

ASTRORADIO.COM

**THE BRAND
THAT REACHES MALAYSIANS!
LIKE NO OTHER**



No.1

Choice For All Languages

MALAY, CHINESE, ENGLISH & TAMIL

SYOK™

ERA™

sinar™

Gegar™

zaua™

hitz™

mix™

Lite™

raaga™

MY™

MELODY™

goxuan™



16.8 MILLION Malaysian

Spend Their Time With Us

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022. Source : GfK Radio Listenership Survey East Malaysia 2022 (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



SYOK™

ERA™

sinar™

Gegar™

zaua™

hitz™

mix™

Lite™

raaga™

MY™

MELODY™

goxuan™

NO.1
CHOICE FOR
ALL LANGUAGES
MALAY, CHINESE,
ENGLISH & TAMIL

16.1 MIL
CONSUME
ASTRO RADIO
WEEKLY

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

SYOK™

ERA™

sinar™

Gegar™

zayza™

hitz™

mix™

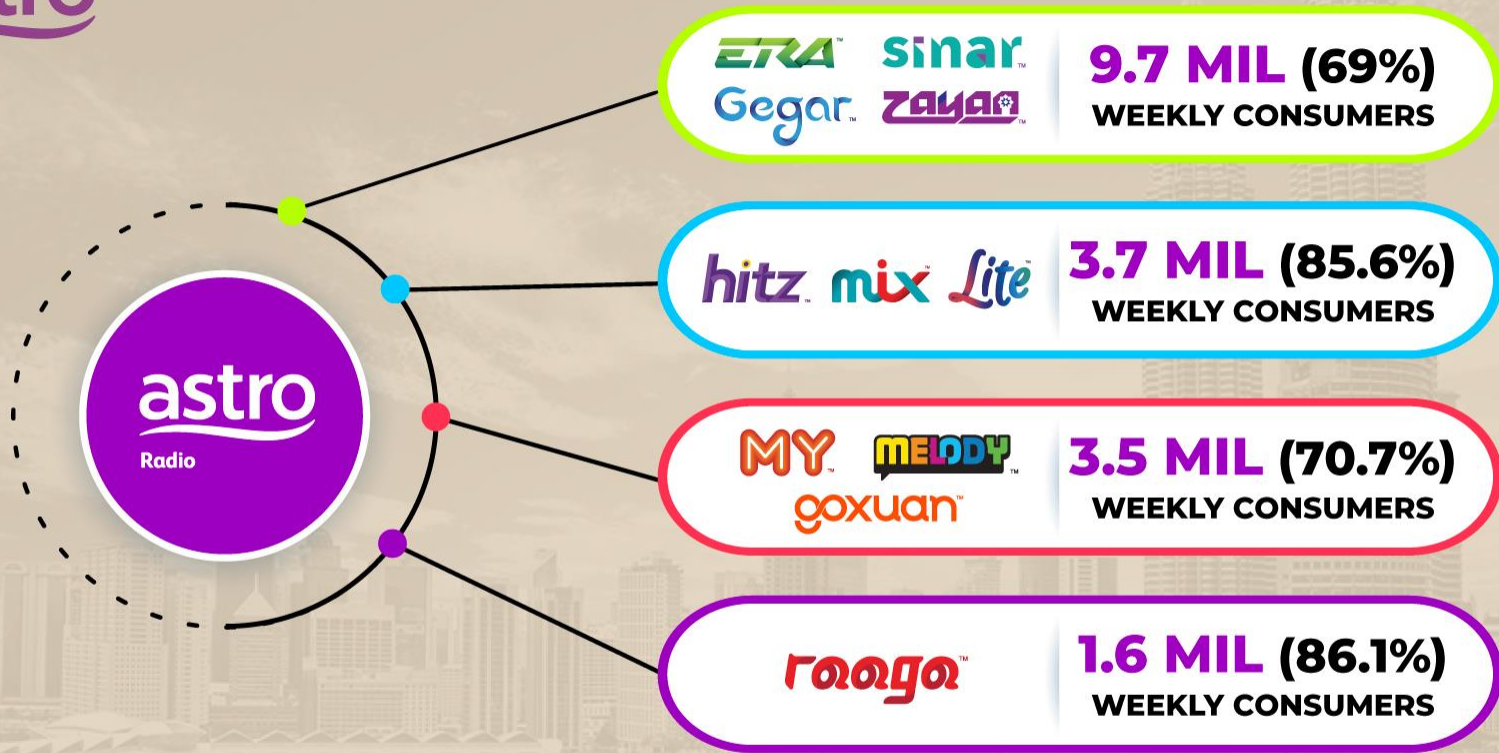
Lite™

raaga™

MY™

MELDY™

goxuan™



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

OUR CONSUMERS



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

OUR CONSUMERS REACH BY STATE

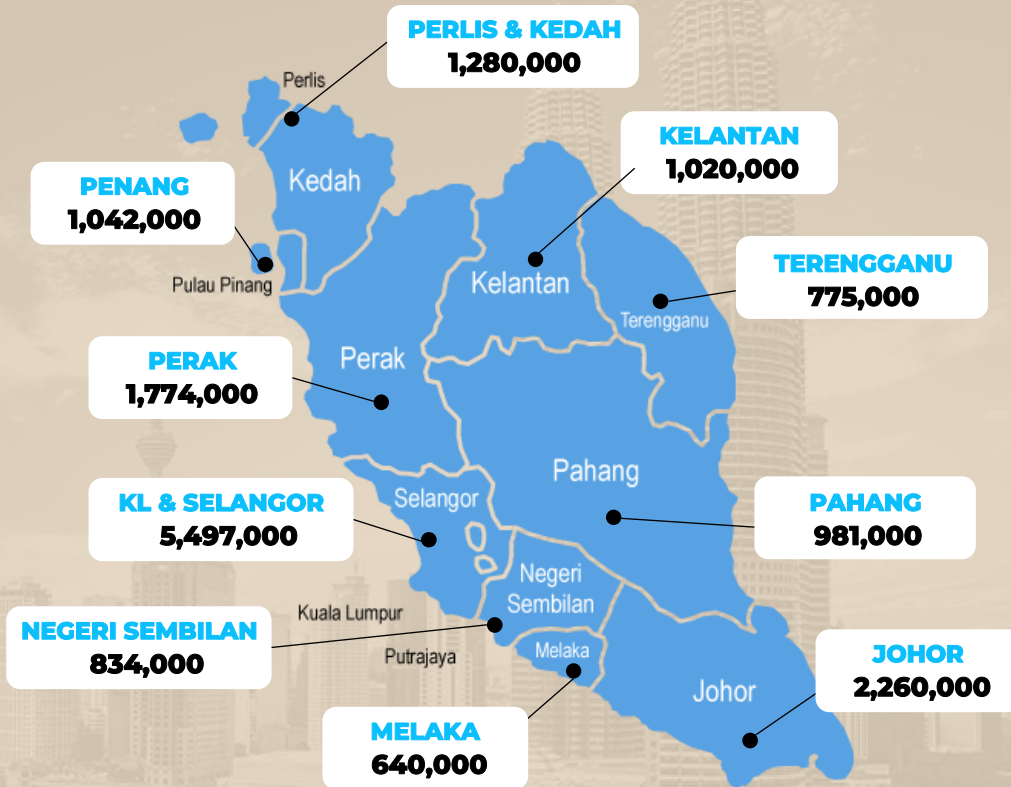
16.1 MIL

North
4,095,000

South
2,900,000

Central
6,331,000

East Coast
2,776,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

astro

Radio

ERA[™] sinar[™] Gegar[™] ZAYAA[™]

MALAY BRANDS

REACH BY STATE

9.7 MIL

CONSUMERS

North

2,412,000

South

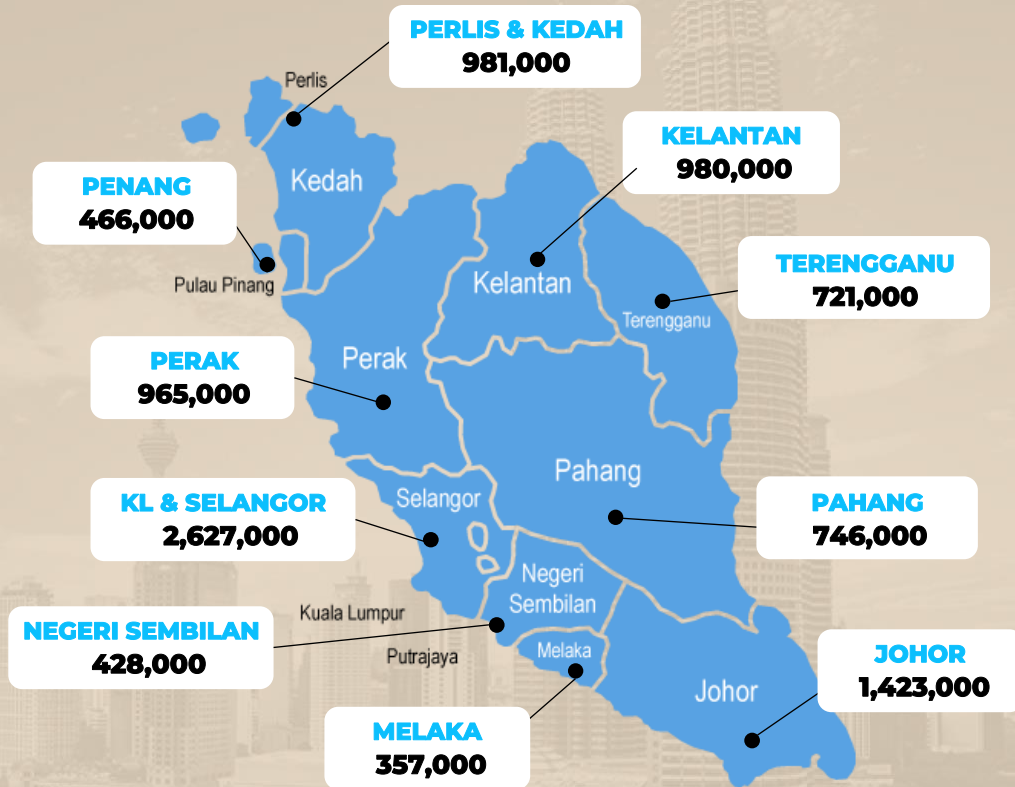
1,780,000

Central

3,054,000

East Coast

2,447,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

SYOK[™]

ERA[™]

sinar[™]

Gegar[™]

ZAYAA[™]

hitz[™]

mix[™]

Lite[™]

raaga[™]

MY[™]

MELODY[™]

goxuan[™]

astro

Radio

MY MELODY goxuan

CHINESE BRANDS

REACH BY STATE

3.5 MIL

CONSUMERS

North

912,000

South

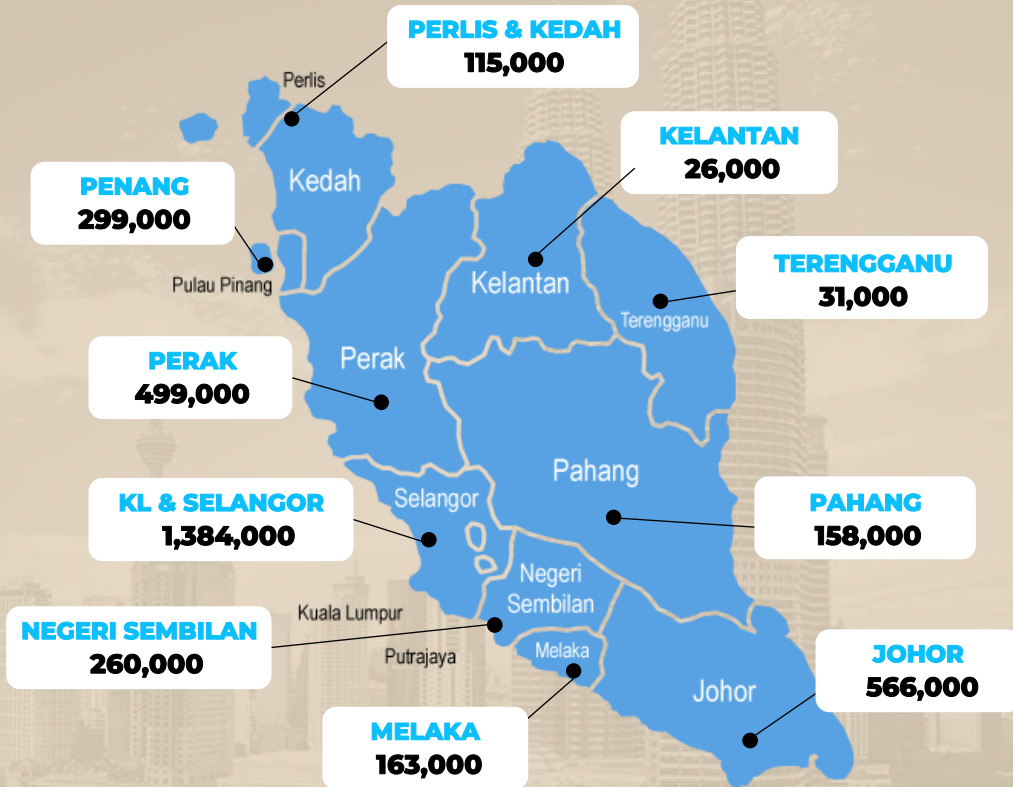
729,000

Central

1,644,000

East Coast

215,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

SYOK

ERA

sinar

Gegar

zayaz

hitz

mix

Lite

raaga

MY

MELODY

goxuan

astro

Radio

hitz mix Lite

ENGLISH BRANDS

REACH BY STATE

3.7 MIL

CONSUMERS

North

677,000

South

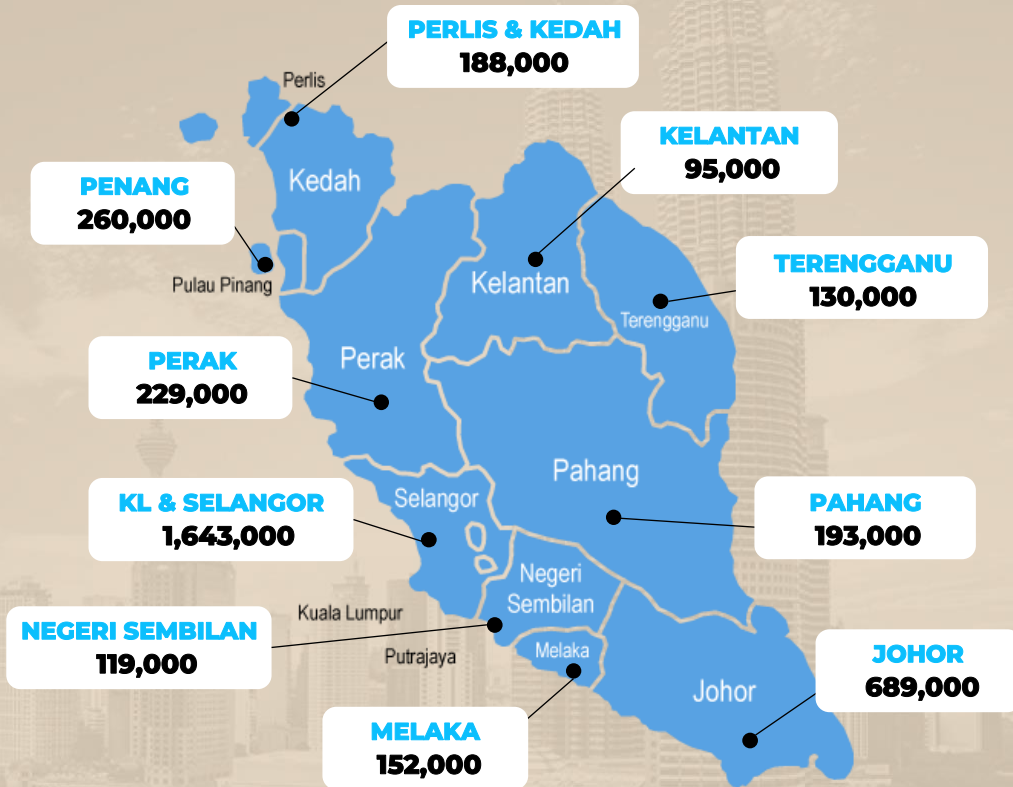
840,000

Central

1,761,000

East Coast

418,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

SYOK

ERA

sinar

Gegar

zayaz

hitz

mix

Lite

raaga

MY

MELODY

goxuan

TAMIL BRAND REACH BY STATE

1.6 MIL

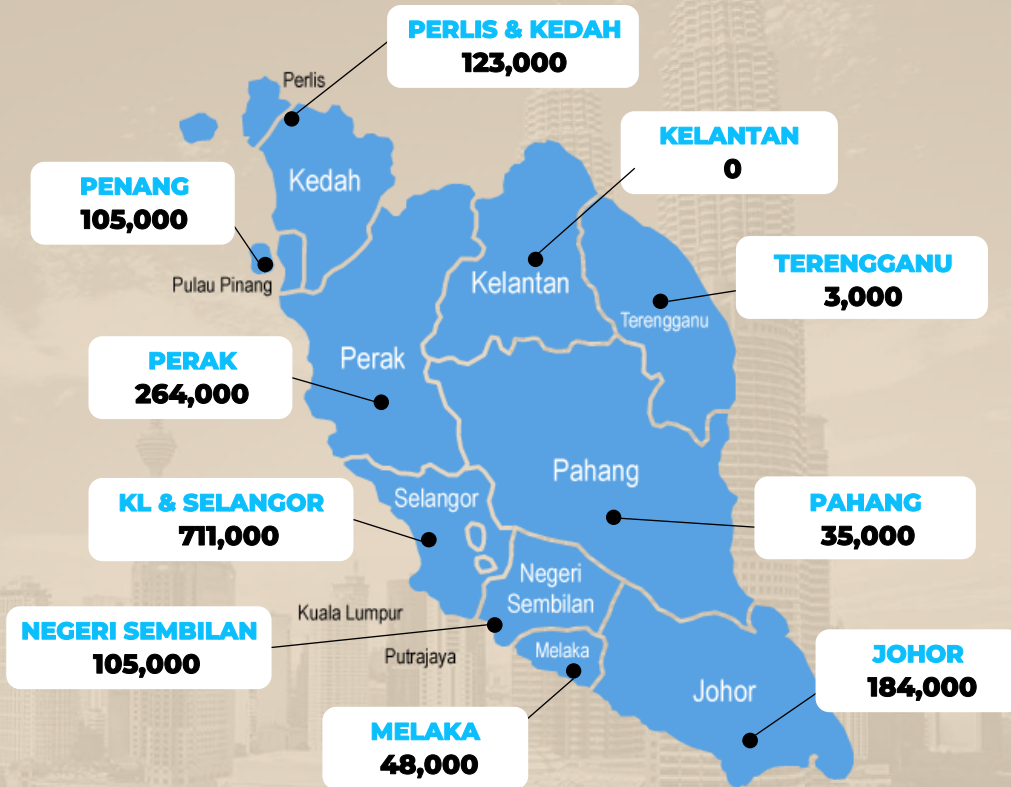
CONSUMERS

North
492,000

South
232,000

Central
815,000

East Coast
38,000



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022



Delivers A Quality Experience
FOR EVERY MALAYSIAN
THROUGHOUT THE DAY
Across All Languages, 24/7, 365 Days

SYOK™

ERA™

sinar™

Gegar™

zaua™

hitz™

mix™

Lite™

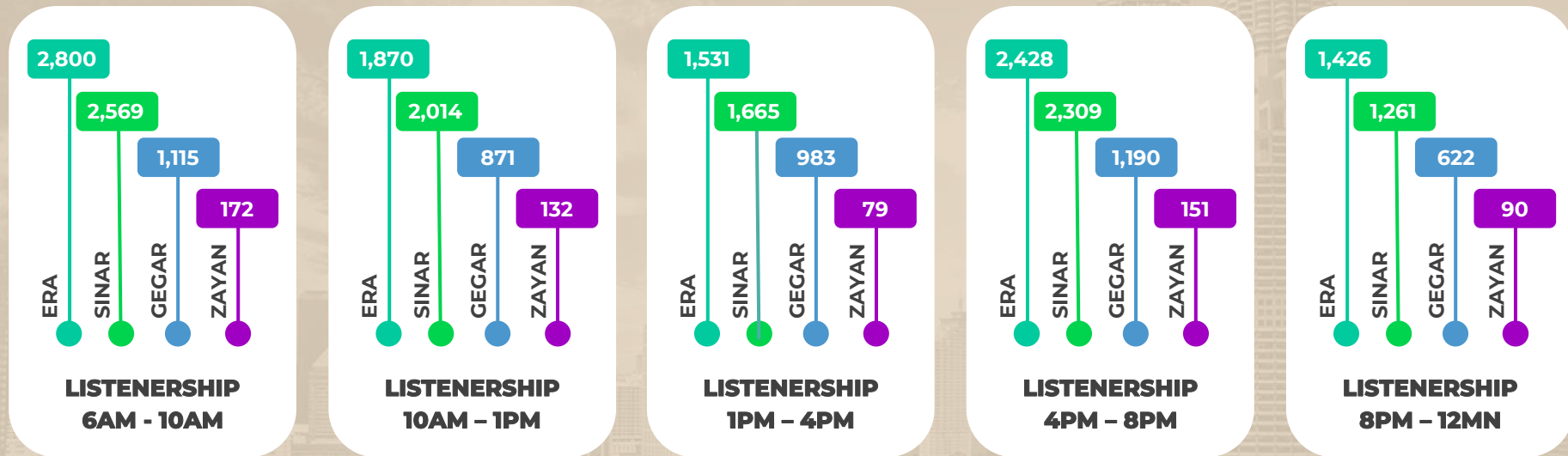
raaga™

MY™

MELODY™

goxuan™

MALAY BRANDS



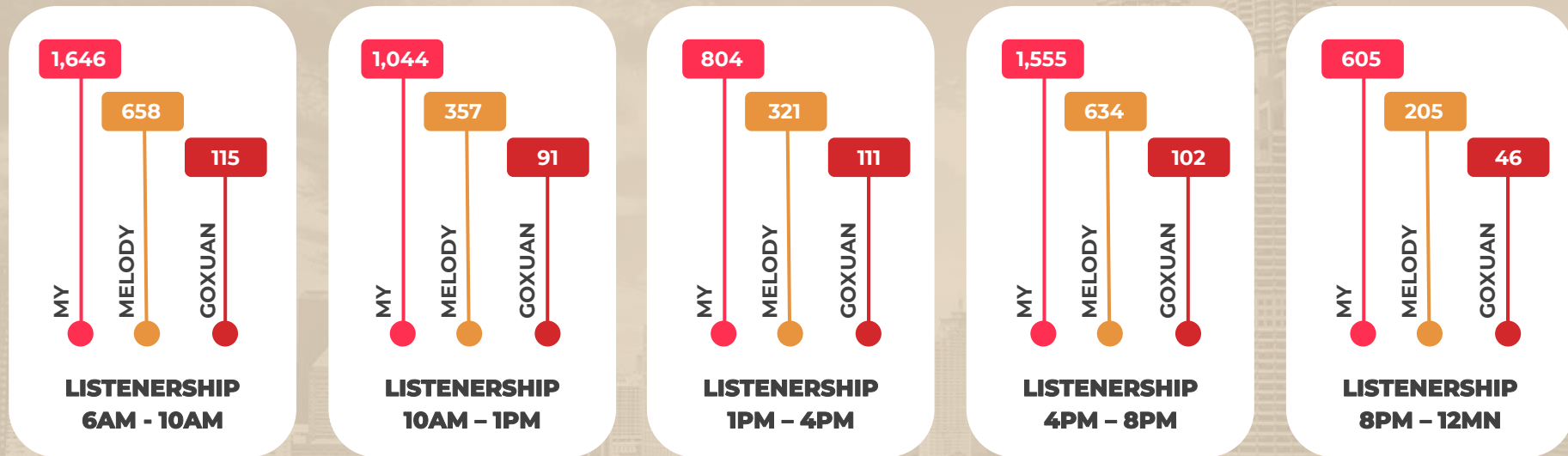
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

Weekday Listenership – All people 10+

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

CHINESE BRANDS



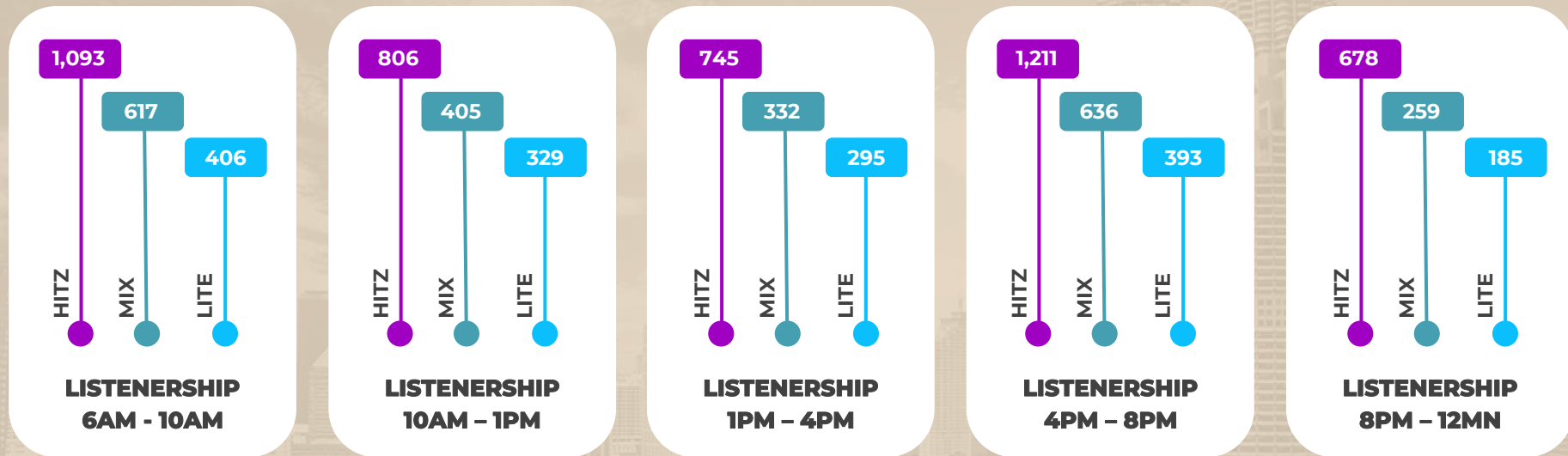
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

Weekday Listenership - All people 10+

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

ENGLISH BRANDS



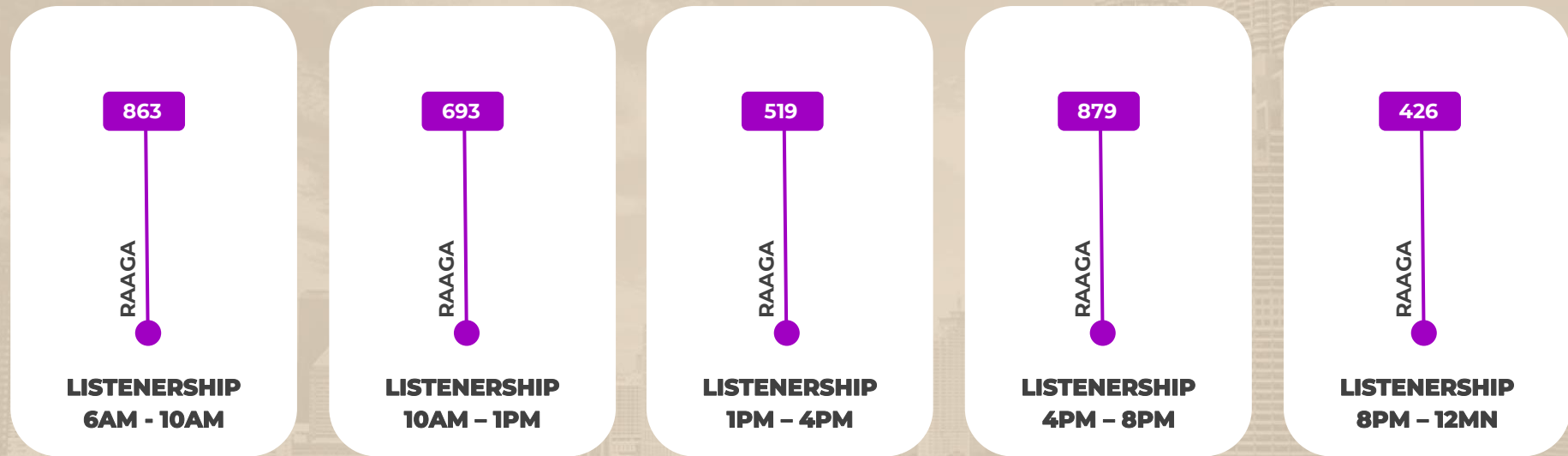
CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

Weekday Listenership – All people 10+

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

TAMIL BRAND



CUMULATIVE AUDIENCE #'000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

Weekday Listenership – All people 10+

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



WE KNOW WHAT MALAYSIANS WANTS

Reaching All Walks Of Life

SYOK

ERA

sinar

Gegar

zaua

hitz

mix

Lite

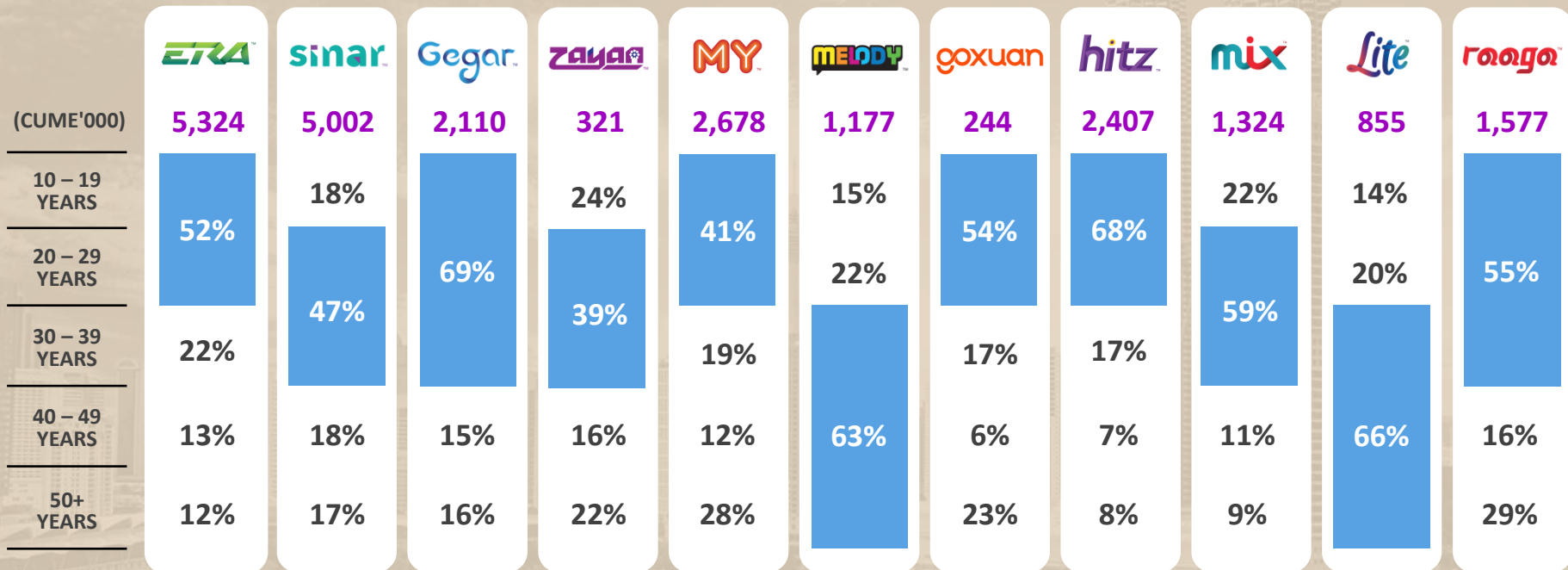
raaga

MY

MELODY

goxuan

OUR PROFILE



Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

OUR PROFILE

	ERA	sinar	Gegar	zayya	MY	MELODY	goxuan	hitz	mix	Lite	രാമദാ
(CUME'000)	5,324	5,002	2,110	321	2,678	1,177	244	2,407	1,324	855	1,577
< 1K HHI	2%	2%	6%	8%	2%	5%	9%	1%	0%	2%	2%
1K – 2K HHI	9%	10%	24%	10%	4%	7%	4%	7%	2%	4%	10%
2K – 3K HHI	14%	16%	23%	18%	8%	13%	20%	10%	7%	7%	14%
3K – 4K HHI	26%	24%	21%	19%	12%	10%	18%	17%	11%	7%	27%
4K – 5K HHI	23%	23%	12%	22%	19%	18%	16%	23%	18%	15%	25%
> 5K HHI	25%	26%	14%	22%	55%	48%	32%	42%	62%	66%	22%

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

OUR PROFILE

	ERA	sinar	Gegar	zayazay	MY	MELODY	goxuan	hitz	mix	Lite	raaga
(CUME'000)	5,324	5,002	2,110	321	2,678	1,177	244	2,407	1,324	855	1,577
PMAT'S (PMEB'S)	12%	14%	8%	10%	23%	22%	16%	19%	34%	39%	13%
OTHER WHITE COLLAR	11%	11%	6%	4%	15%	16%	5%	11%	14%	9%	9%
BLUE COLLAR	30%	31%	38%	26%	19%	21%	25%	23%	18%	17%	27%
STUDENTS	27%	20%	22%	26%	22%	21%	39%	35%	25%	17%	21%
OTHERS	20%	23%	25%	33%	20%	20%	17%	11%	9%	18%	30%

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

OUR BRANDS

TOTAL REACH FOR MALAYSIA

ERA™

(‘000)

EM

279

PM

5,324

TOTAL

5,603

MY™

(‘000)

EM

145

PM

2,678

TOTAL

2,823

hitz™

(‘000)

EM

277

PM

2,407

TOTAL

2,684

CUMULATIVE AUDIENCE #('000)

Source: GfK Radio Audience Measurement (RAM) Wave 2 2022

Source: GfK Radio Listenership Survey East Malaysia 2022 (Kota Kinabalu & Kuching)

SYOK™

ERA™

sinar™

Gegar™

zayazay™

hitz™

mix™

Lite™

raaga™

MY™

MELODY™

goxuan™

UPDATES



DIGITAL MATRIX

(November 2022)

WEBSITE

Users

STATISTICS

2.0mil

AUDIO STREAMING

Total Unique Listeners

3.1mil

Total Listens

17.3mil

Average Time Spent listening

53m 45s

Podcast Listens

1.2mil

SYOK APP AUDIO STREAMING

Total Unique Listeners

796K

Total Listens

7.2mil

Average Time Spent listening

26m 40s

VIDEO VIEWS

Social Media Video Views

138.2mil

(Facebook/Instagram/Youtube)

SOCIAL MEDIA

Facebook Fans

13.4mil

Twitter Followers

1.5mil

Instagram Followers

7.7mil

YouTube Followers

2.5mil

Source: Streaming is based >1 minute length, RadioActive Nov 2022 |
Video views: FB creator studio / crowdangle | Youtube analytics Nov 2022 | Website: Google Analytics Nov 2022

UPDATES ON

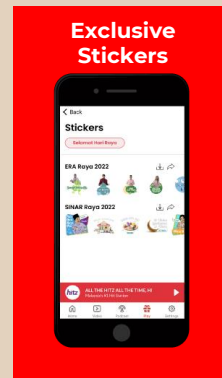
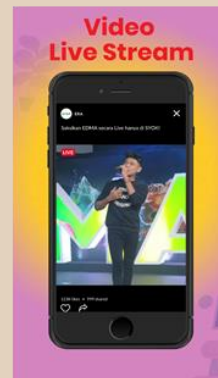
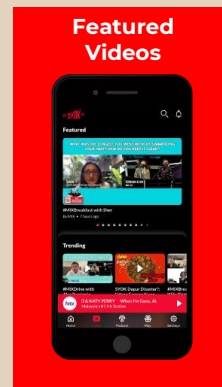


SYOK was first launched in July 2019 and is Astro Radio's multilingual entertainment and lifestyle platform that offers Malaysians live radio, original videos, exclusive podcasts, articles and contests through our website, social media and app.

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.

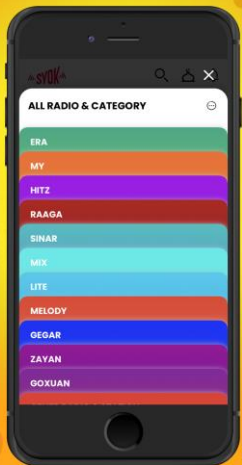
KEY STATISTICS NOVEMBER 2022

- MAU : 275K
- Average Session Duration : 1hr 7m 50s
- Radio Listeners : 796K
- Radio Listens : 7.2mil
- Podcast listens : 2.5mil
- Article View : 215K
- Video View : 21K



Source: Streaming is based >1 minute length, RadioActive November 2022 | SYOK Apps performance: Google Analytics November 2022

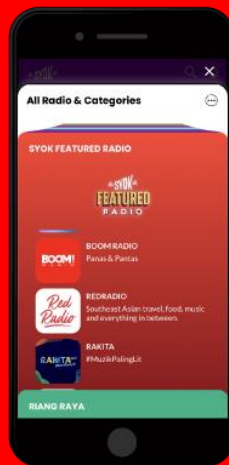
60 Online Radio Stations



OVER 60 ONLINE RADIO STATIONS

With over 60 online radio stations on SYOK, users are able 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.

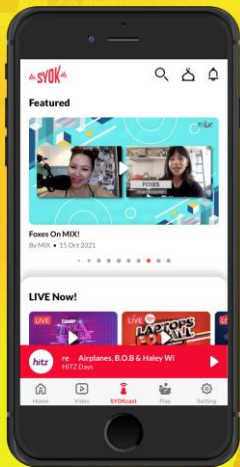
Featured Stations



FEATURED STATIONS

We've also partnered with various other radio platforms to bring you a wider variety of content. With names such as Boom! Radio, Red Radio, Rakita and KBS World Radio to name a few, these partnerships will open the doors to many more content offerings!

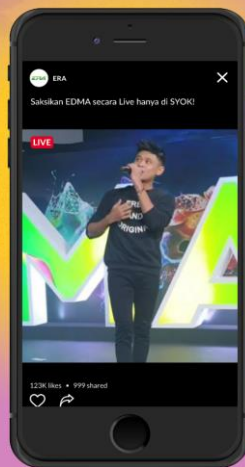
Original Videos



ORIGINAL VIDEOS

The SYOK app will also offer Malaysians access to SYOK Originals, short-form videos which will feature relevant, interesting stories such as SYOK 60 secs, SYOK Di Sebalik Cermin, SYOK fun and more.

Video Live Stream



VIDEO LIVE STREAM

Now, there's Video Live Stream on SYOK where users can catch real-time content Live and interact via Live chat. They can also share it on their social media.

Podcasts



PODCASTS

SYOK features original and trending podcasts in various languages. With over 1 million podcast listens per month, we highlight only the best podcasts for our listeners.

Exclusive Stickers



EXCLUSIVE STICKERS

Now, you can also get exclusive Whatsapp stickers from SYOK! Share your feelings and thoughts with our awesome sticker selection.

**THANK
YOU!**