



THE BRAND
THAT REACHES MALAYSIANS
LIKE NO OTHER



NO.1

CHOICE FOR ALL LANGUAGES
MALAY, CHINESE, ENGLISH & TAMIL

15.7 MILLION MALAYSIAN SPEND THEIR TIME WITH US



Syok ERA sinar. Gegar. MY MELODY hitz mix Lite raga



**REACHES MILLIONS OF
MALAYSIANS, EVERY DAY.**

**DELIVERING A VARIETY OF ANGLES, FORMATS AND APPROACHES
TO CONTENT, AND SERVING IT 24/7, 365 DAYS**



**PENINSULAR
MALAYSIA
15.1 MIL**



MALAY

ERA **sinar** **Gegar**

10 MIL (72.9%)
WEEKLY CONSUMERS

CHINESE

MY **MELODY**

2.9 MIL (61.1%)
WEEKLY CONSUMERS



ENGLISH

hitz **mix** **Lite**

3.5 MIL (86.5%)
WEEKLY CONSUMERS

TAMIL

raaga

1.3 MIL (78.8%)
WEEKLY CONSUMERS



OUR CONSUMERS

ERATM

6.3 MIL

sinarTM

4.8 MIL

GegarTM

2.5 MIL

hitzTM

2.5 MIL

mix

1.1 MIL

LiteTM

960 K

MYTM

2 MIL

MELODYTM

1.2 MIL

raagaTM

1.3 MIL



OUR CONSUMERS (REACH BY STATE)

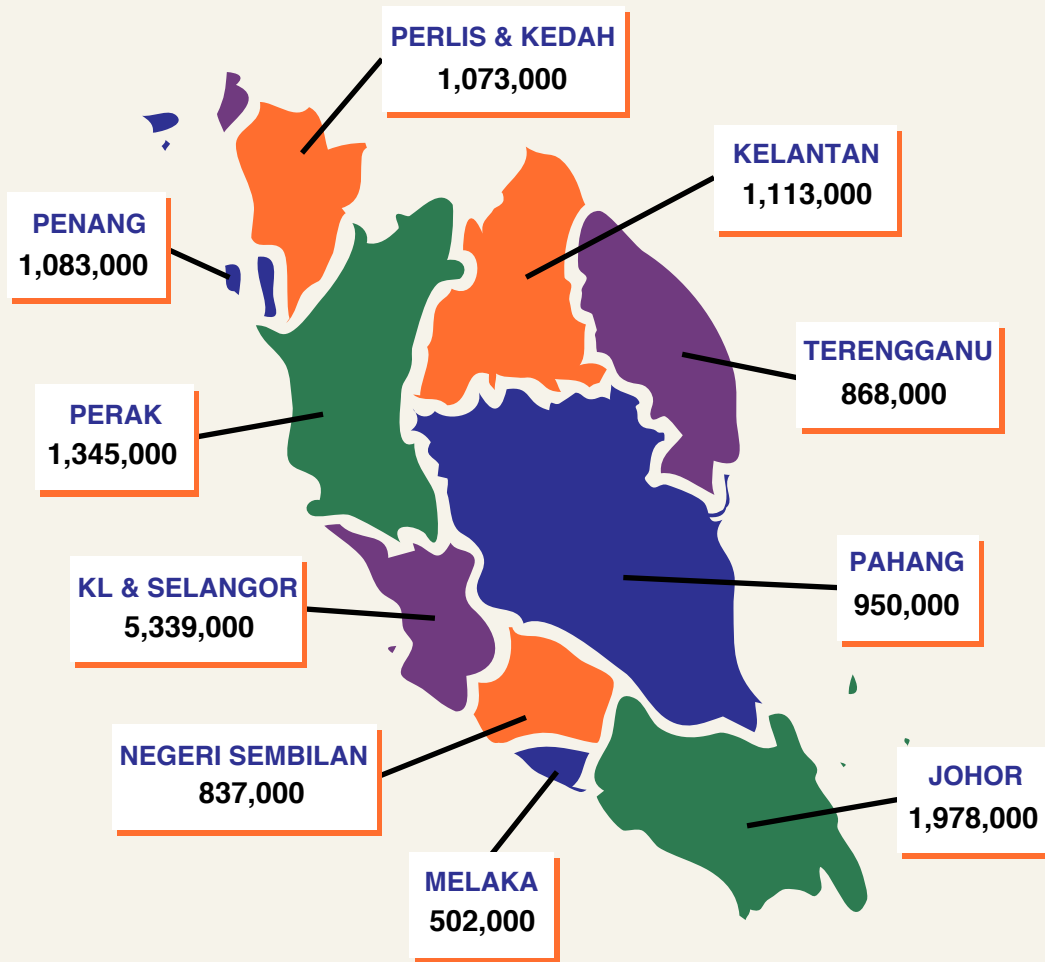
15.1 MIL

NORTH = 3,501,000

CENTRAL = 6,176,000

SOUTH = 2,480,000

EAST COAST = 2,931,000





ERA

sinar

Gegar

MALAY BRANDS (REACH BY STATE)

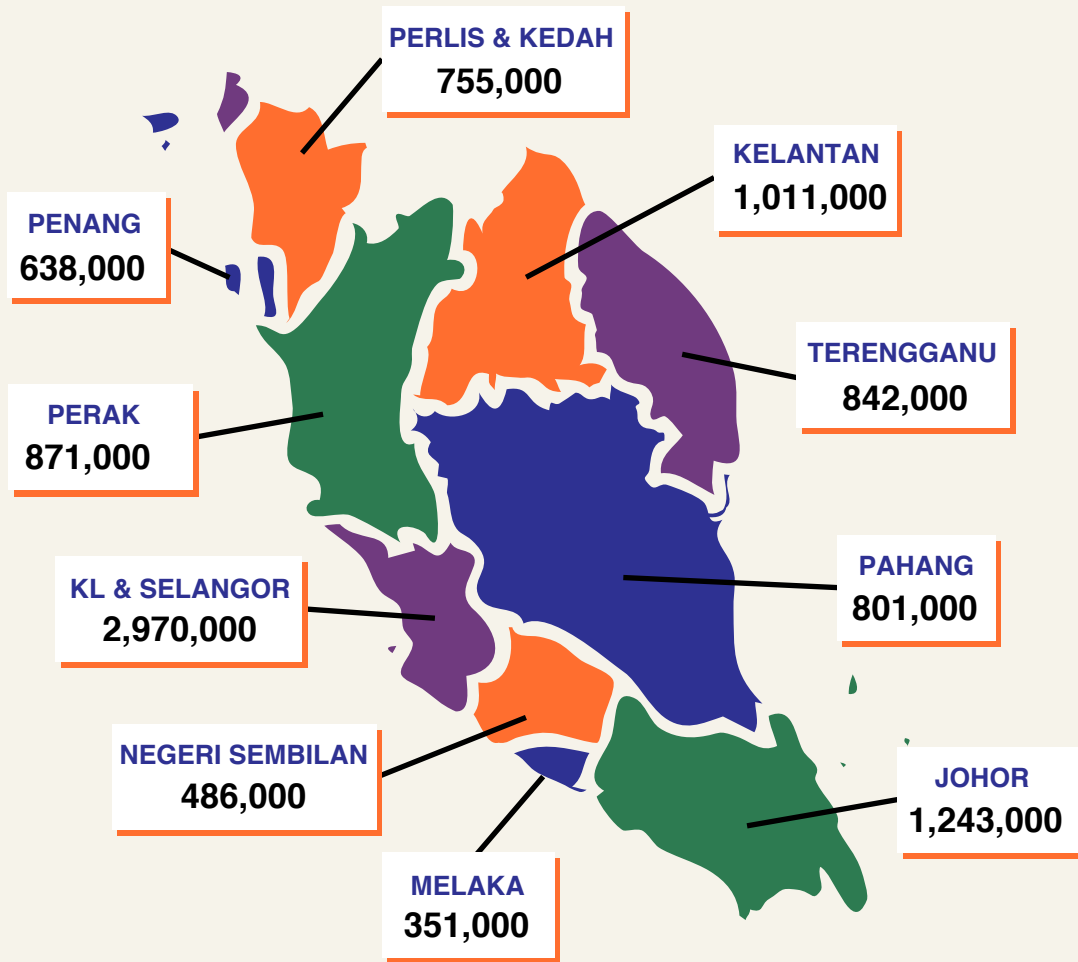
10 MIL CONSUMERS

NORTH = 2,264,000

CENTRAL = 3,455,000

SOUTH = 1,594,000

EAST COAST = 2,654,000





MY

MELODY

CHINESE BRANDS (REACH BY STATE)

2.9 MIL

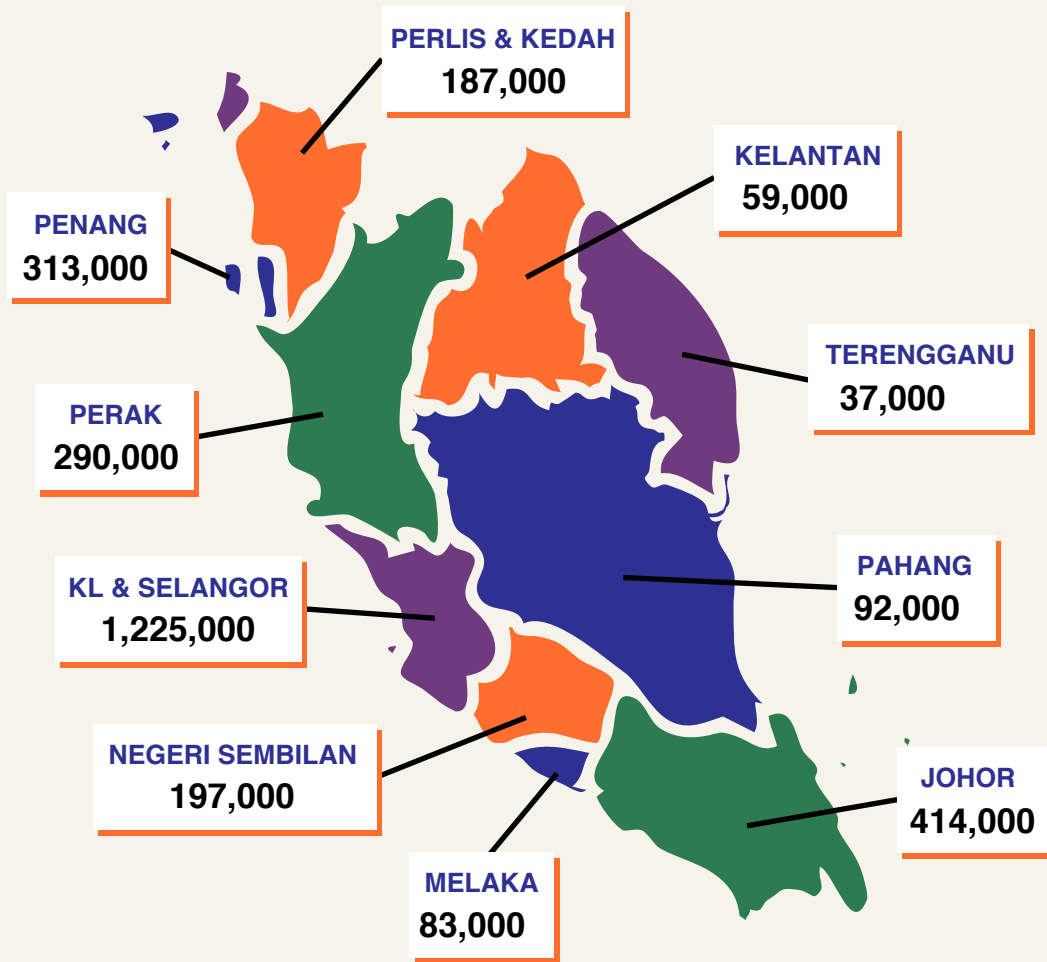
CONSUMERS

NORTH = 791,000

CENTRAL = 1,422,000

SOUTH = 497,000

EAST COAST = 188,000





hitz

mix

Lite

ENGLISH BRANDS (REACH BY STATE)

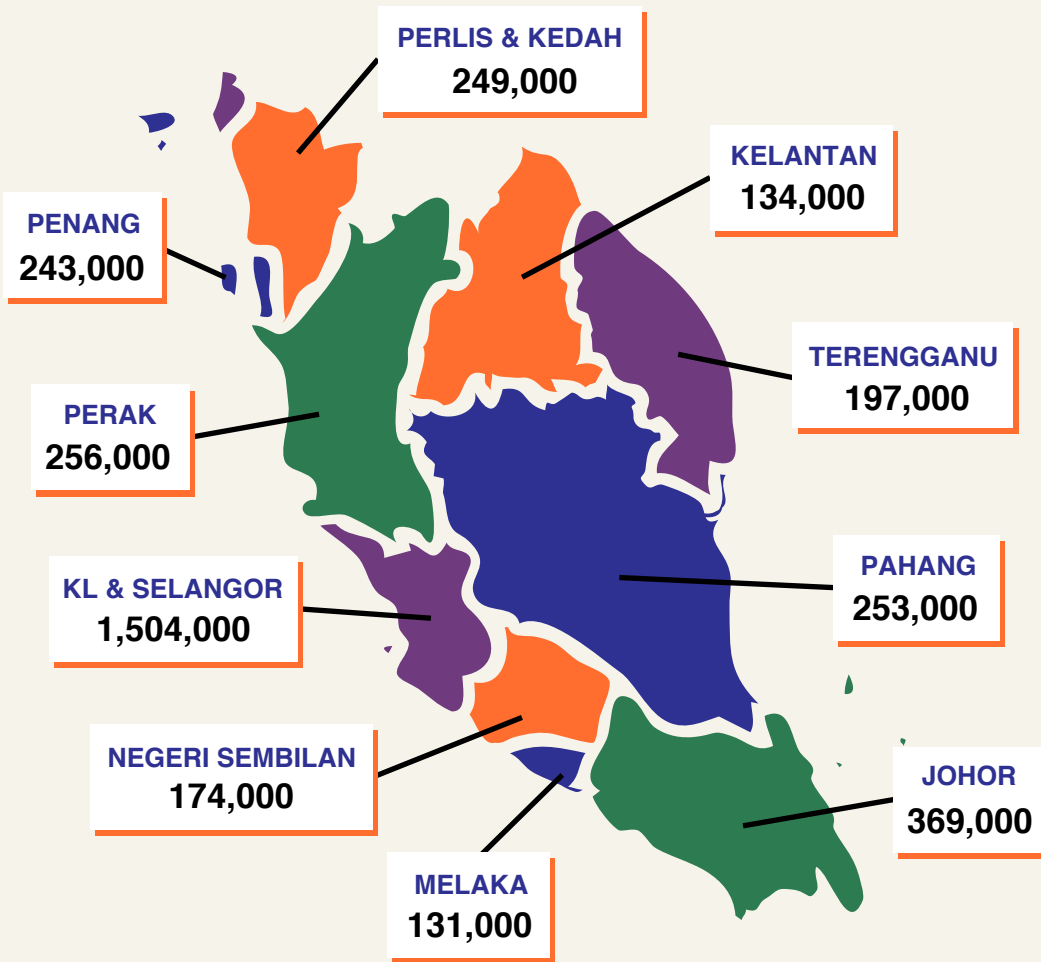
3.5 MIL CONSUMERS

NORTH = 749,000

CENTRAL = 1,678,000

SOUTH = 501,000

EAST COAST = 584,000





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TAMIL BRAND (REACH BY STATE)

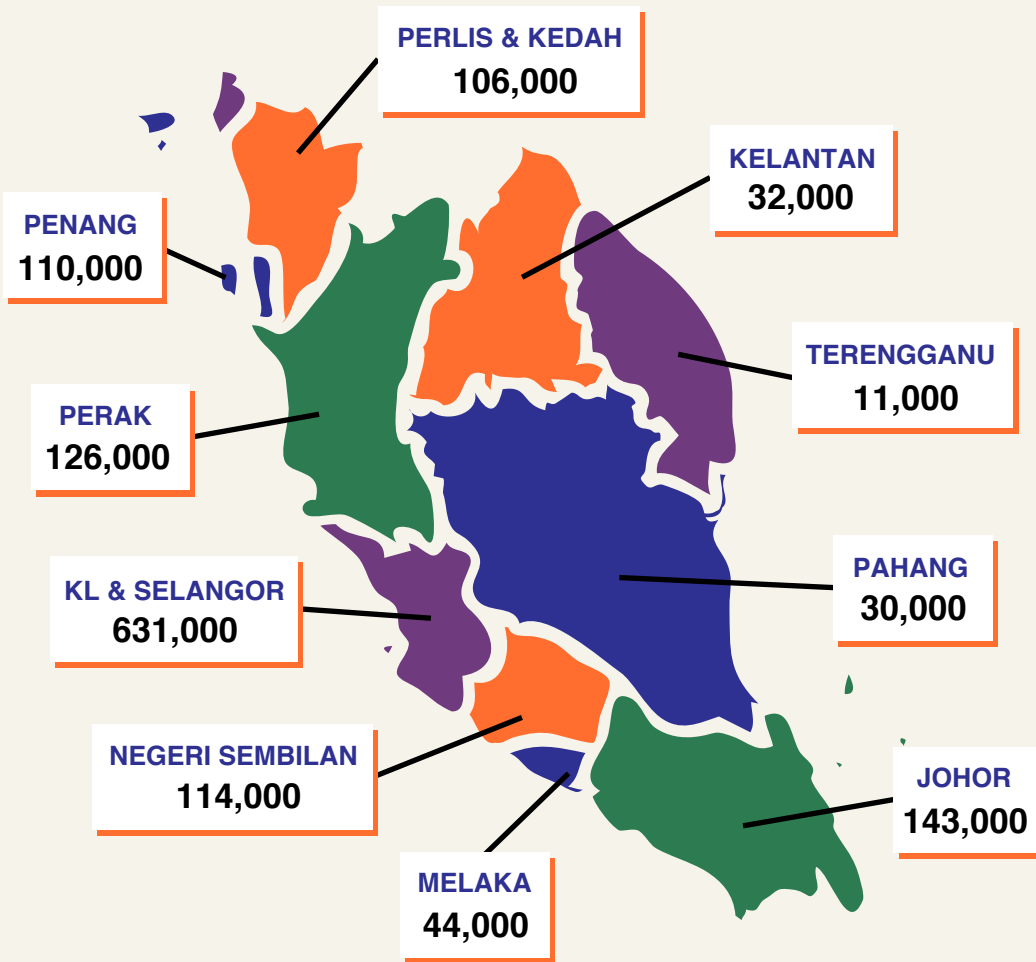
1.3 MIL CONSUMERS

NORTH = 343,000

CENTRAL = 745,000

SOUTH = 187,000

EAST COAST = 74,000



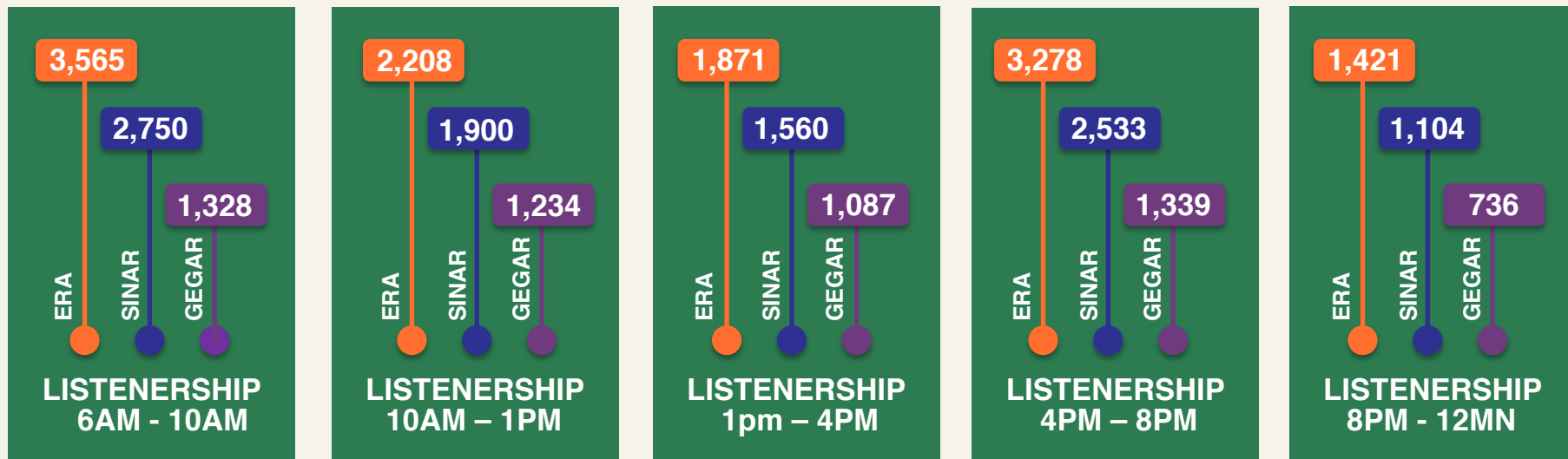


**DELIVERS A QUALITY EXPERIENCE
FOR EVERY MALAYSIA
THROUGHOUT THE DAY.**

ACROSS ALL LANGUAGES, 24/7, 365 DAYS



MALAY BRANDS

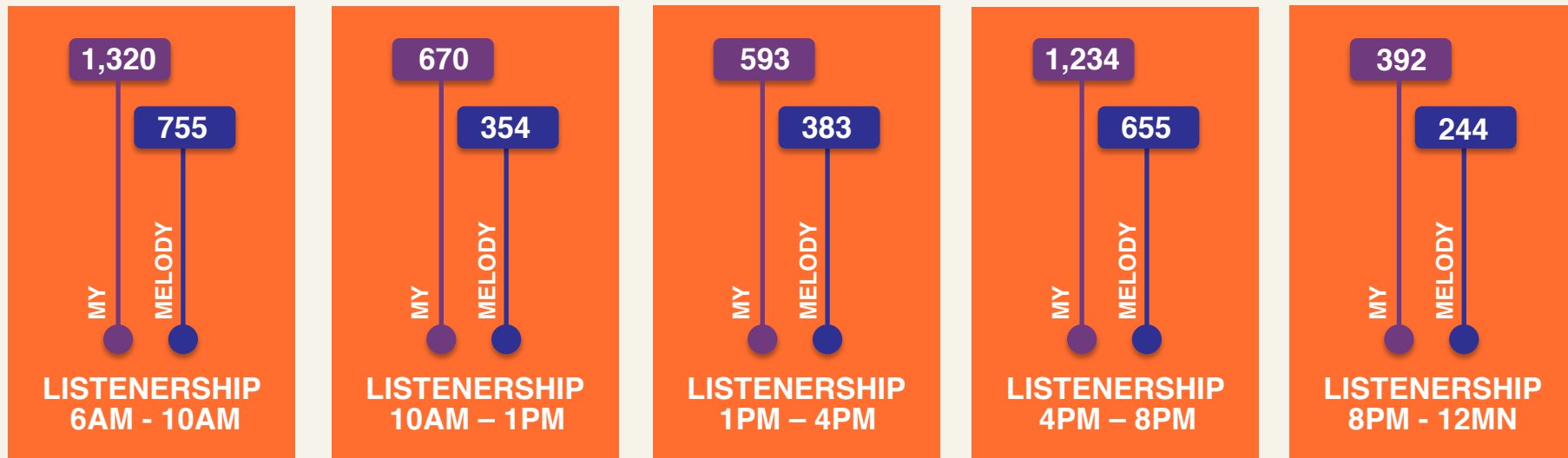


CUMULATIVE AUDIENCE #('000)





CHINESE BRANDS



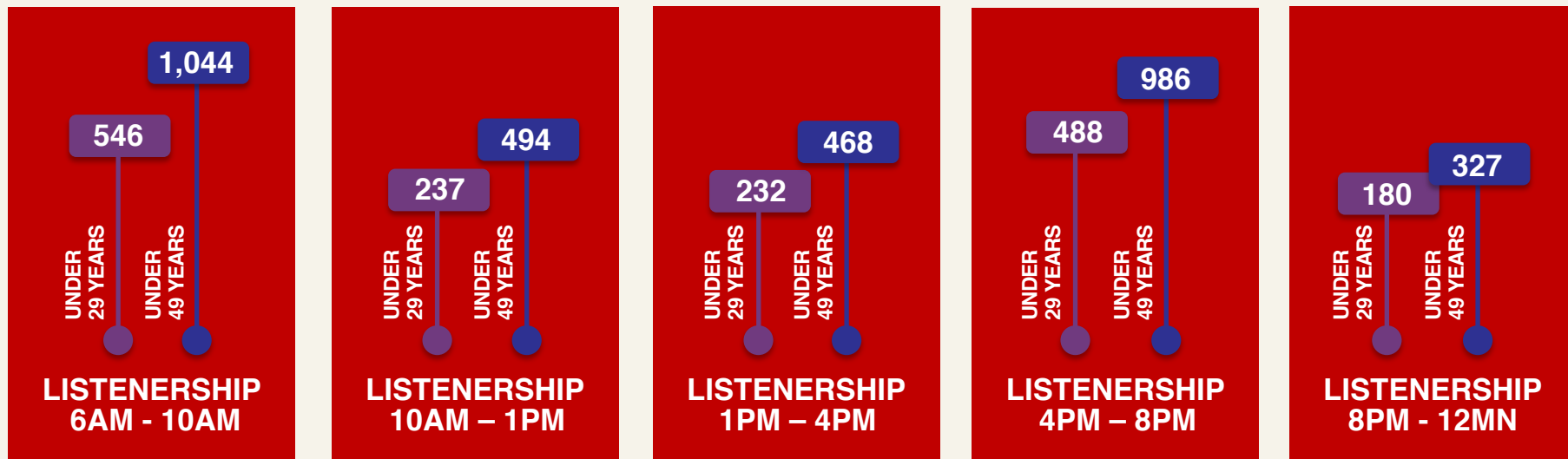
CUMULATIVE AUDIENCE #('000)





Key Segment (Under 29 years / Under 49 years)

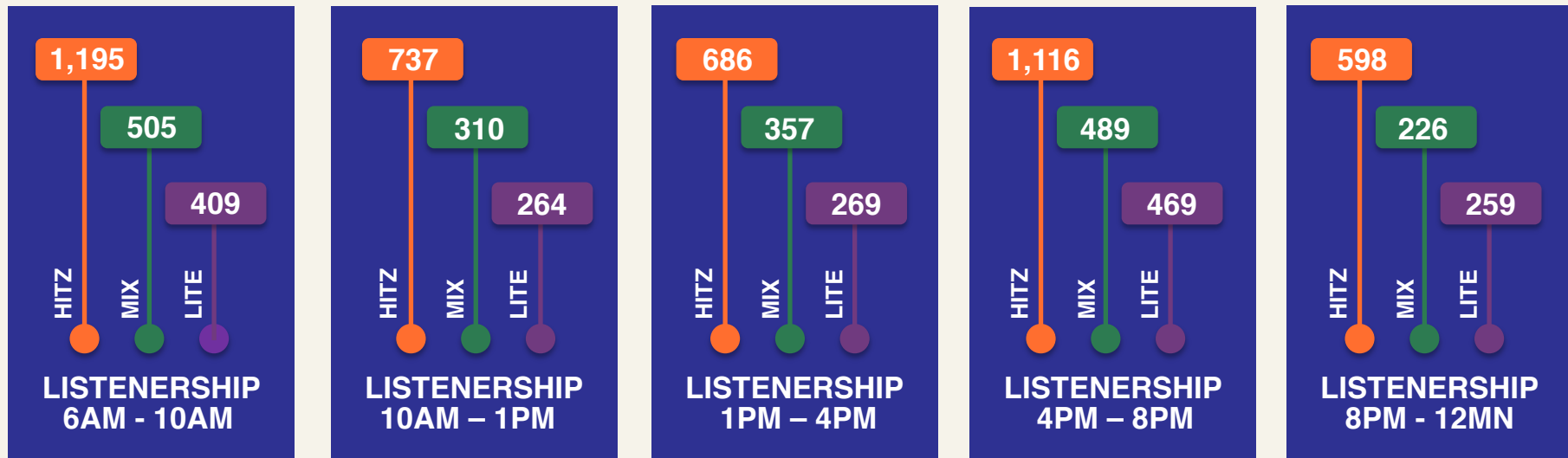
CUMULATIVE AUDIENCE #('000)



MY has 883K listeners 10-29 years leading this category by 29% from the closest 2nd competitors and 1.6mil listeners for target under 49 years leading this category by 22% from the closest 2nd competitors



ENGLISH BRANDS

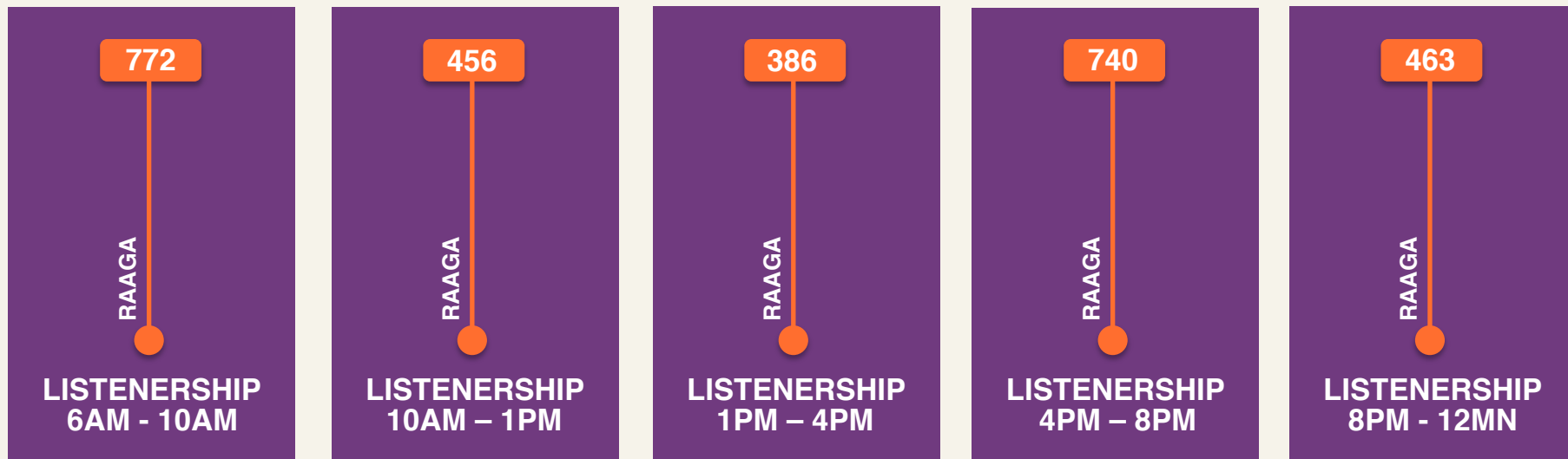


CUMULATIVE AUDIENCE #('000)

hitz mix Lite



TAMIL BRAND



CUMULATIVE AUDIENCE #('000)

raaga™

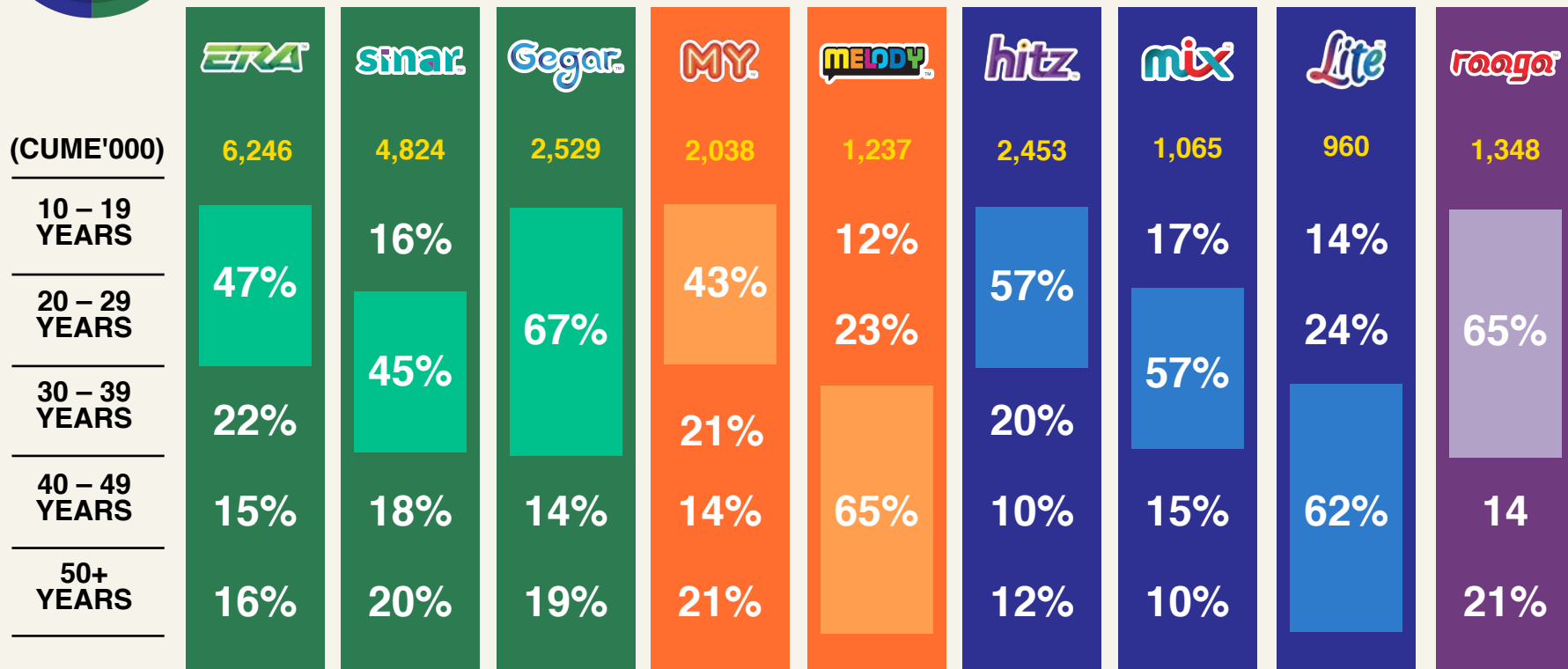


**WE KNOW WHAT
MALAYSIANS WANTS**

REACHING ALL WALKS OF LIFE



OUR PROFILE














OUR PROFILE

	ERA	sinar	Gegar	MY	MELODY	hitz	mix	Lite	raaga
(CUME'000)	6,246	4,824	2,529	2,038	1,237	2,453	1,065	960	1,348
≤ 3K HHI	26%	27%	57%	10%	15%	21%	14%	17%	23%
> 3K – 5K HHI	41%	39%	30%	28%	30%	32%	30%	29%	44%
> 5K HHI	32%	34%	13%	62%	56%	47%	56%	54%	34%



OUR PROFILE

									
(CUME'000)	6, 246	4,824	2,529	2,038	1,237	2,453	1,065	960	1,348
PMAT'S (PMEB'S)	19%	21%	10%	30%	30%	25%	39%	39%	20%
OTHER WHITE COLLAR	12%	12%	7%	13%	12%	12%	10%	10%	11%
BLUE COLLAR	29%	28%	34%	20%	19%	18%	12%	11%	26%
STUDENTS	22%	17%	22%	21%	17%	32%	28%	22%	25%
OTHERS	18%	21%	27%	15%	21%	14%	13%	17%	19%

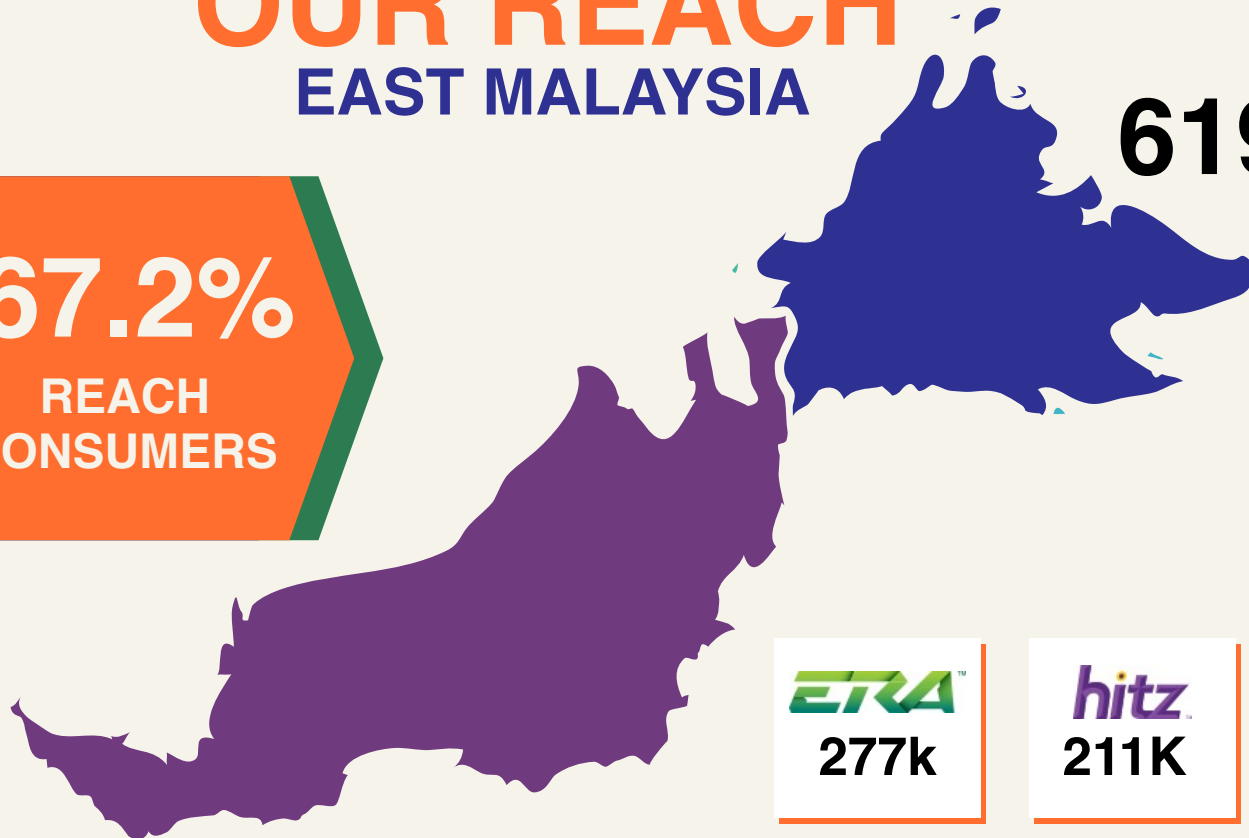


OUR REACH

EAST MALAYSIA

619k

67.2%
REACH
CONSUMERS



ERA™

277k

hitz™

211K

MY™

136K



OUR BRANDS

TOTAL REACH FOR MALAYSIA

The ERA logo is in a stylized, italicized green font with a white outline and a small trademark symbol.

(‘000)

EM

277

PM

6,246

TOTAL

6,523

The MY logo is in a stylized, rounded orange font with a white outline and a small trademark symbol.

(‘000)

EM

136

PM

2,038

TOTAL

2,174

The hitz logo is in a stylized, italicized purple font with a white outline and a small trademark symbol.

(‘000)

EM

211

PM

2,453

TOTAL

2,664

CUMULATIVE AUDIENCE #(‘000)



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



227,064

**AVERAGE MONTHLY UNIQUE
PAGE VIEWS**

(Jul – Sept 2020)

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



128,392

**AVERAGE UNIQUE VISITORS
(Jul – Sept 2020)**

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



UPDATES ON ZAYAN



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

SOCIAL MEDIA



591,890

SOCIAL MEDIA FOLLOWERS*



50 MILLION

VIDEO VIEWS**



1.32 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



804,859

**AVERAGE MONTHLY UNIQUE
PAGE VIEWS
(Jul - Sept 2020)**

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



370,776

**AVERAGE UNIQUE VISITORS
(Jul - Sept 2020)**

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



319,184

SOCIAL MEDIA FOLLOWERS*



23 MILLION

VIDEO VIEWS**



1.60 MILLION

ENGAGEMENT***



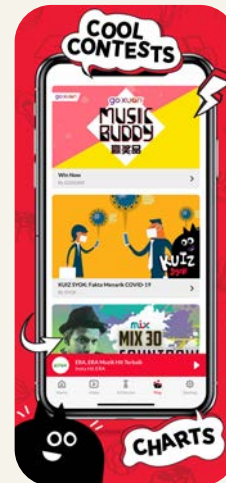
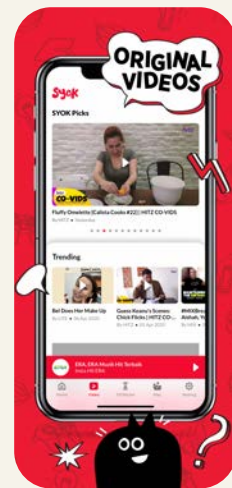
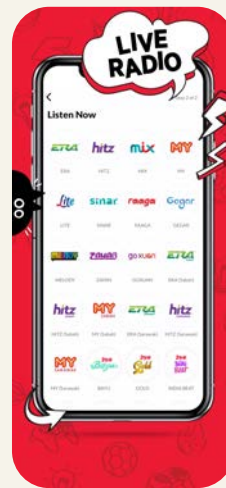
UPDATES Syok

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 Sept 2020

- MAU : 383K
- Average Session Duration : 57m 53s
- Radio Listeners : 804K
- Radio Listens : 8.4mil
- Podcast listens : 228K
- Article View : 483K
- Video View : 228K





UPDATES RADIO DIGITAL MATRIX (Sept 2020)

Website

Users

Statistics

5.2mil

Audio Streaming

Total Unique Listeners

3.6mil

Total Unique Listens

19.8mil

Average Time Spent listening

53min 47s

Podcats Listens

772K

SYOK Audio Streaming

Total Unique Listeners

804K

Total Unique Listens

8.4mil

Average Time Spent listening

25min 12s

Video Views

Social Media Video Views

202mil

(Facebook/Instagram/Youtube)

Social media

Facebook Fans

13.1mil

Twitter Fans

1.4mil

Instagram Fans

6.6mil

YouTube Subscribers

2.1mil

