

The New Age of a Consumer Audioscape: **Dynamic & Addressable**

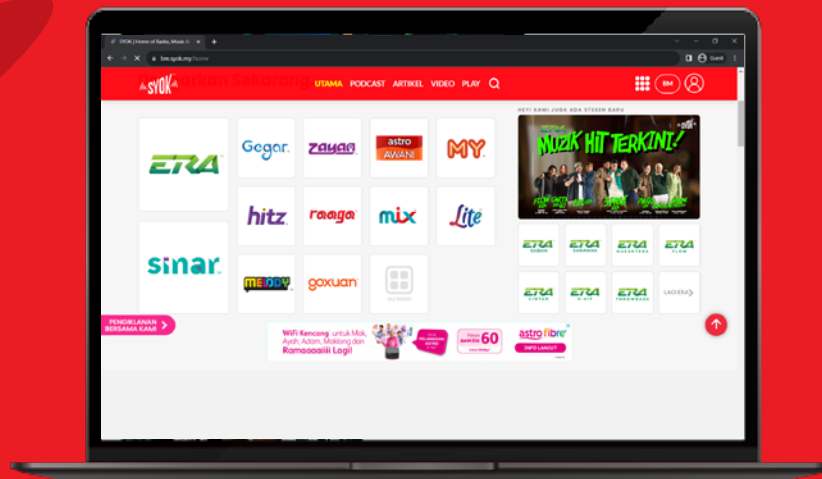


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Prelude

Step into a world where every moment comes alive with a symphony of sounds – a mesmerising audioscape that seamlessly blends music, podcasts, and live radio into a tapestry of emotions. In this immersive realm, brands have discovered opportunities to forge an unbreakable bond with audiences, leaving indelible impressions that resonate deep within the hearts and minds of consumers.

In this edition, we delve into the heart of this audial revolution in Malaysia, uncovering the intricacies of how this form of advertising works and how it can benefit brands. We will explore the growing prominence of audio marketing, its latest potential for brand engagement, and share actionable insights that will help in discovering your brand's unique sonic identity.

Getting Started with Audio

Listened to a crime podcast, or streamed your favourite music lately? That's you living in the new age of a consumer audioscape. With the increasing popularity of streaming platforms, podcasts, and voice-activated devices, audio consumption is on the rise.

People are actively seeking audio content that fits into their busy lifestyles, creating an opportunity for brands to connect with audiences on a profound level – enhancing brand recall, evoking emotions, and creating lasting impressions.

Within this mesmerising audial realm lies SYOK, a multilingual audio streaming app that weaves its magic with an average of 8.8 million monthly unique listeners. With over 60 online radio stations, news channels, trending podcasts and videos, articles & exciting contests with great prizes, the options are endless.



8.8 million
monthly unique listeners

Podcasts

60 Online Radios

Video Live Stream

Articles

Videos

Contests

ETA S
MUSIK HIT TERKINI
PENGIKLANAN BERSAMA KAMI

Whether you are streaming music by genre, tuning into our growing inventory of original and truly Malaysian podcasts which boast a staggering 714k listens, or streaming live video to catch real-time content, there is non-stop entertainment to keep consumers engaged, a content ecosystem designed to accompany them 24/7 driven by highly personalised and immersive experiences.

SYOK 360° Content Ecosystem

Radio

LIVE & ONLINE RADIO

High-quality streams of 92 online radio stations

Podcasts.

PODCASTS

Latest, original and truly Malaysian topic

Videos.

ORIGINAL VIDEOS

Diverse interesting topics appealing to multicultural Malaysian

Articles.

ARTICLES

Latest news, events, and updates

Play.

PLAY

Home to contests, giveaways, and consumer engagement through gamification features

Video Live Stream.

VIDEO LIVE STREAM

Real-time live content with interactive Live Chat

Reaching consumers the smarter, more sophisticated way

Audio offers a unique opportunity to engage with audiences in an intimate and non-intrusive manner. Let's first dive into the different types of audio formats today.

Radio advertising has always been a great way to reach customers. In fact, 18.2 million Malaysians or 96% of total listeners spend their time with Astro Radio every week. As the No. 1 choice across all languages, our broad reach of traditional radio complete with beloved radio personalities is why many businesses choose radio as an advertising medium to showcase their brands.



No. 1 Audio Companion for Malaysians

WEBSITE

Users 3.7mil

AUDIO STREAMING

Total Unique Listeners 8.8mil

Total Listens 11.7mil

Average Time Spent listening 47m 59s

Podcast Listens 714k

SYOK APP AUDIO STREAMING

Total Unique Listeners 5.1mil

Total Listens 7.7mil

Average Time Spent Listening 26m 46s

VIDEO VIEWS

Social Media Video Views
(Facebook/Instagram/Youtube) 317mil

SOCIAL MEDIA

Facebook Fans 16.7mil

Twitter Followers 1.4mil

Instagram Followers 8.6mil

YouTube Followers 2.6mil

Source: Streaming is based >1 minute length, Revma Jan 2024 | Video views: Sprout Social Jan 2024 | Website: Google Analytics Jan 2024

Podcasts, Power of Authentic Storytelling is a subcategory of digital audio that makes up a niche subset of advertising audiences. It continues to gain popularity as a powerful storytelling medium, becoming a perfect avenue for brands to share their expertise, connect with niche communities, and build brand authority. The Audio One Study by GfK has shown that there are 2.4 million monthly listeners of the radio station podcast (and counting).



Sembang Atas Dulang – an award-winning Malaysian podcast, offers advertisers a unique space to reach targeted audience interested in local culture, music, films and lifestyle, with authentic and engaging integration.



Listen Podcast Here

Digital audio advertisements are the ads you hear when you're streaming music or listening to an online radio station. From your emotional response, memory storage to interest and engagement, listening to audio activates key parts of the brain.

The Audio One Study has shown that music streaming kicks in actively and registered the highest reach at

73% *during 8pm till 12mn.*

- The Audio One Study



Making Audio Dynamic and Addressable

The upshot of content allows brands to finally target audio ads to individual consumers and measure their effectiveness. While addressable advertising has been a staple in digital display for many years, it's only been available for audio since last year.

Streaming platforms like SYOK and SYOK podcasts provide targeted audio ad placements that reach listeners during moments of high attention and receptiveness. By creating dynamic duo ads that align with your brand's values and resonate with your target audience, you can effectively capture their attention and drive brand awareness.

Ultimately, brands can make campaigns more personalised by using third-party data from our partner, AdsWizz. Creative ad formats can cater to different business needs – we now have audio ads, audio ads & display companion as well as Shake Me™.

Key statistics on SYOK app

Monthly Active Users (MAU)	214K
Average Session Duration	1hr 08m 52s
Radio Listeners	5.1mil
Radio Listens	7.7mil
Article Views	88K

(Source: Jan 2024)

Audio Ads

For example, a targeted ad insertion allows for the personalisation of your brand message to a targeted audience of your choice, which means delivering a different audio stream to each listener.








In-target ad delivery is the perfect avenue to target audiences by listener interests. With 16 audience segment categories available, in-market audience targeting has proved to improve brand recall by offering higher-relevance brand messages to listeners. It can be re-targeted to retain and support brand loyalty campaigns too.

Jason hears Ad 1 targeting **Automotive** segment

Jenny hears Ad 2 targeting **Fast Food** segment

Lydia hears Ad 3 targeting **Travel** segment

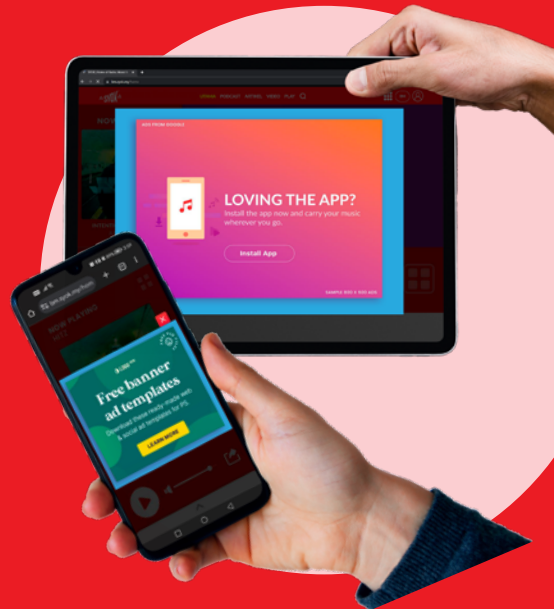
Audience Segments by Interests

 <p>ARTS & ENTERTAINMENT Art & Craft, Media Entertainment, Interested in Live/Entertainment Shows Audience Size: 280k</p>	 <p>CONCERTS & EVENTS Interested in Community or Live Events Audience Size: 90k</p>	 <p>FINANCE Interested in Finance, Personal Finance, Works in Finance Business Owners, Business Decision Makers Audience Size: 240k</p>
 <p>PARENTING Parents, Working Parents, New Parents, Parents of Teenagers, Household with children Audience Size: 280k</p>	 <p>AUTOMOTIVE New, Used, Luxury, Electric, Van, SUV Car buyers, Car Owners in Market for Auto Insurance Audience Size: 100k</p>	 <p>ESPORTS & VIDEO GAMES Interested in video games or eSports Audience Size: 425k</p>
 <p>FOOD & BEVERAGE Interested in food, in Market for Food Delivery, Instant/Nutritional Food Lover Audience Size: 385k</p>	 <p>SPORTS Interest in sport, Sports & Activity Lover Audience Size: 280k</p>	 <p>BEAUTY & FASHION Beauty Products Past Purchaser, Brand Propensity, Health & Beauty Shopper Audience Size: 200k</p>
 <p>FAST FOOD Fast Food Lovers Audience Size: 265k</p>	 <p>HEALTH & FITNESS Interested in Health and Medicine, in Market for Healthcare/Medicare, Health Products Shopper Audience Size: 185k</p>	 <p>TRAVEL Interest in Travel, Business/Leisure Travelers, In Market for Air/International Travel Audience Size: 370k</p>
 <p>FACE CARE Interested in makeup or skincare Audience Size: 240k</p>	 <p>FMCG SHOPPER Bargain, Cooking Spice, Pharmacy, Online, Cleaning, Cooking Product, Food & Groceries, Personal Toiletries Shoppers Audience Size: 110k</p>	
 <p>OUTDOORS Interested in nature or outdoor activities Audience Size: 78k</p>	 <p>TECH & GADGETS Interest in Tech, Mobile Device Shopper Audience Size: 56k</p>	

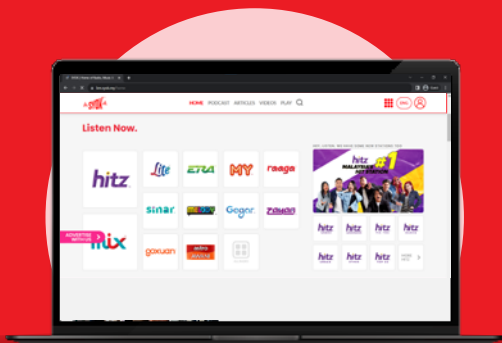
Audio Ads & Display Companion

Another way to reach audiences in the conversion stage is to accompany the audio ad with a synchronised banner while they stream ERA radio on the website.

Simply add a link on the banner to take listeners to your brand's corporate website or campaign.



Dominate an entire playlist with our Sponsorship Display and impactful branding message on our web player highlight.



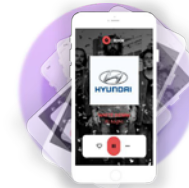
Shake Me™

This interactive format invites listeners to directly interact with an audio ad playing without unlocking their screens by shaking or tapping their phones. When the phone is shaken, the action will be triggered.



Haden hears an ad.

"SHAKE YOUR PHONE NOW TO FIND OUT MORE ABOUT THE PROMOTION."



He then shakes the phone to benefit from the offer.

SHAKE ME™ OFFERS UNLIMITED WAYS TO INTERACT WITH LISTENERS



All actions can also be triggered with a voice command.

Dynamic duo ads enable brands to make campaigns feel more personalised as brands can now do better precision targeting and in return, gain access to advanced measurements for campaigns.

Influencers Can Reach Consumers at Every Buyer's Stage

Now, if your brand is looking at building consumer trust, leveraging influencers, especially in Asia, has become fundamental for every strong brand.

Partnering with local radio announcers, celebrities, musicians, and niche creators with community influence is a great way to extend a brand's reach and credibility.

This can involve product endorsements, sponsored content, or collaborations that generate buzz and foster authentic connections with the target audience.

Case Study

ERA PM 40 + KONSERT KAMPUNG ERA

Tune Talk wanted to build brand love amongst Malay students and first jobbers in the market, particularly those who like to save on mobile plans. Our powerful radio influencers took to the stage and created strong engagement via our youth- strong radio brand, ERA's PM 40 Era – inspiring loyal listeners on air with the best promotions! Our hosts then travelled to three small towns for a special concert and to get the word out through social channels to drive even deeper connections.

Here's how we used our energetic hosts and celebrity guests to spread the word!

- Over 6,000 concertgoers
- 45,000 views on ERA socials and counting
- On-air promo reached 6 million people
- Kampung Konsert Tune Talk messaging heard an average of 12 times



Always On Air & Digital – PM 40 ERA with Fazziq

Custom talk-set and playlist with Projek: High Council Cast Member



Extend Reach with Bespoke Show

Night time sponsorship to share latest promotions with Sabah and Sarawak listeners



Konsert Kampung ERA and Tune Talk

Three small towns with 'high sales' potential, artists performances, on-ground TikTok booth, games & prizes!

Key Takeaways: Finding Your Brand's Sound

With many innovations in the pipeline, digital audio ads are set to become more dynamic, drawing in new audiences. How can marketers effectively navigate this landscape to uncover the perfect brand sound?

3 things to know before capitalising on audio for brands:

1 Embrace a total audio ecosystem

Understand your audience's interests for a better understanding of their listening habits, spanning online radio, in-car live radio, and podcasts. Marketers can effectively engage consumers, ensuring high reach and brand recall across diverse audio devices. GfK's Audio One Study found that live radio dominates shares of listening across all devices, with over 60% of audio share on personal screens like mobile phones and tablets.

2 Be more dynamic with creative assets

Audio advertising allows brands to experiment with creative ideas that resonate deeply with their target audience. Catchy jingles, familiar voices, and different music styles that align with the brand can evoke emotions, trigger memories, and build personal connections. With a plethora of audio ad formats, brands can craft full-funnel campaigns that engage consumers at every stage of their journey.

3 Drive more loyalty and advocacy

One of the many reasons audio advertising is effective is because consumers place their trust in radio ads. Based on the Audio One Study conducted by GfK, 70% of Astro Radio listeners showed increased trust and loyalty to brands advertised on radio. They trust a brand more if it is endorsed by their favourite radio presenter.

The audio renaissance is here to stay, appearing stronger in the connected mobile-first world. Let's up your game in audio marketing with emerging ad formats, crafting a melody that will resonate for generations to come.

Your brand's sonic journey starts now, email us at mediasolutions@astro.com.my or visit our website at www.astromedia.com.my