

**LATEST APRIL 2024**  
**Radio Listenership**  
**GFK RAM SURVEY WAVE 1, 2024**



**MALAY COMMERCIAL BRANDS**

**8.2M**

ASTRO RADIO LISTENERSHIP

FOR ERA, SINAR, GEGAR & ZAYAN

**ENGLISH COMMERCIAL BRANDS**

**3.0M**

ASTRO RADIO LISTENERSHIP

FOR HITZ, MIX & LITE

**CHINESE COMMERCIAL BRANDS**

**3.1M**

ASTRO RADIO LISTENERSHIP

FOR MY, MELODY & GOXUAN

**TAMIL COMMERCIAL BRANDS**

**1.4M**

ASTRO RADIO LISTENERSHIP

FOR RAAGA

Source: GfK Radio Audience Measurement (RAM) Wave 1, 2024  
 GfK measurement is the official measurement as endorsed by Commercial Radio Malaysia (CRM)  
 \*Listeners numbers is referring to weekly listeners among aged 10+

**astro**

Radio

**NO.1**  
 IN ALL LANGUAGES

**ERA**

FOR MALAY STATION

**hitz**

FOR ENGLISH STATION

**MY**

FOR CHINESE STATION

**raaga**

FOR TAMIL STATION



Astro Radio reaching  
**70%**  
 of Peninsular  
 Malaysia  
 Listeners

**LISTENERSHIP PUBLISHED  
 BY OUR CLOSEST COMPETITOR**

MALAY BRANDS		ENGLISH BRANDS	CHINESE BRANDS
HOT FM	KOOL101	FLY FM	EIGHT FM
3,825,000	234,000	2,152,000	506,000

Source:  
 NST article/ Nielsen Consumer & Media (CMV) from January 2023 till  
 December 2023

ERA Sinar. Gegar. ZAYAN. hitz. mix. Lite. raaga. MY. MELODY. goxuan. SYOK