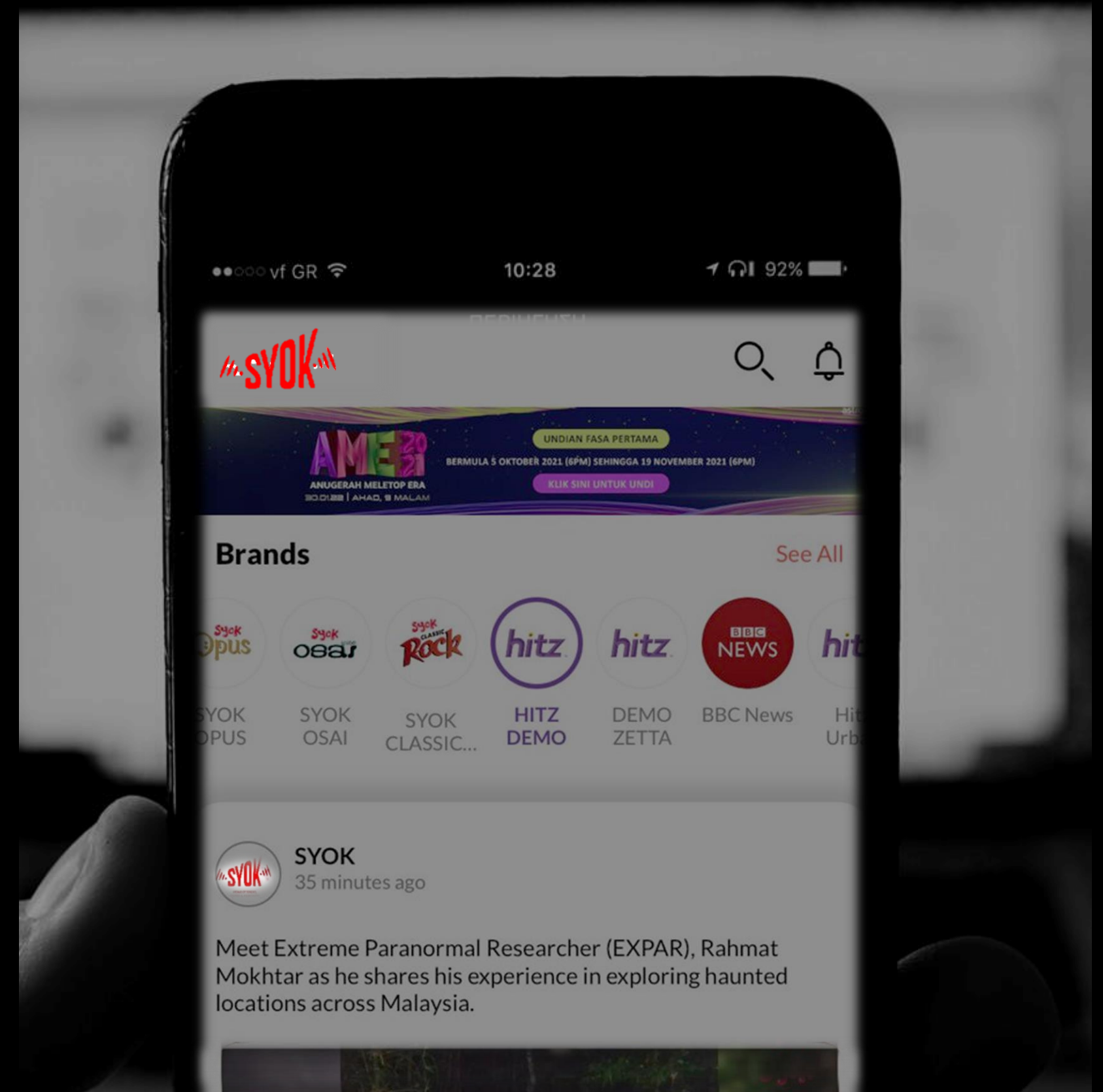


# Digital Audio Ads New Opportunities On **SYOK**



# Listen in

- About Digital Audio
- SYOK, What's New?
- Creative Ad Features
- Advertising Opportunities



# Tap into key streaming moments



Listener engagement



Brand awareness



Trust & Interaction



Increase conversion



Innovation makes audio advertising more powerful and immersive



# Digital audio is a major part of our lives

**878.8mil**

Number of users in the  
digital audio segment by 2027

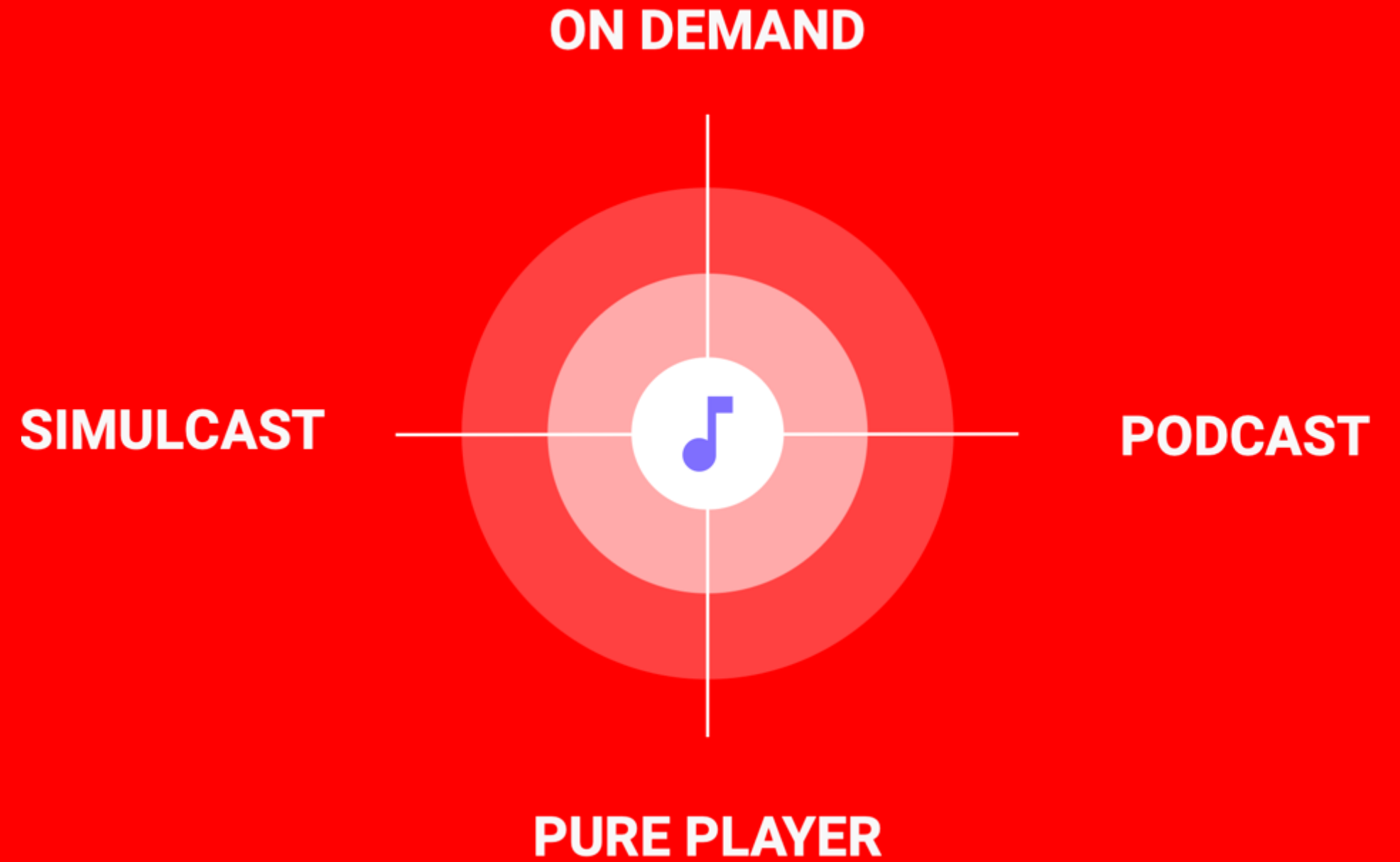
**61%**

Respondents listened to an ad  
all the way through

**USD2.23b**

2023 Projected ad spend of the  
digital audio advertising segment in Asia

# Audio all around us



# Audio Streaming more than ever

With Radio Web and SYOK

Source: Radioactive/ Revma (Avg. Nov 2023-Jan 2024), data based on listening duration > 1 min  
\*Revma starting from Dec 23

Average Monthly Unique Listeners

> 6.2 Million

Average Monthly Audio Streams

> 12 Million

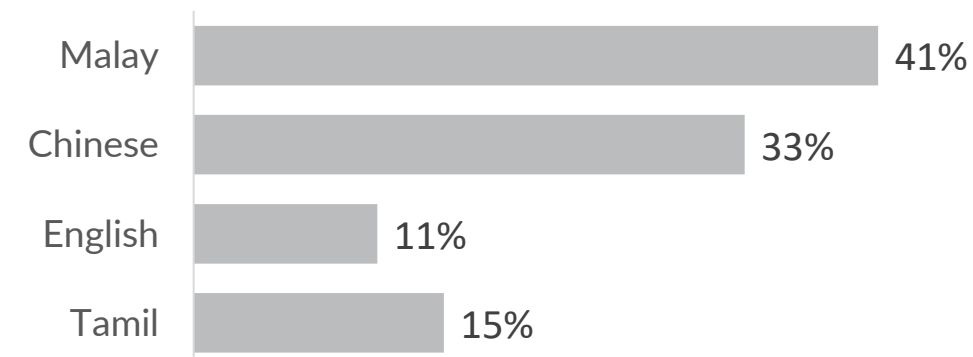
Average Time Spent Listening /Stream

> 52 Minutes

## Device Distribution



## By Language



## By Region





A multilingual entertainment application that offers listeners access to 60 online radio stations, news channels, trending podcasts and videos, articles & exciting contests with great prizes.

Average Monthly Active Users  
 213,000 (App)  
 1,290,000 (Web)

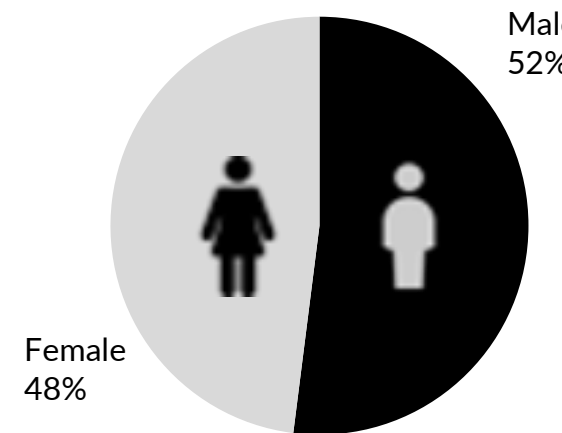
SYOK App Monthly Average Streams  
 > 6.7 Million

Average Duration/Session  
 > 26 min

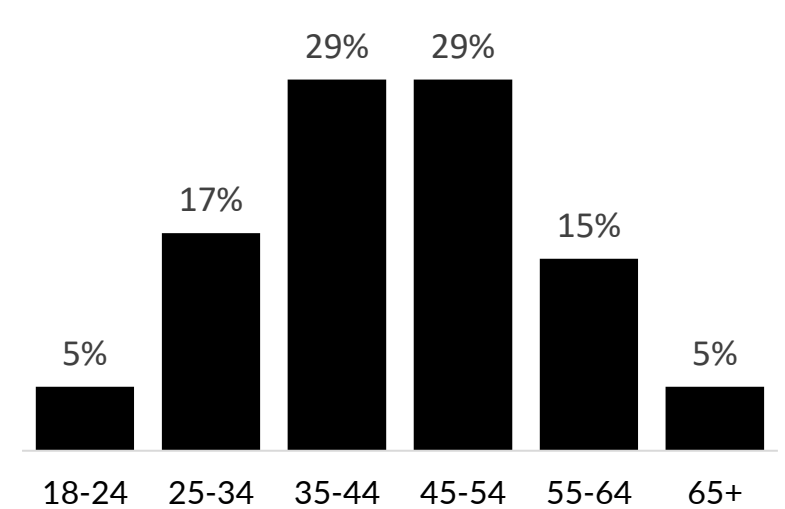
Source: Google Analytics, Nov 2023-Jan 2024 (SYOK MAU); Radioactive/ Revma, Avg. Nov 2023-Jan 2024, > 1 min (Monthly Average Stream and Duration) \*Revma starting from Dec 23



**Gender**



**Age**



**SYOK USERS**

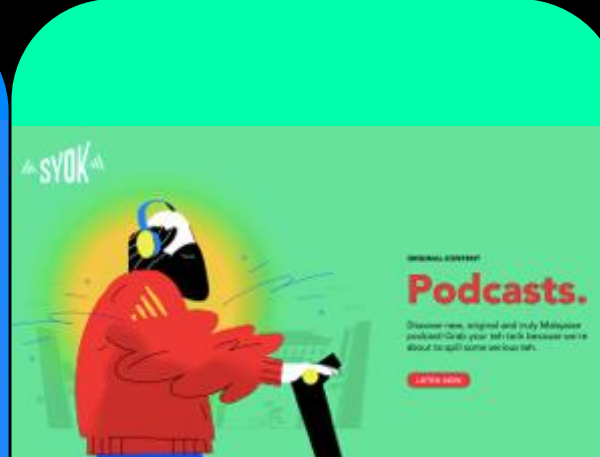
Source: Google Analytics, January 2024

# Content Ecosystem



## Live & Online Radio

High-quality streams of **91 radio brands** which includes 13 of Astro Radio's existing FM stations that are the **No.1 radio brand** in each language segment and 8 Direct-Transmission Unit stations. The addition of **60 new online radio stations** are categorised by music genre.



## Podcasts

A growing inventory of new, original and truly Malaysian podcasts; with total listens of **6.7mil.**

*(Source: Megaphone & Whooshka Analytics, Feb 2023-Feb 2024)*



## Original Videos

An array of original videos that covers interesting topics and appeals to multi-racial Malaysians!



## Video Live Stream

Now there's Video Live Stream on SYOK! Real time-content live and interact with us via Live chat!



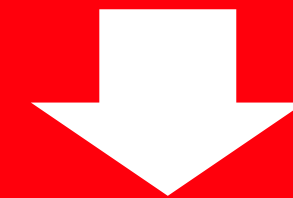
## Play

Hosts all contests and giveaways on SYOK and across all the radio stations. We also have a new Spin to Win Gamification feature which allows partners and clients to engage with their audience.



# Reaching targets – the smarter, more sophisticated way

BEYOND 1 TO MANY



NEW TARGETING 1:1



# Creative ad formats to address different business needs



Audio ads



Audio ads & display companion



Shake Me <sup>TM</sup>

# Audio Ads



**A smooth ad delivery helps brands tell their stories,  
while the wrong volume and bit rate can ruin the listening experience.**

Wrong  
volume



[\(Click to Listen\)](#)

Wrong bit  
rate



[\(Click to Listen\)](#)

Volume normalization at the  
right bit rate



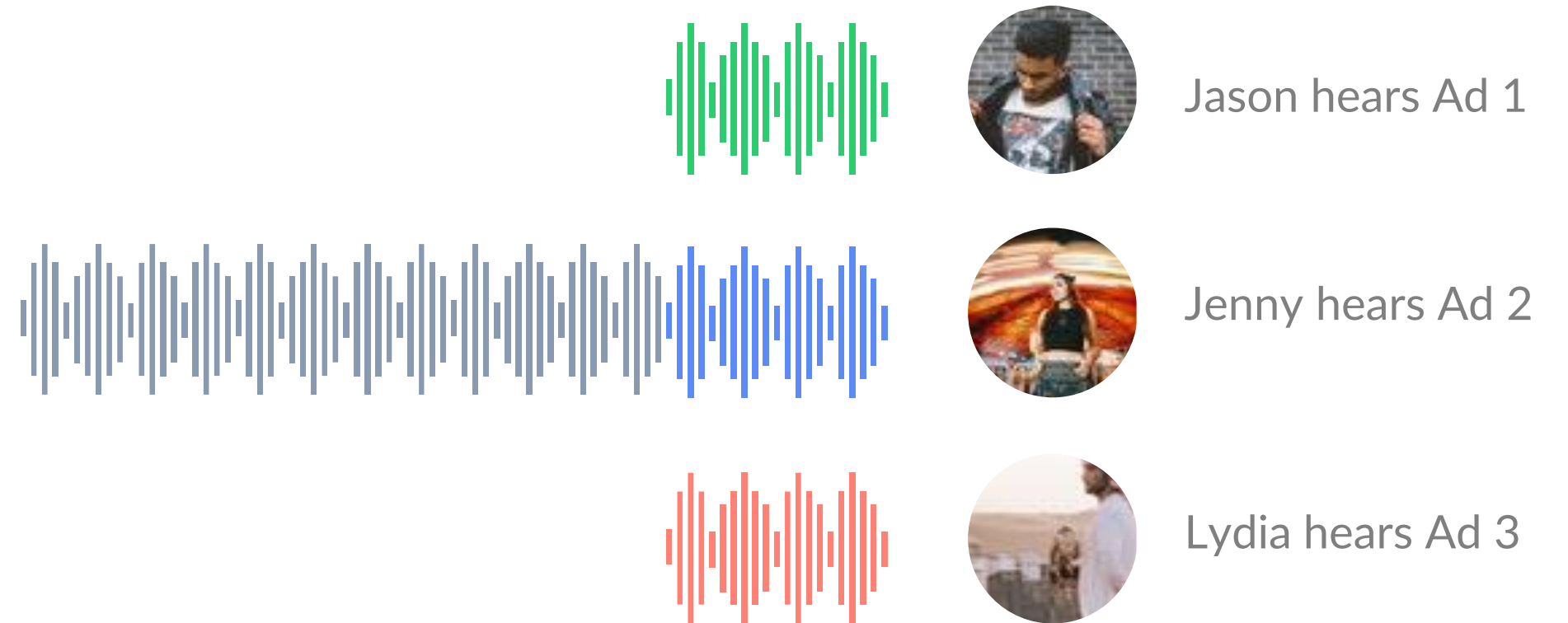
[\(Click to Listen\)](#)

# Targeted ad insertion

We want to ensure our listeners receive relevant and targeted ads.

For example, FM ads will generate maximum mass reach and awareness.

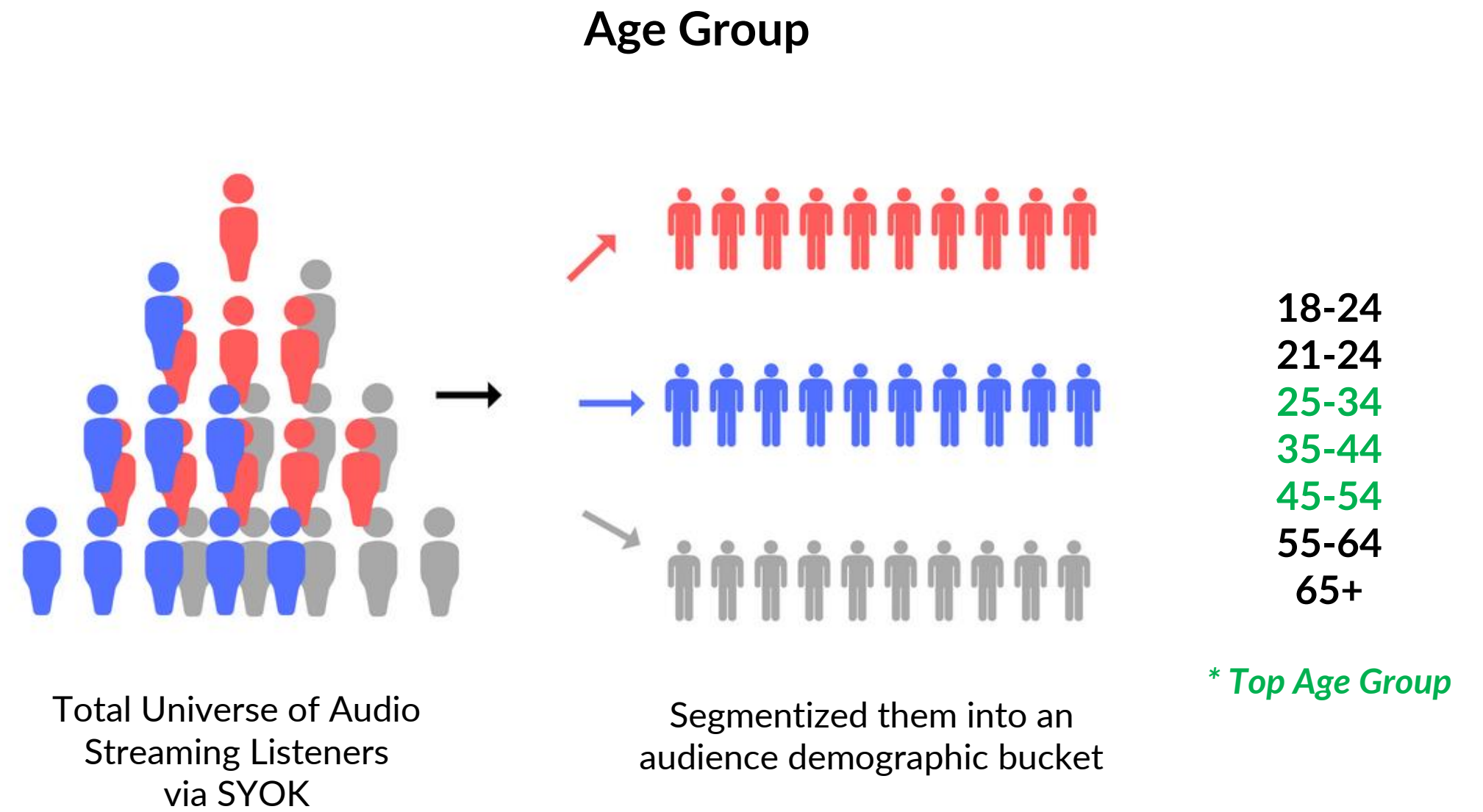
Personalising your brand message to a targeted audience of your choice can be done with **digital audio ads** by way of a targeted ad insertion, which means we deliver a **different audio stream** to each listener.



# Demographic

Mass target for awareness is crucial for effective messaging.

With selected demographics of age, gender as a focus group for your campaign, we can turn listeners into potential consumers for your brand and products.



## Gender



Male



Female

## In & Out the Market

To make an ad locally relevant, we can selectively place the ad based on the listener's location by region, state or even city.

The in & out market model may also be applied in such a way where we send listeners to a brand's local outlet/branch via their radius range.



# Listeners' Interests

Brand consideration and favourability are both essential stages of the consumer cycle before turning into purchase and sales.

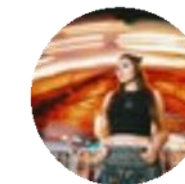
In target ads delivery which comes with interest and in market audience targeting has been proven to improve brand recall by offering higher relevancy brand messages to listeners.

It can be re-targeted to retain and support brand loyalty campaign too.

With 16 Audience Segments Categories Ready For You



Jason hears Ad 1 targeting **Automotive** Segment



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



Lydia hears Ad 3 targeting **Travel** Segment



# Audience Segment Description

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1



**ARTS & ENTERTAINMENT**

Art & Craft, Media Entertainment, Interested in Live/Entertainment Shows  
**Audience Size: 280k**



**CONCERTS & EVENTS**

Interested in Community or Live Events  
**Audience Size: 90k**



**FINANCE**

Interested in Finance, Personal Finance, Works in Finance, Business Owners, Business Decision Makers  
**Audience Size: 240k**



**PARENTING**

Parents, Working Parents, New Parents, Parents of Teenagers, Household with children  
**Audience Size: 280k**



**AUTOMOTIVE**

New, Used, Luxury, Electric, Van, SUV Car buyers, Car Owners, In Market for Auto Insurance  
**Audience Size: 100k**



**ESPORTS & VIDEO GAMES**

Interested in video games or eSports  
**Audience Size: 425k**



**FOOD & BEVERAGE**

Interested in food, In Market for Food Delivery, Instant/Nutritional Food Lover  
**Audience Size: 385k**



**SPORTS**

Interest in sport, Sports & Activity Lover  
**Audience Size: 280k**



**BEAUTY & FASHION**

Beauty Products Past Purchaser, Brand Propensity, Health & Beauty Shopper  
**Audience Size: 200k**



**FAST FOOD**

Fast Food Lovers  
**Audience Size: 265k**



**HEALTH & FITNESS**

Interested in Health and Medicine, In Market for Healthcare/Medicare, Health Products Shopper  
**Audience Size: 185k**



**TRAVEL**

Interested in Travel, Business/Leisure Travelers, In Market for Air/International Travel  
**Audience Size: 370k**

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2



**FACE CARE**

Interested in makeup or skincare  
**Audience Size: 240k**



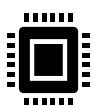
**FMCG SHOPPER**

Bargain, Cooking Spice, Pharmacy, Online, Cleaning, Cooking Products, Food & Groceries, Personal Toiletries Shoppers  
**Audience Size: 110k**



**OUTDOORS**

Interested in nature or outdoor activities  
**Audience Size: 78k**



**TECH & GADGETS**

Interested in Tech, Mobile Device Shopper  
**Audience Size: 56k**

# Ad Sequencing

Use different ads placed sequentially in different ad breaks for effective storytelling.

## KEY BENEFITS:

- Storytelling
- Raise brand awareness
- Generate brand engagement

Just like in display or video ads, audio advertising works with premium ad positions. These allow you to always have your strategic ads delivered first during an ad break.



Ad 1  
Join us at the Asia Music festival



Ad 2  
Bring 3 of your friends to the festival



Ad 3  
Spend for min RM 30 to meet BTS!

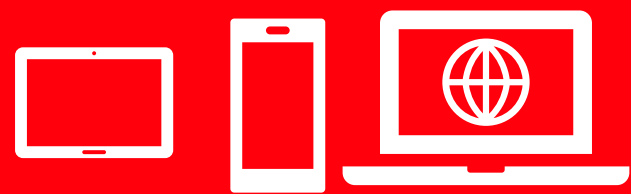


# Audio Ads & Display

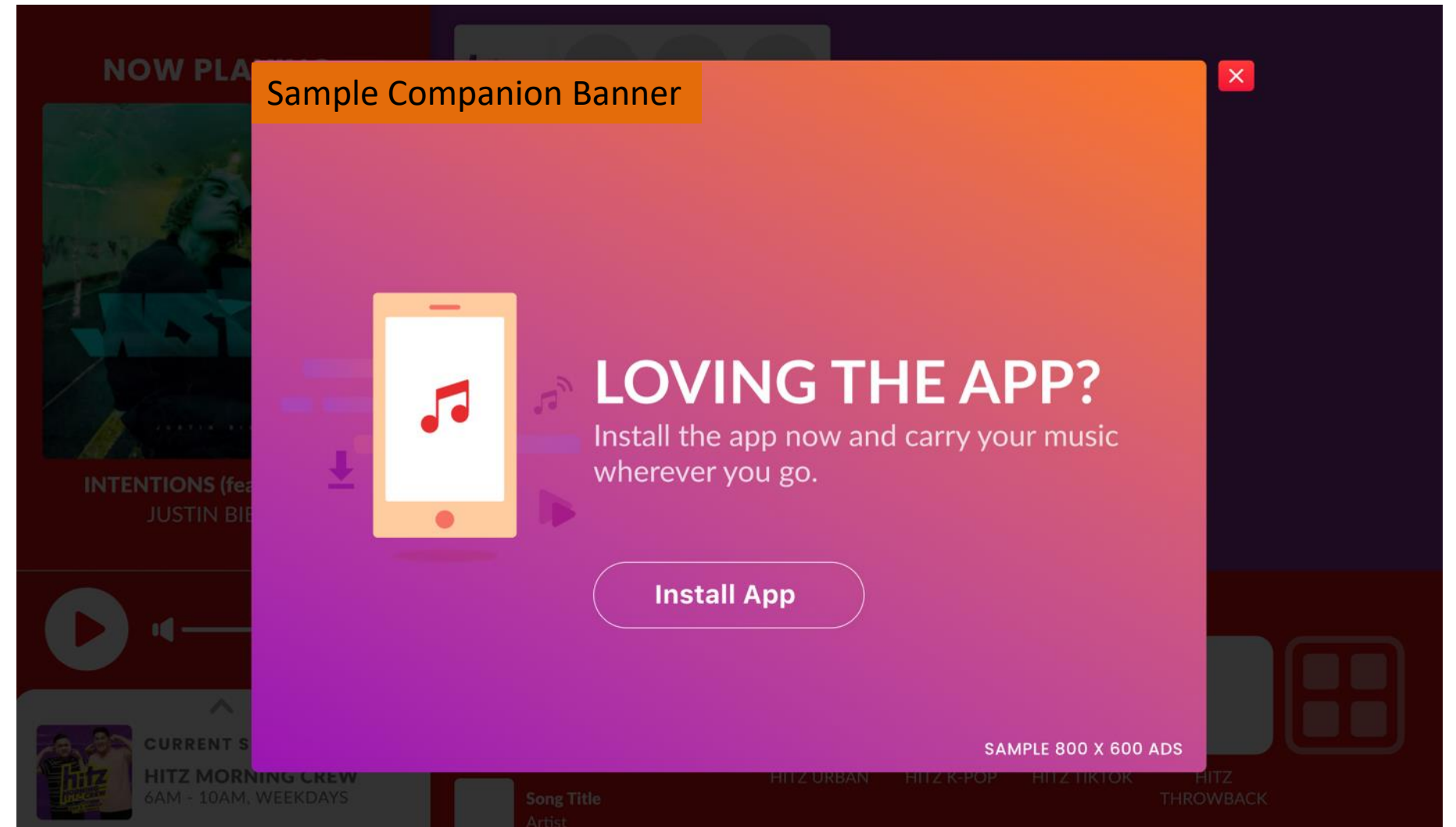


# Accompany your audio ad with a synchronized banner

Add a link on the banner to take listeners to your corporate website or campaign.

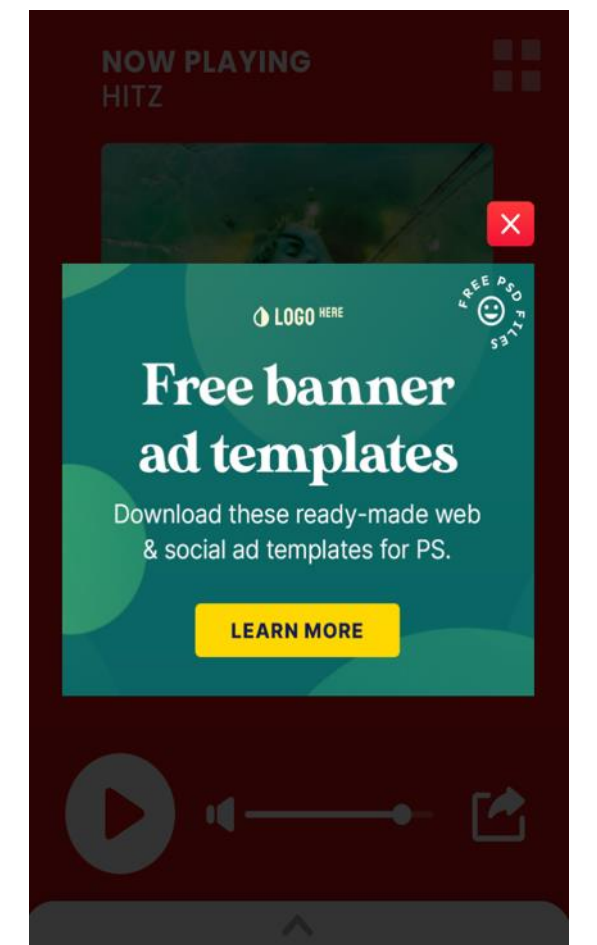


- Compatible devices on Desktop, Mobile and Tablet



- Desktop/Tablet Player 800px x 600px

- Mobile/Apps Player 300px x 250px



---

## How does it work?



A user starts the audio stream from SYOK or any of the radio sites



A **Targeted Audio Ad** is served based on behaviour interest



Simultaneously while the audio ad is played, a clickable display banner of the same commercial message will be served on the player prominently. This drives traffic to landing page.

# Case study | Win Win X Shopee

## Objective

1. Drive traffic to client business on Shopee
2. Increase revenue and brand awareness

## The Solution

Audio Ad + Companion Ad

## Platform

SYOK – Malay Stations (ERA, ERA KCH, ERA KK, GEGAR, SINAR, ZAYAN, Radio Bayu, Radio Kenyalang, Radio Arena)

## The Result

Within 2 weeks

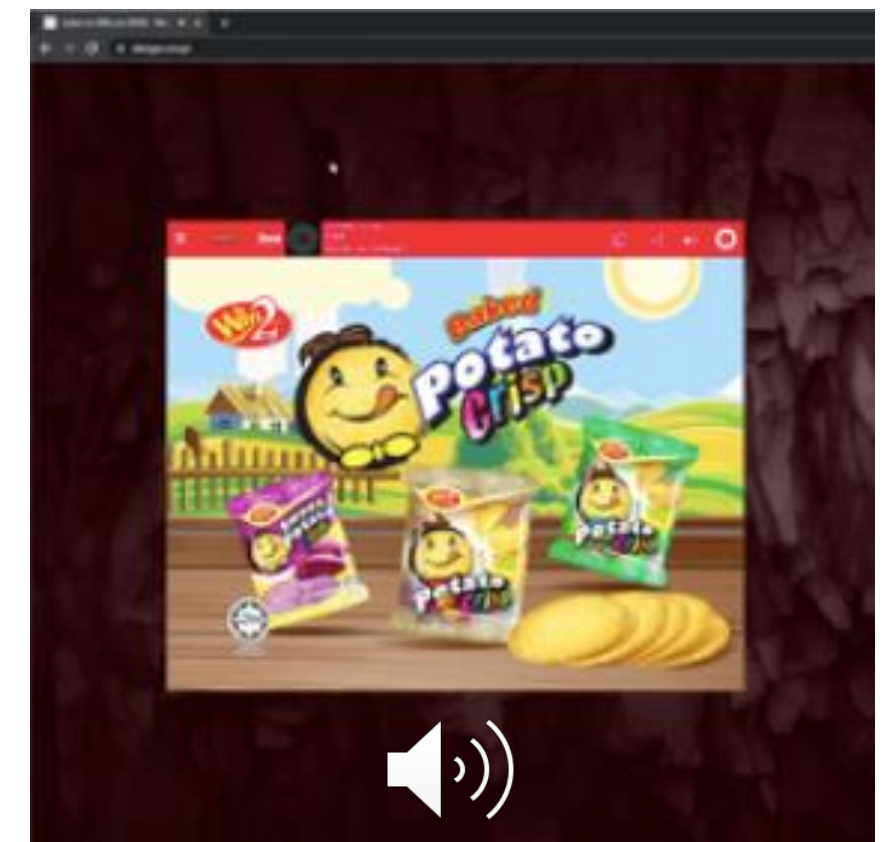
Audio : 625,246 impression served | Avg. LTR : 65%

Companion ad : 98,419 Imps, 801 Clicks | Avg. CTR 0.81%

Mobile



Desktop



(Click to Listen)

# Sponsorship Display

Lift the brand with Sponsorship Display to dominate the playlist will impactful branding message

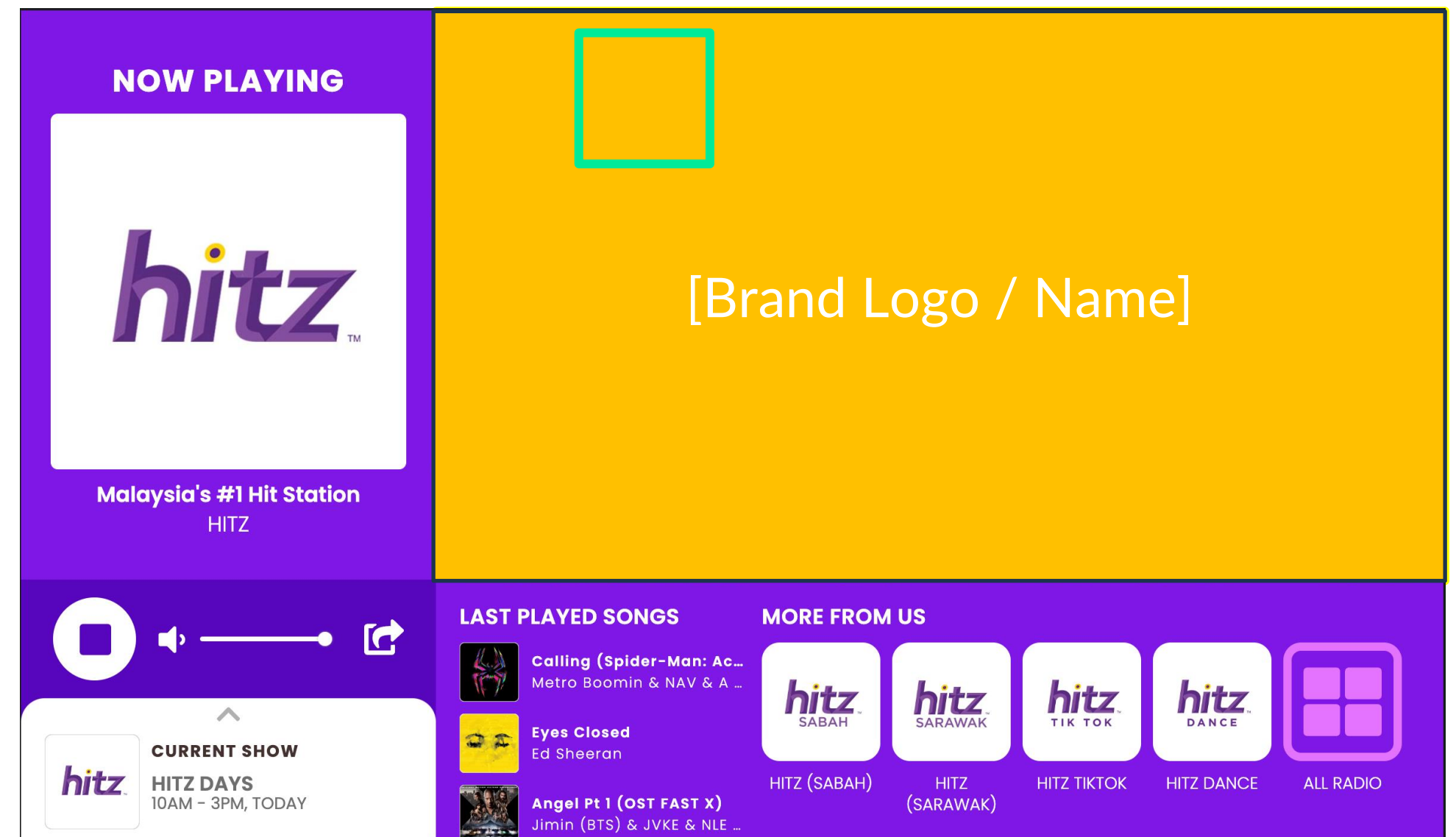
## KEY BENEFITS:

- Responsive player size for best experience



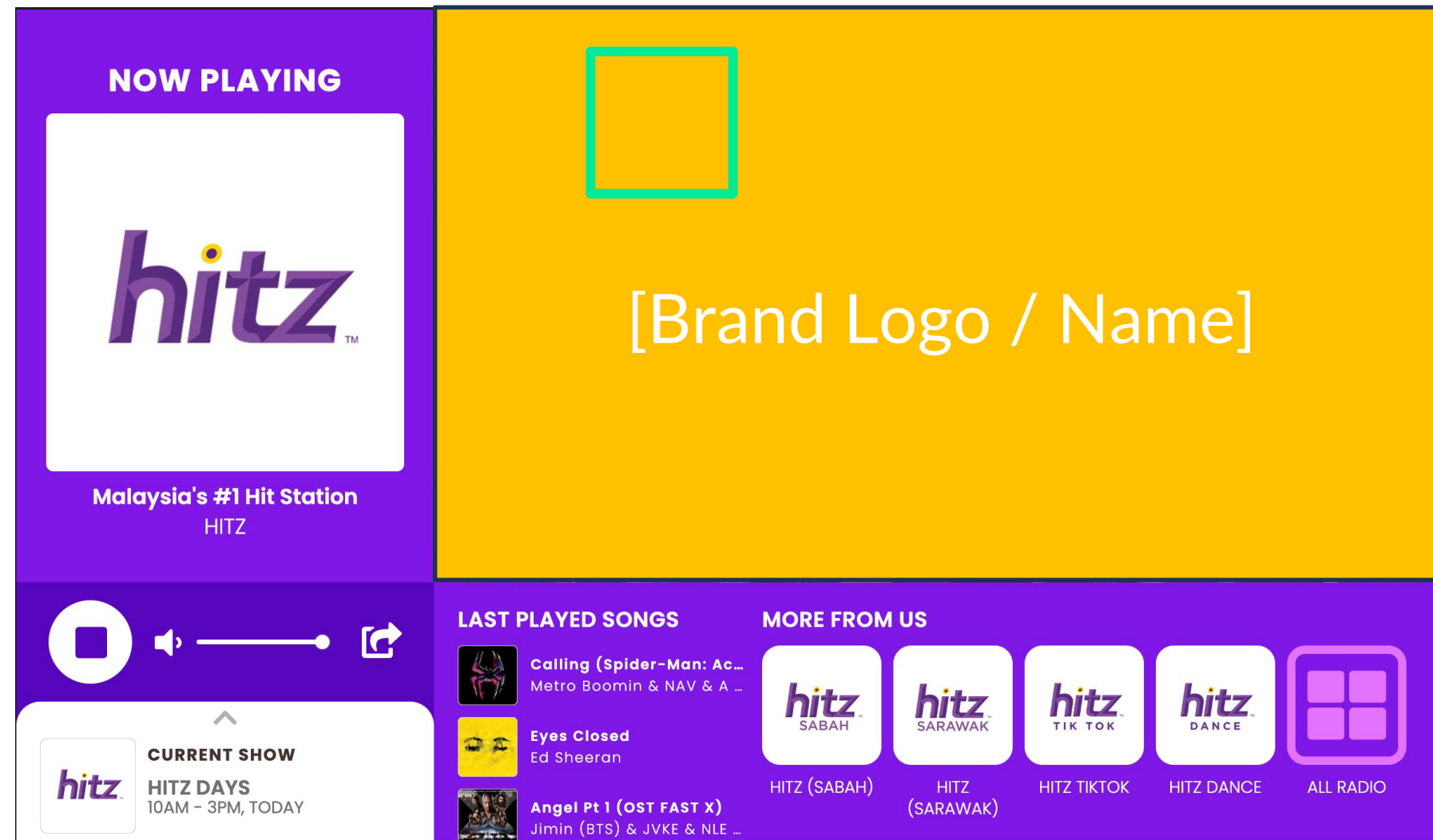
- Compatible devices on Desktop and Tablet

## Webplayer Highlight (Large in 1200px x 700px)

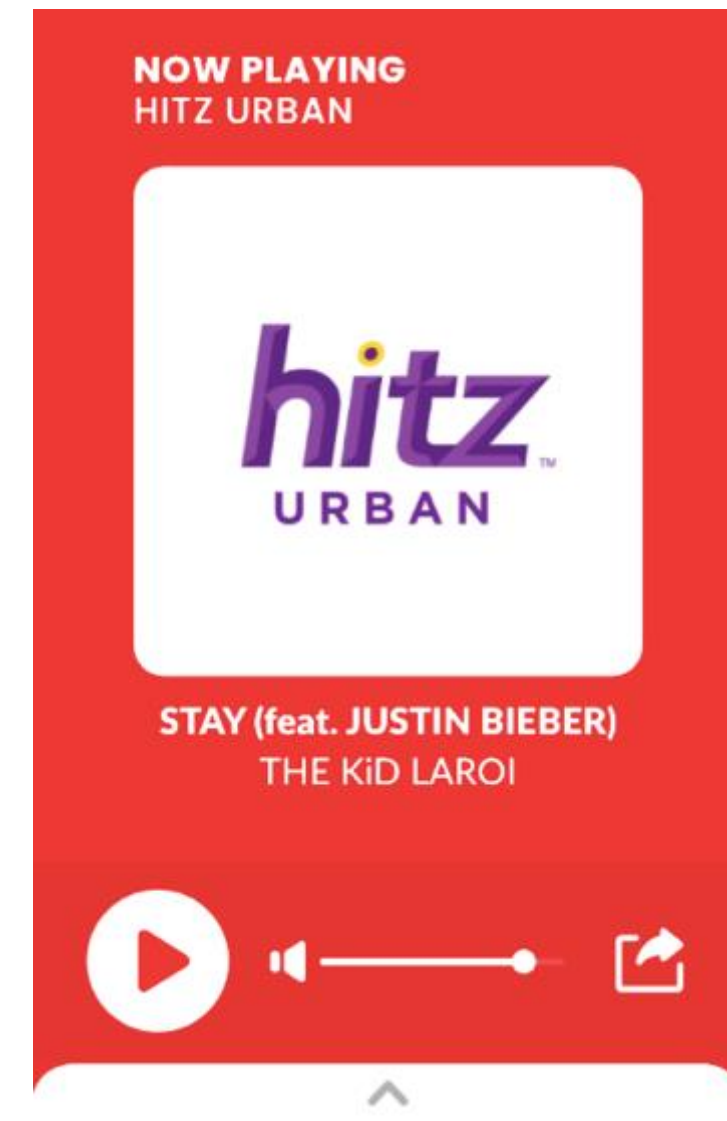


- Highlight visuals size 850px x 480px (Yellow Box)
- Logo beside SYOK urban is clickable 60px x 60px (Green Box)

## Webplayer Highlight (Medium in 800px x 600px)



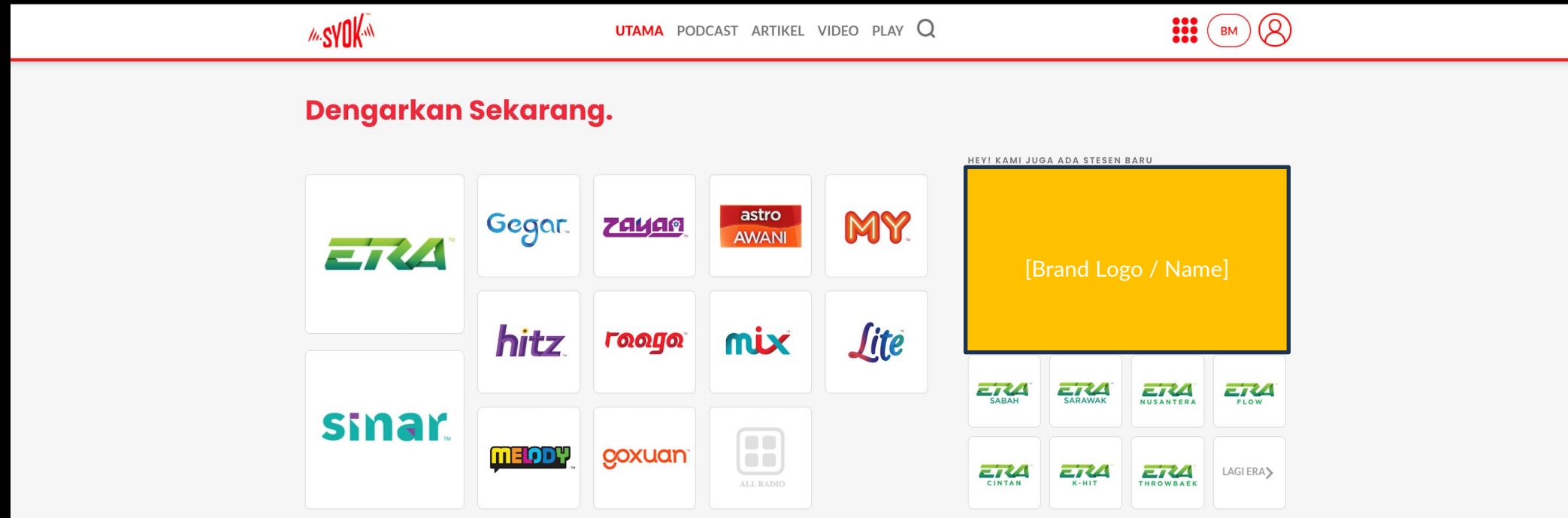
## Webplayer (Mobile in 350px x 550px)



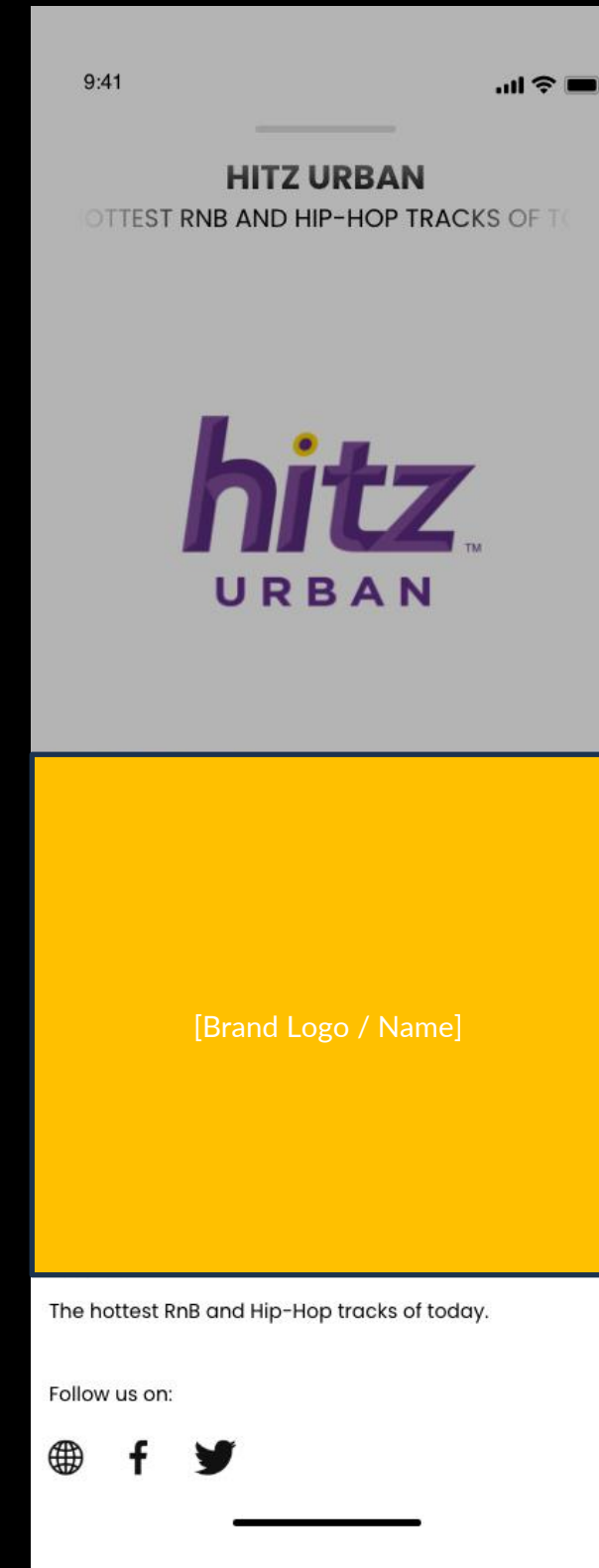
- Highlight visuals size 450px x 470px (Yellow Box)
- Logo beside SYOK urban is clickable 60px x 60px (Green Box)



# Website Desktop Highlight

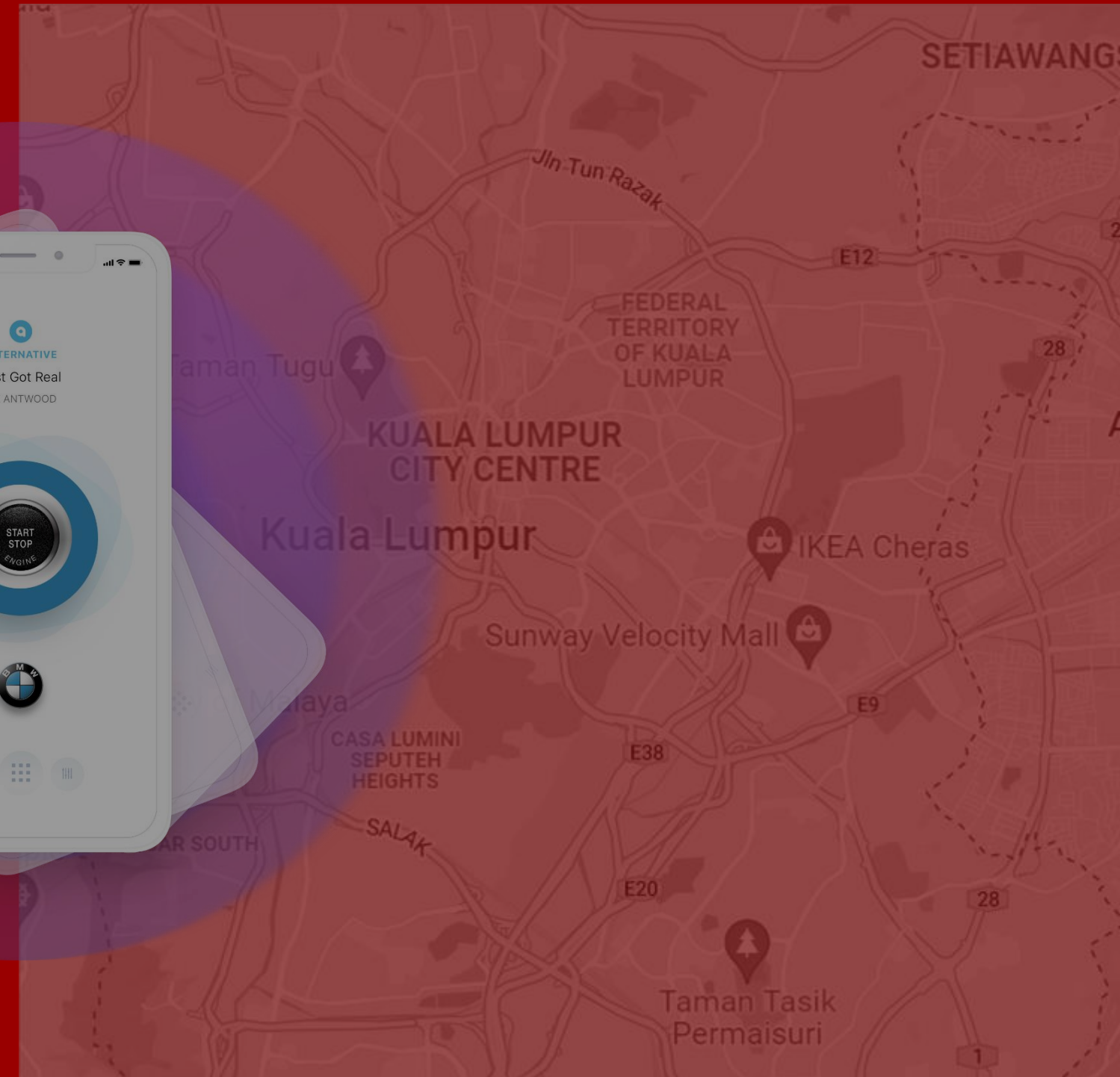
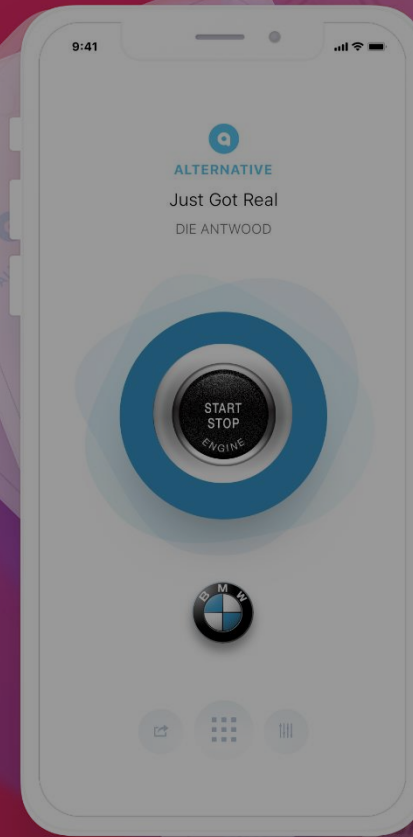


# SYOK App



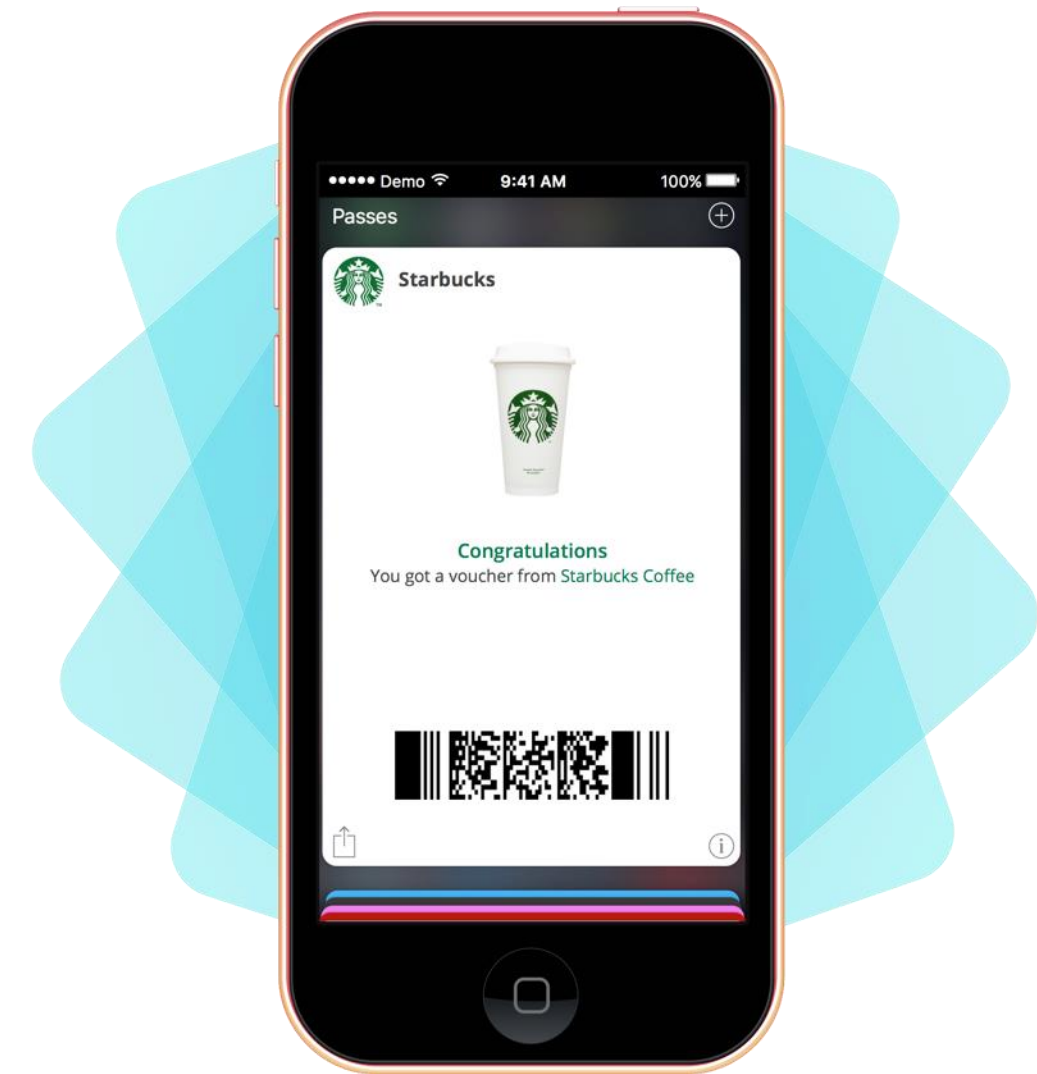
# Shake Me™

Interactive format



# Engage your mobile audience through interactive formats

Take advantage of the increasing number of mobile listeners. With no disruption to their listening experience, interactive campaigns allow users to engage with the creative and shake their phone or smartwatch to trigger an immediate action, driving higher conversion rate.



## EXAMPLE OF INTERACTIONS

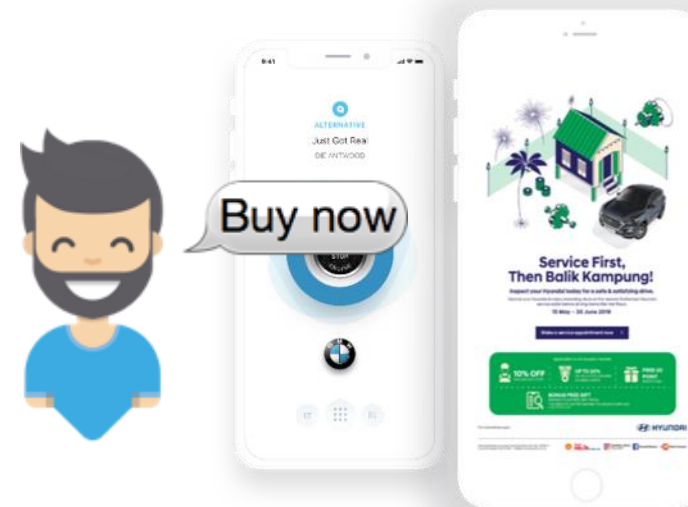
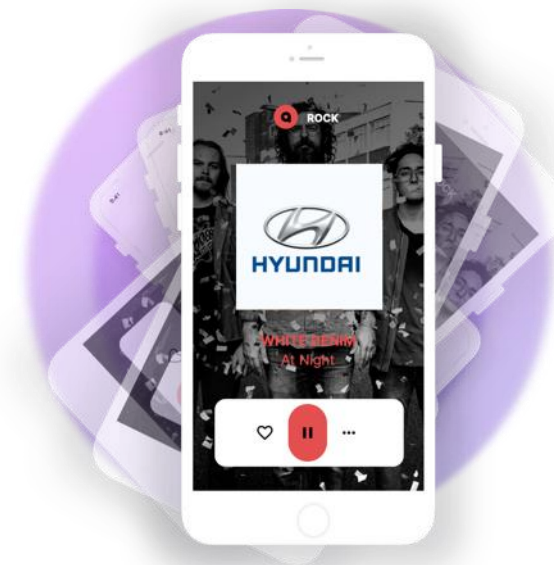
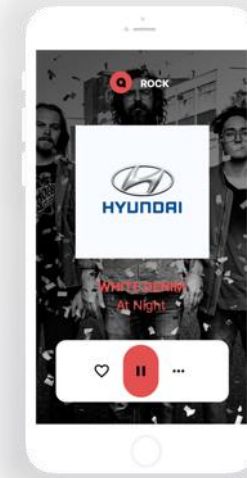
- ShakeMe™ to open a URL
- ShakeMe™ to share an offer, a discount coupon
- ShakeMe™ to save an offer
- ShakeMe™ to know more about an offer
- ShakeMe™ to download the App
- ShakeMe™ to add an event in calendar

## How does it work?

Through **SHAKE ME™**, listeners are invited to shake or tap their phones in order to trigger an action while listening to an audio ad. When they shake the phone, this can trigger the action.

Listeners can interact directly with the ad without unlocking their phone or even looking at their screens.

[\(Click to Listen\)](#)



Haden hears an ad.  
“SHAKE YOUR PHONE NOW TO FIND OUT MORE NOW 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.

# How is Shake Me™ detected?

(Actions: Make a Call, Open a URL, Download a Coupon)

## Scenario 1: App on foreground



Action performed instantly



Action performed instantly

## Scenario 2: App in background

Action performed immediately, user will notice the action immediately. Phone browser, Call View Activity, Coupon will go on foreground immediately after the shake event.

Action saved on a stack of actions and will be performed when user opens the app. (if two actions are saved on the stack, the first performed is the last one)

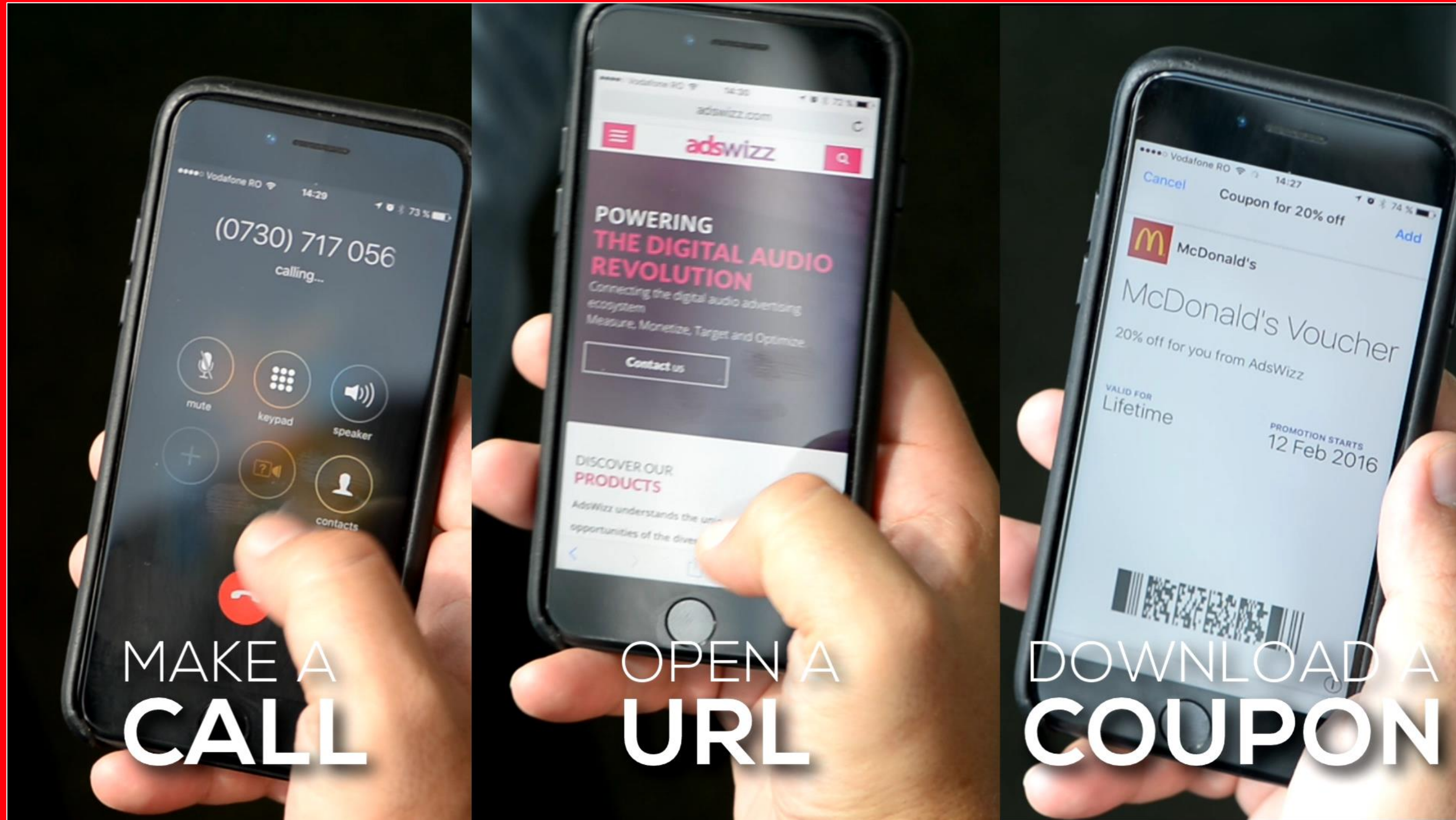
## Scenario 3: Listener using another app

Action performed immediately, user will notice the action immediately. Phone browser, Call View Activity, Coupon will go on foreground immediately after the shake event. The currently used app will go in background.

## Scenario 4: Phone locked

Action performed immediately, user will notice the action when unlocks the phone. User will see the resulted activity on foreground after unlocking.

*Note: If Push Notifications are enabled for that interactive ad, the app will trigger a Push Notification when the app is not in the foreground. Push Notification's behavior is standard (for example, if the screen is locked and closed, then a Push Notification will turn the screen on).*



[\(Click to View\)](#)

# Case study | Wells Fargo

## Scenario

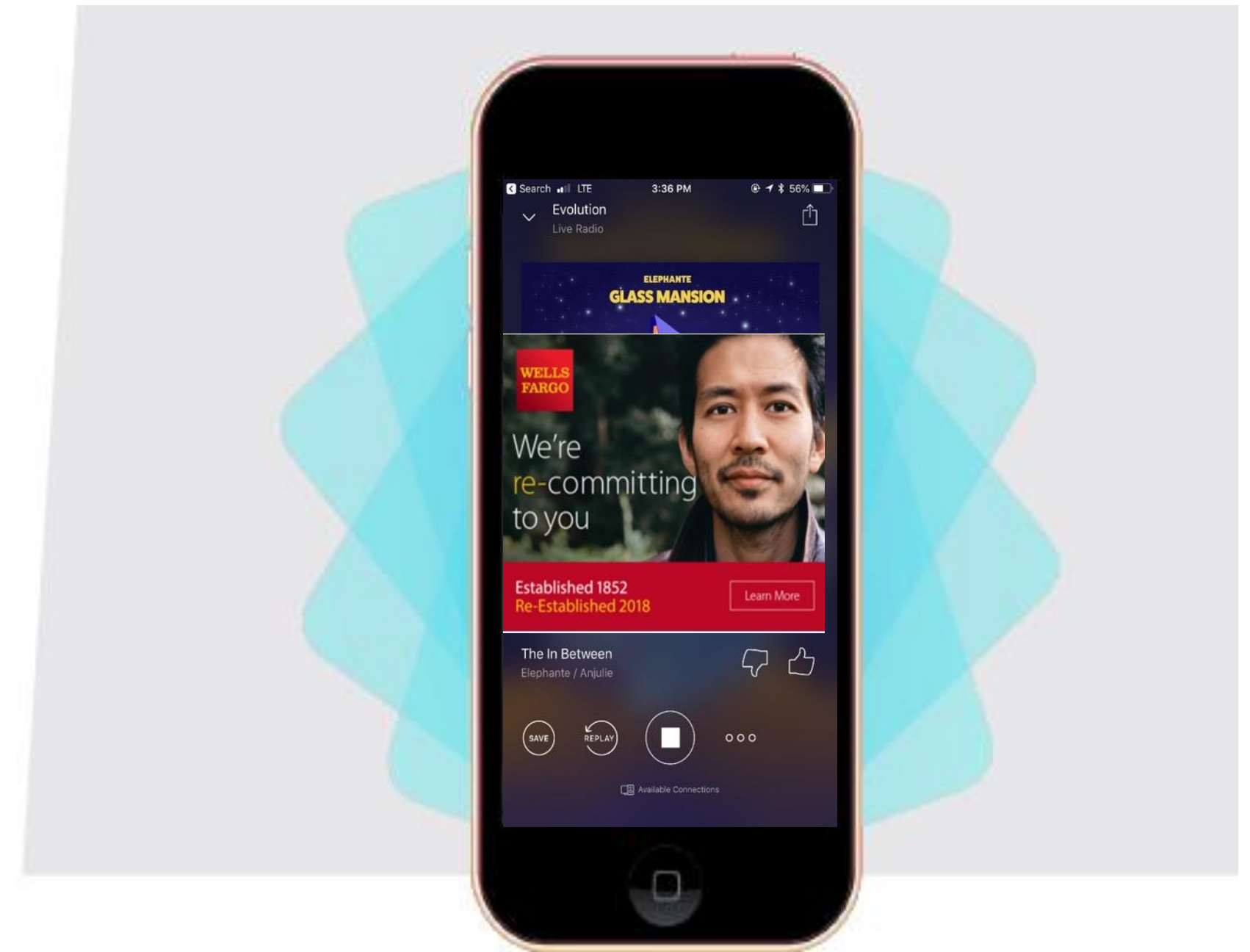
Wells Fargo & Company, one of the largest financial & investment services providers in the world, serving one in three households in the US, wanted to launch an awareness campaign about their **commitment to local communities**.

## The Solution

iHeart created an **Interactive Audio ShakeMe™ Campaign**, using their own 1<sup>st</sup> Party data to help improve awareness and drive users to its website to learn more about their community promotions and events.

## The Results

The campaign received a **5x higher engagement rate compared to standard mobile display**.



[\(Click to Listen\)](#)

# Case study | BEST BUY

## Scenario

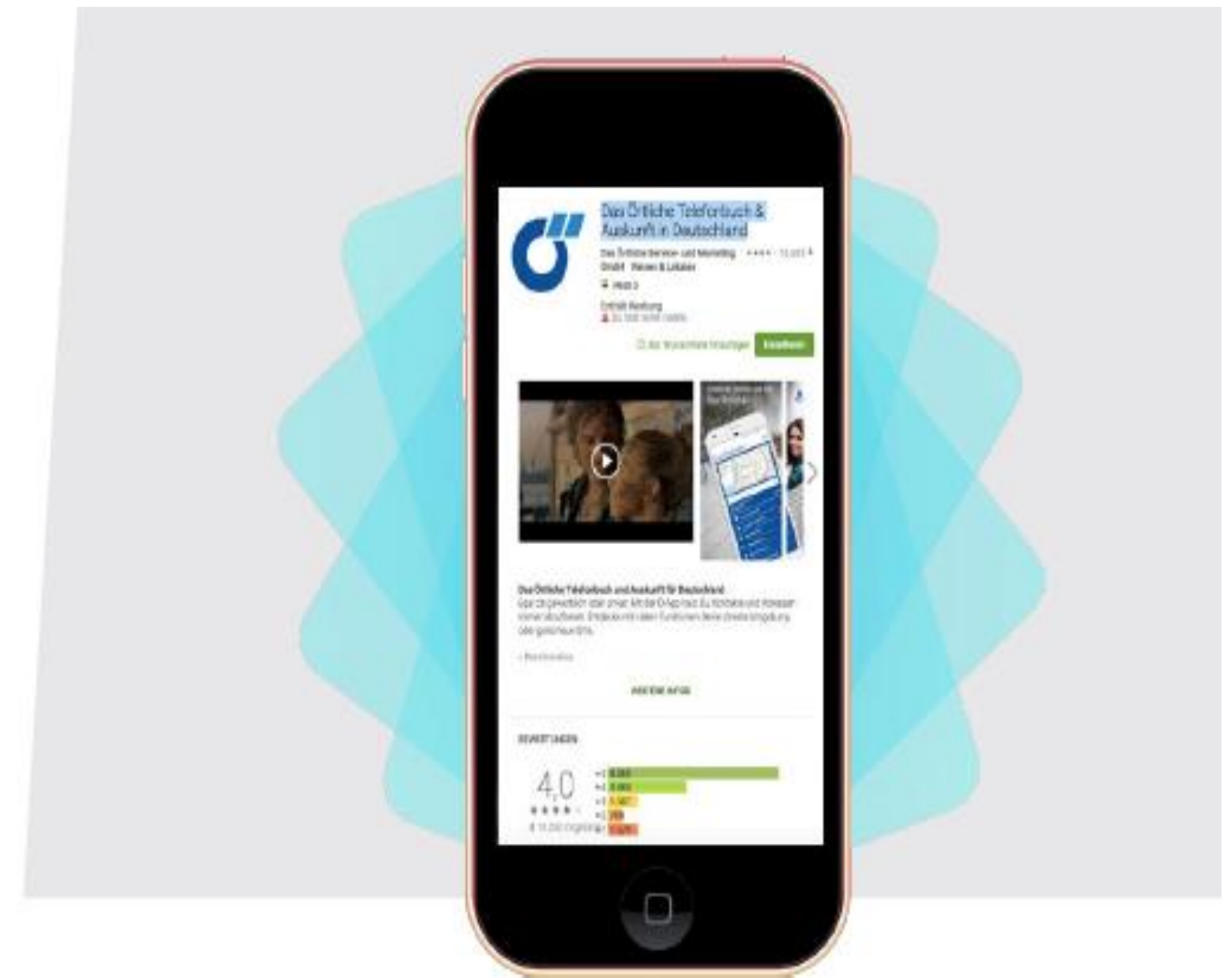
Best Buy & Co, one of the largest American multinational consumer electronics retailers, launched a 4<sup>th</sup> of July Appliance sale, aimed at driving awareness about their extended appliance sale.

## The Solution

In addition to using a standard audio campaign, iHeart created an **Interactive Audio ShakeMe™ Campaign** for Best Buy, in order to help raise awareness and drive traffic to its website and into stores.

## The Results

The campaign received a **6X higher engagement than standard mobile display**.



[\(Click to Listen\)](#)





# Advertising Opportunities

## On SYOK

# Largest inventory for targetable & shoppable ads

*(Fully enabled for programmatic buys)*

Type of Ad	Pre-Roll Video	Pre-Roll & Mid-Roll Audio	Pre-Roll Audio + Companion
Radio Streams	Yes	Yes	Yes

Table: Digital Audio Ad Placement in Astro Radio Streams and Podcast at SYOK



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# Terms & Conditions

- The above package price is exclusive of government tax and subject to 8% service tax, if applicable.
- The above package is only applicable for one (1) product or brand per advertiser.
- All ad slots must be booked under one (1) media order.
- The package cost/proposal is valid for a period of three (3) months from the date of signing off the media booking. If no campaign goes live within this 3-month validity period, the package/proposal will no longer be valid, and any future bookings will be subject to changes in the package cost, which will be based on the prevailing rates at the time of the new booking.
- All package entitlements must be fully utilised within 3 months of the advertiser's advertisement material going live, subject to an extension granted by Astro in its sole discretion.
- The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation. Category exclusivity is applicable for ONE product category used within sponsored program /campaign. Packages availability is based on First-come-first-served basis.
- This package is valid until 31st March 2024 for campaign utilisation by 30th June 2024, subject to availability on a first-come-first-served basis.
- Suggested campaign duration for package is 4 weeks for all stations languages on nationwide. Any adjustment on targeting will need to check with Astro team prior campaign execution plan.
- Client to provide audio and image material (For companion banner if applicable.)
- Impressions in the package is for audio impressions only. Any of the companion banner impressions are without any guaranteed impressions.
- The creative concepts contained in this document have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever without approval from Astro
- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
- Astro reserves the right to amend any of the above pricing categories from time to time.
- The above package is subject to the advertising terms and conditions for the provision of airtime, full details are available on <https://astromedia.com.my/>



# Seize The Moment

SYOK Ads	CPM Rate (RM)
Splash Video (30s Non-Skippable)	50
Pre-Roll & Mid-Roll Audio	50
Pre-Roll Audio + Companion Banner	50

SYOK Unique Ads	CPM Rate (RM)
Sequential Messaging	55
Shake Me™	50

SYOK Audience Ads	CPM Rate (RM)
Demographics / Geo *	10% Loading
Audience Tier 1 *	20% Loading
Audience Tier 2 *	30% Loading

**Remarks:**

\* Demographics/Geo and Audience targeting tiers are applicable as loading charges to CPM rates of all applicable SYOK Ads and SYOK Unique Ads.

**Thank you.  
Let's discuss.**

Visit <https://astromedia.com.my/> for latest updates on advertising opportunities and case studies

**astro**