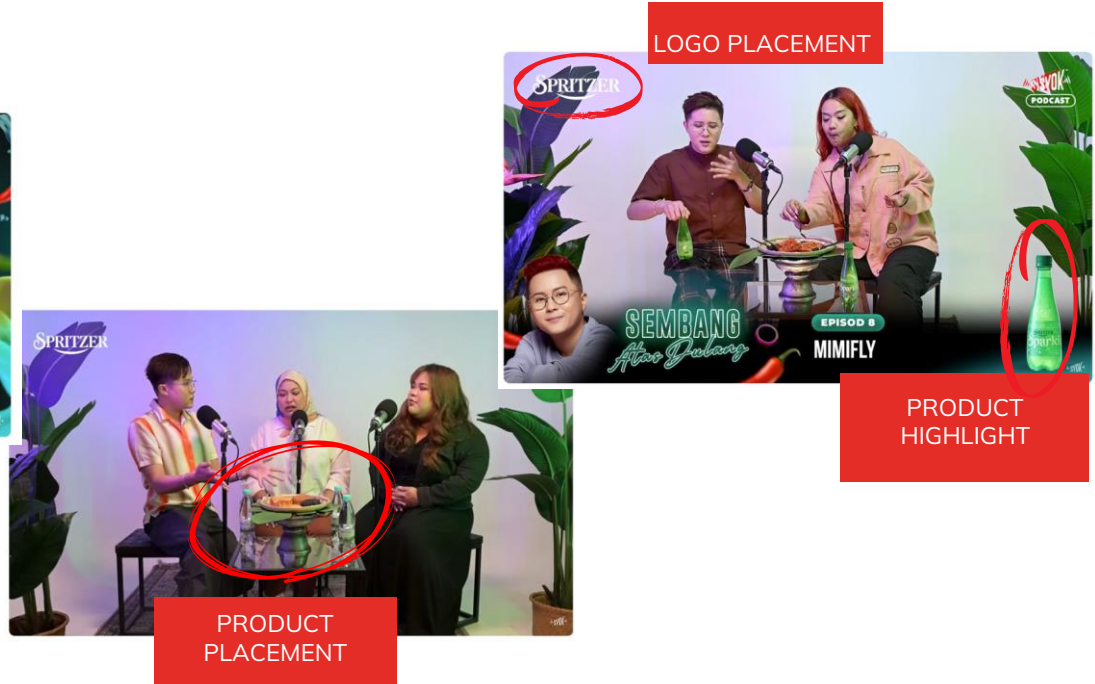
Content Tile Ad		
	Desktop	Mobile
File Format	JPG/GIF/PNG	JPG/GIF/PNG
Dimension (W x H)	255 x 255px	150 x 150px
File Size	500KB	500KB

# AD FORMAT: VIDEO PODCAST

## 1 BRANDED LOGO BUG PLACEMENT



## 2 PRODUCT PLACEMENT & HIGHLIGHT



Sponsor's logo placement during opening/ending credits and logo + product placement throughout the video podcast.

\*SYOK reserves the right to decide on the final positioning of the logo placement across available video podcast titles in the selected language belt.

# AD FORMAT: VIDEO PODCAST

## 3 INTEGRATION OF PRODUCT USP



Integrated talkset to be mentioned only by the host of the show.

\*Remarks: If there is a need for the guest to mention about products/brand, additional charges may apply. Kindly check with Stanley Lim at [stanley\\_lim@astro.com.my](mailto:stanley_lim@astro.com.my)



# Sponsorship Options

**SYOK™**

# PACKAGE OPTIONS



## BRANDED PODCAST

To create a *brand-new 4 episodes Branded Podcast* Show based on sponsor's brief. Brand's messaging to tie with the podcast content to deliver great storytelling with seamlessly integration for subtle and tasteful selling.



## PODCAST SPONSORSHIP BY LANGUAGE

Sponsorship of *readily available Podcast Show* Titles by language. Dominate the entire podcast language belt which serves as the perfect audio and video marketing solution for visible and audible brand exposure.

- For Branded Podcasts, Radio Brands for Recorded Promos & Live Liners, kindly select from the drop-down list in the costing excel upon title confirmation.
- Package Price are subject to 8% SST.

BRANDED PODCAST	PODCAST SHOW SPONSORSHIP BY LANGUAGE		
	MALAY	ENGLISH	CHINESE
<b>AUDIO ADS &amp; DISPLAY</b>			
4 weeks x Sponsorship Page	4 weeks x Sponsorship Page	4 weeks x Sponsorship Page	4 weeks x Sponsorship Page
4 x Podcast Branding (includes Intro, Outro Mention & Cover Image)	4 weeks x Audio Ads (1x Version Pre-roll + Mid-roll Audio (30s))	4 weeks x Audio Ads (1x Version Pre-roll + Mid-roll Audio (30s))	4 weeks x Audio Ads (1x Version Pre-roll + Mid-roll Audio (30s))
4 epi x Branded Content Integration (seamless integration of product USP (Ideation + scripting))	4 weeks x Podcast Branding (includes Intro, Outro Mention & Cover Image)	4 weeks x Podcast Branding (includes Intro, Outro Mention & Cover Image)	4 weeks x Podcast Branding (includes Intro, Outro Mention & Cover Image)
4 weeks x Content Tile Ad	4 weeks x Content Tile Ad	4 weeks x Content Tile Ad	4 weeks x Content Tile Ad
<b>VIDEO PODCAST</b>			
4 epi x Branded Logo Bug (top left corner throughout video)	4 episodes x Branded Logo Bug (top left corner throughout video)	4 episodes x Branded Logo Bug (top left corner throughout video)	4 episodes x Branded Logo Bug (top left corner throughout video)
4 epi x Product Placement (throughout video)	N/A	N/A	N/A
4 epi x YouTube Upload	4 episodes x YouTube Upload	4 episodes x YouTube Upload	4 episodes x YouTube Upload
<b>SOCIAL MEDIA</b>			
4 x Branded Facebook Posts (to promote weekly episodes)	1 x Branded Facebook Posts (to promote podcast shows)	1 x Branded Facebook Posts (to promote podcast shows)	1 x Branded Facebook Posts (to promote podcast shows)
4 x Branded Instagram Posts (to promote weekly episodes)	1 x Branded Instagram Posts (to promote podcast shows)	1 x Branded Instagram Posts (to promote podcast shows)	1 x Branded Instagram Posts (to promote podcast shows)
4 x Branded Tik Tok Posts (to tease weekly episodes)	1 x Branded Tik Tok Posts (to tease weekly episodes)	1 x Branded Tik Tok Posts (to tease weekly episodes)	1 x Branded Tik Tok Posts (to tease weekly episodes)



# RADIO

BRANDED PODCAST	PODCAST SPONSORSHIP BY LANGUAGE
<b><u>4 RADIO BRANDS</u></b>	<b><u>3 RADIO BRANDS</u></b>
Recorded Promo (15 per week)	Recorded Promo (15 per week)
Live Liners (5 per week)	Live Liners (5 per week)

## Branded Podcast:

- Radio Brands for Radio Recorded Promo and Live Liners to be decided upon Podcast Title and Language confirmation based on client's brief.
- Client can choose up to a maximum of 4 radio stations from the list below:  
**ERA PEN, MY NAT, HITZ NAT, MIX, LITE, SINAR, RAAGA, GEGAR, MELODY, GOXUAN, ZAYAN, ERA SABAH & ERA SARAWAK**



# TERMS & CONDITIONS

- All prices are exclusive of Government Tax and are subject to 8% Service Tax if applicable.
- Production cost is applicable and might vary according to complexity of brief.
- Package availability is based on first-come, first-served basis.
- Strictly no changes of materials, pictures, caption or write up on article, videos and social post after it goes live OR there will be a 100% penalty for any changes.
- For content integration materials, all pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- All entitlements to be booked under One media order.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- Packages are non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation.
- This document, the recommendations and creative concepts have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- This agreement is private and confidential and no content herein shall be divulged to parties other than the intended agency and client.
- All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever.
- In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign ("**Deadline**"), failing which any unutilized digital entitlements shall be automatically forfeited and Client shall be deemed to have waived the right to use the unutilized digital entitlements. Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements. No extension of the Deadline shall be permitted unless otherwise agreed upon by us / Astro in writing.
- The above package is subject to the general terms and conditions for the provision of airtime, which can be found at [www.astromedia.com.my](http://www.astromedia.com.my)



**THANK YOU**

