

DIGITAL RADIO @ SYOK PACK BRAND PROFILE

(UPDATED JANUARY 2024)



A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

syok.my

APP: [iOS](#) | [Android](#)

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WEB

1,361,275
MONTHLY TOTAL USERS

3,544,274
MONTHLY PAGE VIEWS

0:02:37
AVERAGE SESSION DURATION

DEVICE CATEGORY

7.7%

2.9%

<0.1%

73.5%

26.5%

AGE BREAKDOWN

18 - 24 **(8.6%)** 45 - 54 **(25.9%)**

25 - 34 **(17.6%)** 55 - 64 **(11.8%)**

35 - 44 **(33.7%)** 65+ **(2.4%)**

INTERESTS

Travel/Travel Buffs
News & Politics /Avid News Readers/ Entertainment News Enthusiasts

Media, Entertainment, Music Lovers
 Media, Entertainment, Book Lovers

APP

(GOOGLE ANALYTICS JAN 2024)

214,476
MONTHLY UNIQUE USERS

12,239,667
MONTHLY PAGE VIEWS

01:08:52
AVERAGE SESSION DURATION

DEVICE CATEGORY

71.6%

28.4%

48.1%

51.9%

AGE BREAKDOWN

18 - 24 **(5.5%)** 45 - 54 **(29.3%)**

25 - 34 **(16.6%)** 55 - 64 **(14.8%)**

35 - 44 **(28.6%)** 65+ **(5.3%)**

INTERESTS

Media, Entertainment, Casual & Social Gamers
 News, Politics, Avid News Readers

Media, Entertainment, Gamers, Action Game Fans
 Media, Entertainment, Comics & Animation Fans

702,490

SOCIAL MEDIA



COMBINED FOLLOWERS

WEB + APP

(GOOGLE ANALYTICS JANUARY 2024)



A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

bm.syok.my

APP: [iOS](#) | [Android](#)



736,368

MONTHLY UNIQUE USERS



26.1%



73.4%



0.4%

DEVICE CATEGORY



4,124,886

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (7.0%)

45 - 54 (25.6%)

25 - 34 (16.3%)

55 - 64 (12.1%)

35 - 44 (37.6%)

65+ (1.3%)

INTERESTS



Arts, Entertainment, Celebrities, News



Travel/Travel Buffs



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts



32.9%



67%

SOCIAL MEDIA

299,100



COMBINED FOLLOWERS



581,096

MONTHLY REACH
(FACEBOOK INSIGHTS JANUARY 2024)

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WEB

(GOOGLE ANALYTICS JANUARY 2024)



A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

cn.syok.my



695,057

MONTHLY UNIQUE USERS



6,421,106

MONTHLY PAGE VIEWS



0:03:01

AVERAGE SESSION DURATION



44.1%



55.0%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (10.4%)

45 - 54 (29.7%)

25 - 34 (19.0%)

55 - 64 (8.7%)

35 - 44 (29.3%)

65+ (2.9%)

INTERESTS



Technology/Technophiles



Travel/Travel Buffs



News, Politics, Avid News Readers, Entertainment News Enthusiasts



Media, Entertainment, Book & Movie Lovers



75.6%



24.4%

SOCIAL MEDIA

184,638



COMBINED FOLLOWERS



1,527,998

MONTHLY REACH
(FACEBOOK INSIGHTS JANUARY 2024)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

ta.syok.my



52,790

MONTHLY UNIQUE USERS



33.9%



65.4%



0.7%

DEVICE CATEGORY



523,048

MONTHLY PAGE VIEWS



0:05:05

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.1%)

45 - 54 (26.7%)

25 - 34 (22.0%)

55 - 64 (10.2%)

35 - 44 (25.5%)

65+ (3.5%)



74.4%



25.7%

INTERESTS



Media & Entertainment, Movies, Bollywood, South Asian Film



News & Politics/Avid News Readers/ Entertainment News Enthusiasts



Technology/Technophiles



Media, Entertainment, Music Lovers, World Music Fans

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SOCIAL MEDIA

CONSOLIDATED UNDER SYOK ENG

218,752



COMBINED FOLLOWERS

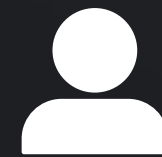
WEB

(GOOGLE ANALYTICS JANUARY 2024)



A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

en.syok.my

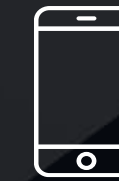


164,453

MONTHLY UNIQUE USERS



43.1%



56.0%



0.9%

DEVICE CATEGORY



1,145,529

MONTHLY PAGE VIEWS



0:02:57

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.8%)

45 - 54 (23.2%)

25 - 34 (20.5%)

55 - 64 (9.4%)

35 - 44 (29.9%)

65+ (4.2%)



72.6%



27.4%

INTERESTS



Media & Entertainment/ Movie Lovers



Travel/Travel Buffs



News, Politics, Avid News Readers



Technology, Technophiles

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SOCIAL MEDIA

218,752



COMBINED FOLLOWERS



296,373

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)

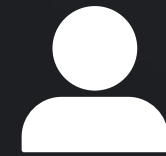
WEB

(GOOGLE ANALYTICS JANUARY 2024)



ERA is Malaysia's No. 1 radio brand and is famous for playing only the best chart-topping hits of today with a line-up of the funniest entertainers in the industry.

era.syok.my



149,983

MONTHLY UNIQUE USERS



35.2%



64.4%



0.5%

DEVICE CATEGORY



882,142

MONTHLY PAGE VIEWS



0:02:29

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.4%)

25 - 34 (22.0%)

35 - 44 (34.1%)

45 - 54 (23.6%)

55 - 64 (7.3%)

65+ (1.3%)



76.4%



23.6%

INTERESTS



Travel/Travel Buffs



Food & Dining /
Cooking Enthusiasts/
Aspiring Chefs



News, Politics, Avid
News Readers



Technology,
Technophiles

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SOCIAL MEDIA

11,436,862



COMBINED FOLLOWERS



9,632,254

MONTHLY REACH
(FACEBOOK INSIGHTS JANUARY 2024)

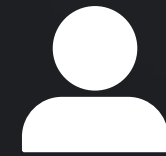
WEB

(GOOGLE ANALYTICS JANUARY 2024)



MY is Malaysia's No. 1 Chinese radio brand. It brings fans the freshest new music, the best acts and many moments of fun and hilarity.

my.syok.my

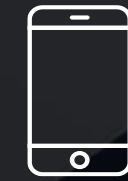


211,251

MONTHLY UNIQUE USERS



30.3%



68.8%



1.0%

DEVICE CATEGORY



1,119,897

MONTHLY PAGE VIEWS



0:02:19

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (7.9%)

45 - 54 (29.6%)

25 - 34 (18.0%)

55 - 64 (13.4%)

35 - 44 (26.3%)

65+ (4.6%)

INTERESTS



Media, Entertainment, Music Lovers, World Music Fans



Media & Entertainment / Movie Lovers/ Light TV Viewers



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Book Lovers



71.7%



28.3%

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SOCIAL MEDIA

1,985,499



COMBINED FOLLOWERS



5,191,497

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



HITZ is Malaysia's No. 1 English radio brand accompanying fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.

hitz.syok.my



69,132

MONTHLY UNIQUE USERS



447,190

MONTHLY PAGE VIEWS



0:03:04

AVERAGE SESSION DURATION



47.3%



51.8%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (15.6%)

45 - 54 (21.9%)

25 - 34 (21.2%)

55 - 64 (9.1%)

35 - 44 (28.4%)

65+ (3.8%)

INTERESTS



Media, Entertainment, Movie Lovers /Light TV Viewers



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles



74.5%



25.5%

SOCIAL MEDIA

2,266,566



COMBINED FOLLOWERS



1,979,923

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

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WEB

(GOOGLE ANALYTICS JANUARY 2024)



MIX boasts a huge 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.

mix.syok.my



30,675

MONTHLY UNIQUE USERS



299,418

MONTHLY PAGE VIEWS



0:03:09

AVERAGE SESSION DURATION



69.7%



29.6%



0.6%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (11.4%)

45 - 54 (27.0%)

25 - 34 (20.7%)

55 - 64 (5.1%)

35 - 44 (34.1%)

65+ (1.8%)



78.7%



21.3%

INTERESTS



Travel/Travel Buffs



Arts, Entertainment, Music, Audio, Pop Music Fans



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles

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SOCIAL MEDIA

426,087



COMBINED FOLLOWERS



1,776,816

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



LITE plays 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.

lite.syok.my



22,753

MONTHLY UNIQUE USERS



215,154

MONTHLY PAGE VIEWS



0:03:08

AVERAGE SESSION DURATION



62.6%



36.1%



1.3%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (8.5%)

45 - 54 (30.8%)

25 - 34 (18.6%)

55 - 64 (9.9%)

35 - 44 (27.2%)

65+ (4.9%)

INTERESTS



Media, Entertainment, Movie Lovers



Travel/Travel Buffs



News, Politics, Avid News Readers/ Entertainment News Enthusiasts



Technology, Technophiles



71.9%



28.1%

.....

SOCIAL MEDIA

537,216



COMBINED FOLLOWERS



1,993,264

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



A strong No. 2 Malay radio brand in Malaysia. SINAR 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.

sinar.syok.my



212,036

MONTHLY UNIQUE USERS



1,1467,007

MONTHLY PAGE VIEWS



0:02:27

AVERAGE SESSION DURATION



76.8%



23.2%



37.8%



61.8%



0.4%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (9.8%)

25 - 34 (19.5%)

35 - 44 (35.9%)

45 - 54 (26.4%)

55 - 64 (7.2%)

65+ (1.1%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles

SOCIAL MEDIA

5,682,194



COMBINED FOLLOWERS



5,267,715

MONTHLY REACH
(FACEBOOK INSIGHTS JANUARY 2024)

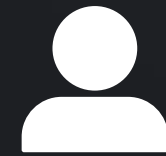
WEB

(GOOGLE ANALYTICS JANUARY 2024)



RAAGA is Malaysia's No. 1 Tamil radio brand. It is dedicated to being the dominant information hub on Kollywood news and center of conversation amongst Tamil audiences. RAAGA plays the best of Indian music, and is famous for its multi-talented bunch of entertainers.

raaga.syok.my



50,998

MONTHLY UNIQUE USERS



34.7%



64.6%



0.7%

DEVICE CATEGORY



508,232

MONTHLY PAGE VIEWS



0:04:53

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.0%)

45 - 54 (27.0%)

25 - 34 (22.0%)

55 - 64 (10.2%)

35 - 44 (25.3%)

65+ (3.5%)



74.5%



25.5%

INTERESTS



Travel/Travel Buffs



Media, Entertainment, Movie Lovers, South Asian Film Fans/Light TV Viewers



Technology, Technophiles



News, Politics, Avid News Readers/ Entertainment News Enthusiasts

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SOCIAL MEDIA

1,769,680



COMBINED FOLLOWERS



1,260,379

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



GEGAR is Malaysia's No. 1 East Coast radio brand and is the community's key source of local news, entertainment and variety of local music.

gegar.syok.my



63,964

MONTHLY UNIQUE USERS



36.4%



63.1%



0.4%

DEVICE CATEGORY



408,422

MONTHLY PAGE VIEWS



0:02:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (10.0%)

45 - 54 (26.8%)

25 - 34 (20.7%)

55 - 64 (6.3%)

35 - 44 (35.1%)

65+ (1.1%)



77.5%



22.5%

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles

.....

SOCIAL MEDIA

3,093,043



COMBINED FOLLOWERS



2,385,964

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

WEB

(GOOGLE ANALYTICS JANUARY 2024)



MELODY is the third most popular Chinese radio brand in Malaysia. It is a personality driven brand with an unprecedented Golden Chinese hit playlists that keeps a pulse on today, whilst remaining the joys of yesteryears.

melody.syok.my



88,134

MONTHLY UNIQUE USERS



899,480

MONTHLY PAGE VIEWS



0:02:54

AVERAGE SESSION DURATION



48.0%



51.2%



0.8%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (9.4%)

25 - 34 (20.0%)

35 - 44 (27.7%)

45 - 54 (31.1%)

55 - 64 (8.6%)

65+ (3.2%)



73.6%



26.4%

INTERESTS



Media & Entertainment / MovieLovers



Media, Entertainment, Book Lovers



Media, Entertainment, Music Lovers, Pop Music Fans



Travel/Travel Buffs

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SOCIAL MEDIA

592,250



COMBINED FOLLOWERS



2,384,974

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

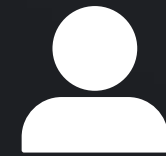
WEB

(GOOGLE ANALYTICS JANUARY 2024)



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.

zayan.syok.my



59,042

MONTHLY UNIQUE USERS



32.0%



67.5%



0.4%

DEVICE CATEGORY



336,509

MONTHLY PAGE VIEWS



0:02:30

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (13.1%)

45 - 54 (22.1%)

25 - 34 (22.1%)

55 - 64 (7.5%)

35 - 44 (33.9%)

65+ (1.4%)

INTERESTS



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts



Travel/Travel Buffs



Technology, Technophiles



76.9%



23.1%

SOCIAL MEDIA

1,247,210



COMBINED FOLLOWERS



3,004,896

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)

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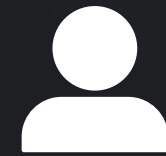
WEB

(GOOGLE ANALYTICS JANUARY 2024)



A cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling content that's distinctive and shareable.

goxuan.syok.my



52,052

MONTHLY UNIQUE USERS



30.7%



68.2%



1.0%

DEVICE CATEGORY



254,368

MONTHLY PAGE VIEWS



0:02:24

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (28.5%)

45 - 54 (18.0%)

25 - 34 (21.1%)

55 - 64 (5.9%)

35 - 44 (24.1%)

65+ (2.3%)



75.6%



24.4%

INTERESTS



Media & Entertainment / LightTV Viewers/ MovieLovers



Travel/Travel Buffs



Media, Entertainment, Music Lovers, World Music Fans



Media, Entertainment, Book Lovers

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SOCIAL MEDIA

728,707



COMBINED FOLLOWERS



2,159,359

MONTHLY REACH (FACEBOOK INSIGHTS OCTOBER 2023)