

DIGITAL: SERVING 15.6 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

IMPIANA

Gegar

MASKULIN

Pengantin

UMPAN

SYOK

hijabista

KASHOORA

LIBUR

ZAMAN

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



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.

syok.my

APP: [iOS](#) | [Android](#)

.....

WEB

1,047,047
MONTHLY TOTAL USERS

8,476,577
MONTHLY PAGE VIEWS

0:04:35
AVERAGE SESSION DURATION

DEVICE CATEGORY

35.0%

64.7%

1.3%

73.5%

26.5%

AGE BREAKDOWN

18 - 24 **(4.5%)** 45 - 54 **(10.8%)**

25 - 34 **(6.3%)** 55 - 64 **(3.3%)**

35 - 44 **(10.4%)** 65+ **(1.0%)**

INTERESTS

Travel/Travel Buffs
News & Politics /Avid News Readers/ Entertainment News Enthusiasts

Media, Entertainment, Music Lovers

Technology/ Technophiles

APP

(GOOGLE ANALYTICS JUL 2024)

297,952
MONTHLY UNIQUE USERS

3,709,283
MONTHLY PAGE VIEWS

0:26:47
AVERAGE SESSION DURATION

DEVICE CATEGORY

72.9%

27.1%

48.9%

51.1%

AGE BREAKDOWN

18 - 24 **(3.5%)** 45 - 54 **(14.5%)**

25 - 34 **(10.1%)** 55 - 64 **(7.2%)**

35 - 44 **(15.5%)** 65+ **(2.8%)**

INTERESTS

Media, Entertainment, Casual & Social Gamers

News, Politics, Avid News Readers

Media, Entertainment, Gamers, Action Game Fans

Technology/Social Media Enthusiasts

SOCIAL MEDIA

725,086



COMBINED FOLLOWERS

WEB + APP

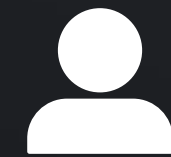
(GOOGLE ANALYTICS JUL 2024)



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

APP: [iOS](#) | [Android](#)



63,564

MONTHLY UNIQUE USERS



38.7%



60.5%



1.1%

DEVICE CATEGORY



189,574

MONTHLY PAGE VIEWS



0:04:07

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.3%)

45 - 54 (8.2%)

25 - 34 (6.4%)

55 - 64 (2.5%)

35 - 44 (14.7%)

65+ (0.5%)



74.9%



25.1%

INTERESTS



Media & Entertainment/
Music Lovers



News & Politics/Avid News Readers/Entertainment News Enthusiasts



Technology/
Technophiles



Travel/Travel Buffs

.....

SOCIAL MEDIA

318,099



COMBINED FOLLOWERS



3,170,044

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 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.

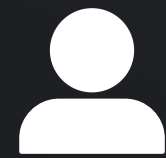
*Source: Reuters Institute Digital News Report 2018 - 2022

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

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WEB

(GOOGLE ANALYTICS JUL 2024)



3,997,816

MONTHLY UNIQUE USERS



10.2%



88.6%



0.8%

DEVICE CATEGORY



13,440,637

MONTHLY PAGE VIEWS



0:02:31

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.1%)

25 - 34 (3.9%)

35 - 44 (10.0%)

45 - 54 (11.4%)

55 - 64 (9.1%)

65+ (1.6%)



55.6%



44.4%

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

15,227,688



COMBINED FOLLOWERS



12,538,792

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 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.

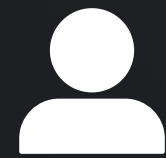
*Source: Reuters Institute Digital News Report 2018 - 2022

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

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APP

(GOOGLE ANALYTICS JUL 2024)



84,349

MONTHLY UNIQUE USERS



9,163,852

MONTHLY SCREEN VIEWS



0:13:08

AVERAGE TIME SPENT



26.7%



73.3%



95.3%



4.3%



0.2%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (2.1%)

45 - 54 (11.6%)

25 - 34 (5.7%)

55 - 64 (17.6%)

35 - 44 (6.8%)

65+ (12.9%)

INTERESTS



News & Politics /Avid News Readers



Media, Entertainment, Gamers, Action Game Fans



Media, Entertainment, Gamers, Casual & Social Gamers



Technology/Social Media Enthusiasts

SOCIAL MEDIA

15,227,688



COMBINED FOLLOWERS



12,538,792

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

WEB

(GOOGLE ANALYTICS JUL 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

gempak.com/rojakdaily



1,091,041

MONTHLY UNIQUE USERS



2,523,585

MONTHLY PAGE VIEWS



0:01:56

AVERAGE SESSION DURATION



71.7%



28.3%



5.5%



94.1%



0.7%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (1.3%)

45 - 54 (10.6%)

25 - 34 (3.7%)

55 - 64 (9.2%)

35 - 44 (11.7%)

65+ (0.9%)

INTERESTS



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



Sports & Fitness/SportsFans/SoccerFans



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food & Dining / Cooking Enthusiasts/ Aspiring Chefs

SOCIAL MEDIA

11,822,793



COMBINED FOLLOWERS



6,949,854

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

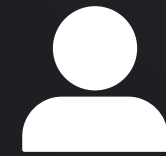
WEB

(GOOGLE ANALYTICS JUL 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



85,508

MONTHLY UNIQUE USERS



26.2%



73.6%



0.8%

DEVICE CATEGORY



308,658

MONTHLY PAGE VIEWS



0:02:44

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.7%)

25 - 34 (6.6%)

35 - 44 (12.3%)

45 - 54 (7.0%)

55 - 64 (2.5%)

65+ (0.4%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Technology/ Technophiles



Lifestyles & Hobbies/ Shutterbugs



Media, Entertainment/ Music Lovers



73.8%



26.2%

SOCIAL MEDIA



COMBINED FOLLOWERS

11,871,113



6,536,778

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

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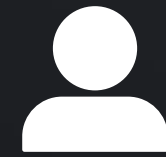
WEB

(GOOGLE ANALYTICS JUL 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



136,758

MONTHLY UNIQUE USERS



220,170

MONTHLY PAGE VIEWS



0:03:08

AVERAGE SESSION DURATION



15.3%



84.3%



0.7%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.7%)

45 - 54 (8.3%)

25 - 34 (6.0%)

55 - 64 (4.4%)

35 - 44 (12.0%)

65+ (0.6%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food & Dining, Cooking Enthusiasts, Aspiring Chefs



News & Politics /Avid News Readers/ Avid Political News Readers



Travel/Travel Buffs



73.5%



26.5%

.....

SOCIAL MEDIA

5,921,724



COMBINED FOLLOWERS



12,486,895

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

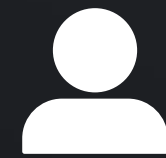
WEB

(GOOGLE ANALYTICS JUL 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

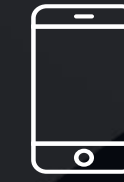


29,083

MONTHLY UNIQUE USERS



28.1%



71.8%



0.5%

DEVICE CATEGORY



59,503

MONTHLY PAGE VIEWS



0:02:57

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.4%)

45 - 54 (8.3%)

25 - 34 (7.6%)

55 - 64 (3.0%)

35 - 44 (13.9%)

65+ (0.4%)



76.6%



23.4%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Travel/Travel Buffs



Media, Entertainment/ Music Lovers



Technology, Technophiles

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SOCIAL MEDIA

3,244,429



COMBINED FOLLOWERS



4,468,103

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

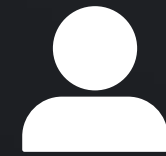
WEB

(GOOGLE ANALYTICS JUL 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



35,614

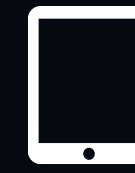
MONTHLY UNIQUE USERS



25.3%



73.8%



0.7%

DEVICE CATEGORY



61,121

MONTHLY PAGE VIEWS



0:02:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (6.1%)

45 - 54 (7.5%)

25 - 34 (7.2%)

55 - 64 (2.6%)

35 - 44 (10.5%)

65+ (0.4%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Travel/Travel Buffs



Lifestyles & Hobbies/ Shutterbugs



Technology, Technophiles



75.2%



24.8%

SOCIAL MEDIA

1,463,307



COMBINED FOLLOWERS



3,004,896

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

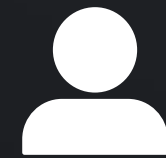
WEB

(GOOGLE ANALYTICS JUL 2024)

IMPRIANA

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

impiana.my



123,766

MONTHLY UNIQUE USERS



8.3%



90.2%



0.7%

DEVICE CATEGORY



177,379

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.9%)

45 - 54 (13.2%)

25 - 34 (3.2%)

55 - 64 (10.4%)

35 - 44 (14.1%)

65+ (1.0%)



0:02:02

AVERAGE SESSION DURATION

INTERESTS



Home & Garden/
Home Décor
Enthusiasts



Food, Dining, Cooking
Enthusiasts/
Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



News & Politics/ Avid
News Readers/ Avid
Political News
Readers



76.4%



23.6%

975,267

SOCIAL MEDIA



COMBINED FOLLOWERS



3,389,022

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

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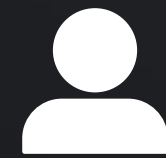
WEB

(GOOGLE ANALYTICS JUL 2024)

hijabista

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

hijabista.my



51,187

MONTHLY UNIQUE USERS



16.5%



81.8%



0.6%

DEVICE CATEGORY



71,219

MONTHLY PAGE VIEWS



0:01:19

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.1%)

25 - 34 (3.1%)

35 - 44 (6.3%)

45 - 54 (3.8%)

55 - 64 (2.7%)

65+ (0.3%)

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



83.1%



16.9%

.....

SOCIAL MEDIA

1,228,073



COMBINED FOLLOWERS



768,473

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

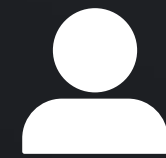
WEB

(GOOGLE ANALYTICS JUL 2024)

keluarga

This one's for the family, served with a healthy dose of household hacks, inspiring stories, and health tips.

keluarga.my



182,873

MONTHLY UNIQUE USERS



6.8%



92.3%



0.6%

DEVICE CATEGORY



250,892

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.8%)

45 - 54 (12.5%)

25 - 34 (3.1%)

55 - 64 (10.1%)

35 - 44 (15.0%)

65+ (0.7%)



0:01:45

AVERAGE SESSION DURATION

INTERESTS



81.9%



18.1%



Media & Entertainment / TV Lovers/ TV Drama Fans



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

1,155,207



COMBINED FOLLOWERS



2,976,937

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

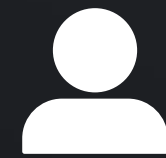
WEB

(GOOGLE ANALYTICS JUL 2024)



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

majalahpama.my



293,858

MONTHLY UNIQUE USERS



6.6%



92.9%



0.4%

DEVICE CATEGORY



413,059

MONTHLY PAGE VIEWS



0:01:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.8%)

45 - 54 (6.7%)

25 - 34 (2.8%)

55 - 64 (4.8%)

35 - 44 (9.2%)

65+ (0.3%)

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



83.8%



16.2%

.....

SOCIAL MEDIA

2,490,639



COMBINED FOLLOWERS



3,606,532

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

WEB

(GOOGLE ANALYTICS JUL 2024)

MASKULIN

A digital platform created for the modern urban male, serving everything from automotive news, health tips, and fashion features.

maskulin.com.my



49,783

MONTHLY UNIQUE USERS



15.8%



83.1%



0.5%

DEVICE CATEGORY



66,774

MONTHLY PAGE VIEWS



0:01:14

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.7%)

45 - 54 (3.5%)

25 - 34 (2.6%)

55 - 64 (1.9%)

35 - 44 (4.3%)

65+ (0.3%)

INTERESTS



Sports & Fitness/
SportsFans/
SoccerFans



Food, Dining, Cooking
Enthusiasts/
Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



News & Politics/ Avid
News Readers/ Avid
Political News
Readers



63.2%



36.8%

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SOCIAL MEDIA

555,742



COMBINED FOLLOWERS



1,707,408

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

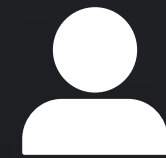
WEB

(GOOGLE ANALYTICS JUL 2024)



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

umpan.com.my



72,639

MONTHLY UNIQUE USERS



12.9%



86.7%



0.5%

DEVICE CATEGORY



114,153

MONTHLY PAGE VIEWS



0:01:29

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.1%)

25 - 34 (3.0%)

35 - 44 (4.3%)

45 - 54 (2.9%)

55 - 64 (1.2%)

65+ (0.3%)



54.5%



45.5%

INTERESTS



Technology, Technophiles



Travel, Travel Buffs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Lifestyles & Hobbies, Outdoor Enthusiasts

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SOCIAL MEDIA

404,767



COMBINED FOLLOWERS



19,088

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

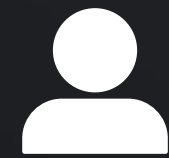
LIBUR

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

libur.com.my

WEB

(GOOGLE ANALYTICS JUL 2024)



46,883

MONTHLY UNIQUE USERS



24.5%



75.0%



0.6%

DEVICE CATEGORY



60,473

MONTHLY PAGE VIEWS



0:01:41

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (3.0%)

25 - 34 (4.1%)

35 - 44 (6.2%)

45 - 54 (4.4%)

55 - 64 (2.0%)

65+ (0.4%)



76.6%



23.4%

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

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SOCIAL MEDIA

123,936



COMBINED FOLLOWERS



236,315

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

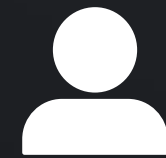


Serving the juiciest celebrity gossip and hottest entertainment updates.

mediahiburan.my

WEB

(GOOGLE ANALYTICS JUL 2024)



467,989

MONTHLY UNIQUE USERS



3.2%



96.0%



0.6%

DEVICE CATEGORY



818,922

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.4%)

45 - 54 (11.6%)

25 - 34 (2.7%)

55 - 64 (10.7%)

35 - 44 (13.8%)

65+ (0.8%)



0:01:52

AVERAGE SESSION DURATION

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



79.9%



20.1%

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SOCIAL MEDIA



COMBINED FOLLOWERS

4,228,976



7,488,887

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

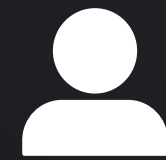
WEB

(GOOGLE ANALYTICS JUL 2024)

Mingguan Wanita

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

mingguanwanita.my



337,007

MONTHLY UNIQUE USERS



7.3%



92.0%



0.5%

DEVICE CATEGORY



485,680

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.6%)

45 - 54 (8.7%)

25 - 34 (2.2%)

55 - 64 (6.5%)

35 - 44 (9.8%)

65+ (0.5%)



0:01:46

AVERAGE SESSION DURATION

INTERESTS



Banking & Finance/
Avis Investors



Food, Dining, Cooking
Enthusiasts/ Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



News & Politics/ Avid
News Readers/ Avid
Political News
Readers



82.5%



17.5%

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SOCIAL MEDIA

2,669,977



COMBINED FOLLOWERS



6,122,442

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

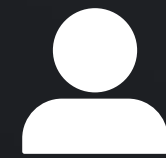
NONA

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

nona.my

WEB

(GOOGLE ANALYTICS JUL 2024)



299,593

MONTHLY UNIQUE USERS



4.7%



94.2%



0.8%

DEVICE CATEGORY



502,018

MONTHLY PAGE VIEWS



0:01:52

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.5%)

45 - 54 (11.1%)

25 - 34 (2.1%)

55 - 64 (10.0%)

35 - 44 (12.0%)

65+ (1.0%)



81.4%



18.6%

INTERESTS



Media & Entertainment / TV Lovers/ TV Drama Fans



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

1,267,946



COMBINED FOLLOWERS



6,008,724

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

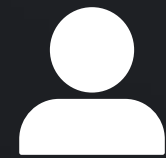
Pengantin

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

pesonapengantin.my

WEB

(GOOGLE ANALYTICS JUL 2024)



22,684

MONTHLY UNIQUE USERS



16.9%



82.5%



0.6%

DEVICE CATEGORY



33,468

MONTHLY PAGE VIEWS



0:01:24

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.4%)

25 - 34 (2.2%)

35 - 44 (4.7%)

45 - 54 (3.3%)

55 - 64 (2.5%)

65+ (0.3%)



78.4%



21.6%

INTERESTS



Lifestyles & Hobbies/
Shutterbugs



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

1,388,751



COMBINED FOLLOWERS



1,398,647

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)



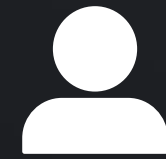
Invites sparks of local cooking and ideas of enjoying food. Rasa is our No. 1 lifestyle food portal.

rasa.my

.....

WEB

(GOOGLE ANALYTICS JUL 2024)



864,479

MONTHLY UNIQUE USERS



6.8%



92.8%



0.7%

DEVICE CATEGORY



1,621,824

MONTHLY PAGE VIEWS



0:01:38

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.3%)

25 - 34 (3.8%)

35 - 44 (7.8%)

45 - 54 (3.8%)

55 - 64 (3.5%)

65+ (0.4%)



87.0%



13.0%

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

2,046,958



COMBINED FOLLOWERS



3,179,298

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

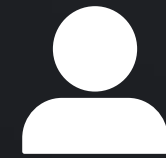
WEB

(GOOGLE ANALYTICS JUL 2024)

Remaja

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

remaja.my



165,107

MONTHLY UNIQUE USERS



9.0%



90.1%



0.7%

DEVICE CATEGORY



221,238

MONTHLY PAGE VIEWS



0:01:23

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.2%)

25 - 34 (2.4%)

35 - 44 (10.0%)

45 - 54 (8.7%)

55 - 64 (5.7%)

65+ (0.5%)

INTERESTS



Sports, Fitness, Sports & Soccer Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



77.0%



23.0%

.....

SOCIAL MEDIA



COMBINED FOLLOWERS

1,934,956



4,436,662

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

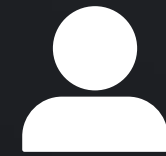
WEB

(GOOGLE ANALYTICS JUL 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



63,420

MONTHLY UNIQUE USERS



6.2%



93.1%



0.6%

DEVICE CATEGORY



88,098

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (0.5%)

45 - 54 (11.2%)

25 - 34 (2.7%)

55 - 64 (8.8%)

35 - 44 (14.7%)

65+ (0.5%)



0:01:31

AVERAGE SESSION DURATION

INTERESTS



Home & Garden/
Home Décor
Enthusiasts



Food, Dining, Cooking
Enthusiasts/
Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



News & Politics/ Avid
News Readers/ Avid
Political News
Readers



90.9%



9.1%

.....

SOCIAL MEDIA

90,133



COMBINED FOLLOWERS



1,054,097

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

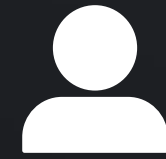
WEB

(GOOGLE ANALYTICS JUL 2024)

KASHOORGA

Life and beauty tips for Muslims.

kashoorga.com



68,606

MONTHLY UNIQUE USERS



6.7%



93.0%



0.6%

DEVICE CATEGORY



96,375

MONTHLY PAGE VIEWS



0:01:54

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.9%)

45 - 54 (9.5%)

25 - 34 (2.8%)

55 - 64 (6.0%)

35 - 44 (9.5%)

65+ (0.4%)

INTERESTS



Sports, Fitness, Sports & Soccer Fans



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



72.1%



27.9%

.....

SOCIAL MEDIA

1,287,037



COMBINED FOLLOWERS



834,239

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

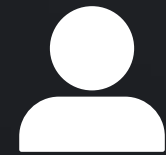


A digital platform created for the modern Malay woman, covering topics on family, food, travelling, as well as health and beauty.

vanillakismis.my

WEB

(GOOGLE ANALYTICS JUL 2024)



204,474

MONTHLY UNIQUE USERS



5.8%



93.3%



0.7%

DEVICE CATEGORY



291,108

MONTHLY PAGE VIEWS



0:02:04

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (0.5%)

45 - 54 (12.6%)

25 - 34 (3.1%)

55 - 64 (9.1%)

35 - 44 (12.2%)

65+ (1.0%)

INTERESTS



Home & Garden/
Home Décor
Enthusiasts



Food, Dining, Cooking
Enthusiasts/
Aspiring
Chefs



News & Politics /Avid
News Readers/
Entertainment News
Enthusiasts



News & Politics/ Avid
News Readers/ Avid
Political News
Readers



71.0%



29.0%

.....

SOCIAL MEDIA

853,947



COMBINED FOLLOWERS



2,961,792

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

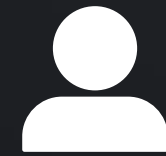
WEB

(GOOGLE ANALYTICS JUL 2024)



The latest digital edutainment platform for children, encouraging young talents to unleash their creative imagination.

bintangkecil.my



2,193

MONTHLY TOTAL USERS



25.0%



74.0%



1.0%

DEVICE CATEGORY



3,340

MONTHLY PAGE VIEWS



0:00:51

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.4%)

45 - 54 (5.3%)

25 - 34 (6.3%)

55 - 64 (2.5%)

35 - 44 (11.1%)

65+ (0.5%)

highlight



81.7%



18.3%

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles

.....

SOCIAL MEDIA

427,045



COMBINED FOLLOWERS



2,151,541

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

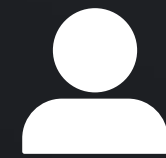
WEB

(GOOGLE ANALYTICS APRIL 2024)



One of Malaysia's largest Malay language entertainment and popular news portals focuses on the distribution of news as it happens.

siakapkeli.my



1,796,411

MONTHLY UNIQUE USERS



6.2%



92.5%



0.6%

DEVICE CATEGORY



3,823,362

MONTHLY PAGE VIEWS



0:00:46

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.88%)

45 - 54 (13.42%)

25 - 34 (4.58%)

55 - 64 (8.96%)

35 - 44 (13.68%)

65+ (0.93%)



62.1%



37.9%

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

8,439,772



COMBINED FOLLOWERS



11,317,936

MONTHLY REACH (FACEBOOK INSIGHTS APRIL 2024)

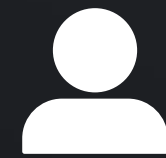
WEB

(GOOGLE ANALYTICS JUL 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



34,575

MONTHLY UNIQUE USERS



25.9%



72.7%



1.2%

DEVICE CATEGORY



71,518

MONTHLY PAGE VIEWS



0:03:23

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.0%)

45 - 54 (5.8%)

25 - 34 (4.5%)

55 - 64 (2.8%)

35 - 44 (7.4%)

65+ (0.9%)



68.2%



31.8%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Travel/Travel Buffs



Media & Entertainment / MusicLovers



Media, Entertainment, Book Lovers

SOCIAL MEDIA

188,315



COMBINED FOLLOWERS



460,689

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

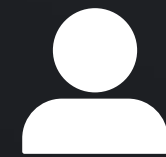
WEB

(GOOGLE ANALYTICS JUL 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



634,772

MONTHLY UNIQUE USERS



11.3%



87.4%



2.0%

DEVICE CATEGORY



1,909,552

MONTHLY PAGE VIEWS



0:02:46

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.7%)

25 - 34 (2.8%)

35 - 44 (6.3%)

45 - 54 (11.5%)

55 - 64 (7.9%)

65+ (3.5%)



60.3%



39.7%

INTERESTS



Banking & Finance/
Avis Investors



Travel/Travel Buffs



News, Politics, Avid
News Readers,
Entertainment News
Enthusiasts



Media, Entertainment,
Book Lovers

SOCIAL MEDIA

784,039



COMBINED FOLLOWERS



3,692,660

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

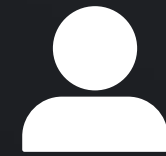
WEB

(GOOGLE ANALYTICS JUL 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



46,565

MONTHLY UNIQUE USERS



30.5%



67.5%



2.2%

DEVICE CATEGORY



642,613

MONTHLY PAGE VIEWS



0:03:26

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (6.4%)

45 - 54 (4.7%)

25 - 34 (4.2%)

55 - 64 (1.9%)

35 - 44 (5.9%)

65+ (0.7%)



74.9%



25.1%

INTERESTS



Media & Entertainment / Music Lovers/ World Music Fans



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment/ Music Lovers/ Pop Music Fans



Media, Entertainment, Book Lovers

.....

SOCIAL MEDIA

748,566



COMBINED FOLLOWERS



2,159,359

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

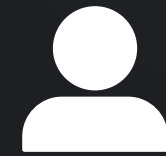
WEB

(GOOGLE ANALYTICS JUL 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



66,475

MONTHLY UNIQUE USERS



169,156

MONTHLY PAGE VIEWS



0:03:30

AVERAGE SESSION DURATION



35.1%



65.0%



0.7%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.4%)

45 - 54 (9.8%)

25 - 34 (6.7%)

55 - 64 (3.7%)

35 - 44 (10.4%)

65+ (1.5%)



69.0%



31.0%

INTERESTS



Lifestyle & Hobbies/
Frequently Attend
Live Events



Media, Entertainment,
Book Lovers



Media, Entertainment,
Music Lovers, Pop
Music Fans



Travel/Travel Buffs

SOCIAL MEDIA

610,995



COMBINED FOLLOWERS



2,384,974

MONTHLY REACH
(FACEBOOK INSIGHTS OCTOBER 2023)

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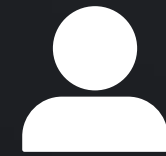
WEB

(GOOGLE ANALYTICS JUL 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

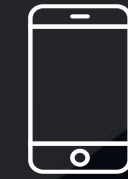


189,973

MONTHLY UNIQUE USERS



22.7%



75.1%



2.2%

DEVICE CATEGORY



3,935,902

MONTHLY PAGE VIEWS



0:03:53

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.8%)

25 - 34 (4.7%)

35 - 44 (6.1%)

45 - 54 (6.5%)

55 - 64 (3.3%)

65+ (1.2%)



69.2%



30.8%

INTERESTS



Media, Entertainment/
Music Lovers/ Pop
Music Fans



Media &
Entertainment / TV
Lovers/ TV Drama
Dans



News, Politics, Avid
News Readers/
Entertainment News
Enthusiasts



Media, Entertainment,
Book Lovers

.....

SOCIAL MEDIA

2,055,995



COMBINED FOLLOWERS



4,705,639

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

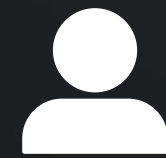
WEB

(GOOGLE ANALYTICS JUL 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



2,285

MONTHLY UNIQUE USERS



24.5%



74.4%



1.3%

DEVICE CATEGORY



11,944

MONTHLY PAGE VIEWS



0:14:25

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.5%)

45 - 54 (7.8%)

25 - 34 (7.1%)

55 - 64 (3.7%)

35 - 44 (11.9%)

65+ (0.0%)



71.2%



28.8%

INTERESTS



Media & Entertainment/ Movies Lovers/ Fans of South Asian Film



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles



Media, Entertainment, Music Lovers

.....

SOCIAL MEDIA

CONSOLIDATED UNDER SYOK ENG

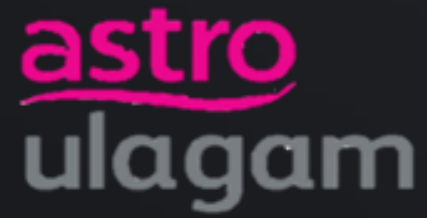
218,672



COMBINED FOLLOWERS

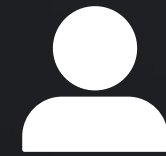
WEB

(GOOGLE ANALYTICS JUL 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



97,445

MONTHLY UNIQUE USERS



25.8%



74.3%



0.6%

DEVICE CATEGORY



152,760

MONTHLY PAGE VIEWS



0:01:36

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.3%)

25 - 34 (5.3%)

35 - 44 (5.6%)

45 - 54 (3.3%)

55 - 64 (2.5%)

65+ (1.5%)



55.1%



44.9%

INTERESTS



Travel/Travel Buffs



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



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Movie Lovers, South Asian Film Fans

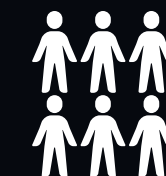
.....

SOCIAL MEDIA

3,261,403



COMBINED FOLLOWERS



6,074,809

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

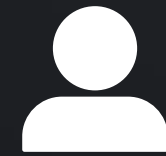
WEB

(GOOGLE ANALYTICS JUL 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



19,621

MONTHLY UNIQUE USERS



28.7%



70.5%



0.8%

DEVICE CATEGORY



81,229

MONTHLY PAGE VIEWS



0:04:51

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.4%)

25 - 34 (5.4%)

35 - 44 (7.6%)

45 - 54 (6.9%)

55 - 64 (2.4%)

65+ (0.8%)



69.6%



30.4%

INTERESTS



Travel/Travel Buffs



Media, Entertainment, Movie Lovers, South Asian Film Fans



Technology, Technophiles



News, Politics, Avid News Readers/ Entertainment News Enthusiasts

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SOCIAL MEDIA

1,824,463



COMBINED FOLLOWERS



1,555,664

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

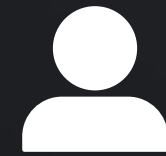
WEB

(GOOGLE ANALYTICS JUL 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



52,511

MONTHLY UNIQUE USERS



23.9%



74.9%



1.6%

DEVICE CATEGORY



122,752

MONTHLY PAGE VIEWS



0:03:02

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.4%)

45 - 54 (4.8%)

25 - 34 (5.6%)

55 - 64 (2.0%)

35 - 44 (8.3%)

65+ (1.3%)



68.3%



31.7%

INTERESTS



Technology, Technophiles



Travel/Travel Buffs



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Music Lovers

.....

SOCIAL MEDIA

218,672



COMBINED FOLLOWERS



1,343,559

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

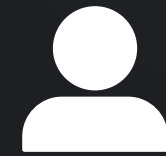
WEB

(GOOGLE ANALYTICS JUL 2024)



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



932,392

MONTHLY UNIQUE USERS



6.0%



92.9%



0.9%

DEVICE CATEGORY



2,803,997

MONTHLY PAGE VIEWS



0:02:12

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (1.4%)

45 - 54 (16.3%)

25 - 34 (4.4%)

55 - 64 (9.9%)

35 - 44 (14.5%)

65+ (1.3%)



34.9%



65.1%

INTERESTS



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Sports & Fitness, Sports Fans, Soccer Fans



Travel/Travel Buffs



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

.....

SOCIAL MEDIA

2,429,954



COMBINED FOLLOWERS



41,286,964

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

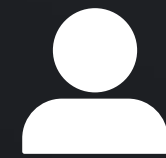
WEB

(GOOGLE ANALYTICS JUL 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



43,694

MONTHLY UNIQUE USERS



99,443

MONTHLY PAGE VIEWS



0:04:00

AVERAGE SESSION DURATION



32.5%



67.1%



0.9%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.6%)

25 - 34 (5.3%)

35 - 44 (7.3%)

45 - 54 (6.5%)

55 - 64 (3.3%)

65+ (1.6%)



69.8%



30.2%

INTERESTS



Media & Entertainment/ Music Lovers/ Pop Music Fans



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles

.....

SOCIAL MEDIA

2,291,703



COMBINED FOLLOWERS



2,807,350

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

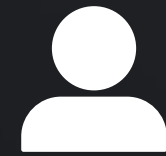
WEB

(GOOGLE ANALYTICS JUL 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



2,820

MONTHLY UNIQUE USERS



6.972

MONTHLY PAGE VIEWS



0:02:20

AVERAGE SESSION DURATION



62.6%



36.7%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (0.0%)

45 - 54 (9.2%)

25 - 34 (5.6%)

55 - 64 (3.3%)

35 - 44 (8.2%)

65+ (0.0%)



72.1%



27.9%

INTERESTS



Media & Entertainment/
Music Lovers/ Pop
Music Fans



Travel/Travel Buffs



News, Politics, Avid
News Readers/
Entertainment News
Enthusiasts



Technology,
Technophiles

SOCIAL MEDIA

541,115



COMBINED FOLLOWERS



1,993,264

MONTHLY REACH
(FACEBOOK INSIGHTS OCTOBER 2023)

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WEB

(GOOGLE ANALYTICS JUL 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



12,803

MONTHLY UNIQUE USERS



37,981

MONTHLY PAGE VIEWS



0:03:05

AVERAGE SESSION DURATION



67.5%



31.4%



0.6%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.0%)

45 - 54 (8.2%)

25 - 34 (6.1%)

55 - 64 (1.3%)

35 - 44 (12.0%)

65+ (0.70%)



78.7%



21.3%

INTERESTS



Travel/Travel Buffs



Media, Entertainment/
Music Lovers



News, Politics, Avid
News Readers/
Entertainment News
Enthusiasts



Technology,
Technophiles

.....

SOCIAL MEDIA

429,772



COMBINED FOLLOWERS



1,776,816

MONTHLY REACH
(FACEBOOK INSIGHTS OCTOBER 2023)

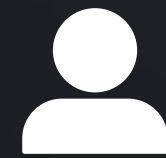
WEB

(GOOGLE ANALYTICS JUL 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
APP: [iOS](#) | [Android](#)

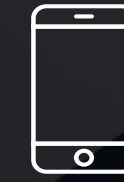


842,177

MONTHLY UNIQUE USERS



27.6%



70.5%



2.2%

DEVICE CATEGORY



7,541,724

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (5.1%)

45 - 54 (4.5%)

25 - 34 (4.5%)

55 - 64 (2.5%)

35 - 44 (5.9%)

65+ (0.8%)



0:04:17

AVERAGE SESSION DURATION

INTERESTS



Sports, Fitness, Sports & Soccer Fans



Media, Entertainment, Movie Lovers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Light TV Viewers



58.3%



43.0%

753,935

SOCIAL MEDIA



COMBINED FOLLOWERS



7,558,390

MONTHLY REACH (FACEBOOK INSIGHTS JUL 2024)

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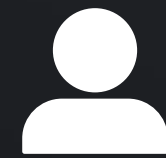
The go-to streaming platform for young Malaysians, bringing all the action in global live sports, local entertainment and exclusive sooka originals.

sooka.my
APP: [iOS](#) | [Android](#)

.....

APP

(GOOGLE ANALYTICS JUL 2024)



485,590

MONTHLY UNIQUE USERS



18,902,178

MONTHLY SCREEN VIEWS



0:58:34

AVERAGE TIME SPENT



41.8%



61.5%



69.0%



31.0%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (18.2%)

45 - 54 (7.1%)

25 - 34 (18.3%)

55 - 64 (3.3%)

35 - 44 (13.0%)

65+ (1.3%)

INTERESTS



Media & Entertainment/
Gamers/ Casual & Social Gamers



Technology, Social Media Enthusiasts



Media & Entertainment, Comics & Animation Fans



News, Politics/Avid News Readers Reader

SOCIAL MEDIA

753,935



COMBINED FOLLOWERS



7,558,390

MONTHLY REACH
(FACEBOOK INSIGHTS JUL 2024)

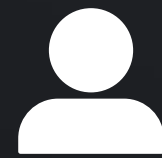
APP

(GOOGLE ANALYTICS APRIL 2024)



Explore a world of endless entertainment in your pocket. Stream the latest shows, movies, Astro GO exclusives and live sports on the go.

APP: [iOS](#) | [Android](#)



553,000

MONTHLY ACTIVE USERS

925,000

TOTAL SUBSCRIBERS ACTIVATED



202.48 MIL MINUTES

TOTAL CONTENT VIEW TIME

07:56:00

AVERAGE TIME SPENT PER UNIQUE USER



56.6%

WEEKDAYS

43.4%

WEEKENDS

APP DOWNLOADS
CUMULATIVE AS OF JULY 2023



2,130,000



6,930,000

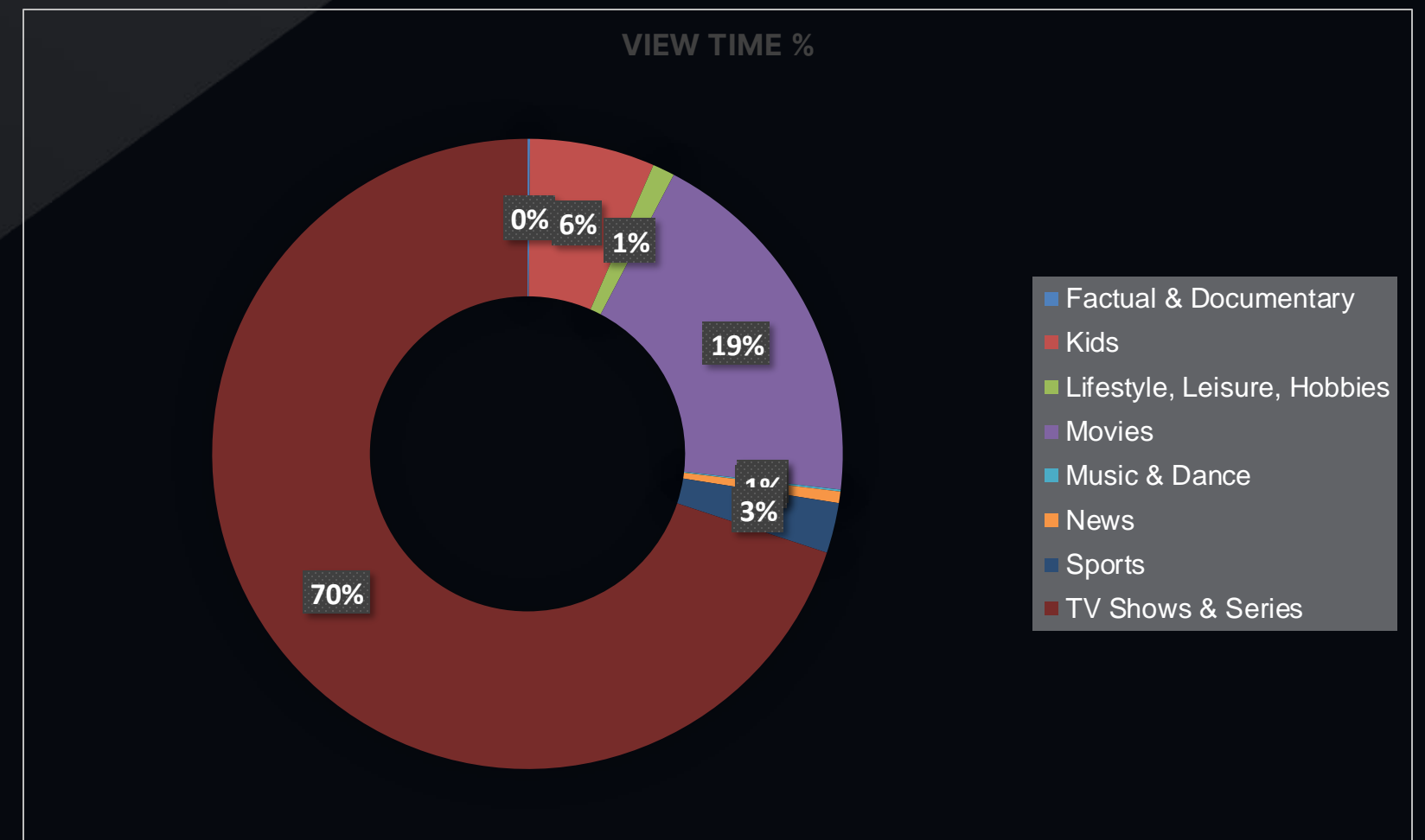
PLATFORMS



67.98%



32.02%



GENDER



35.0%



57.0%



7.0%

AGE BREAKDOWN

18 - 34 (14.9%)

35 - 49 (40.60%)

50+ (44.3%)

RACE

Malay Chinese Indian Other

