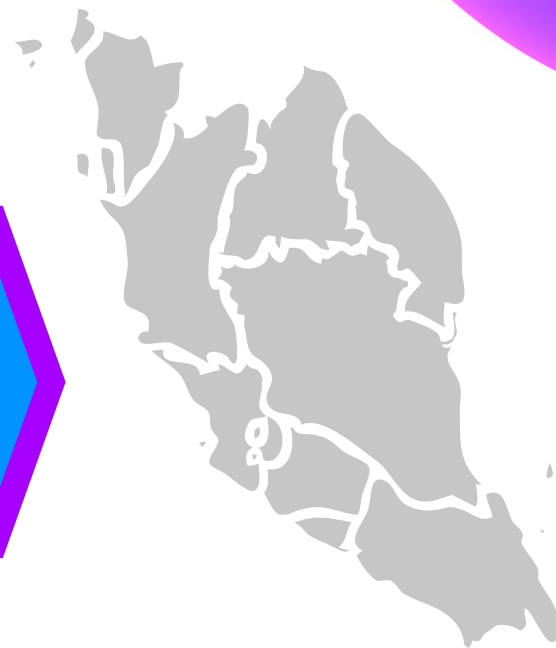


**PENINSULAR
MALAYSIA**
15.3MIL

74.4%
REACH
CONSUMERS





NO.1

CHOICE FOR ALL LANGUAGES

Malay, Chinese, English & Tamil

MALAY

ERA™ **sinar**™ **Gegar**™

9.8 MIL (70.8%)

WEEKLY CONSUMERS

ENGLISH

hitz™ **mix**™ **Lite**™

3.3 MIL (80.5%)

WEEKLY CONSUMERS

CHINESE

MY™ **MELODY**™

2.9 MIL (68.0%)

WEEKLY CONSUMERS

TAMIL

ரொடு™

1.4 MIL (84.9%)

WEEKLY CONSUMERS

OUR CONSUMERS

ERATM

6.1 MIL

sinarTM

4.9 MIL

GegarTM

2.4 MIL

hitzTM

2.2 MIL

mixTM

939 K

LiteTM

916 K

MYTM

2.2 MIL

MELODYTM

1.2 MIL

raagaTM

1.4 MIL

OUR CONSUMERS (REACH BY STATE)

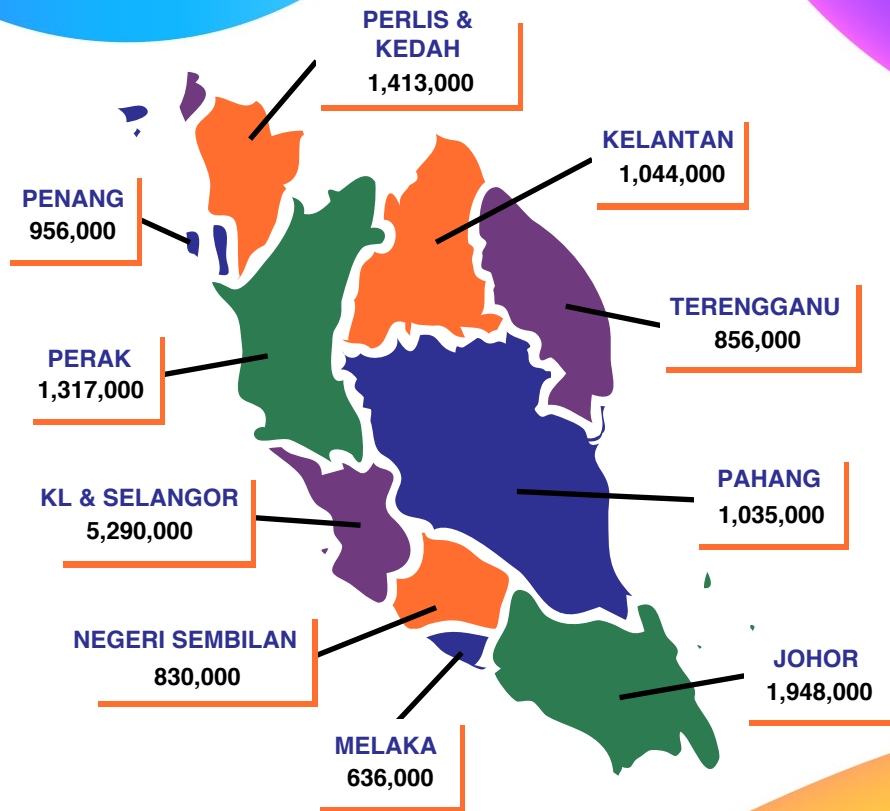
15.3 MIL

NORTH = 3,686,000

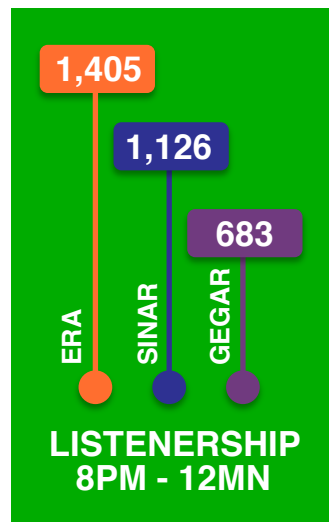
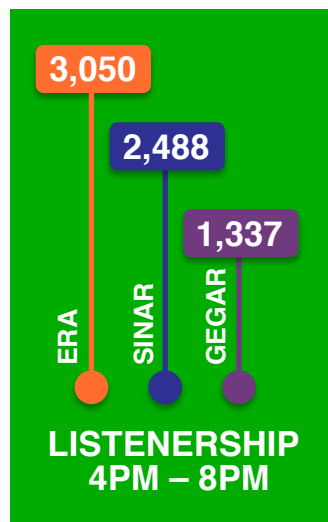
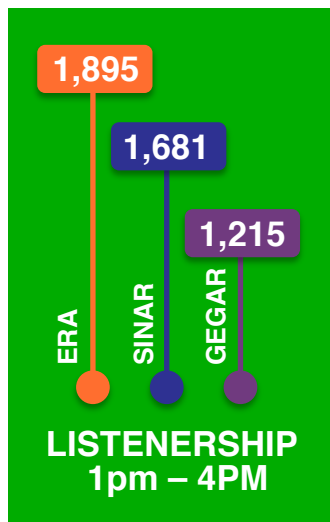
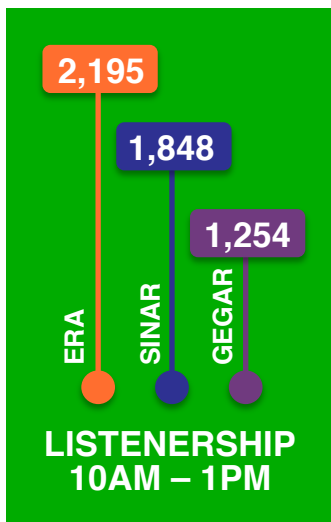
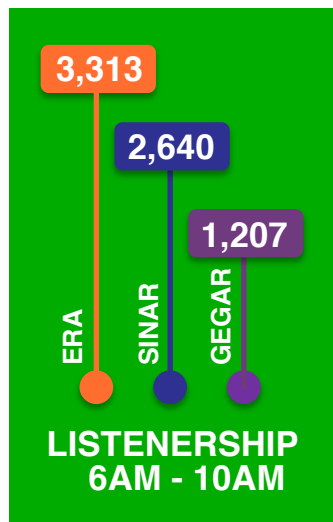
CENTRAL = 6,120,000

SOUTH = 2,584,000

EAST COAST = 2,935,000



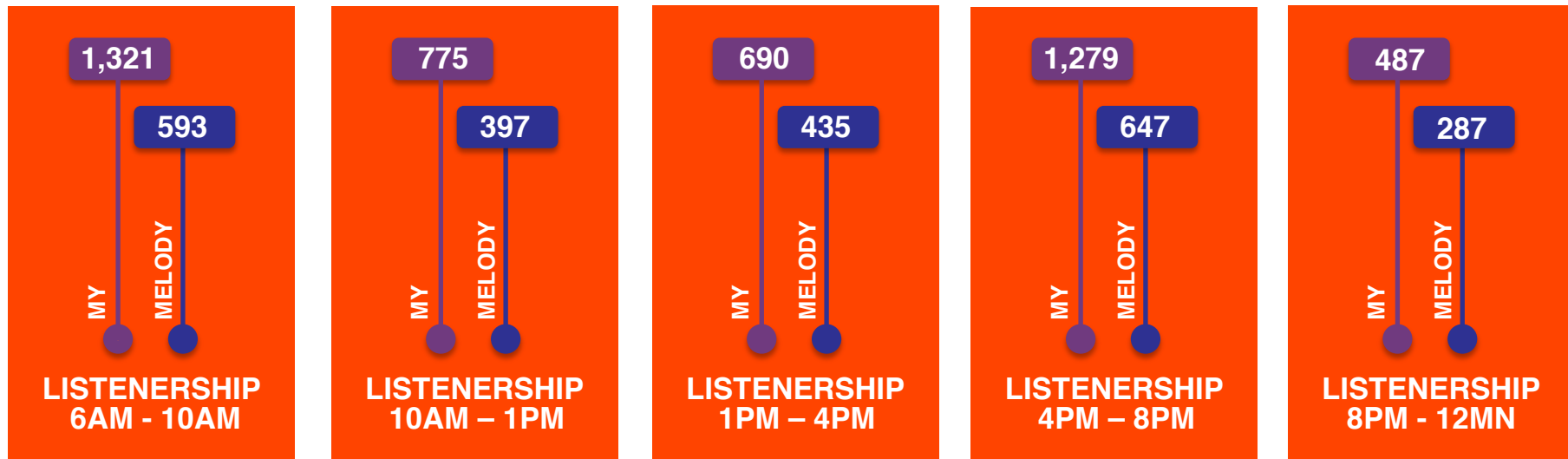
MALAY BRANDS



CUMULATIVE AUDIENCE #('000)

ERA **sinar** **Gegar**

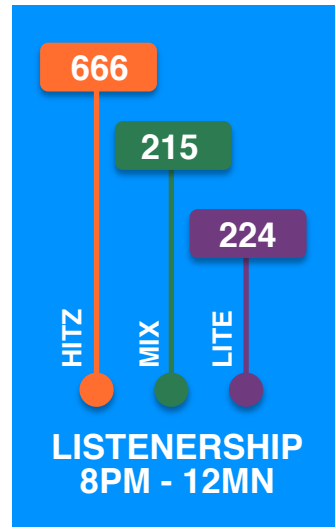
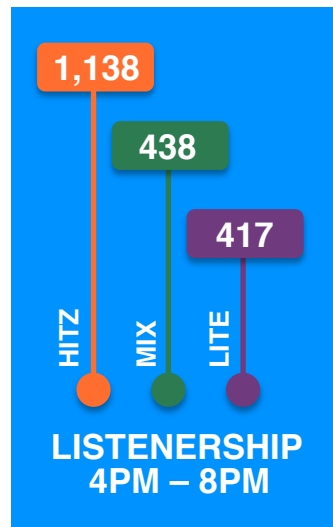
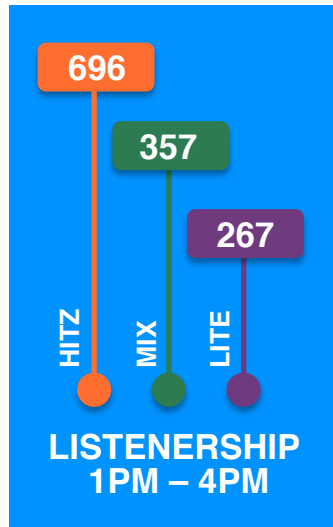
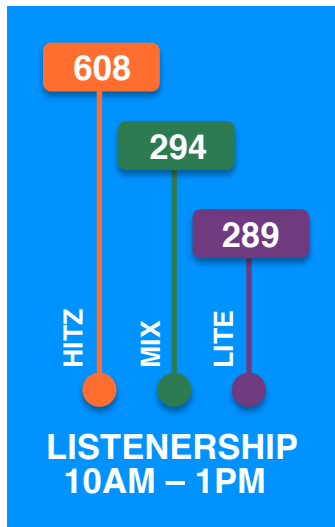
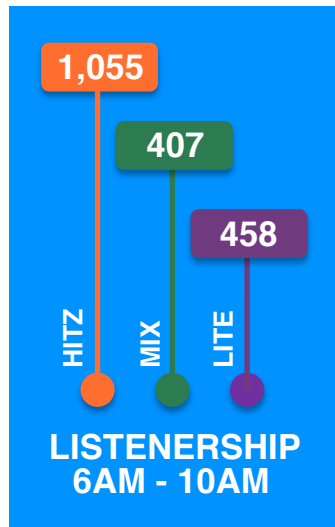
CHINESE BRANDS



CUMULATIVE AUDIENCE #('000)



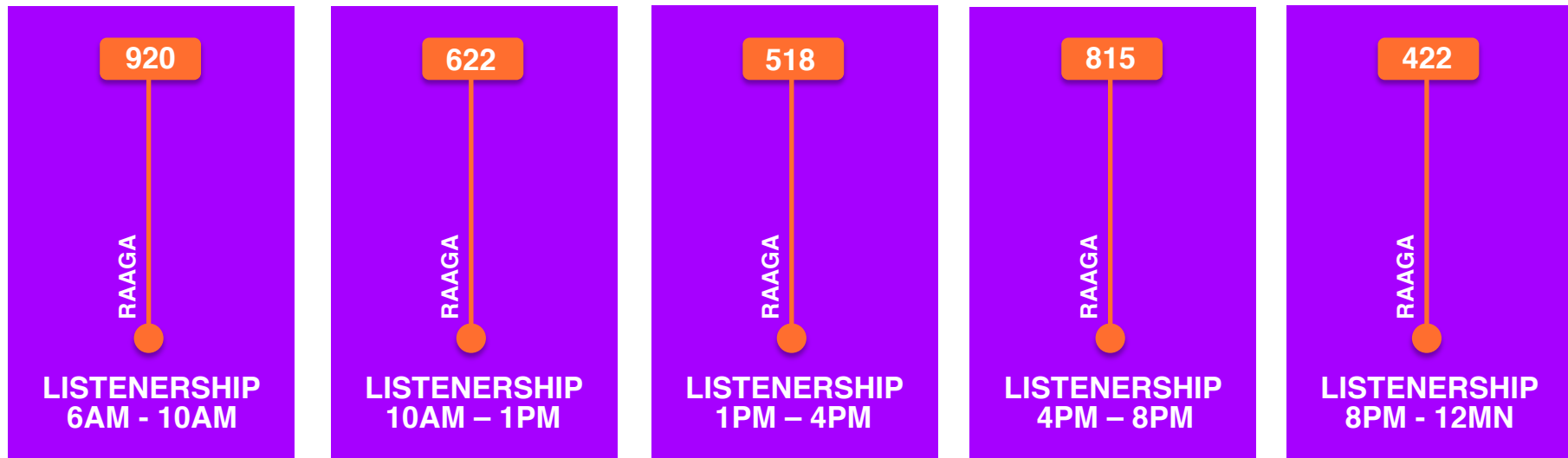
ENGLISH BRANDS



CUMULATIVE AUDIENCE #('000)

hitz mix Lite

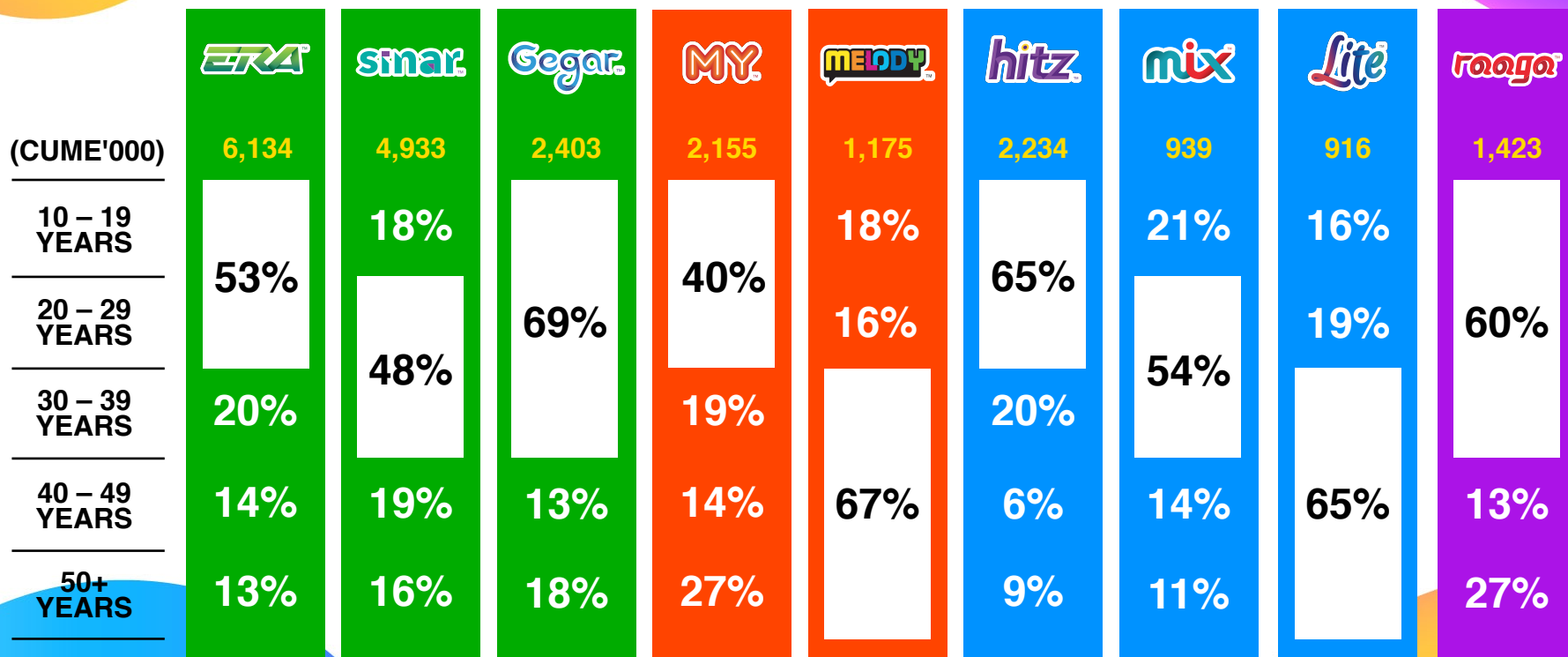
TAMIL BRAND



CUMULATIVE AUDIENCE #('000)

raagaTM

OUR PROFILE



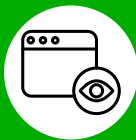
UPDATES ON ZAYAN



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. THE BRAND WAS LAUNCHED IN OCT 2017

BRAND POSITIONING: #INDAHDIHATI
TARGET AUDIENCE: 18 – 34 YEAR OLDS (MODERN MUSLIMS)

WEB STATISTICS



353,893

**AVERAGE MONTHLY UNIQUE
PAGE VIEWS**

(January – March 2021)

PAGE VIEWS IS THE TOTAL NUMBER OF PAGES VIEWED. REPEATED VIEWS OF A SINGLE PAGE ARE COUNTED.



60,763

**AVERAGE UNIQUE VISITORS
(January – March 2021)**

UNIQUE VISITORS IS THE NUMBER OF UNDUPLICATED (COUNTED ONLY ONCE)

UPDATES ON ZAYAN



**BREAKING NEW GROUND
WITH CONTEMPORARY
CONTENT FOR MODERN
MUSLIMS.**

SOCIAL MEDIA



602,000

SOCIAL MEDIA FOLLOWERS*



14 MILLION

VIDEO VIEWS**



2.33 MILLION

ENGAGEMENT***

UPDATES ON GOXUAN



GOXUAN IS A NEW 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. THE BRAND WAS LAUNCHED IN OCT 2017

BRAND POSITIONING: 够FUN (GO FUN)
TARGET AUDIENCE: 12 - 24 YEAR OLDS (CHINESE)

WEB STATISTICS



439,155

**AVERAGE MONTHLY UNIQUE
PAGE VIEWS**

(January - March 2021)

PAGE VIEWS IS THE TOTAL NUMBER OF PAGES VIEWED. REPEATED VIEWS OF A SINGLE PAGE ARE COUNTED.



1,415,370

**AVERAGE UNIQUE VISITORS
(January - March 2021)**

UNIQUE VISITORS IS THE NUMBER OF UNDUPLICATED (COUNTED ONLY ONCE)

UPDATES ON GOXUAN



SERVING UP HIP,
DIGITAL-FIRST CONTENT
FOR THE CHINESE DIGITAL
NATIVES.

SOCIAL MEDIA



358,064

SOCIAL MEDIA FOLLOWERS*



7.7 MILLION

VIDEO VIEWS**



3.83 MILLION

ENGAGEMENT***

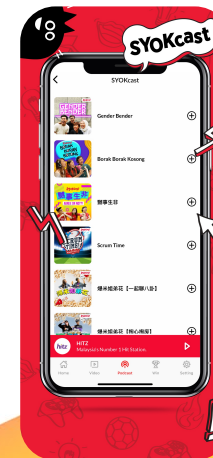
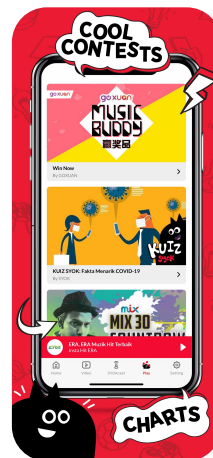
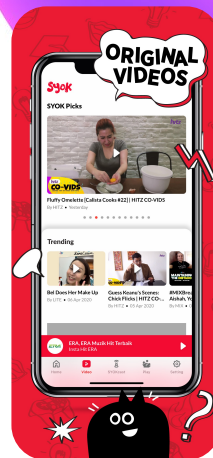
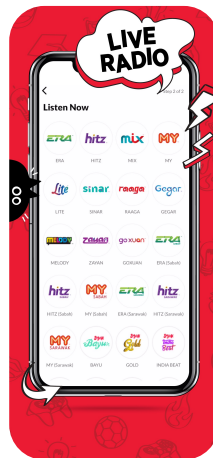
UPDATES Syok

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

SYOK users are able stream all 27 Astro + Radio brands as well as gain access to SYOK Originals featuring bespoke short-form videos and SYOKcasts – exclusive podcasts produced by SYOK

KEY STATISTICS MARCH 2021

- **MAU** : 383K
- **Average Session Duration** : 1hr 18s
- **Radio Listeners** : 739K
- **Radio Listens** : 3.9mil
- **Podcast listens** : 298K
- **Article View** : 449K
- **Video View** : 119K



UPDATES RADIO DIGITAL MATRIX (March 2021)

Website Users

Audio Streaming
Total Unique Listeners
Total Unique Listens
Average Time Spent listening
Podcast Listens

SYOK Audio Streaming
Total Unique Listeners
Total Unique Listens
Average Time Spent listening

Video Views
Social Media Video Views
(Facebook/Instagram/YouTube)

Social media
Facebook Fans
Twitter Fans
Instagram Fans
YouTube Subscribers

Statistics 2.8mil

3.7mil
20.5mil
52min 32s
797K

845K
8.5mil
25min 58s

121mil

13.2mil
1.5mil
7.1mil
2.2mil



THANK YOU