

astro
Radio

THE BRAND THAT REACHES MALAYSIAN LIKE NO OTHER



ERA sinar. Gegar. zaua. hitz. mix Lite raaga. MY. MELODY. goxuan. SYOK

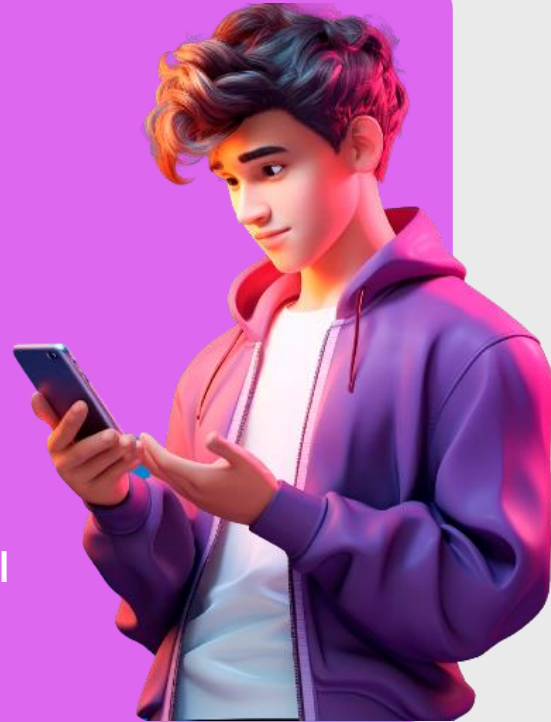


astro
Radio

No.1

CHOICE FOR ALL
LANGUAGES

Malay, Chinese, English & Tamil



ERA sinar. Gegar. zaya. hitz. mix Lite raga MY. MELODY. goxuan. SYOK

astro

Radio



15 MILLION
MALAYSIAN
Spend Their Time With Us

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024, GfK RLS East Malaysia 2022 Survey

ERA **sinar.** **Gegar.** **zayaa** **hitz.** **mix** **Lite** **raaga** **MY.** **MELODY** **goxuan** **SYOK**





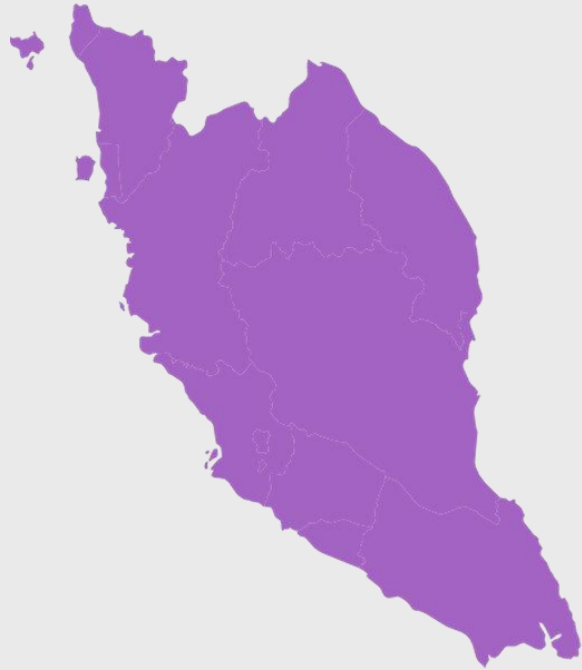
REACHES MILLIONS

OF MALAYSIANS, EVERY DAY

delivering a variety of angles, formats and approaches to content, and serving it 24/7, 365 days



ERA sinar. **Gegar.** **zaya** **hitz.** **mix** **Lite** **raaga** **MY.** **MELODY.** **goxuan** **SYOK**



14.1 MIL

**CONSUME
ASTRO RADIO WEEKLY**

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



astro

Radio

ERA[™] sinar[™]
Gegar[™] zayaa[™]

8.2 MIL (62.2%)
WEEKLY CONSUMERS

hitz mix
Lite

3.0 MIL (86.9%)
WEEKLY CONSUMERS

MY[™] MELODY[™]
goxuan[™]

3.1 MIL (69.7%)
WEEKLY CONSUMERS

raaga

1.4 MIL (85.4%)
WEEKLY CONSUMERS

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

ERA[™] sinar[™] Gegar[™] zayaa[™] hitz mix Lite raaga[™] MY[™] MELODY[™] goxuan[™] SYOK[™]



OUR NO.1 STATIONS

ERA™

4.5
MIL

hitz™

2.1
MIL

MY™

2.1
MIL

raaga™

1.4
MIL

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



OUR CONSUMERS REACH BY STATE

14.1 MIL

North
3,579,000

Central
5,507,000

South
2,617,000

East Coast
2,443,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



MALAY BRANDS REACH BY STATE

8.2 MIL

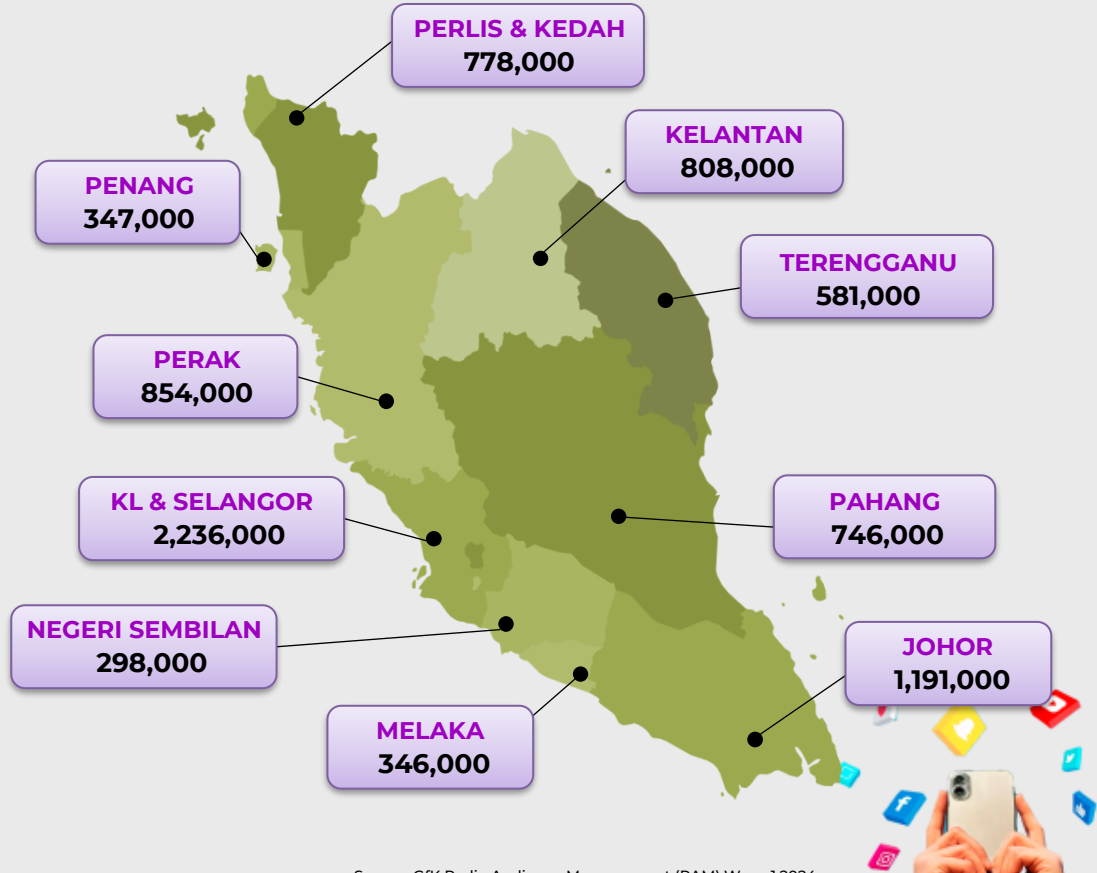
CONSUMERS

North
1,979,000

Central
2,534,000

South
1,537,000

East Coast
2,135,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



astro

Radio

MY. MELODY. goxuan

CHINESE BRANDS REACH BY STATE

3.1 MIL

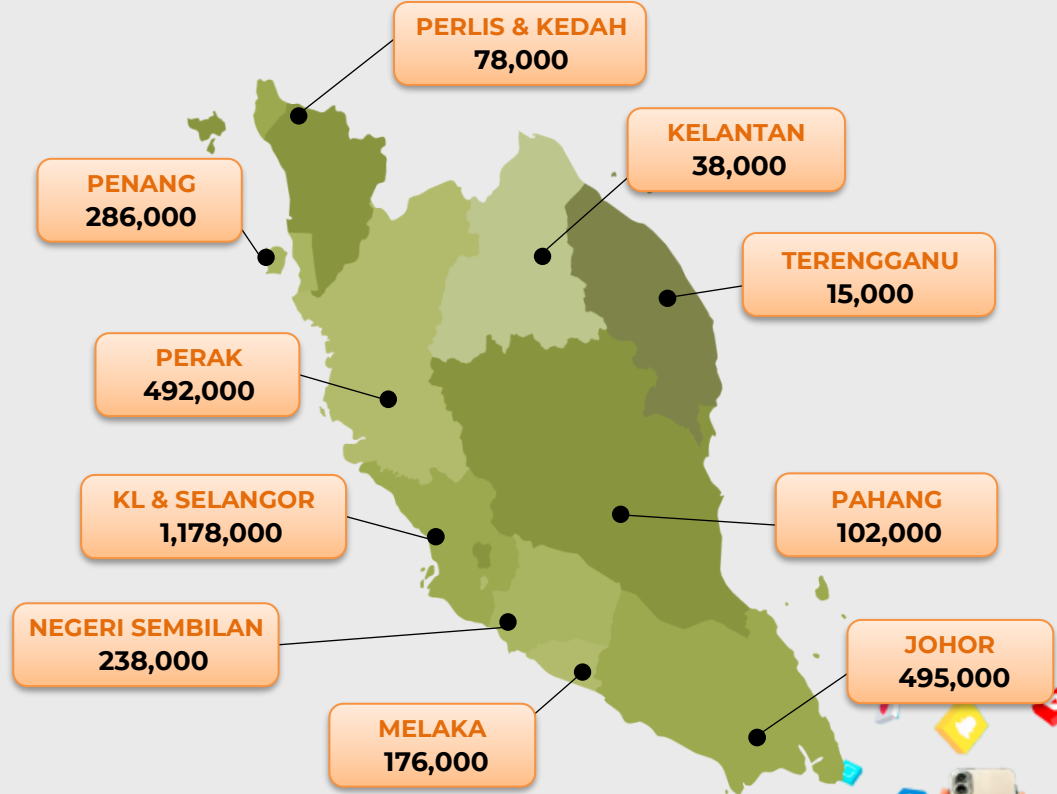
CONSUMERS

North
856,000

Central
1,417,000

South
671,000

East Coast
155,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



ERA sinar. Gekar. zaya. hitz. mix Lite raga. MY. MELODY. goxuan. SYOK

hitz. mix. Lite

**ENGLISH BRANDS
REACH BY STATE**

3.0 MIL

CONSUMERS

North 580,000	Central 1,610,000
South 510,000	East Coast 294,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024





TAMIL BRAND REACH BY STATE

1.4 MIL

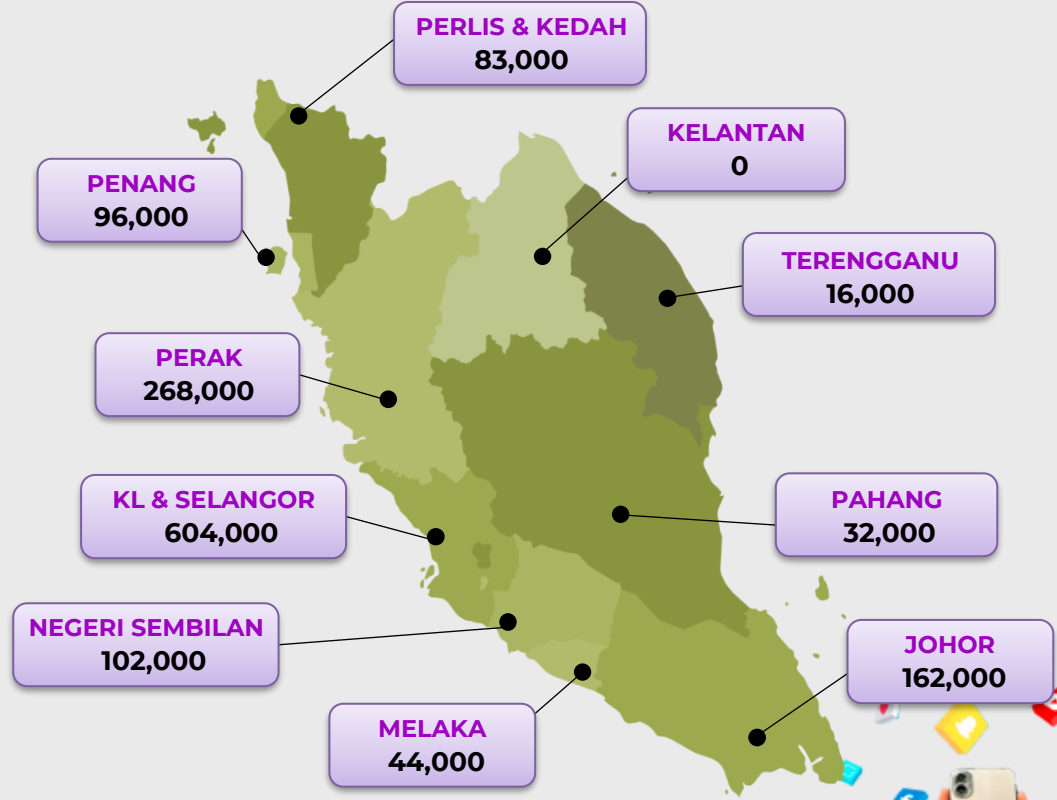
CONSUMERS

North
447,000

Central
706,000

South
206,000

East Coast
48,000



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024





Delivers A Quality Experience

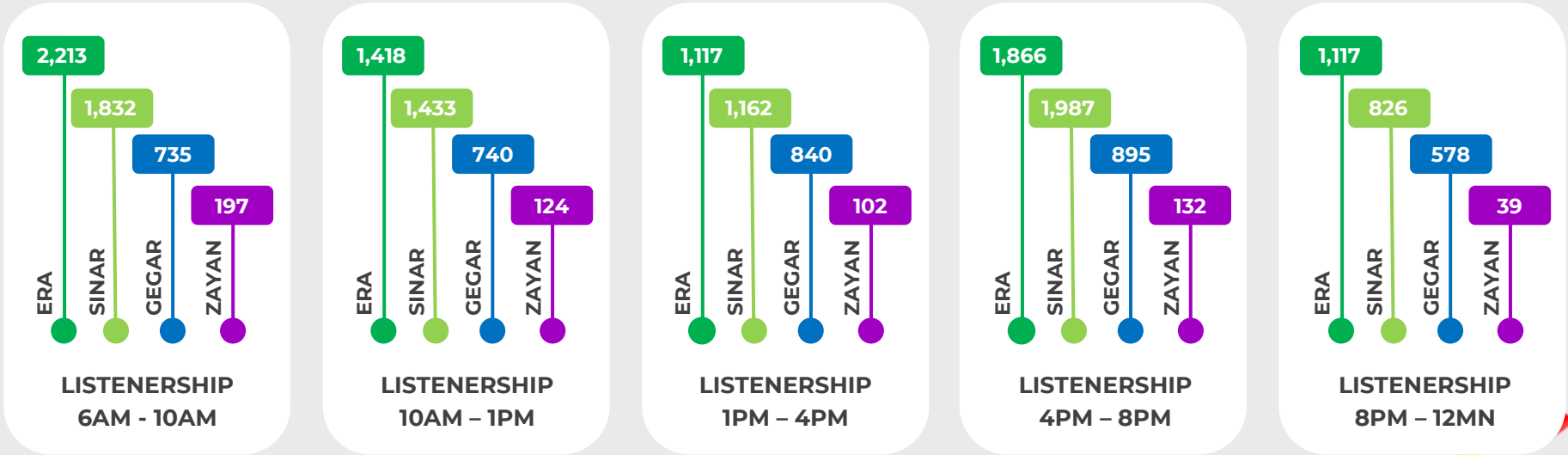
FOR EVERY MALAYSIAN

throughout the day across all languages, 24/7, 365 days



ERA sinar. **Gegar.** **zaya** **hitz.** **mix** **Lite** **raaga** **MY.** **MELODY.** **goxuan** **SYOK**

MALAY BRANDS



CUMULATIVE AUDIENCE #('000)

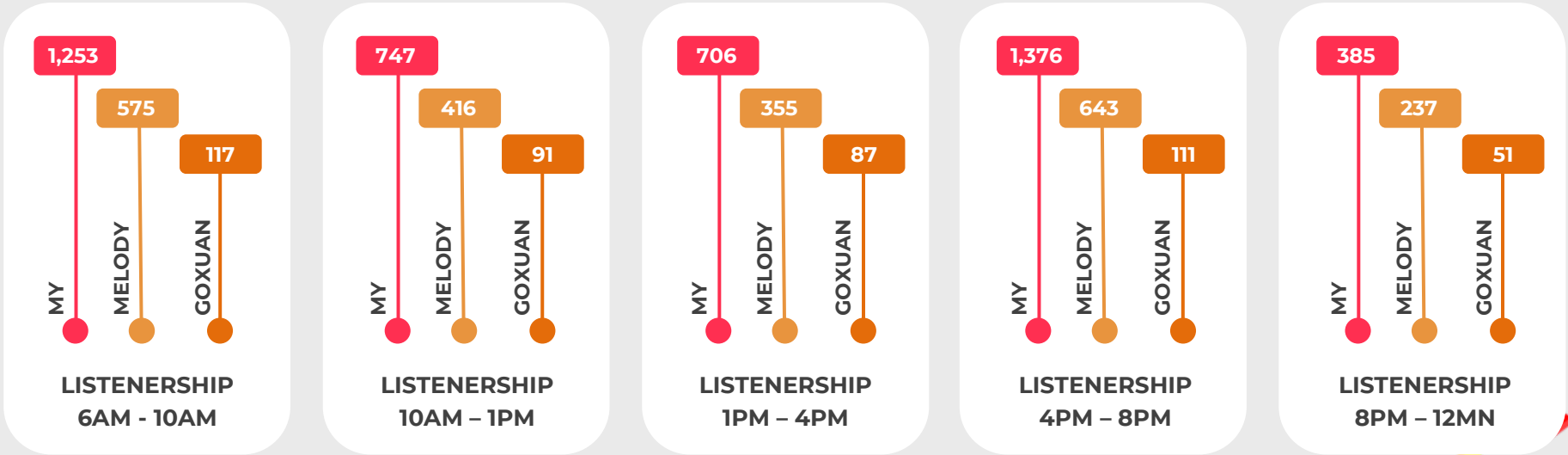
Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

Weekday Listenership - All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)



CHINESE BRANDS



CUMULATIVE AUDIENCE #('000)

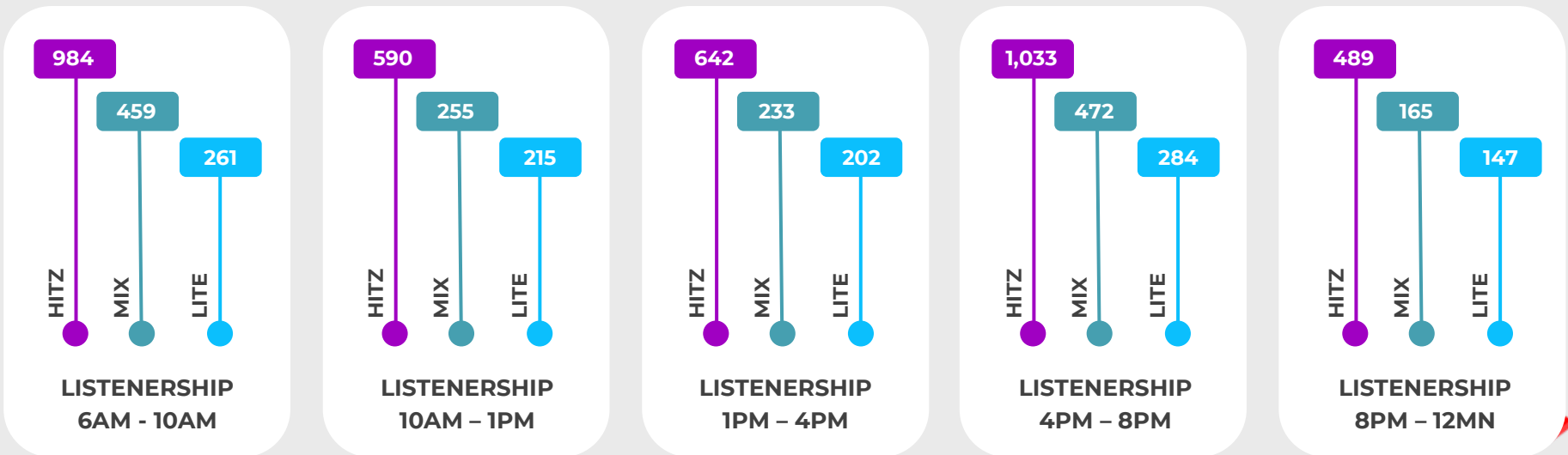
Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

Weekday Listenership - All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)



ENGLISH BRANDS



CUMULATIVE AUDIENCE #('000)

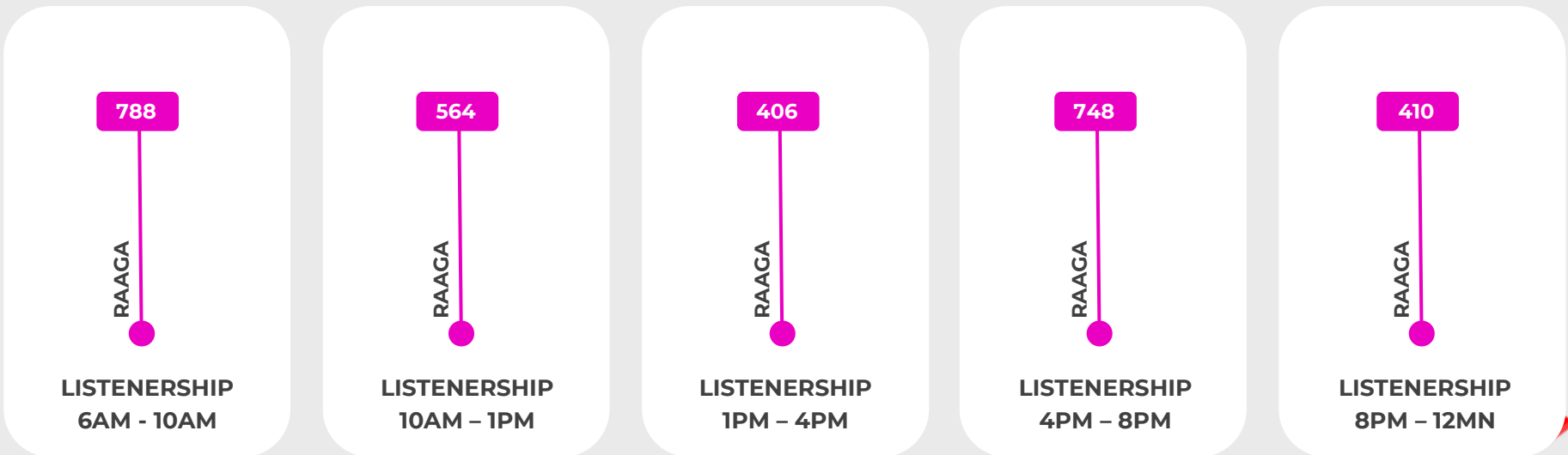
Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)



TAMIL BRAND



CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

Weekday Listenership - All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)





We Know What

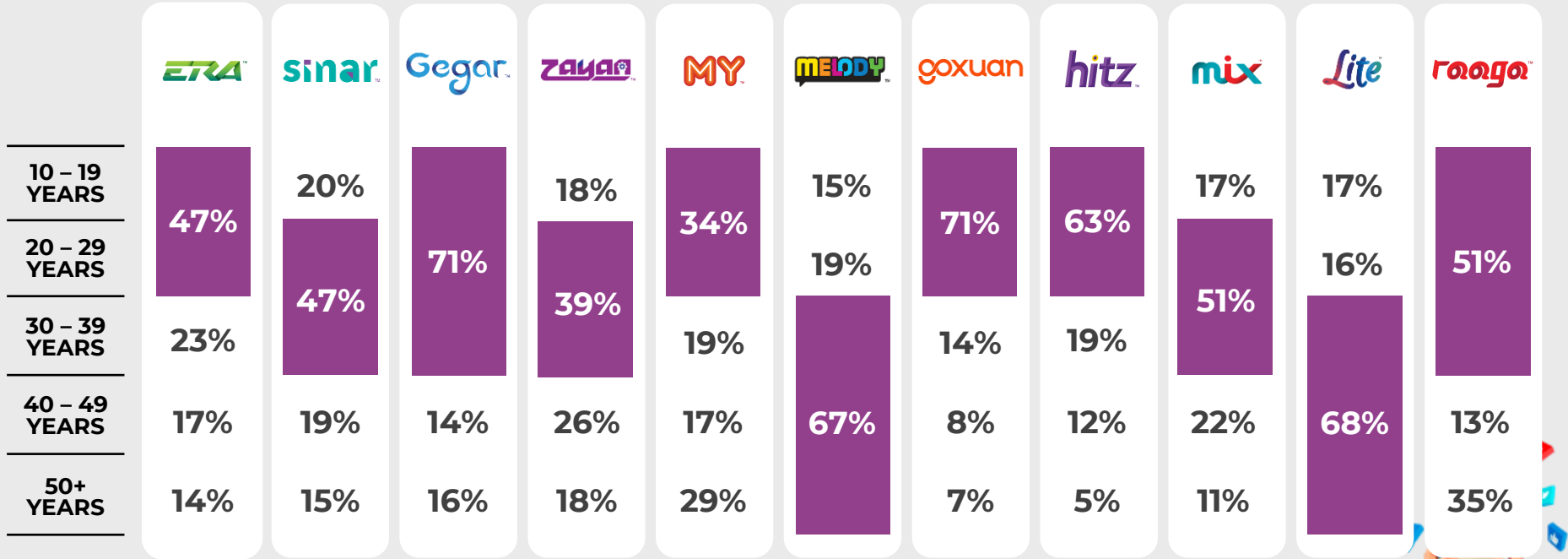
MALAYSIAN WANTS

reaching all walks of life



ERA sinar. **Gegar.** **ZAYAA** **hitz.** **mix** **Lite** **raaga** **MY.** **MELODY.** **goxuan** **SYOK**

OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



OUR PROFILE

	ERA	sinar.	Gegar.	zayaa	MY	MELODY	goxuan	hitz	mix	Lite	raaga
< 1K HHI	2%	2%	2%	9%	2%	1%	1%	2%	2%	4%	3%
1K – 2K HHI	10%	11%	16%	6%	4%	6%	5%	5%	4%	5%	10%
2K – 3K HHI	19%	21%	30%	19%	7%	15%	15%	10%	8%	5%	16%
3K – 4K HHI	21%	20%	26%	16%	15%	15%	20%	14%	12%	14%	24%
4K – 5K HHI	23%	22%	15%	19%	21%	17%	9%	21%	15%	9%	25%
> 5K HHI	26%	24%	11%	31%	50%	46%	50%	48%	60%	63%	21%

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024



OUR PROFILE

	ERA	sinar	Gegar	zayaa	MY	MELODY	goxuan	hitz	mix	Lite	raaga
PMAT'S (PMEB'S)	15%	14%	7%	19%	23%	21%	20%	25%	36%	40%	15%
OTHER WHITE COLLAR	14%	13%	9%	9%	14%	11%	20%	13%	13%	5%	8%
BLUE COLLAR	29%	29%	37%	22%	23%	27%	20%	21%	17%	14%	32%
STUDENTS	24%	21%	26%	19%	16%	18%	26%	33%	20%	19%	17%
OTHERS	18%	24%	21%	31%	25%	24%	14%	9%	15%	22%	29%

Source: GfK Radio Audience Measurement (RAM) Wave 1 2024

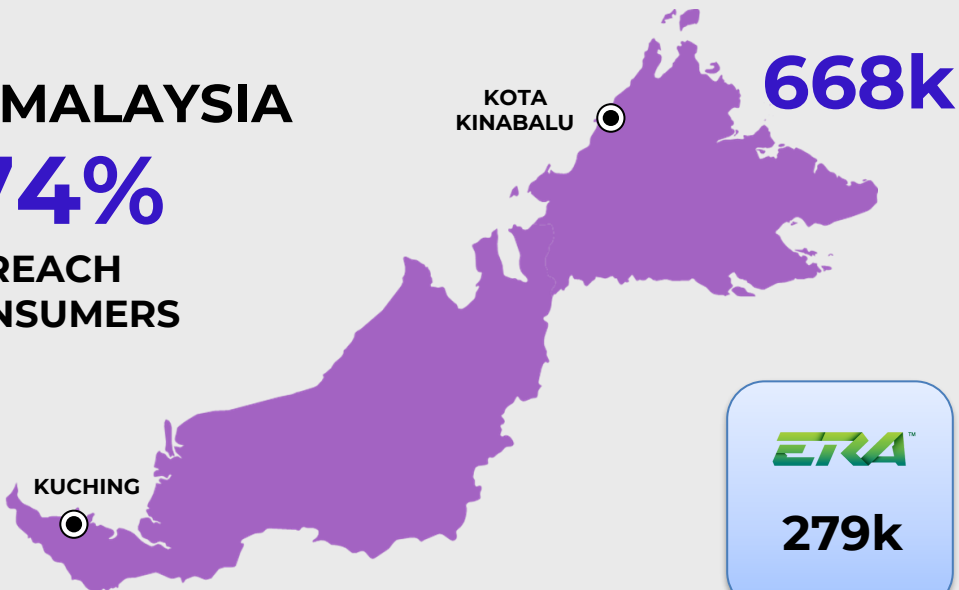


OUR REACH

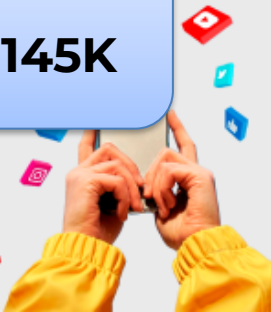
EAST MALAYSIA

74%

REACH
CONSUMERS



Source : GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)



OUR BRANDS

TOTAL REACH FOR MALAYSIA

ERA™

(‘000)

EM
279

PM
4,470

TOTAL
4,749

MY™

(‘000)

EM
145

PM
2,100

TOTAL
2,245

hitz™

(‘000)

EM
277

PM
2,073

TOTAL
2,350

CUMULATIVE AUDIENCE #(‘000)

GfK Radio Audience Measurement (RAM) Wave 1 2024 & "GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)



UPDATES



DIGITAL MATRIX

(March 2024)

WEBSITE

Users

STATISTICS

2.0mil

AUDIO STREAMING

Total Unique Listeners

9.9mil

Total Listens

12.9mil

Average Time Spent listening

41m 50s

Podcast Listens

739K

SYOK APP AUDIO STREAMING

Total Unique Listeners

5.5mil

Total Listens

8.1mil

Average Time Spent listening

24m 4s

VIDEO VIEWS

Social Media Video Views

395mil

(Facebook/Instagram/YouTube/Twitter/TikTok)

SOCIAL MEDIA

Facebook Fans

17mil

Twitter Followers

1.4mil

Instagram Followers

8.8mil

YouTube Followers

2.7mil

TikTok Followers

3.6mil

Source: Streaming is based >1 minute length, Revma Mar 2024 |
Video views: Sprout Social Mar 2024 | Website: Google Analytics (avg. Feb 2023 - Jan 2024)



**UPDATES
ON**

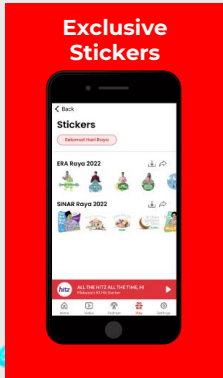
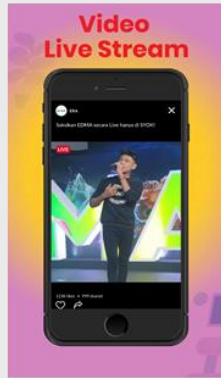
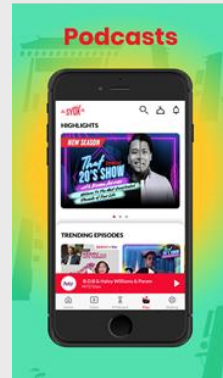
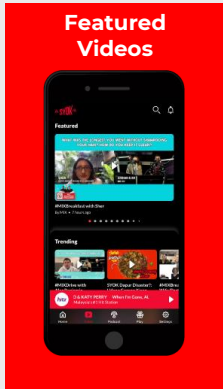
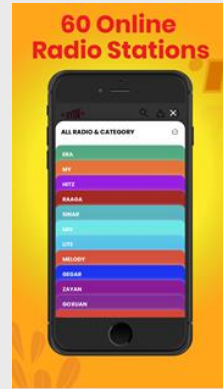


SYOK was first launched in July 2019 and is Astro Radio's multilingual entertainment and lifestyle platform that offers Malaysians live radio, original videos, exclusive podcasts, articles and contests through our website, social media and app.

With the recent relaunch of SYOK, users are able to stream 60 new and 25 existing Astro + Radio brands as well as gain access to SYOK Originals featuring bespoke short-form videos and podcasts produced by SYOK.

KEY STATISTICS March 2024

- MAU : 268K
- Average Session Duration : 51m 59s
- Radio Listeners : 4.5mil
- Radio Listens : 6.8mil
- Podcast listens : 3.5mil
- Article View : 88.9K
- Video View : 154K



Source: Streaming is based >1 minute length, Revma March 2024 | SYOK Apps performance: Google Analytics (GA4) March 2024



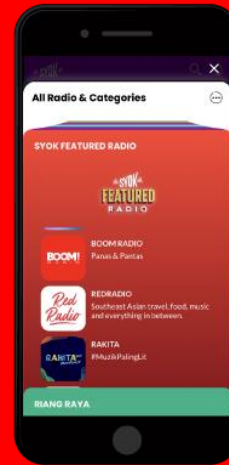
60 Online Radio Stations



60 ONLINE RADIO STATIONS

The 60 new stations on SYOK enables users to stream their favourite music genres and categories across languages including ballads, classics, acoustic music, dance music, workout music, K-pop, hip-hop, favourites from the 70s, 80s and 90s, rock, Jiwang, Cintan, Nasyid, Arabic, Bollywood songs, Irama Malaysia, Dangdut and more.

Featured Stations



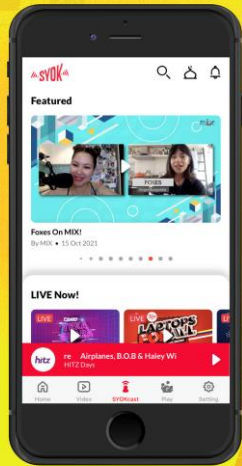
FEATURE STATIONS

We've also partnered with various other radio platforms to bring you a wider variety of content.

With names such as Boom! Radio, Red Radio, Rakita and KBS World Radio to name a few, these partnerships will open the doors to many more content offerings!



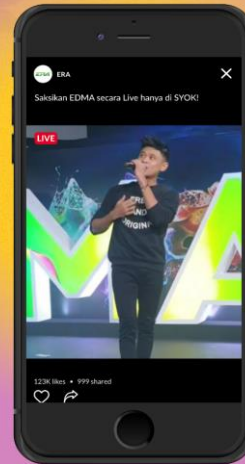
Original Videos



ORIGINAL VIDEOS

The SYOK app also offers Malaysians access to SYOK Originals – short-form videos which features relevant and interesting stories for everyone.

Video Live Stream

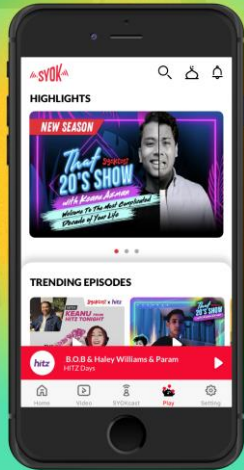


VIDEO LIVE STREAM

Now there's Video Live Stream on SYOK where users can catch real-time content, LIVE, interact via live chat and share it on their social media.



Podcasts



PODCASTS

SYOK features original and trending podcasts in various languages. With over 640 thousand listens per month, we highlight only the best podcasts for our listeners.

Exclusive Stickers



EXCLUSIVE STICKERS

Now, you can also get exclusive Whatsapp stickers from SYOK! Share your feelings and thoughts with our awesome sticker selection.



astro
Radio

Thank
You!



ERA sinar. Gegar. zaya. hitz. mix Lite raga. MY. MELODY. goxuan. SYOK