

# THE BRAND THAT REACHES MALAYSIANS LIKE NO OTHER

# NO.1

## CHOICE FOR ALL LANGUAGES

### MALAY, CHINESE, ENGLISH & TAMIL

# 16.2

## MILLION MALAYSIAN

### SPEND THEIR TIME WITH US

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

Source: GfK Radio Listenership Survey East Malaysia 2019 (Kota Kinabalu & Kuching)





# REACHES MILLIONS OF MALAYSIANS, EVERY DAY

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

**15.6**  
**PENINSULAR**  
**MALAYSIA**

**74%**  
**REACH**  
**CONSUMERS**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

**SYOK**

**ERA**

**sinar**

**Gegar**

**zayazay**

**hitz**

**mix**

**Lite**

**raaga**

**MY**

**MELODY**

**goxuan**

**ERA<sup>™</sup> sinar<sup>™</sup>**  
**Gegar<sup>™</sup> zayaa<sup>™</sup>**

**9.4 MIL (67%)**  
WEEKLY CONSUMERS

**MY<sup>™</sup> MELODY<sup>™</sup>**  
**guxuan<sup>™</sup>**

**3.3 MIL (69%)**  
WEEKLY CONSUMERS

**MALAY**

**ENGLISH**

**astro**  
Radio

**CHINESE**

**TAMIL**

**hitz mix Lite<sup>™</sup>**

**3.7 MIL (88%)**  
WEEKLY CONSUMERS

**രാജാ<sup>™</sup>**

**1.5 MIL (86%)**  
WEEKLY CONSUMERS

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021



# OUR CONSUMERS

**ERA™**

**5.6  
MIL**

**sinar™**

**4.6  
MIL**

**Gegar™**

**2.3  
MIL**

**zayzaa™**

**353  
K**

**hitz™**

**2.6  
MIL**

**mix™**

**1.2  
MIL**

**Lite™**

**937  
K**

**MY™**

**2.5  
MIL**

**MELODY™**

**1.1  
MIL**

**goxuan™**

**339  
K**

**raaga™**

**1.5  
MIL**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

# OUR CONSUMERS

REACH BY STATE

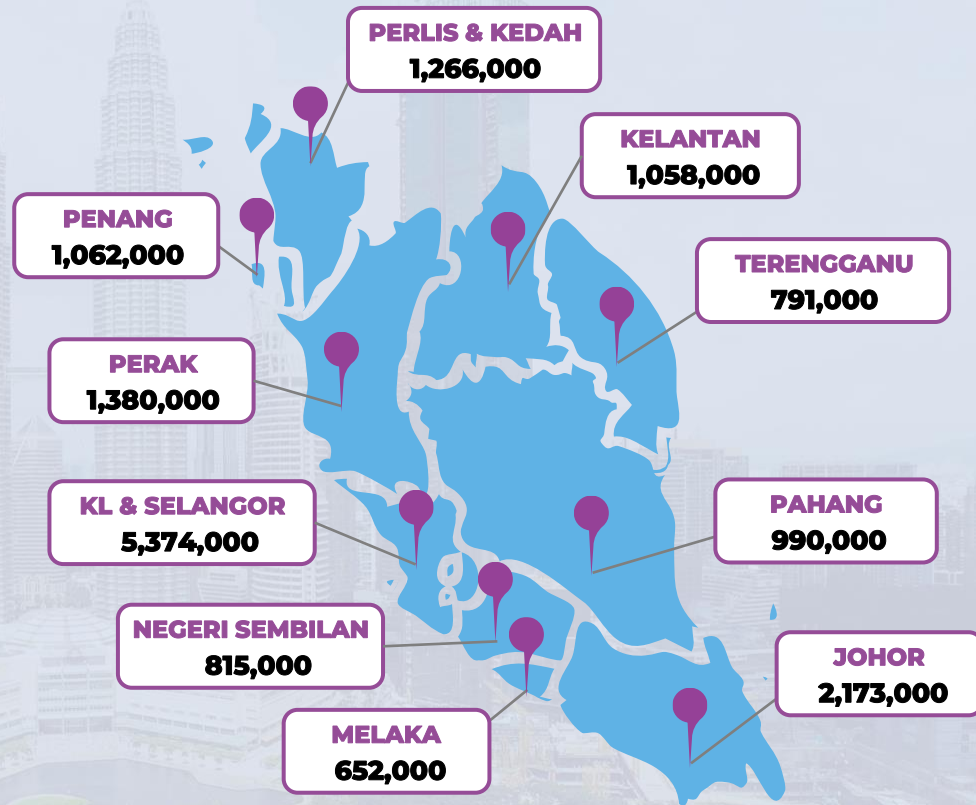
# 15.6 MIL

● **North**  
**3,709,000**

● **Central**  
**6,190,000**

● **South**  
**2,825,000**

● **East Coast**  
**2,840,000**



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021



ERA<sup>™</sup> sinar<sup>™</sup> Gegar<sup>™</sup> Zayza<sup>™</sup>

# MALAY BRANDS

## REACH BY STATE

# 9.4 MIL

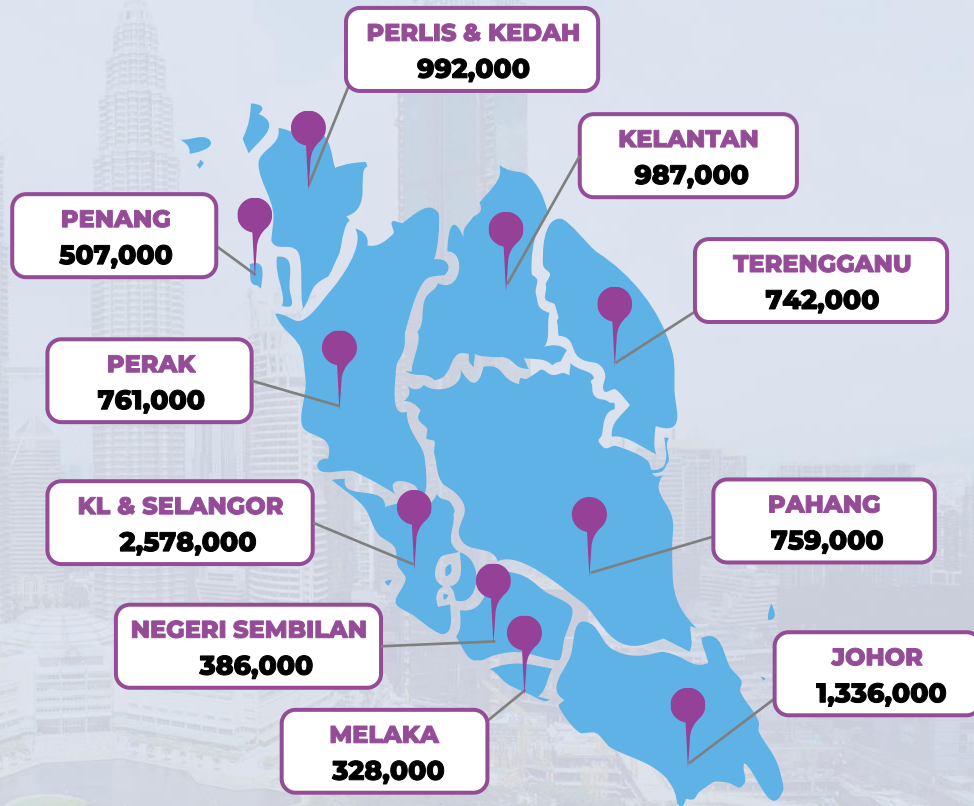
## CONSUMERS

● **North**  
2,260,000

● **South**  
1,664,000

● **Central**  
2,965,000

● **East Coast**  
2,488,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

# CHINESE BRANDS REACH BY STATE

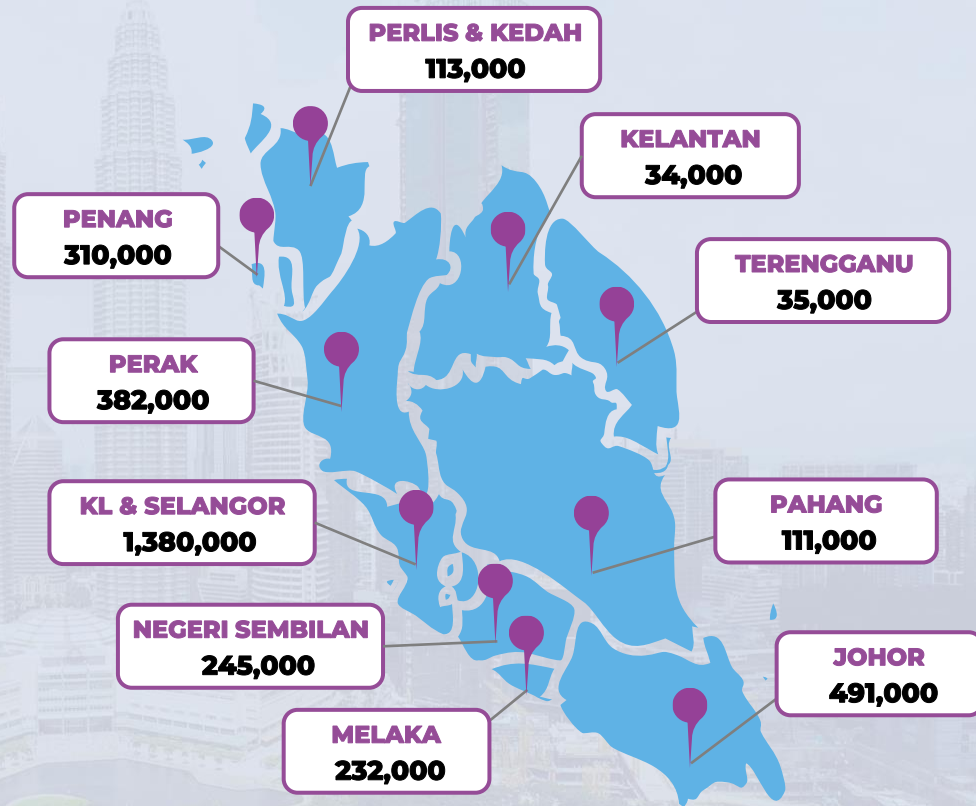
**3.3 MIL**  
**CONSUMERS**

● **North**  
**806,000**

● **South**  
**724,000**

● **Central**  
**1,625,000**

● **East Coast**  
**180,000**



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

**hitz mix Lite**

# ENGLISH BRANDS

REACH BY STATE

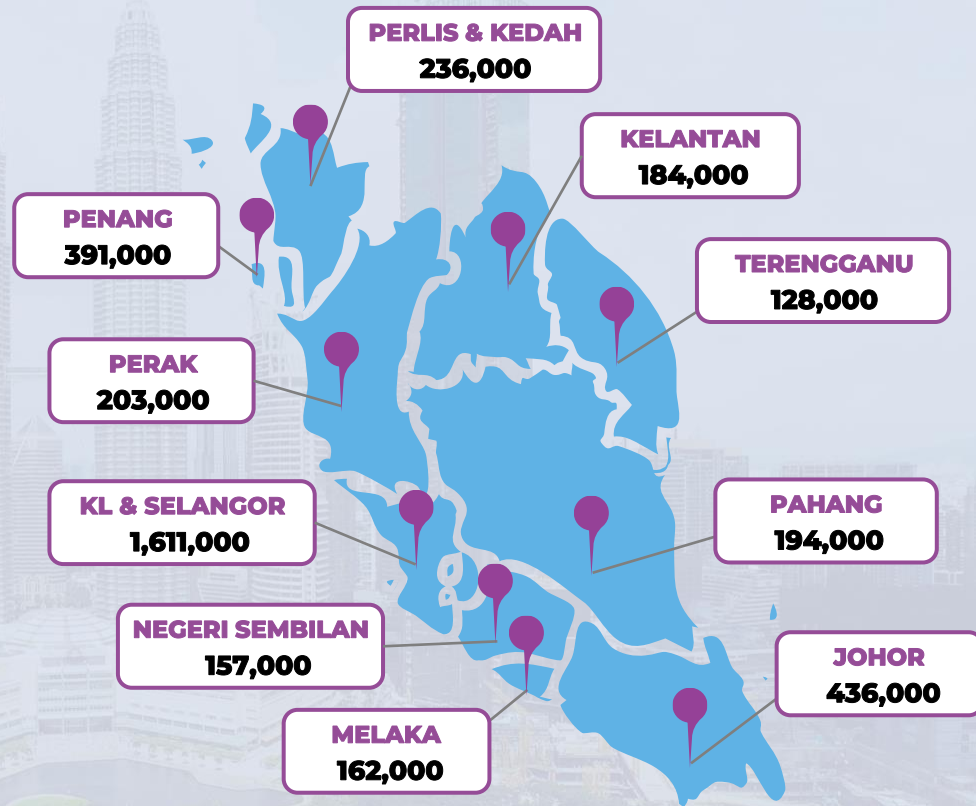
**3.7 MIL**  
CONSUMERS

● **North**  
**831,000**

● **South**  
**598,000**

● **Central**  
**1,769,000**

● **East Coast**  
**506,000**



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021



**രാഗാ**

# TAMIL BRAND

REACH BY STATE

# 1.5 MIL

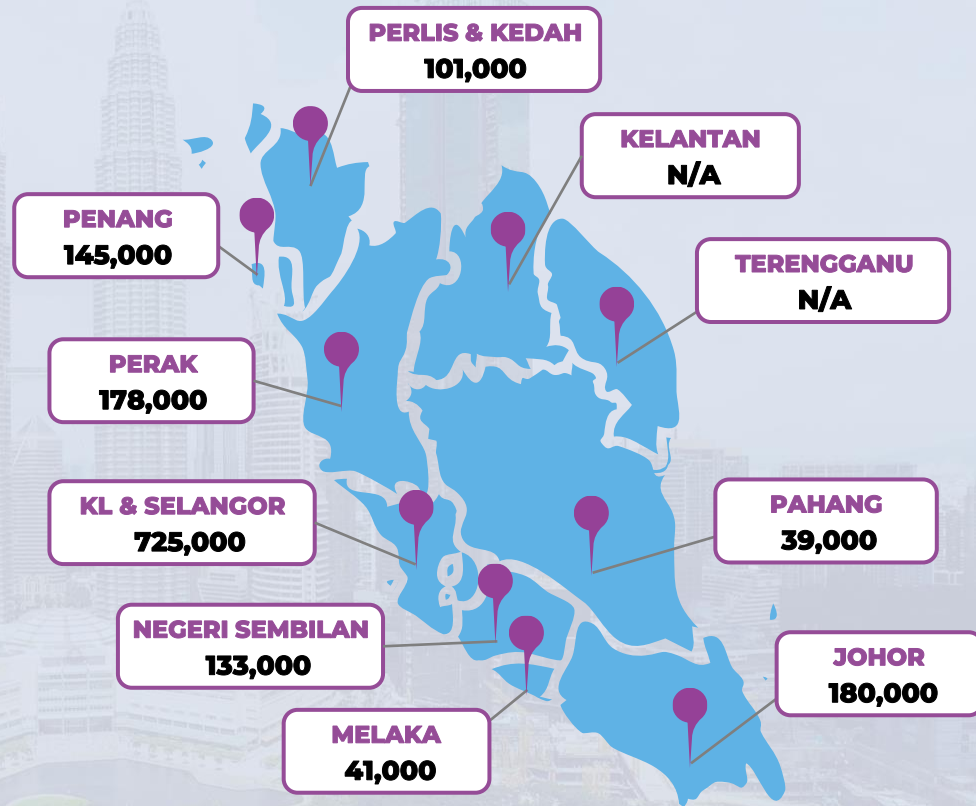
CONSUMERS

● **North**  
**424,000**

● **Central**  
**858,000**

● **South**  
**221,000**

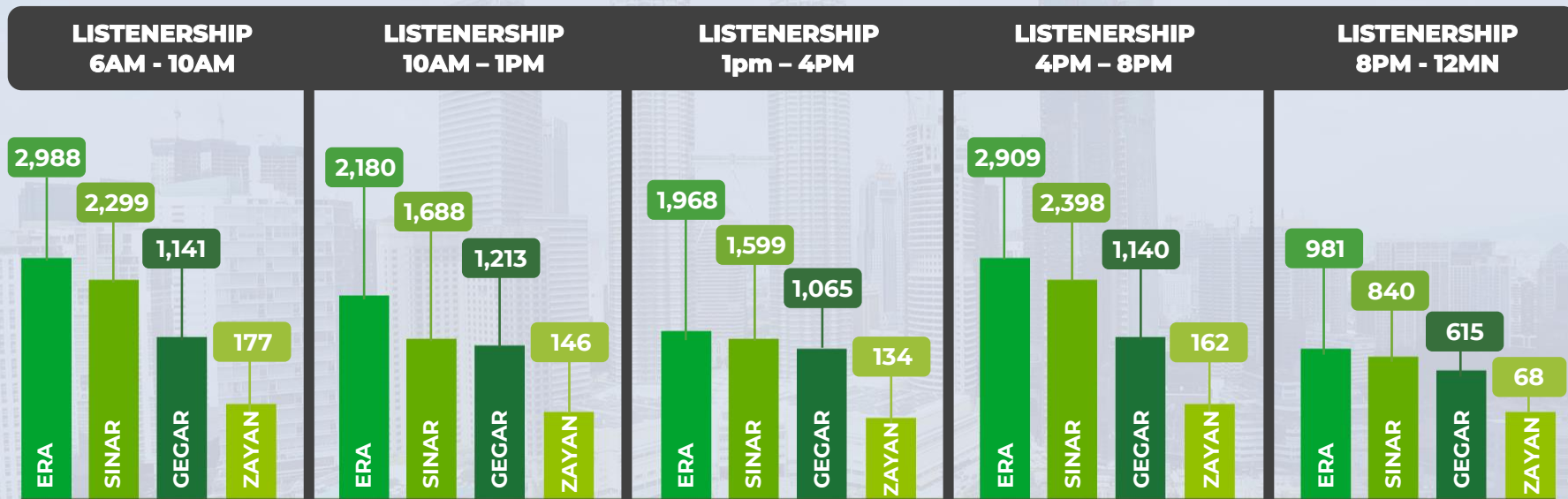
● **East Coast**  
**39,000**



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

**DELIVERS A QUALITY EXPERIENCE  
FOR EVERY  
MALAYSIAN THROUGHOUT THE DAY  
ACROSS ALL LANGUAGES, 24/7, 365 DAYS**

# MALAY BRANDS



CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

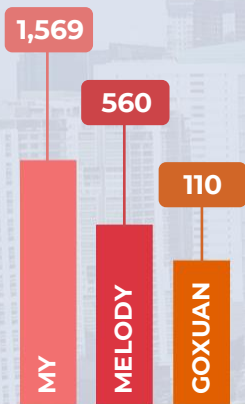
Weekday Listenership - All people 10+

Weekday listeners (Mon to Fri)/Gegar (Sun to Thu)

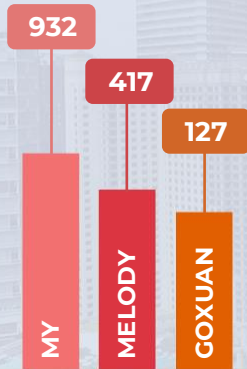


# CHINESE BRANDS

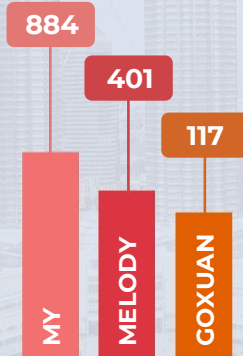
## LISTENERSHIP 6AM - 10AM



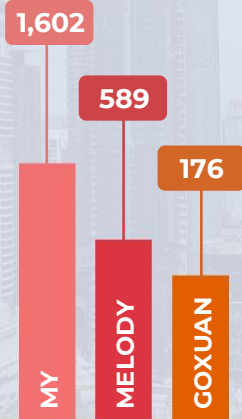
## LISTENERSHIP 10AM - 1PM



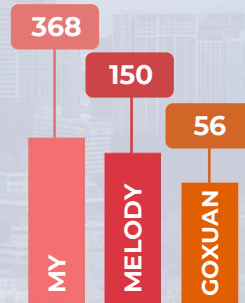
## LISTENERSHIP 1pm - 4PM



## LISTENERSHIP 4PM - 8PM



## LISTENERSHIP 8PM - 12MN



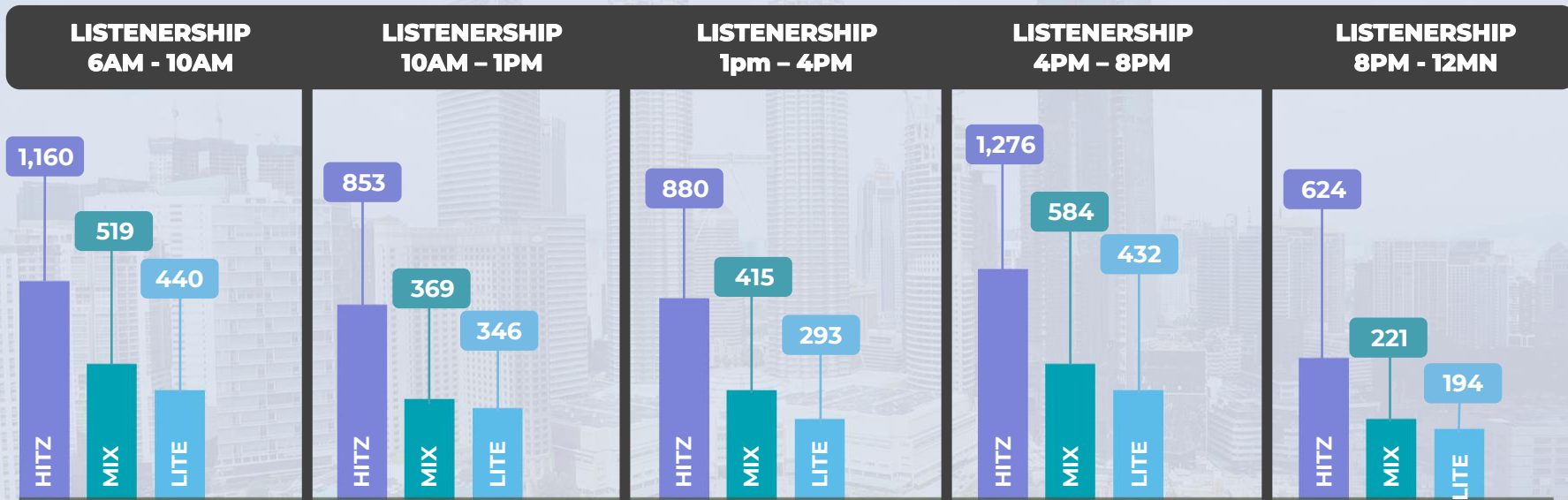
**CUMULATIVE AUDIENCE #('000)**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)

# ENGLISH BRANDS



CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

Weekday Listenership – All people 10+

Weekday listeners (Mon to Fri)

# TAMIL BRAND

LISTENERSHIP  
6AM - 10AM

LISTENERSHIP  
10AM - 1PM

LISTENERSHIP  
1pm - 4PM

LISTENERSHIP  
4PM - 8PM

LISTENERSHIP  
8PM - 12MN

1,018

RAAGA

780

RAAGA

612

RAAGA

936

RAAGA

384

RAAGA

CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

Weekday Listenership - All people 10+

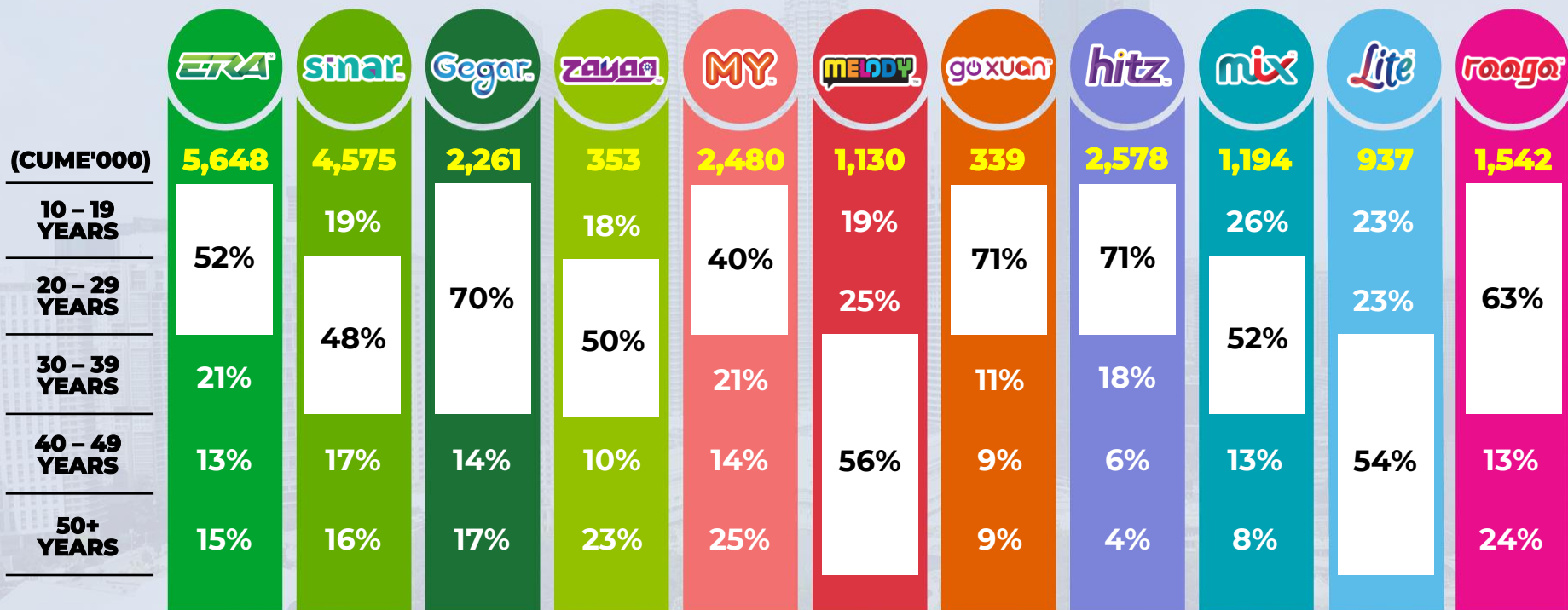
Weekday listeners (Mon to Fri)



# WE KNOW WHAT MALAYSIANS WANT

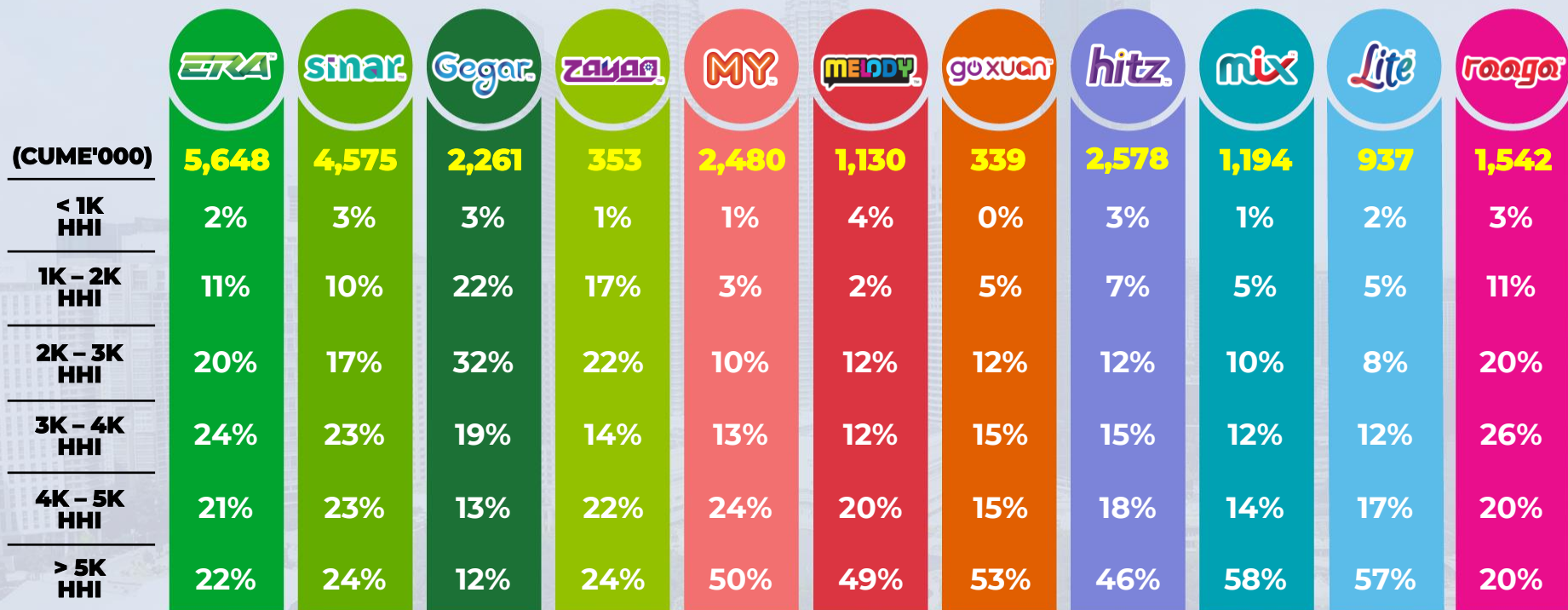
REACHING ALL WALKS OF LIFE

# OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

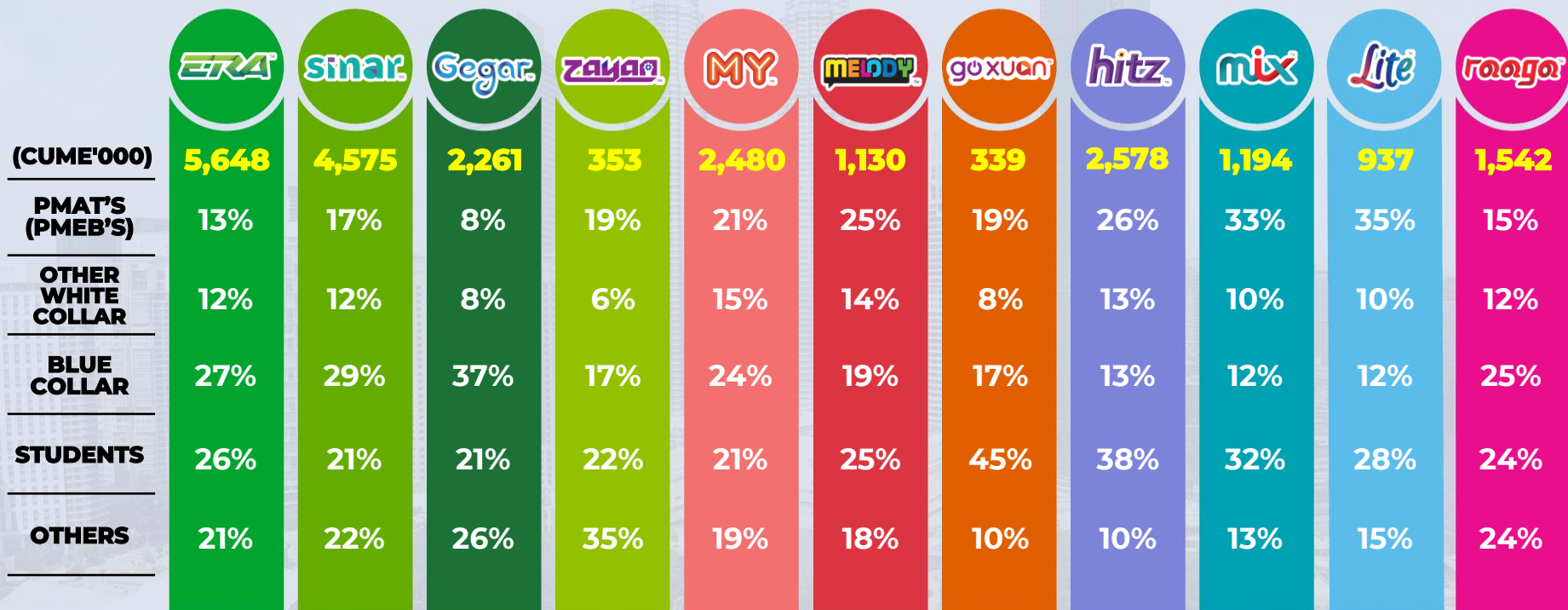
# OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 2 2021



# OUR PROFILE



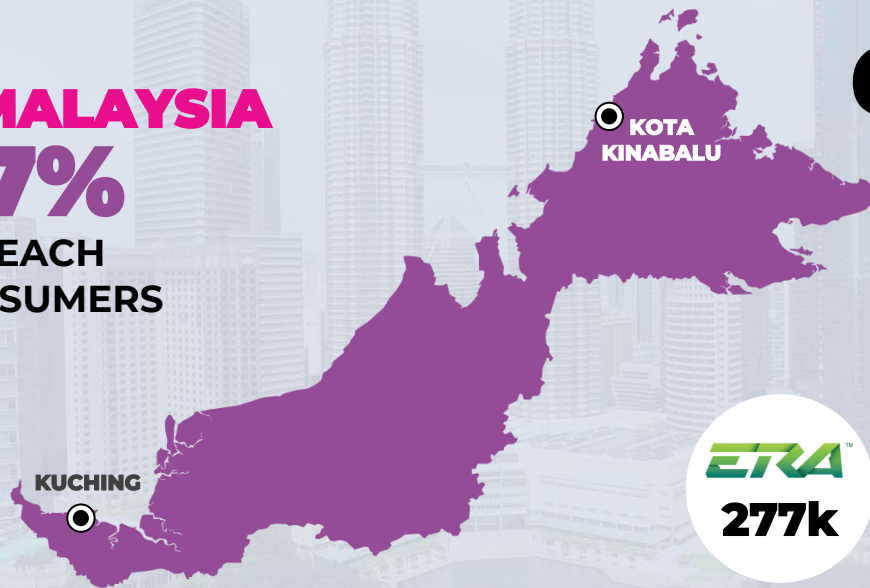
Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

# OUR REACH

**EAST MALAYSIA**

**67%**

**REACH  
CONSUMERS**



**619k**

**ERA™**  
**277k**

**hitz™**  
**211K**

**MY™**  
**136K**

Source : GfK Radio Listenership Survey East Malaysia 2019 (Kota Kinabalu & Kuching)

# OUR BRANDS

## TOTAL REACH FOR MALAYSIA

**ERA™**

('000)

EM  
277

PM  
5,648

TOTAL  
5,925

**MY**

('000)

EM  
136

PM  
2,480

TOTAL  
2,616

**hitz**

('000)

EM  
211

PM  
2,578

TOTAL  
2,789

**CUMULATIVE AUDIENCE #('000)**

Source: GfK Radio Audience Measurement (RAM) Wave 2 2021

Source: GfK Radio Listenership Survey East Malaysia 2019 (Kota Kinabalu & Kuching)

## UPDATES



## DIGITAL MATRIX

**(October 2021)**

### WEBSITE

Users

### STATISTICS

3.4mil

### AUDIO STREAMING

Total Unique Listeners

3.5mil

Total Listens

17.7mil

Average Time Spent listening

54m 47s

Podcast Listens

739K

### SYOK APP AUDIO STREAMING

Total Unique Listeners

849K

Total Listens

7.8mil

Average Time Spent listening

28m 2s

### VIDEO VIEWS

Social Media Video Views

371mil

(Facebook/Instagram/Youtube)

### SOCIAL MEDIA

Facebook Fans

13mil

Twitter Followers

1.5mil

Instagram Followers

7.4mil

YouTube Followers

2.3mil

Source: Streaming is based >1 minute length, RadioActive Oct 2021 | Video views: fb creator studio/ crowdangle | Youtube analytics Oct 2021 | Website: Google Analytics Oct 2021



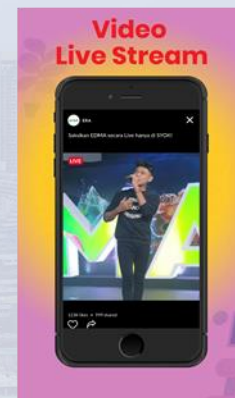
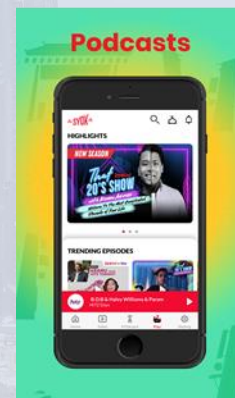
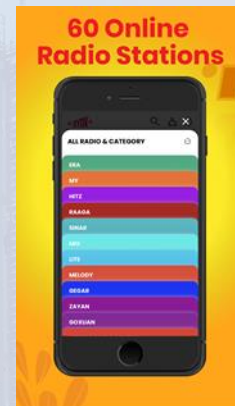
SYOK was first launched in July 2019 and is Astro Radio's multilingual entertainment and lifestyle platform that offers Malaysians live radio, original videos, exclusive podcasts, articles and contests through website, social and app.

With the recent relaunch of SYOK, users are able to stream 60 new and 25 existing Astro + Radio brands as well as gain access to SYOK Originals featuring bespoke short-form videos and podcasts produced by SYOK.

# UPDATES ON SYOK

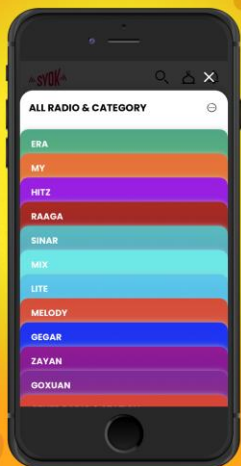
## KEY STATISTICS OCTOBER 2021

• MAU	: 352K
• Average Session Duration	: 1hr 6m 50s
• Radio Listeners	: 849K
• Radio Listens	: 7.8mil
• Podcast listens	: 237K
• Article View	: 378K
• Video View	: 137K



Source: Streaming is based >1 minute length, RadioActive October 2021 | SYOK Apps performance: Google Analytics October 2021

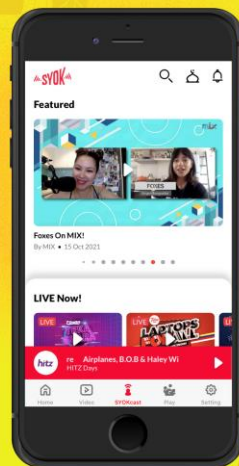
## 60 Online Radio Stations



## 60 ONLINE RADIO STATIONS

The 60 new stations on SYOK enables users to stream their favourite music genres and categories across languages including ballads, classics, acoustic music, dance music, workout music, K-pop, hip-hop, favourites from the 70s, 80s and 90s, rock, Jiwang, Cintan, Nasyid, Arabic, Bollywood songs, Irama Malaysia, Dangdut and more.

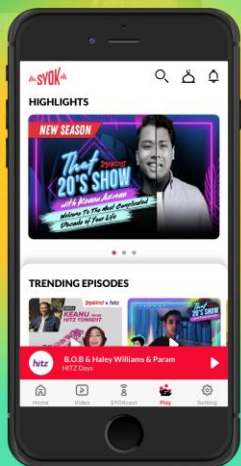
## Original Videos



## ORIGINAL VIDEOS

The SYOK app will also offer Malaysians access to SYOK Originals, short-form videos which will feature relevant, interesting stories such as Everyday Malaysians, SYOK Busybody, SYOK Food Taster and more.

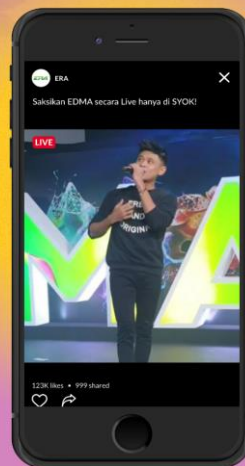
## Podcasts



## PODCASTS

SYOK features new and trending podcasts in various languages. We highlight only the best podcasts for our listeners.

## Video Live Stream



## VIDEO LIVE STREAM

Now there's Video Live Stream on SYOK! Users can now catch real-time content Live and interact via Live chat and shares on their social media.



## LIVE RADIOS

Stay tuned to the live radio stations and 60 new online radio stations (categorized by genre)





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# SYOK ORIGINAL RADIO

Enjoy SYOK Original Radio Stations

SYOK  
CLASSIC  
**Rock**

SYOK  
**osar**

SYOK  
**kenyalang**

SYOK  
**Opus**

SYOK  
**JAZZ**

SYOK  
**India  
Beat**

SYOK  
**Bayu**

SYOK  
**Gold**

**THANK YOU!**