



# RADIO BRAND PROFILE

## - SABAH

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

Go Beyond



### 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



130K followers



458K followers



459K page views

Source: FB & IG; Period: As of July 2022  
Website; GA 360; Period: As of July 2022

### GENDER

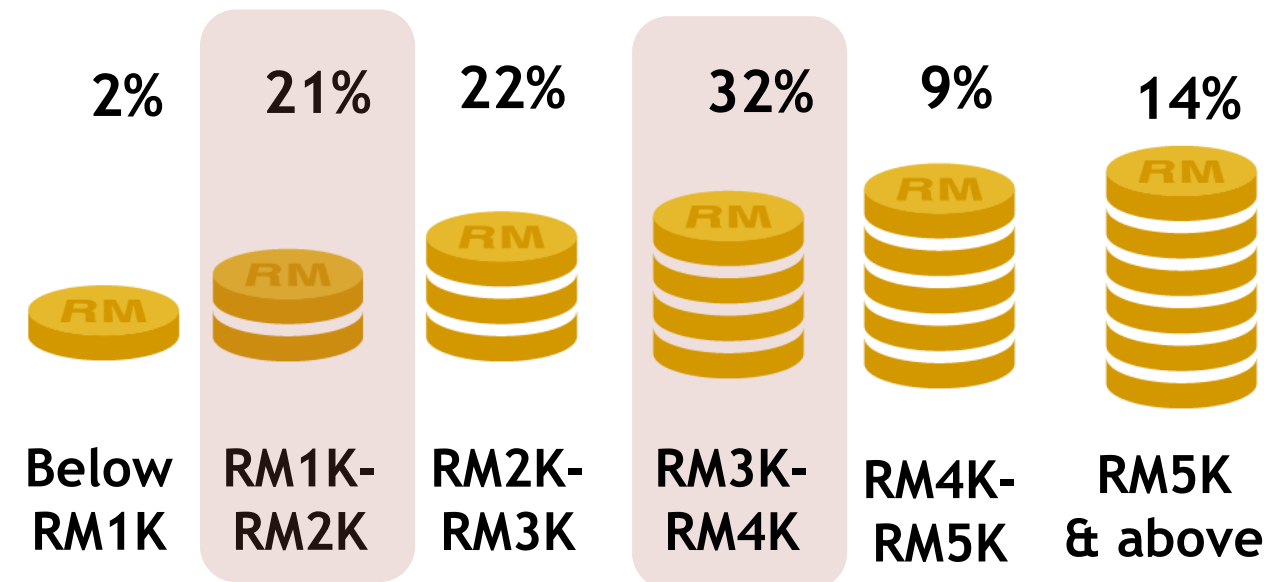


FEMALE  
52%



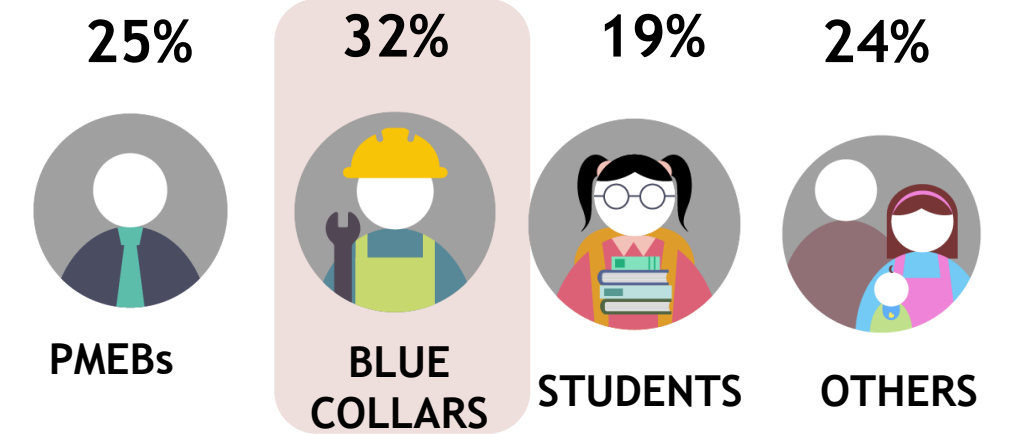
MALE  
48%

### MONTHLY HOUSEHOLD INCOME



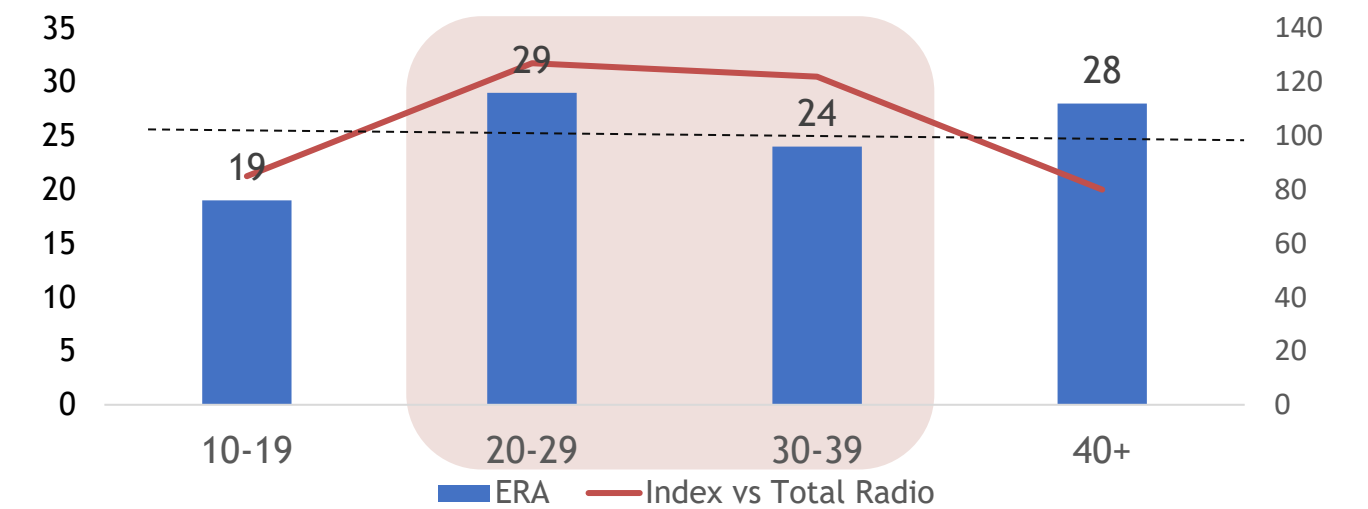
Skewed HHI RM1K-RM2K [Index: 115] & HHI RM3K-RM4K [Index: 125]

### OCCUPATION



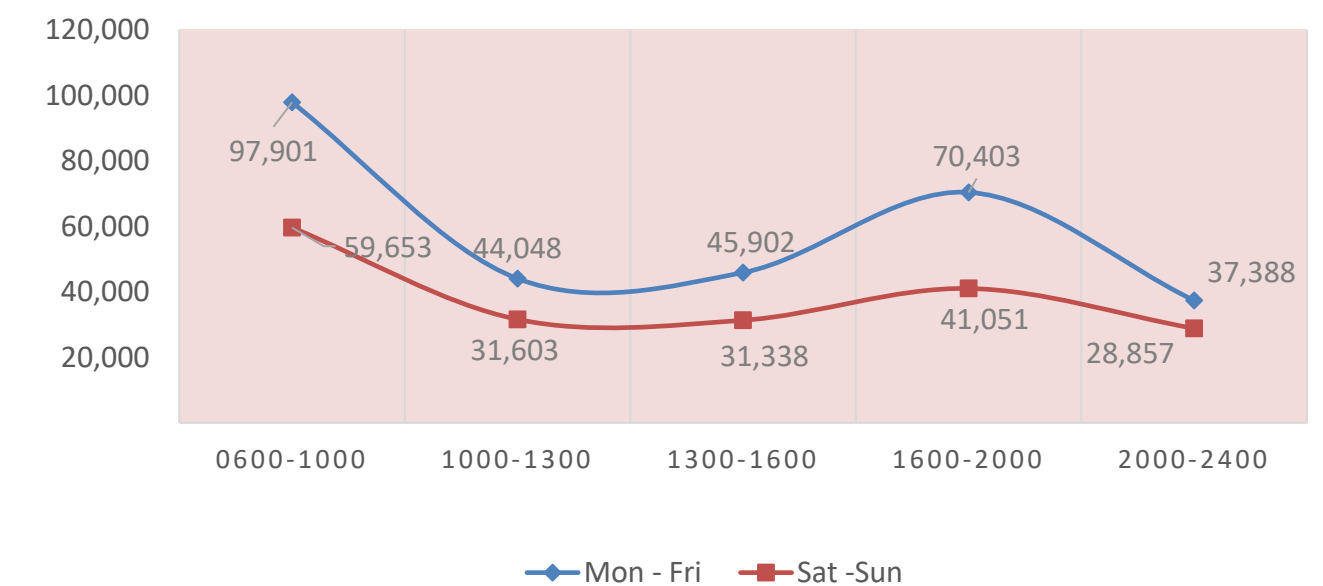
Skewed Blue Collars [Index: 113]

### AGE



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

### LISTENERSHIP



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



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



124K followers



749K page views

Source: FB & IG; Period: As of July 2022  
Website; GA 360; Period: As of July 2022

### GENDER

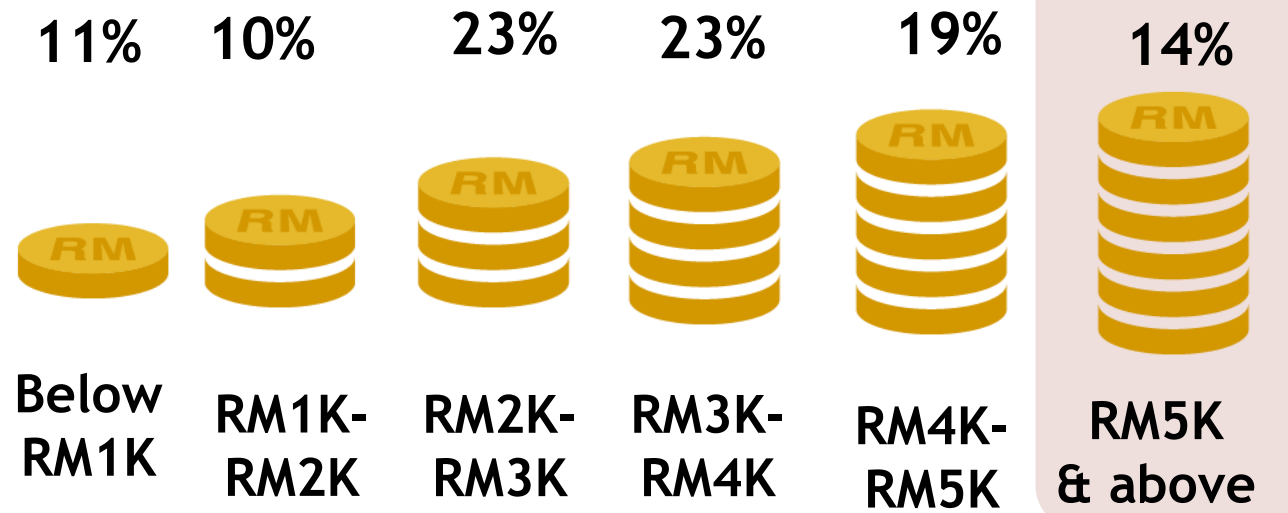


FEMALE  
50%



MALE  
50%

### MONTHLY HOUSEHOLD INCOME



HHI RM4K - RM5K [Index: 140]

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

### OCCUPATION

21%



PMEBs

32%



BLUE COLLARS

17%



STUDENTS

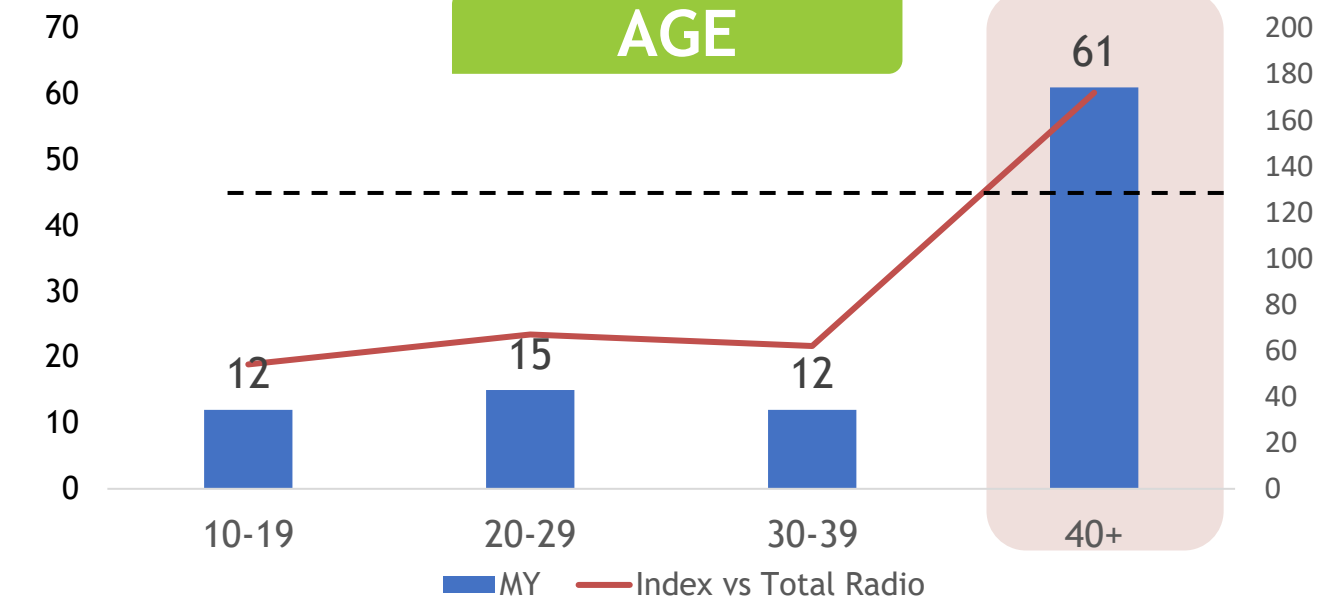
30%



OTHERS

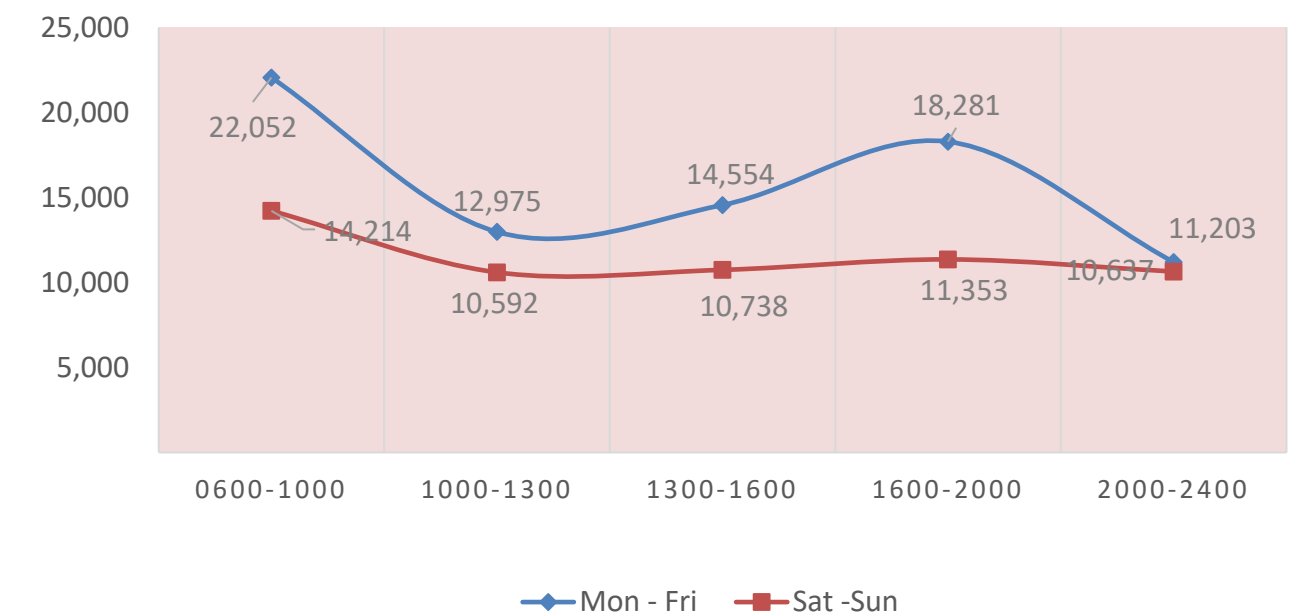
Skewed Blue Collars [Index: 114]; Others [118]

### AGE



Skewed Age 40+ [Index: 172]

### LISTENERSHIP





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



61K followers



97K followers



148K page views

Source: FB & IG; Period: As of July 2022  
Website; GA 360; Period: As of July 2022

### GENDER



FEMALE

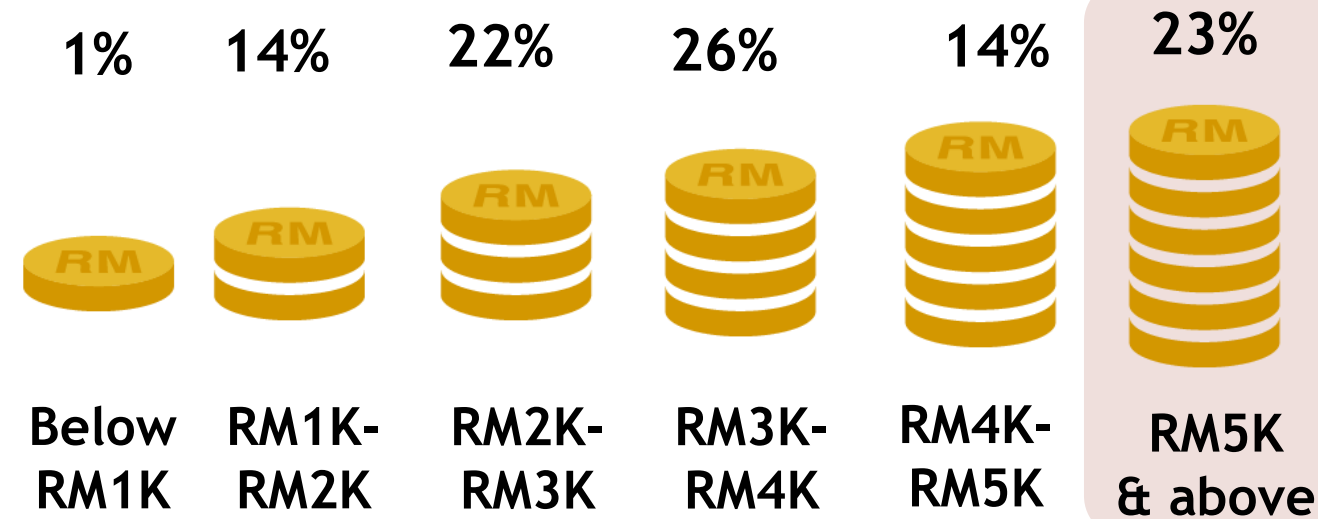
53%



MALE

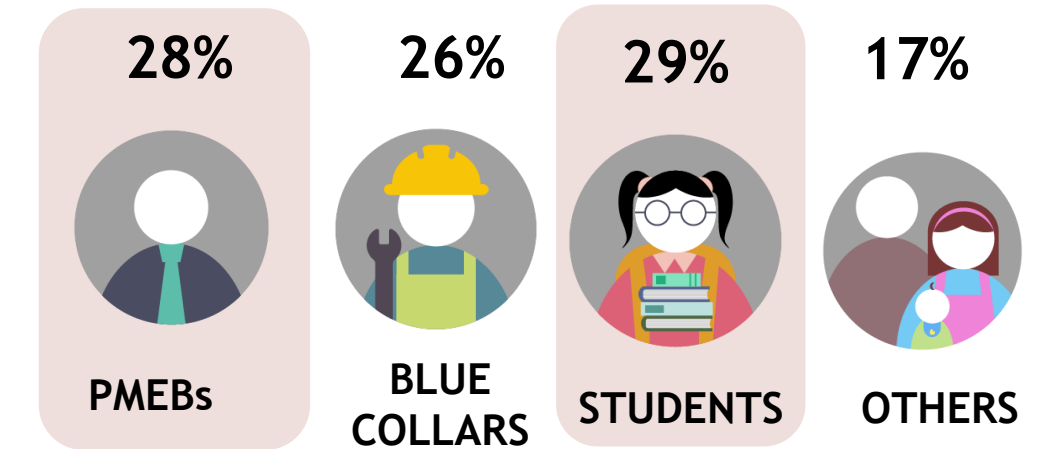
47%

### MONTHLY HOUSEHOLD INCOME



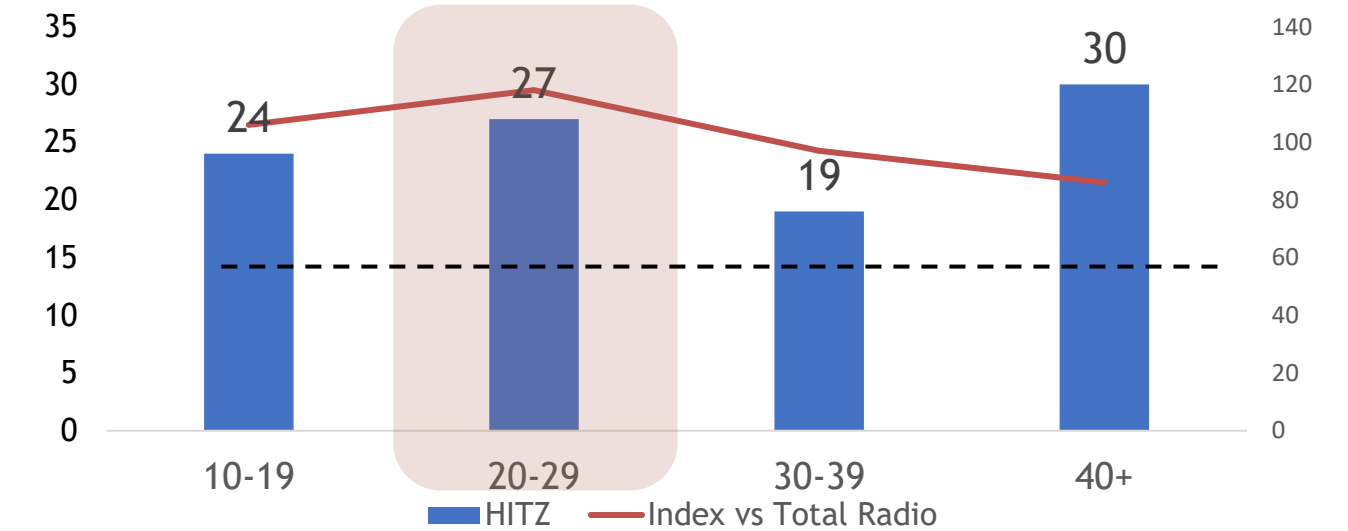
Skewed >RM5K [Index: 148]

### OCCUPATION



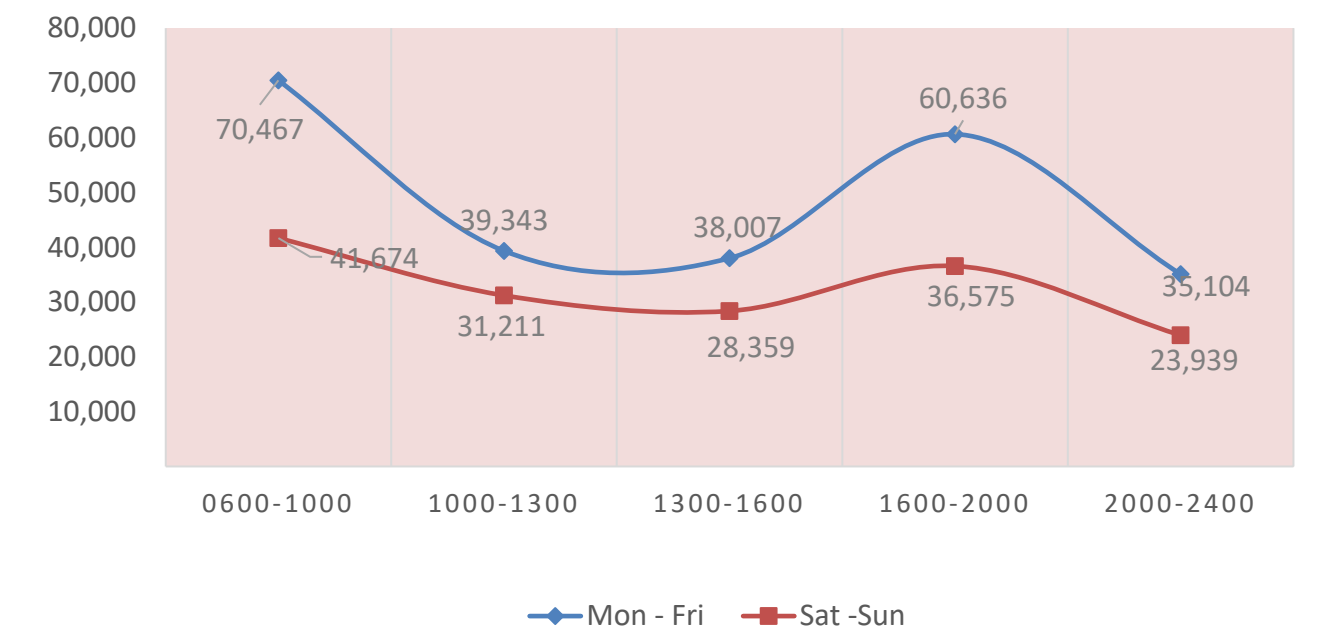
Skewed PMEB's [Index:123]; Students [Index: 126]

### AGE



Skewed Age 20 - 29 [Index:118]

### LISTENERSHIP



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

**astro**

**Thank you**