

# DIGITAL: SERVING 15.6 MIL VISITORS

Source: Digital monthly unique visitors ("MUV") to Astro's digital brands, based on Google Analytics.

## TAMIL

astro  
ulagam

ரொஜா

SYOK

## MALAY

astro  
AWANI

Remaja

Media

Rapi

sinar

Rasa

Pa&Ma

NONA

ERA

keluarga

Wanita

IMPIANA

Gegar

MASKULIN

Pengantin

UMPAN

SYOK

hijabista

KASHOORA

LIBUR

Zayna

GEM  
PAK

VANILLA  
KISMIS

BINTANG  
KECIL

SIKAP  
SEKELI

## ENGLISH

hitz

Lite

mix

stadium astro

SYOK

RojakDaily

## OTT

astro GO

sooka

## CHINESE

MY

goxuan

XUAN

SYOK

MELODY

Hotspot



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](http://syok.my)


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

.....

## WEB

 **796,214**  
MONTHLY TOTAL USERS

 **4,052,586**  
MONTHLY PAGE VIEWS

 **0:04:26**  
AVERAGE SESSION DURATION

### DEVICE CATEGORY

 **39.0%**

 **60.0%**

 **1.0%**

### AGE BREAKDOWN

 **75.0%**

18 - 24 (3.5%)      45 - 54 (11.1%)


25 - 34 (5.2%)      55 - 64 (3.1%)



35 - 44 (11.0%)      65+ (0.9%)

 Unknown (65.2%)

 **25.0%**

### INTERESTS

 **Travel/Travel Buffs**  
News & Politics /Avid News Readers/ Entertainment News Enthusiasts


 **Media, Entertainment, Music Lovers**  
 **Banking & Finance/ Avid Investors**

## APP

(GOOGLE ANALYTICS JAN 2025)

 **265,029**  
MONTHLY UNIQUE USERS

 **2,016,667**  
MONTHLY PAGE VIEWS

 **0:26:25**  
AVERAGE SESSION DURATION

### DEVICE CATEGORY

 **69.7%**

 **30.3%**

### AGE BREAKDOWN

 **47.0%**

18 - 24 (2.9%)      45 - 54 (14.0%)



25 - 34 (9.1%)      55 - 64 (7.2%)



35 - 44 (13.8%)      65+ (2.8%)

 Unknown (50.2%)

 **53.0%**

### INTERESTS

 **Media, Entertainment, Casual & Social Gamers**  
 **News, Politics, Avid News Readers**

 **Media, Entertainment, Comics & Animation Fans**  
 **Sports & Fitness, Sports Fans, Soccer Fans**

## SOCIAL MEDIA

**762,840**



COMBINED FOLLOWERS

# WEB + APP

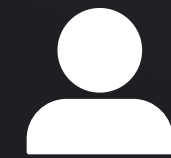
(GOOGLE ANALYTICS JAN 2025)



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.

[bm.syok.my](http://bm.syok.my)

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



54,162

MONTHLY UNIQUE USERS



40.9%



58.0%



0.9%

DEVICE CATEGORY



160,952

MONTHLY PAGE VIEWS



0:04:12

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.7%)

45 - 54 (6.9%)

25 - 34 (5.7%)

55 - 64 (2.2%)

35 - 44 (13.2%)

65+ (0.5%)

? Unknown (67.8%)



73.7%



26.3%

INTERESTS



Media & Entertainment / Music Lovers



News & Politics / Avid News Readers / Entertainment News Enthusiasts



Media & Entertainment / TV Lovers / TV Drama Fans



Travel / Travel Buffs

.....

# SOCIAL MEDIA

352,347



COMBINED FOLLOWERS



1,180,046

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)



Malaysia's first 24-hour news & thought leadership channel – delivering in-depth analysis and balanced, comprehensive coverage of news and current affairs.

Malaysia's Most Trusted News Brand\* - where news and information meet credibility and transparency.

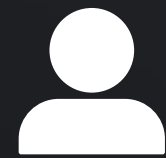
\*Source: Reuters Institute Digital News Report 2018 - 2022

[astroawani.com](http://astroawani.com)  
APP: [iOS](#) | [Android](#)

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



## 2,572,132

MONTHLY UNIQUE USERS



## 7,457,394

MONTHLY PAGE VIEWS



## 0:02:31

AVERAGE SESSION DURATION



## 50.5%



## 49.5%



## 19.4%



## 79.5%



## 0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (1.8%)

45 - 54 (9.7%)

25 - 34 (3.0%)

55 - 64 (11.4%)

35 - 44 (7.0%)

65+ (2.2%)

**? Unknown (64.8%)**

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ SportsFans/ SoccerFans



News, Politics, Avid News Readers/Avid Political News Reader



Banking & Finance/ Avid Investors

# SOCIAL MEDIA

## 16,159,843



COMBINED FOLLOWERS



## 10,381,162

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



Malaysia's first 24-hour news & thought leadership channel – delivering in-depth analysis and balanced, comprehensive coverage of news and current affairs.

Malaysia's Most Trusted News Brand\* - where news and information meet credibility and transparency.

\*Source: Reuters Institute Digital News Report 2018 - 2022

[astroawani.com](http://astroawani.com)  
APP: [iOS](#) | [Android](#)

.....

# APP

(GOOGLE ANALYTICS JAN 2025)



## 72,140

MONTHLY UNIQUE USERS



## 7,142,618

MONTHLY SCREEN VIEWS



## 0:11:31

AVERAGE TIME SPENT



## 26.3%



## 73.7%



## 95.6%



## 4.3%



## 0.1%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (1.7%)

45 - 54 (10.1%)

25 - 34 (4.9%)

55 - 64 (16.3%)

35 - 44 (5.4%)

65+ (12.5%)

? Unknown (49.2%)

INTERESTS



News & Politics /Avid News Readers



Media, Entertainment, Gamers, Action Game Fans



Media, Entertainment, Gamers, Casual & Social Gamers



Technology/Social Media Enthusiasts

# SOCIAL MEDIA

## 16,159,843



COMBINED FOLLOWERS



## 10,381,162

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



# WEB

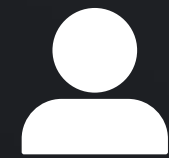
(GOOGLE ANALYTICS JAN 2025)



Astro Gempak is the No. 1 Malay entertainment digital platform amongst Malaynials. Its broad content ecosystem covers entertainment, drama, Islamic, lifestyle, comedy and kids.

[gempak.com](http://gempak.com)

[gempak.com/rojakdaily](http://gempak.com/rojakdaily)



1,636,224

MONTHLY UNIQUE USERS



5,304,769

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION



67.1%



32.9%



6.4%



92.8%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (1.2%)

45 - 54 (10.7%)

25 - 34 (3.3%)

55 - 64 (13.0%)

35 - 44 (9.2%)

65+ (1.3%)

? Unknown (61.4%)

INTERESTS



News, Politics, Avid News Readers/Avid Political News Reader



Banking & Finance/Avid Investors



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food & Dining / Cooking Enthusiasts/ Aspiring Chefs

# SOCIAL MEDIA

12,338,886



COMBINED FOLLOWERS



7,494,430

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

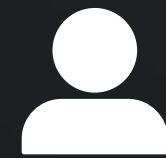
# WEB

(GOOGLE ANALYTICS JAN 2025)



ERA is Malaysia's No. 1 radio brand and is famous for playing only the best chart-topping hits of today with a line-up of the funniest entertainers in the industry.

[era.syok.my](http://era.syok.my)



68,323

MONTHLY UNIQUE USERS



24.0%



74.5%



0.7%

DEVICE CATEGORY



164,558

MONTHLY PAGE VIEWS



0:02:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.0%)

45 - 54 (6.7%)

25 - 34 (5.7%)

55 - 64 (3.7%)

35 - 44 (10.3%)

65+ (0.5%)

? Unknown (69.0%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Banking & Finance/ Avid Investors



News, Politics, Avid News Readers/Avid Political News Reader



Media, Entertainment/ Music Lovers



72.0%



28.0%

# SOCIAL MEDIA

12,585,939



COMBINED FOLLOWERS



10,844,051

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

.....

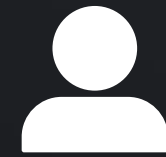
# WEB

(GOOGLE ANALYTICS JAN 2025)



A strong No. 2 Malay radio brand in Malaysia. SINAR 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.

[sinar.syok.my](http://sinar.syok.my)



63,201

MONTHLY UNIQUE USERS



106,371

MONTHLY PAGE VIEWS



0:03:21

AVERAGE SESSION DURATION



75.2%



24.8%



19.6%



79.7%



0.7%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.7%)

45 - 54 (7.8%)

25 - 34 (5.5%)

55 - 64 (3.7%)

35 - 44 (11.2%)

65+ (0.6%)

? Unknown (66.6%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food & Dining, Cooking Enthusiasts, Aspiring Chefs



News & Politics /Avid News Readers/ Avid Political News Readers



Media, Entertainment/ Music Lovers

.....

# SOCIAL MEDIA

6,271,075



COMBINED FOLLOWERS



5,318,032

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



# WEB

(GOOGLE ANALYTICS JAN 2025)



GEGAR is Malaysia's No. 1 East Coast radio brand and is the community's key source of local news, entertainment and variety of local music.

[gegar.syok.my](http://gegar.syok.my)

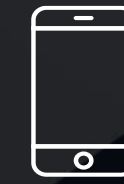


25,216

MONTHLY UNIQUE USERS



27.8%



71.4%



0.6%

DEVICE CATEGORY



48,993

MONTHLY PAGE VIEWS



0:02:30

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.3%)

45 - 54 (9.6%)

25 - 34 (2.6%)

55 - 64 (3.8%)

35 - 44 (12.1%)

65+ (0.4%)

Unknown (64.3%)



74.9%



25.1%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics /Avid News Readers/ Avid Political News Readers



Media, Entertainment/ Music Lovers



Technology, Technophiles

.....

# SOCIAL MEDIA

3,414,641



COMBINED FOLLOWERS



5,636,262

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

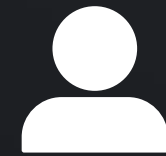
# WEB

(GOOGLE ANALYTICS JAN 2025)



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.

[zayan.syok.my](http://zayan.syok.my)



25,544

MONTHLY UNIQUE USERS



25.4%



73.4%



0.7%

DEVICE CATEGORY



46,563

MONTHLY PAGE VIEWS



0:02:17

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.0%)

45 - 54 (7.4%)

25 - 34 (5.5%)

55 - 64 (3.9%)

35 - 44 (10.2%)

65+ (0.4%)

? Unknown (68.6%)



73.2%



26.8%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Avid Political News Readers

# SOCIAL MEDIA

1,616,469



COMBINED FOLLOWERS



3,004,896

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

.....

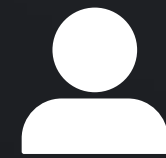
# WEB

(GOOGLE ANALYTICS JAN 2025)

# IMPRIANA

The go-to portal for all your interior and landscape design needs, served in Malay.

[impiana.my](http://impiana.my)



## 32,067

MONTHLY UNIQUE USERS



## 17.4%



## 82.2%



## 0.7%

DEVICE CATEGORY



## 49,367

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.1%)

45 - 54 (8.0%)

25 - 34 (2.5%)

55 - 64 (7.3%)

35 - 44 (6.9%)

65+ (0.6%)

**? Unknown (73.5%)**



## 0:02:11

AVERAGE SESSION DURATION

INTERESTS



Home & Garden/  
Home Décor  
Enthusiasts



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers



## 78.0%



## 22.0%

.....

# SOCIAL MEDIA

## 1,013,692



COMBINED FOLLOWERS



## 3,211,776

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

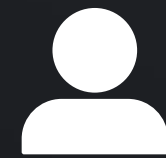
# WEB

(GOOGLE ANALYTICS JAN 2025)

# hijabista

Malaysia's only fashion magazine dedicated to modest fashion, beauty, and religious tips for Muslim women.

[hijabista.my](http://hijabista.my)



## 93,309

MONTHLY UNIQUE USERS



## 8.6%



## 91.1%



## 0.6%

DEVICE CATEGORY



## 126,607

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.3%)

45 - 54 (10.3%)

25 - 34 (2.6%)

55 - 64 (10.6%)

35 - 44 (9.0%)

65+ (0.8%)

? Unknown (65.4%)



## 0:02:10

AVERAGE SESSION DURATION

INTERESTS



Media & Entertainment / TV Lovers/ Game, Reality Talk Show Fans



Lifestyles & Hobbies/ Shutterbugs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



## 79.2%



## 20.8%

# SOCIAL MEDIA

## 1,243,021



COMBINED FOLLOWERS



## 2,299,542

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

.....

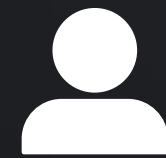
# WEB

(GOOGLE ANALYTICS JAN 2025)

# keluarga

This one's for the family, served with a healthy dose of household hacks, inspiring stories, and health tips.

[keluarga.my](http://keluarga.my)



## 154,160

MONTHLY UNIQUE USERS



## 20.5%



## 79.3%



## 0.5%

DEVICE CATEGORY



## 222,534

MONTHLY PAGE VIEWS



## 0:02:15

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.8%)

45 - 54 (9.4%)

25 - 34 (2.6%)

55 - 64 (10.1%)

35 - 44 (8.5%)

65+ (0.7%)

? Unknown (67.9%)



## 80.8%



## 19.2%

INTERESTS



Lifestyles & Hobbies/  
Shutterbugs



Food, Dining, Cooking  
Enthusiasts/ Aspiring  
Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers

.....

# SOCIAL MEDIA

## 1,176,277



COMBINED FOLLOWERS



## 1,669,630

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



# WEB

(GOOGLE ANALYTICS JAN 2025)



A complete parenting guide for young and new parents. It's also the number one local parenting portal.

[majalahpama.my](http://majalahpama.my)



219,929

MONTHLY UNIQUE USERS



7.7%



91.6%



0.4%

DEVICE CATEGORY



309,462

MONTHLY PAGE VIEWS



0:02:16

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (9.3%)

45 - 54 (7.1%)

25 - 34 (3.0%)

55 - 64 (7.0%)

35 - 44 (7.3%)

65+ (6.2%)

? Unknown (60.1%)



78.8%



21.2%

INTERESTS



Lifestyles & Hobbies/  
Shutterbugs



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers

.....

# SOCIAL MEDIA

2,516,152



COMBINED FOLLOWERS



3,228,323

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

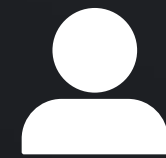
# WEB

(GOOGLE ANALYTICS JAN 2025)

## MASKULIN

A digital platform created for the modern urban male, serving everything from automotive news, health tips, and fashion features.

[maskulin.com.my](https://maskulin.com.my)



36,600

MONTHLY UNIQUE USERS



16.1%



84.2%



0.5%

DEVICE CATEGORY



60,639

MONTHLY PAGE VIEWS



0:01:42

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.4%)

45 - 54 (4.4%)

25 - 34 (2.4%)

55 - 64 (3.4%)

35 - 44 (4.4%)

65+ (0.5%)

? Unknown (83.5%)



62.3%



37.7%

INTERESTS



Sports & Fitness/  
SportsFans/  
SoccerFans



Banking & Finance/  
Avid Investors



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers

.....

## SOCIAL MEDIA

584,654



COMBINED FOLLOWERS



1,189,269

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



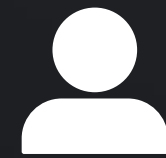
Experiences, information, tips and techniques from one angler to another.

[umpan.com.my](http://umpan.com.my)

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



52,520

MONTHLY UNIQUE USERS



11.9%



87.3%



0.5%

DEVICE CATEGORY



82,471

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (2.1%)

45 - 54 (3.0%)

25 - 34 (2.7%)

55 - 64 (1.5%)

35 - 44 (3.8%)

65+ (0.3%)

? Unknown (86.5%)



0:01:35

AVERAGE SESSION DURATION

INTERESTS



Shoppers/Shopping Enthusiasts



Travel, Travel Buffs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



51.3%



48.7%

403,050

# SOCIAL MEDIA



COMBINED FOLLOWERS



16,321

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

# LIBUR

Dishing out travel inspirations, destination suggestions, and all the cuti-cuti hacks you need.

[libur.com.my](http://libur.com.my)

## WEB

(GOOGLE ANALYTICS JAN 2025)



34,921

MONTHLY UNIQUE USERS



26.0%



73.4%



0.6%

DEVICE CATEGORY



46,681

MONTHLY PAGE VIEWS



0:02:05

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.1%)

45 - 54 (4.7%)

25 - 34 (4.4%)

55 - 64 (2.2%)

35 - 44 (5.9%)

65+ (0.4%)

? Unknown (79.4%)



73.9%



26.1%

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

.....

## SOCIAL MEDIA

124,846



COMBINED FOLLOWERS



38,860

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



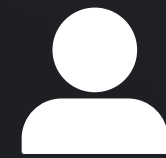
Serving the juiciest celebrity gossip and hottest entertainment updates.

[mediahiburan.my](http://mediahiburan.my)

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



381,513

MONTHLY UNIQUE USERS



3.0%



96.1%



0.6%

DEVICE CATEGORY



747,369

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.4%)

45 - 54 (14.5%)

25 - 34 (3.3%)

55 - 64 (15.3%)

35 - 44 (13.2%)

65+ (1.0%)

? Unknown (52.4%)



0:02:29

AVERAGE SESSION DURATION

INTERESTS



Media & Entertainment / TV Lovers/ Fans



Media & Entertainment / TV Lovers/ Game, Reality & Talk Show Fans



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



74.5%



25.5%

# SOCIAL MEDIA

4,529,949



COMBINED FOLLOWERS



8,022,312

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)



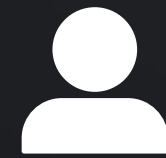
# WEB

(GOOGLE ANALYTICS JAN 2025)

## Mingguan Wanita

Our top performing digital platform featuring content created by women for women.

[mingguanwanita.my](http://mingguanwanita.my)



242,556

MONTHLY UNIQUE USERS



12.0%



87.8%



0.5%

DEVICE CATEGORY



341,718

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.7%)

45 - 54 (9.1%)

25 - 34 (2.4%)

55 - 64 (10.0%)

35 - 44 (7.9%)

65+ (0.8%)

? Unknown (69.0%)



0:02:06

AVERAGE SESSION DURATION

INTERESTS



Lifestyles & Hobbies/  
Shutterbugs



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers



77.9%



22.1%

.....

# SOCIAL MEDIA

2,848,071



COMBINED FOLLOWERS



6,681,246

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

# NONA

Our premium lifestyle magazine covering interviews with Malaysia's rich-and-famous as well as the latest in high end fashion.

[nona.my](http://nona.my)

## WEB

(GOOGLE ANALYTICS JAN 2025)



100,098

MONTHLY UNIQUE USERS



12.5%



86.9%



0.6%

DEVICE CATEGORY



145,927

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.2%)

45 - 54 (7.9%)

25 - 34 (2.5%)

55 - 64 (8.0%)

35 - 44 (7.3%)

65+ (0.7%)

? Unknown (72.4%)



83.1%



16.9%

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

.....

## SOCIAL MEDIA

1,403,503



COMBINED FOLLOWERS



2,361,262

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

# Pengantin

Inspiration for brides-to-be and curated bridal service portal.

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

.....

## WEB

(GOOGLE ANALYTICS JAN 2025)



15,185

MONTHLY UNIQUE USERS



20.4%



78.6%



0.5%

DEVICE CATEGORY



22,549

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (2.0%)

45 - 54 (2.7%)

25 - 34 (2.2%)

55 - 64 (1.4%)

35 - 44 (3.3%)

65+ (0.2%)



0:01:31

AVERAGE SESSION DURATION

? Unknown (88.1%)



77.4%



22.6%

INTERESTS



Banking & Finance/  
Avid Investors



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers

## SOCIAL MEDIA

1,395,230



COMBINED FOLLOWERS



201,317

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



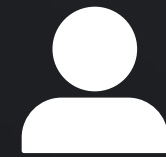
Invites sparks of local cooking and ideas of enjoying food. Rasa is our No. 1 lifestyle food portal.

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

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



1,033,088

MONTHLY UNIQUE USERS



6.1%



93.1%



0.7%

DEVICE CATEGORY



2,120,155

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.1%)

45 - 54 (4.9%)

25 - 34 (3.4%)

55 - 64 (5.9%)

35 - 44 (7.2%)

65+ (0.5%)

? Unknown (77.1%)



0:02:05

AVERAGE SESSION DURATION

INTERESTS



Banking & Finance/  
Avid Investors



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers



84.0%



16.0%

# SOCIAL MEDIA

2,105,195



COMBINED FOLLOWERS



2,710,868

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2024)

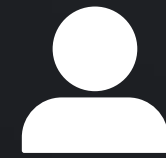
# WEB

(GOOGLE ANALYTICS JAN 2025)

# Remaja

30 years in the market, Remaja continues to be the staple brand dedicated to the youth.

[remaja.my](http://remaja.my)



## 94,844

MONTHLY UNIQUE USERS



## 12.4%



## 87.2%



## 0.6%

DEVICE CATEGORY



## 134,510

MONTHLY PAGE VIEWS



## 0:01:50

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.8%)

45 - 54 (7.8%)

25 - 34 (2.8%)

55 - 64 (7.2%)

35 - 44 (7.3%)

65+ (0.8%)

? Unknown (72.3%)



## 71.5%



## 28.5%

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



Media & Entertainment / TV Lovers/ Game, Reality & Talk Show Fans



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

.....

# SOCIAL MEDIA



COMBINED FOLLOWERS

## 2,005,811



## 3,081,801

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)



# WEB

(GOOGLE ANALYTICS JAN 2025)



Your ultimate guide for a healthy lifestyle. A brand dedicated to a daily life filled with fresh and energetic fitness routines for your health and beauty!

[rapi.com.my](http://rapi.com.my)



3,157

MONTHLY UNIQUE USERS



28.7%



70.8%



0.7%

DEVICE CATEGORY



4,229

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.4%)

45 - 54 (4.0%)

25 - 34 (2.4%)

55 - 64 (2.8%)

35 - 44 (5.5%)

65+ (0.3%)

? Unknown (83.5%)



0:01:44

AVERAGE SESSION DURATION

INTERESTS



Banking & Finance/  
Avid Investors



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers



83.6%



16.4%

.....

# SOCIAL MEDIA

94,420



COMBINED FOLLOWERS



48,769

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

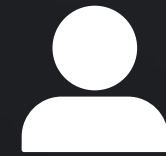
# WEB

(GOOGLE ANALYTICS JAN 2025)

## KASHOORGA

Life and beauty tips for Muslims.

[kashoorga.com](http://kashoorga.com)



50,282

MONTHLY UNIQUE USERS



9.6%



89.5%



0.5%

DEVICE CATEGORY



66,498

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.2%)

45 - 54 (5.2%)

25 - 34 (2.1%)

55 - 64 (4.9%)

35 - 44 (4.8%)

65+ (0.4%)

? Unknown (81.5%)



0:01:40

AVERAGE SESSION DURATION

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



75.9%



24.1%

.....

# SOCIAL MEDIA

1,284,258



COMBINED FOLLOWERS



341,481

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)



A digital platform created for the modern Malay woman, covering topics on family, food, travelling, as well as health and beauty.

[vanillakismis.my](http://vanillakismis.my)

# WEB

(GOOGLE ANALYTICS JAN 2025)



40,207

MONTHLY UNIQUE USERS



13.5%



86.9%



0.7%

DEVICE CATEGORY



79,275

MONTHLY PAGE VIEWS



0:02:37

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.7%)

45 - 54 (13.2%)

25 - 34 (3.0%)

55 - 64 (14.1%)

35 - 44 (9.5%)

65+ (1.1%)

? Unknown (58.4%)



80.3%



19.7%

INTERESTS



Banking & Finance/  
Avid Investors



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers

.....

# SOCIAL MEDIA

853,803



COMBINED FOLLOWERS



155,043

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)



The latest digital edutainment platform for children, encouraging young talents to unleash their creative imagination.

[bintangkecil.my](http://bintangkecil.my)

# WEB

(GOOGLE ANALYTICS JAN 2025)



2,801

MONTHLY TOTAL USERS



23.6%



76.2%



0.8%

DEVICE CATEGORY



3,706

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (2.8%)

45 - 54 (7.9%)

25 - 34 (4.4%)

55 - 64 (7.7%)

35 - 44 (9.1%)

65+ (1.0%)

? Unknown (67.1%)



0:01:40

AVERAGE SESSION DURATION

INTERESTS



Banking & Finance/  
Avid Investors



Food, Dining, Cooking  
Enthusiasts/  
Aspiring Chefs



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



News & Politics/ Avid  
News Readers/ Avid  
Political News  
Readers



77.3%



22.7%

.....

# SOCIAL MEDIA

459,814



COMBINED FOLLOWERS



1,378,095

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

# WEB

(GOOGLE ANALYTICS JAN 2025)



One of Malaysia's largest Malay language entertainment and popular news portals focuses on the distribution of news as it happens.

[siakapkeli.my](http://siakapkeli.my)



1,993,830

MONTHLY UNIQUE USERS



4.5%



94.6%



0.7%

DEVICE CATEGORY



5,625,296

MONTHLY PAGE VIEWS



0:00:57

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.7%)

45 - 54 (15.6%)

25 - 34 (4.8%)

55 - 64 (15.9%)

35 - 44 (12.3%)

65+ (1.9%)

? Unknown (59.1%)



53.7%



46.3%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ SportsFans/ SoccerFans



News, Politics, Avid News Readers/Avid Political News Reader



Banking & Finance/ Avid Investors

# SOCIAL MEDIA

8,636,234



COMBINED FOLLOWERS



11,317,936

MONTHLY REACH (FACEBOOK INSIGHTS APRIL 2024)

.....



# WEB

(GOOGLE ANALYTICS JAN 2025)



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.

[cn.syok.my](http://cn.syok.my)



27,988

MONTHLY UNIQUE USERS



59,644

MONTHLY PAGE VIEWS



0:03:40

AVERAGE SESSION DURATION



28.8%



70.0%



1.2%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.7%)

45 - 54 (6.7%)

25 - 34 (5.4%)

55 - 64 (2.8%)

35 - 44 (6.6%)

65+ (1.4%)

? Unknown (72.5%)



67.2%



32.8%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Banking & Finance/ Avis Investors



Media & Entertainment / tv Lovers/ TV Drama Fans



Media, Entertainment, Book Lovers

# SOCIAL MEDIA

192,017



COMBINED FOLLOWERS



742,151

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

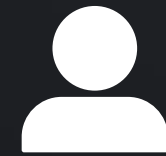
# WEB

(GOOGLE ANALYTICS JAN 2025)



Xuan provides updates on Astro's Chinese channel programming, as well as event reports, celebrity trends, and entertainment and fashion news to more-than-half-a-million monthly consumers.

[xuan.com.my](http://xuan.com.my)



412,987

MONTHLY UNIQUE USERS



10.8%



87.7%



1.7%

DEVICE CATEGORY



1,020,045

MONTHLY PAGE VIEWS



0:03:44

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.3%)

45 - 54 (11.7%)

25 - 34 (2.7%)

55 - 64 (10.2%)

35 - 44 (6.3%)

65+ (5.1%)

? Unknown (62.7%)



60.2%



39.8%

INTERESTS



Banking & Finance/  
Avis Investors



Media &  
Entertainment / TV  
Lovers/ TV Drama  
Fans



News, Politics, Avid  
News Readers,  
Entertainment News  
Enthusiasts



Media, Entertainment,  
Book Lovers

# SOCIAL MEDIA

857,412



COMBINED FOLLOWERS



3,568,633

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



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

[goxuan.syok.my](http://goxuan.syok.my)



39,680

MONTHLY UNIQUE USERS



26.6%



71.8%



1.3%

DEVICE CATEGORY



104,583

MONTHLY PAGE VIEWS



0:02:13

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (7.2%)

45 - 54 (5.4%)

25 - 34 (5.6%)

55 - 64 (2.0%)

35 - 44 (7.0%)

65+ (0.7%)

? Unknown (72.2%)



70.8%



29.2%

INTERESTS



Media & Entertainment / Movie Lovers



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Banking & Finance/ Avis Investors



Media, Entertainment, Book Lovers

.....

# SOCIAL MEDIA

762,436



COMBINED FOLLOWERS



2,159,359

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

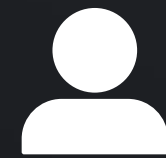
# WEB

(GOOGLE ANALYTICS JAN 2025)



MELODY is the third most popular Chinese radio brand in Malaysia. It is a personality driven brand with an unprecedented Golden Chinese hit playlists that keeps a pulse on today, whilst remaining the joys of yesteryears.

[melody.syok.my](http://melody.syok.my)



47,497

MONTHLY UNIQUE USERS



122,013

MONTHLY PAGE VIEWS



0:02:20

AVERAGE SESSION DURATION



37.4%



61.0%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (2.7%)

45 - 54 (11.4%)

25 - 34 (5.3%)

55 - 64 (3.8%)

35 - 44 (9.3%)

65+ (1.7%)

? Unknown (65.7%)



72.6%



27.4%

INTERESTS



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment, Book Lovers



Media, Entertainment, Music Lovers



Travel/Travel Buffs

.....

# SOCIAL MEDIA

630,483



COMBINED FOLLOWERS



2,384,974

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

# WEB

(GOOGLE ANALYTICS JAN 2025)



MY is Malaysia's No. 1 Chinese radio brand. It brings fans the freshest new music, the best acts and many moments of fun and hilarity.

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



120,172

MONTHLY UNIQUE USERS



825,350

MONTHLY PAGE VIEWS

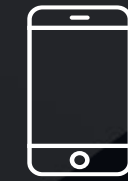


0:02:38

AVERAGE SESSION DURATION



26.1%



72.9%



1.3%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (2.7%)

45 - 54 (8.7%)

25 - 34 (5.0%)

55 - 64 (4.4%)

35 - 44 (8.7%)

65+ (1.6%)

? Unknown (68.7%)



71.4%



28.6%

INTERESTS



Media, Entertainment/  
Movie Lovers



Media &  
Entertainment / TV  
Lovers/ TV Drama  
Fans



News, Politics, Avid  
News Readers/  
Entertainment News  
Enthusiasts



Media, Entertainment,  
Book Lovers

.....

# SOCIAL MEDIA

2,098,861



COMBINED FOLLOWERS



7,794,022

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

# WEB

(GOOGLE ANALYTICS JAN 2025)



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.

[ta.syok.my](http://ta.syok.my)



1,564

MONTHLY UNIQUE USERS



29.7%



68.8%



1.7%

DEVICE CATEGORY



9,795

MONTHLY PAGE VIEWS



0:18:10

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.0%)

45 - 54 (12.1%)

25 - 34 (0.0%)

55 - 64 (0.0%)

35 - 44 (9.4%)

65+ (0.0%)

? Unknown (78.4%)



73.7%



26.3%

INTERESTS



Media & Entertainment/  
Movies Lovers/ Fans  
of South Asian Film



News & Politics/Avid  
News Readers/  
Entertainment News  
Enthusiasts



Technology,  
Technophiles



Media, Entertainment,  
Music Lovers

.....

# SOCIAL MEDIA

CONSOLIDATED UNDER SYOK ENG

218,476

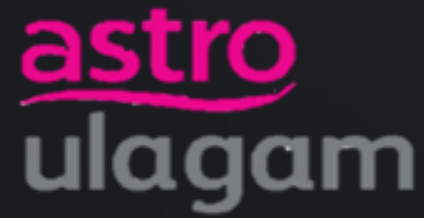


COMBINED FOLLOWERS



# WEB

(GOOGLE ANALYTICS JAN 2025)



Astro Ulagam is Malaysia's go-to Indian entertainment news and events hub, covering content shown on Astro's Indian channels and top shows, as well as the latest entertainment news and videos.

[astroulagam.com.my](http://astroulagam.com.my)



102,336

MONTHLY UNIQUE USERS



21.3%



79.1%



0.6%

DEVICE CATEGORY



228,533

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.2%)

45 - 54 (3.9%)

25 - 34 (4.4%)

55 - 64 (2.7%)

35 - 44 (5.0%)

65+ (1.2%)

? Unknown (79.5%)

INTERESTS



Banking & Finance/  
Avid Investors



News, Politics, Avid  
News Readers/Avid  
Political News  
Reader



News, Politics, Avid  
News Readers/  
Entertainment News  
Enthusiasts



Media, Entertainment,  
Movie Lovers, South  
Asian Film Fans



62.2%



37.8%

.....

# SOCIAL MEDIA

3,535,783



COMBINED FOLLOWERS



3,960,590

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

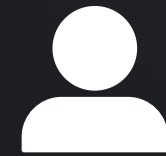
# WEB

(GOOGLE ANALYTICS JAN 2025)



RAAGA is Malaysia's No. 1 Tamil radio brand. It is dedicated to being the dominant information hub on Kollywood news and center of conversation amongst Tamil audiences. RAAGA plays the best of Indian music, and is famous for its multi-talented bunch of entertainers.

[raaga.syok.my](http://raaga.syok.my)



15,928

MONTHLY UNIQUE USERS



32.3%



67.8%



0.7%

DEVICE CATEGORY



46,730

MONTHLY PAGE VIEWS



0:05:23

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.1%)

45 - 54 (7.1%)

25 - 34 (5.5%)

55 - 64 (1.7%)

35 - 44 (7.0%)

65+ (1.0%)

? Unknown (73.5%)



68.4%



31.6%

INTERESTS



Travel/Travel Buffs



Media, Entertainment, Movie Lovers, South Asian Film Fans



Technology, Technophiles



News, Politics, Avid News Readers/ Entertainment News Enthusiasts

.....

# SOCIAL MEDIA

1,868,617



COMBINED FOLLOWERS



546,710

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

# WEB

(GOOGLE ANALYTICS JAN 2025)



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.

[en.syok.my](http://en.syok.my)



37,464

MONTHLY UNIQUE USERS



28.7%



71.0%



1.3%

DEVICE CATEGORY



90,461

MONTHLY PAGE VIEWS



0:03:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.8%)

45 - 54 (5.7%)

25 - 34 (4.1%)

55 - 64 (2.3%)

35 - 44 (8.5%)

65+ (1.3%)

? Unknown (75.4%)



64.6%



35.4%

INTERESTS



Technology, Technophiles



Travel/Travel Buffs



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Music Lovers

.....

# SOCIAL MEDIA

218,476



COMBINED FOLLOWERS



291,255

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

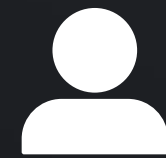
# WEB

(GOOGLE ANALYTICS JAN 2025)



Stadium Astro brings you top-notch coverage and updates on international sports such as EPL, UEFA Champions League, NBA, F1, PGA Tour and UFC as well as the Malaysian sports scene. It's available in English and Malay.

[stadiumastro.com](http://stadiumastro.com)



801,829

MONTHLY UNIQUE USERS



3.2%



96.2%



0.7%

DEVICE CATEGORY



2,394,759

MONTHLY PAGE VIEWS



0:01:49

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.1%)

45 - 54 (16.8%)

25 - 34 (3.9%)

55 - 64 (15.8%)

35 - 44 (12.0%)

65+ (2.1%)

? Unknown (48.3%)



31.6%



68.4%

INTERESTS



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness, Sports Fans, Soccer Fans



Travel/Travel Buffs



News, Politics, Avid News Readers/ Avid Political News Reader

.....

# SOCIAL MEDIA

2,573,444



COMBINED FOLLOWERS



5,339,862

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

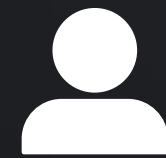
# WEB

(GOOGLE ANALYTICS JAN 2025)



HITZ is Malaysia's No. 1 English radio brand accompanying fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.

[hitz.syok.my](http://hitz.syok.my)



25,175

MONTHLY UNIQUE USERS



71,174

MONTHLY PAGE VIEWS



0:02:15

AVERAGE SESSION DURATION



45.5%



53.7%



0.9%

DEVICE CATEGORY



70.6%



29.4%

INTERESTS



Media & Entertainment/ Music Lovers



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Banking & Finance/ Avid Investors

# SOCIAL MEDIA

2,322,351



COMBINED FOLLOWERS



3,594,134

MONTHLY REACH (FACEBOOK INSIGHTS JAN 2025)

.....

# WEB

(GOOGLE ANALYTICS JAN 2025)



LITE plays 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.

[lite.syok.my](http://lite.syok.my)



7,768

MONTHLY UNIQUE USERS



24,925

MONTHLY PAGE VIEWS



0:02:31

AVERAGE SESSION DURATION



69.5%



30.5%



40.6%



58.9%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (1.8%)

45 - 54 (7.2%)

25 - 34 (4.3%)

55 - 64 (2.9%)

35 - 44 (6.9%)

65+ (1.7%)

? Unknown (75.3%)

INTERESTS



Media & Entertainment/  
Music Lovers



Travel/Travel Buffs



News, Politics, Avid  
News Readers/  
Entertainment News  
Enthusiasts



Technology,  
Technophiles

# SOCIAL MEDIA

548,260



COMBINED FOLLOWERS



1,993,264

MONTHLY REACH  
(FACEBOOK INSIGHTS OCTOBER 2023)

.....



# WEB

(GOOGLE ANALYTICS JAN 2025)



MIX boasts a huge 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.

[mix.syok.my](http://mix.syok.my)



12,009

MONTHLY UNIQUE USERS



35,204

MONTHLY PAGE VIEWS



0:02:06

AVERAGE SESSION DURATION



34.0%



65.3%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (2.8%)

45 - 54 (6.5%)

25 - 34 (5.1%)

55 - 64 (1.7%)

35 - 44 (13.0%)

65+ (0.0%)

? Unknown (70.8%)



76.0%



24.0%

INTERESTS



Banking & Finance/  
Avid Investors



Media, Entertainment/  
Music Lovers



News, Politics, Avid  
News Readers/  
Entertainment News  
Enthusiasts



Technology,  
Technophiles

.....

# SOCIAL MEDIA

437,275



COMBINED FOLLOWERS



1,776,816

MONTHLY REACH  
(FACEBOOK INSIGHTS OCTOBER 2023)

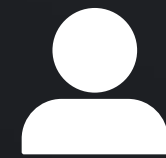
# WEB

(GOOGLE ANALYTICS JAN 2025)



The go-to streaming platform for young Malaysians, bringing all the action in global live sports, local entertainment and exclusive sooka originals.

[sooka.my](https://sooka.my)  
APP: [iOS](#) | [Android](#)



345,529

MONTHLY UNIQUE USERS



43.7%



54.2%



1.6%

DEVICE CATEGORY



4,123,051

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (6.3%)

45 - 54 (4.4%)

25 - 34 (5.4%)

55 - 64 (0.0%)

35 - 44 (6.3%)

65+ (0.0%)

? Unknown (77.4%)



0:05:29

AVERAGE SESSION DURATION



59.2%



40.8%

INTERESTS



Sports, Fitness, Sports Fans & Soccer Fans



Media & Entertainment / TV Lovers/ TV Drama Fans



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media & Entertainment / Light TV Viewers

# SOCIAL MEDIA

1,185,949



COMBINED FOLLOWERS



7,689,419

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

.....

# APP

(GOOGLE ANALYTICS JAN 2025)



The go-to streaming platform for young Malaysians, bringing all the action in global live sports, local entertainment and exclusive sooka originals.

[sooka.my](https://sooka.my)  
APP: [iOS](#) | [Android](#)



**398,228**

MONTHLY UNIQUE USERS



**12,576,812**

MONTHLY SCREEN VIEWS



**0:60:01**

AVERAGE TIME SPENT



**71.2%**



**28.8%**

DEVICE CATEGORY

AGE BREAKDOWN

**18 - 24 (27.7%)**

**45 - 54 (11.5%)**

**25 - 34 (30.1%)**

**55 - 64 (5.9%)**

**35 - 44 (22.9%)**

**65+ (0.0%)**

INTERESTS



Media & Entertainment/  
Gamers/ Casual & Social Gamers



Media & Entertainment,  
Gamers, Action Games Fans



Media & Entertainment,  
Comics & Animation Fans



News, Politics/Avid News Readers



**42.6%**



**57.4%**

# SOCIAL MEDIA

**1,185,949**



COMBINED FOLLOWERS



**7,689,419**

MONTHLY REACH  
(FACEBOOK INSIGHTS JAN 2025)

.....

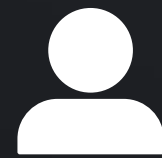
# APP

(GOOGLE ANALYTICS SEPT 2024)



Explore a world of endless entertainment in your pocket. Stream the latest shows, movies, Astro GO exclusives and live sports on the go.

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



**553,000**

MONTHLY ACTIVE USERS



**202 MIL MINUTES**

TOTAL CONTENT VIEW TIME



**56.6%**

WEEKDAYS

**43.4%**

WEEKENDS



**7.0%**

APP DOWNLOADS  
CUMULATIVE AS OF JULY 2023



**6,930,000**



**1,130,000**

PLATFORMS

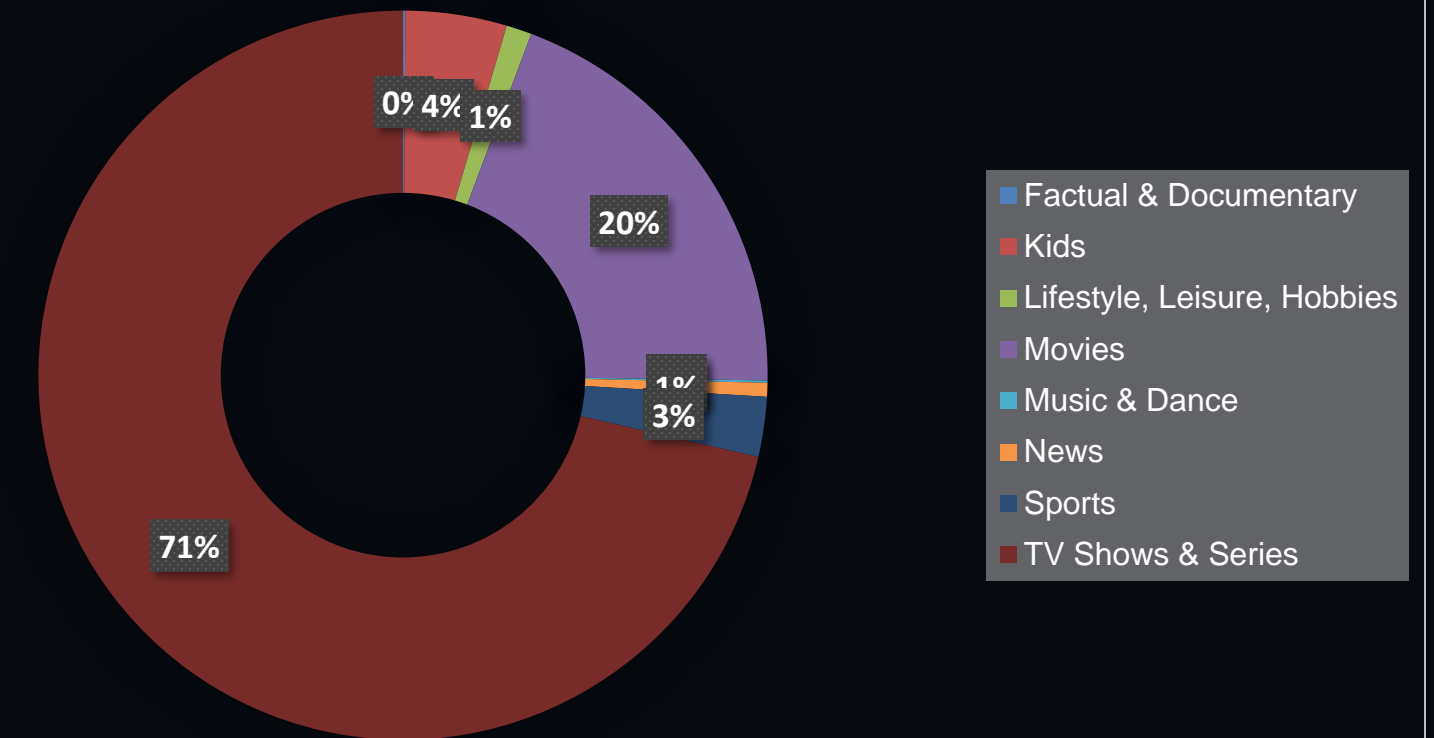


**68.0%**



**32.0%**

VIEW TIME %



GENDER



**35.0%**



**57.0%**



**7.0%**

AGE BREAKDOWN

18 - 34 (**14.9%**)

35 - 49 (**40.6%**)

50+ (**44.3%**)

RACE

Malay Chinese Indian Other

