

# The Brand That Reaches Malaysians Like No Other



# No.1

## CHOICE FOR ALL LANGUAGES

Malay, Chinese, English & Tamil

Source: All people 10 years & above  
GfK Radio Audience Measurement (RAM) Wave 1, 2022 / GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu, Kuching)



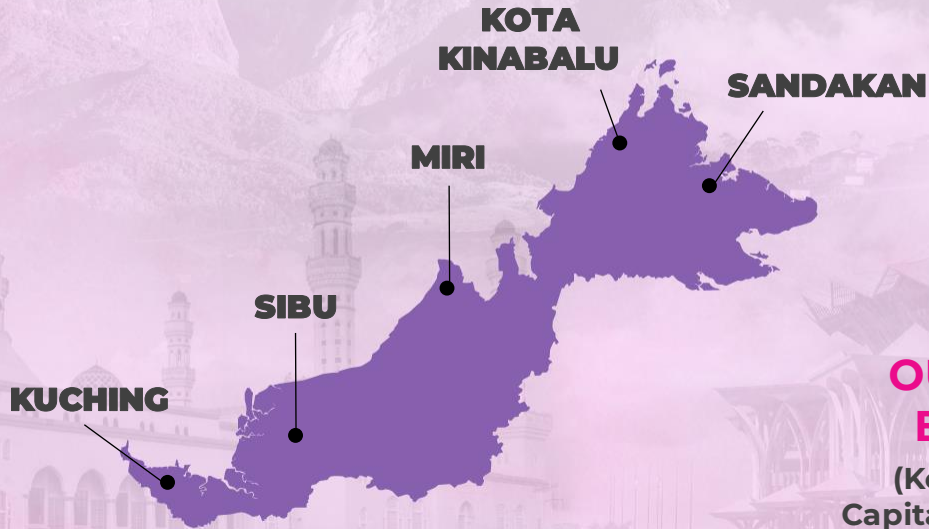
# 17.1 MILLION MALAYSIAN

Spend Their Time With Us

Source: All people 10 years & above  
GfK Radio Audience Measurement (RAM) Wave 1, 2022 / GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu, Kuching)



# ASTRO RADIO COVERAGE IN EAST MALAYSIA



**OUR PRESENCE IN  
EAST MALAYSIA**

(Kota Kinabalu & Kuching)  
Capital City for Sabah & Sarawak

# OUR 2022 SURVEY IN EAST MALAYSIA

**KOTA  
KINABALU**

**KUCHING**

**668K**

WEEKLY  
LISTENERS

**No.1**

**CHOICE FOR ALL LANGUAGES**

Malay, Chinese & English

**REACH**  
**668K**  
**(74.1% REACH)**



**75.9%**

**ASTRO Radio  
Reach In  
Kota Kinabalu**



**73%**

**ASTRO Radio  
Reach In  
Kuching**



# OUR BRANDS REACH IN KOTA KINABALU

(75.9% REACH)

**ERA**<sup>TM</sup>

**137K**  
Listeners

**hitz**

**112K**  
Listeners

**MY**

**31K**  
Listeners



# OUR BRANDS REACH IN KUCHING

(73% REACH)

**ERA**<sup>TM</sup>

**143K**  
Listeners

**hitz**

**164K**  
Listeners

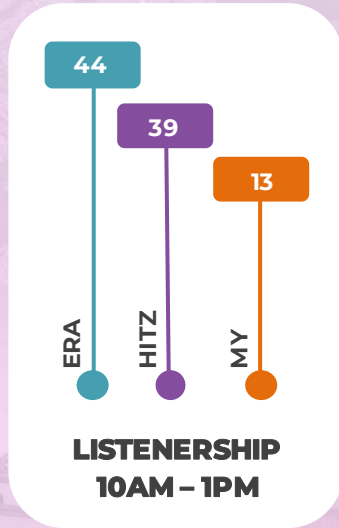
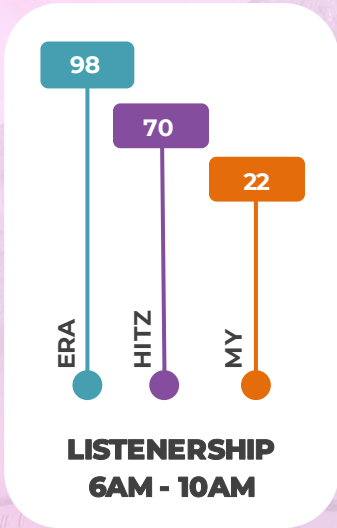
**MY**

**114K**  
Listeners





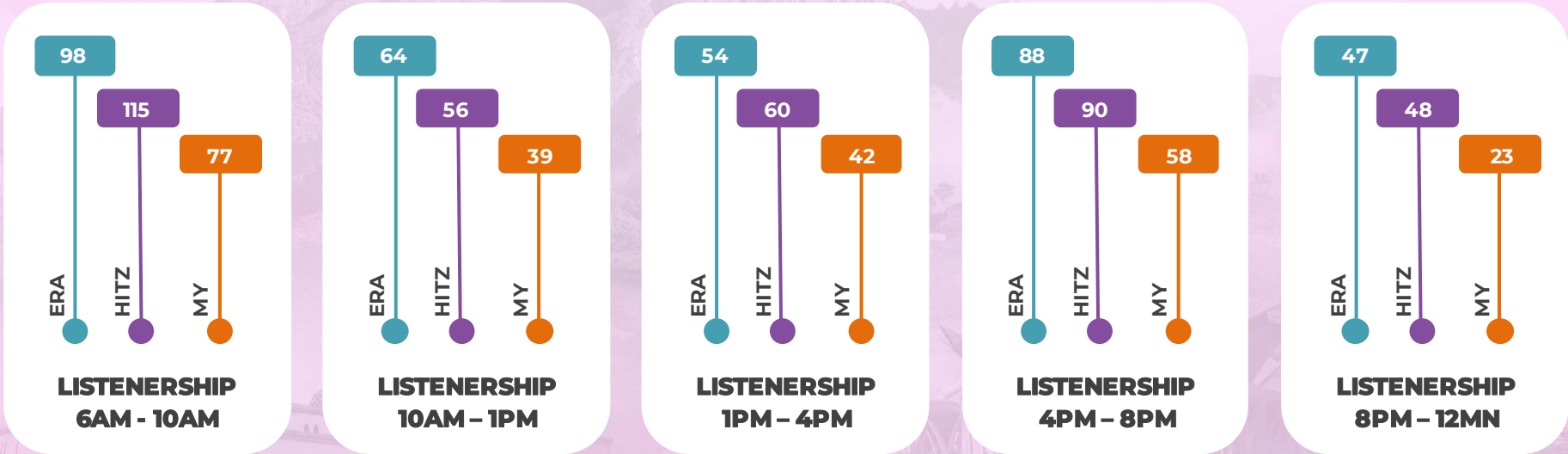
# KOTA KINABALU LISTENERSHIP



CUMULATIVE AUDIENCE #('000)



# KUCHING LISTENERSHIP



CUMULATIVE AUDIENCE #('000)

# OUR BRANDS

## KOTA KINABALU AND KUCHING DEMOGRAPHICS

	KOTA KINABALU			KUCHING		
	<b>ERA</b>	<b>hitz</b>	<b>MY</b>	<b>ERA</b>	<b>hitz</b>	<b>MY</b>
<b>(CUME'000)</b>	<b>137</b>	<b>112</b>	<b>31</b>	<b>143</b>	<b>164</b>	<b>114</b>
<b>10 - 19 YEARS</b>	<b>19%</b>	<b>24%</b>	<b>12%</b>	<b>18%</b>	<b>26%</b>	<b>35%</b>
<b>20 - 29 YEARS</b>	<b>29%</b>	<b>27%</b>	<b>15%</b>	<b>29%</b>	<b>27%</b>	<b>17%</b>
<b>30 - 39 YEARS</b>	<b>24%</b>	<b>19%</b>	<b>12%</b>	<b>20%</b>	<b>19%</b>	<b>14%</b>
<b>40 - 49 YEARS</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>8%</b>	<b>15%</b>
<b>50+ YEARS</b>	<b>15%</b>	<b>17%</b>	<b>47%</b>	<b>19%</b>	<b>21%</b>	<b>19%</b>

# OUR PROFILE

## KOTA KINABALU

## KUCHING

	<b>ERA</b>	<b>hitz</b>	<b>MY</b>	<b>ERA</b>	<b>hitz</b>	<b>MY</b>
<b>(CUME'000)</b>	<b>137</b>	<b>112</b>	<b>31</b>	<b>143</b>	<b>164</b>	<b>114</b>
<b>&lt; 1K HHI</b>	<b>2%</b>	<b>1%</b>	<b>11%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>
<b>1K – 2K HHI</b>	<b>21%</b>	<b>13%</b>	<b>10%</b>	<b>16%</b>	<b>8%</b>	<b>4%</b>
<b>2K – 3K HHI</b>	<b>22%</b>	<b>22%</b>	<b>23%</b>	<b>16%</b>	<b>8%</b>	<b>4%</b>
<b>3K – 4K HHI</b>	<b>32%</b>	<b>26%</b>	<b>23%</b>	<b>25%</b>	<b>18%</b>	<b>17%</b>
<b>4K – 5K HHI</b>	<b>9%</b>	<b>14%</b>	<b>19%</b>	<b>22%</b>	<b>23%</b>	<b>25%</b>
<b>&gt; 5K HHI</b>	<b>13%</b>	<b>23%</b>	<b>14%</b>	<b>18%</b>	<b>40%</b>	<b>50%</b>

# OUR PROFILE

## KOTA KINABALU

## KUCHING

	<b>ERA</b>	<b>hitz</b>	<b>MY</b>	<b>ERA</b>	<b>hitz</b>	<b>MY</b>
<b>(CUME'000)</b>	<b>137</b>	<b>112</b>	<b>31</b>	<b>143</b>	<b>164</b>	<b>114</b>
<b>PMAT'S (PMEB'S)</b>	<b>11%</b>	<b>16%</b>	<b>15%</b>	<b>9%</b>	<b>16%</b>	<b>12%</b>
<b>OTHER WHITE COLLAR</b>	<b>13%</b>	<b>12%</b>	<b>5%</b>	<b>12%</b>	<b>9%</b>	<b>7%</b>
<b>BLUE COLLAR</b>	<b>32%</b>	<b>26%</b>	<b>32%</b>	<b>29%</b>	<b>27%</b>	<b>37%</b>
<b>STUDENTS</b>	<b>19%</b>	<b>29%</b>	<b>17%</b>	<b>21%</b>	<b>26%</b>	<b>28%</b>
<b>OTHERS</b>	<b>24%</b>	<b>17%</b>	<b>30%</b>	<b>29%</b>	<b>20%</b>	<b>16%</b>

# OUR BRANDS

## TOTAL REACH FOR MALAYSIA

**ERA**<sup>TM</sup>

(‘000)

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**EM**  
**279**

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**PM**  
**5,835**

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**TOTAL**  
**6,114**

**hitz**<sup>TM</sup>

(‘000)

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**EM**  
**277**

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**PM**  
**2,569**

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**TOTAL**  
**2,846**

**MY**<sup>TM</sup>

(‘000)

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**EM**  
**145**

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**PM**  
**2,771**

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**TOTAL**  
**2,916**

CUMULATIVE AUDIENCE #(‘000)



**THANK YOU**

