



RADIO BRAND PROFILE

- SARAWAK

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

Go Beyond



MUZIK HIT TERBAIK

Hosted by Sarawak's finest as we give you the best local content sprinkled with all your favourite hits while keeping you updated with what's happening locally. Get what you need 24/7 with a weekly reach of 143K listeners and 845K monthly on social media, making ERA Sarawak the No. 1 Malay radio brand in Sarawak

Weekly reach
143K

SOCIAL MEDIA

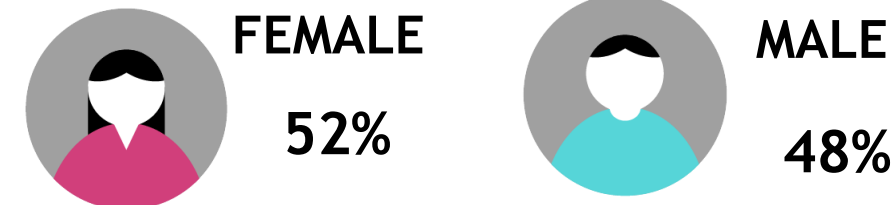
116K followers

270K followers

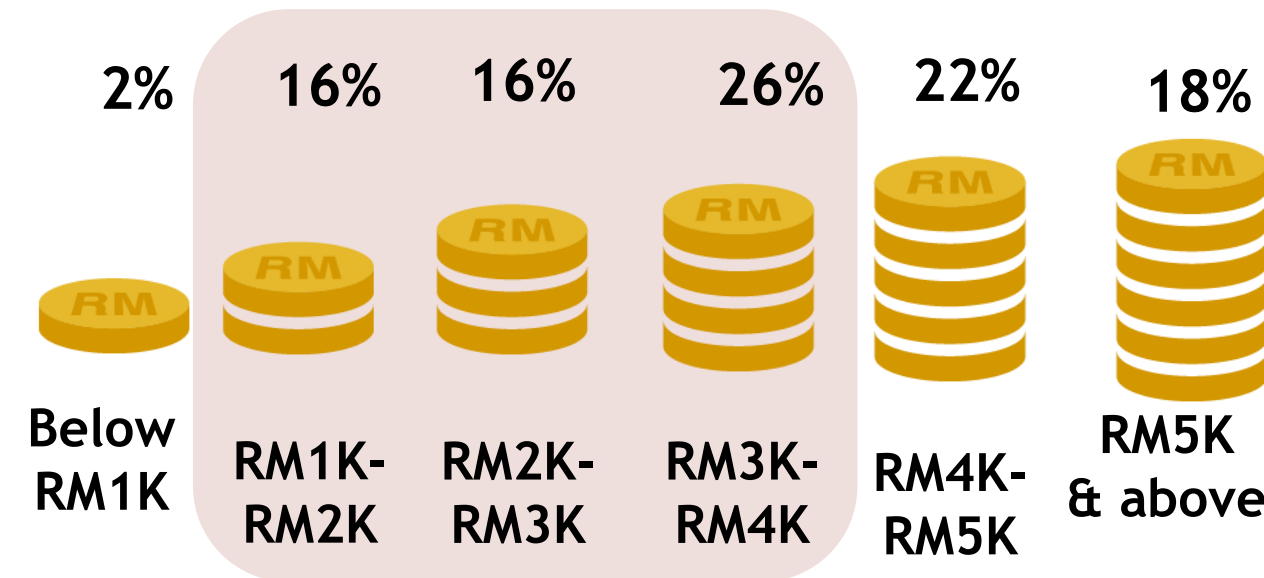
459K page views

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

GENDER



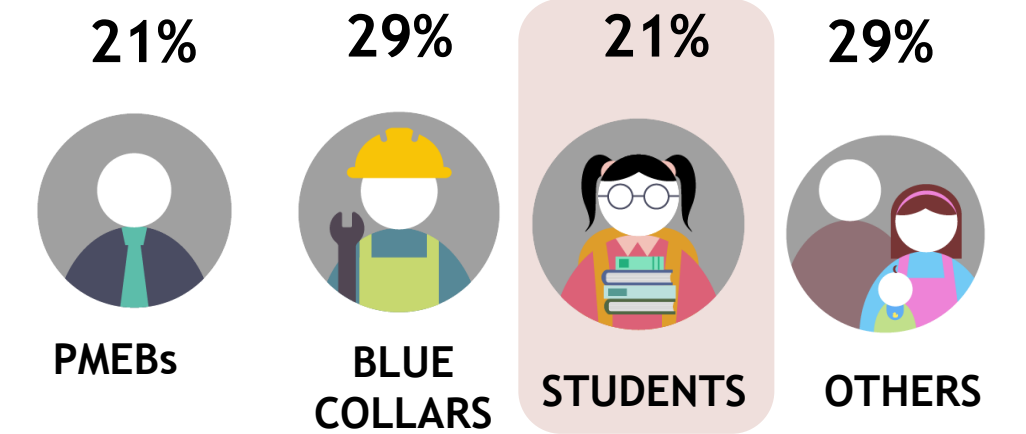
MONTHLY HOUSEHOLD INCOME



Skewed HHI RM1K-RM2K [Index: 145];
HHI RM2K-RM3K [Index: 139] &
HHI RM3K- RM4K [Index: 120]

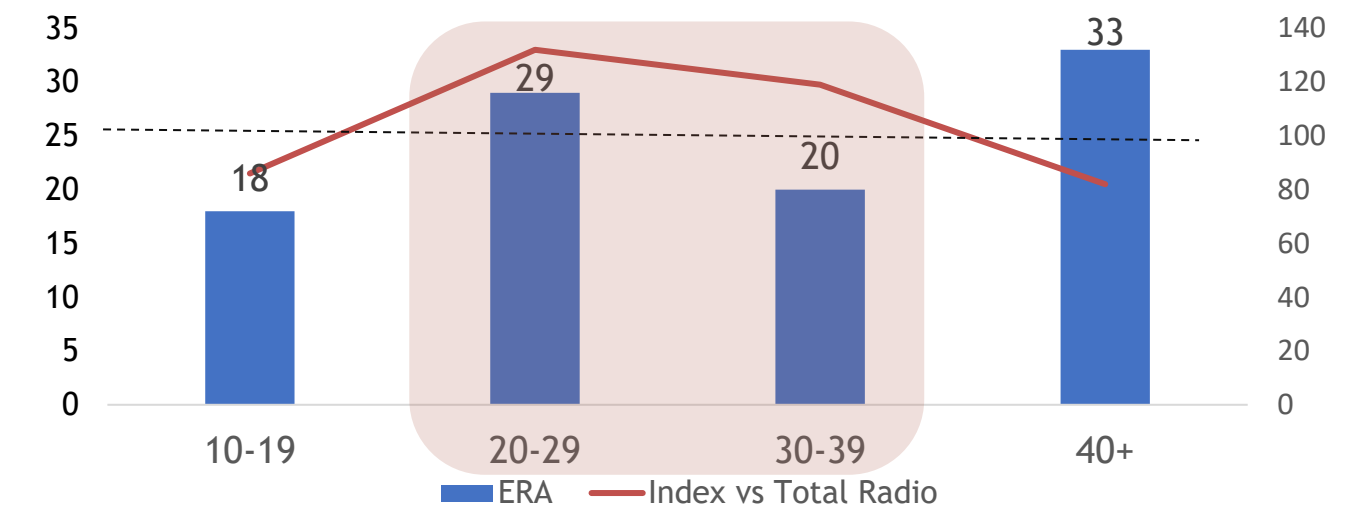
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

OCCUPATION



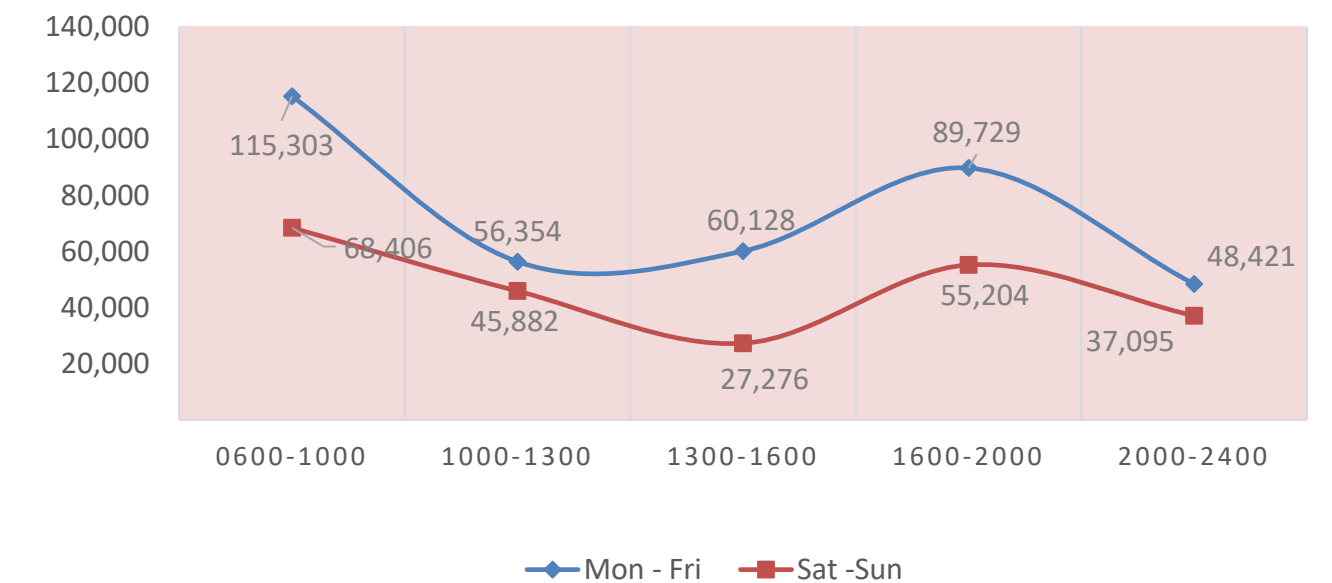
Skewed Students [Index: 110]

AGE



Skewed Age 20-29 [Index: 132], 30 - 39 [Index: 119]

LISTENERSHIP





MY SO MUCH FUN!

Sarawak's No. 1 Chinese radio brand because you can catch the freshest new music, local popular happenings and compelling digital content on air and digital and with a weekly listenership of 114 K and 1mil monthly on social media it is no surprise that they are the number 1 choice in the Chinese market.



Weekly reach
114K

SOCIAL MEDIA



25K followers



232K followers



749K page views

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

GENDER

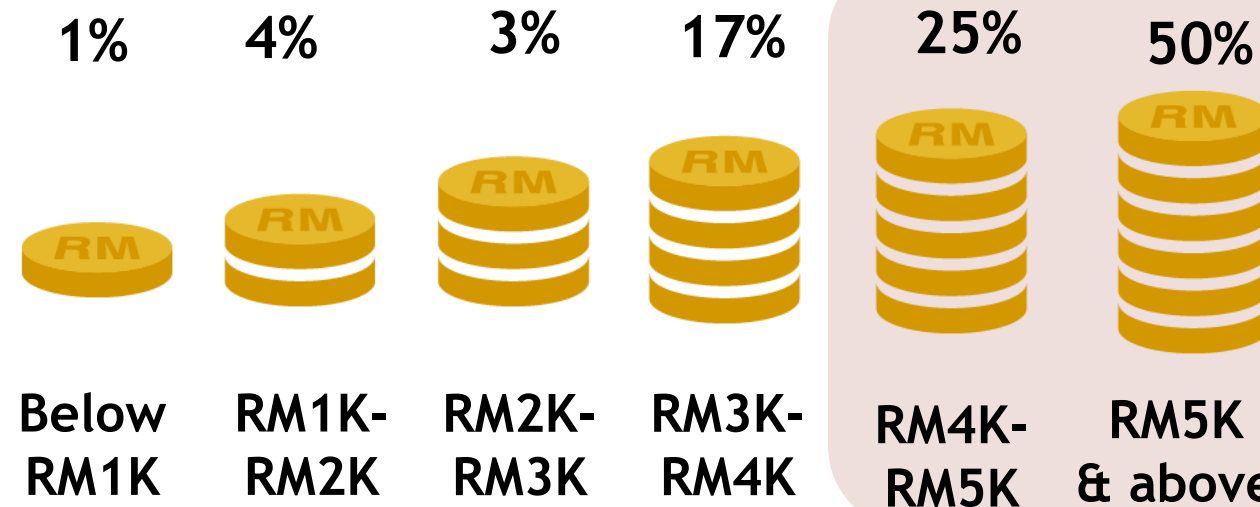


FEMALE
47%



MALE
53%

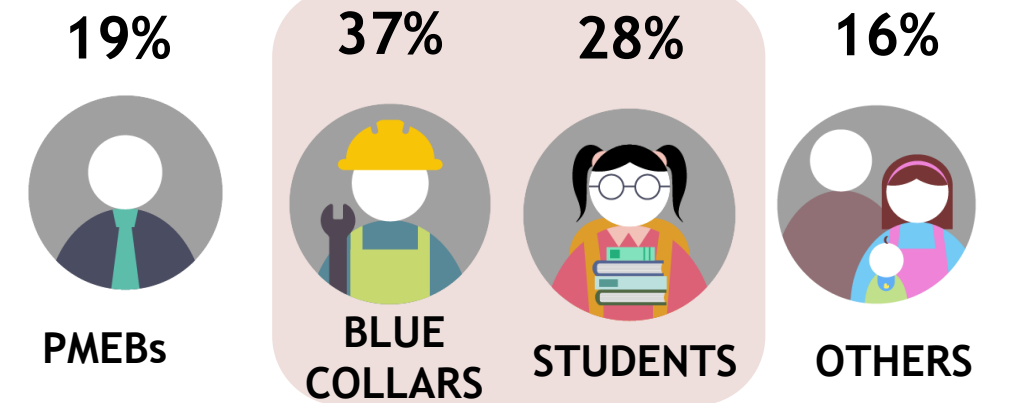
MONTHLY HOUSEHOLD INCOME



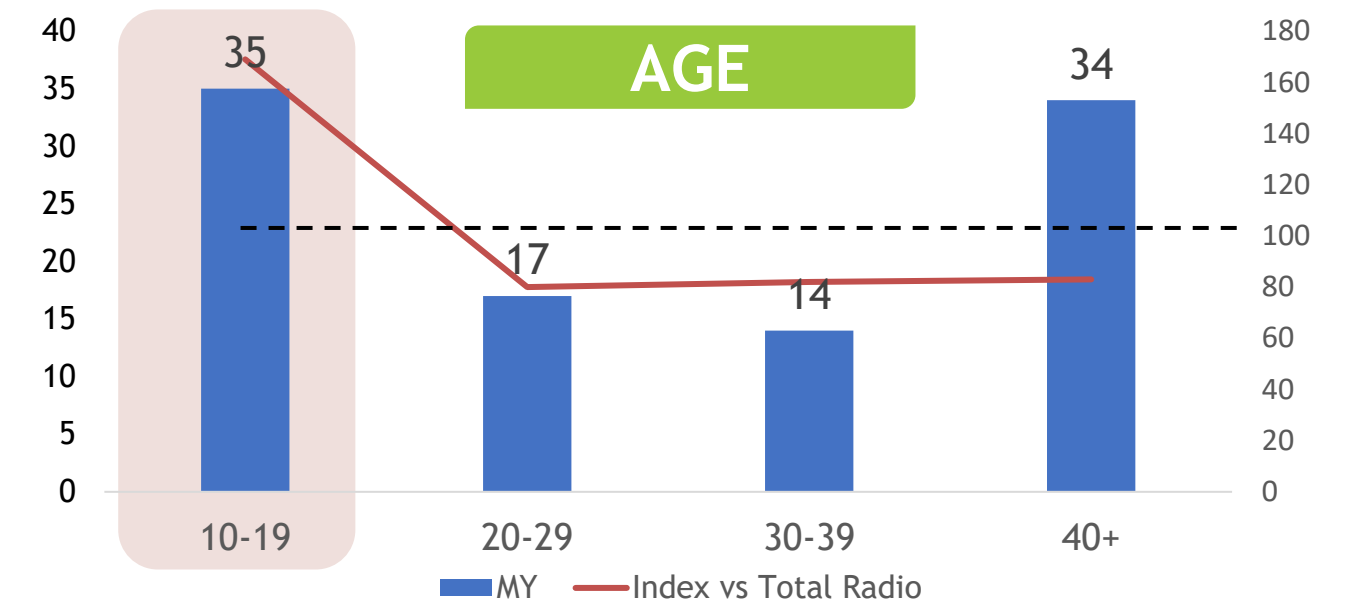
HHI RM4K - RM5K [Index: 112]; HHI >RM5K [Index:163]

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

OCCUPATION

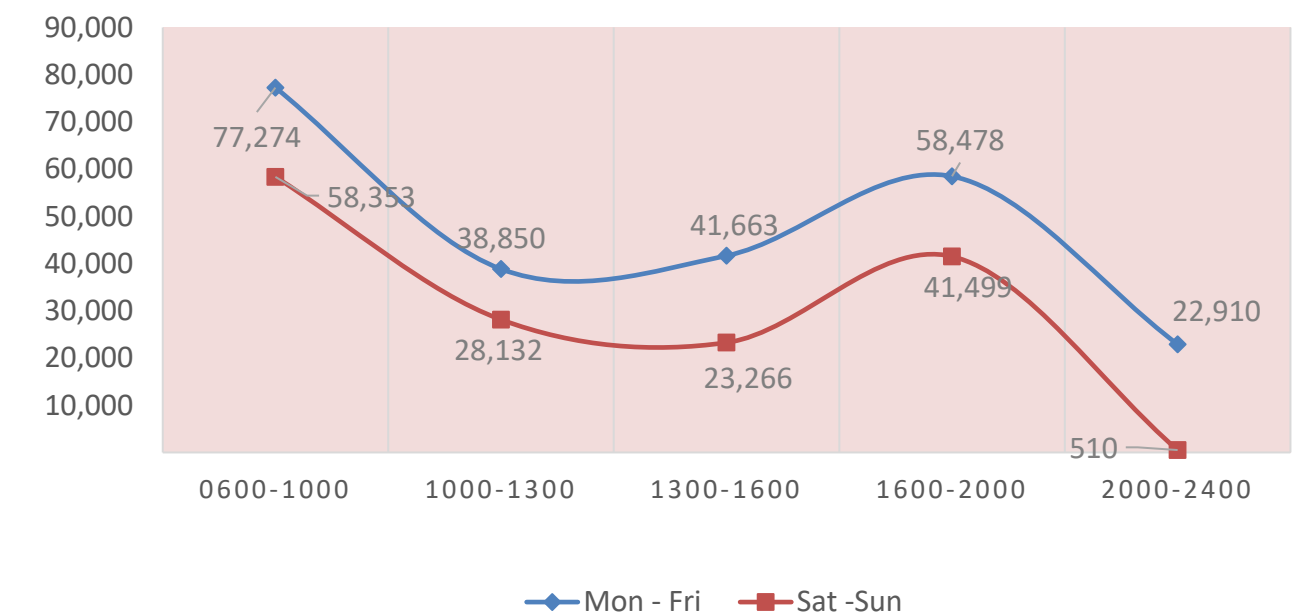


Skewed Blue Collars [Index: 125];
Students [Index: 147]



Skewed Age 10-19 [Index: 169]

LISTENERSHIP





MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ Sarawak, the No. 1 English Radio brand in Sarawak with a weekly listenership of 164K and xx monthly on social media. You can get the latest International and local news exclusive interviews, fun localized digital content and of course get the best new music as HITZ Sarawak accompanies you throughout the day.



Weekly reach **164K**

SOCIAL MEDIA



25K followers



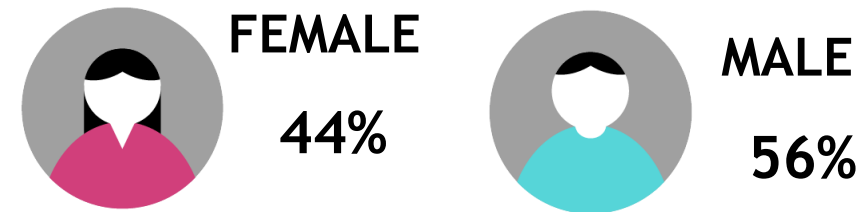
187K followers



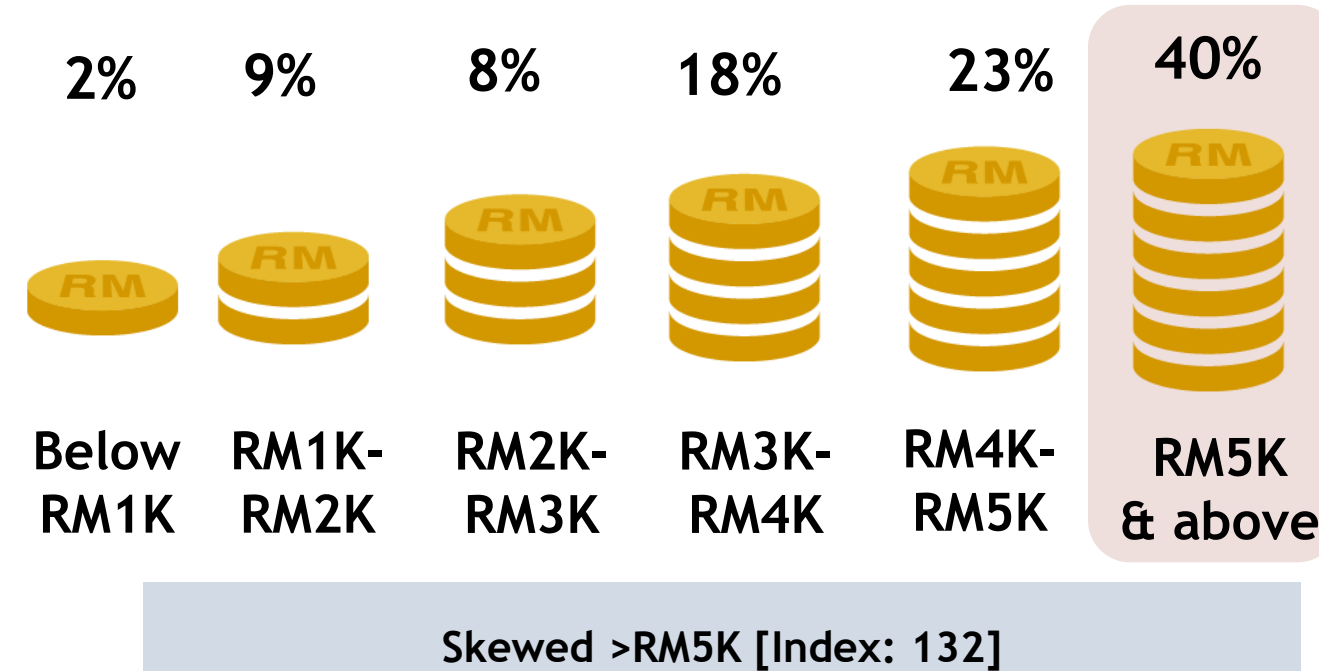
148K page views

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

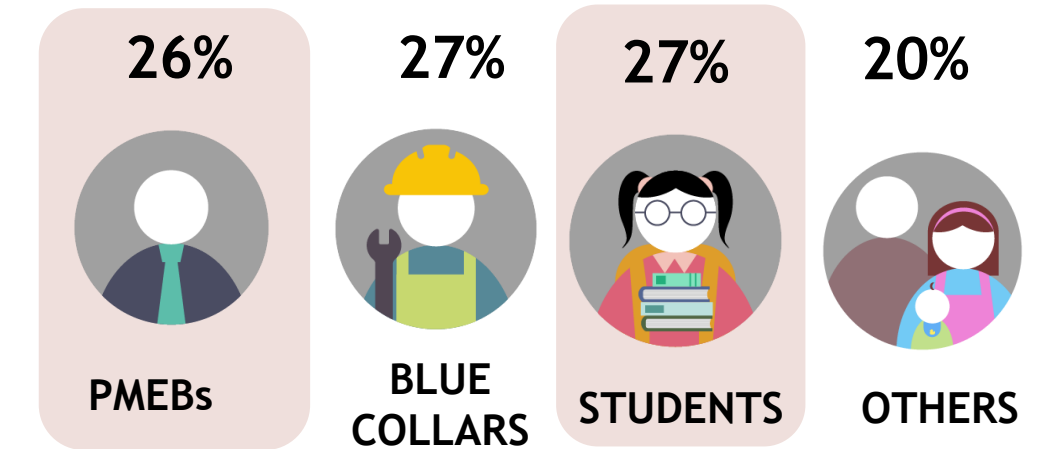
GENDER



MONTHLY HOUSEHOLD INCOME

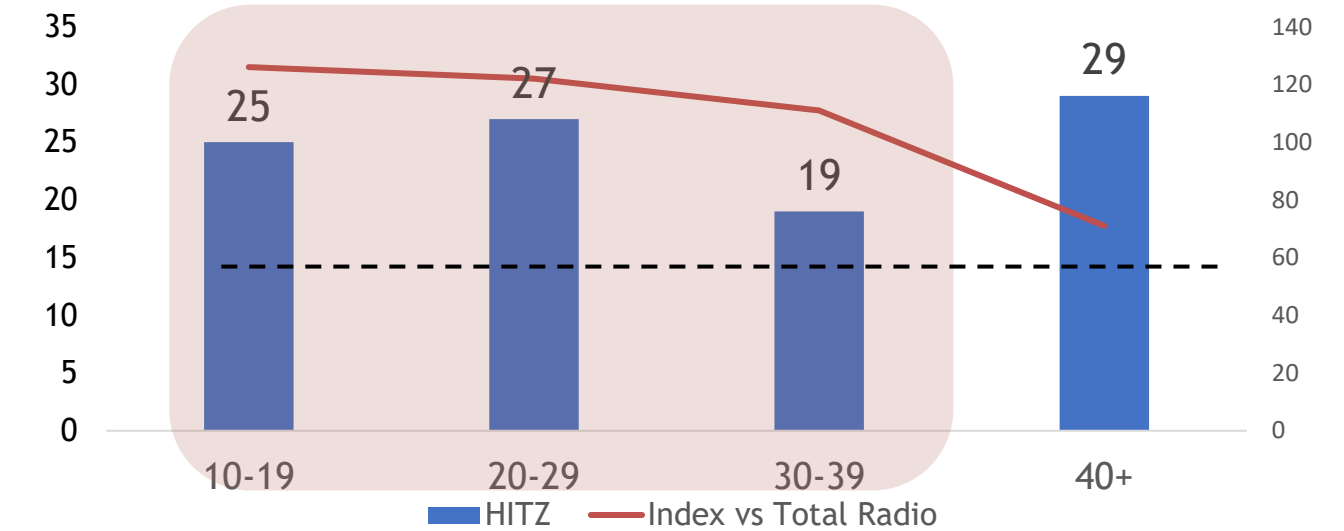


OCCUPATION



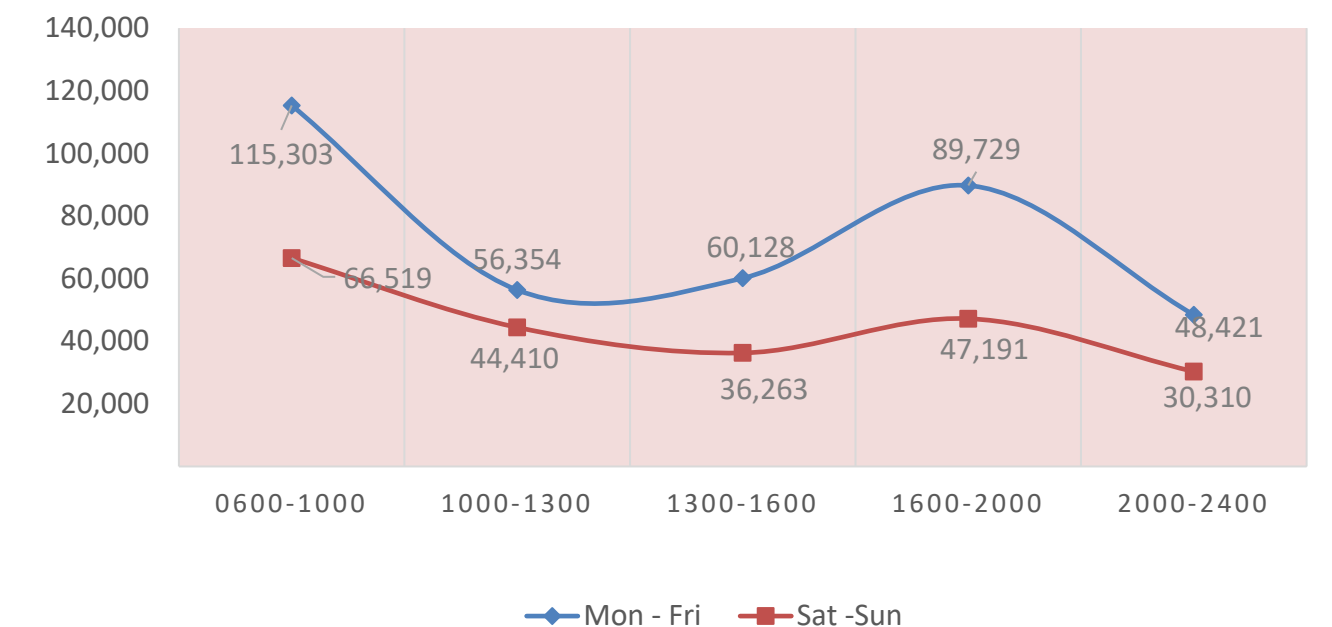
Skewed PMEB's [Index:126]; Students [Index: 137]

AGE



Skewed Age 10 - 19 [Index:126]; 20 -29 [Index: 122]; 30-39 [Index: 111]

LISTENERSHIP



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

astro

Thank you