

# DIGITAL: SERVING 17.6 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

IMPIAPAN

Gegar

MASKULIN

Pengantin

LUMPAN

SYOK

hijabista

KASHOORQA

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

# WEB + APP

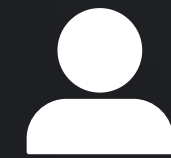
(GOOGLE ANALYTICS JANUARY 2024)



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](#)



**736,368**

MONTHLY UNIQUE USERS



**26.1%**



**73.4%**



**0.4%**

DEVICE CATEGORY



**4,124,886**

MONTHLY PAGE VIEWS



**0:02:14**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (7.0%)**

**45 - 54 (25.6%)**

**25 - 34 (16.3%)**

**55 - 64 (12.1%)**

**35 - 44 (37.6%)**

**65+ (1.3%)**

INTERESTS



Arts, Entertainment, Celebrities, News



Travel/Travel Buffs



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts



**32.9%**



**67%**

# SOCIAL MEDIA

**299,100**



COMBINED FOLLOWERS



**581,096**

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)



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.

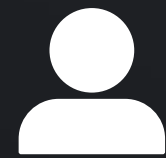
\*Source: Reuters Institute Digital News Report 2018 - 2022

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

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# WEB

(GOOGLE ANALYTICS JANUARY 2024)



## 3,199,084

MONTHLY UNIQUE USERS



## 13.9%



## 85.2%



## 1.1%



## <0.1%

DEVICE CATEGORY



## 11,971,084

MONTHLY PAGE VIEWS



## 0:03:26

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (7.5%)

25 - 34 (14.9%)

35 - 44 (31.6%)

45 - 54 (23.2%)

55 - 64 (19.1%)

65+ (3.6%)



## 57.4%



## 42.6%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ SportsFans/ SoccerFans



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



Travel/Travel Buffs

# SOCIAL MEDIA

## 14,404,732



COMBINED FOLLOWERS



## 18,120,410

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



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](#)

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# APP

(GOOGLE ANALYTICS JANUARY 2024)



## 94,158

MONTHLY UNIQUE USERS



## 4,168,103

MONTHLY SCREEN VIEWS



## 0:04:59

AVERAGE TIME SPENT



## 24.8%



## 75.3%



## 95.4%



## 4.5%



## 0.2%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (3.2%)

25 - 34 (6.3%)

35 - 44 (11.0%)

45 - 54 (21.6%)

55 - 64 (35.2%)

65+ (22.7%)

INTERESTS



Media, Entertainment, Casual & Social Gamers



Media, Entertainment, Action Game Fans



News, Politics, Avid News Readers



Sports & Fitness/ SportsFans/ SoccerFans

# SOCIAL MEDIA

## 14,404,732



COMBINED FOLLOWERS



## 18,120,410

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

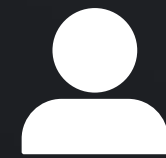
(GOOGLE ANALYTICS JANUARY 2024)



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)



774,199

MONTHLY UNIQUE USERS



2,273,784

MONTHLY PAGE VIEWS



0:01:56

AVERAGE SESSION DURATION



8.1%



91.4%



0.6%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (5.08%)

45 - 54 (23.7%)

25 - 34 (14.3%)

55 - 64 (18.3%)

35 - 44 (36.5%)

65+ (2.0%)



72.4%



27.6%

INTERESTS



Travel/Travel Buffs



Sports & Fitness/  
SportsFans/  
SoccerFans



News & Politics /Avid  
News Readers/  
Entertainment News  
Enthusiasts



Food & Dining /  
Cooking Enthusiasts/  
Aspiring Chefs

.....

# SOCIAL MEDIA

11,449,050



COMBINED FOLLOWERS



6,105,677

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)



# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



149,983

MONTHLY UNIQUE USERS



35.2%



64.4%



0.5%

DEVICE CATEGORY



882,142

MONTHLY PAGE VIEWS



0:02:29

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.4%)

25 - 34 (22.0%)

35 - 44 (34.1%)

45 - 54 (23.6%)

55 - 64 (7.3%)

65+ (1.3%)



76.4%



23.6%

INTERESTS



Travel/Travel Buffs



Food & Dining /  
Cooking Enthusiasts/  
Aspiring Chefs



News, Politics, Avid  
News Readers



Technology,  
Technophiles

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# SOCIAL MEDIA

11,436,862



COMBINED FOLLOWERS



9,632,254

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

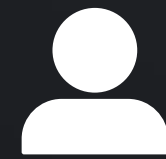
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



212,036

MONTHLY UNIQUE USERS



37.8%



61.8%



0.4%

DEVICE CATEGORY



1,1467,007

MONTHLY PAGE VIEWS



0:02:27

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (9.8%)

45 - 54 (26.4%)

25 - 34 (19.5%)

55 - 64 (7.2%)

35 - 44 (35.9%)

65+ (1.1%)



76.8%



23.2%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles

.....

# SOCIAL MEDIA

5,682,194



COMBINED FOLLOWERS



5,267,715

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



63,964

MONTHLY UNIQUE USERS



36.4%



63.1%



0.4%

DEVICE CATEGORY



408,422

MONTHLY PAGE VIEWS



0:02:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (10.0%)

45 - 54 (26.8%)

25 - 34 (20.7%)

55 - 64 (6.3%)

35 - 44 (35.1%)

65+ (1.1%)



77.5%



22.5%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles

.....

# SOCIAL MEDIA

3,093,043



COMBINED FOLLOWERS



2,385,964

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)



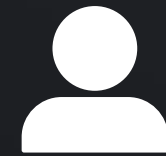
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



**59,042**

MONTHLY UNIQUE USERS



**32.0%**



**67.5%**



**0.4%**

DEVICE CATEGORY



**336,509**

MONTHLY PAGE VIEWS



**0:02:30**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (13.1%)**

**45 - 54 (22.1%)**

**25 - 34 (22.1%)**

**55 - 64 (7.5%)**

**35 - 44 (33.9%)**

**65+ (1.4%)**

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles



**76.9%**



**23.1%**

# SOCIAL MEDIA

**1,247,210**



COMBINED FOLLOWERS



**3,004,896**

MONTHLY REACH  
(FACEBOOK INSIGHTS OCTOBER 2023)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# IMPRIANA

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

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



## 117,597

MONTHLY UNIQUE USERS



## 15.0%



## 84.4%



## 0.6%

DEVICE CATEGORY



## 167,800

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (3.2%)

45 - 54 (23.9%)

25 - 34 (13.5%)

55 - 64 (20.0%)

35 - 44 (37.7%)

65+ (1.6%)



## 0:00:45

AVERAGE SESSION DURATION

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



## 78.8%



## 21.12%

.....

# SOCIAL MEDIA

## 896,659



COMBINED FOLLOWERS



## 3,722,495

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# hijabista

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

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



## 138,396

MONTHLY UNIQUE USERS



## 11.8%



## 87.8%



## 0.4%

DEVICE CATEGORY



## 185,324

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (5.6%)

45 - 54 (21.7%)

25 - 34 (16.0%)

55 - 64 (16.4%)

35 - 44 (38.8%)

65+ (1.4%)



## 0:00:36

AVERAGE SESSION DURATION

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



## 82.3%



## 17.7%

.....

# SOCIAL MEDIA

## 1,200,820



COMBINED FOLLOWERS



## 3,303,320

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# 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)



264,853

MONTHLY UNIQUE USERS



7.2%



92.3%



0.4%

DEVICE CATEGORY



359,938

MONTHLY PAGE VIEWS



0:00:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.3%)

25 - 34 (14.8%)

35 - 44 (41.8%)

45 - 54 (21.9%)

55 - 64 (16.7%)

65+ (1.4%)

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



82.9%



17.1%

.....

# SOCIAL MEDIA

1,086,281



COMBINED FOLLOWERS



8,285,825

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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

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



405,783

MONTHLY UNIQUE USERS



8.6%



91.1%



0.3%

DEVICE CATEGORY



592,270

MONTHLY PAGE VIEWS



0:00:40

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.9%)

25 - 34 (20.6%)

35 - 44 (40.9%)

45 - 54 (19.6%)

55 - 64 (13.4%)

65+ (1.0%)

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



83.0%



17.0%

.....

# SOCIAL MEDIA

2,451,808



COMBINED FOLLOWERS



7,995,878

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)



# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## 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)



199,957

MONTHLY UNIQUE USERS



11.4%



88.2%



0.4%

DEVICE CATEGORY



270,039

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.8%)

45 - 54 (24.8%)

25 - 34 (13.6%)

55 - 64 (18.7%)

35 - 44 (37.5%)

65+ (1.6%)

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



69.4%



30.6%

.....

## SOCIAL MEDIA

497,176



COMBINED FOLLOWERS



5,941,665

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



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

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

.....

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



93,933

MONTHLY UNIQUE USERS



12.5%



87.3%



0.2%

DEVICE CATEGORY



138,525

MONTHLY PAGE VIEWS



0:00:50

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.1%)

45 - 54 (17.4%)

25 - 34 (24.4%)

55 - 64 (9.5%)

35 - 44 (34.9%)

65+ (1.8%)



54.5%



45.5%

INTERESTS



Technology, Technophiles



Travel, Travel Buffs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs

# SOCIAL MEDIA

406,298



COMBINED FOLLOWERS



12,222

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

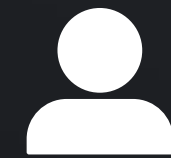
# LIBUR

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

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

## WEB

(GOOGLE ANALYTICS JANUARY 2024)



137,025

MONTHLY UNIQUE USERS



14.3%



84.9%



0.8%

DEVICE CATEGORY



204,234

MONTHLY PAGE VIEWS



0:00:49

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.0%)

25 - 34 (14.9%)

35 - 44 (36.9%)

45 - 54 (24.4%)

55 - 64 (17.4%)

65+ (2.5%)



76.0%



24.0%

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

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## SOCIAL MEDIA

122,409



COMBINED FOLLOWERS



1,847,349

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



Serving the juiciest celebrity gossip and hottest entertainment updates.

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

.....

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



549,104

MONTHLY UNIQUE USERS



4.8%



94.9%



0.3%

DEVICE CATEGORY



1,243,975

MONTHLY PAGE VIEWS



0:01:03

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.7%)

25 - 34 (10.4%)

35 - 44 (36.8%)

45 - 54 (24.8%)

55 - 64 (24.4%)

65+ (2.0%)



77.4%



22.6%

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

4,023,925



COMBINED FOLLOWERS



6,677,041

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

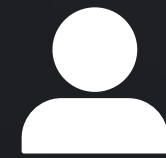
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## Mingguan Wanita

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

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



498,836

MONTHLY UNIQUE USERS



8.9%



90.7%



0.4%

DEVICE CATEGORY



741,096

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (3.2%)

45 - 54 (22.8%)

25 - 34 (14.2%)

55 - 64 (18.4%)

35 - 44 (39.9%)

65+ (1.5%)



0:00:44

AVERAGE SESSION DURATION

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



77.5%



22.5%

.....

# SOCIAL MEDIA

2,419,927



COMBINED FOLLOWERS



7,932,853

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)



# NONA

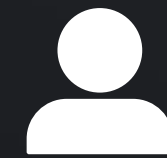
Our premium lifestyle magazine covering interviews with Malaysia's rich-and-famous as well as the latest in high end fashion.

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

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## WEB

(GOOGLE ANALYTICS JANUARY 2024)



242,828

MONTHLY UNIQUE USERS



10.8%



88.6%



0.5%

DEVICE CATEGORY



392,753

MONTHLY PAGE VIEWS



0:00:56

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.1%)

25 - 34 (11.9%)

35 - 44 (36.8%)

45 - 54 (24.1%)

55 - 64 (21.5%)

65+ (2.5%)



78.2%



21.8%

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

1,163,264



COMBINED FOLLOWERS



5,301,429

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# Pengantin

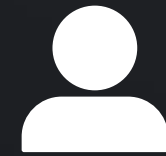
Inspiration for brides-to-be and curated bridal service portal.

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

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## WEB

(GOOGLE ANALYTICS JANUARY 2024)



129,329

MONTHLY UNIQUE USERS



7.0%



92.6%



0.4%

DEVICE CATEGORY



173,228

MONTHLY PAGE VIEWS



0:00:38

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.9%)

25 - 34 (11.8%)

35 - 44 (38.4%)

45 - 54 (24.3%)

55 - 64 (21.1%)

65+ (1.6%)



79.3%



20.7%

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

1,386,437



COMBINED FOLLOWERS



2,768,572

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



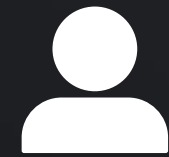
Invites sparks of local cooking and ideas of enjoying food. Rasa is our No. 1 lifestyle food portal.

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

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# WEB

(GOOGLE ANALYTICS JANUARY 2024)



1,139,709

MONTHLY UNIQUE USERS



6.3%



93.3%



0.4%

DEVICE CATEGORY



2,241,896

MONTHLY PAGE VIEWS



0:00:54

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.2%)

45 - 54 (17.9%)

25 - 34 (20.3%)

55 - 64 (14.4%)

35 - 44 (40.6%)

65+ (1.4%)



85.0%



15.0%

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

1,922,266



COMBINED FOLLOWERS



4,944,105

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)

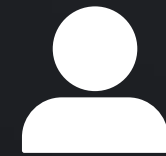
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# Remaja

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

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



## 280,562

MONTHLY UNIQUE USERS



## 10.6%



## 88.8%



## 0.6%

DEVICE CATEGORY



## 363,924

MONTHLY PAGE VIEWS



## 0:00:40

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.1%)

45 - 54 (23.9%)

25 - 34 (13.4%)

55 - 64 (19.0%)

35 - 44 (36.2%)

65+ (2.5%)

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



## 74.4%



## 25.6%

.....

# SOCIAL MEDIA



COMBINED FOLLOWERS

## 1,850,232



## 4,908,292

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



122,525

MONTHLY UNIQUE USERS



2.5%



96.7%



0.8%

DEVICE CATEGORY



212,758

MONTHLY PAGE VIEWS



0:00:41

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.0%)

45 - 54 (24.3%)

25 - 34 (8.8%)

55 - 64 (21.5%)

35 - 44 (43.0%)

65+ (1.4%)



88.3%



11.7%

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Music Lovers

.....

# SOCIAL MEDIA

86,761



COMBINED FOLLOWERS



3,425,422

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)



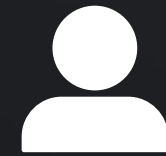
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## KASHOORGA

Life and beauty tips for Muslims.

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



**75,853**

MONTHLY UNIQUE USERS



**11.7%**



**88.1%**



**0.2%**

DEVICE CATEGORY



**96,558**

MONTHLY PAGE VIEWS



**0:00:35**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (8.4%)**

**45 - 54 (18.9%)**

**25 - 34 (19.3%)**

**55 - 64 (16.1%)**

**35 - 44 (35.0%)**

**65+ (2.2%)**



**73.4%**



**26.6%**

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

**1,288,792**



COMBINED FOLLOWERS



**383,757**

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



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 JANUARY 2024)



**366,674**

MONTHLY UNIQUE USERS



**7.9%**



**91.3%**



**0.7%**

DEVICE CATEGORY



**614,036**

MONTHLY PAGE VIEWS



**0:00:46**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (2.2%)**

**45 - 54 (23.6%)**

**25 - 34 (13.5%)**

**55 - 64 (19.3%)**

**35 - 44 (39.5%)**

**65+ (1.9%)**



**78.4%**



**21.6%**

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

**863,209**



COMBINED FOLLOWERS



**2,488,341**

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

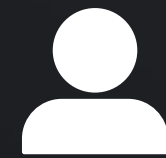
# WEB

(GOOGLE ANALYTICS JAN UARY 2024)



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)



1,780,772

MONTHLY UNIQUE USERS



6.5%



97.5%



0.7%

DEVICE CATEGORY



4,014,276

MONTHLY PAGE VIEWS



0:00:36

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.6%)

25 - 34 (5.8%)

35 - 44 (16.1%)

45 - 54 (10.5%)

55 - 64 (8.7%)

65+ (1.0%)



17.4%



12.0%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness/ SportsFans/ SoccerFans



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



Travel, Travel Buffs

.....

# SOCIAL MEDIA

8,467,525



COMBINED FOLLOWERS



13,098,863

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



695,057

MONTHLY UNIQUE USERS



6,421,106

MONTHLY PAGE VIEWS



0:03:01

AVERAGE SESSION DURATION



44.1%



55.0%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (10.4%)

45 - 54 (29.7%)

25 - 34 (19.0%)

55 - 64 (8.7%)

35 - 44 (29.3%)

65+ (2.9%)

INTERESTS



Technology/Technophiles



Travel/Travel Buffs



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment, Book & Movie Lovers



75.6%



24.4%

# SOCIAL MEDIA

184,638



COMBINED FOLLOWERS



1,527,998

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

.....

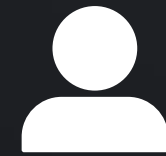
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



502,567

MONTHLY UNIQUE USERS



10.7%



87.7%



1.6%

DEVICE CATEGORY



1,674,036

MONTHLY PAGE VIEWS



0:02:51

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (8.2%)

45 - 54 (28.5%)

25 - 34 (14.3%)

55 - 64 (18.0%)

35 - 44 (22.9%)

65+ (8.1%)

INTERESTS



Media & Entertainment / LightTV Viewers/ MovieLovers



Travel/Travel Buffs



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment, Book Lovers



66.4%



33.6%

.....

# SOCIAL MEDIA

745,597



COMBINED FOLLOWERS



3,921,890

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

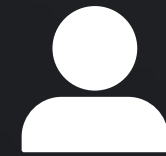
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



52,052

MONTHLY UNIQUE USERS



30.7%



68.2%



1.0%

DEVICE CATEGORY



254,368

MONTHLY PAGE VIEWS



0:02:24

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (28.5%)

45 - 54 (18.0%)

25 - 34 (21.1%)

55 - 64 (5.9%)

35 - 44 (24.1%)

65+ (2.3%)



75.6%



24.4%

INTERESTS



Media & Entertainment / LightTV Viewers/ MovieLovers



Travel/Travel Buffs



Media, Entertainment, Music Lovers, World Music Fans



Media, Entertainment, Book Lovers

.....

# SOCIAL MEDIA

728,707



COMBINED FOLLOWERS



2,159,359

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)



# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



88,134

MONTHLY UNIQUE USERS



899,480

MONTHLY PAGE VIEWS



0:02:54

AVERAGE SESSION DURATION



48.0%



51.2%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (9.4%)

45 - 54 (31.1%)

25 - 34 (20.0%)

55 - 64 (8.6%)

35 - 44 (27.7%)

65+ (3.2%)



73.6%



26.4%

INTERESTS



Media & Entertainment / MovieLovers



Media, Entertainment, Book Lovers



Media, Entertainment, Music Lovers, Pop Music Fans



Travel/Travel Buffs

.....

# SOCIAL MEDIA

592,250



COMBINED FOLLOWERS



2,384,974

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

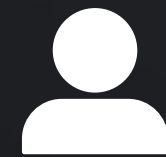
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)

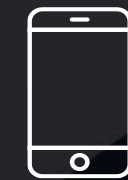


211,251

MONTHLY UNIQUE USERS



30.3%



68.8%



1.0%

DEVICE CATEGORY



1,119,897

MONTHLY PAGE VIEWS



0:02:19

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (7.9%)

45 - 54 (29.6%)

25 - 34 (18.0%)

55 - 64 (13.4%)

35 - 44 (26.3%)

65+ (4.6%)

INTERESTS



Media, Entertainment, Music Lovers, World Music Fans



Media & Entertainment / Movie Lovers/ Light TV Viewers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Book Lovers



71.7%



28.3%

.....

# SOCIAL MEDIA

1,985,499



COMBINED FOLLOWERS



5,191,497

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

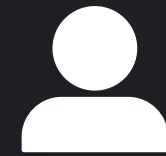
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



52,790

MONTHLY UNIQUE USERS



33.9%



65.4%



0.7%

DEVICE CATEGORY



523,048

MONTHLY PAGE VIEWS



0:05:05

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.1%)

45 - 54 (26.7%)

25 - 34 (22.0%)

55 - 64 (10.2%)

35 - 44 (25.5%)

65+ (3.5%)

INTERESTS



Media & Entertainment, Movies, Bollywood, South Asian Film



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Technology/Technophiles



Media, Entertainment, Music Lovers, World Music Fans



74.4%



25.7%

# SOCIAL MEDIA

CONSOLIDATED UNDER SYOK ENG

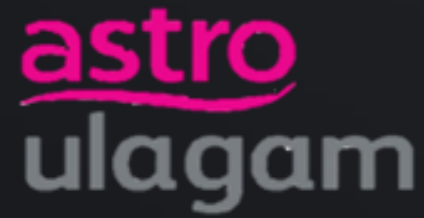


218,752 COMBINED FOLLOWERS

.....

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



74,563

MONTHLY UNIQUE USERS



20.2%



79.3%



0.5%

DEVICE CATEGORY



156,726

MONTHLY PAGE VIEWS



0:01:13

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (15.3%)

45 - 54 (16.3%)

25 - 34 (23.8%)

55 - 64 (12.4%)

35 - 44 (26.2%)

65+ (5.9%)

INTERESTS



Travel/Travel Buffs



Media & Entertainment / Light TV Viewers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Movie Lovers, South Asian Film Fans



61.2%



38.8%

.....

# SOCIAL MEDIA

3,112,432



COMBINED FOLLOWERS



7,060,394

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

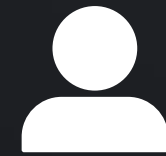
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



50,998

MONTHLY UNIQUE USERS



34.7%



64.6%



0.7%

DEVICE CATEGORY



508,232

MONTHLY PAGE VIEWS



0:04:53

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.0%)

45 - 54 (27.0%)

25 - 34 (22.0%)

55 - 64 (10.2%)

35 - 44 (25.3%)

65+ (3.5%)



74.5%



25.5%

INTERESTS



Travel/Travel Buffs



Media, Entertainment, Movie Lovers, South Asian Film Fans/Light TV Viewers



Technology, Technophiles



News, Politics, Avid News Readers/ Entertainment News Enthusiasts

.....

# SOCIAL MEDIA

1,769,680



COMBINED FOLLOWERS



1,260,379

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



164,453

MONTHLY UNIQUE USERS



43.1%



56.0%



0.9%

DEVICE CATEGORY



1,145,529

MONTHLY PAGE VIEWS



0:02:57

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.8%)

45 - 54 (23.2%)

25 - 34 (20.5%)

55 - 64 (9.4%)

35 - 44 (29.9%)

65+ (4.2%)



72.6%



27.4%

INTERESTS



Media & Entertainment/ Movie Lovers



Travel/Travel Buffs



News, Politics, Avid News Readers



Technology, Technophiles

.....

# SOCIAL MEDIA

218,752



COMBINED FOLLOWERS



296,373

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)



# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## stadiumastro

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)



13,405

MONTHLY UNIQUE USERS



17.7%



81.2%



1.1%

DEVICE CATEGORY



27,574

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (8.6%)

45 - 54 (19.5%)

25 - 34 (16.3%)

55 - 64 (17.3%)

35 - 44 (26.4%)

65+ (11.8%)



34.8%



65.2%

INTERESTS



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Sports, Fitness, Sports & Soccer Fans



Travel/Travel Buffs



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

.....

# SOCIAL MEDIA

1,942,116



COMBINED FOLLOWERS



180,957

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



69,132

MONTHLY UNIQUE USERS



447,190

MONTHLY PAGE VIEWS



0:03:04

AVERAGE SESSION DURATION



47.3%



51.8%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (15.6%)

45 - 54 (21.9%)

25 - 34 (21.2%)

55 - 64 (9.1%)

35 - 44 (28.4%)

65+ (3.8%)

INTERESTS



Media, Entertainment, Movie Lovers /Light TV Viewers



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles



74.5%



25.5%

# SOCIAL MEDIA

2,266,566



COMBINED FOLLOWERS



1,979,923

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

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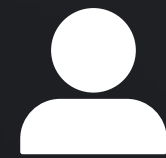
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



22,753

MONTHLY UNIQUE USERS



215,154

MONTHLY PAGE VIEWS



0:03:08

AVERAGE SESSION DURATION



62.6%



36.1%



1.3%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (8.5%)

45 - 54 (30.8%)

25 - 34 (18.6%)

55 - 64 (9.9%)

35 - 44 (27.2%)

65+ (4.9%)

INTERESTS



Media, Entertainment, Movie Lovers



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles



71.9%



28.1%

537,216

SOCIAL MEDIA



COMBINED FOLLOWERS



1,993,264

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

.....

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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)



30,675

MONTHLY UNIQUE USERS



299,418

MONTHLY PAGE VIEWS



0:03:09

AVERAGE SESSION DURATION



69.7%



29.6%



0.6%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (11.4%)

45 - 54 (27.0%)

25 - 34 (20.7%)

55 - 64 (5.1%)

35 - 44 (34.1%)

65+ (1.8%)



78.7%



21.3%

INTERESTS



Travel/Travel Buffs



Arts, Entertainment, Music, Audio, Pop Music Fans



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles

.....

# SOCIAL MEDIA

426,087



COMBINED FOLLOWERS



1,776,816

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



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](#)



972,676

MONTHLY UNIQUE USERS



14.4%



83.2%



2.4%

DEVICE CATEGORY



7,172,780

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (12.8%)

45 - 54 (19.18%)

25 - 34 (17.7%)

55 - 64 (14.3%)

35 - 44 (31.34%)

65+ (4.6%)



0:04:57

AVERAGE SESSION DURATION

INTERESTS



Travel/Travel Buffs



Media, Entertainment, Movie Lovers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Light TV Viewers



62.7%



37.3%

.....

# SOCIAL MEDIA

150,714



COMBINED FOLLOWERS



7,105,805

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

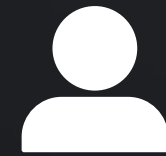
# APP

(GOOGLE ANALYTICS JANUARY 2024)



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](#)



342,317

MONTHLY UNIQUE USERS



10,026,510

MONTHLY SCREEN VIEWS



0:60:09

AVERAGE TIME SPENT



72.1%



28.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (20.7%)

45 - 54 (7.3%)

25 - 34 (17.2%)

35 - 44 (12.3%)

INTERESTS



Media & Entertainment/  
Gamers/ ActionGame Fans



Technology, Mobile Enthusiasts



Media, Entertainment,  
Casual & Social Gamers



Media & Entertainment/  
Comics & Animation Fans



25.8%



39.0%

# SOCIAL MEDIA

150,714



COMBINED FOLLOWERS



7,105,805

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

.....