

DIGITAL: SERVING 14.2 MIL VISITORS

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

TAMIL



MALAY

ENGLISH



CHINESE



OTT





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

sooka.my

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

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)

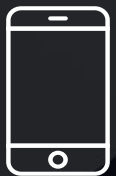


330,497

MONTHLY UNIQUE USERS



28.8%



62.9%



2.5%



5.7%

DEVICE CATEGORY



5,594,826

MONTHLY PAGE VIEWS



0:13:42

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (5.2%)

45 - 54 (2.3%)

25 - 34 (4.6%)

55 - 64 (1.2%)

35 - 44 (4.1%)

65+ (0.3%)

? Unknown (82.3%)



49.6%



50.4%

INTERESTS



Technology/
Technophiles



Media & Entertainment/
Gamers/Casual & Social
Gamers



News, Politics, Avid
News Readers



Sports &
Fitness/Sports
Fans/Soccer Fans

SOCIAL MEDIA

1,895,536



COMBINED FOLLOWERS



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

sooka.my

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

.....

APP

(GOOGLE ANALYTICS AS OF JULY 2026)



691,813

MONTHLY UNIQUE USERS



43,184,353

MONTHLY SCREEN VIEWS



1:10:00

AVERAGE TIME SPENT



49.7%



50.3%



74.6%



25.4%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (10.9%)

45 - 54 (7.4%)

25 - 34 (13.9%)

55 - 64 (4.2%)

35 - 44 (13.0%)

65+ (2.0%)

? Unknown (48.6%)

INTERESTS



Media & Entertainment / Gamers/ Casual & Social Gamers



Technology/Social Media Enthusiasts



Media & Entertainment /Comics & Animation Fans



News, Politics/Avid News Readers

SOCIAL MEDIA

1,895,536



COMBINED FOLLOWERS



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](#)

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APP

(GOOGLE ANALYTICS AS OF JULY 2026)



441,510

MONTHLY ACTIVE USERS



179.0 MIL MINUTES

TOTAL CONTENT VIEW TIME

406 MINUTES

AVERAGE TIME SPENT PER
UNIQUE USER



72.7%

WEEKDAYS

27.3%

WEEKENDS



36.0%



57.1%



6.9%

GENDER



APP DOWNLOADS
CUMULATIVE AS OF JULY 2026

8,055,316



2,396,433



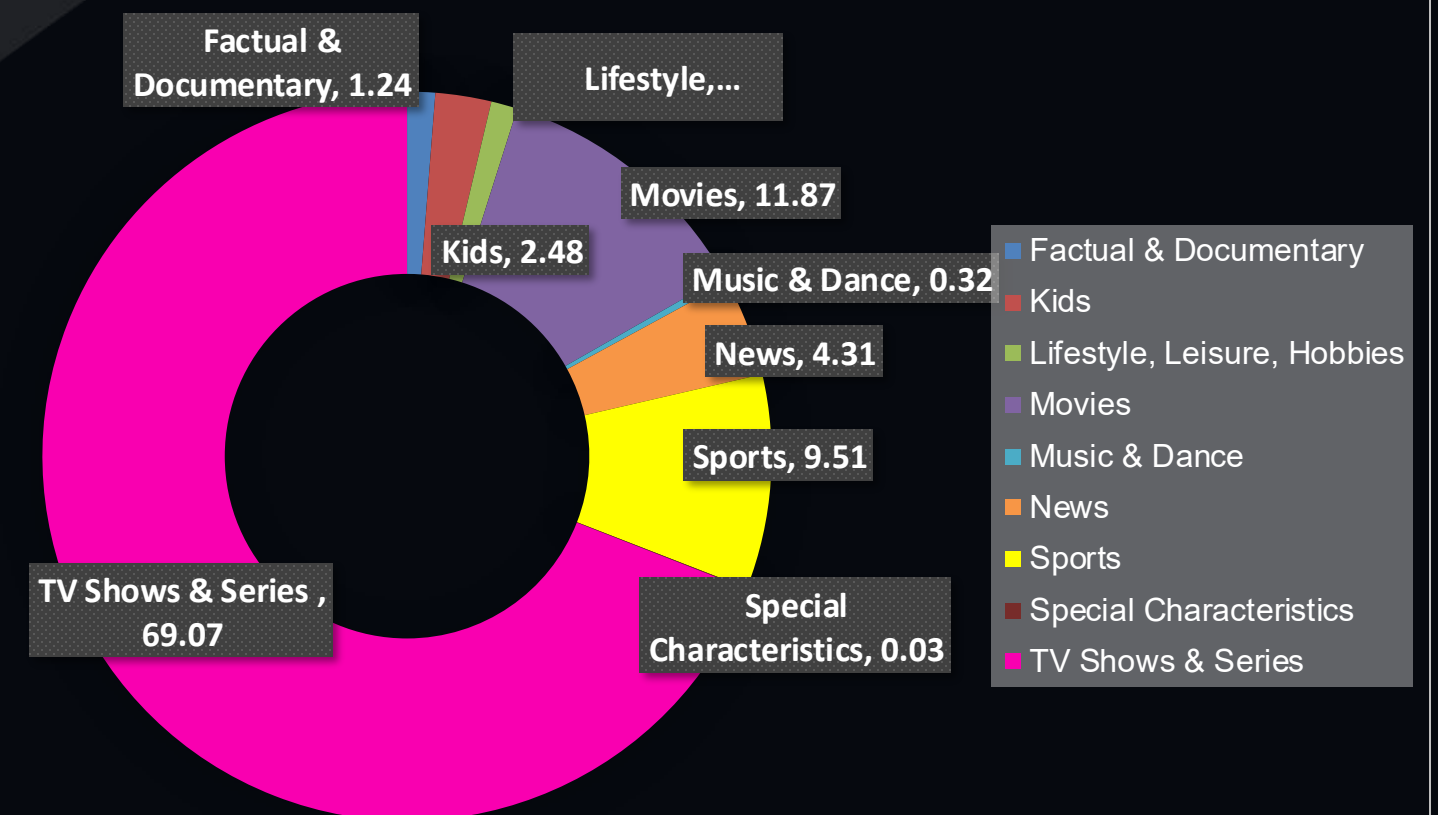
PLATFORMS

44%



56%

VIEW TIME %



AGE BREAKDOWN

18 – 34 (15%)

35 - 49 (41%)

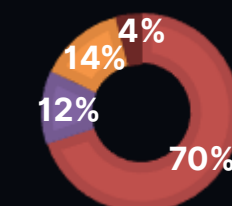
50+ (42%)



Unknown (2%)

RACE

Malay Chinese Indian Other





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

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



3,651,695

MONTHLY UNIQUE USERS



8,158,710

MONTHLY PAGE VIEWS



0:01:56

AVERAGE SESSION DURATION



48.4%



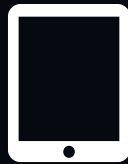
51.6%



45.3%



54.9%



0.6%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.8%)

45 - 54 (6.2%)

25 - 34 (2.6%)

55 - 64 (6.7%)

35 - 44 (5.2%)

65+ (1.2%)

? Unknown (76.2%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ Sports Fans/ Soccer Fans



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



Travel/Travel Buffs

SOCIAL MEDIA

18,944,561



COMBINED FOLLOWERS



371,726,233

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

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APP

(GOOGLE ANALYTICS AS OF JULY 2026)



56,345

MONTHLY UNIQUE USERS



8,998,352

MONTHLY SCREEN VIEWS



0:09:57

AVERAGE SESSION DURATION



39.4%



60.6%



95.8%



4.0%



0.1%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (3.0%)

45 - 54 (9.5%)

25 - 34 (11.0%)

55 - 64 (11.4%)

35 - 44 (9.5%)

65+ (6.5%)

? Unknown (49.1%)

INTERESTS



News & Politics/
Avid News Readers



Media &
Entertainment/Gamers/
Action Game Fans



Media, Entertainment,
Gamers, Casual &
Social Gamers



Technology/Social
Media Enthusiasts

SOCIAL MEDIA

18,944,561



COMBINED FOLLOWERS



371,726,233

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

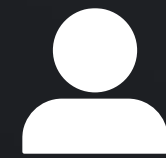
gempak.com

gempak.com/rojakdaily

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



1,335,246

MONTHLY UNIQUE USERS



4,958,498

MONTHLY PAGE VIEWS



0:02:56

AVERAGE SESSION DURATION



64.6%



35.4%



13.7%



85.5%



1.5%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.8%)

45 - 54 (9.7%)

25 - 34 (3.8%)

55 - 64 (12.1%)

35 - 44 (9.6%)

65+ (1.0%)

? Unknown (62.0%)

INTERESTS



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



Food & Dining /
Cooking Enthusiasts
/ Aspiring Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Sports &
Fitness/Sports
Fans/Soccer Fans

SOCIAL MEDIA

13,752,395



COMBINED FOLLOWERS



227,213,496

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



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.je



31,707

MONTHLY UNIQUE USERS



45.8%



53.3%



0.9%

DEVICE CATEGORY



157,046

MONTHLY PAGE VIEWS



0:02:04

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (3.9%)

45 - 54 (4.4%)

25 - 34 (4.3%)

55 - 64 (1.6%)

35 - 44 (8.3%)

65+ (0.2%)

? Unknown (77.3%)

INTERESTS



Media & Entertainment/Music Lovers/Pop Music Fans



Lifestyles & Hobbies/Shutterbugs



Technology/Technophiles



News & Politics/Avid News Readers/Entertainment News Enthusiasts



69.3%



30.7%

SOCIAL MEDIA

13,802,941



COMBINED FOLLOWERS



256,269,816

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



15,723

MONTHLY UNIQUE USERS



87,989

MONTHLY PAGE VIEWS



0:03:13

AVERAGE SESSION DURATION



64.3%



34.8%



1.2%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.8%)

45 - 54 (5.6%)

25 - 34 (3.2%)

55 - 64 (1.3%)

35 - 44 (8.3%)

65+ (0.3%)

? Unknown (79.5%)

INTERESTS



Media &
Entertainment/ Music
Lovers/ Pop Music
Fans



News & Politics/Avid
News Readers/
Entertainment News
Enthusiasts



Technology/
Technophiles



Media &
Entertainment/Music
Lovers

SOCIAL MEDIA

5,403,772



COMBINED FOLLOWERS



94,980,006

META MONTHLY CONTENT VIEWS
(FACEBOOK)

THR Gēgar

THR 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.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)

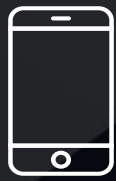


10,296

MONTHLY UNIQUE USERS



49.3%



50.0%



1.9%

DEVICE CATEGORY



56,678

MONTHLY PAGE VIEWS



0:02:21

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.2%)

45 - 54 (6.2%)

25 - 34 (2.9%)

55 - 64 (1.8%)

35 - 44 (7.7%)

65+ (3.5%)

? Unknown (75.7%)

INTERESTS



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Lifestyles &
Hobbies/Shutterbugs



Media & Entertainment/
Music Lovers



Technology/
Technophiles



60%



40%

SOCIAL MEDIA

3,775,327



COMBINED FOLLOWERS



46,862,524

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



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.my



16,833

MONTHLY UNIQUE USERS



36.6%



62.8%



0.8%

DEVICE CATEGORY



70,822

MONTHLY PAGE VIEWS



0:02:45

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (3.7%)

45 - 54 (5.8%)

25 - 34 (4.2%)

55 - 64 (3.4%)

35 - 44 (7.4%)

65+ (0.5%)

? Unknown (75.0%)

INTERESTS



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Media &
Entertainment/Music
Lovers



Technology/
Technophiles



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



67.5%



32.5%

SOCIAL MEDIA

2,028,408



COMBINED FOLLOWERS



28,448,734

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

impiANA

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

impiana.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



22,494

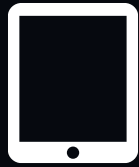
MONTHLY UNIQUE USERS



28.5%



72.1%



0.9%

DEVICE CATEGORY



64,447

MONTHLY PAGE VIEWS



0:02:07

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.8%)

45 - 54 (5.1%)

25 - 34 (4.0%)

55 - 64 (4.4%)

35 - 44 (7.2%)

65+ (0.6%)

? Unknown (75.9%)

INTERESTS



gy/T
echn



Technology/
Technophiles



Food, Dining, Cooking
Enthusiasts/ Aspiring
Chefs

News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



68.4%



31.6%

SOCIAL MEDIA

1,138,447



COMBINED FOLLOWERS



367,066

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

hijabista

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

hijabista.my

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



16,384

MONTHLY UNIQUE USERS



35.0%



66.5%



1.2%

DEVICE CATEGORY



44,812

MONTHLY PAGE VIEWS



0:02:00

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.0%)

45 - 54 (2.3%)

25 - 34 (2.0%)

55 - 64 (1.6%)

35 - 44 (3.5%)

65+ (0.2%)

? Unknown (88.4%)

INTERESTS



Technology/
Technophiles



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



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Food & Dining/Cooking
Enthusiasts/Aspiring
Chefs



75.8%



24.2%

SOCIAL MEDIA

1,239,081



COMBINED FOLLOWERS



530,040

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

keluarga.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



93,739

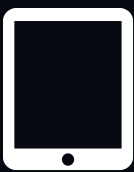
MONTHLY UNIQUE USERS



15.2%



86.4%



0.9%

DEVICE CATEGORY



246,535

MONTHLY PAGE VIEWS



0:02:07

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (0.6%)

45 - 54 (6.7%)

25 - 34 (2.0%)

55 - 64 (7.4%)

35 - 44 (6.5%)

65+ (0.7%)

? Unknown (76.1%)

INTERESTS



Sports & Fitness/
Sports Fans/ Soccer
Fans



Media &
Entertainment/Book
Lovers



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



67.1%



32.9%

SOCIAL MEDIA

1,215,900



COMBINED FOLLOWERS



56,248,578

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

majalahpama.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



248,620

MONTHLY UNIQUE USERS



10.1%



90.7%



0.7%

DEVICE CATEGORY



711,587

MONTHLY PAGE VIEWS



0:02:20

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (0.9%)

45 - 54 (8.8%)

25 - 34 (3.1%)

55 - 64 (9.2%)

35 - 44 (8.5%)

65+ (1.0%)

? Unknown (68.5%)

INTERESTS



News & Politics/Avid News Readers



Sports & Fitness/
Sports Fans/ Soccer Fans



News & Politics /Avid News Readers/
Entertainment News Enthusiasts



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



61.3%



38.7%

SOCIAL MEDIA

2,606,341



COMBINED FOLLOWERS



33,879,041

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

MASKULIN

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

maskulin.com.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



65,605

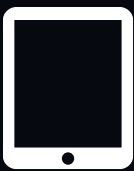
MONTHLY UNIQUE USERS



14.4%



88.0%



0.4%

DEVICE CATEGORY



121,439

MONTHLY PAGE VIEWS



0:00:52

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (0.8%)

45 - 54 (1.8%)

25 - 34 (1.0%)

55 - 64 (1.3%)

35 - 44 (2.1%)

65+ (0.2%)

? Unknown (92.8%)

INTERESTS



Sports & Fitness/
SportsFans/
SoccerFans



Technology/
Technophiles



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



53.2%



46.8%

SOCIAL MEDIA

641,780



COMBINED FOLLOWERS



5,031,054

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

umpan.com.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



28,812

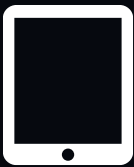
MONTHLY UNIQUE USERS



26.9%



73.1%



0.9%

DEVICE CATEGORY



55,415

MONTHLY PAGE VIEWS



0:01:33

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.0%)

45 - 54 (2.6%)

25 - 34 (2.4%)

55 - 64 (1.6%)

35 - 44 (3.7%)

65+ (0.4%)

? Unknown (87.3%)

INTERESTS



Technology/
Technophiles



News & Politics/Avid
News Readers



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Sports &
Fitness/Sports
Fans/Soccer Fans



50.5%



49.5%

SOCIAL MEDIA

396,802



COMBINED FOLLOWERS



323,003

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

LIBUR

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

libur.com.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



16,749

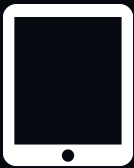
MONTHLY UNIQUE USERS



43.0%



56.3%



1.2%

DEVICE CATEGORY



32,333

MONTHLY PAGE VIEWS



0:01:34

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (3.3%)

45 - 54 (3.6%)

25 - 34 (3.4%)

55 - 64 (1.5%)

35 - 44 (4.2%)

65+ (0.4%)

? Unknown (83.6%)



70.5%



29.5%

INTERESTS



Technology/
Technophiles



Lifestyles &
Hobbies/Shutterbugs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Travel/Travel Buffs

SOCIAL MEDIA

124,353



COMBINED FOLLOWERS



401,914

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



Serving the juiciest celebrity gossip and hottest entertainment updates.

mediahiburan.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



194,335

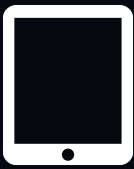
MONTHLY UNIQUE USERS



5.4%



94.6%



0.7%

DEVICE CATEGORY



690,850

MONTHLY PAGE VIEWS



0:02:10

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (0.4%)

45 - 54 (10.8%)

25 - 34 (3.3%)

55 - 64 (11.6%)

35 - 44 (12.4%)

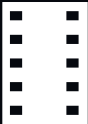
65+ (0.7%)

? Unknown (60.8%)

INTERESTS



Sports &
Fitness/Sports
Fans/Soccer Fans



Media &
Entertainment/Music
Lovers



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



71.0%



29.0%

SOCIAL MEDIA

4,984,531



COMBINED FOLLOWERS



166,749,286

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

mingguanwanita.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



186,742

MONTHLY UNIQUE USERS



17.3%



84.2%



0.7%

DEVICE CATEGORY



520,126

MONTHLY PAGE VIEWS



0:02:06

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.7%)

45 - 54 (7.0%)

25 - 34 (2.3%)

55 - 64 (7.6%)

35 - 44 (6.7%)

65+ (0.6%)

? Unknown (75.1%)

INTERESTS



Media & Entertainment/Book Lovers



Sports & Fitness/ Sports Fans/Soccer Fans



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



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



69.3%



30.7%

SOCIAL MEDIA

3,373,854



COMBINED FOLLOWERS



122,886,017

META MONTHLY CONTENT VIEWS (FACEBOOK + INSTAGRAM)



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

nona.my

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WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



120,164

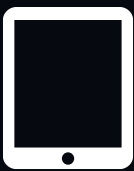
MONTHLY UNIQUE USERS



11.1%



88.1%



0.8%

DEVICE CATEGORY



296,675

MONTHLY PAGE VIEWS



0:00:52

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (3.0%)

45 - 54 (22.1%)

25 - 34 (19.0%)

55 - 64 (18.5%)

35 - 44 (31.8%)

65+ (5.6%)

? Unknown (0%)

INTERESTS



Sports & Fitness/Sports Fans/Soccer Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



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



68.8%



31.2%

SOCIAL MEDIA

1,681,324



COMBINED FOLLOWERS



51,718,622

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

pesonapengantin.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



12,463

MONTHLY UNIQUE USERS



30.2%



73.3%



1.0%

DEVICE CATEGORY



23,612

MONTHLY PAGE VIEWS



0:01:18

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (1.9%)

45 - 54 (2.5%)

25 - 34 (2.1%)

55 - 64 (2.0%)

35 - 44 (3.5%)

65+ (0.3%)

? Unknown (87.7%)

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking
Enthusiasts/ Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Technology/
Technophiles



71.6%



28.4%

SOCIAL MEDIA

1,389,199



COMBINED FOLLOWERS



6,106,065

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

rasa.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



522,115

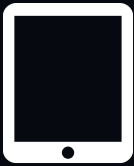
MONTHLY UNIQUE USERS



12.5%



85.4%



2.3%

DEVICE CATEGORY



1,245,476

MONTHLY PAGE VIEWS



0:01:33

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (1.1%)

45 - 54 (3.0%)

25 - 34 (2.7%)

55 - 64 (4.2%)

35 - 44 (4.7%)

65+ (0.3%)

? Unknown (84.0%)

INTERESTS



Technology/
Technophiles



Food, Dining, Cooking
Enthusiasts/ Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



81.6%



18.4%

SOCIAL MEDIA

2,356,710



COMBINED FOLLOWERS



12,821,594

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

remaja.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



55,040

MONTHLY UNIQUE USERS



21.5%



79.4%



1.0%

DEVICE CATEGORY



129,062

MONTHLY PAGE VIEWS



0:01:32

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.0%)

45 - 54 (3.9%)

25 - 34 (3.0%)

55 - 64 (3.1%)

35 - 44 (4.8%)

65+ (0.4%)

? Unknown (82.7%)

INTERESTS



Sports &
Fitness/Sports
Fans/Soccer Fans



Technology/
Technophiles



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



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



67.4%



32.6%

SOCIAL MEDIA

2,146,647



COMBINED FOLLOWERS



21,636,130

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



2,818

MONTHLY UNIQUE USERS



3,014

MONTHLY PAGE VIEWS



0:01:32

AVERAGE SESSION DURATION



40.0%



60.0%



2.7%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (2.4%)

45 - 54 (3.3%)

25 - 34 (3.0%)

55 - 64 (2.6%)

35 - 44 (5.2%)

65+ (0%)

? Unknown (83.5%)

INTERESTS



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



Food, Dining, Cooking
Enthusiasts/ Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



75.7%



24.3%

SOCIAL MEDIA

92,469



COMBINED FOLLOWERS



8,997

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)

KASHOORGA

Life and beauty tips for Muslims.

kashoorga.com



21,124

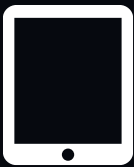
MONTHLY UNIQUE USERS



18.1%



81.6%



1.3%

DEVICE CATEGORY



38,350

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.1%)

45 - 54 (3.3%)

25 - 34 (2.3%)

55 - 64 (3.0%)

35 - 44 (4.0%)

65+ (0.6%)

? Unknown (84.7%)

INTERESTS



Sports & Fitness/Sports Fans/Soccer Fans



Food & Dining/Cooking Enthusiasts/Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



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



69.1%



30.9%

SOCIAL MEDIA

1,277,508



COMBINED FOLLOWERS



5,397,092

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

vanillakismis.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



28,675

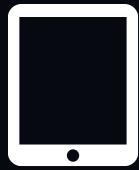
MONTHLY UNIQUE USERS



49.3%



53.6%



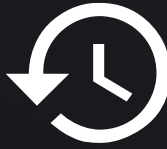
0.6%

DEVICE CATEGORY



72,853

MONTHLY PAGE VIEWS



0:01:17

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (1.2%)

45 - 54 (3.6%)

25 - 34 (5.6%)

55 - 64 (3.1%)

35 - 44 (4.2%)

65+ (0.5%)

? Unknown (81.7%)

INTERESTS



Technology/
Technophiles



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

832,480



COMBINED FOLLOWERS



769,787

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

bintangkecil.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



1,736

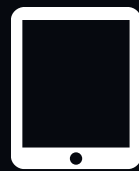
MONTHLY TOTAL USERS



38.5%



56.1%



5.4%

DEVICE CATEGORY



2,453

MONTHLY PAGE VIEWS



0:00:59

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (2.9%)

45 - 54 (2.2%)

25 - 34 (2.9%)

55 - 64 (1.6%)

35 - 44 (4.3%)

65+ (0%)

? Unknown (86.1%)

INTERESTS



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



76.9%



23.1%

SOCIAL MEDIA

512,277



COMBINED FOLLOWERS



31,254

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



A digital automotive media platform that offers authentic content for automotive enthusiasts.

rodapanas.my

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



4,573

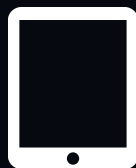
MONTHLY TOTAL USERS



41.4%



58.3%



0.3%

DEVICE CATEGORY



10,804

MONTHLY PAGE VIEWS



0:00:34

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (5.6%)

45 - 54 (18.0%)

25 - 34 (31.9%)

55 - 64 (5.9%)

35 - 44 (37.9%)

65+ (0.8%)

? Unknown (0%)

INTERESTS



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



Sports &
Fitness/Sports
Fans/Soccer Fans



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



Travel/Travel Buffs



38.3%



61.7%

SOCIAL MEDIA

525,174



COMBINED FOLLOWERS



2,546,140

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

siakapkeli.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



790,256

MONTHLY UNIQUE USERS



1,478,572

MONTHLY PAGE VIEWS



0:00:45

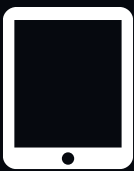
AVERAGE SESSION DURATION



14.5%



84.0%



1.5%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (2.4%)

45 - 54 (7.2%)

25 - 34 (3.9%)

55 - 64 (3.9%)

35 - 44 (81.7%)

65+ (2.0%)

? Unknown (0.0%)

INTERESTS



Sports &
Fitness/Sports
Fans/Soccer Fans



Travel/Travel Buffs



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



Food &
Dining/Cooking
Enthusiasts/Aspiring
Chefs



50.5%



49.5%

SOCIAL MEDIA

8,950,959



COMBINED FOLLOWERS



157,121,157

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



867,487

MONTHLY UNIQUE USERS



62.8%



37.2%



0.6%

DEVICE CATEGORY



1,097,851

MONTHLY PAGE VIEWS



0:00:56

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (0.6%)

45 - 54 (4.6%)

25 - 34 (1.0%)

55 - 64 (4.0%)

35 - 44 (2.6%)

65+ (1.3%)

? Unknown (85.9%)



45.1%



54.9%

INTERESTS



Sports & Fitness/
Sports Fans/Soccer
Fans



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



News, Politics, Avid
News Readers,
Entertainment News
Enthusiasts



Media, Entertainment,
Book Lovers

SOCIAL MEDIA

1,022,311



COMBINED FOLLOWERS



76,657,783

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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.com.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



160,616

MONTHLY UNIQUE USERS



495,023

MONTHLY PAGE VIEWS



0:01:29

AVERAGE SESSION DURATION



76.7%



22.2%



0.6%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.2%)

45 - 54 (2.4%)

25 - 34 (1.8%)

55 - 64 (1.1%)

35 - 44 (3.0%)

65+ (0.4%)

? Unknown (90.1%)



63.7%



36.3%

INTERESTS



Media &
Entertainment/Music
Lovers



Media, Entertainment,
Book Lovers



News & Politics/Avid
News Readers



News & Politics/Avid
News Readers/
Entertainment News
Enthusiasts

SOCIAL MEDIA

2,191,838



COMBINED FOLLOWERS



98,989,307

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



46,317

MONTHLY UNIQUE USERS



212,947

MONTHLY PAGE VIEWS



0:02:37

AVERAGE SESSION DURATION



78.3%



19.9%



0.6%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (0.8%)

45 - 54 (4.1%)

25 - 34 (1.4%)

55 - 64 (1.7%)

35 - 44 (3.1%)

65+ (0.6%)

? Unknown (88.3%)



65.7%



34.3%

INTERESTS



Technology/
Technophiles



Media, Entertainment,
Book Lovers



News & Politics/Avid
News Readers



Media &
Entertainment/Music
Lovers

SOCIAL MEDIA

673,616



COMBINED FOLLOWERS



12,835,815

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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.com.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



32,082

MONTHLY UNIQUE USERS



117,280

MONTHLY PAGE VIEWS



0:01:21

AVERAGE SESSION DURATION



72.3%



27.0%



0.7%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.2%)

45 - 54 (0.5%)

25 - 34 (57.7%)

55 - 64 (0.4%)

35 - 44 (0.8%)

65+ (0%)

? Unknown (39.4%)



99.3%



0.7%

INTERESTS



Technology/
Technophiles



Media &
Entertainment/Music
Lovers/Pop Music
Fans



Media &
Entertainment/
Music Lovers



Media, Entertainment,
Book Lovers

SOCIAL MEDIA

797,121



COMBINED FOLLOWERS



18,822,955

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



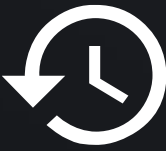
109,283

MONTHLY UNIQUE USERS



248,667

MONTHLY PAGE VIEWS



0:01:23

AVERAGE SESSION DURATION



40.8%



59.0%



0.6%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (2.0%)

45 - 54 (3.2%)

25 - 34 (3.3%)

55 - 64 (3.1%)

35 - 44 (3.8%)

65+ (1.5%)

? Unknown (83.1%)

INTERESTS



Travel/Travel Buffs



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



News & Politics/ Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/Sports Fans/Soccer Fans



50.7%



49.3%

SOCIAL MEDIA

4,070,733



COMBINED FOLLOWERS



103,711,240

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



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.my



18,675

MONTHLY UNIQUE USERS



99,888

MONTHLY PAGE VIEWS



0:02:26

AVERAGE SESSION DURATION



51.0%



48.1%



0.9%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (2.5%)

45 - 54 (8.9%)

25 - 34 (3.2%)

55 - 64 (3.8%)

35 - 44 (6.6%)

65+ (0.9%)

? Unknown (76.5%)

INTERESTS



Media & Entertainment/Music Lovers



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



Media & Entertainment/Music Lovers/World Music Fans



Technology/Technophiles



68.0%



32.0%

SOCIAL MEDIA

1,994,298



COMBINED FOLLOWERS



19,341,364

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



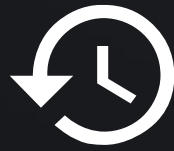
1,307,574

MONTHLY UNIQUE USERS



3,609,779

MONTHLY PAGE VIEWS



0:01:20

AVERAGE SESSION DURATION



27.1%



72.9%



21.5%



76.9%



1.2%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (0.9%)

45 - 54 (11.4%)

25 - 34 (3.8%)

55 - 64 (9.3%)

35 - 44 (9.8%)

65+ (1.1%)

? Unknown (63.7%)

INTERESTS



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ Sports Fans/ Soccer Fans



News & Politics/Avid News Readers



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

SOCIAL MEDIA

3,856,524



COMBINED FOLLOWERS



60,383,338

META MONTHLY CONTENT VIEWS (FACEBOOK + INSTAGRAM)



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.com.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



257,970

MONTHLY UNIQUE USERS



468,927

MONTHLY PAGE VIEWS



0:00:25

AVERAGE SESSION DURATION



69.2%



30.8%



95.5%



4.2%



0.1%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (0.4%)

45 - 54 (0.4%)

25 - 34 (0.5%)

55 - 64 (0.1%)

35 - 44 (0.6%)

65+ (0.05%)

? Unknown (97.9%)

INTERESTS



Media &
Entertainment/ Music
Lovers



Technology/
Technophiles



Media &
Entertainment /
Music Lovers/ Pop
Music Fans



Lifestyles &
Hobbies/Shutterbugs

SOCIAL MEDIA

2,206,007



COMBINED FOLLOWERS



14,418,275

META MONTHLY CONTENT VIEWS
(FACEBOOK)



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.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



16,261

MONTHLY UNIQUE USERS



64,404

MONTHLY PAGE VIEWS



0:01:38

AVERAGE SESSION DURATION



59.7%



40.3%



73.1%



25.7%



1.3%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (1.0%)

45 - 54 (3.5%)

25 - 34 (1.5%)

55 - 64 (1.6%)

35 - 44 (2.5%)

65+ (0.8%)

? Unknown (89.1%)

INTERESTS



Media &
Entertainment/Music
Lovers/Pop Music Fans



Technology/Technop
hiles



News, Politics, Avid
News Readers/
Entertainment News
Enthusiasts



Media &
Entertainment/
Music Lovers

SOCIAL MEDIA

581,172



COMBINED FOLLOWERS



3,956,993

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)



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.my

.....

WEB

(GOOGLE ANALYTICS AS OF JULY 2026)



20,987

MONTHLY UNIQUE USERS



96,670

MONTHLY PAGE VIEWS



0:02:29

AVERAGE SESSION DURATION



70.7%



28.6%



0.9%

DEVICE CATEGORY

AGE
BREAKDOWN

18 - 24 (2.6%)

45 - 54 (3.3%)

25 - 34 (5.1%)

55 - 64 (1.0%)

35 - 44 (6.1%)

65+ (0.4%)

? Unknown (81.5%)



73.1%



26.9%

INTERESTS



Lifestyles &
Hobbies/Shutterbugs



Media &
Entertainment/Music
Lovers



Media &
Entertainment/Music
Lovers/Pop Music
Fans



Technology/
Technophiles

SOCIAL MEDIA

453,788



COMBINED FOLLOWERS



5,536,314

META MONTHLY CONTENT VIEWS
(FACEBOOK + INSTAGRAM)