



RADIO BRAND PROFILE

GfK Radio Audience Measurement (RAM)

Pen Malaysia: Wave 1, 2023
East Malaysia: Wave 1, 2022

Go Beyond



MUZIK HIT TERBAIK

ERA is Malaysia's No. 1 radio brand, with a weekly reach of 5.6 mil. The brand is famous for playing only the best chart topping hits of today and its line up of the funniest entertainers in the industry.



Weekly reach
5.6 Mil

SOCIAL MEDIA



3.9 Mil followers



4.4 Mil followers



1.2 Mil page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
52%



MALE
48%

Region



NORTH
24%



CENTRAL
36%



SOUTH
21%



EAST COAST
20%

Skewed South [Index: 113]

MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

10%



RM1K- RM2K

17%



RM2K- RM3K

25%



RM3K- RM4K

20%



RM4K- RM5K

27%



RM5K & above

Skewed HHI RM2K-RM3K [Index: 116];
RM3K-RM4K [Index: 127]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

26%



PMEBs

30%



BLUE COLLARS

26%



STUDENTS

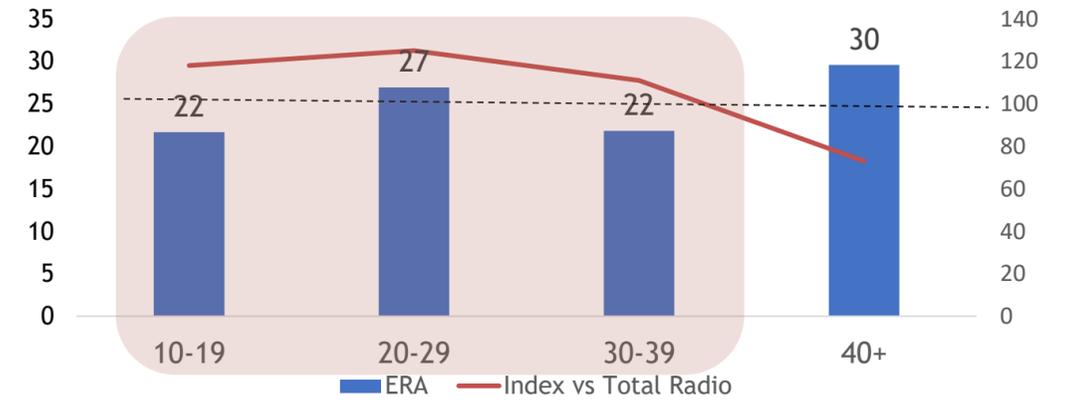
19%



OTHERS

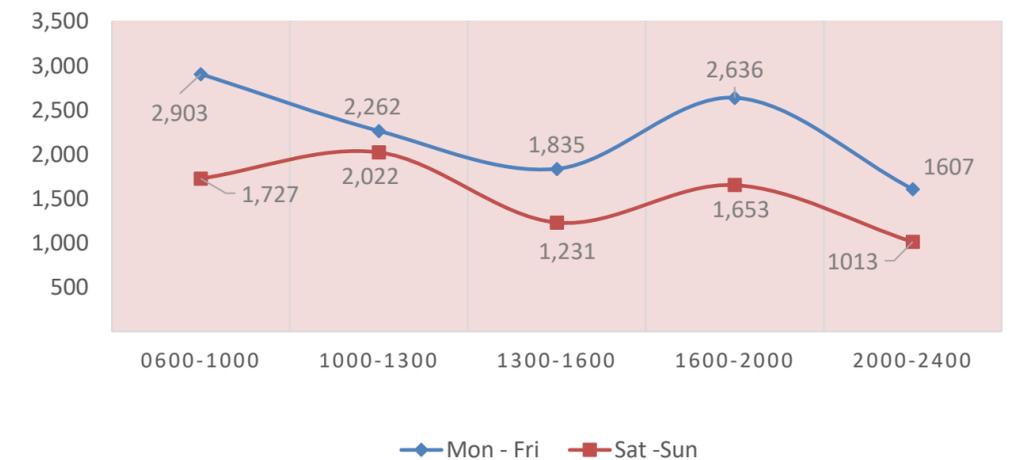
Skewed Students [Index: 122]

AGE



Skewed Age 10-19 [Index: 118], 20 - 29 [Index: 125],
30 - 39 [Index: 111]

LISTENERSHIP (000s)





MUZIK HIT TERBAIK

ERA Sabah serving you the best local content, local happenings and events hosted by homegrown talents. Airing locally 24/7 with a weekly reach of 137K listeners and 1mil monthly on social media, making ERA Sabah the No. 1 Radio brand in Sabah.



Weekly reach
137K

SOCIAL MEDIA



135K followers



473K followers



1.2 Mil page views

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER

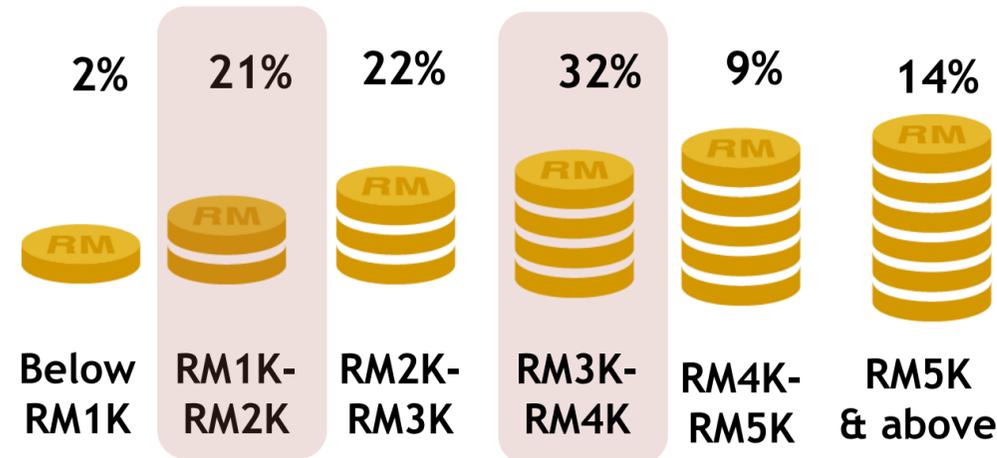


FEMALE
52%



MALE
48%

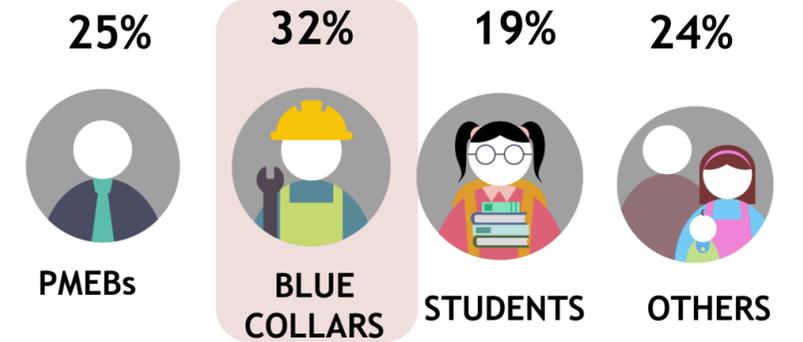
MONTHLY HOUSEHOLD INCOME



Skewed HHI RM1K-RM2K [Index: 115] & HHI RM3K-RM4K [Index: 125]

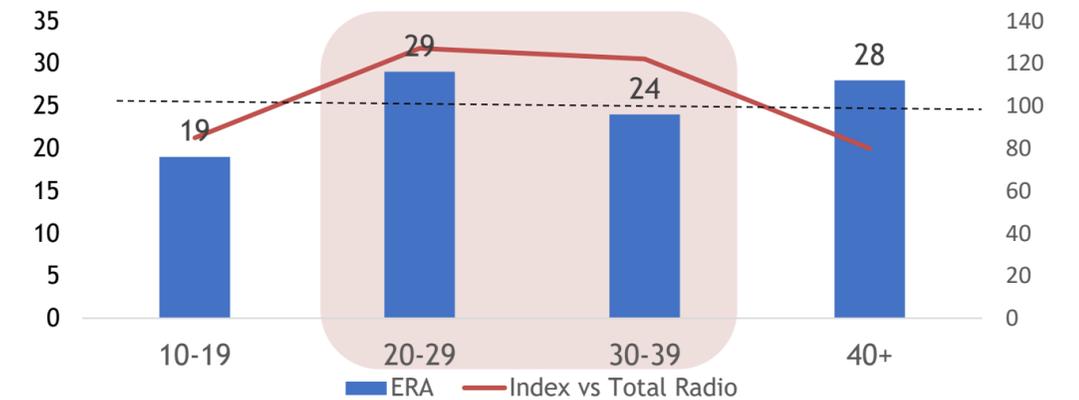
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

OCCUPATION



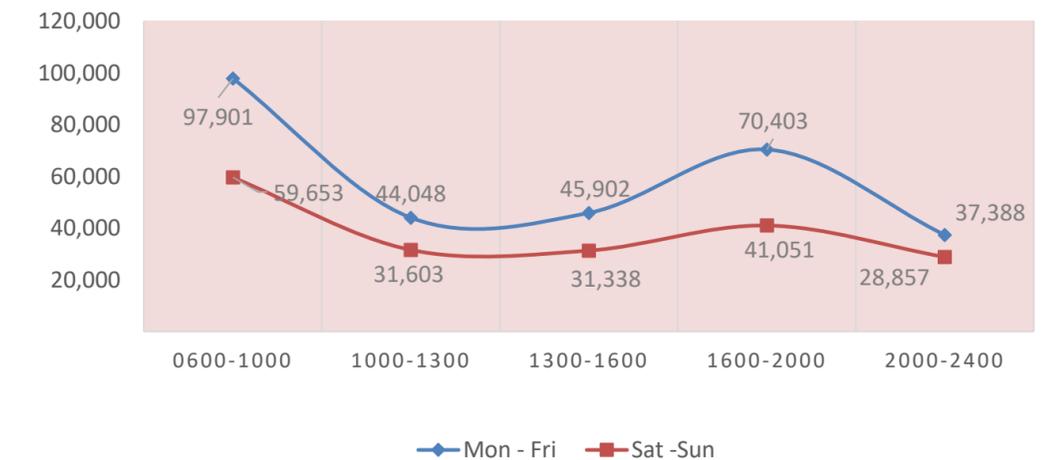
Skewed Blue Collars [Index: 113]

AGE



Skewed Age 20-29 [Index: 127], 30 - 39 [Index: 122]

LISTENERSHIP





MUZIK HIT TERBAIK

Hosted by Sarawak's finest as we give you the best local content sprinkled with all your favourite hits while keeping you updated with what's happening locally. Get what you need 24/7 with a weekly reach of 143K listeners and 845K monthly on social media, making ERA Sarawak the No. 1 Malay radio brand in Sarawak

Weekly reach **143K**

SOCIAL MEDIA

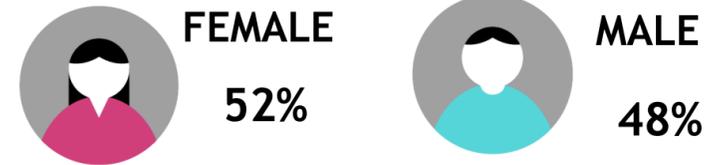
Instagram **119K followers**

Facebook **274K followers**

Website **1.2 Mil page views**

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



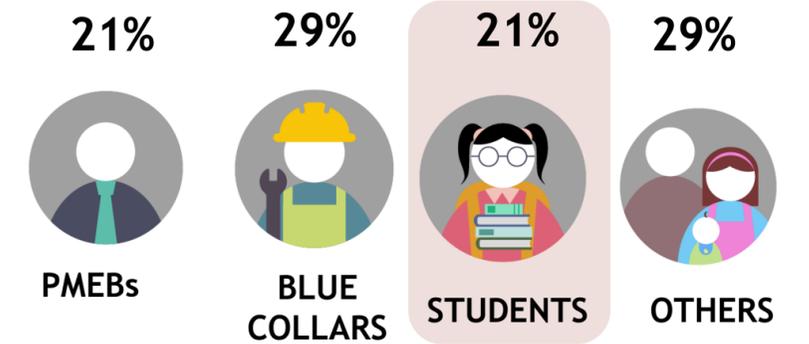
MONTHLY HOUSEHOLD INCOME



Skewed HHI RM1K-RM2K [Index: 145];
HHI RM2K-RM3K [Index: 139] &
HHI RM3K- RM4K [Index: 120]

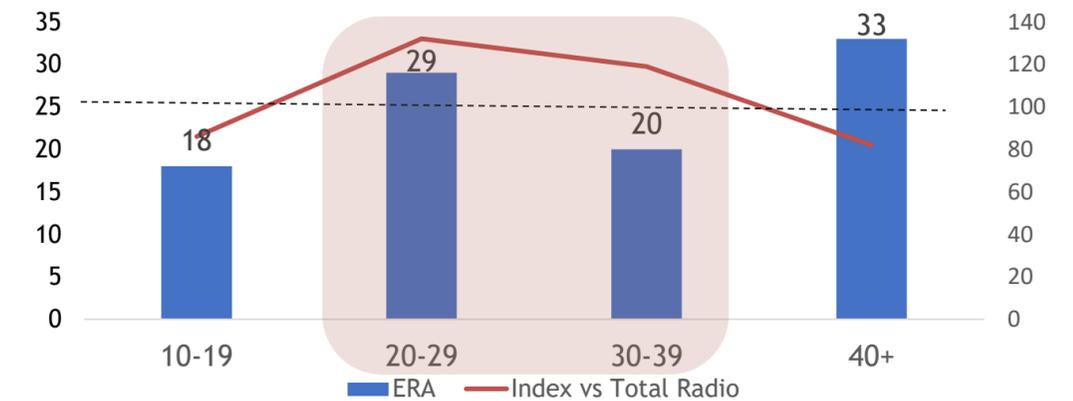
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

OCCUPATION



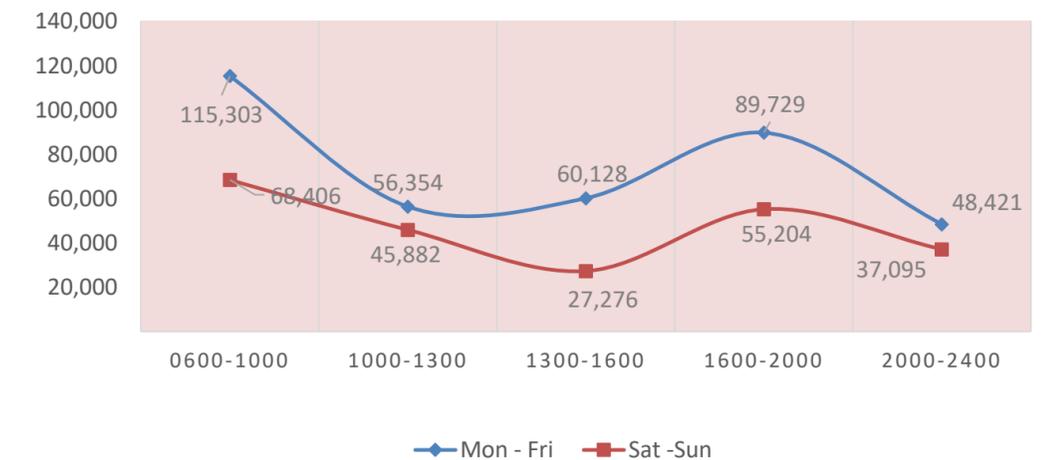
Skewed Students [Index: 110]

AGE



Skewed Age 20-29 [Index: 132], 30 - 39 [Index: 119]

LISTENERSHIP





MY SO MUCH FUN!

MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.8 mil on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.



Weekly reach
2.8 Mil

SOCIAL MEDIA



435K followers



1.3 Mil followers



2.0 Mil page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
50%



MALE
50%

Region

NORTH



18%

CENTRAL



57%

SOUTH



20%

EAST COAST



4%

Skewed Central [Index: 158]

MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

3%



RM1K- RM2K

4%



RM2K- RM3K

11%



RM3K- RM4K

23%



RM4K- RM5K

58%



RM5K & above

HHI > RM5K [Index: 184]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

32%



PMEBs

21%



BLUE COLLARS

25%



STUDENTS

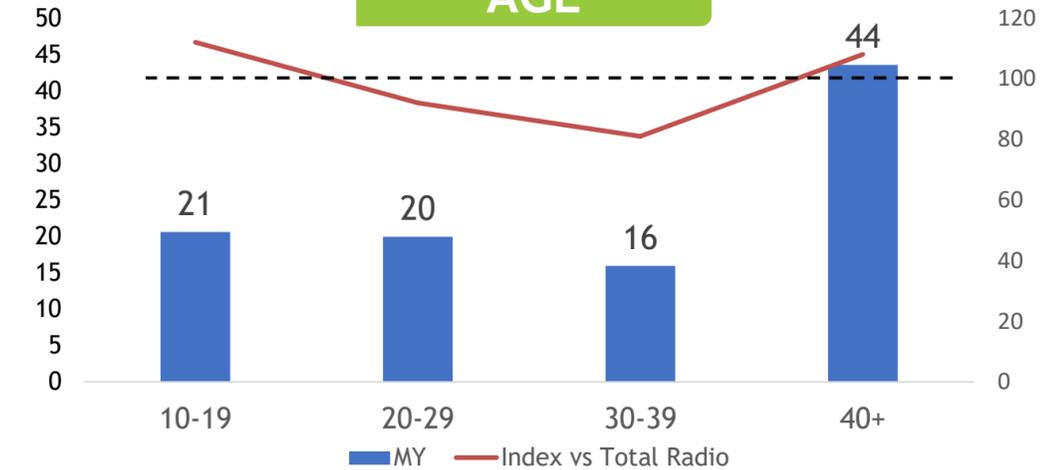
21%



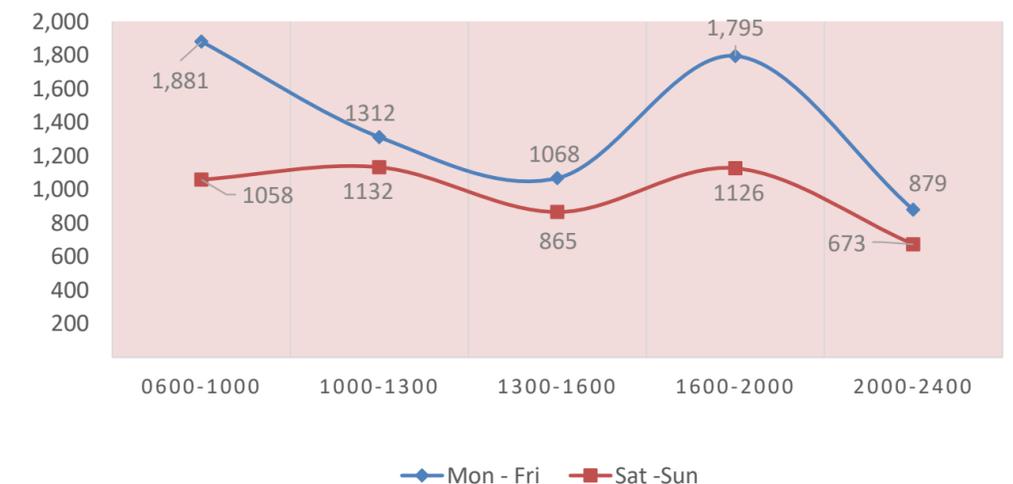
OTHERS

Skewed PMEBS [Index: 123]; students [Index: 119]

AGE



LISTENERSHIP (000s)





MY SO MUCH FUN!

A sister brand of Malaysia No. 1 Chinese Radio brand - MY Malaysia with weekly reach of 31K listeners and 889 monthly on social media offers the freshest hit, the current trend and content that appeals to the local Chinese both on air and on digital platforms



Weekly reach

31K

SOCIAL MEDIA



16K followers



127K followers



2.0 Mil page views

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE

50%



MALE

50%

MONTHLY HOUSEHOLD INCOME

11%



Below RM1K

10%



RM1K- RM2K

23%



RM2K- RM3K

23%



RM3K- RM4K

19%



RM4K- RM5K

14%



RM5K & above

HHI RM4K - RM5K [Index: 140]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

OCCUPATION

21%



PMEBs

32%



BLUE COLLARS

17%



STUDENTS

30%



OTHERS

Skewed Blue Collars [Index: 114]; Others [118]

AGE

70

60

50

40

30

20

10

0

12

10-19

15

20-29

12

30-39

61

40+

MY Index vs Total Radio

Skewed Age 40+ [Index: 172]

LISTENERSHIP

25,000

20,000

15,000

10,000

5,000

22,052

14,214

12,975

10,592

14,554

10,738

11,353

10,637

Mon - Fri Sat -Sun

0600-1000 1000-1300 1300-1600 1600-2000 2000-2400



MY SO MUCH FUN!

Sarawak's No. 1 Chinese radio brand because you can catch the freshest new music, local popular happenings and compelling digital content on air and digital and with a weekly listenership of 114 K and 1mil monthly on social media it is no surprise that they are the number 1 choice in the Chinese market.



Weekly reach
114K

SOCIAL MEDIA



27K followers



241K followers



2.0 Mil page views

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
47%



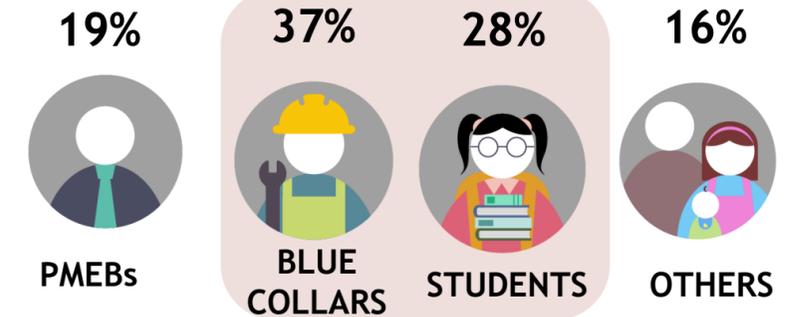
MALE
53%

MONTHLY HOUSEHOLD INCOME

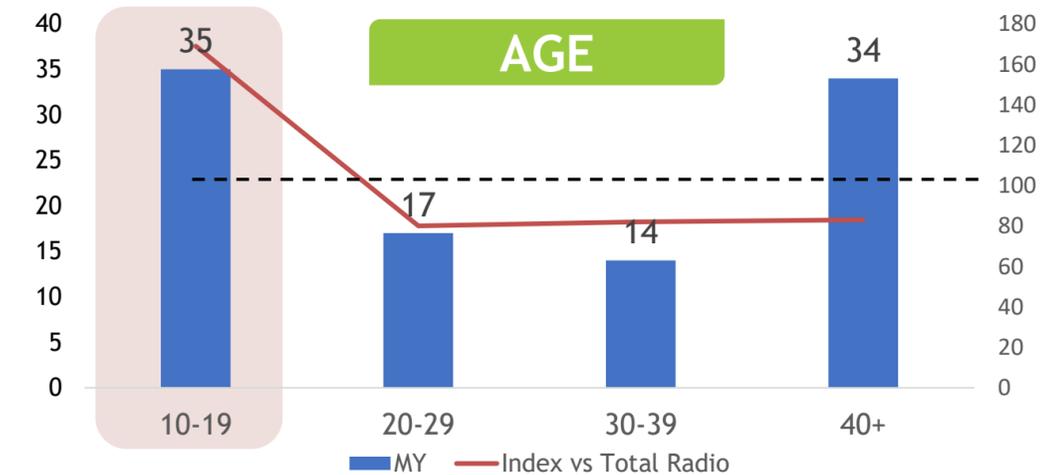


HHI RM4K - RM5K [Index: 112]; HHI >RM5K [Index:163]

OCCUPATION

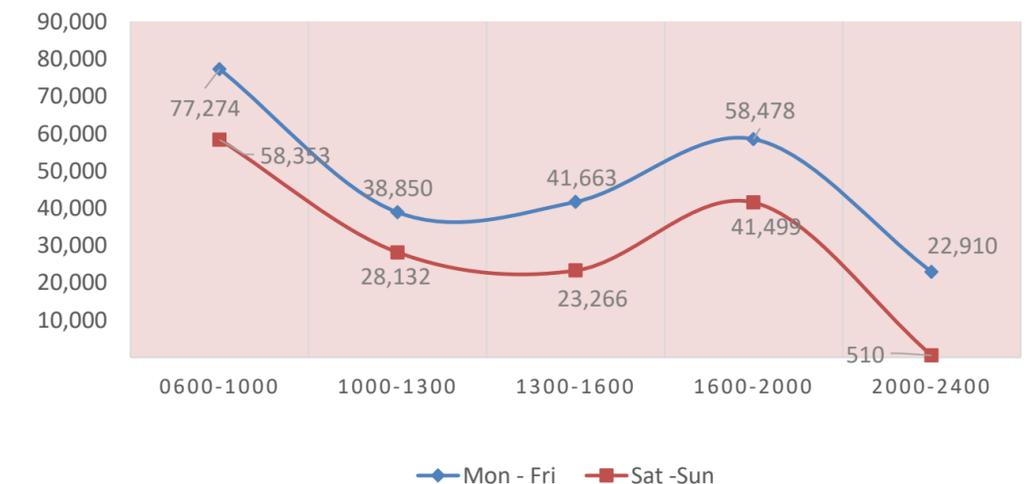


Skewed Blue Collars [Index: 125];
Students [Index: 147]



Skewed Age 10-19 [Index: 169]

LISTENERSHIP



Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022



MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ FM is Malaysia's No. 1 English radio brand, with a weekly reach of 2.4 mil on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.



Weekly reach **2.4 Mil**

SOCIAL MEDIA



174K followers



1.3 Mil followers



434K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
52%



MALE
48%

Region

NORTH



21%

CENTRAL



46%

SOUTH



21%

EAST COAST



12%

Skewed Central [Index: 125];
South [Index: 114]

MONTHLY HOUSEHOLD INCOME

1%



Below
RM1K

6%



RM1K-
RM2K

9%



RM2K-
RM3K

15%



RM3K-
RM4K

19%



RM4K-
RM5K

51%



RM5K
& above

Skewed >RM5K [Index: 162]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

40%



PMEBs

19%



BLUE
COLLARS

33%



STUDENTS

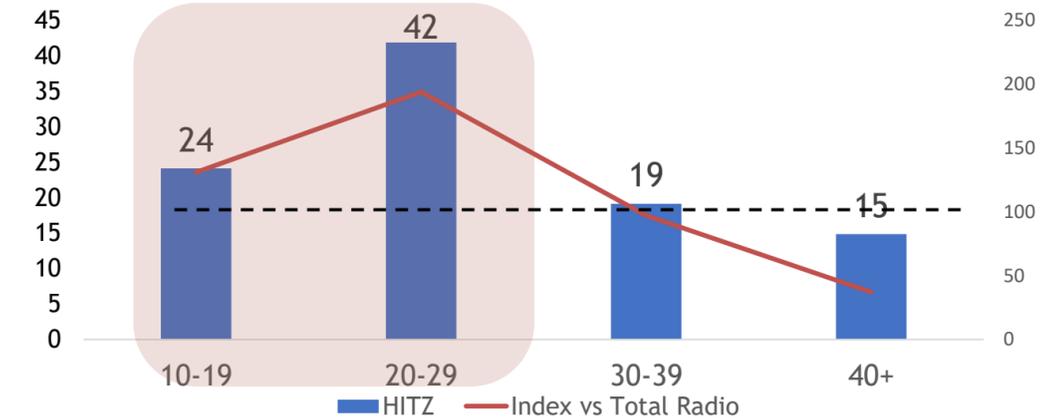
8%



OTHERS

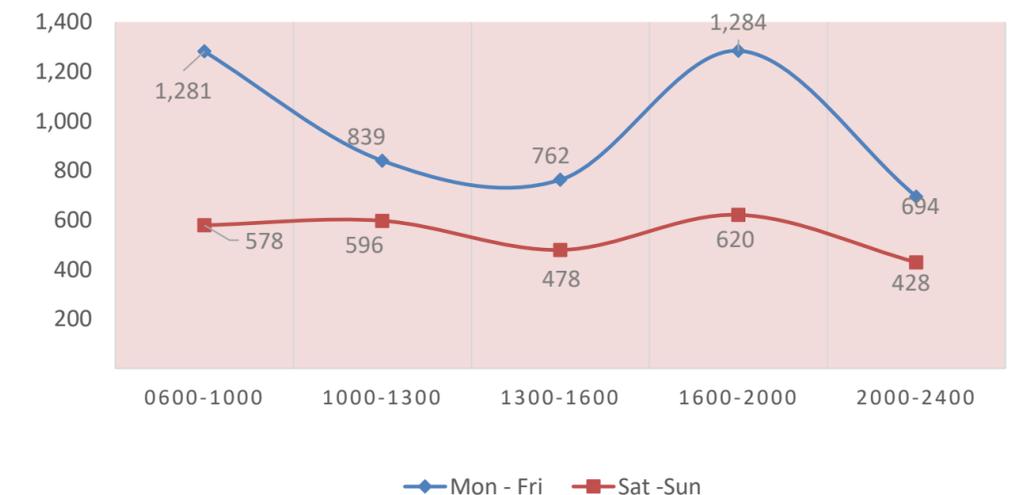
Skewed PMEBS [Index: 154]; Students [Index: 156]

AGE



Skewed Age 10 - 19 [Index: 131]; 20 - 29 [Index: 194]

LISTENERSHIP (000s)



Mon - Fri Sat - Sun



MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ Sabah, the No. 1 English Radio brand in Sabah with a fusion of international and local content narrated by the local best. The brand accompanies audience by playing only the biggest hit, exclusive interviews with international stars and localized digital content.



Weekly reach **112K**

SOCIAL MEDIA



62K followers



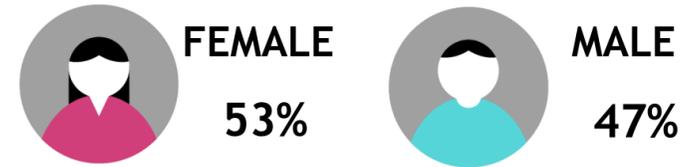
98K followers



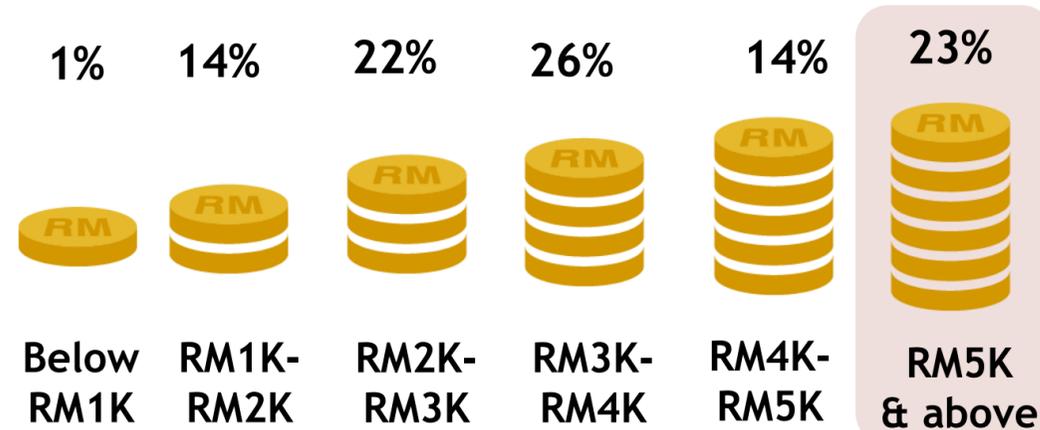
434K page views

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER

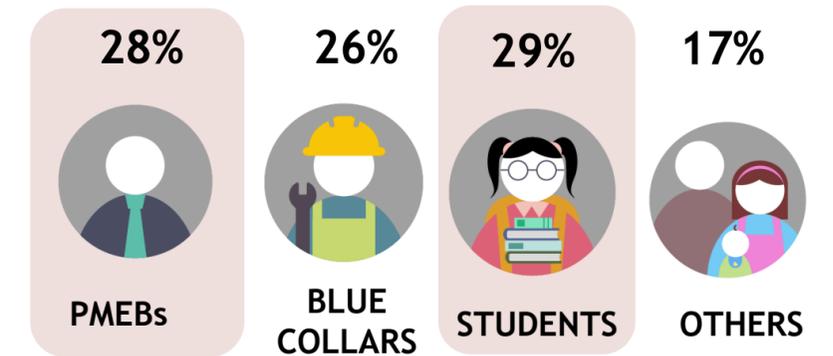


MONTHLY HOUSEHOLD INCOME



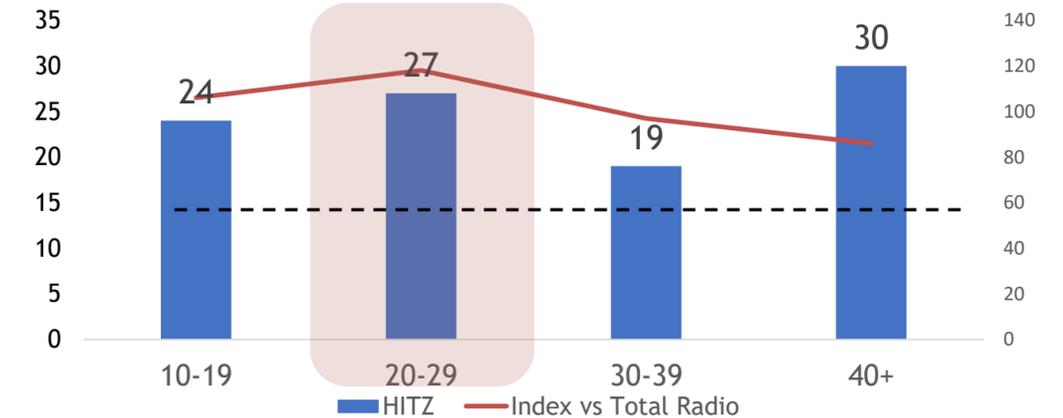
Skewed >RM5K [Index: 148]

OCCUPATION



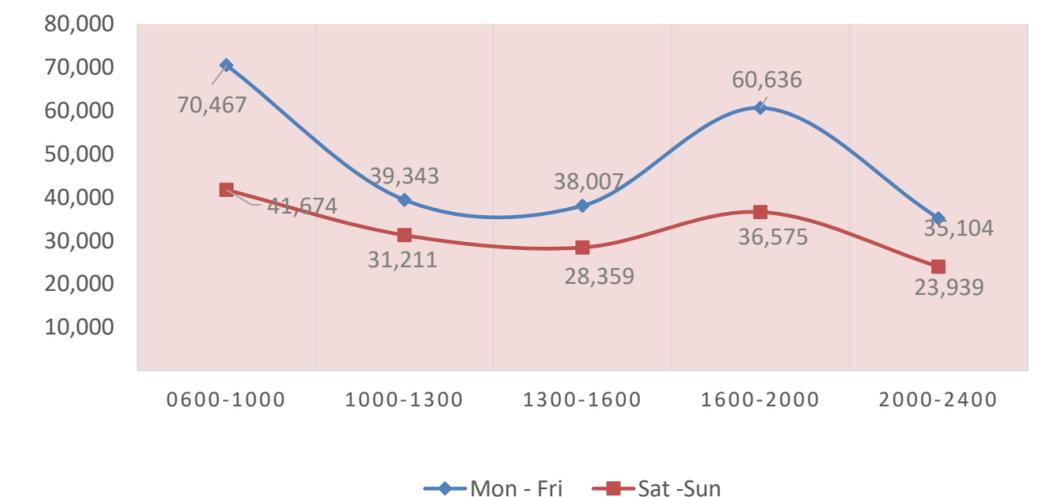
Skewed PMEB's [Index: 123]; Students [Index: 126]

AGE



Skewed Age 20 - 29 [Index: 118]

LISTENERSHIP



Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022



MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ Sarawak, the No. 1 English Radio brand in Sarawak with a weekly listenership of 164K and xx monthly on social media. You can get the latest International and local news exclusive interviews, fun localized digital content and of course get the best new music as HITZ Sarawak accompanies you throughout the day.



Weekly reach **164K**

SOCIAL MEDIA



26K followers



191K followers



434K page views

Source: FB & IG; Period: As of 12 May 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER

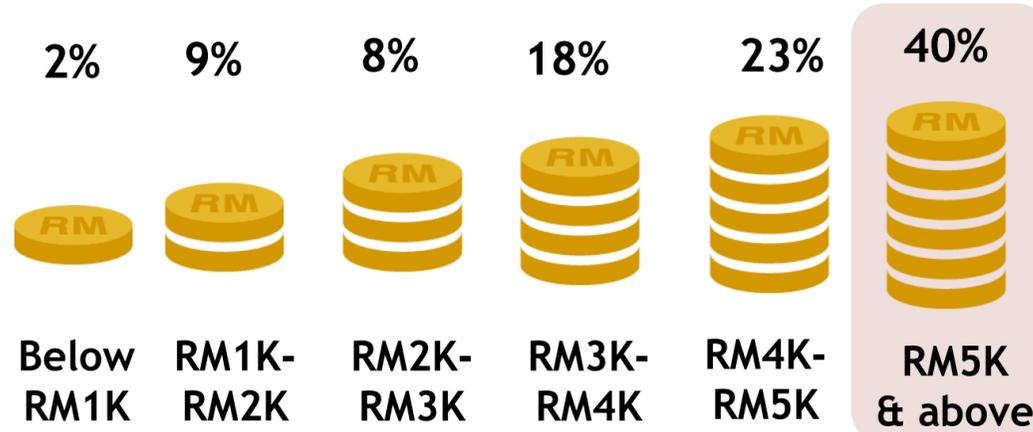


FEMALE
44%



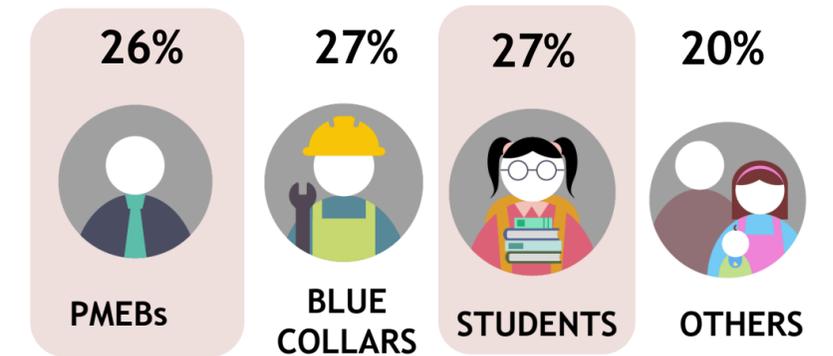
MALE
56%

MONTHLY HOUSEHOLD INCOME



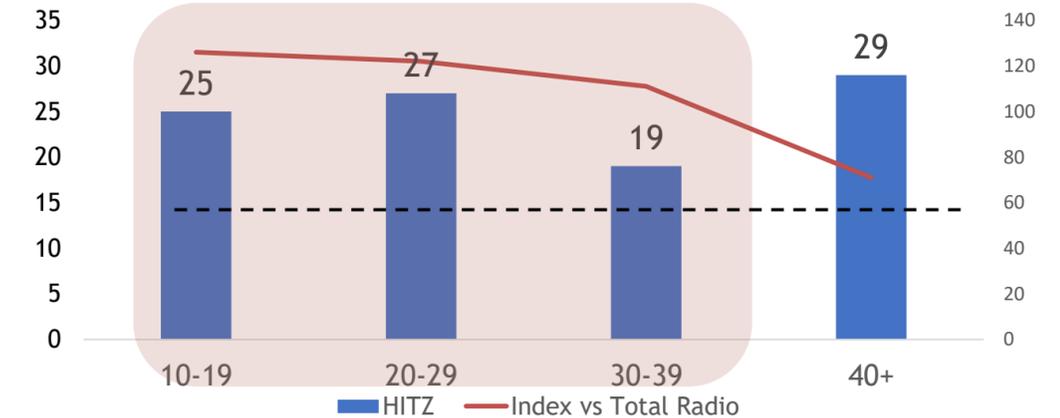
Skewed >RM5K [Index: 132]

OCCUPATION



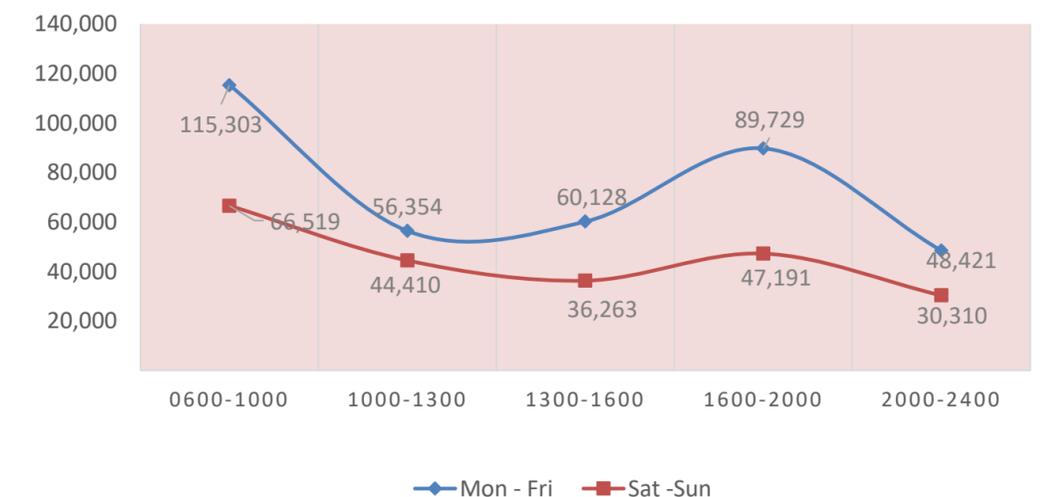
Skewed PMEB's [Index:126]; Students [Index: 137]

AGE



Skewed Age 10 - 19 [Index:126]; 20 -29 [Index: 122]; 30-39 [Index: 111]

LISTENERSHIP



Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022



TODAY'S BEST MUSIC

With a weekly reach of 1.0 mil on radio, MIX FM boasts the second largest 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.



Weekly reach
1.0 Mil

SOCIAL MEDIA



39K followers



331K followers



263K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
58%



MALE
42%

Region

NORTH



19%

CENTRAL



43%

SOUTH



31%

EAST COAST



6%

Skewed Central [Index: 119];
South [Index: 169]

MONTHLY HOUSEHOLD INCOME

3%



Below
RM1K

4%



RM1K-
RM2K

5%



RM2K-
RM3K

9%



RM3K-
RM4K

13%



RM4K-
RM5K

65%



RM5K
& above

Skewed HHI >RM5K [Index: 208]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

48%



PMEBs

16%



BLUE
COLLARS

26%



STUDENTS

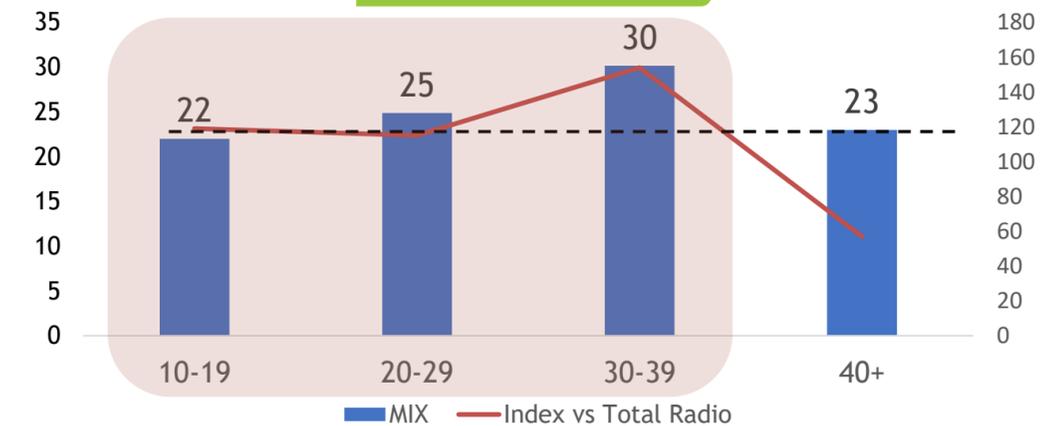
10%



OTHERS

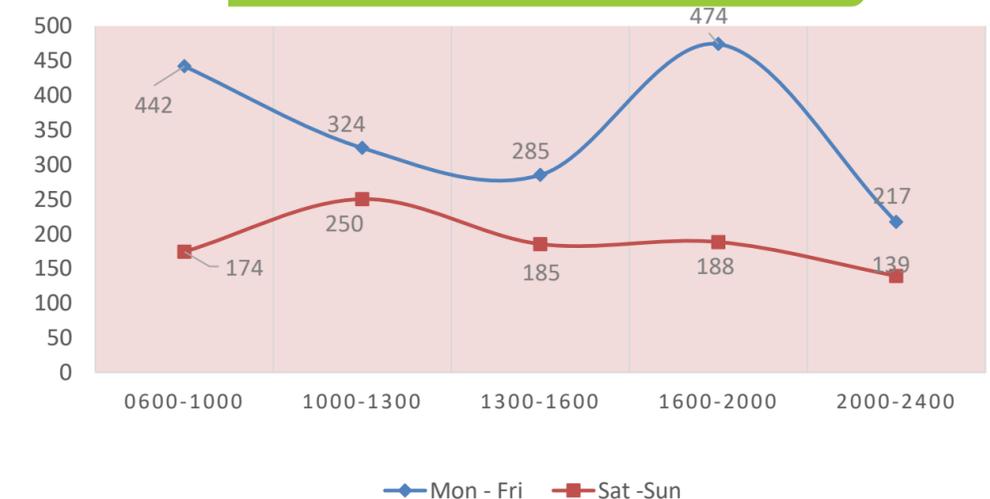
Skewed PMEBS [Index: 185]; Students [Index: 1.26]

AGE



Skewed Age 10 -19 [Index: 119]; 20-29 [Index: 115]
& 30-39 [Index: 154]

LISTENERSHIP (000s)





RELAXING FAVOURITES

LITE FM attracts 797 K Malaysians weekly on radio. The brand plays a 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.



Weekly reach
797 K

SOCIAL MEDIA



11K followers



495K followers



167K page views

Source: FB & IG; Period: As of 30 April 2021
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
51%



MALE
49%

Region

NORTH



23%

CENTRAL



37%

SOUTH



29%

EAST COAST



11%

Skewed South [Index: 158]

MONTHLY HOUSEHOLD INCOME

3%



Below
RM1K

2%



RM1K-
RM2K

10%



RM2K-
RM3K

10%



RM3K-
RM4K

13%



RM4K-
RM5K

62%



RM5K
& above

Skewed >RM5K [Index: 197]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

43%



PMEBs

12%



BLUE
COLLARS

29%



STUDENTS

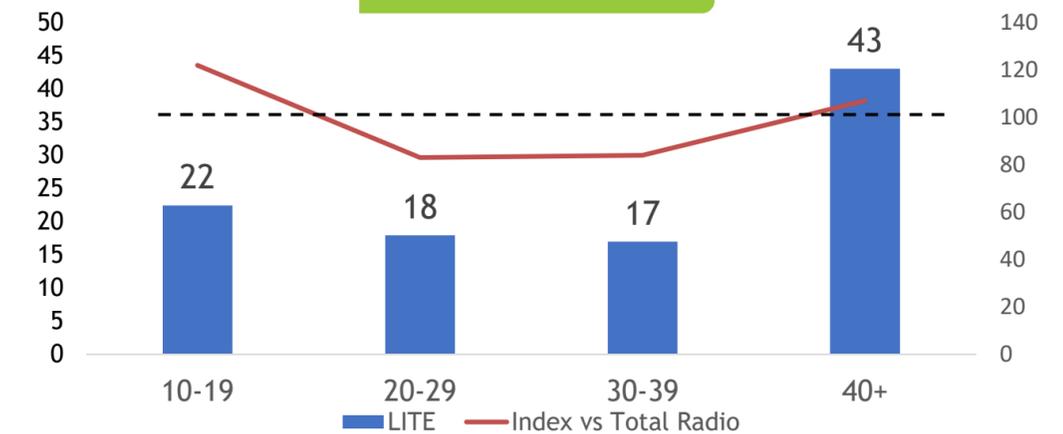
16%



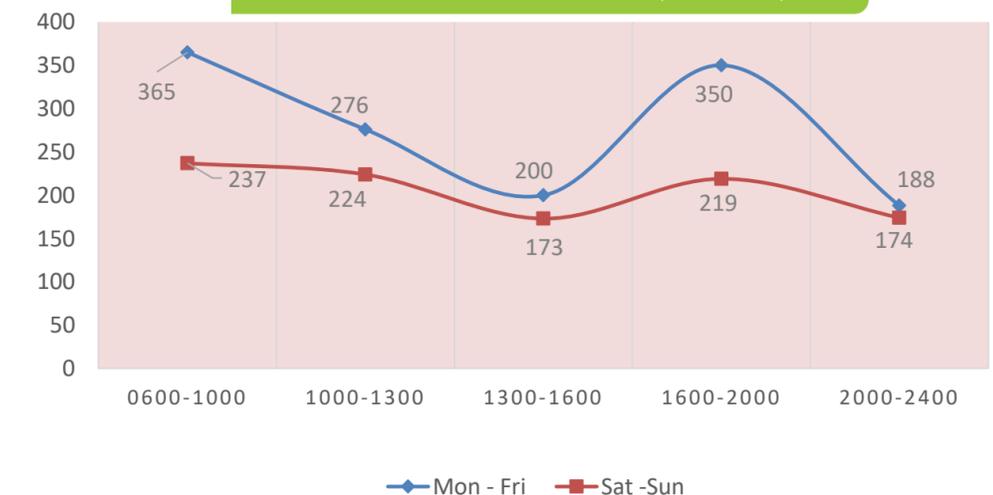
OTHERS

Skewed PMEBS [Index: 165]

AGE



LISTENERSHIP (000s)





MENYINARI HIDUPMU

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis **SINAR** reaches 5 mil fans on radio. The brand 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.



Weekly reach
5 Mil

SOCIAL MEDIA



1.7 Mil followers



2.4 Mil followers



1.8 Mil page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
50%



MALE
50%

Region

NORTH



25%

CENTRAL



43%

SOUTH



17%

EAST COAST



15%

Skewed South [Index: 117]

MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

12%



RM1K- RM2K

14%



RM2K- RM3K

23%



RM3K- RM4K

25%



RM4K- RM5K

25%



RM5K & above

Skewed HHI RM3K-4K [Index:117]; RM4K-5K [Index: 117]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

26%



PMEBs

31%



BLUE COLLARS

22%



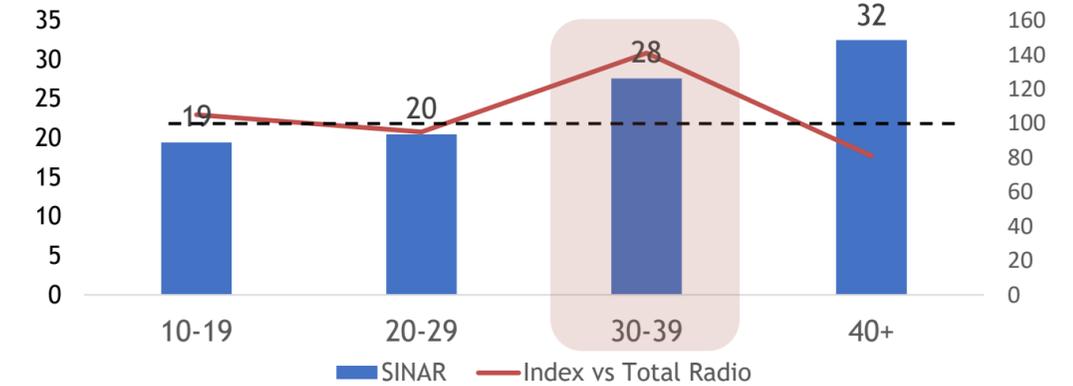
STUDENTS

22%



OTHERS

AGE



Skewed Age 30-39 [Index: 141]

LISTENERSHIP (000s)



Mon - Fri Sat -Sun



AAHA...SIRANTHA ISAI

RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.6 mil on radio. The brand is dedicated to being the dominant information hub on Kollywood news and centre of conversation amongst Tamil audiences. RAAGA plays the best of Indian music and is famous for its multi-talented bunch of entertainers.



Weekly reach
1.6 Mil

SOCIAL MEDIA



371K followers



879K followers



420K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
51%



MALE
49%

Region

NORTH



27%

CENTRAL



55%

SOUTH



15%

EAST COAST



3%

Skewed Central [Index: 150]

MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

9%



RM1K- RM2K

10%



RM2K- RM3K

21%



RM3K- RM4K

32%



RM4K- RM5K

26%



RM5K & above

Skewed HHI RM4K-5K [Index: 152]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

26%



PMEBs

29%



BLUE COLLARS

17%



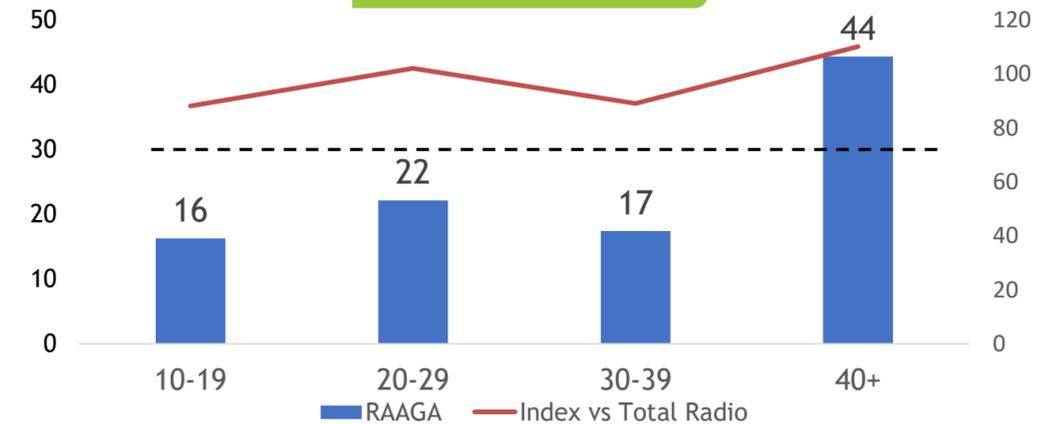
STUDENTS

28%

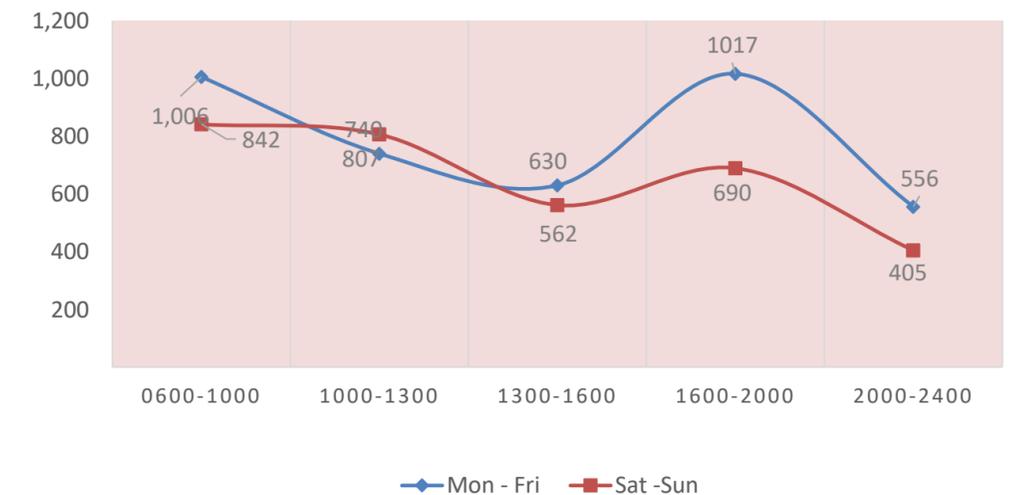


OTHERS

AGE



LISTENERSHIP (000s)





PILIHAN #1 PANTAI TIMUR

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.9 mil on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.



Weekly reach
1.9 Mil

SOCIAL MEDIA



353K followers



1.7 Mil followers



307K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
52%



MALE
48%

Region

NORTH



7%

CENTRAL



7%

SOUTH



2%

EAST COAST



84%

Skewed East Coast [Index: 461]

MONTHLY HOUSEHOLD INCOME

4%



Below
RM1K

28%



RM1K-
RM2K

25%



RM2K-
RM3K

20%



RM3K-
RM4K

11%



RM4K-
RM5K

12%



RM5K
& above

Skewed HHI RM1K-2K [Index: 259];
RM2K-RM3K [Index: 176]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

10%



PMEBs

41%



BLUE
COLLARS

27%



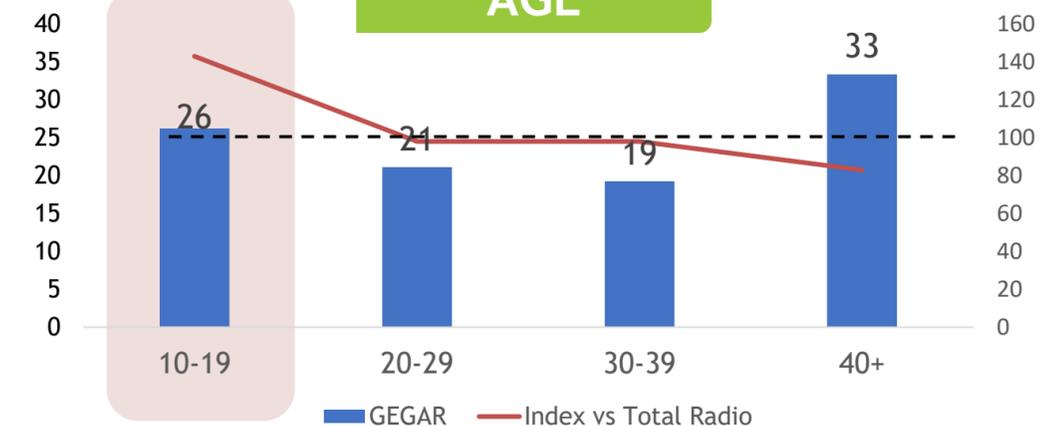
STUDENTS

22%



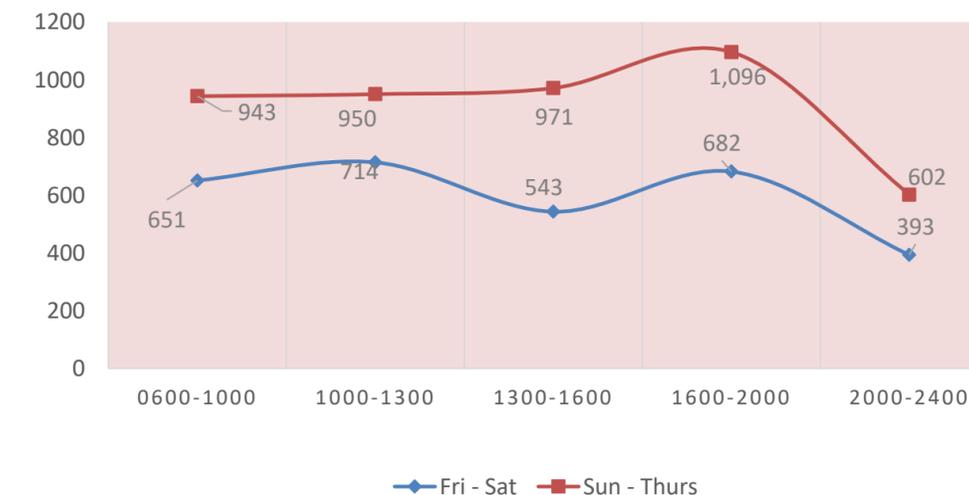
OTHERS

AGE



Skewed Age 10-19 [Index: 143]

LISTENERSHIP (000s)





BEST MUSIC, LATEST INFO

MELODY is the radio station that brings you the Chinese classics and contemporary hits. With a weekly reach of 1 mil on radio. It is a personality driven brand with an unprecedented Golden Chinese hits playlist that keeps a pulse on today, whilst reminiscing the joys of yesteryears.



Weekly reach

1.0 Mil

SOCIAL MEDIA



83K followers



472K followers



795K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE

54%



MALE

46%

Region

NORTH



38%

CENTRAL



38%

SOUTH



17%

EAST COAST



7%

Skewed North [Index: 142]

MONTHLY HOUSEHOLD INCOME

3%



Below RM1K

4%



RM1K- RM2K

7%



RM2K- RM3K

12%



RM3K- RM4K

20%



RM4K- RM5K

56%



RM5K & above

Skewed HHI >RM5K [Index: 178]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

42%



PMEBs

19%



BLUE COLLARS

20%



STUDENTS

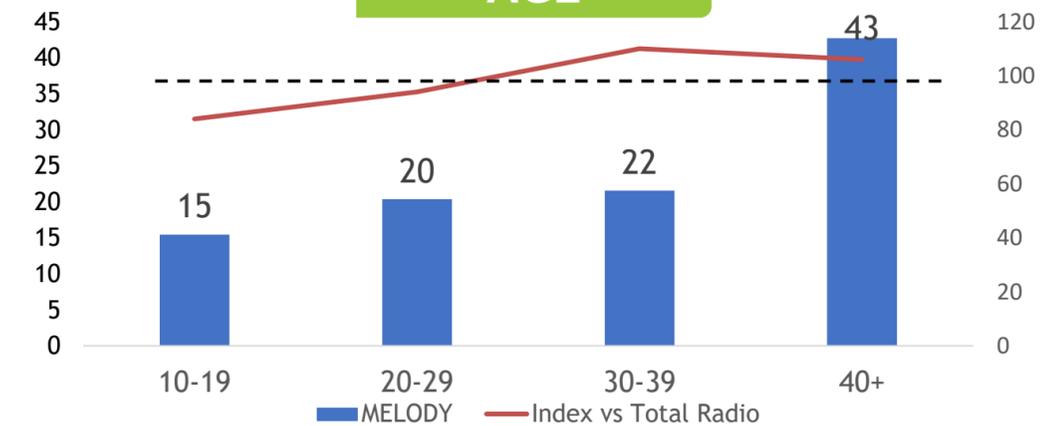
19%



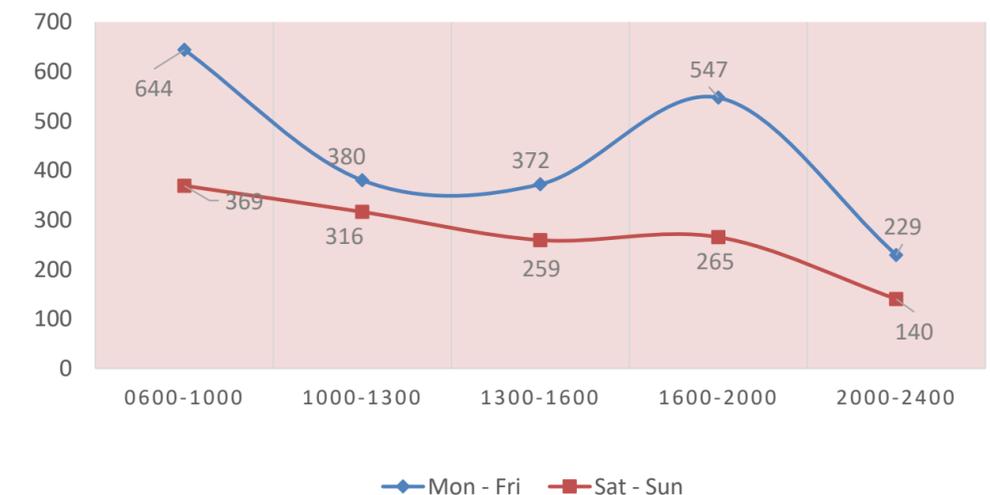
OTHERS

Skewed PMEBS [Index: 162]

AGE



LISTENERSHIP (000s)





#INDAHDIHATI

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.



Weekly reach
385 K

SOCIAL MEDIA



229K followers



544K followers



244K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
61%



MALE
39%

Region

NORTH



51%

CENTRAL



25%

SOUTH



16%

EAST COAST



8%

Skewed North [Index: 191]

MONTHLY HOUSEHOLD INCOME

5%



Below
RM1K

12%



RM1K-
RM2K

8%



RM2K-
RM3K

25%



RM3K-
RM4K

18%



RM4K-
RM5K

32%



RM5K
& above

Skewed HHI RM1K-2K [Index: 117];
RM3K-4K [Index: 128]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

16%



PMEBs

29%



BLUE
COLLARS

19%



STUDENTS

35%



OTHERS

AGE

45
40
35
30
25
20
15
10
5
0

10-19

17

20-29

26

30-39

16

40+

140
120
100
80
60
40
20
0

ZAYAN Index vs Total Ratio

Skewed Age 20-29 [Index: 122]

LISTENERSHIP (000s)

250
200
150
100
50
0

0600-1000

192

88

1000-1300

189

86

1300-1600

156

78

1600-2000

187

81

2000-2400

85

53

Mon - Fri Sat - Sun



GO FUN!

GOXUAN is a cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and sharable.



Weekly reach
298 K

SOCIAL MEDIA



125K followers



321K followers



492K page views

Source: FB & IG; Period: As of 30 April 2023
Website; GA 360; Period: 1 - 30 April 2023

GENDER



FEMALE
68%



MALE
32%

Region

NORTH



44%

CENTRAL



29%

SOUTH



17%

EAST COAST



10%

Skewed North [Index: 165]

MONTHLY HOUSEHOLD INCOME

5%



Below
RM1K

6%



RM1K-
RM2K

11%



RM2K-
RM3K

15%



RM3K-
RM4K

16%



RM4K-
RM5K

46%



RM5K
& above

Skewed HHI >RM5K [Index: 148]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2023

OCCUPATION

35%



PMEBs

21%



BLUE
COLLARS

38%



STUDENTS

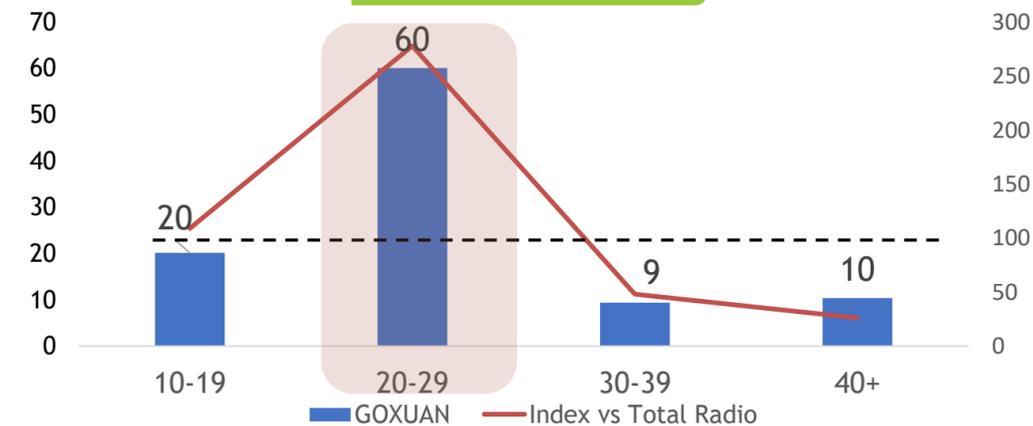
6%



OTHERS

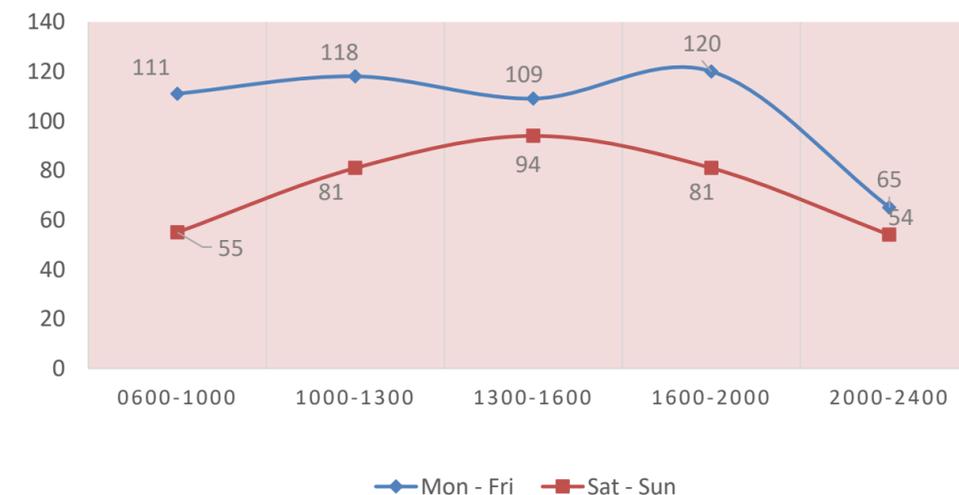
Skewed PMEB's [Index: 135];
Students [Index: 183]

AGE



Skewed Age 20-29 [Index: 278]

LISTENERSHIP (000s)



astro

Thank you