



# RADIO BRAND PROFILE

GfK Radio Audience Measurement (RAM)

*Pen Malaysia: Wave 1, 2024*  
*East Malaysia: Wave 1, 2022*

**Go Beyond**



### MUZIK HIT TERBAIK

ERA is Malaysia's No. 1 radio brand, with a weekly reach of 4.4 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  
**4.4 Mil**

### SOCIAL MEDIA



4.1 Mil followers



4.4 Mil followers



284K page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER



FEMALE  
49%



MALE  
51%

### Region



NORTH  
25%



CENTRAL  
33%



SOUTH  
24%



EAST COAST  
18%

Skewed South [Index: 136]

### MONTHLY HOUSEHOLD INCOME



2%

Below RM1K



10%

RM1K- RM2K



19%

RM2K- RM3K



21%

RM3K- RM4K



23%

RM4K- RM5K



26%

RM5K & above

Skewed HHI RM2K-RM3K [Index: 107];  
RM4K-RM5K [Index: 112]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2024

### OCCUPATION



29%  
PMEBs



29%  
BLUE COLLARS



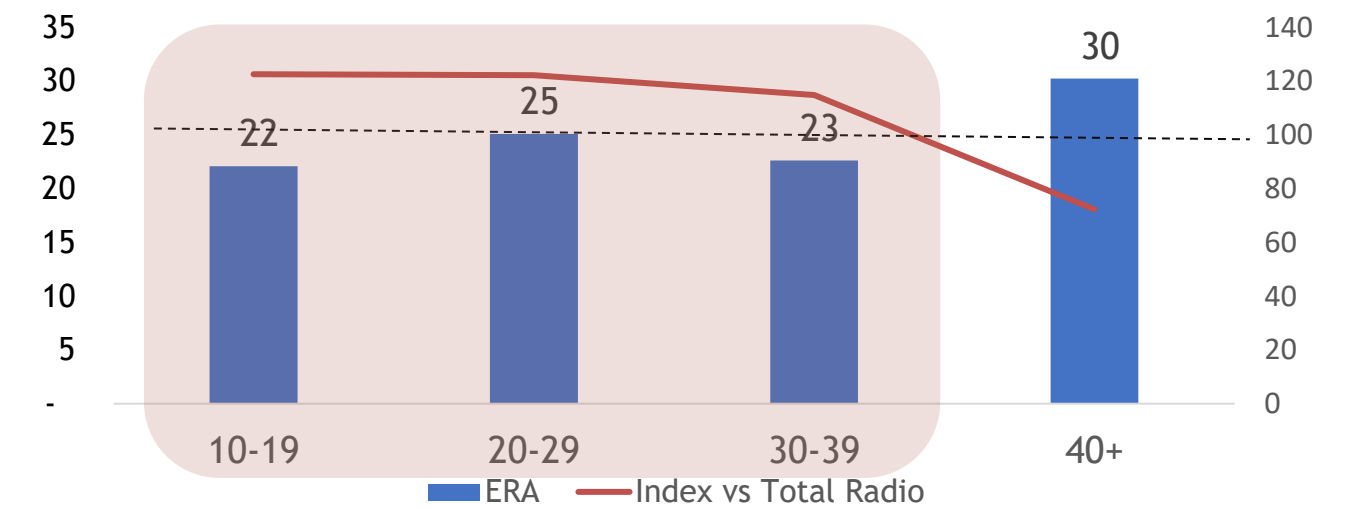
24%  
STUDENTS



19%  
OTHERS

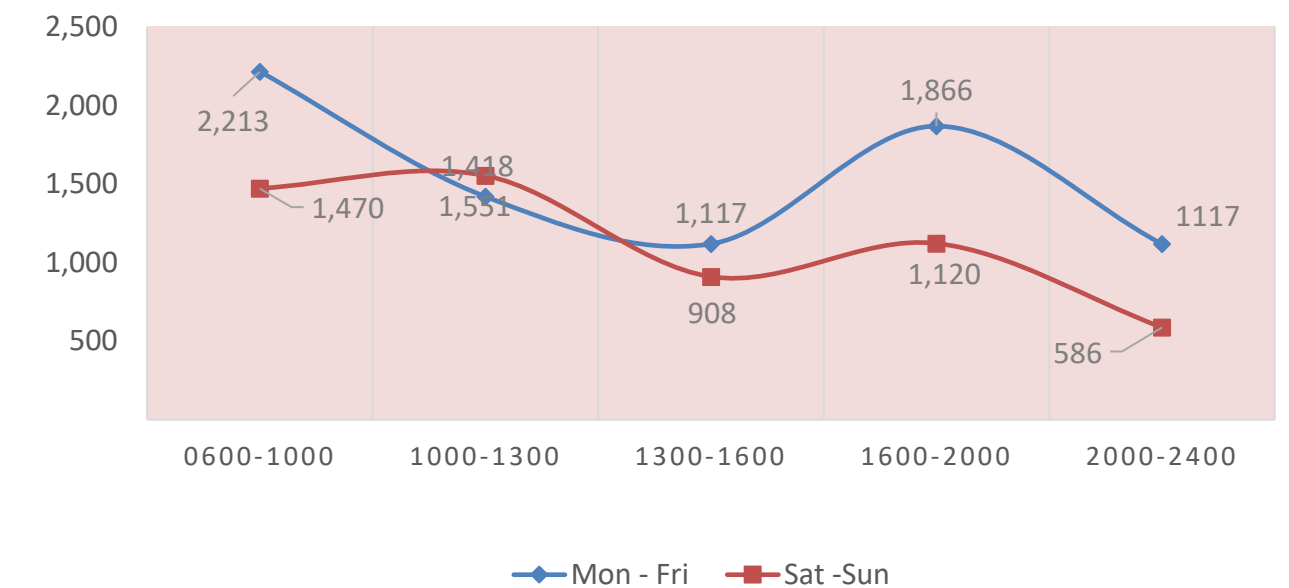
Skewed Students [Index: 122]

### AGE



Skewed Age 10-19 [Index: 122], 20 - 29 [Index: 122],  
30 - 39 [Index: 115]

### LISTENERSHIP (000s)





### 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



161K followers



531K followers



1.2 Mil page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER

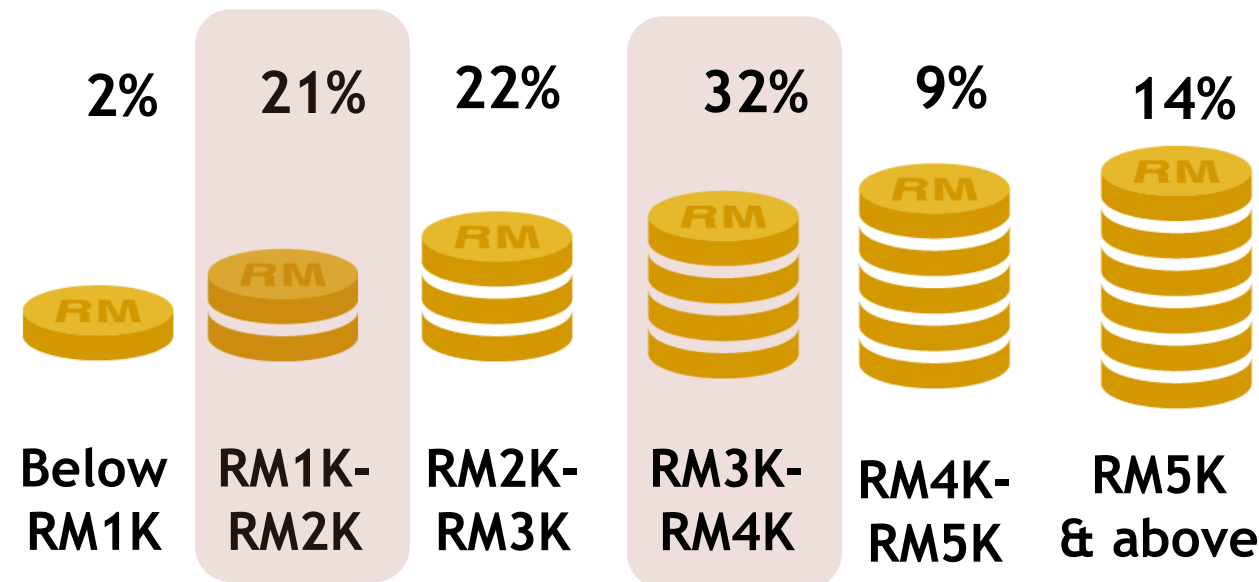


FEMALE  
52%



MALE  
48%

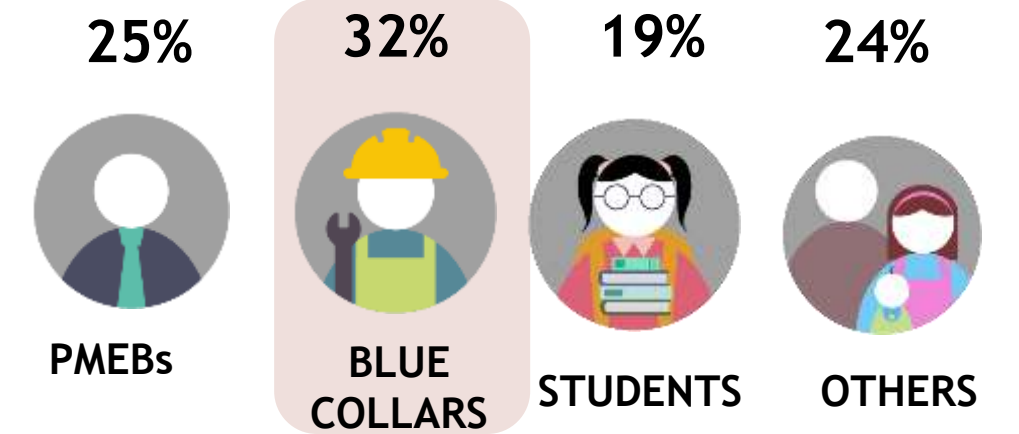
### MONTHLY HOUSEHOLD INCOME



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

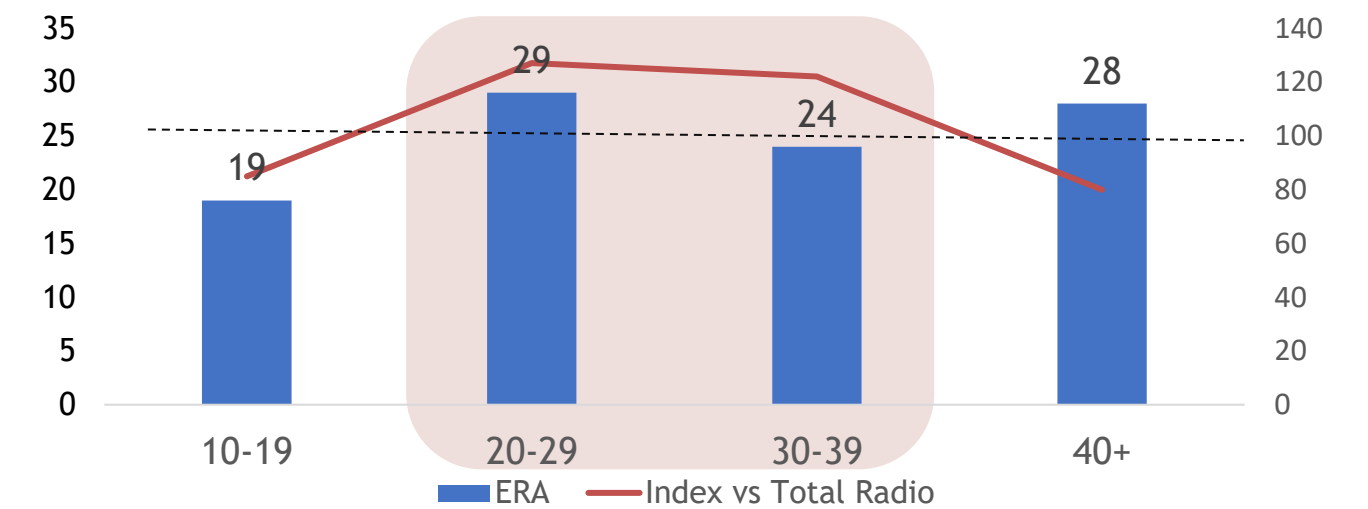
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2022

### OCCUPATION



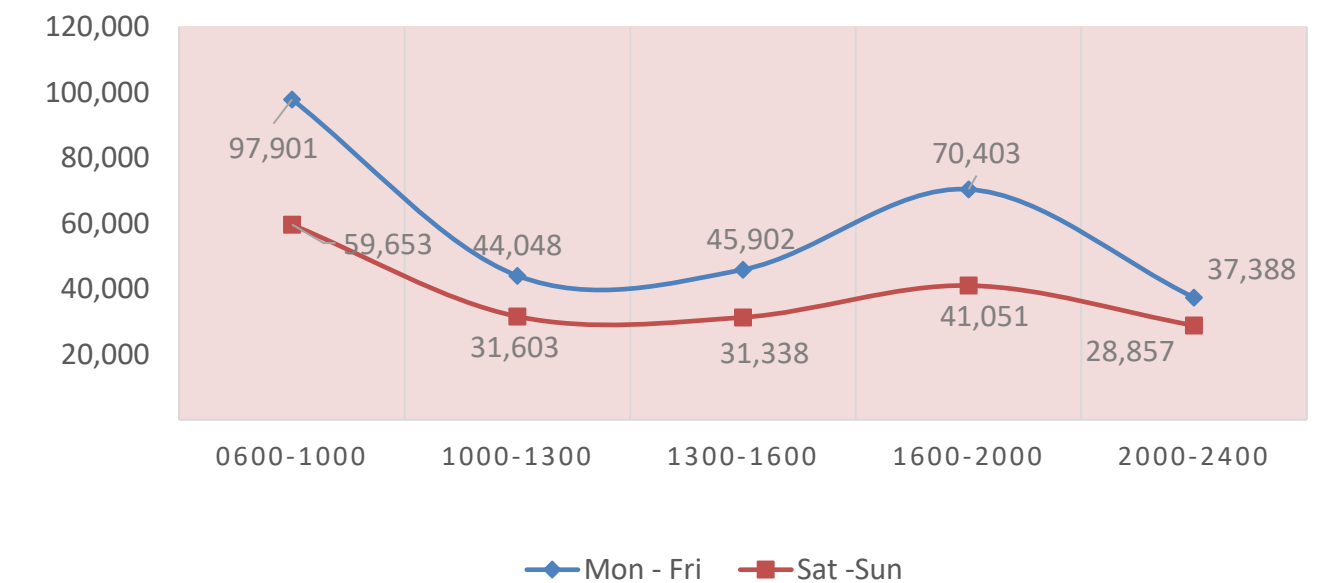
Skewed Blue Collars [Index: 113]

### AGE



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

### LISTENERSHIP





### 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

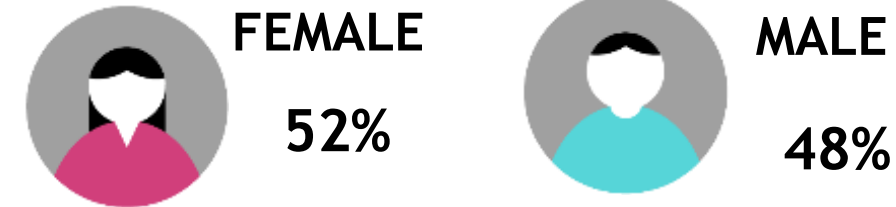
Instagram **135K followers**

Facebook **312K followers**

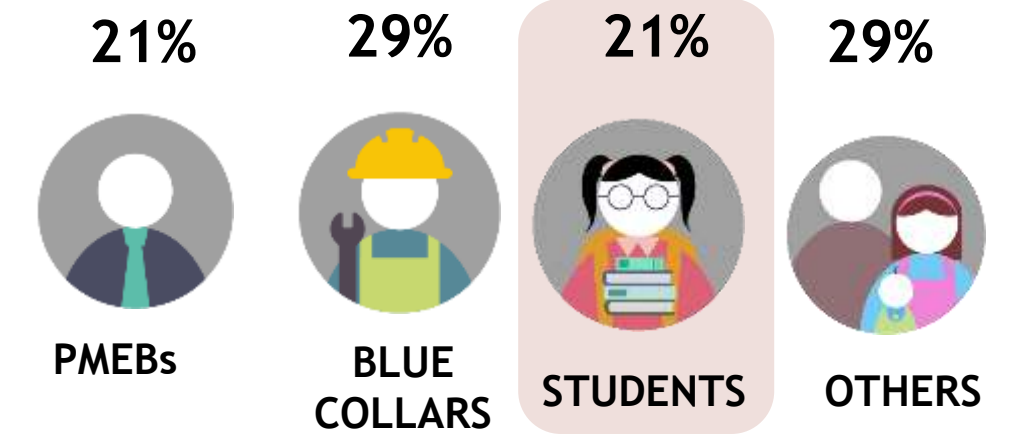
Website **1.2 Mil page views**

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER

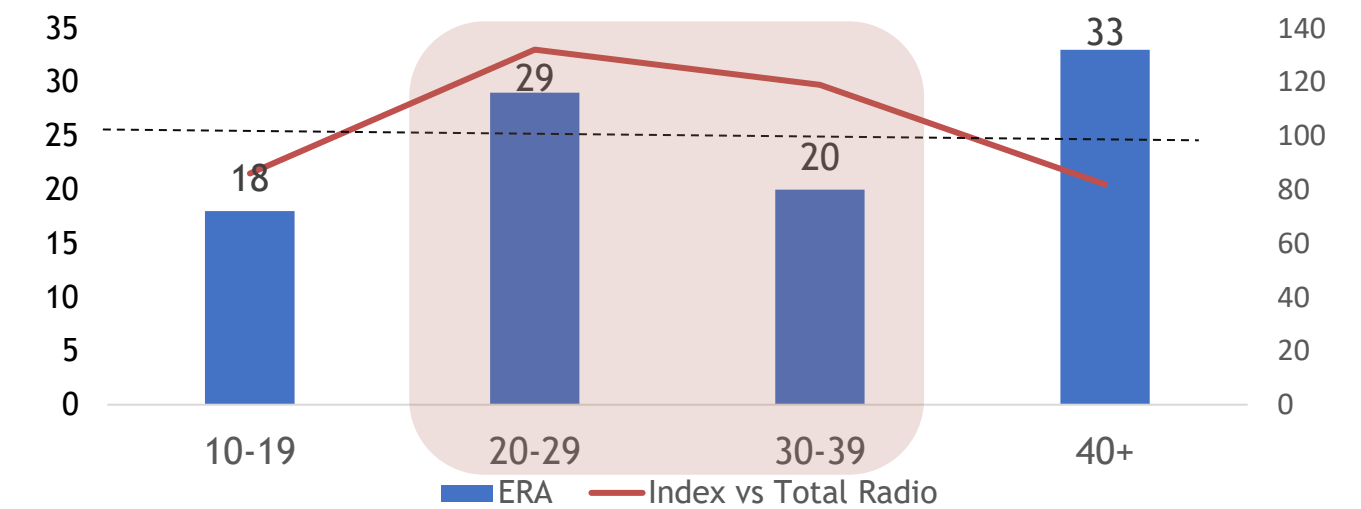


### OCCUPATION



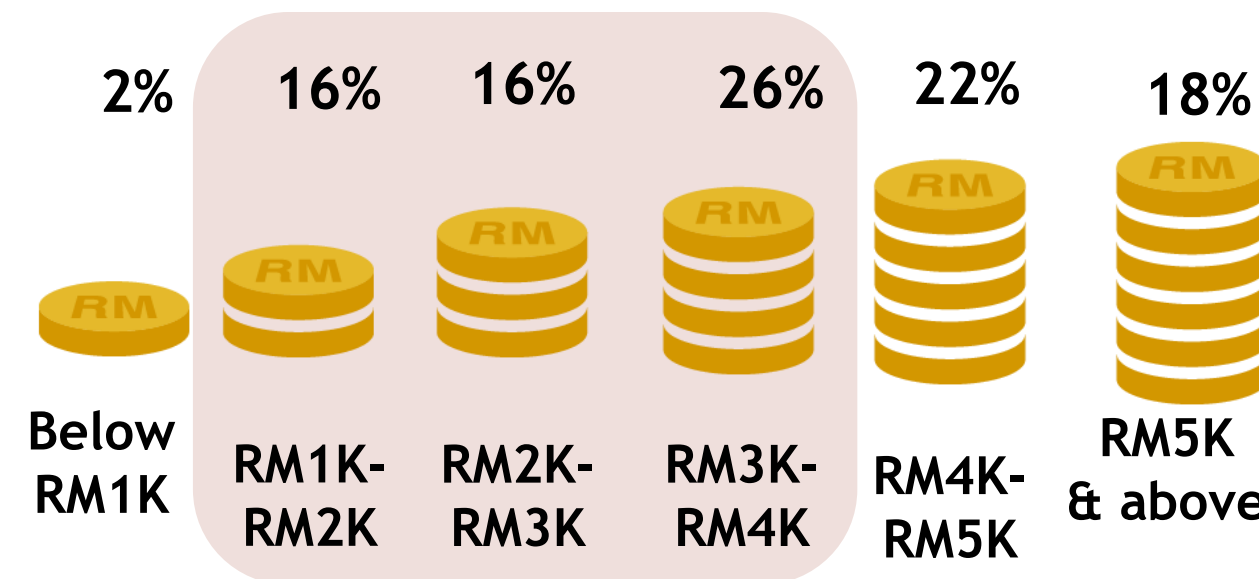
Skewed Students [Index: 110]

### AGE



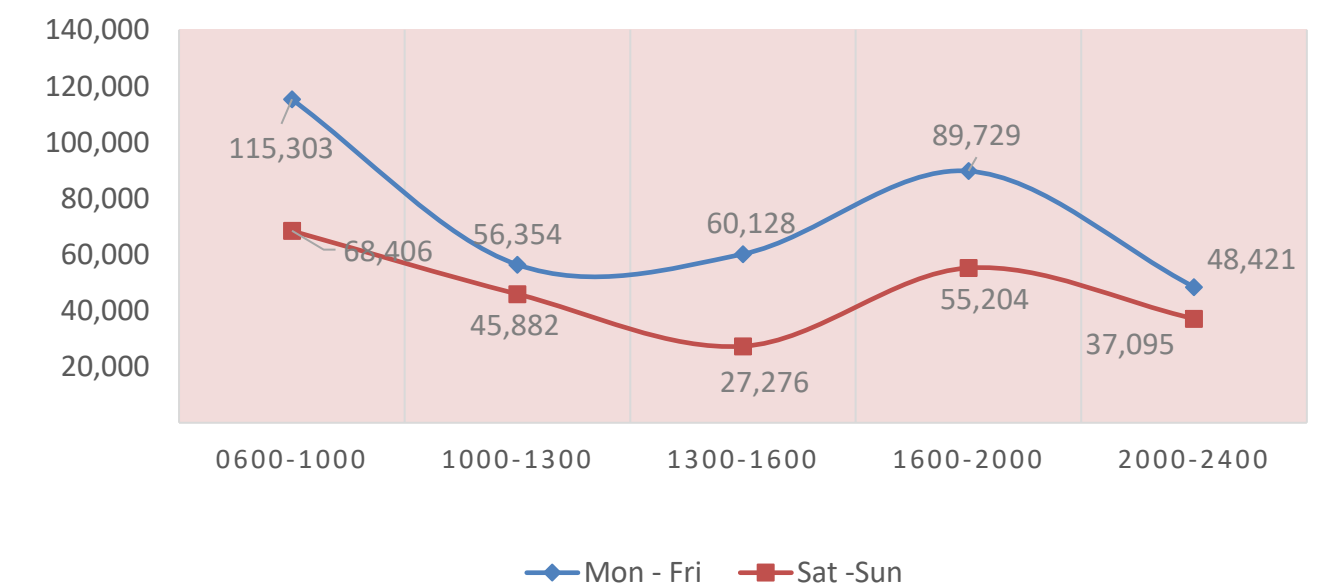
Skewed Age 20-29 [Index: 132], 30 - 39 [Index: 119]

### MONTHLY HOUSEHOLD INCOME



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

### LISTENERSHIP



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



MY SO MUCH FUN!

MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.1 mil on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.



Weekly reach  
**2.1 Mil**

### SOCIAL MEDIA



469K followers



1.3 Mil followers



5.8 Mil page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER



FEMALE  
53%



MALE  
47%

### Region

NORTH



20%

CENTRAL



49%

SOUTH



25%

EAST COAST



6%

Skewed Central [Index: 144]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

4%



RM1K- RM2K

7%



RM2K- RM3K

15%



RM3K- RM4K

21%



RM4K- RM5K

50%



RM5K & above

HHI > RM5K [Index: 180]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2024

### OCCUPATION

37%



PMEBs

23%



BLUE COLLARS

16%



STUDENTS

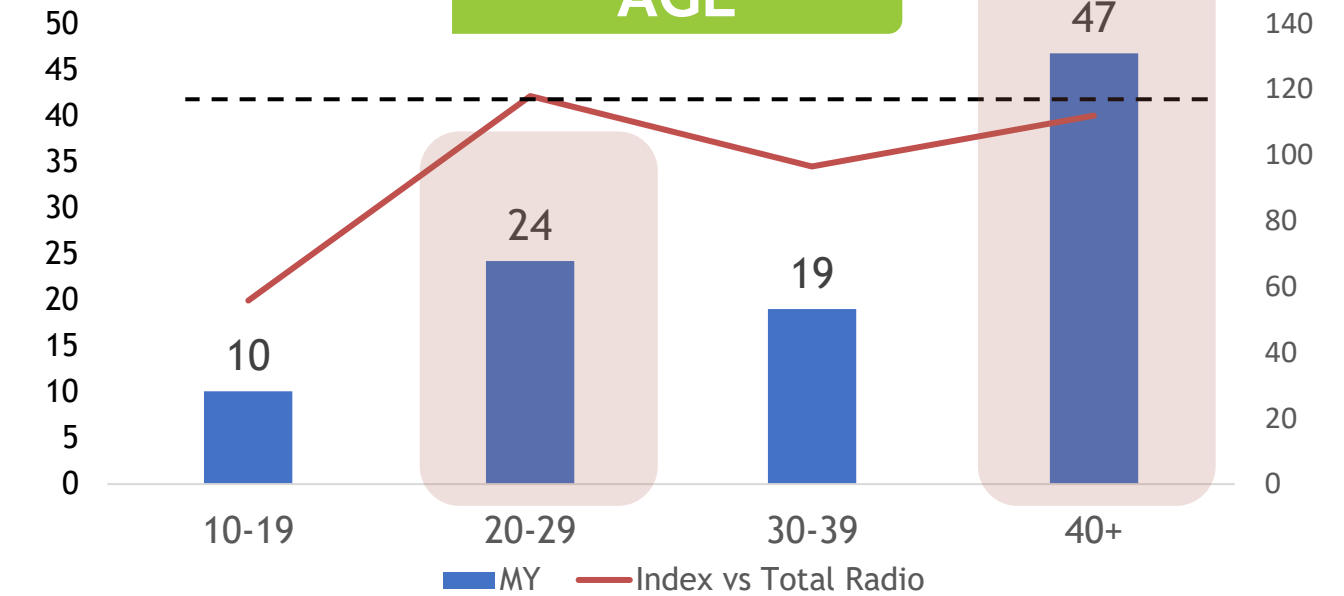
25%



OTHERS

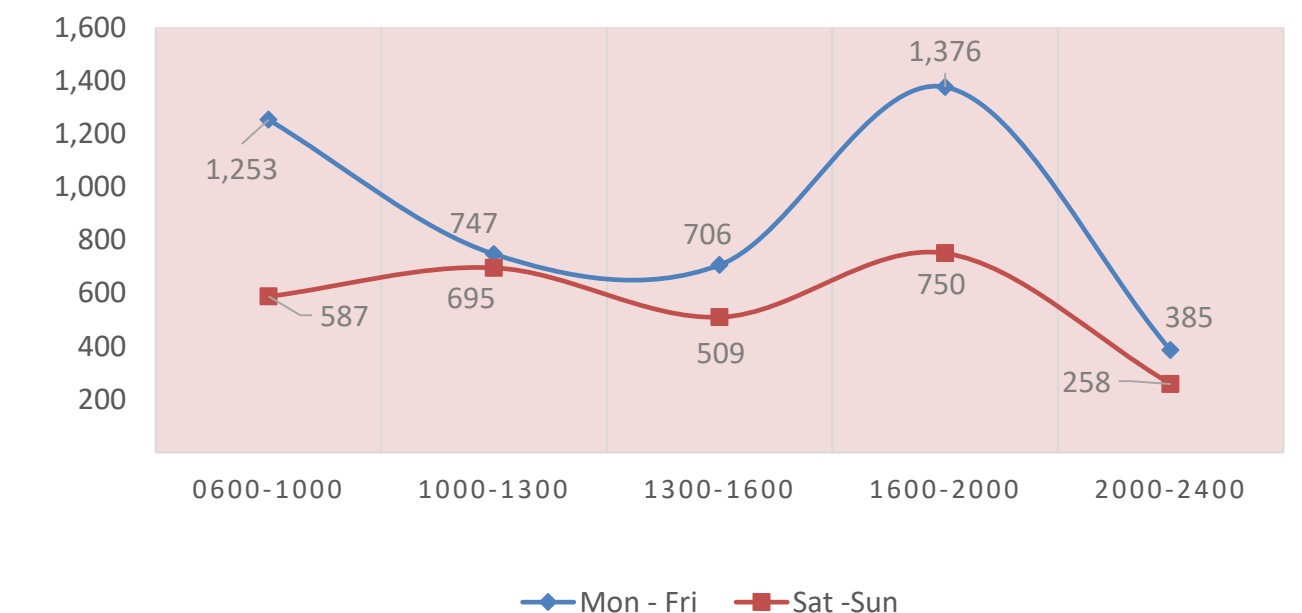
Skewed PMEBS [Index: 154]

### AGE



Skewed Age 20-29 [Index: 118]; 40+ [Index: 112]

### LISTENERSHIP (000s)





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



128K followers



5.8 Mil page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 – 30 April 2024

### GENDER



FEMALE

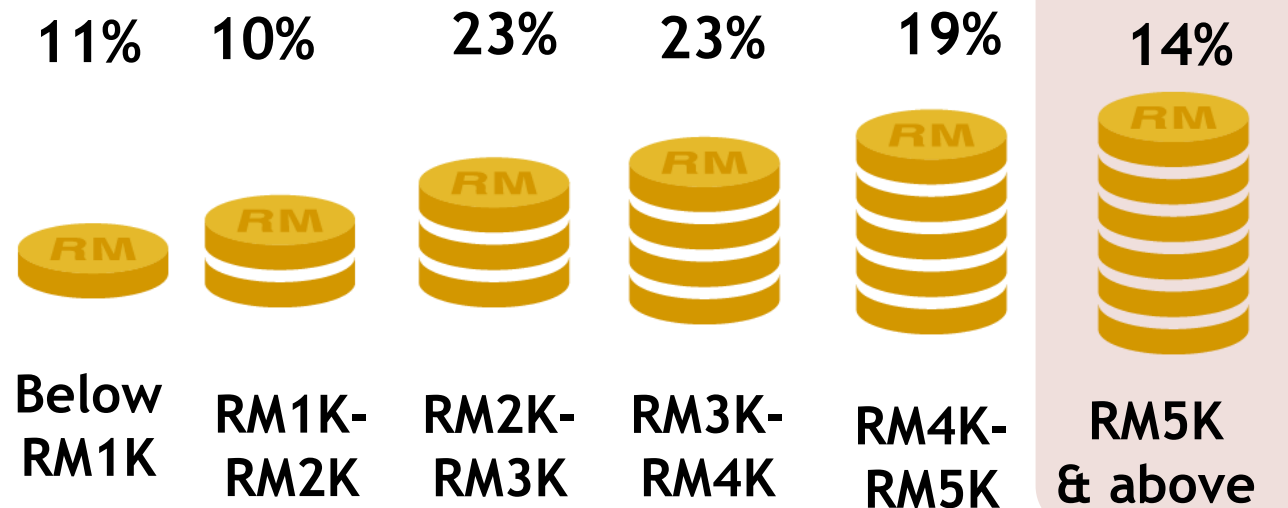
50%



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

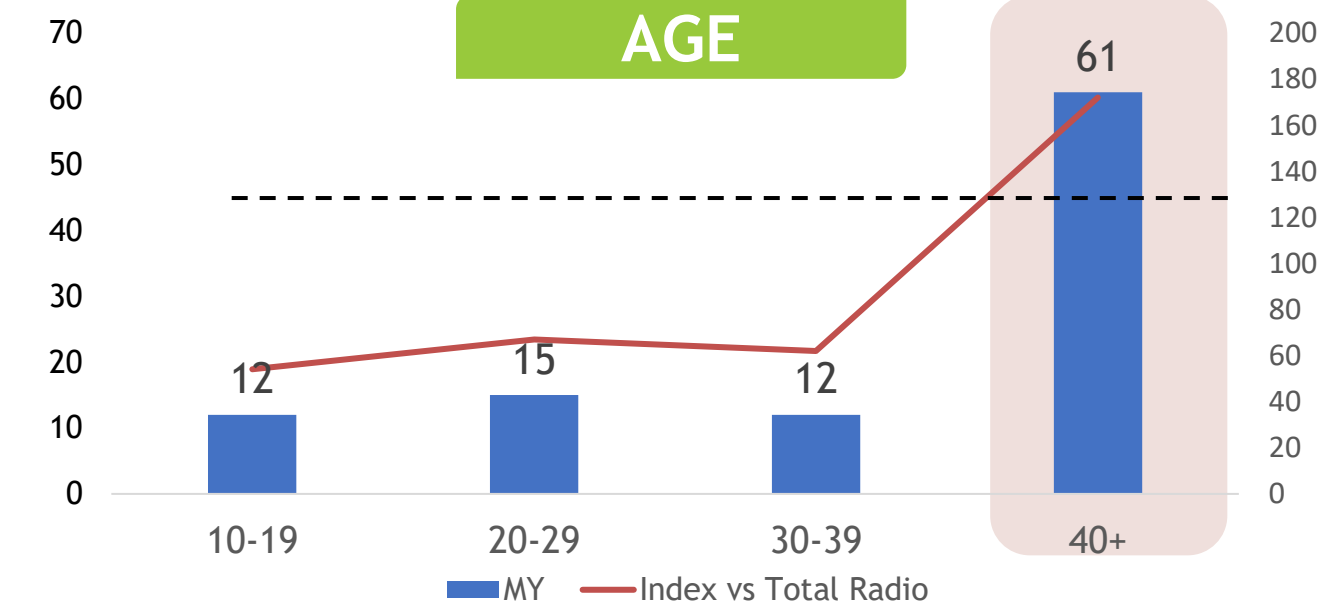
30%



OTHERS

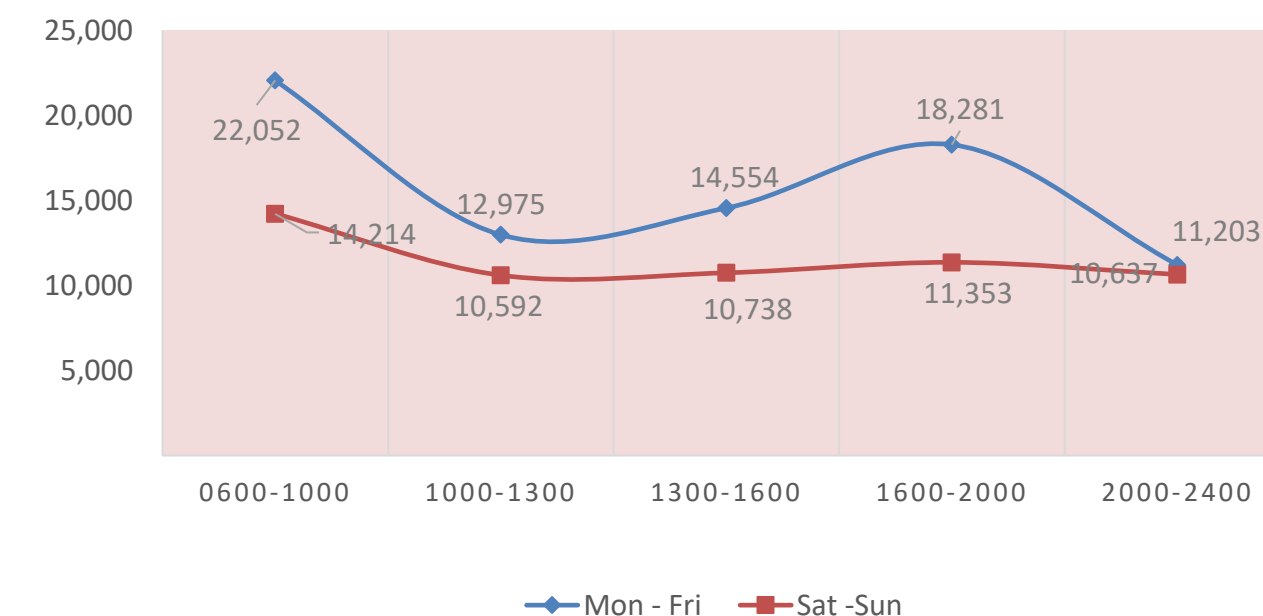
Skewed Blue Collars [Index: 114]; Others [118]

### AGE



Skewed Age 40+ [Index: 172]

### LISTENERSHIP





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



28K followers



244K followers



5.8 Mil page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER

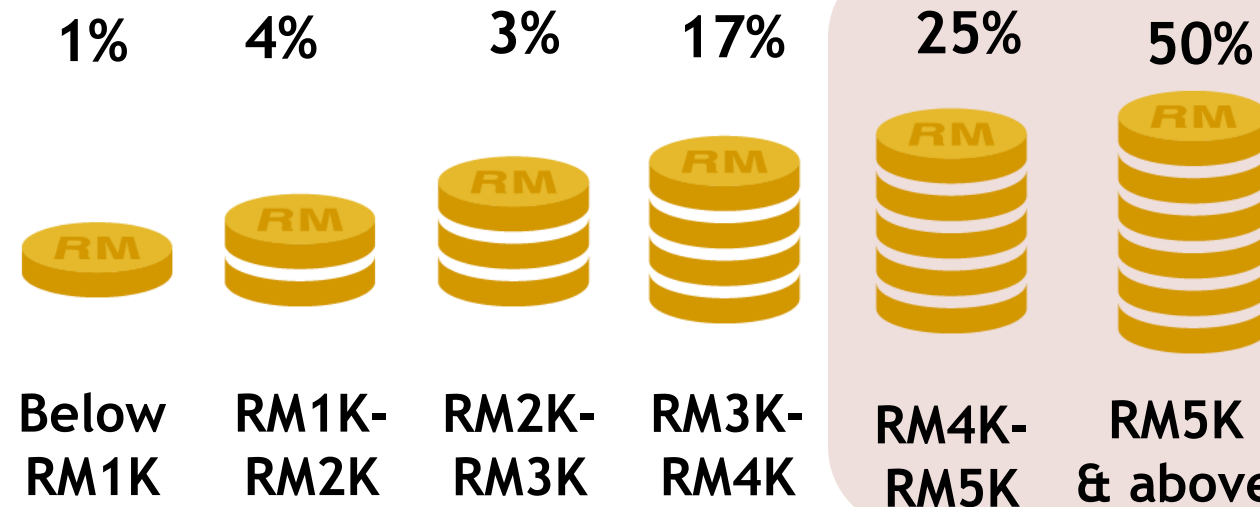


FEMALE  
47%



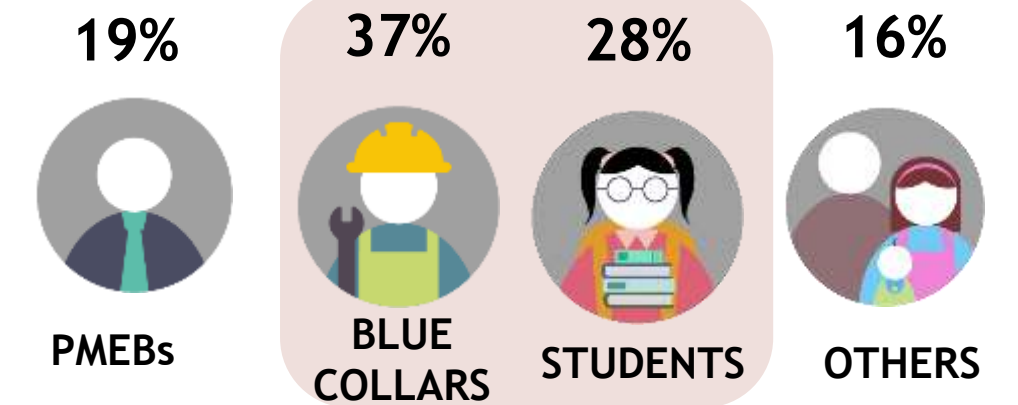
MALE  
53%

### MONTHLY HOUSEHOLD INCOME

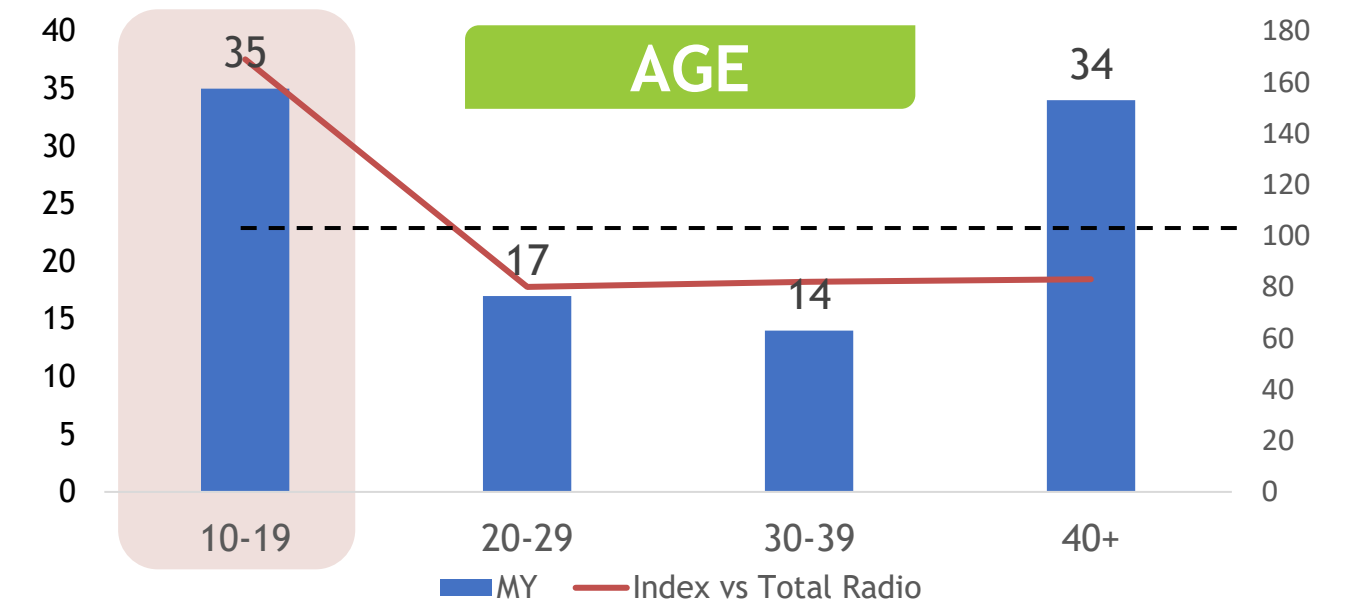


HHI RM4K - RM5K [Index: 112]; HHI >RM5K [Index:163]

### OCCUPATION

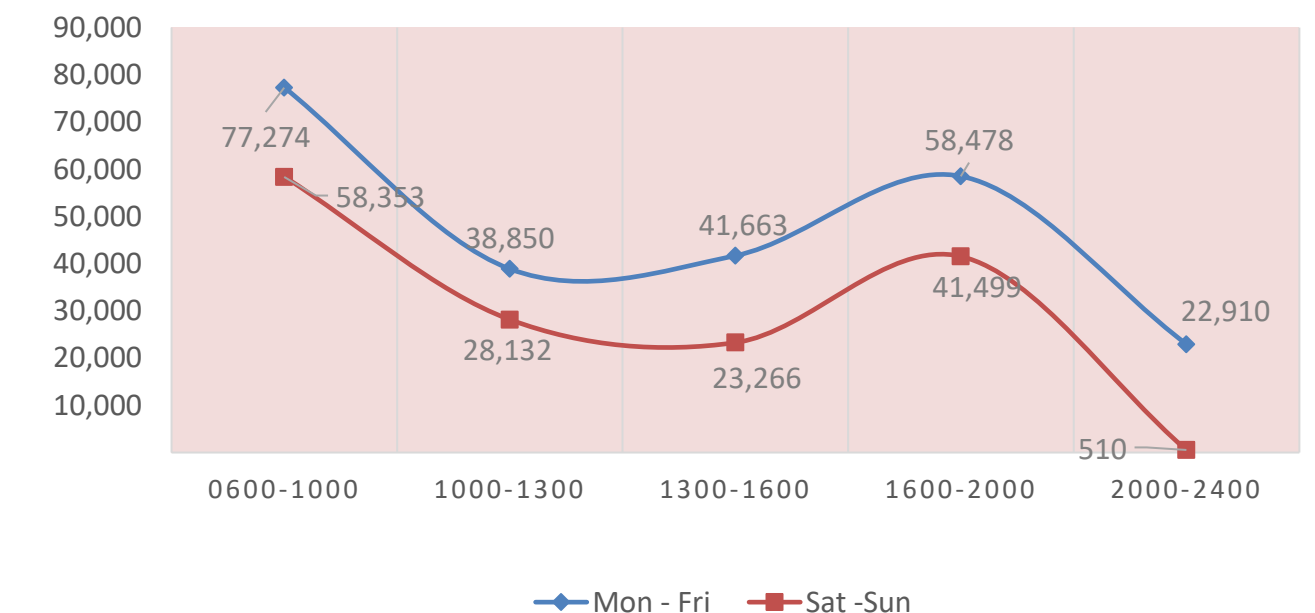


Skewed Blue Collars [Index: 125];  
Students [Index: 147]



Skewed Age 10-19 [Index: 169]

### LISTENERSHIP



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



MALAYSIA'S NO. 1 HIT MUSIC STATION

HITZ FM is Malaysia's No. 1 English radio brand, with a weekly reach of 2.0 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 **2.0 Mil**

### SOCIAL MEDIA



186K followers



1.3 Mil followers



74K page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024

### GENDER



FEMALE  
53%



MALE  
47%

### Region

NORTH



19%

CENTRAL



55%

SOUTH



14%

EAST COAST



11%

Skewed Central [Index: 164]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

5%



RM1K- RM2K

10%



RM2K- RM3K

14%



RM3K- RM4K

21%



RM4K- RM5K

48%



RM5K & above

Skewed >RM5K [Index: 172]

Source: GfK Radio Audience Measurement (RAM), Wave 1, 2024

### OCCUPATION

38%



PMEBs

21%



BLUE COLLARS

33%



STUDENTS

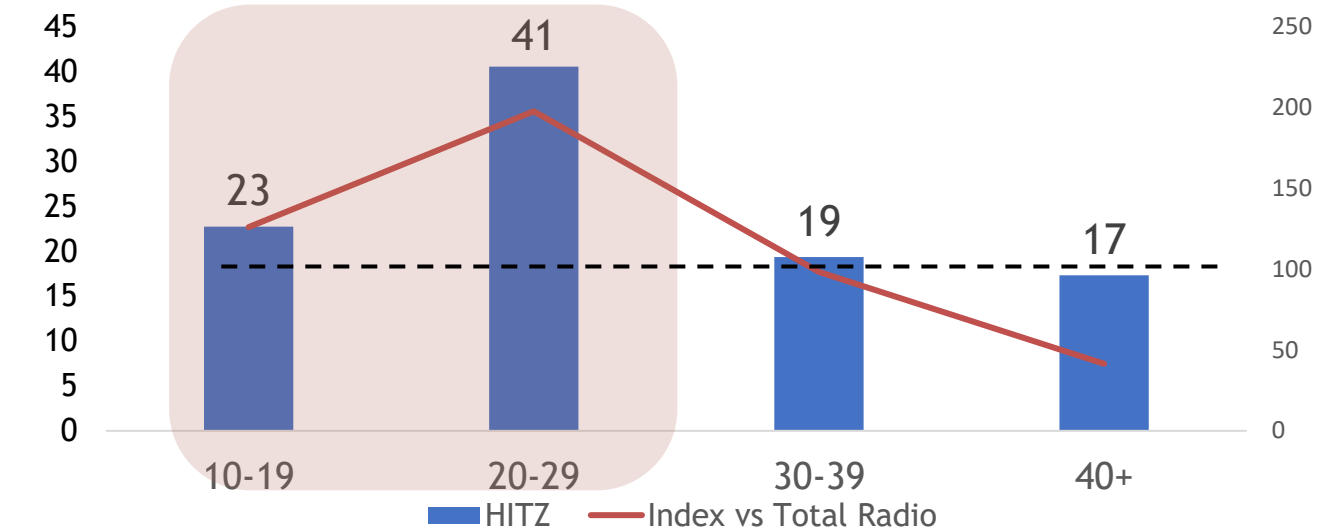
9%



OTHERS

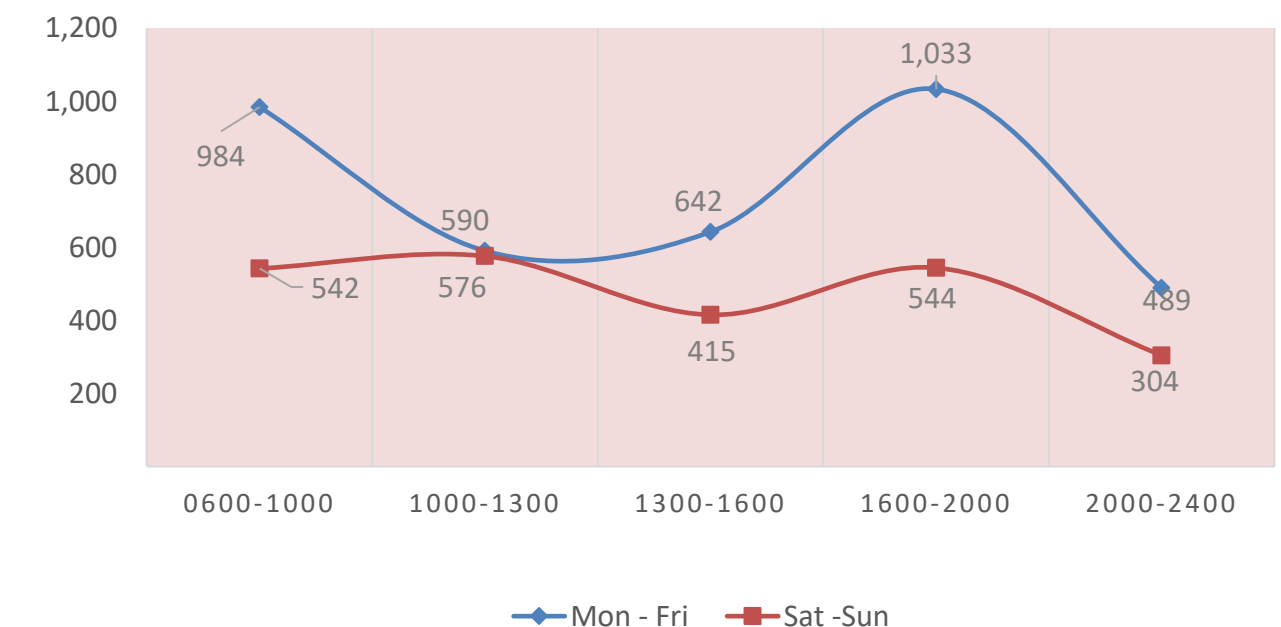
Skewed PMEB's [Index: 164]; Students [Index: 163]

### AGE



Skewed Age 10 - 19 [Index: 126]; 20 - 29 [Index: 198]

### LISTENERSHIP (000s)







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



60K followers



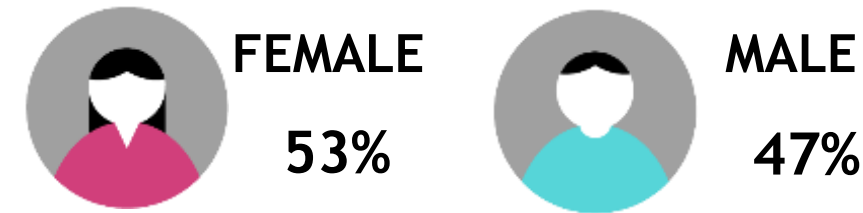
97K followers



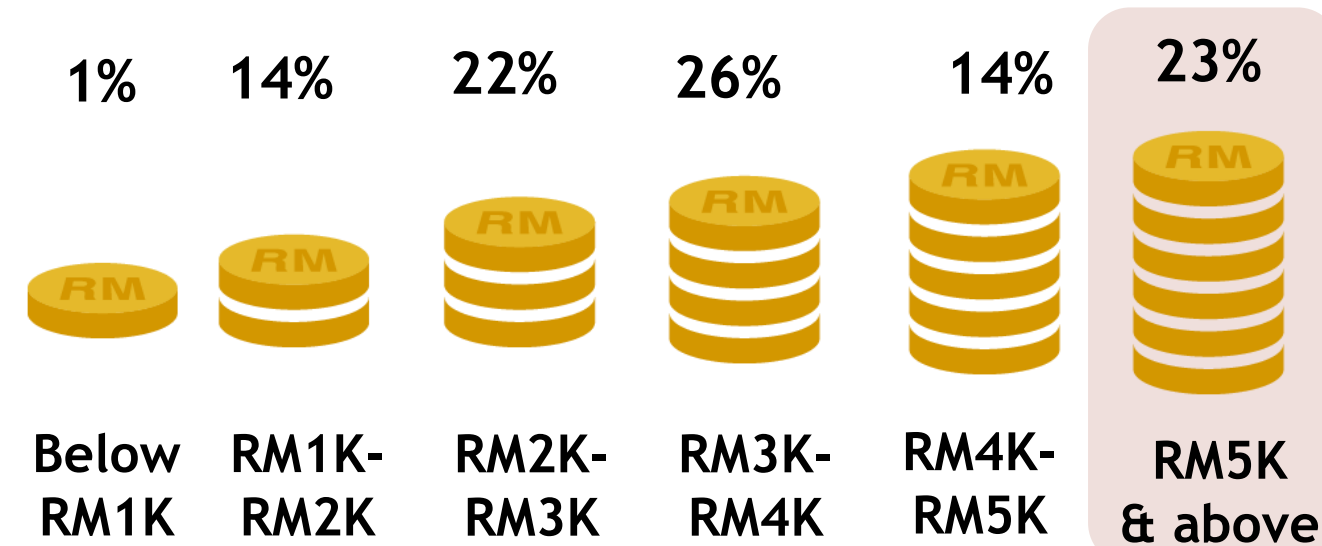
74K page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024  
c

### GENDER

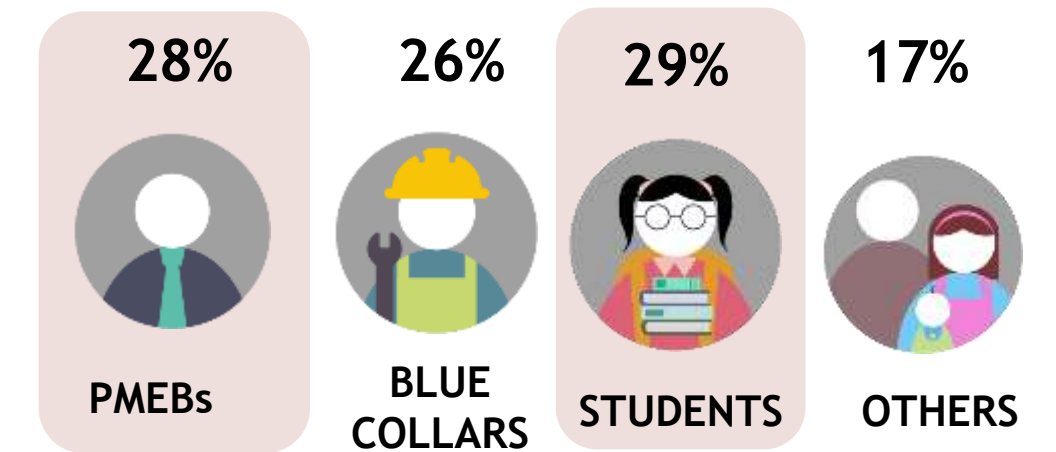


### MONTHLY HOUSEHOLD INCOME



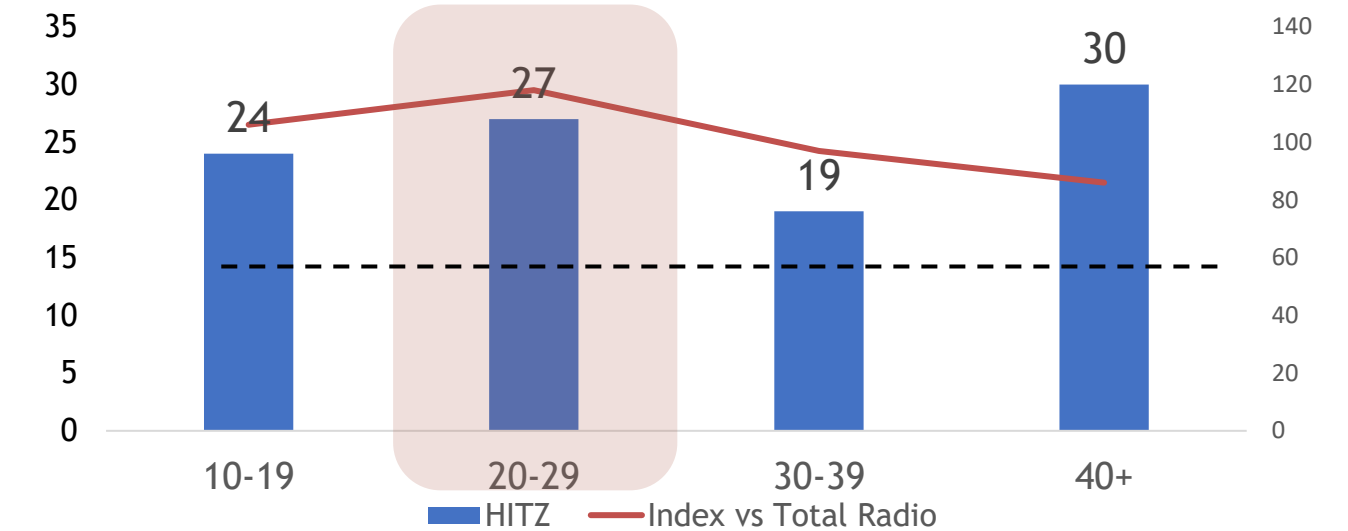
Skewed >RM5K [Index: 148]

### OCCUPATION



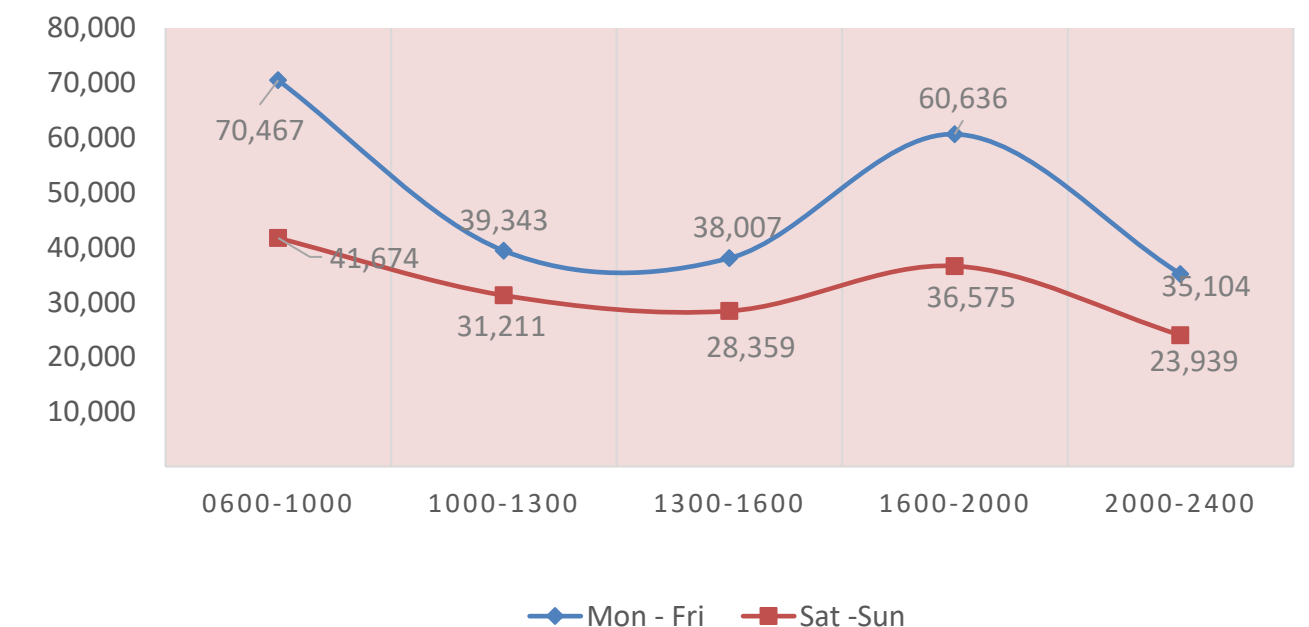
Skewed PMEB's [Index:123]; Students [Index: 126]

### AGE



Skewed Age 20 - 29 [Index:118]

### LISTENERSHIP



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



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



26K followers



188K followers



74K page views

Source: FB & IG; Period: As of 30 April 2024  
Website; GA 4; Period: 1 - 30 April 2024  
c

### GENDER

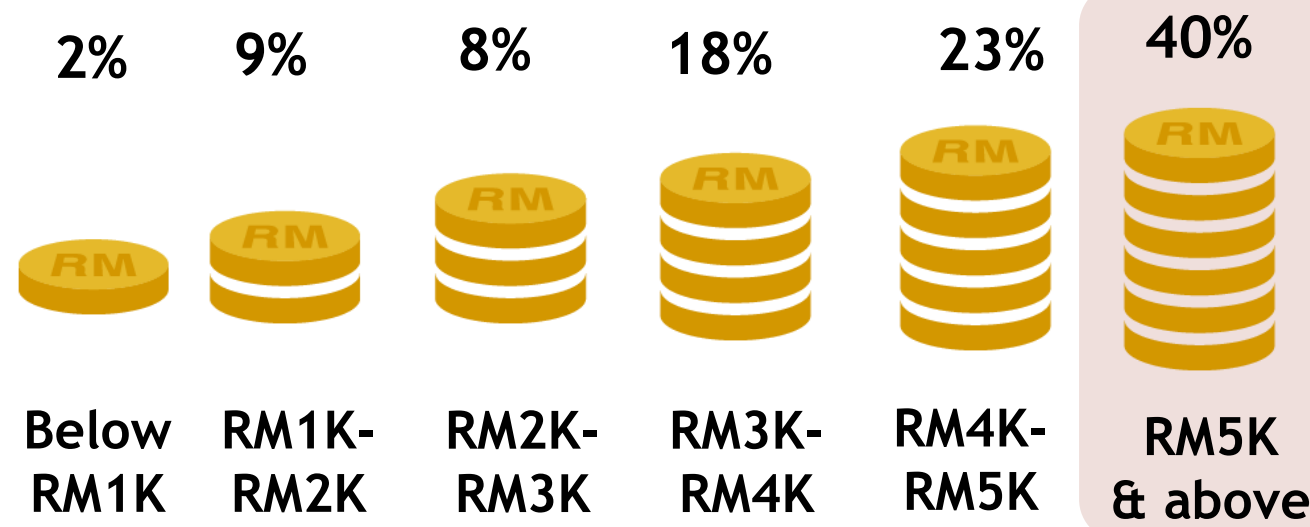


FEMALE  
44%



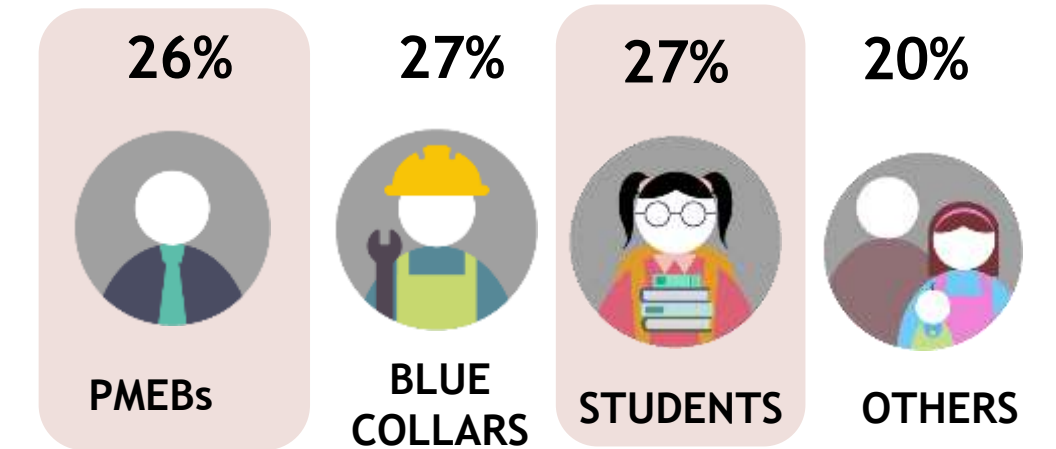
MALE  
56%

### MONTHLY HOUSEHOLD INCOME



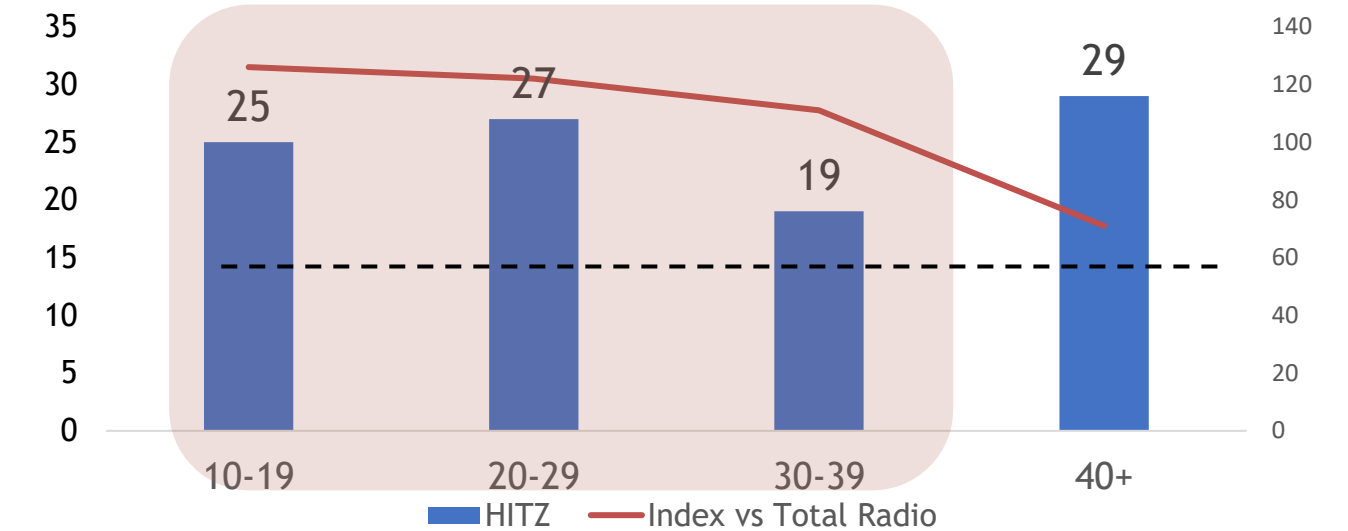
Skewed >RM5K [Index: 132]

### OCCUPATION



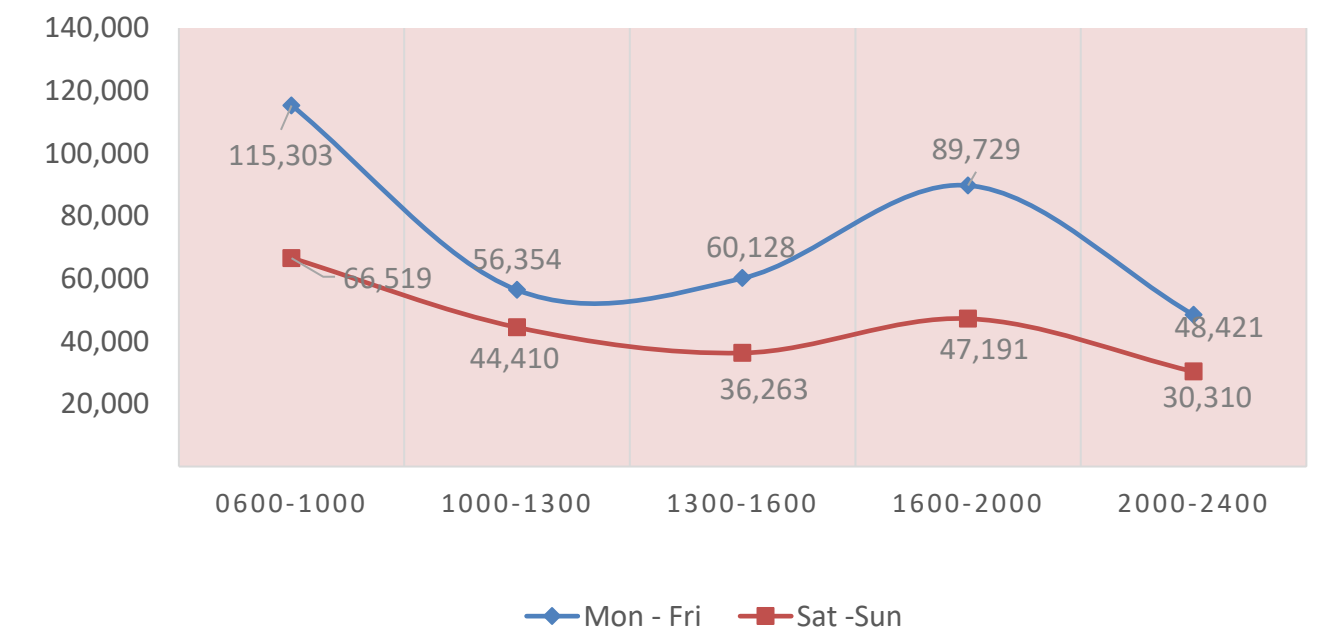
Skewed PMEB's [Index:126]; Students [Index: 137]

### 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**