



# RADIO BRAND PROFILE

GfK Radio Audience Measurement (RAM)

*Pen Malaysia: Wave 2, 2024*  
*East Malaysia: Wave 1, 2022*

**Go Beyond**



### MUZIK HIT TERBAIK

ERA is Malaysia's No. 1 radio brand, with a weekly reach of 4.8 mil. The brand is famous for playing only the best chart topping hits of today and its line up of the funniest entertainers in the industry.



Weekly reach  
**4.8 Mil**

### SOCIAL MEDIA



4.2 Mil followers



4.6 Mil followers



146K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
50%



MALE  
50%

### Region



NORTH  
25%



CENTRAL  
36%



SOUTH  
22%



EAST COAST  
17%

Skewed South [Index: 114]

### MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

8%



RM1K- RM2K

18%



RM2K- RM3K

24%



RM3K- RM4K

21%



RM4K- RM5K

28%



RM5K & above

Skewed HHI RM3K-RM4K [Index: 110];  
RM4K-RM5K [Index: 104]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

18%



PMEBs

25%



BLUE COLLARS

24%



STUDENTS

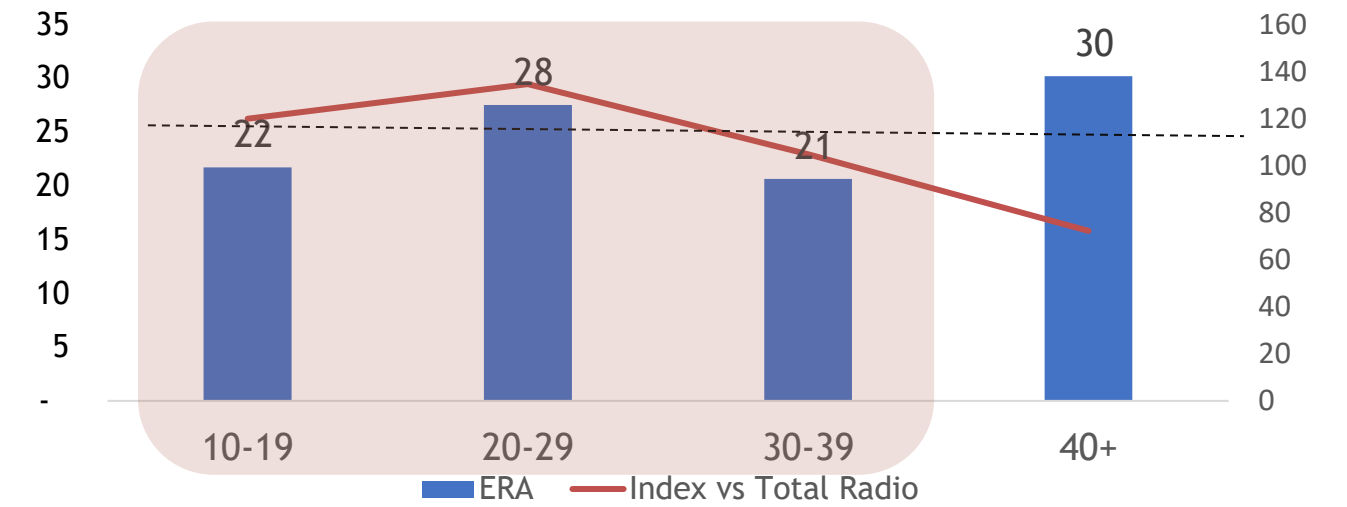
33%



OTHERS

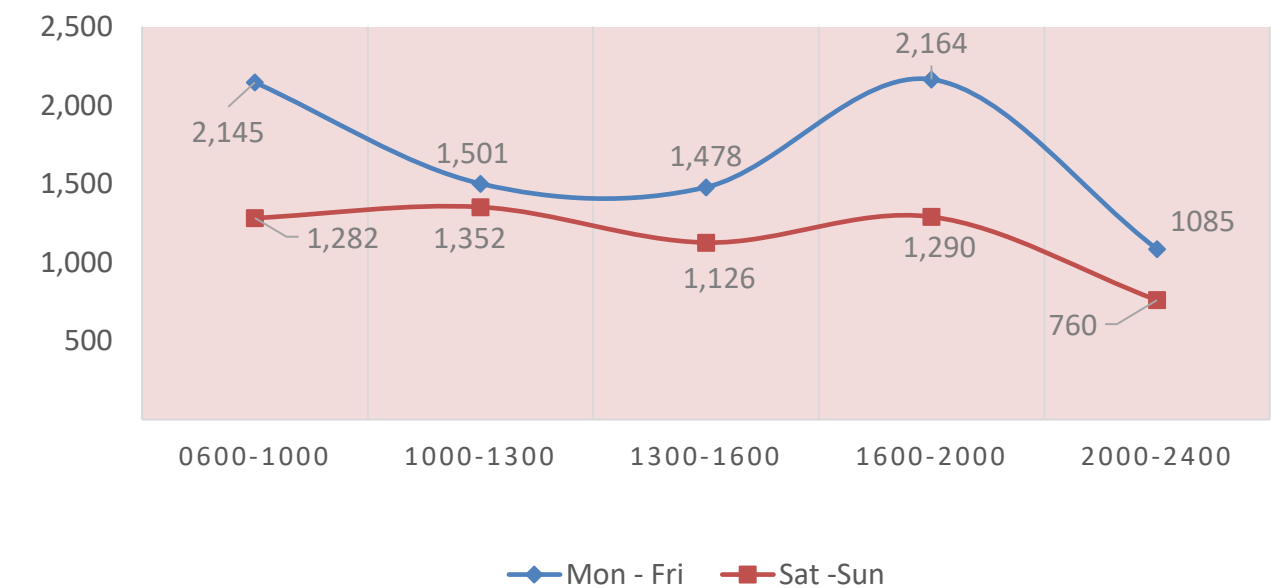
Skewed Students [Index: 121]

### AGE



Skewed Age 10-19 [Index: 120], 20 - 29 [Index: 135],  
30 - 39 [Index: 105]

### LISTENERSHIP (000s)





### MUZIK HIT TERBAIK

ERA Sabah serving you the best local content, local happenings and events hosted by homegrown talents. Airing locally 24/7 with a weekly reach of 137K listeners and 1mil monthly on social media, making ERA Sabah the No. 1 Radio brand in Sabah.



Weekly reach  
**137K**

### SOCIAL MEDIA



171K followers



564K followers



146K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER

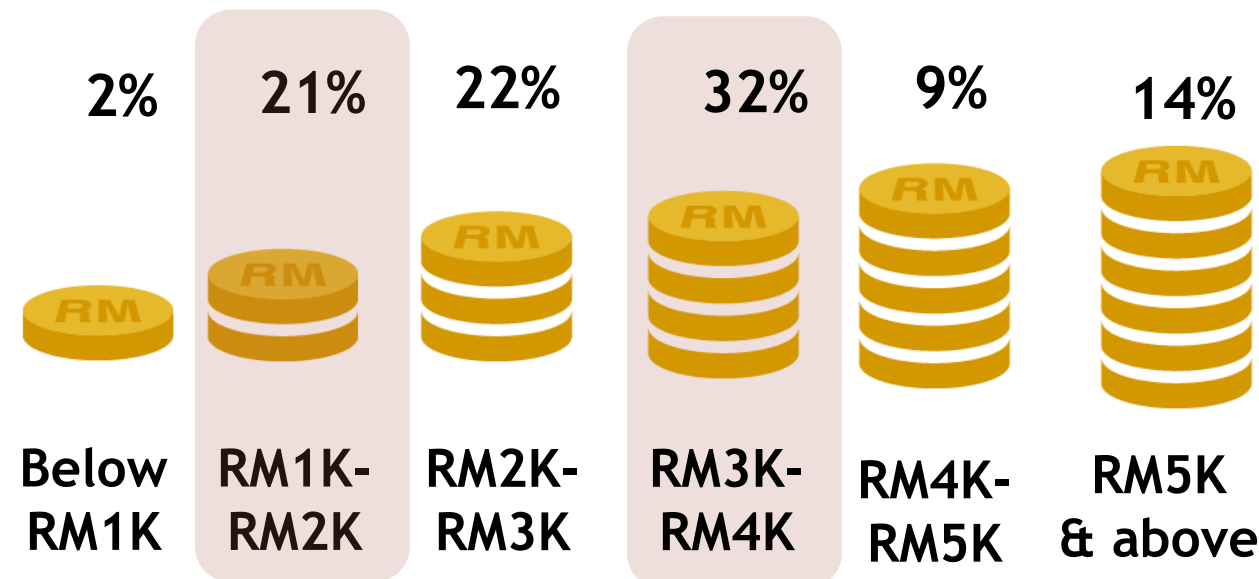


FEMALE  
52%



MALE  
48%

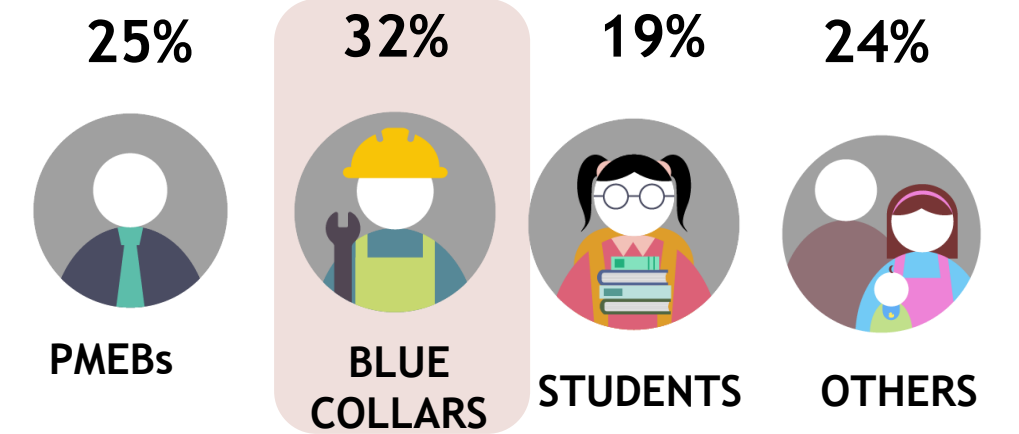
### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM1K-RM2K [Index: 115] & HHI RM3K-RM4K [Index: 125]

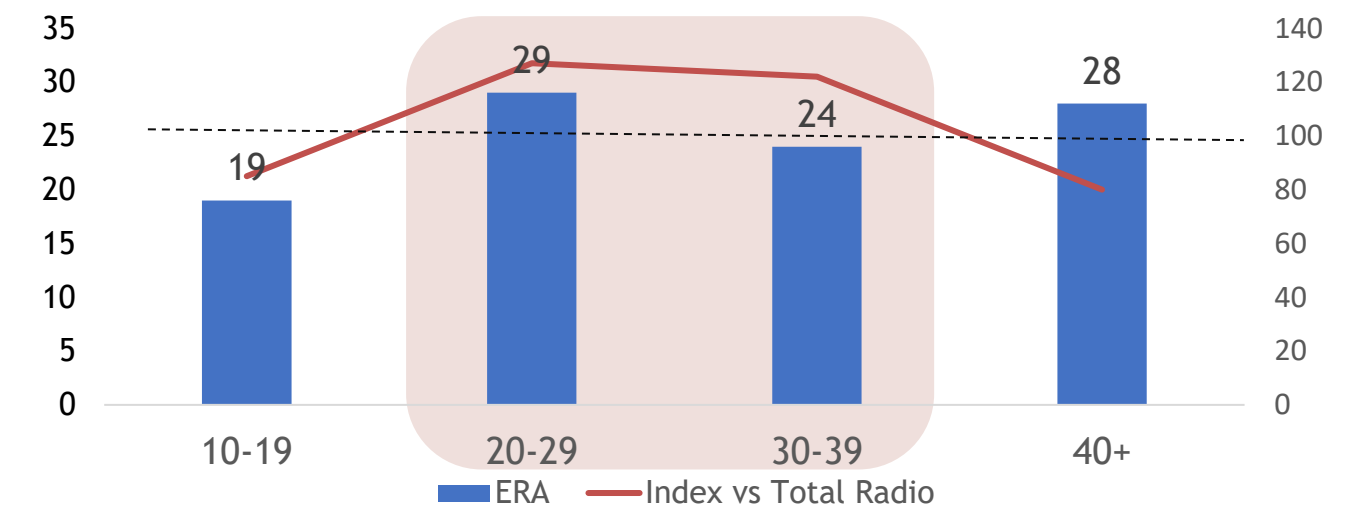
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION



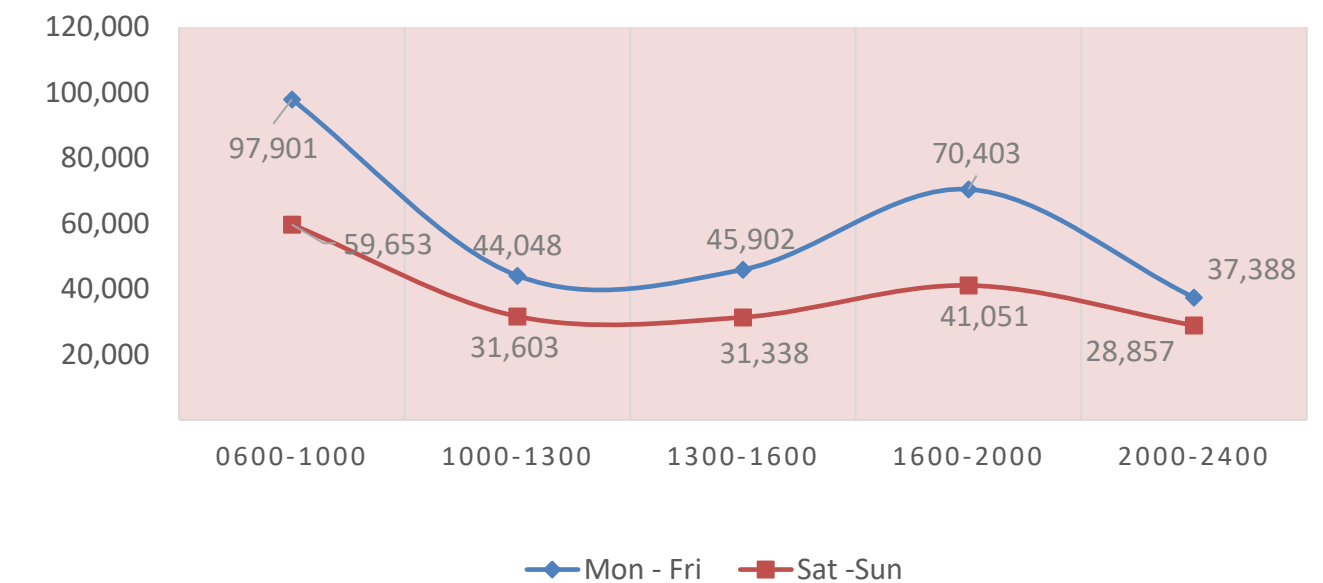
Skewed Blue Collars [Index: 113]

### AGE



Skewed Age 20-29 [Index: 127], 30 - 39 [Index: 122]

### LISTENERSHIP





### MUZIK HIT TERBAIK

Hosted by Sarawak's finest as we give you the best local content sprinkled with all your favourite hits while keeping you updated with what's happening locally. Get what you need 24/7 with a weekly reach of 143K listeners and 845K monthly on social media, making ERA Sarawak the No. 1 Malay radio brand in Sarawak

Weekly reach **143K**

### SOCIAL MEDIA

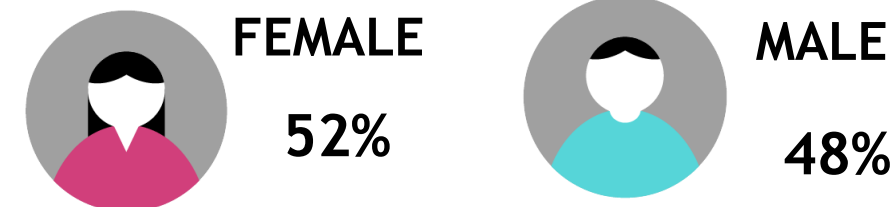
Instagram **139K followers**

Facebook **341K followers**

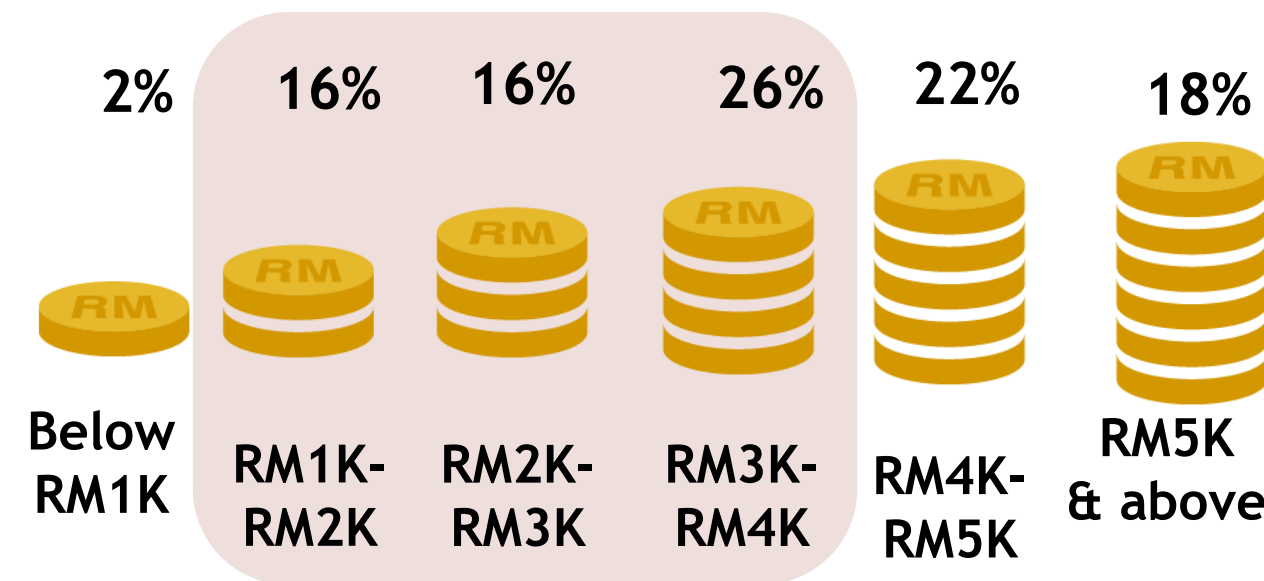
Website **146K page views**

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



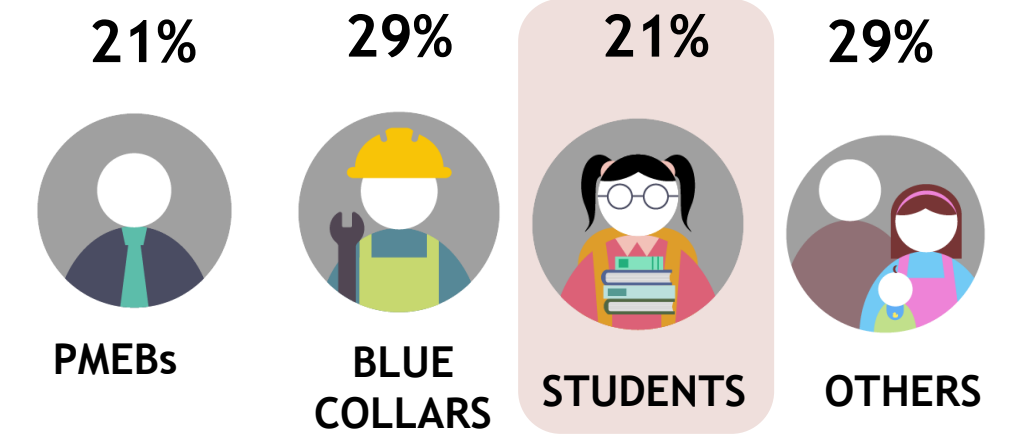
### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM1K-RM2K [Index: 145];  
HHI RM2K-RM3K [Index: 139] &  
HHI RM3K- RM4K [Index: 120]

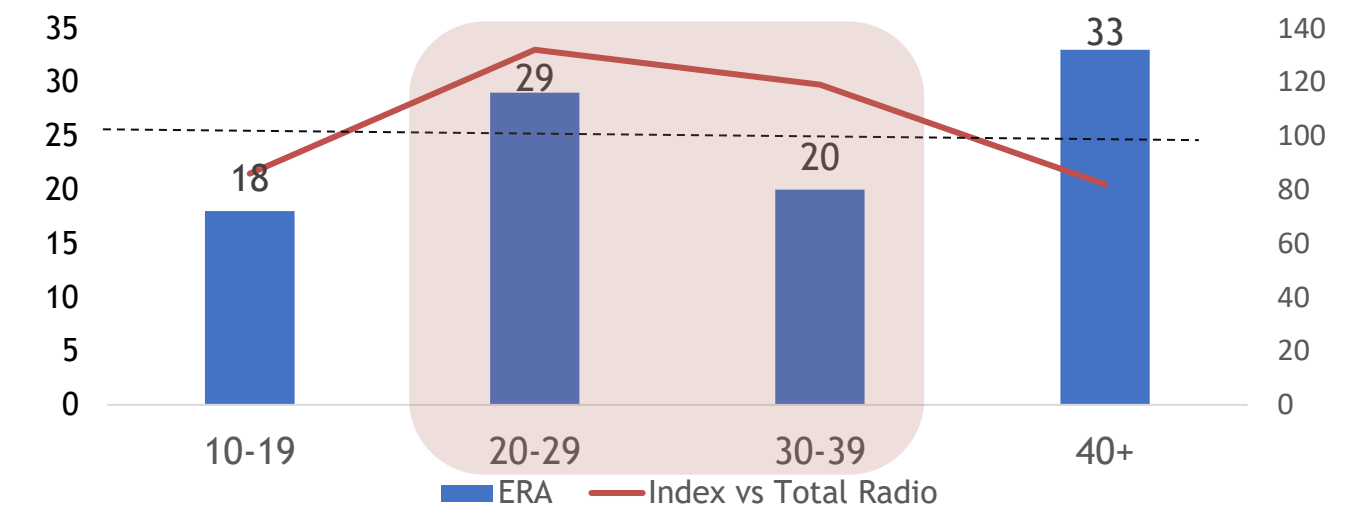
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION



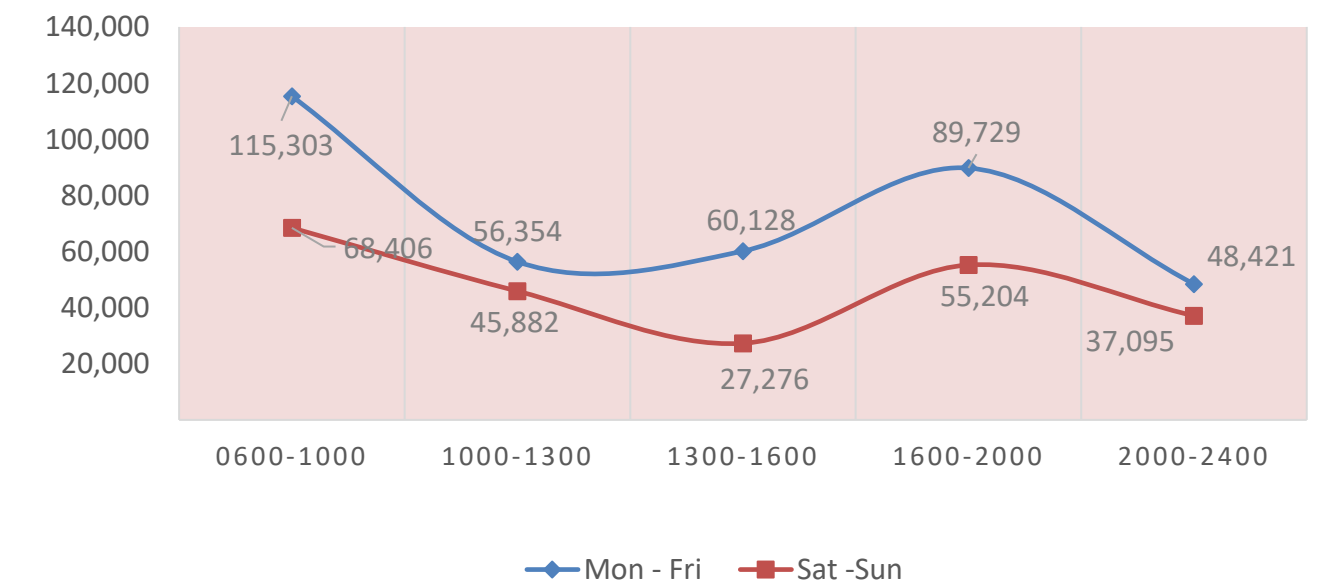
Skewed Students [Index: 110]

### AGE



Skewed Age 20-29 [Index: 132], 30 - 39 [Index: 119]

### LISTENERSHIP





MY SO MUCH FUN!

MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.3 mil on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.



Weekly reach  
**2.3 Mil**

### SOCIAL MEDIA



483K followers



1.3 Mil followers



2.4 Mil page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
52%



MALE  
48%

### Region

NORTH



24%

CENTRAL



48%

SOUTH



21%

EAST COAST



7%

Skewed Central [Index: 141]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

6%



RM1K- RM2K

13%



RM2K- RM3K

18%



RM3K- RM4K

18%



RM4K- RM5K

43%



RM5K & above

HHI > RM5K [Index: 151]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

20%



PMEBs

24%



BLUE COLLARS

22%



STUDENTS

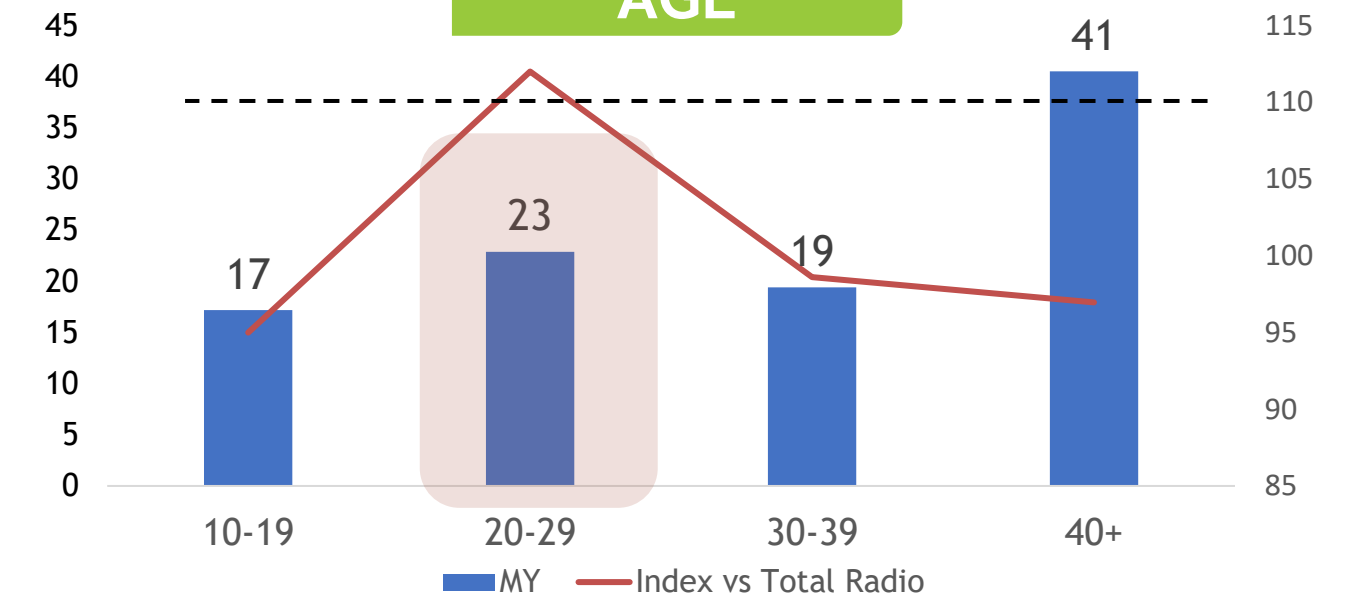
34%



OTHERS

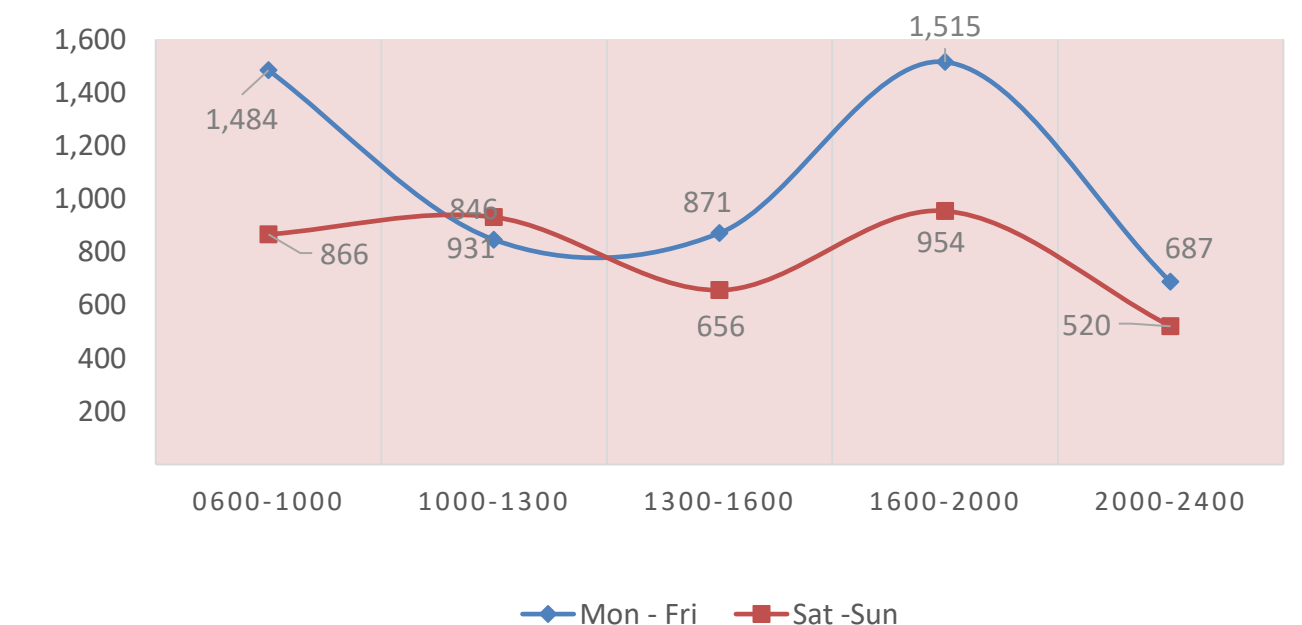
Skewed PMEBS [Index: 124]

### AGE



Skewed Age 20-29 [Index: 112]

### LISTENERSHIP (000s)







MY SO MUCH FUN!

A sister brand of Malaysia No. 1 Chinese Radio brand - MY Malaysia with weekly reach of 31K listeners and 889 monthly on social media offers the freshest hit, the current trend and content that appeals to the local Chinese both on air and on digital platforms



Weekly reach  
**31K**

### SOCIAL MEDIA



127K followers



2.4 Mil page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 – 30 November 2024

### GENDER

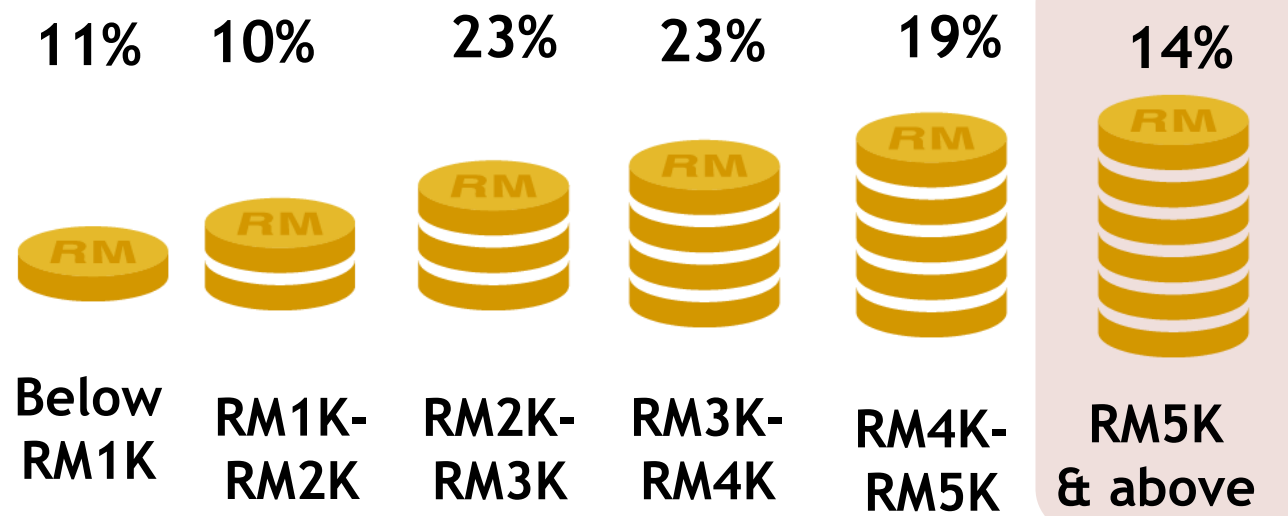


FEMALE  
50%



MALE  
50%

### MONTHLY HOUSEHOLD INCOME



HHI RM4K - RM5K [Index: 140]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION

21%



PMEBs

32%



BLUE COLLARS

17%



STUDENTS

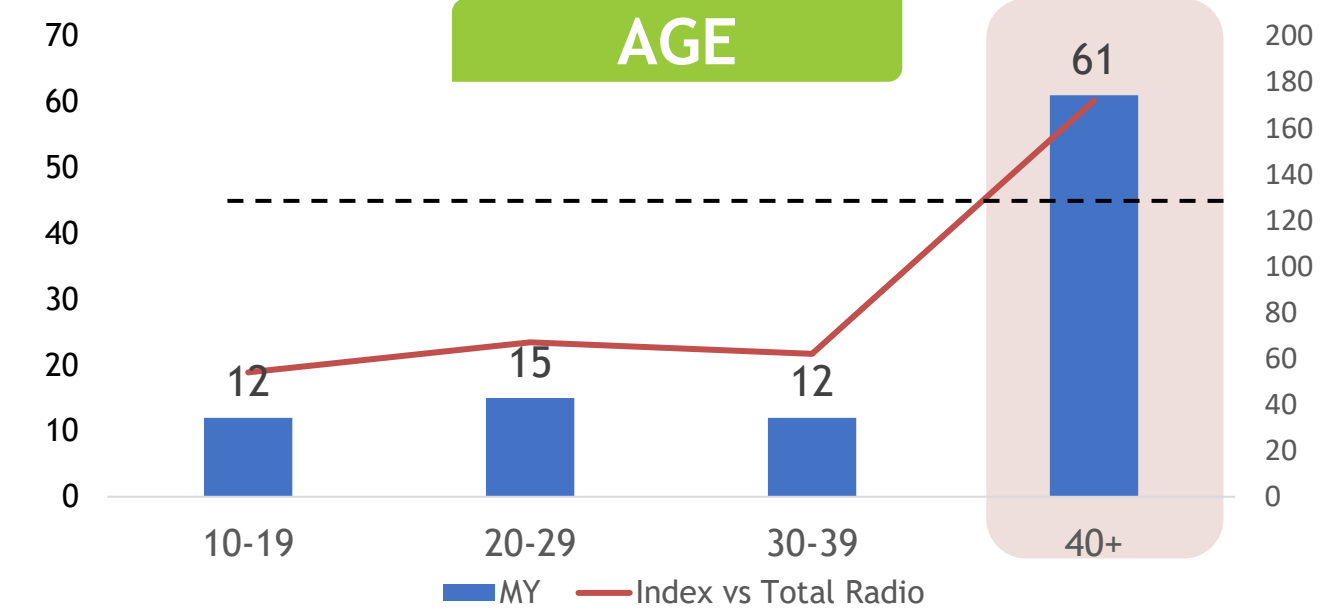
30%



OTHERS

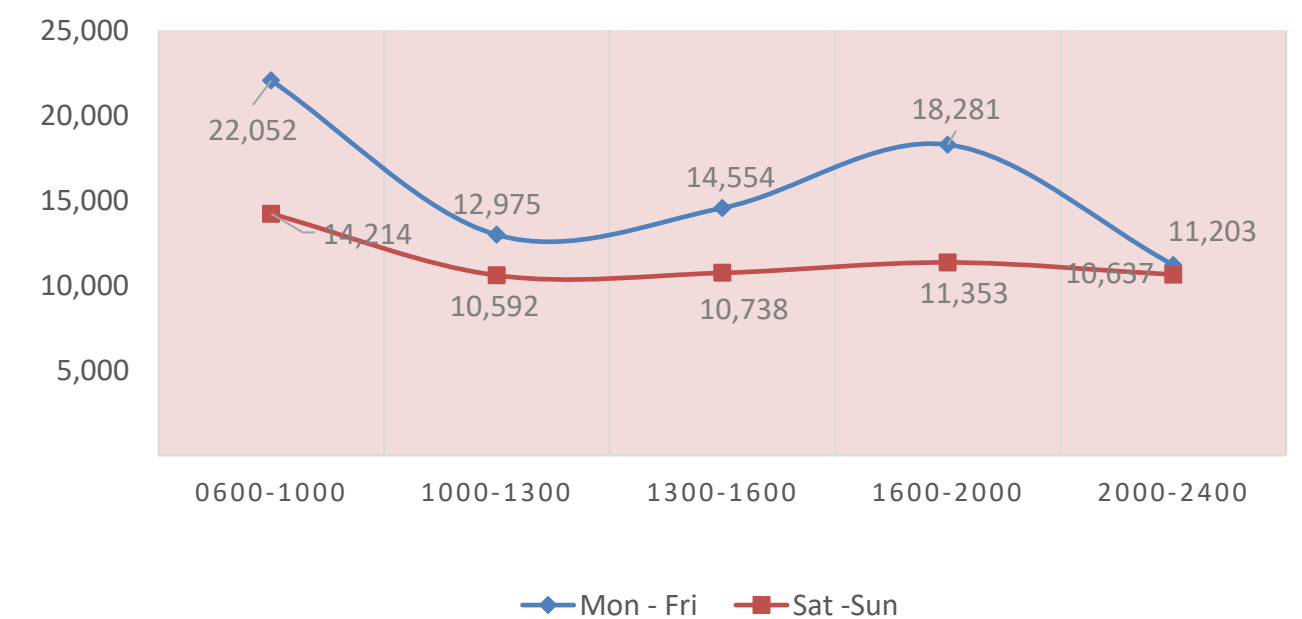
Skewed Blue Collars [Index: 114]; Others [118]

### AGE



Skewed Age 40+ [Index: 172]

### LISTENERSHIP





MY SO MUCH FUN!

Sarawak's No. 1 Chinese radio brand because you can catch the freshest new music, local popular happenings and compelling digital content on air and digital and with a weekly listenership of 114 K and 1mil monthly on social media it is no surprise that they are the number 1 choice in the Chinese market.



Weekly reach  
**114K**

### SOCIAL MEDIA



28K followers



245K followers



2.4 Mil page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER

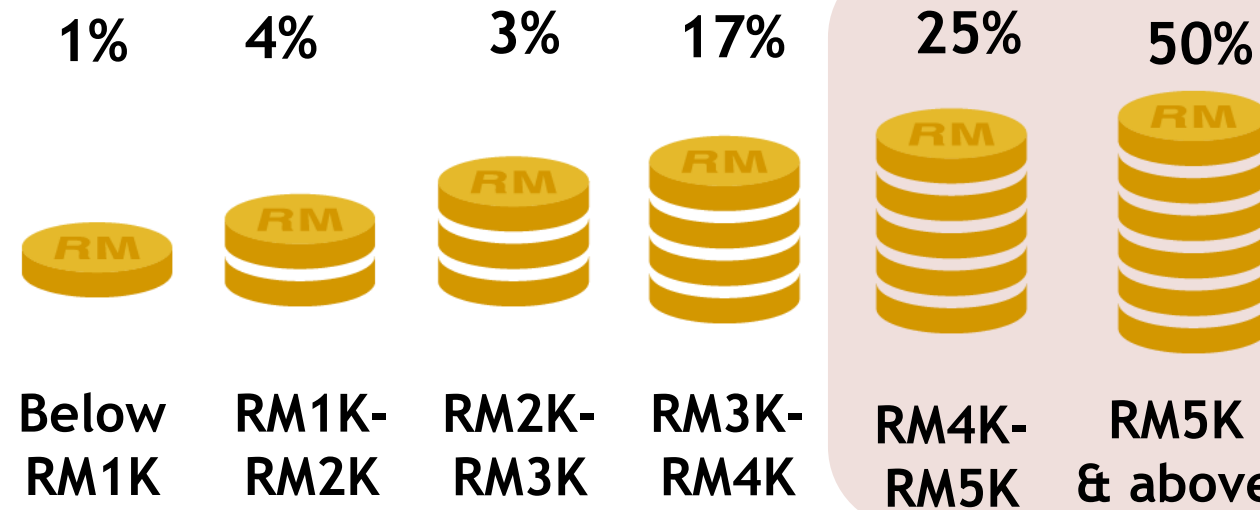


FEMALE  
47%



MALE  
53%

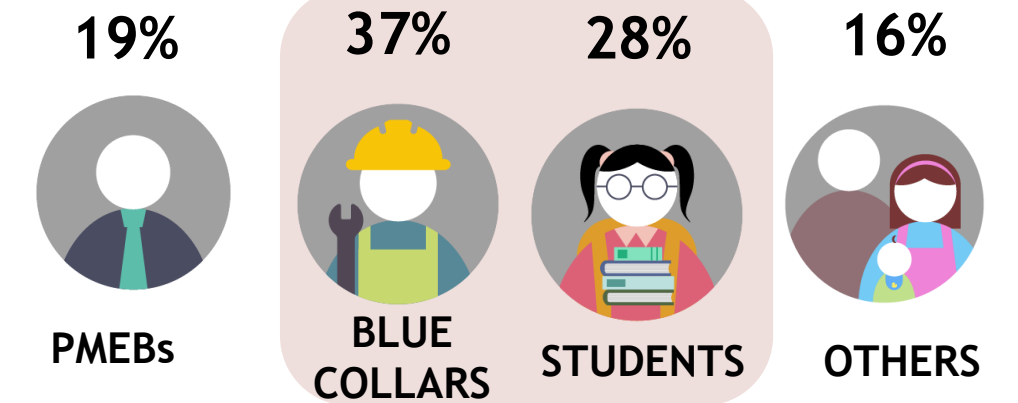
### MONTHLY HOUSEHOLD INCOME



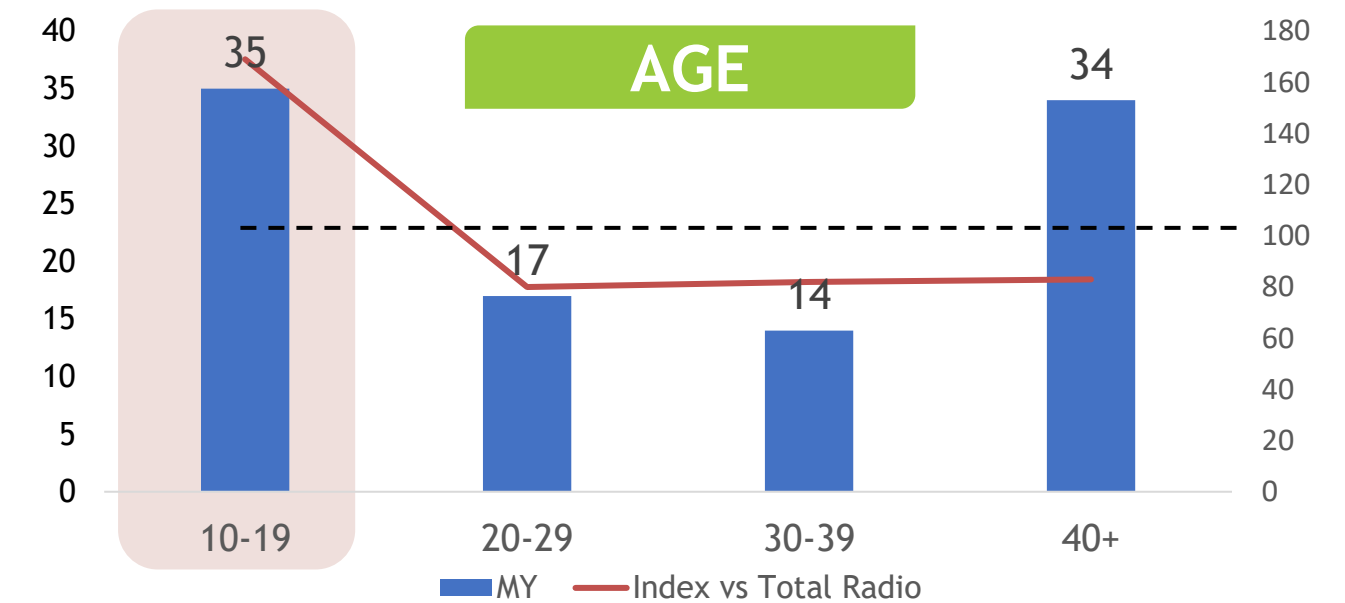
HHI RM4K - RM5K [Index: 112]; HHI >RM5K [Index:163]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION

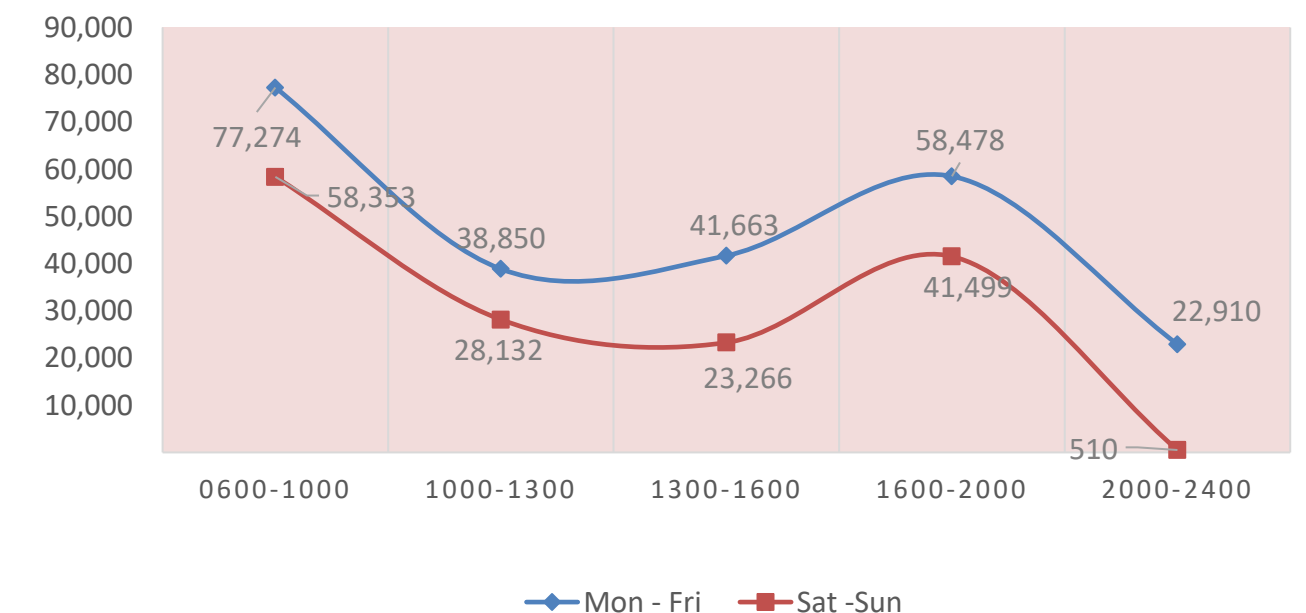


Skewed Blue Collars [Index: 125];  
Students [Index: 147]



Skewed Age 10-19 [Index: 169]

### LISTENERSHIP





MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ FM is Malaysia's No. 1 English radio brand, with a weekly reach of 2.2 mil on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.



Weekly reach **2.2 Mil**

### SOCIAL MEDIA



196K followers



1.3 Mil followers



59K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
52%



MALE  
48%

### Region

NORTH



23%

CENTRAL



50%

SOUTH



16%

EAST COAST



11%

Skewed Central [Index: 145]

### MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

3%



RM1K- RM2K

10%



RM2K- RM3K

14%



RM3K- RM4K

23%



RM4K- RM5K

48%



RM5K & above

Skewed >RM5K [Index: 170]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

29%



PMEBs

18%



BLUE COLLARS

31%



STUDENTS

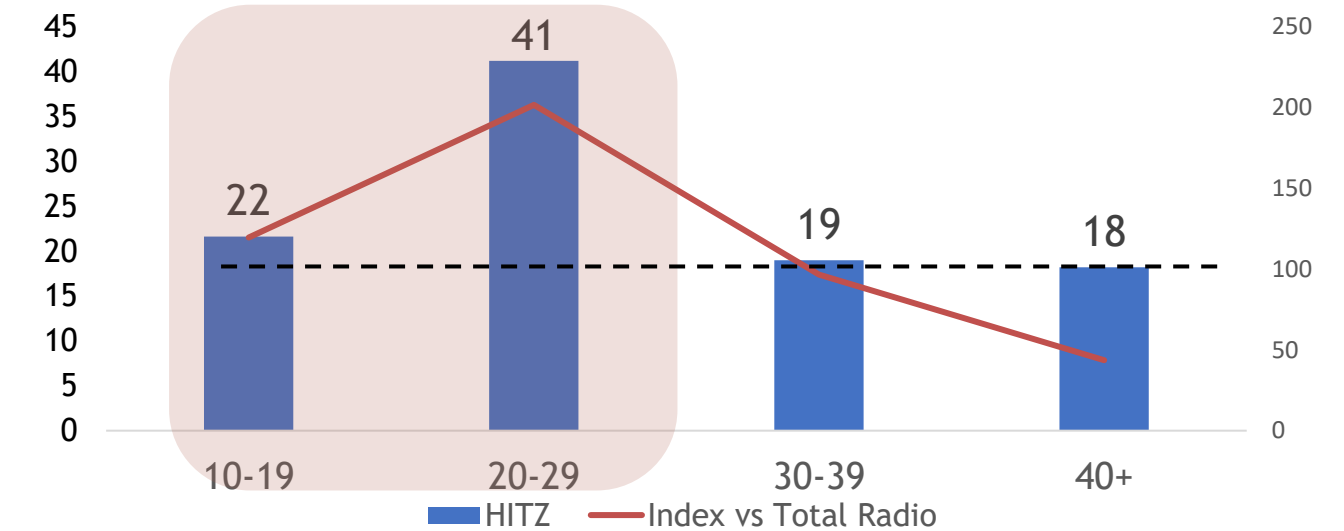
21%



OTHERS

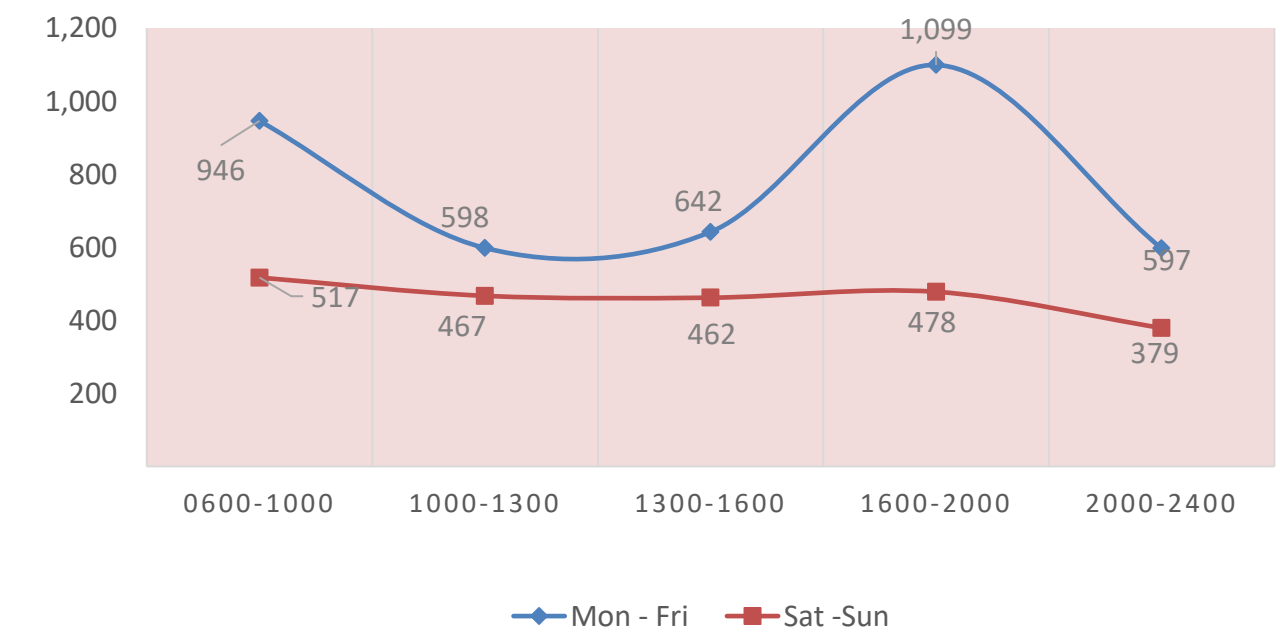
Skewed PMEB's [Index: 180]; Students [Index: 155]

### AGE



Skewed Age 10 - 19 [Index: 119]; 20 - 29 [Index: 202]

### LISTENERSHIP (000s)







MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ Sabah, the No. 1 English Radio brand in Sabah with a fusion of international and local content narrated by the local best. The brand accompanies audience by playing only the biggest hit, exclusive interviews with international stars and localized digital content.



Weekly reach **112K**

### SOCIAL MEDIA



59K followers



96K followers



59K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024  
c

### GENDER

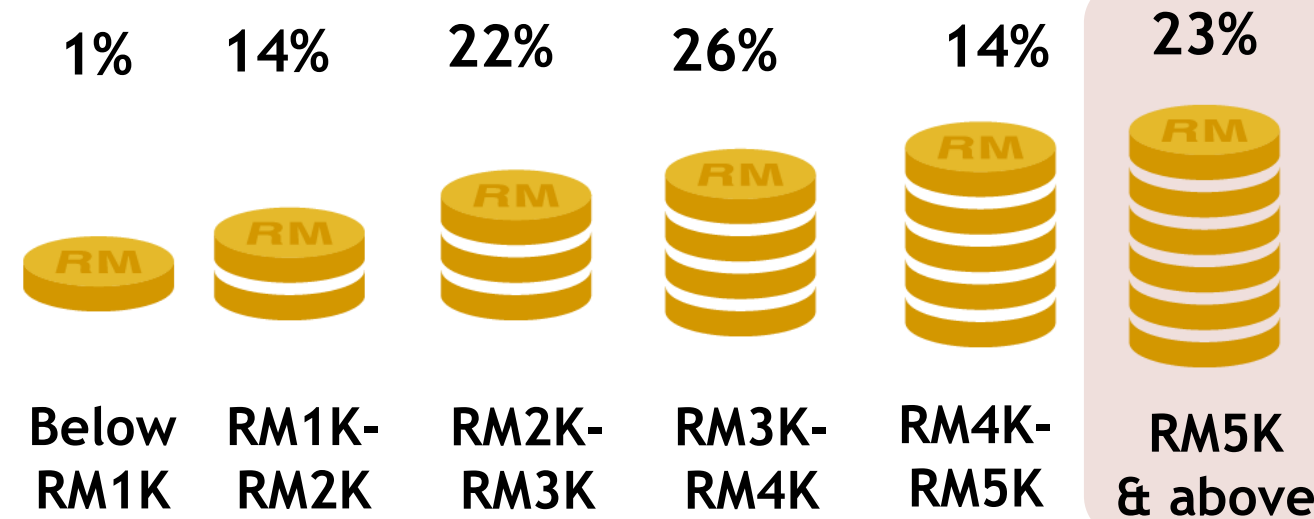


FEMALE  
53%



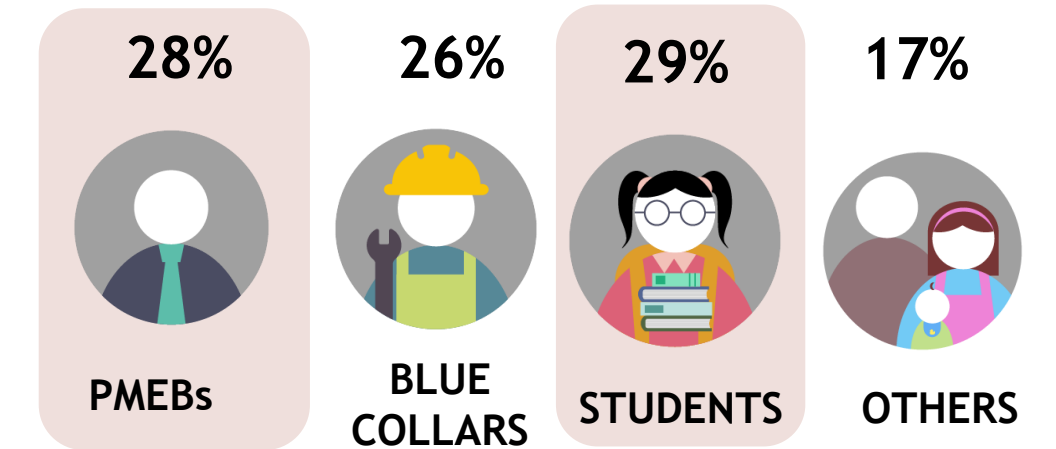
MALE  
47%

### MONTHLY HOUSEHOLD INCOME



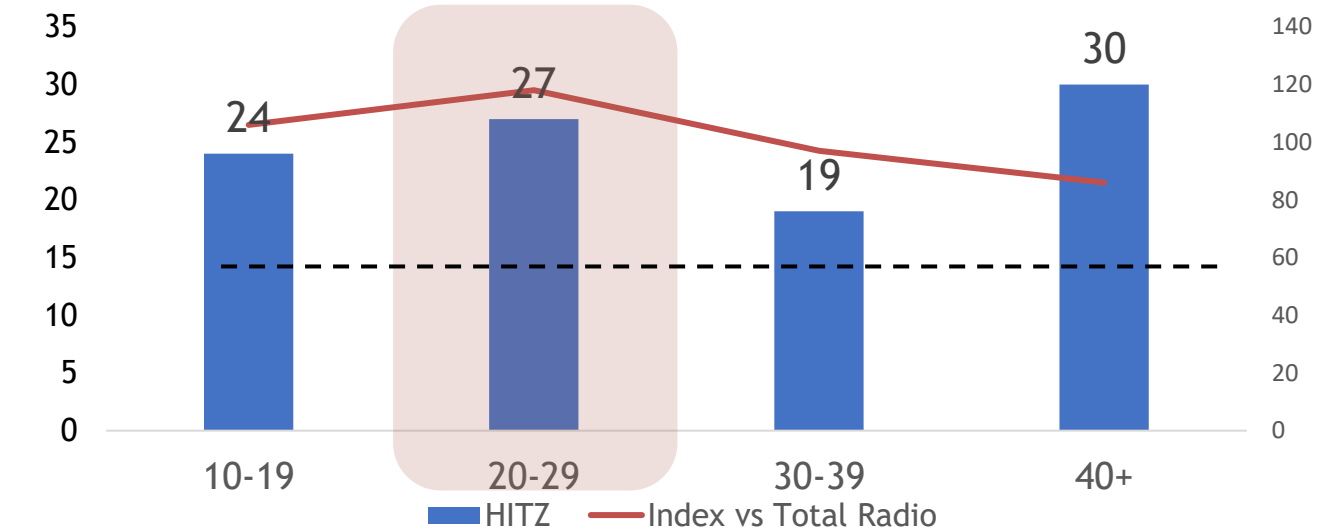
Skewed >RM5K [Index: 148]

### OCCUPATION



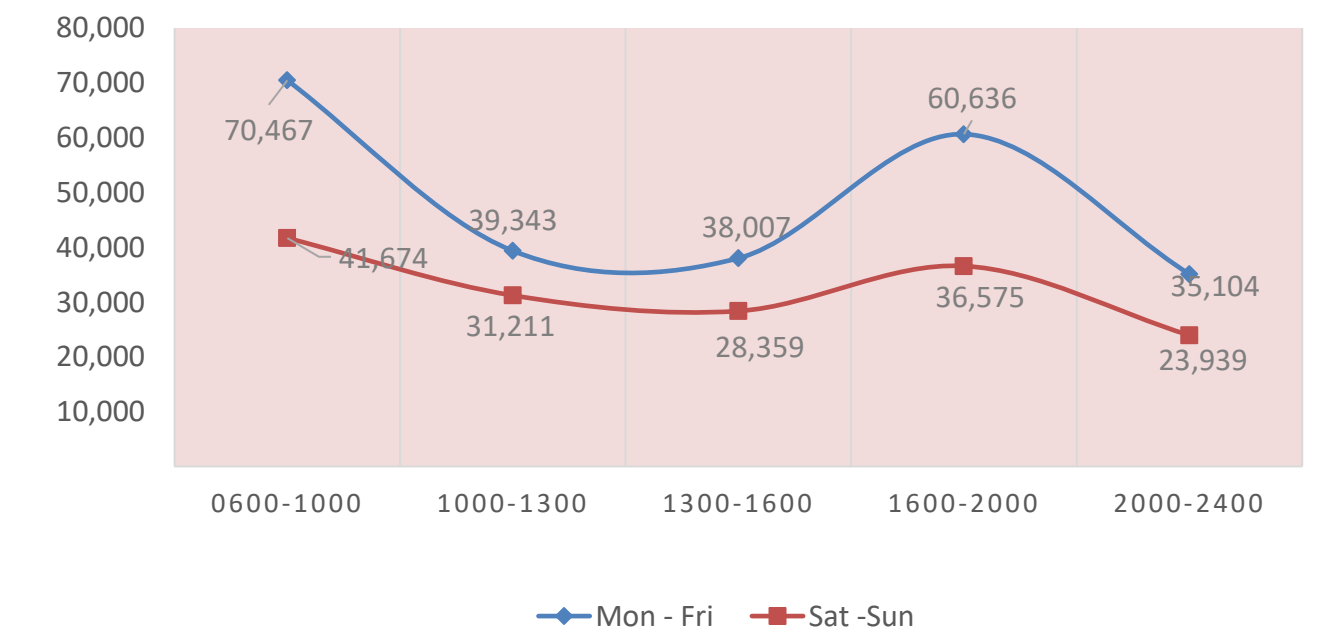
Skewed PMEB's [Index:123]; Students [Index: 126]

### AGE



Skewed Age 20 - 29 [Index:118]

### LISTENERSHIP



Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022



MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ Sarawak, the No. 1 English Radio brand in Sarawak with a weekly listenership of 164K. You can get the latest International and local news exclusive interviews, fun localized digital content and of course get the best new music as HITZ Sarawak accompanies you throughout the day.



Weekly reach **164K**

### SOCIAL MEDIA



26K followers



187K followers



59K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024  
c

### GENDER



FEMALE  
44%



MALE  
56%

### MONTHLY HOUSEHOLD INCOME



Below RM1K



RM1K- RM2K



RM2K- RM3K



RM3K- RM4K



RM4K- RM5K



RM5K & above

2%

9%

8%

18%

23%

40%

Skewed >RM5K [Index: 132]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION

26%



PMEBs

27%



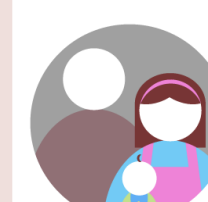
BLUE COLLARS

27%



STUDENTS

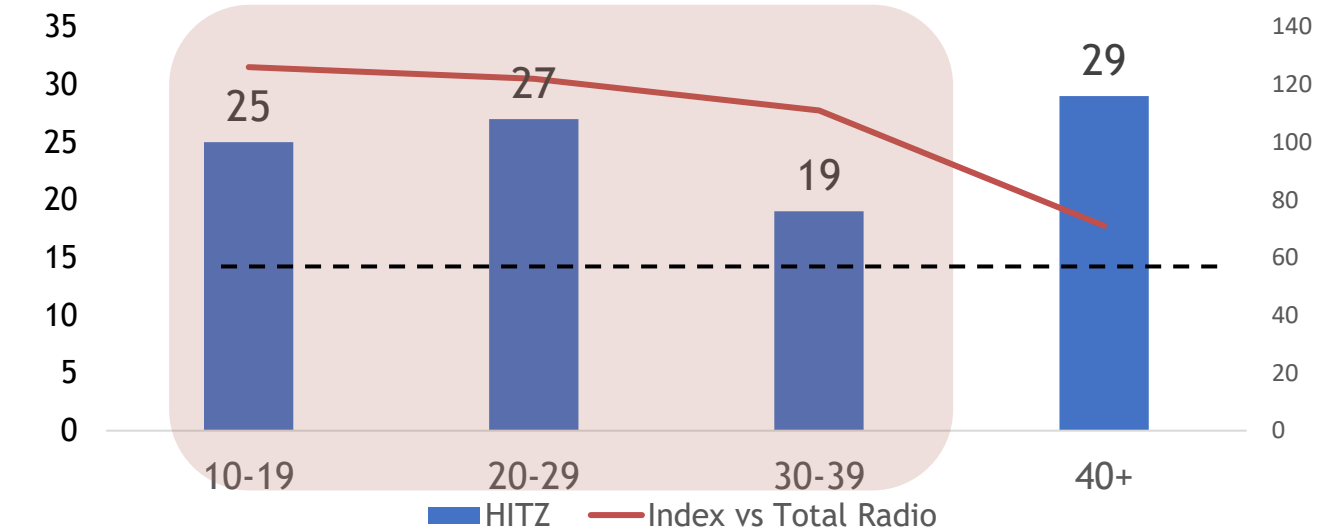
20%



OTHERS

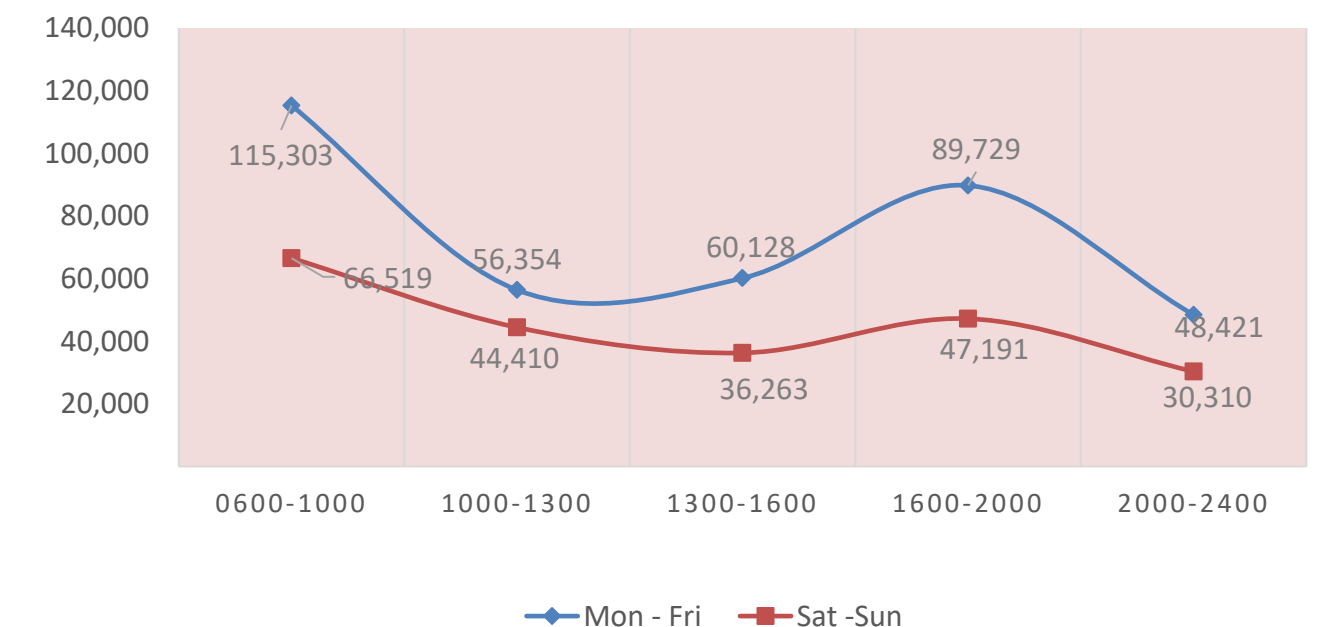
Skewed PMEB's [Index: 126]; Students [Index: 137]

### AGE



Skewed Age 10 - 19 [Index: 126]; 20 -29 [Index: 122]; 30-39 [Index: 111]

### LISTENERSHIP



Mon - Fri Sat -Sun



### TODAY'S BEST MUSIC

With a weekly reach of 829 K on radio, MIX FM boasts the second largest audience base amongst English radio brands in Malaysia. The brand plays the best MIX of music from the 90's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.



Weekly reach  
**829 K**

### SOCIAL MEDIA



49K followers



335K followers



44K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
51%



MALE  
49%

### Region

NORTH



14%

CENTRAL



55%

SOUTH



20%

EAST COAST



11%

Skewed Central [Index: 161]

### MONTHLY HOUSEHOLD INCOME

0%



Below RM1K

6%



RM1K- RM2K

11%



RM2K- RM3K

13%



RM3K- RM4K

11%



RM4K- RM5K

60%



RM5K & above

Skewed HHI >RM5K [Index: 210]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

39%



PMEBs

18%



BLUE COLLARS

20%



STUDENTS

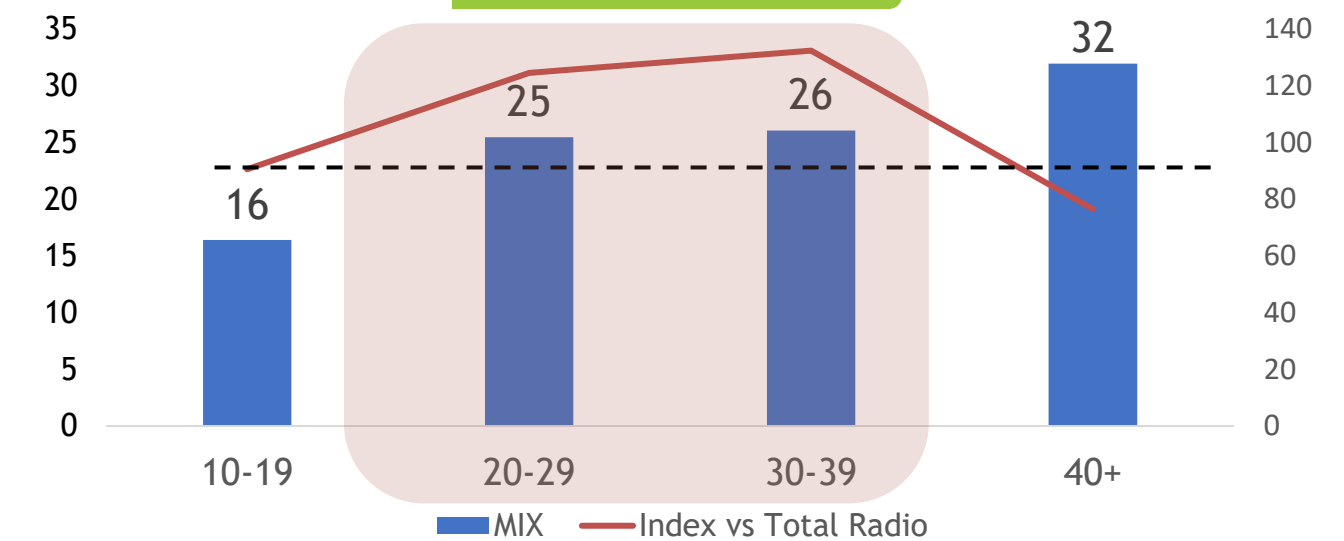
22%



OTHERS

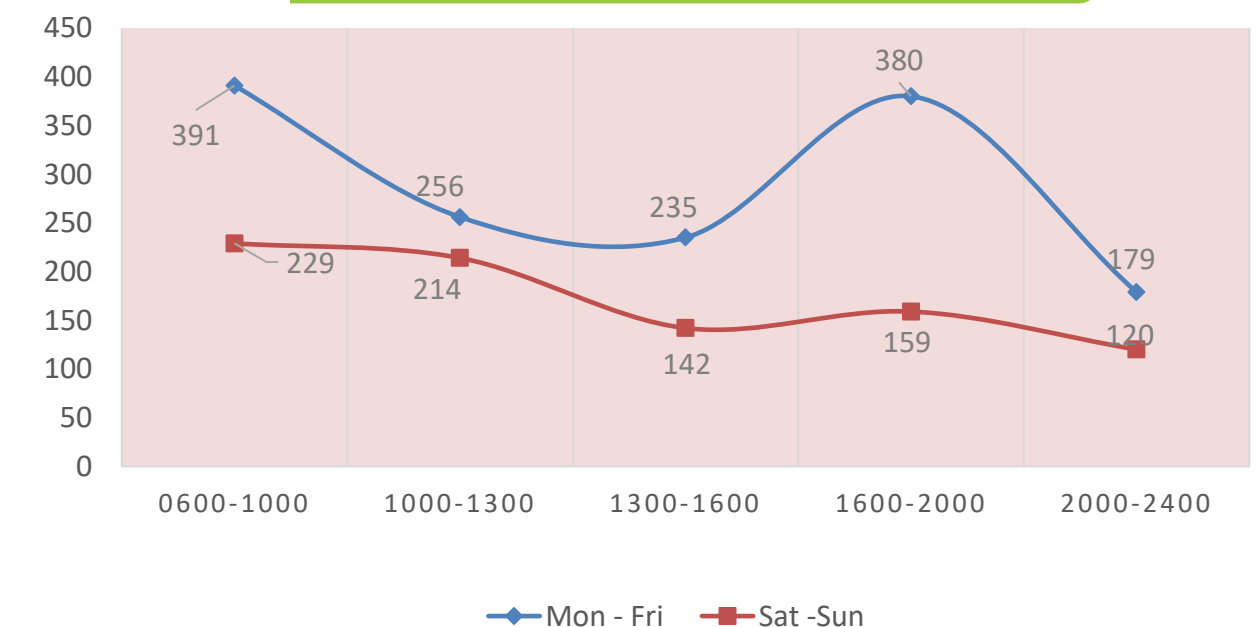
Skewed PMEBS [Index: 241]

### AGE



Skewed Age 20-29 [Index: 125] & 30-39 [Index: 132]

### LISTENERSHIP (000s)





### RELAXING FAVOURITES

LITE FM attracts 637 K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter - real people, real lives, real stories.



Weekly reach  
**637 K**

### SOCIAL MEDIA



15K followers



492K followers



29K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
51%



MALE  
49%

### Region

NORTH



23%

CENTRAL



58%

SOUTH



15%

EAST COAST



4%

Skewed Central [Index 169]

### MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

4%



RM1K- RM2K

7%



RM2K- RM3K

14%



RM3K- RM4K

11%



RM4K- RM5K

64%



RM5K & above

Skewed >RM5K [Index: 226]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

43%



PMEBs

10%



BLUE COLLARS

22%



STUDENTS

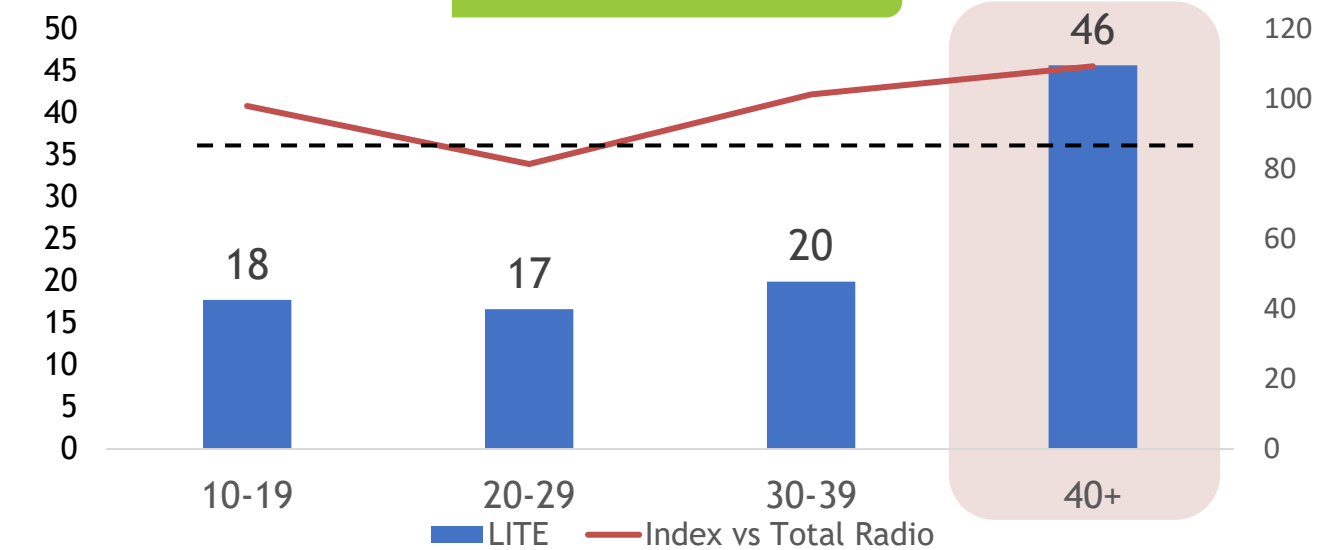
25%



OTHERS

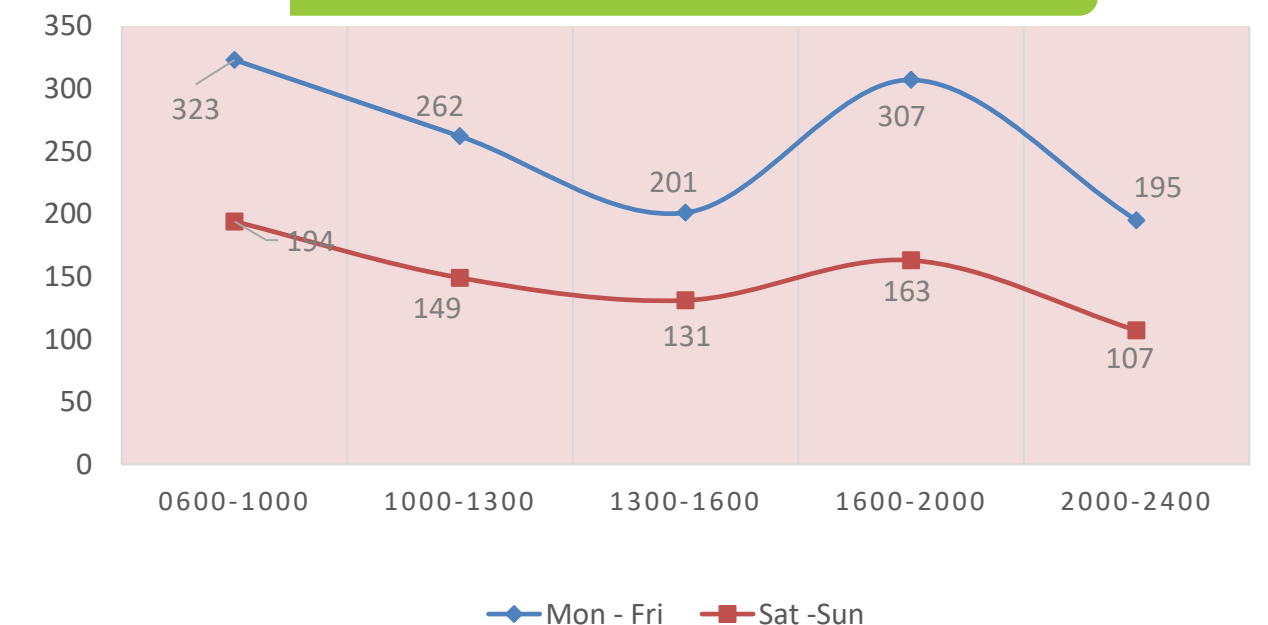
Skewed PMEBS [Index: 265]

### AGE



Skewed Age 40+ [Index: 109]

### LISTENERSHIP (000s)



Mon - Fri Sat - Sun





### MENYINARI HIDUPMU

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis **SINAR** reaches 4.3 mil fans on radio. The brand plays favourite hits from the 80's to today, with songs that make fans feel good and brighten up their days. It also covers the best in talk shows and inspiring real-life topics that are packed full of exclusive interviews.



Weekly reach  
**4.3 Mil**

### SOCIAL MEDIA



1.9 Mil followers



2.5 Mil followers



121K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
50%



MALE  
50%

### Region

NORTH



31%

CENTRAL



39%

SOUTH



15%

EAST COAST



15%

Skewed North [ Index: 113] & Central [Index: 113]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

11%



RM1K- RM2K

19%



RM2K- RM3K

24%



RM3K- RM4K

19%



RM4K- RM5K

25%



RM5K & above

Skewed HHI RM1K-2K [Index: 113] & RM2K-3K [Index: 111] & RM3K-4K [Index: 110]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

15%



PMEBs

29%



BLUE COLLARS

19%



STUDENTS

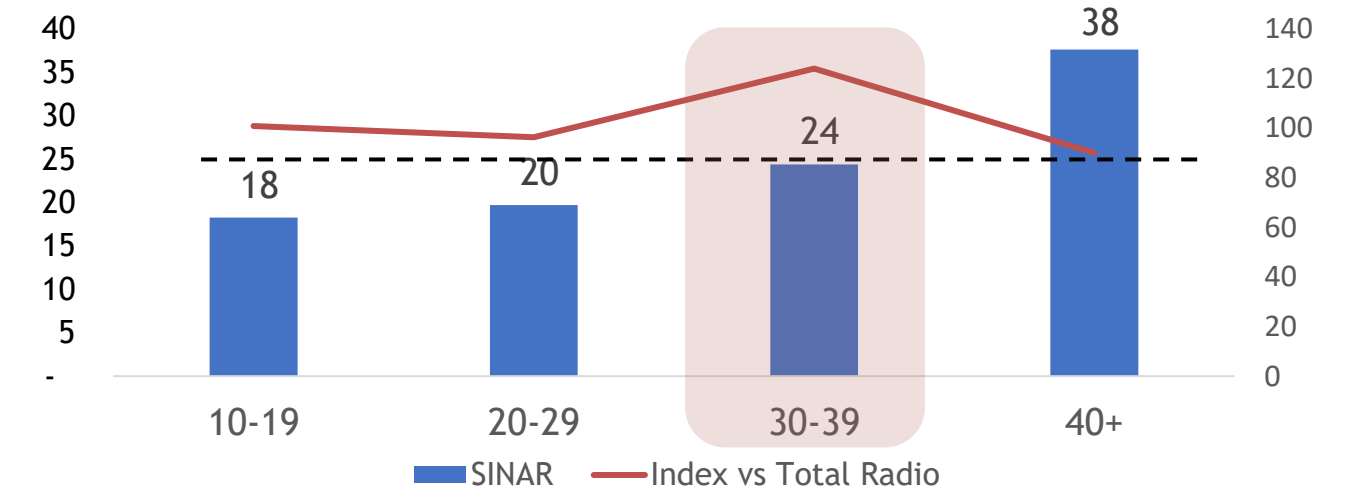
36%



OTHERS

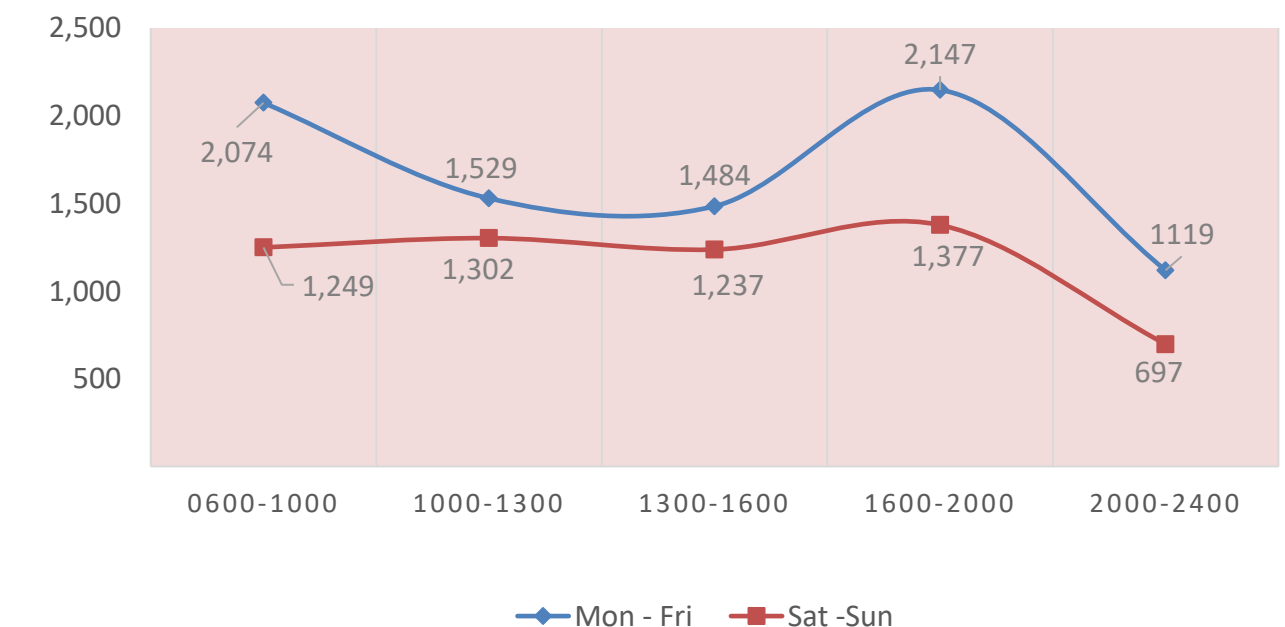
Skewed OTHERS [Index: 113]

### AGE



Skewed Age 30-39 [Index: 124]

### LISTENERSHIP (000s)





AAHA...SIRANTHA ISAI

RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.4 mil on radio. The brand is dedicated to being the dominant information hub on Kollywood news and centre of conversation amongst Tamil audiences. RAAGA plays the best of Indian music and is famous for its multi-talented bunch of entertainers.



Weekly reach  
**1.4 Mil**

### SOCIAL MEDIA



450K followers



875K followers



60K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
55%



MALE  
45%

### Region

NORTH



32%

CENTRAL



50%

SOUTH



14%

EAST COAST



4%

Skewed Central [Index: 147]

### MONTHLY HOUSEHOLD INCOME

2%



Below  
RM1K

10%



RM1K-  
RM2K

19%



RM2K-  
RM3K

30%



RM3K-  
RM4K

21%



RM4K-  
RM5K

18%



RM5K  
& above

Skewed HHI RM3K-4K [Index: 140]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

14%



PMEBs

30%



BLUE  
COLLARS

15%



STUDENTS

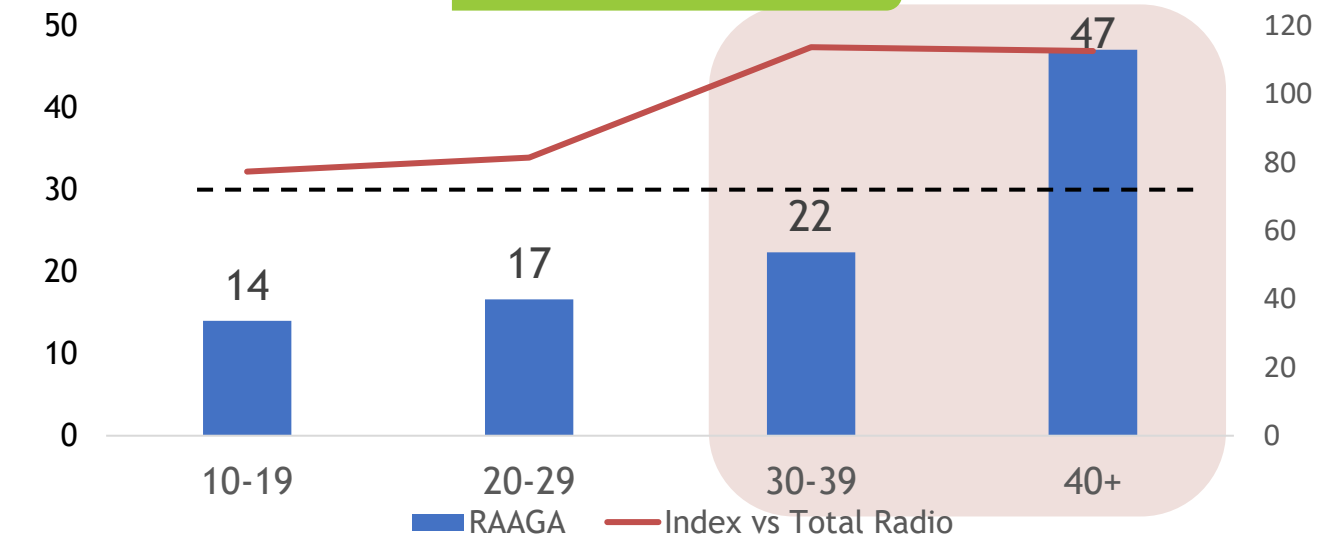
42%



OTHERS

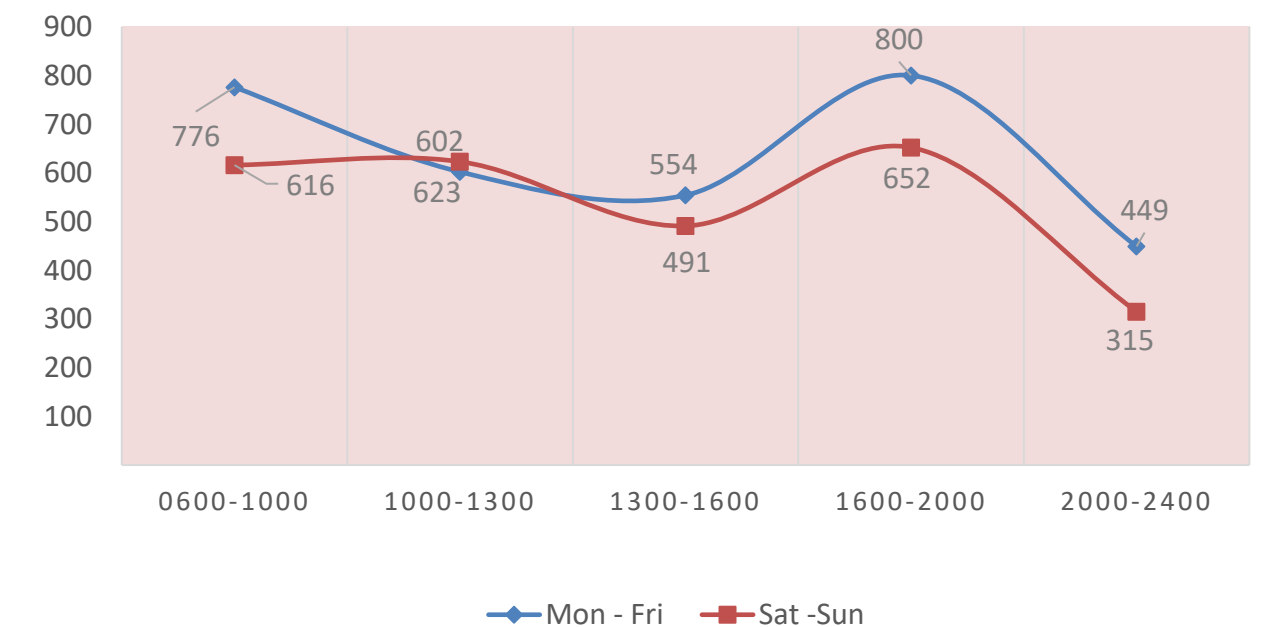
Skewed OTHERS [Index: 121]

### AGE



Skewed Age 30-39 [Index: 114] & 40+ [Index: 113]

### LISTENERSHIP (000s)





PILIHAN #1 PANTAI TIMUR

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.8 mil on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.



Weekly reach

**1.8 Mil**

### SOCIAL MEDIA



447K followers



1.7 Mil followers



47K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE

50%



MALE

50%

### Region

NORTH



5%

CENTRAL



6%

SOUTH



2%

EAST COAST



88%

Skewed East Coast [Index: 460]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

14%



RM1K-RM2K

29%



RM2K-RM3K

23%



RM3K-RM4K

18%



RM4K-RM5K

14%



RM5K & above

Skewed HHI  
RM2K-RM3K [Index: 170]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

6%



PMEBs

41%



BLUE COLLARS

18%



STUDENTS

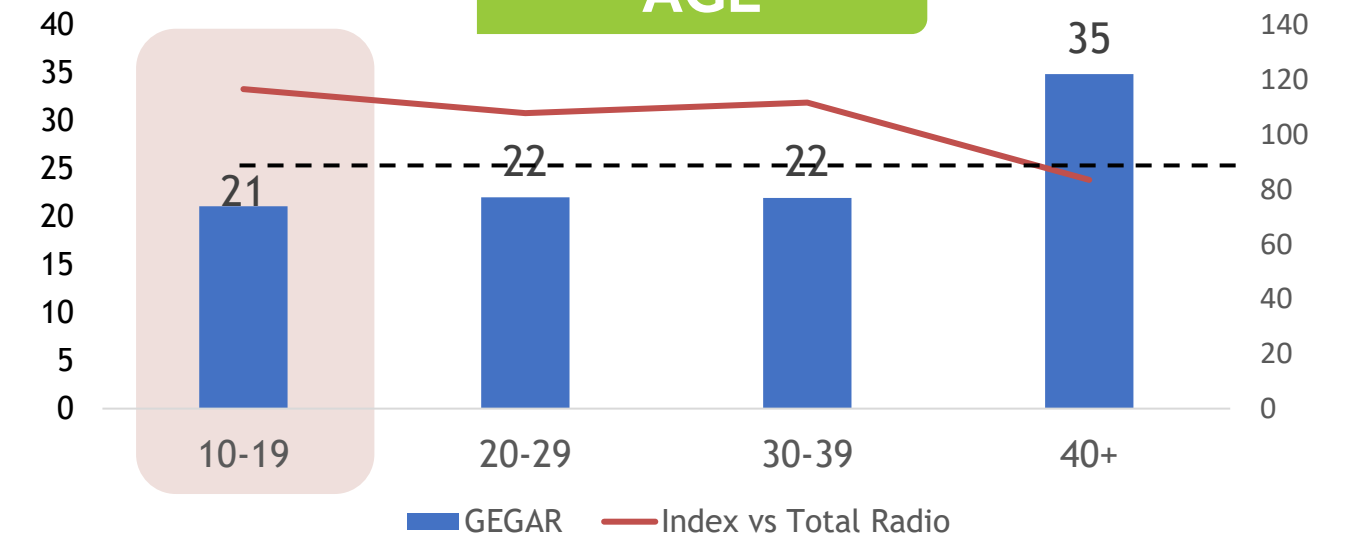
34%



OTHERS

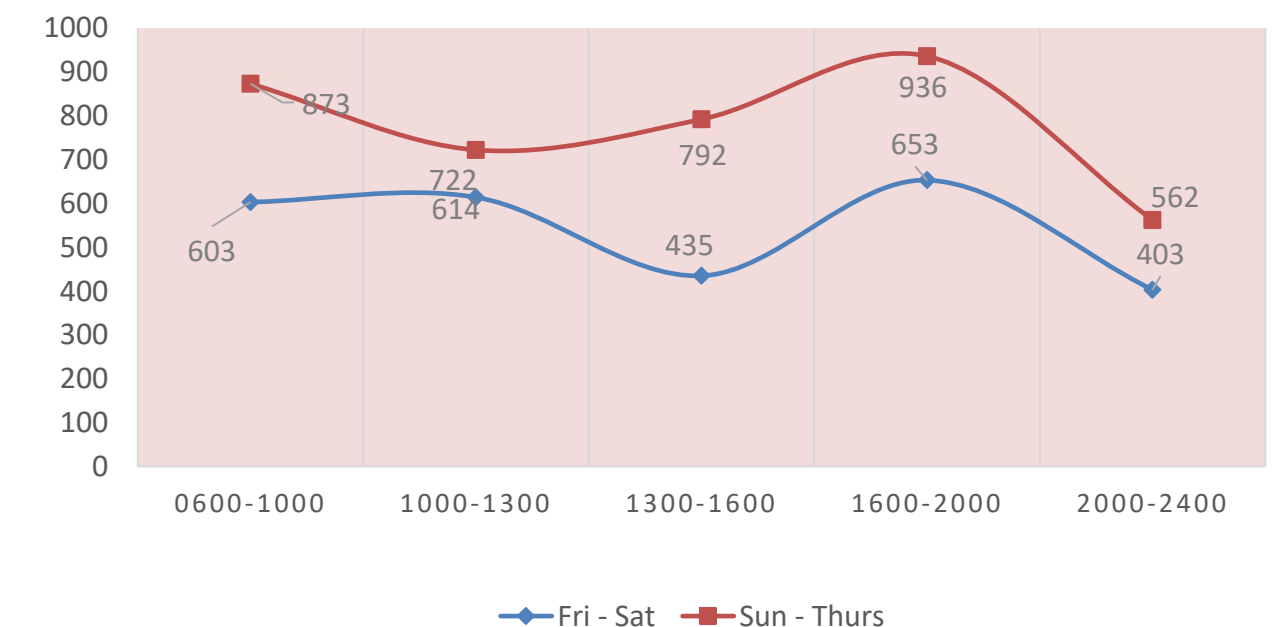
Skewed BLUE COLLARS [Index: 150]

### AGE



Skewed Age 10-19 [Index: 117]

### LISTENERSHIP (000s)





BEST MUSIC, LATEST INFO

MELODY is the radio station that brings you the Chinese classics and contemporary hits. With a weekly reach of 1.2 mil on radio. It is a personality driven brand with an unprecedented Golden Chinese hits playlist that keeps a pulse on today, whilst reminiscing the joys of yesteryears.



Weekly reach

1.2 Mil

### SOCIAL MEDIA



101K followers



504K followers



124K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE

54%



MALE

46%

### Region

NORTH



27%

CENTRAL



50%

SOUTH



19%

EAST COAST



4%

Skewed Central [Index: 147]

### MONTHLY HOUSEHOLD INCOME

3%



Below RM1K

3%



RM1K- RM2K

13%



RM2K- RM3K

19%



RM3K- RM4K

22%



RM4K- RM5K

40%



RM5K & above

Skewed HHI >RM5K [Index: 141]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

24%



PMEBs

23%



BLUE COLLARS

17%



STUDENTS

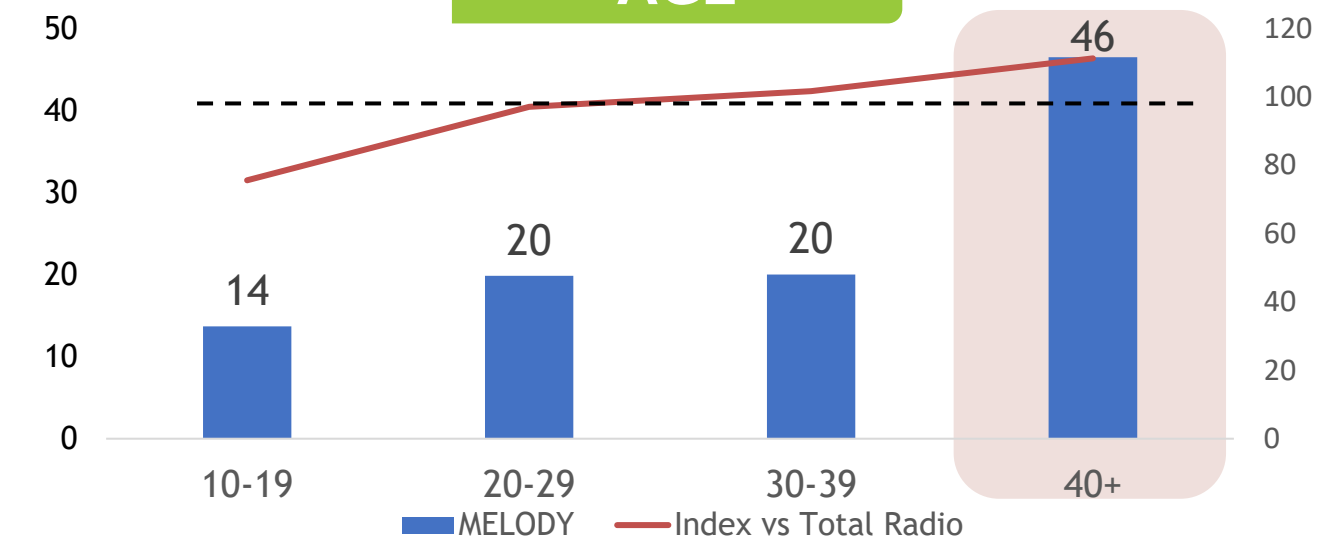
36%



OTHERS

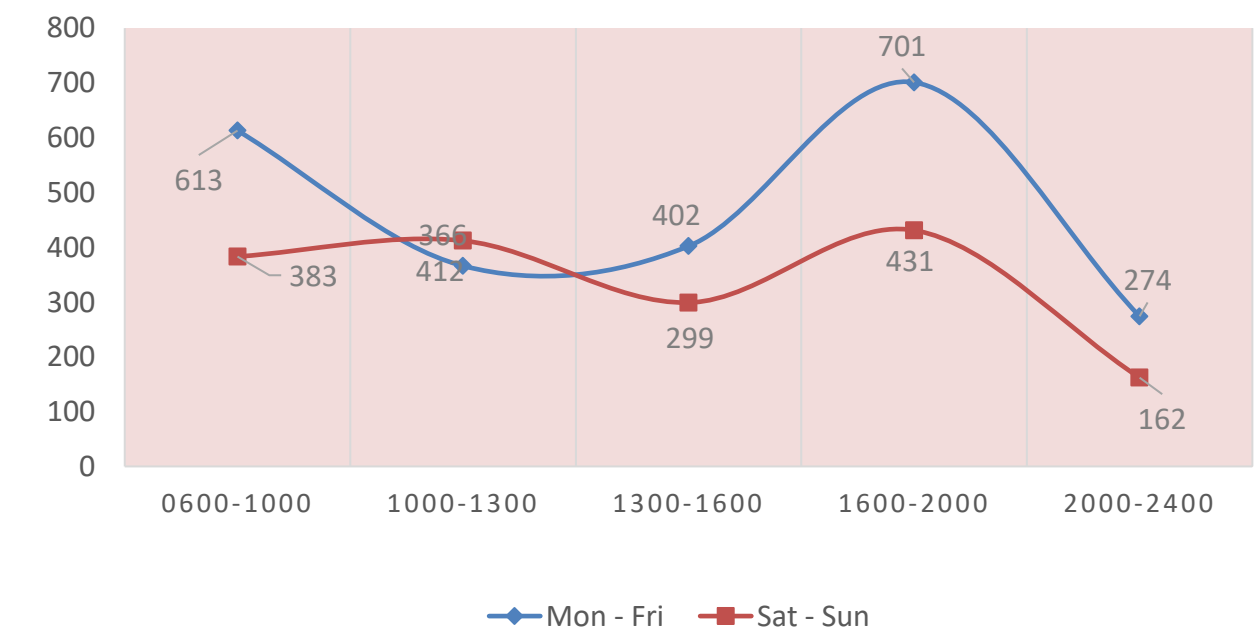
Skewed PMEBS [Index: 147]

### AGE



Skewed Age 40+ [Index: 111]

### LISTENERSHIP (000s)







#INDAHDIHATI

ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment and lifestyle, all the while still holding true to the timeless creed of their faith.



Weekly reach  
**657 K**

### SOCIAL MEDIA



437K followers



615K followers



46K page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER

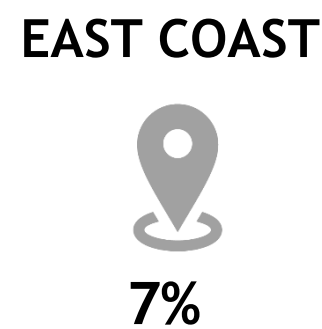


FEMALE  
51%



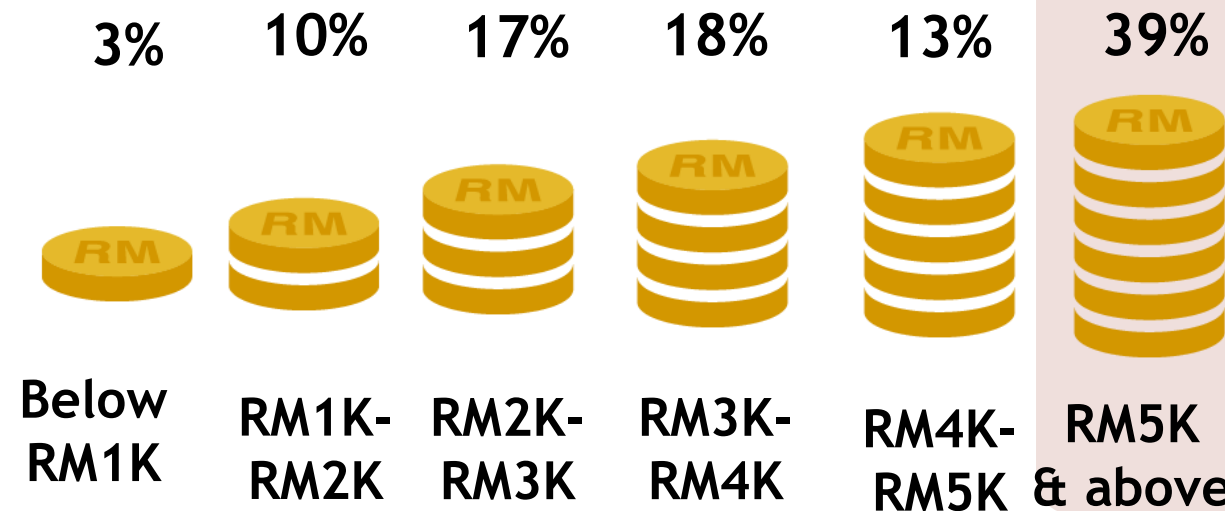
MALE  
49%

### Region



Skewed North [Index: 128]

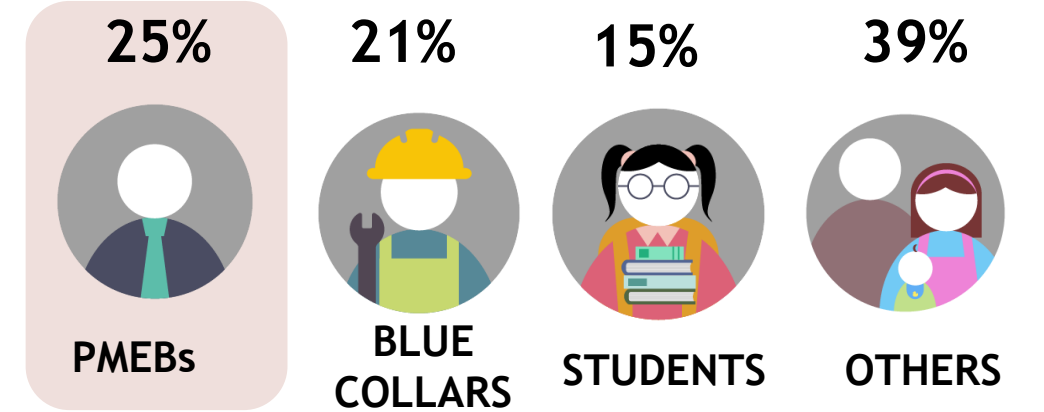
### MONTHLY HOUSEHOLD INCOME



Skewed HHI >RM5K [Index: 137]

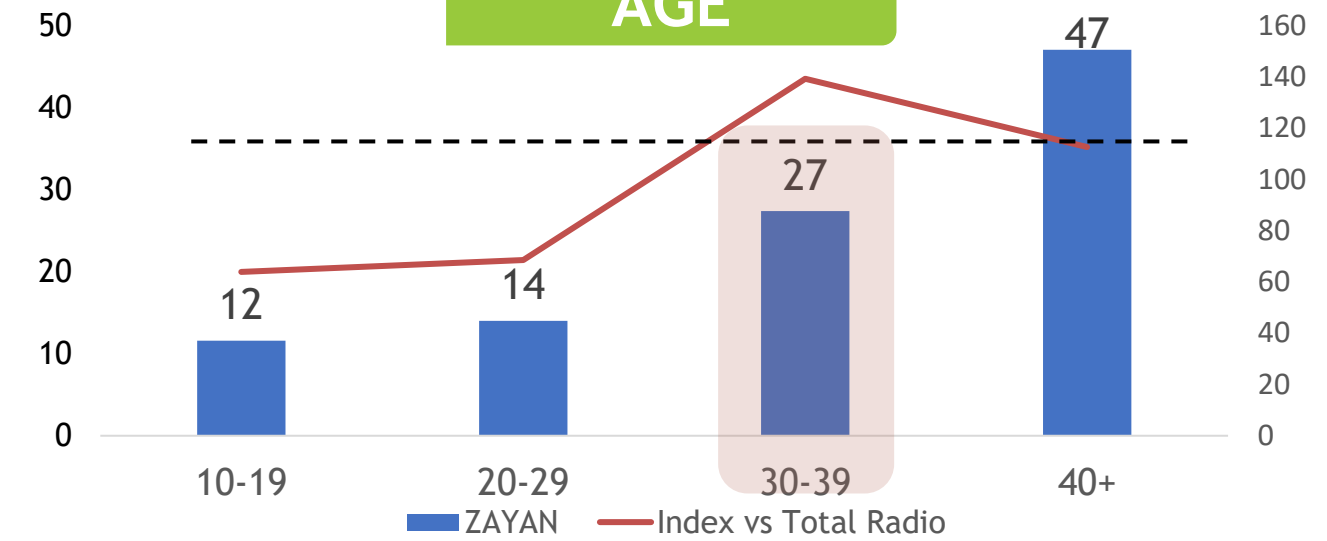
Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION



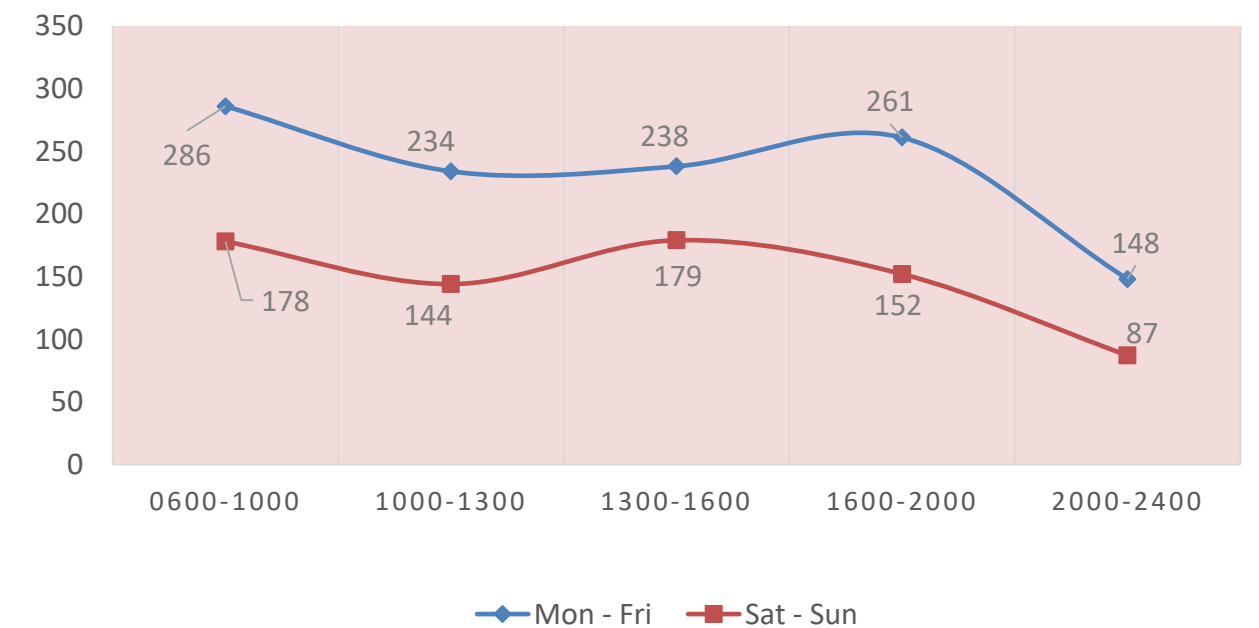
Skewed PMEBs [Index: 152]

### AGE



Skewed Age 30-39 [Index: 139]

### LISTENERSHIP (000s)





GO FUN!

GOXUAN is a cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and sharable.



Weekly reach  
**285 K**

### SOCIAL MEDIA



159K followers



336K followers



1.7 Mil page views

Source: FB & IG; Period: As of 30 November 2024  
Website; GA 4; Period: 1 - 30 November 2024

### GENDER



FEMALE  
66%



MALE  
34%

### Region

NORTH



30%

CENTRAL



50%

SOUTH



11%

EAST COAST



9%

Skewed Central [Index: 147]

### MONTHLY HOUSEHOLD INCOME

1%



Below  
RM1K

0%



RM1K-  
RM2K

10%



RM2K-  
RM3K

15%



RM3K-  
RM4K

19%



RM4K-  
RM5K

55%



RM5K  
& above

Skewed HHI >RM5K [Index: 192]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2024

### OCCUPATION

37%



PMEBs

15%



BLUE  
COLLARS

29%



STUDENTS

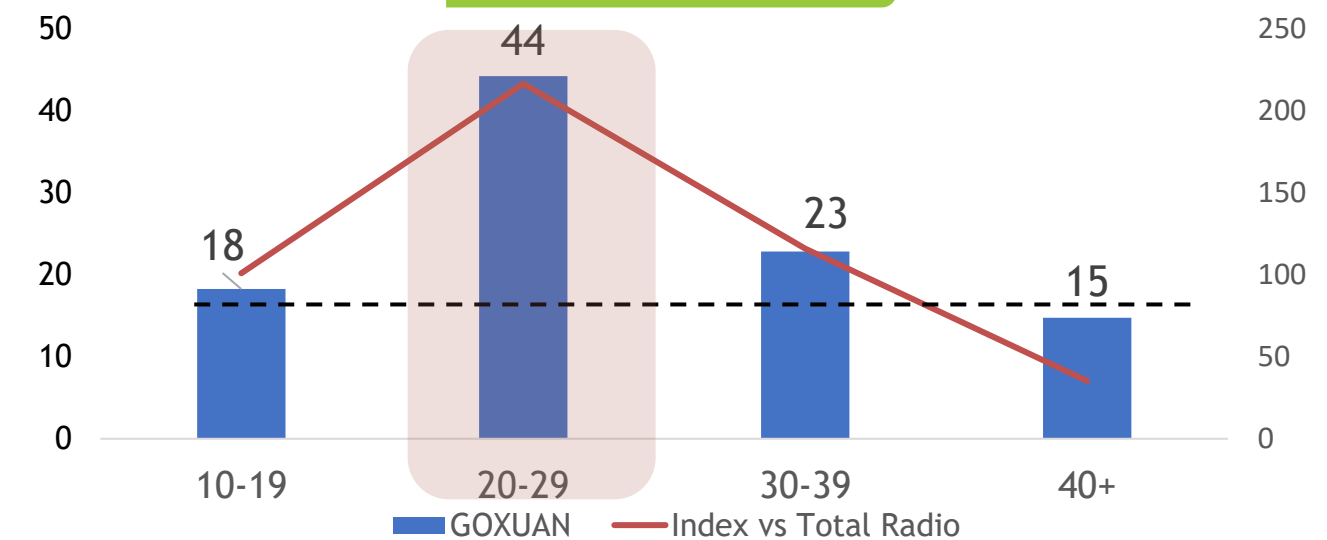
20%



OTHERS

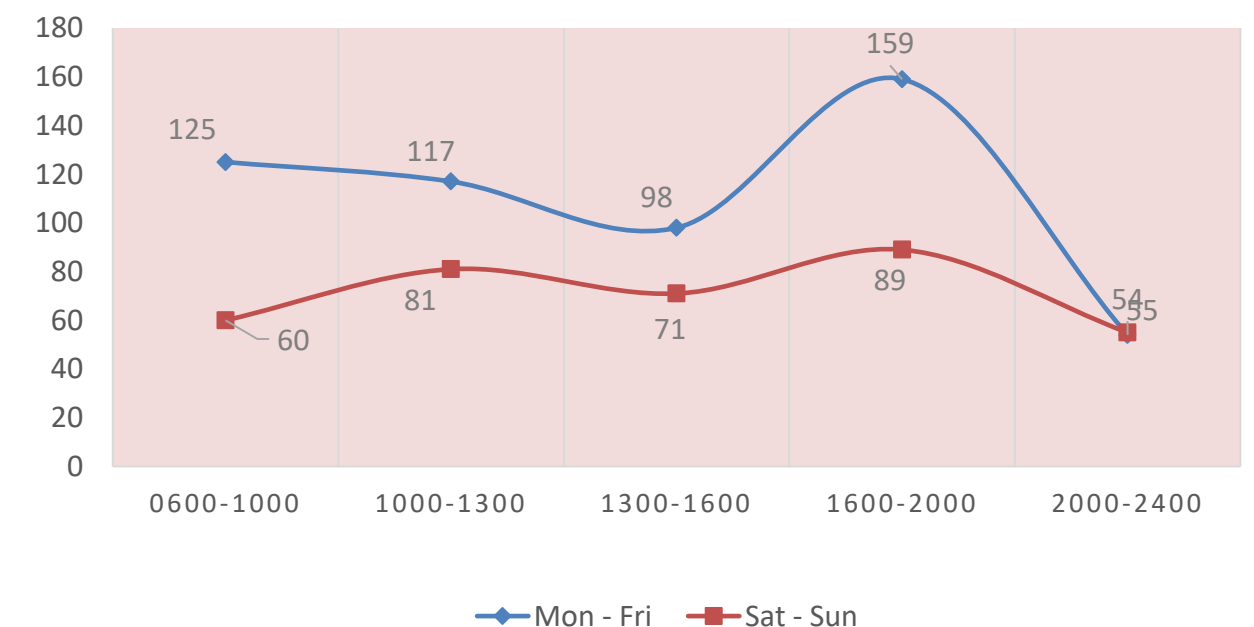
Skewed PMEB's [Index: 225];  
Students [Index: 147]

### AGE



Skewed Age 20-29 [Index: 216]

### LISTENERSHIP (000s)



**astro**

**Thank you**