



RADIO BRAND PROFILE

GfK Radio Audience Measurement (RAM)

Pen Malaysia: Wave 2, 2023

Go Beyond



MUZIK HIT TERBAIK

ERA is Malaysia's No. 1 radio brand, with a weekly reach of 5.6 mil. The brand is famous for playing only the best chart topping hits of today and its line up of the funniest entertainers in the industry.



Weekly reach
5.4 Mil

SOCIAL MEDIA



4.0 Mil followers



4.4 Mil followers



1.2 Mil page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
49%



MALE
51%

Region



NORTH
23%



CENTRAL
35%



SOUTH
25%



EAST COAST
18%

Skewed South [Index: 136]

MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

6%



RM1K- RM2K

16%



RM2K- RM3K

23%



RM3K- RM4K

23%



RM4K- RM5K

30%



RM5K & above

Skewed HHI RM2K-RM3K [Index: 115];
RM3K-RM4K [Index: 117]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

28%



PMEBs

29%



BLUE COLLARS

24%



STUDENTS

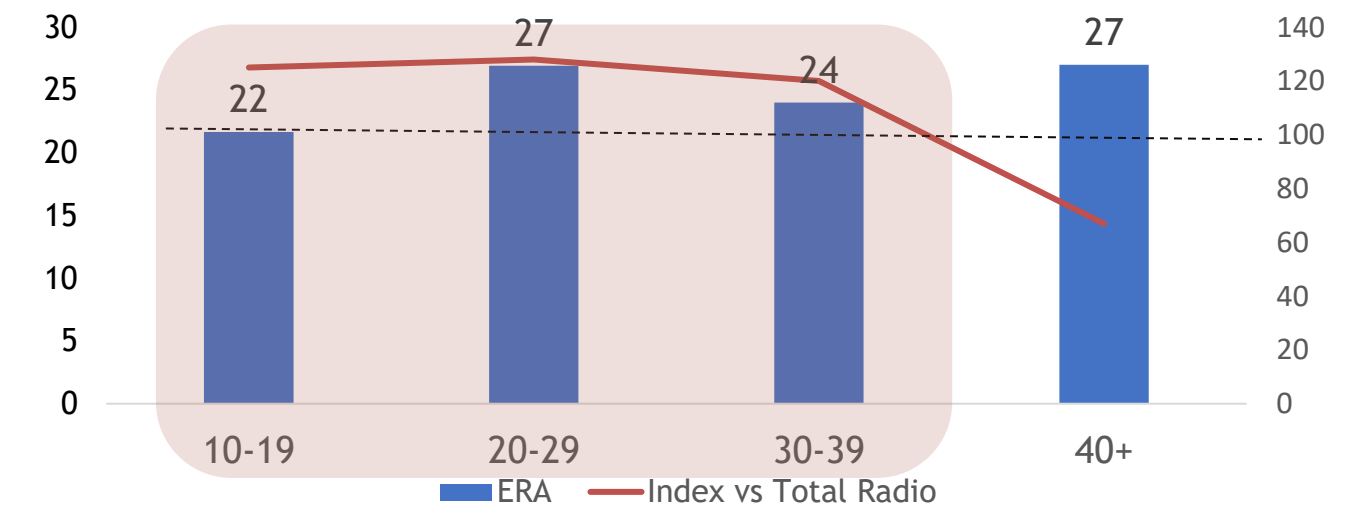
19%



OTHERS

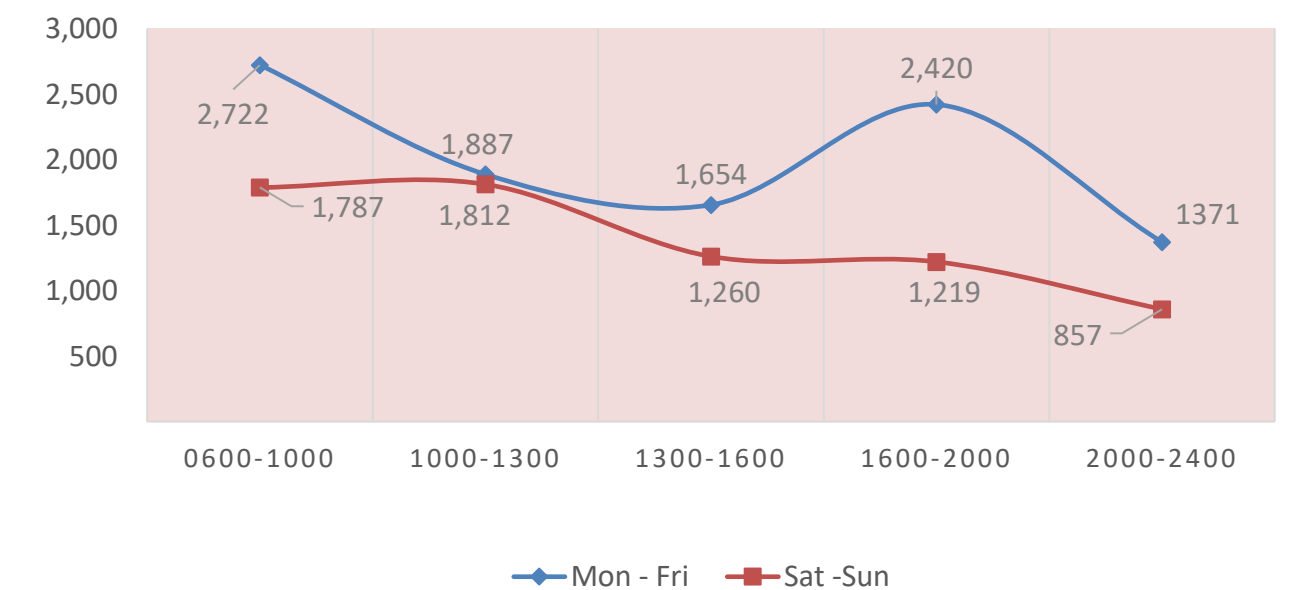
Skewed Students [Index: 114]

AGE



Skewed Age 10-19 [Index: 125], 20 - 29 [Index: 128],
30 - 39 [Index: 120]

LISTENERSHIP (000s)





MY SO MUCH FUN!

MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.8 mil on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.



Weekly reach
2.3 Mil

SOCIAL MEDIA



456K followers



1.3 Mil followers



2.3 Mil page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
55%



MALE
45%

Region

NORTH



23%

CENTRAL



51%

SOUTH



20%

EAST COAST



6%

Skewed Central [Index: 140]

MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

5%



RM1K- RM2K

7%



RM2K- RM3K

13%



RM3K- RM4K

20%



RM4K- RM5K

53%



RM5K & above

HHI > RM5K [Index: 167]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

35%



PMEBs

19%



BLUE COLLARS

21%



STUDENTS

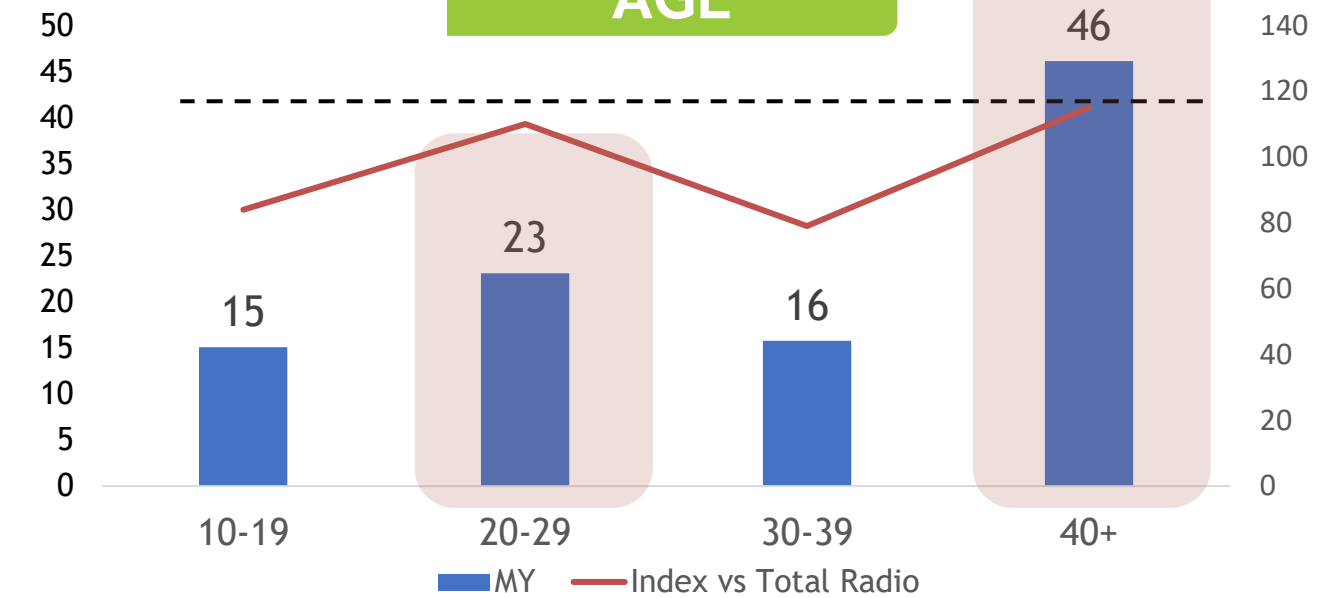
25%



OTHERS

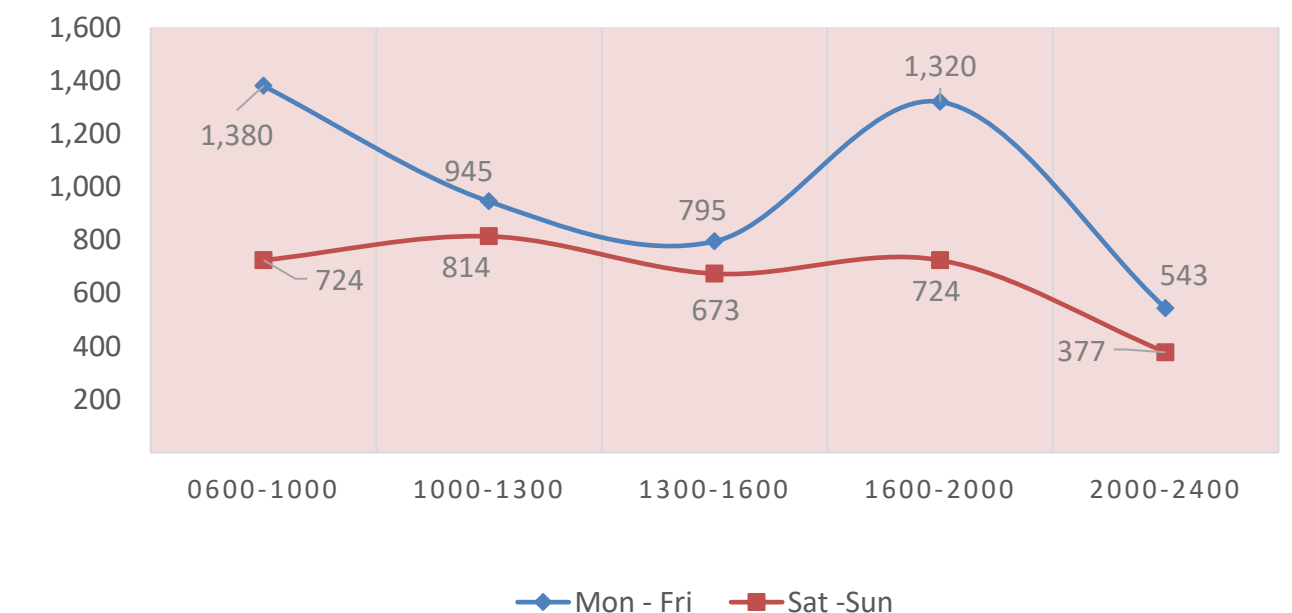
Skewed PMEBS [Index: 125]

AGE



Skewed Age 20-29 [Index: 110]; 40+ [Index: 115]

LISTENERSHIP (000s)





MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ FM is Malaysia's No. 1 English radio brand, with a weekly reach of 2.4 mil on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.



Weekly reach **2.5 Mil**

SOCIAL MEDIA



181K followers



1.3 Mil followers



415K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023
c

GENDER



FEMALE
51%



MALE
49%

Region

NORTH



22%

CENTRAL



47%

SOUTH



22%

EAST COAST



9%

Skewed Central [Index: 131];
South [Index: 120]

MONTHLY HOUSEHOLD INCOME

2%



Below
RM1K

4%



RM1K-
RM2K

9%



RM2K-
RM3K

14%



RM3K-
RM4K

22%



RM4K-
RM5K

50%



RM5K
& above

Skewed >RM5K [Index: 157]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

38%



PMEBs

18%



BLUE
COLLARS

34%



STUDENTS

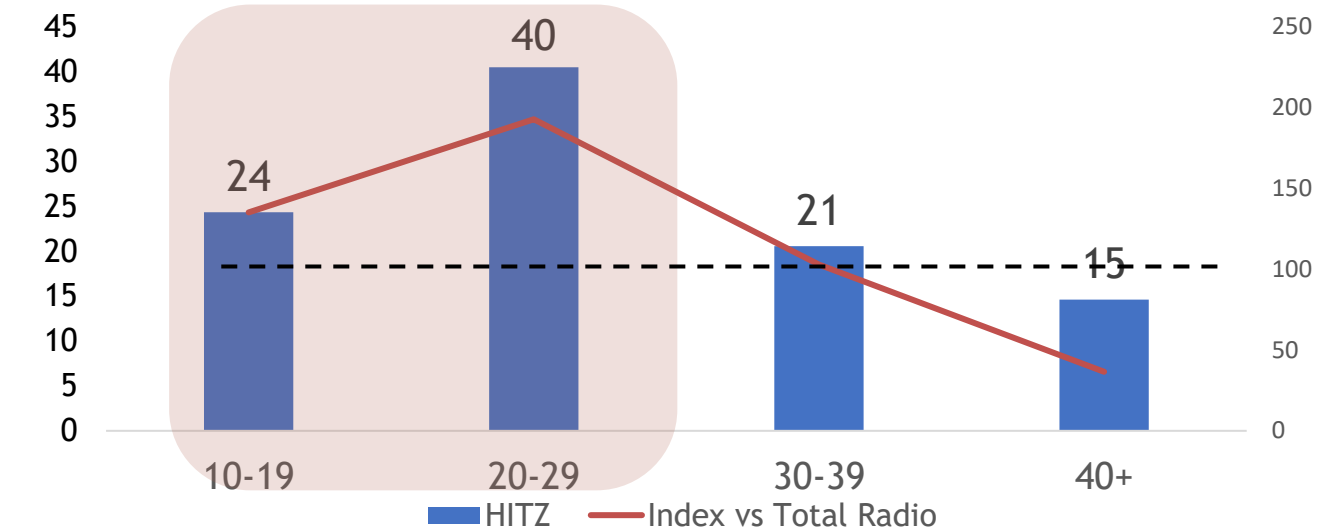
10%



OTHERS

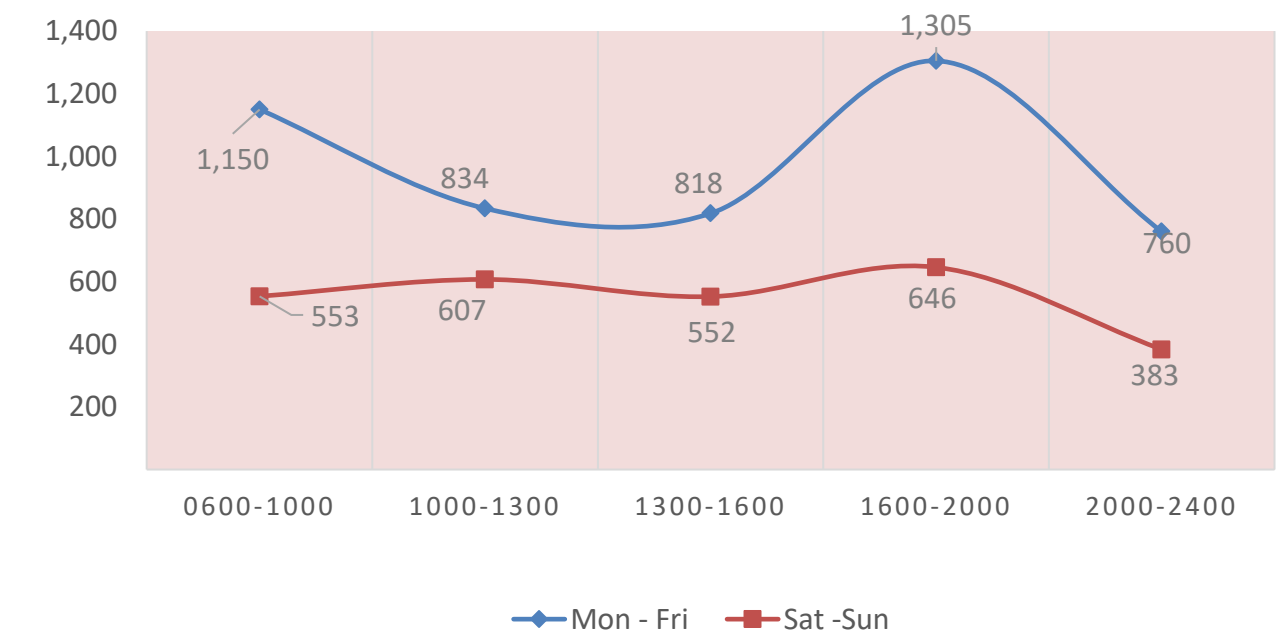
Skewed PMEBS [Index: 136]; Students [Index: 161]

AGE



Skewed Age 10 - 19 [Index: 135]; 20 - 29 [Index: 193]

LISTENERSHIP (000s)



Mon - Fri Sat - Sun



TODAY'S BEST MUSIC

With a weekly reach of 1.0 mil on radio, MIX FM boasts the second largest audience base amongst English radio brands in Malaysia. The brand plays the best MIX of music from the 90's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.



Weekly reach
1.1 Mil

SOCIAL MEDIA



43K followers



331K followers



311K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
53%



MALE
47%

Region

NORTH



20%

CENTRAL



50%

SOUTH



24%

EAST COAST



6%

Skewed Central [Index: 140];
South [Index: 132]

MONTHLY HOUSEHOLD INCOME

1%



Below
RM1K

3%



RM1K-
RM2K

6%



RM2K-
RM3K

12%



RM3K-
RM4K

15%



RM4K-
RM5K

63%



RM5K
& above

Skewed HHI >RM5K [Index: 197]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

51%



PMEBs

15%



BLUE
COLLARS

22%



STUDENTS

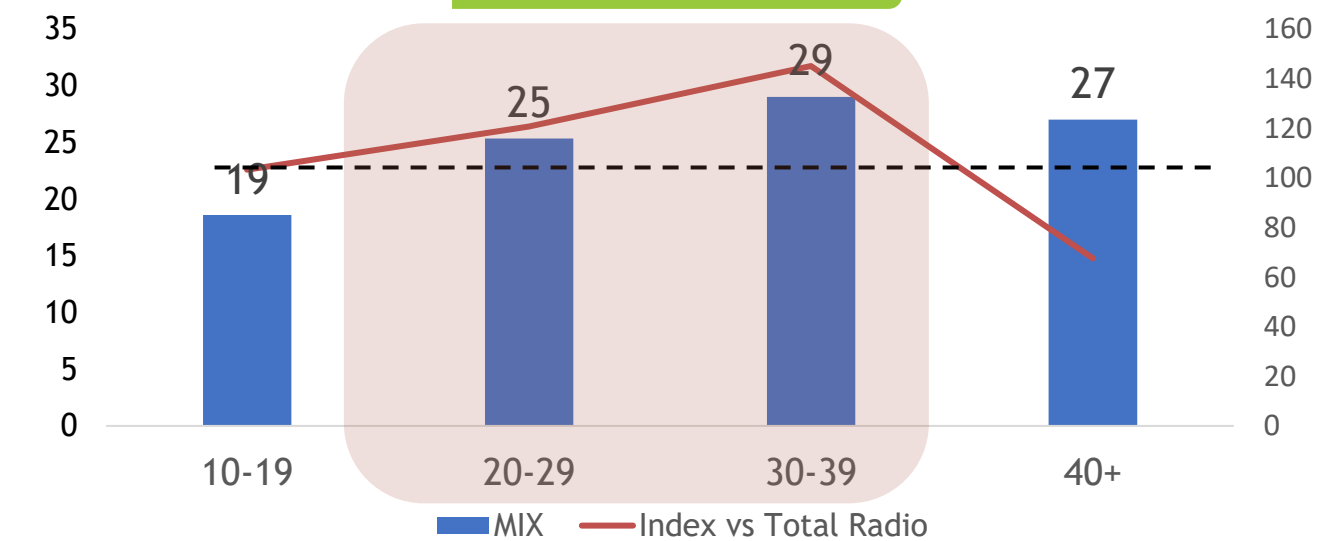
12%



OTHERS

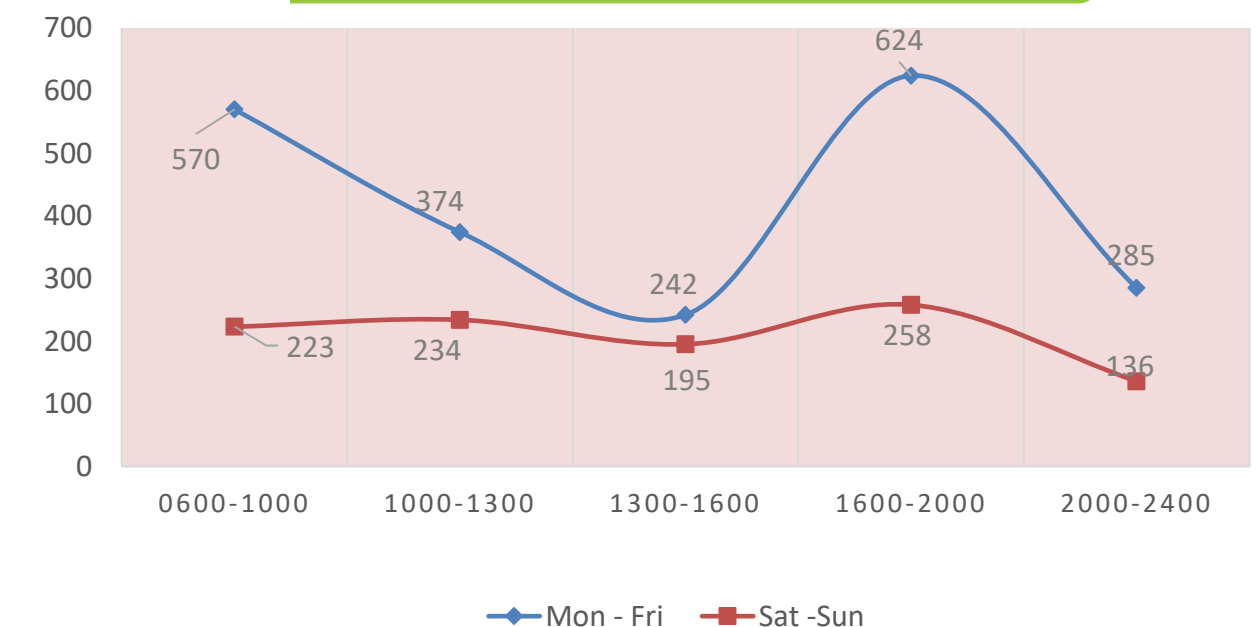
Skewed PMEBS [Index: 182]; Students [Index: 101]

AGE



Skewed Age 20-29 [Index: 121]
& 30-39 [Index: 145]

LISTENERSHIP (000s)





RELAXING FAVOURITES

LITE FM attracts 797 K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter - real people, real lives, real stories.



Weekly reach
773 K

SOCIAL MEDIA



12K followers



493K followers



210K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
49%



MALE
51%

Region

NORTH



18%

CENTRAL



50%

SOUTH



24%

EAST COAST



7%

Skewed Central [Index 139]; South [Index: 158]

MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

3%



RM1K- RM2K

9%



RM2K- RM3K

8%



RM3K- RM4K

9%



RM4K- RM5K

71%



RM5K & above

Skewed >RM5K [Index: 221]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

48%



PMEBs

13%



BLUE COLLARS

20%



STUDENTS

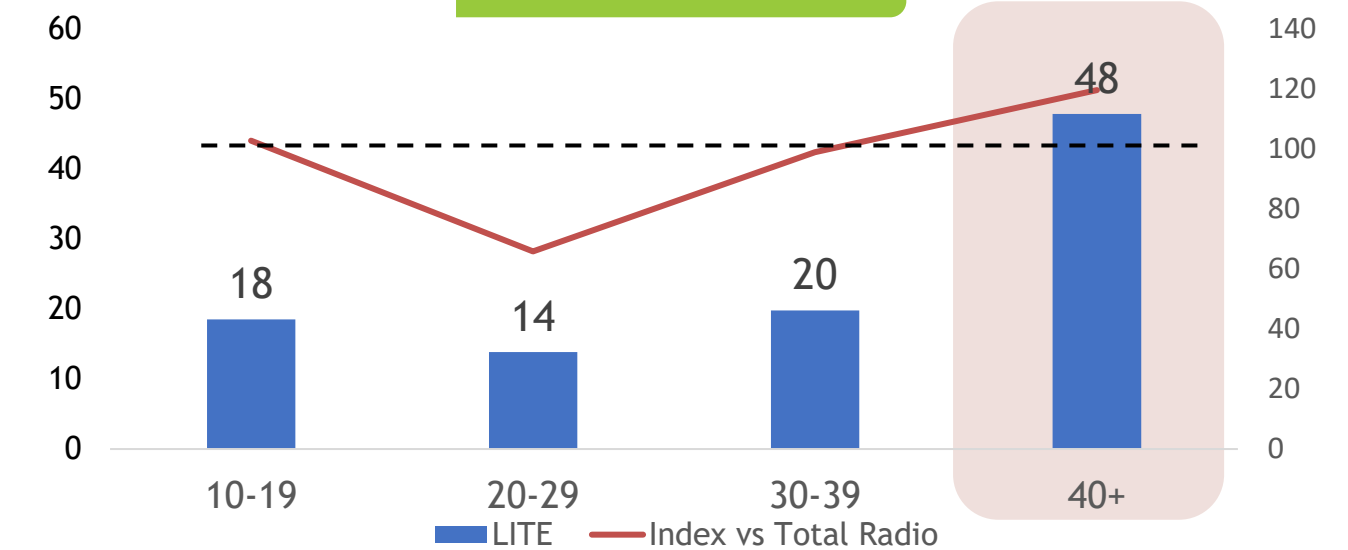
19%



OTHERS

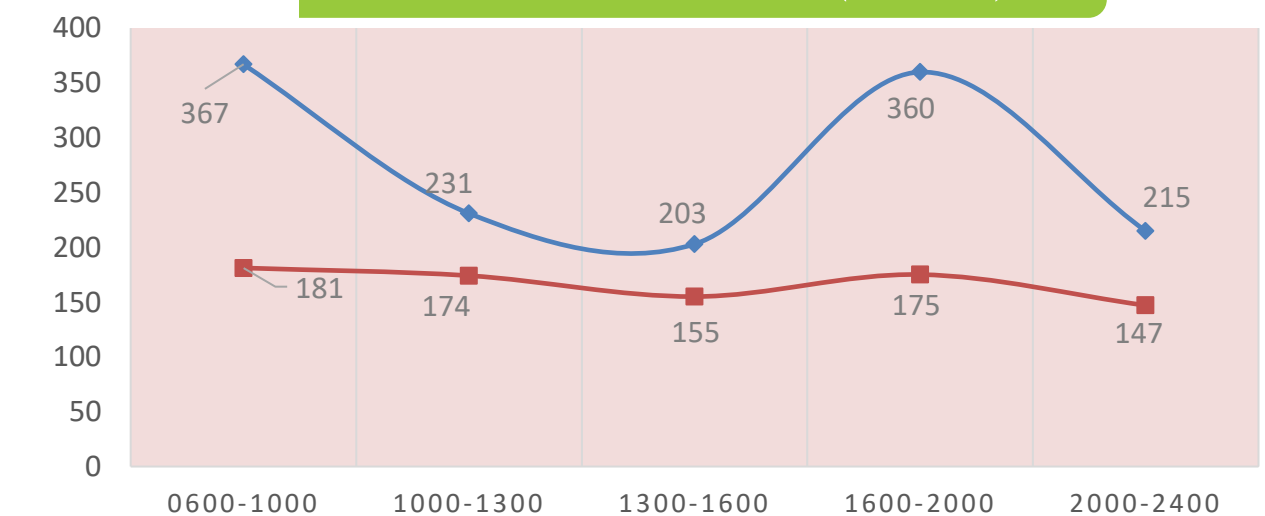
Skewed PMEBS [Index: 171]

AGE



Skewed Age 40+ [Index: 120]

LISTENERSHIP (000s)



Mon - Fri Sat - Sun



MENYINARI HIDUPMU

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis **SINAR** reaches 5 mil fans on radio. The brand plays favourite hits from the 80's to today, with songs that make fans feel good and brighten up their days. It also covers the best in talk shows and inspiring real-life topics that are packed full of exclusive interviews.



Weekly reach
4.8 Mil

SOCIAL MEDIA



1.8 Mil followers



2.4 Mil followers



1.3 Mil page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
48%



MALE
52%

Region

NORTH



26%

CENTRAL



40%

SOUTH



18%

EAST COAST



16%

Skewed South [Index: 110]

MONTHLY HOUSEHOLD INCOME

3%



Below RM1K

10%



RM1K- RM2K

16%



RM2K- RM3K

21%



RM3K- RM4K

23%



RM4K- RM5K

28%



RM5K & above

Skewed HHI RM2K-3K [Index: 115]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

27%



PMEBs

33%



BLUE COLLARS

18%



STUDENTS

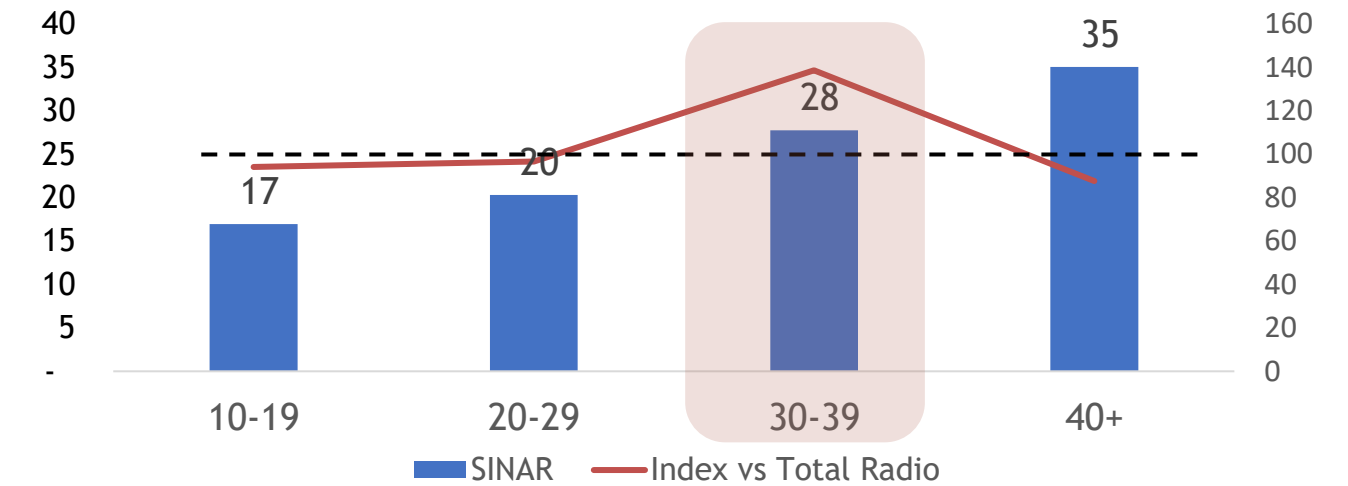
23%



OTHERS

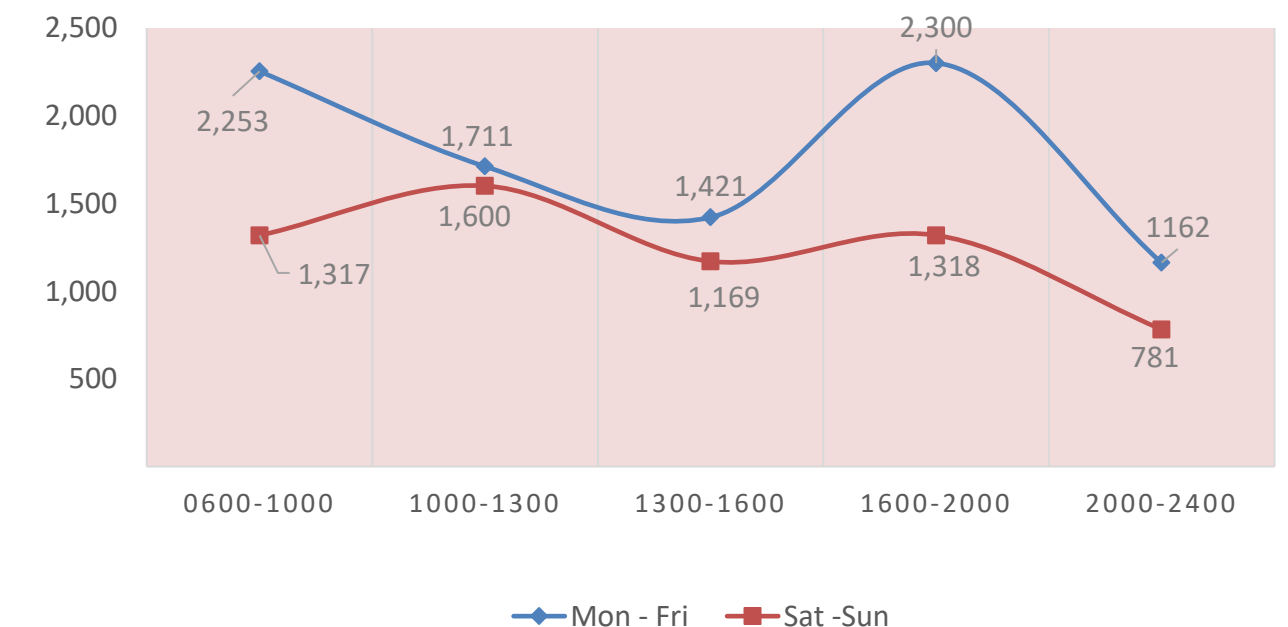
Skewed BLUE COLLARS [Index: 116]

AGE



Skewed Age 30-39 [Index: 139]

LISTENERSHIP (000s)





AAHA...SIRANTHA ISAI

RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.6 mil on radio. The brand is dedicated to being the dominant information hub on Kollywood news and centre of conversation amongst Tamil audiences. RAAGA plays the best of Indian music and is famous for its multi-talented bunch of entertainers.



Weekly reach
1.5 Mil

SOCIAL MEDIA



438K followers



878K followers



406K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
53%



MALE
47%

Region

NORTH



28%

CENTRAL



55%

SOUTH



14%

EAST COAST



4%

Skewed Central [Index: 152]

MONTHLY HOUSEHOLD INCOME

3%



Below RM1K

9%



RM1K- RM2K

10%



RM2K- RM3K

25%



RM3K- RM4K

28%



RM4K- RM5K

25%



RM5K & above

Skewed HHI RM4K-5K [Index: 133]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

27%



PMEBs

25%



BLUE COLLARS

19%



STUDENTS

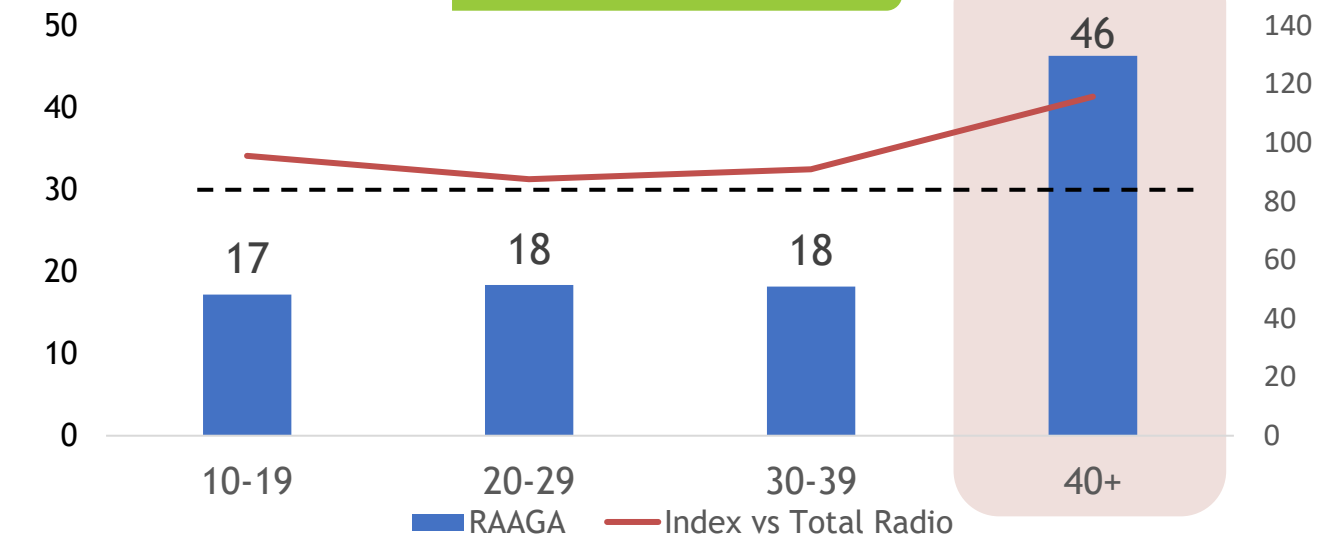
29%



OTHERS

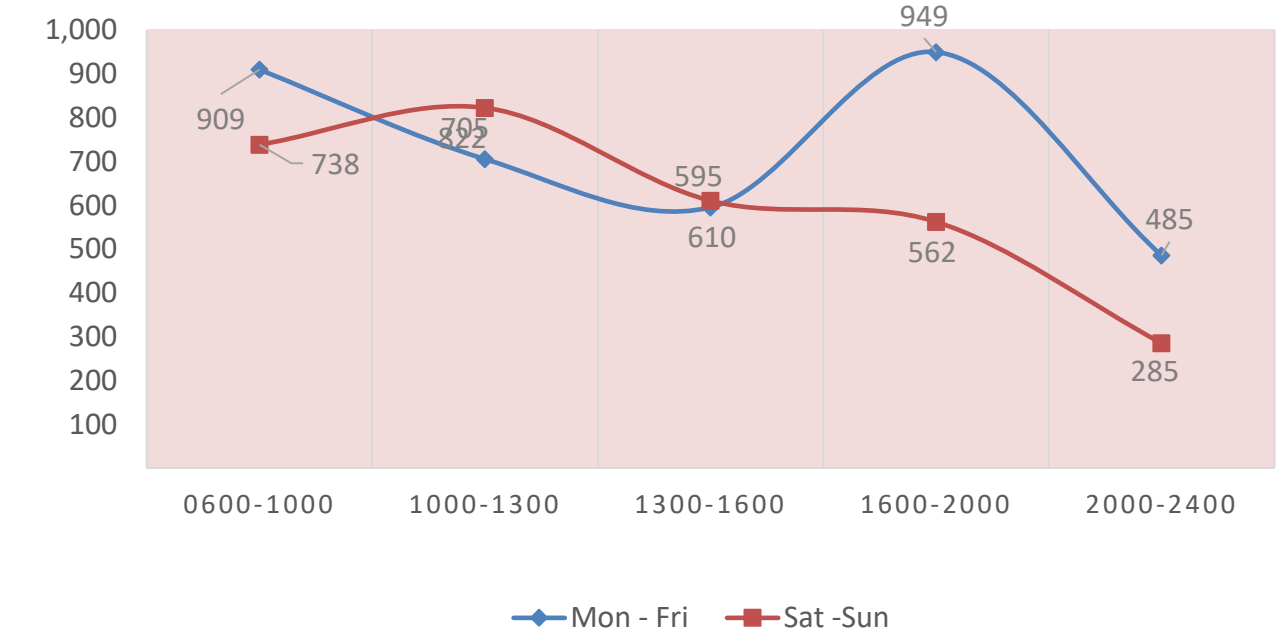
Skewed OTHERS [Index: 120]

AGE



Skewed Age 40+ [Index: 116]

LISTENERSHIP (000s)



Mon - Fri Sat -Sun



PILIHAN #1 PANTAI TIMUR

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.9 mil on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.



Weekly reach

1.8 Mil

SOCIAL MEDIA



389K followers



1.7 Mil followers



318K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE

51%



MALE

49%

Region

NORTH



6%

CENTRAL



4%

SOUTH



4%

EAST COAST



86%

Skewed East Coast [Index: 477]

MONTHLY HOUSEHOLD INCOME

5%



Below RM1K

17%



RM1K- RM2K

26%



RM2K- RM3K

21%



RM3K- RM4K

16%



RM4K- RM5K

15%



RM5K & above

Skewed HHI RM1K-2K [Index: 174];
RM2K-RM3K [Index: 188]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

13%



PMEBs

43%



BLUE COLLARS

21%



STUDENTS

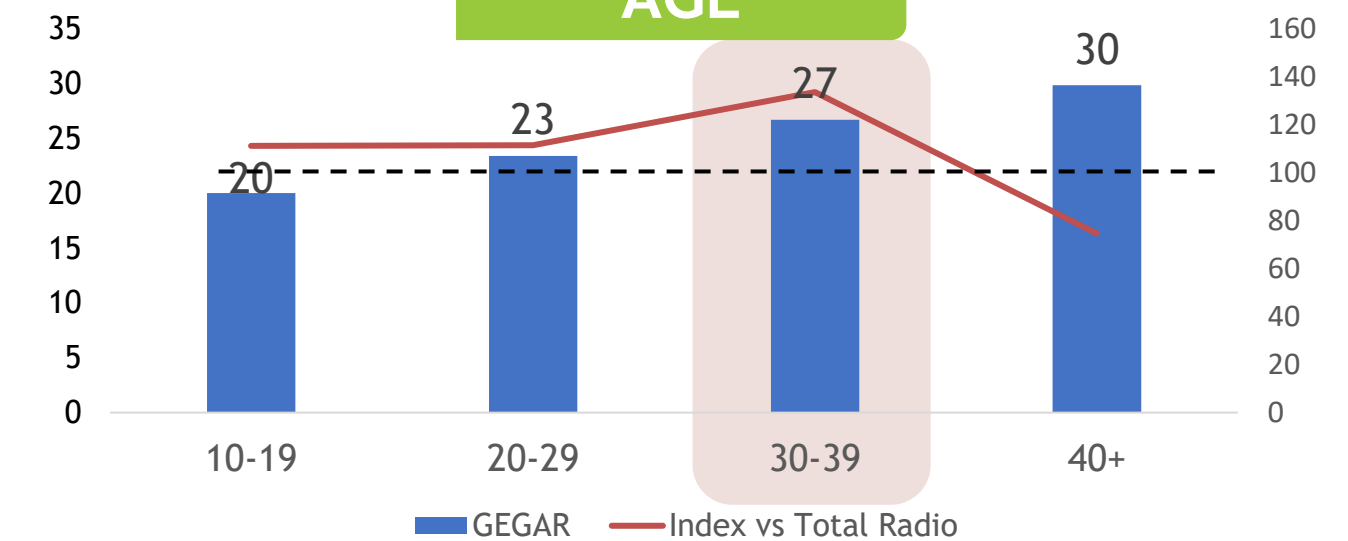
23%



OTHERS

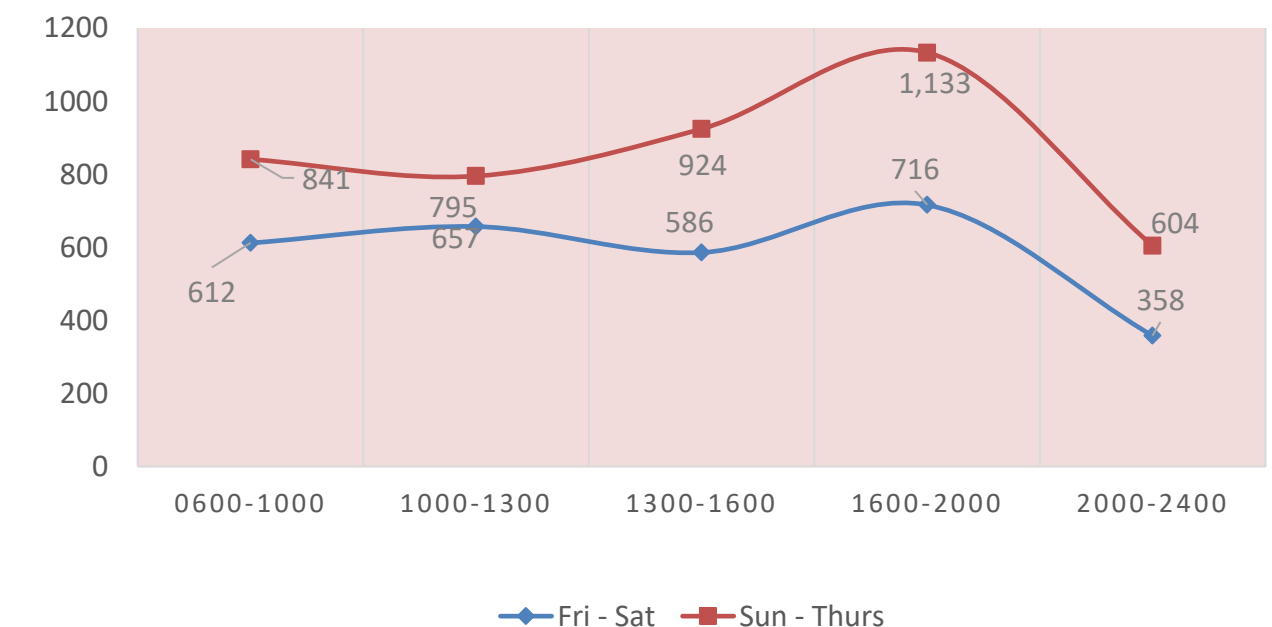
Skewed BLUE COLLARS [Index: 153]

AGE



Skewed Age 30-39 [Index: 134]

LISTENERSHIP (000s)





BEST MUSIC, LATEST INFO

MELODY is the radio station that brings you the Chinese classics and contemporary hits. With a weekly reach of 1 mil on radio. It is a personality driven brand with an unprecedented Golden Chinese hits playlist that keeps a pulse on today, whilst reminiscing the joys of yesteryears.



Weekly reach

1.1 Mil

SOCIAL MEDIA



88K followers



480K followers



743K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE

57%



MALE

43%

Region

NORTH



29%

CENTRAL



36%

SOUTH



29%

EAST COAST



6%

Skewed South [Index: 159]

MONTHLY HOUSEHOLD INCOME

5%



Below RM1K

3%



RM1K- RM2K

12%



RM2K- RM3K

14%



RM3K- RM4K

15%



RM4K- RM5K

50%



RM5K & above

Skewed HHI >RM5K [Index: 155]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

37%



PMEBs

18%



BLUE COLLARS

21%



STUDENTS

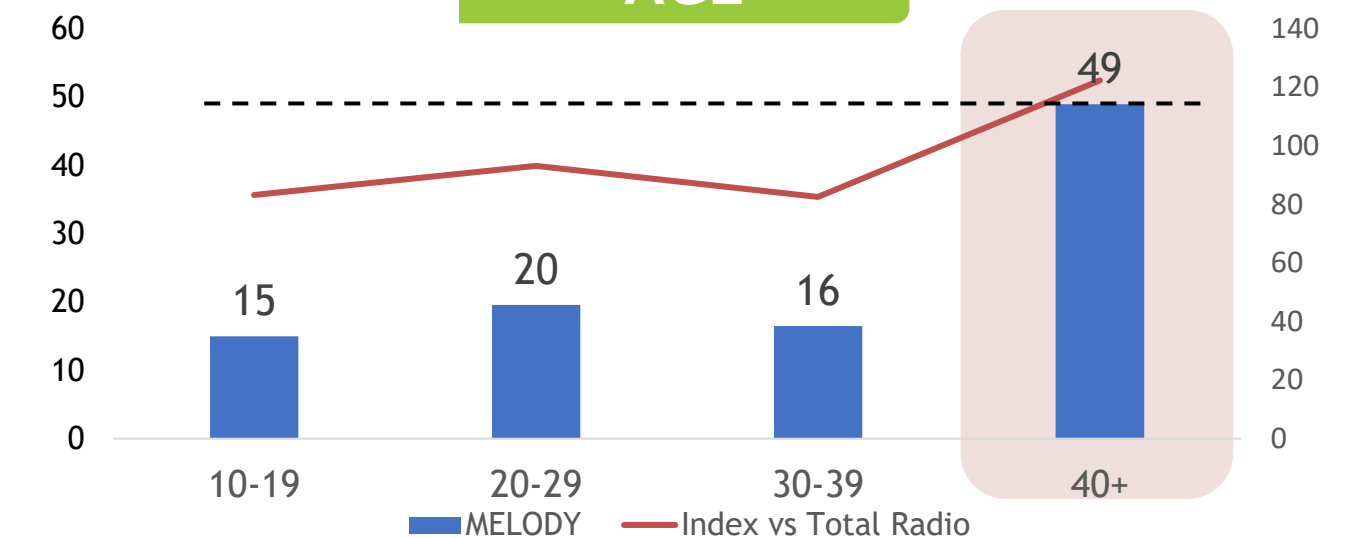
23%



OTHERS

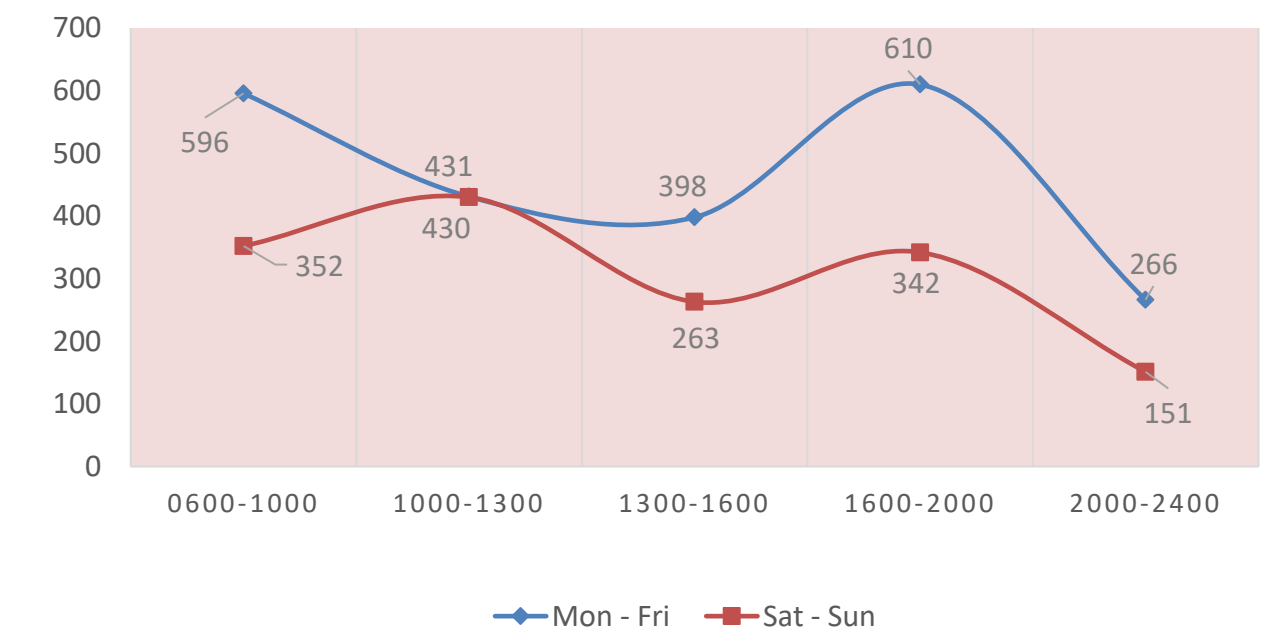
Skewed PMEBS [Index: 132]

AGE



Skewed Age 40+ [Index: 122]

LISTENERSHIP (000s)





#INDAHDIHATI

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.



Weekly reach
348 K

SOCIAL MEDIA



331K followers



594K followers



338K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
55%



MALE
45%

Region

NORTH



49%

CENTRAL



31%

SOUTH



12%

EAST COAST



8%

Skewed North [Index: 182]

MONTHLY HOUSEHOLD INCOME

5%



Below RM1K

9%



RM1K- RM2K

12%



RM2K- RM3K

24%



RM3K- RM4K

21%



RM4K- RM5K

28%



RM5K & above

Skewed HHI RM3K-4K [Index: 118]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

31%



PMEBs

20%



BLUE COLLARS

13%



STUDENTS

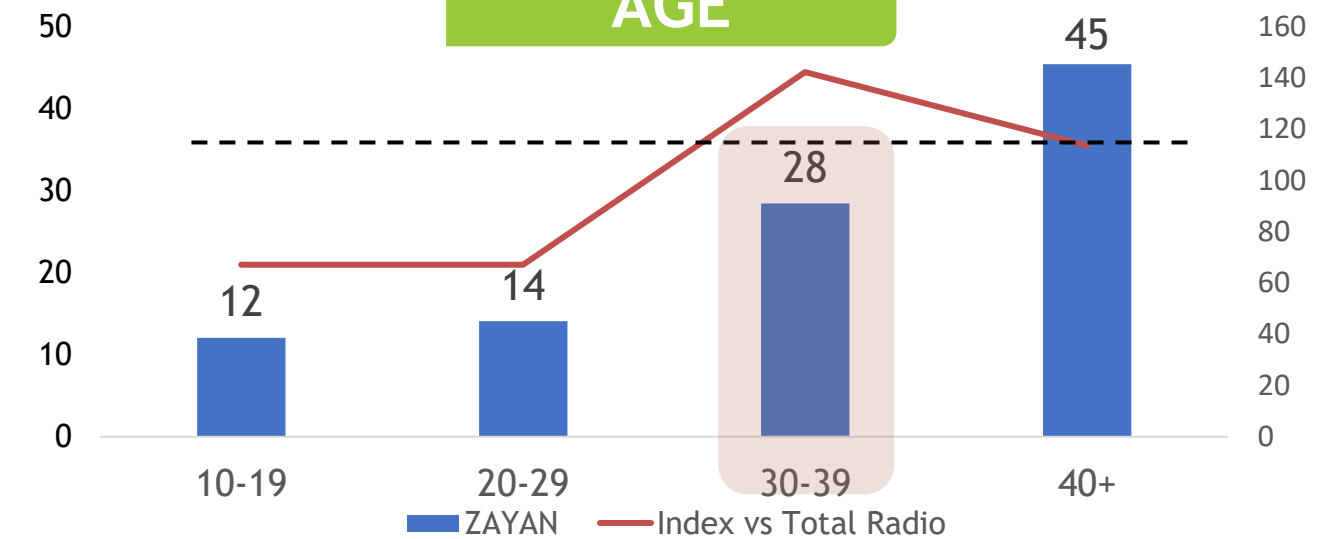
36%



OTHERS

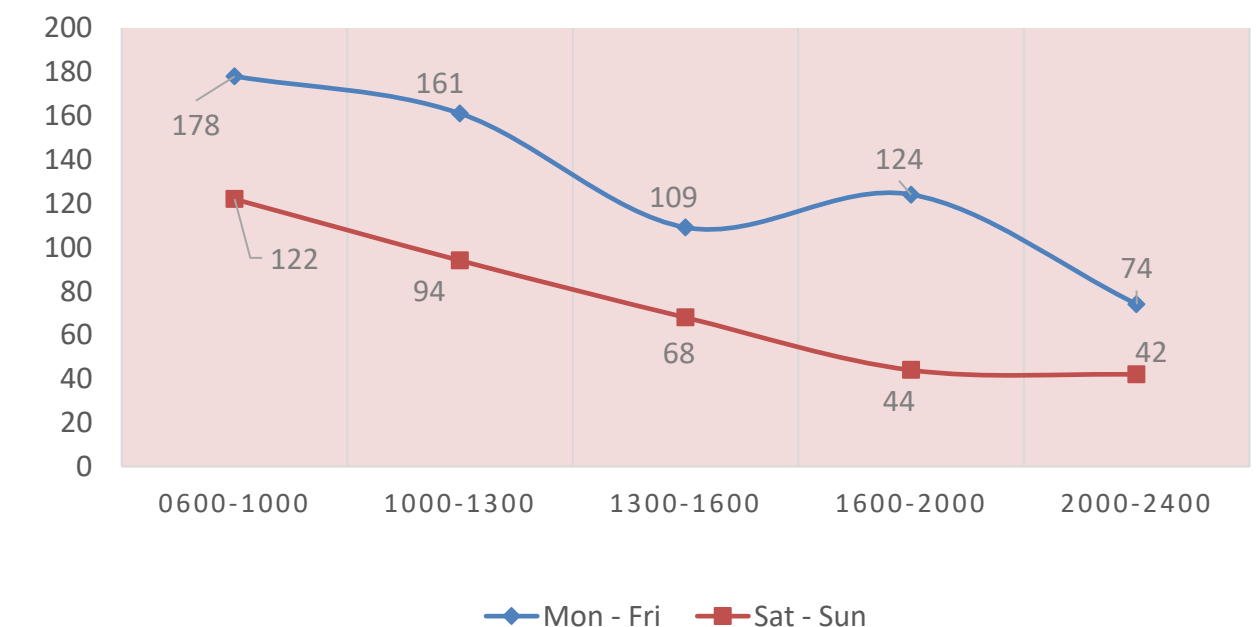
Skewed OTHERS [Index: 150]

AGE



Skewed Age 30-39 [Index: 142]

LISTENERSHIP (000s)





GO FUN!

GOXUAN is a 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.



Weekly reach
295 K

SOCIAL MEDIA



139K followers



327K followers



688K page views

Source: FB & IG; Period: As of 30 November 2023
Website; GA 360; Period: 1 - 30 November 2023

GENDER



FEMALE
63%



MALE
37%

Region

NORTH



41%

CENTRAL



23%

SOUTH



29%

EAST COAST



7%

Skewed South [Index: 162]

MONTHLY HOUSEHOLD INCOME

5%



Below
RM1K

5%



RM1K-
RM2K

5%



RM2K-
RM3K

20%



RM3K-
RM4K

14%



RM4K-
RM5K

51%



RM5K
& above

Skewed HHI >RM5K [Index: 160]

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2023

OCCUPATION

35%



PMEBs

22%



BLUE
COLLARS

37%



STUDENTS

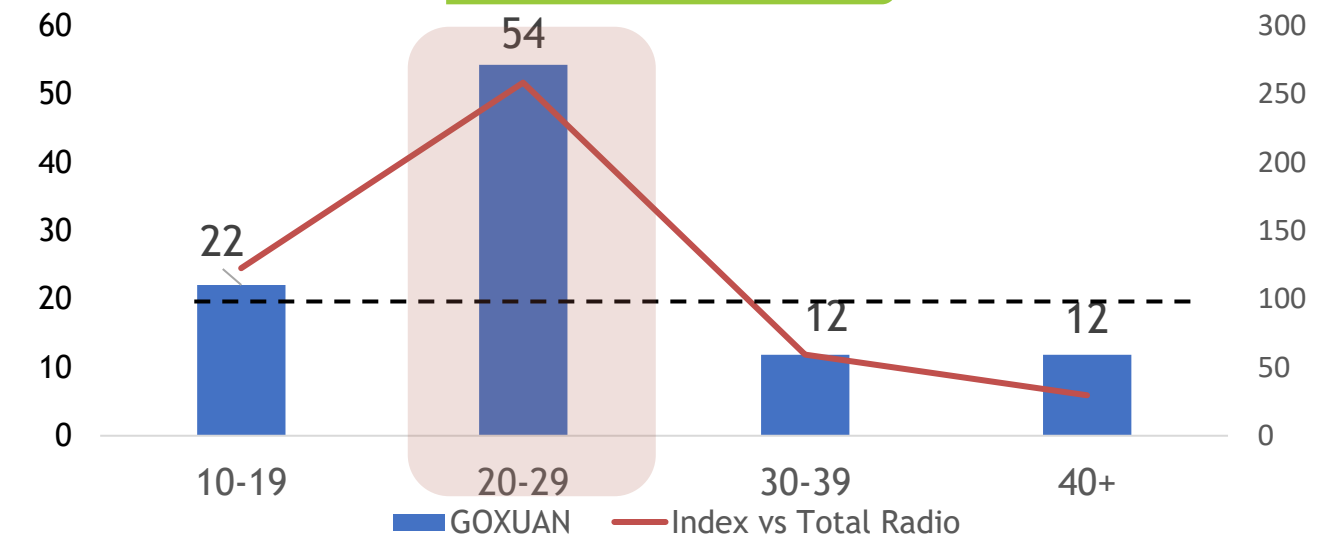
5%



OTHERS

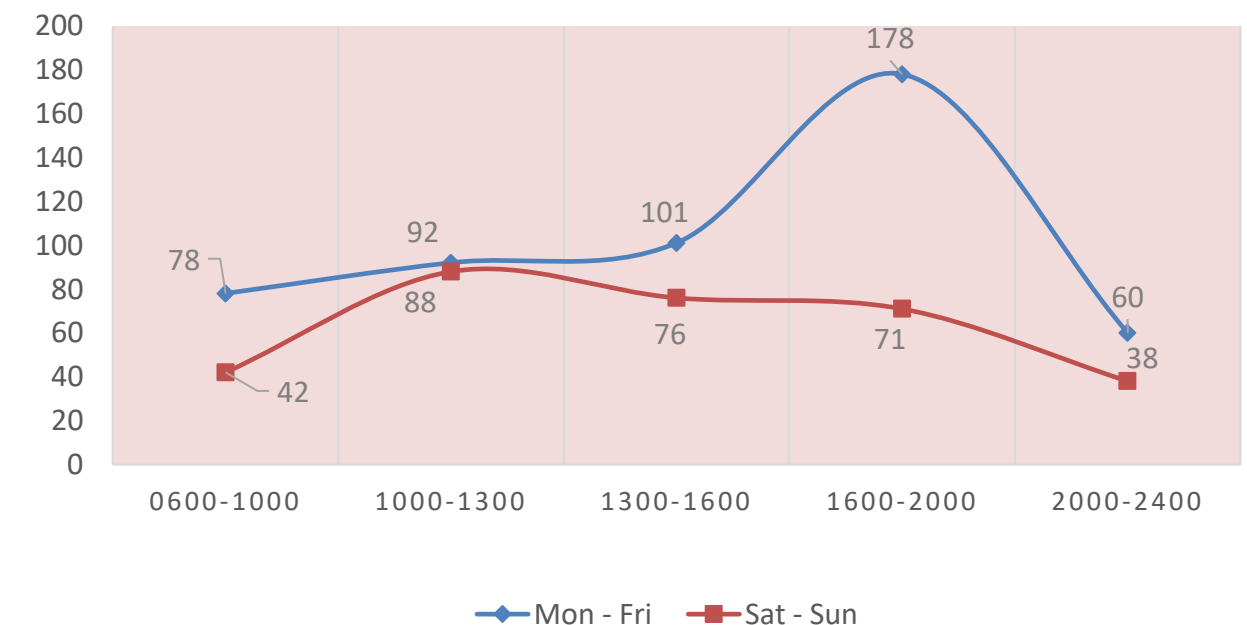
Skewed PMEB's [Index: 125];
Students [Index: 178]

AGE



Skewed Age 20-29 [Index: 258]

LISTENERSHIP (000s)



astro

Thank you