



# RADIO BRAND PROFILE

GfK Radio Audience Measurement (RAM)

*Pen Malaysia: Wave 1, 2024*

**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%



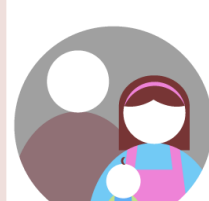
BLUE COLLARS

24%



STUDENTS

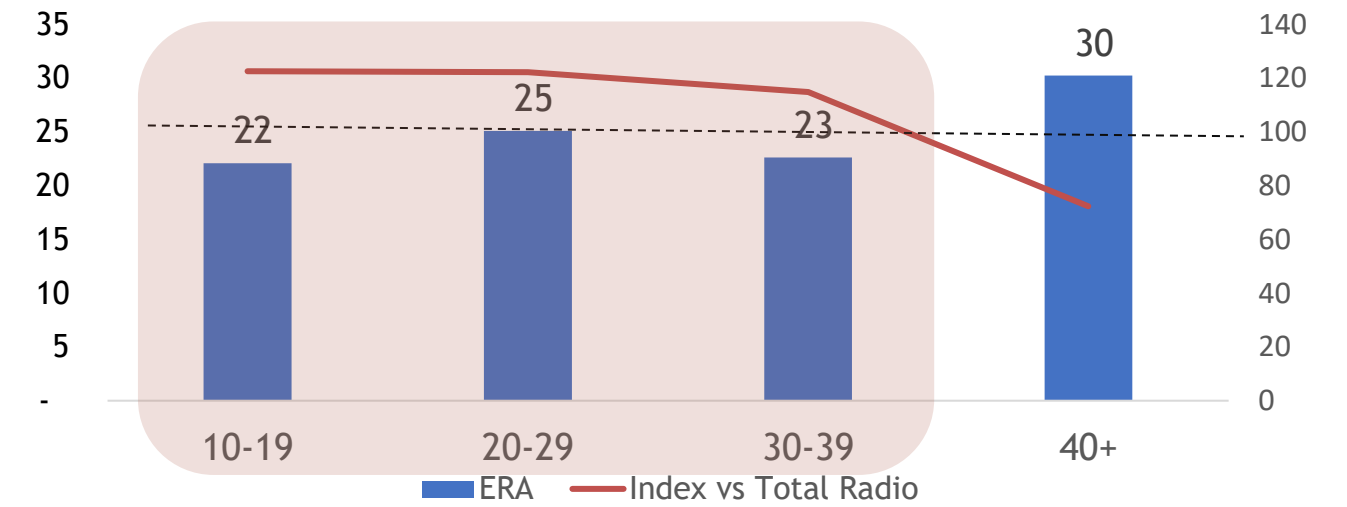
19%



OTHERS

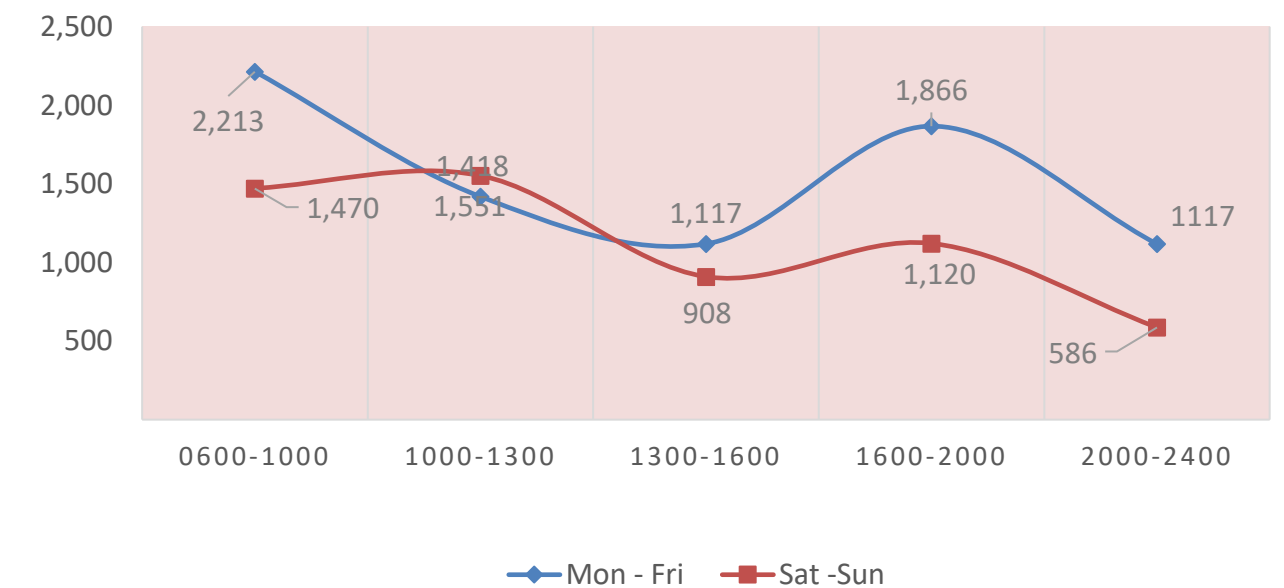
Skewed Students [Index: 122]

### AGE



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

### LISTENERSHIP (000s)





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%



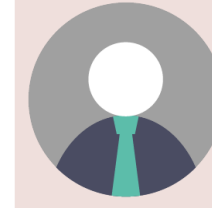
RM5K & above

HHI > RM5K [Index: 180]

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

### OCCUPATION

37%



PMEBs

23%



BLUE COLLARS

16%



STUDENTS

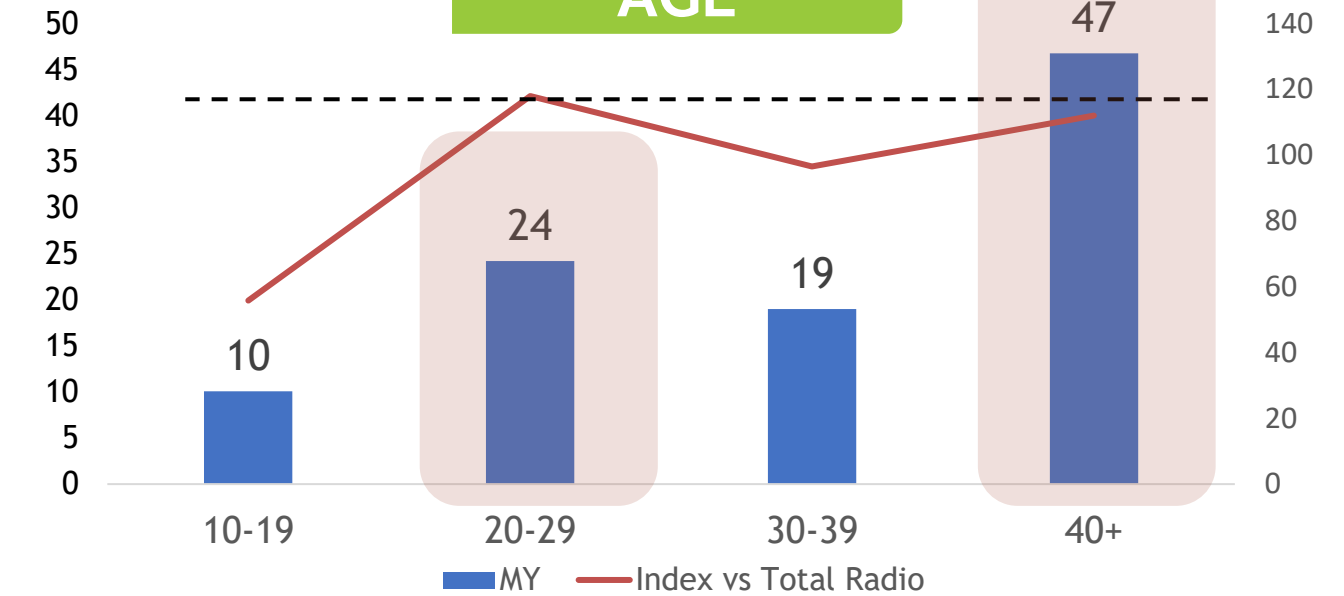
25%



OTHERS

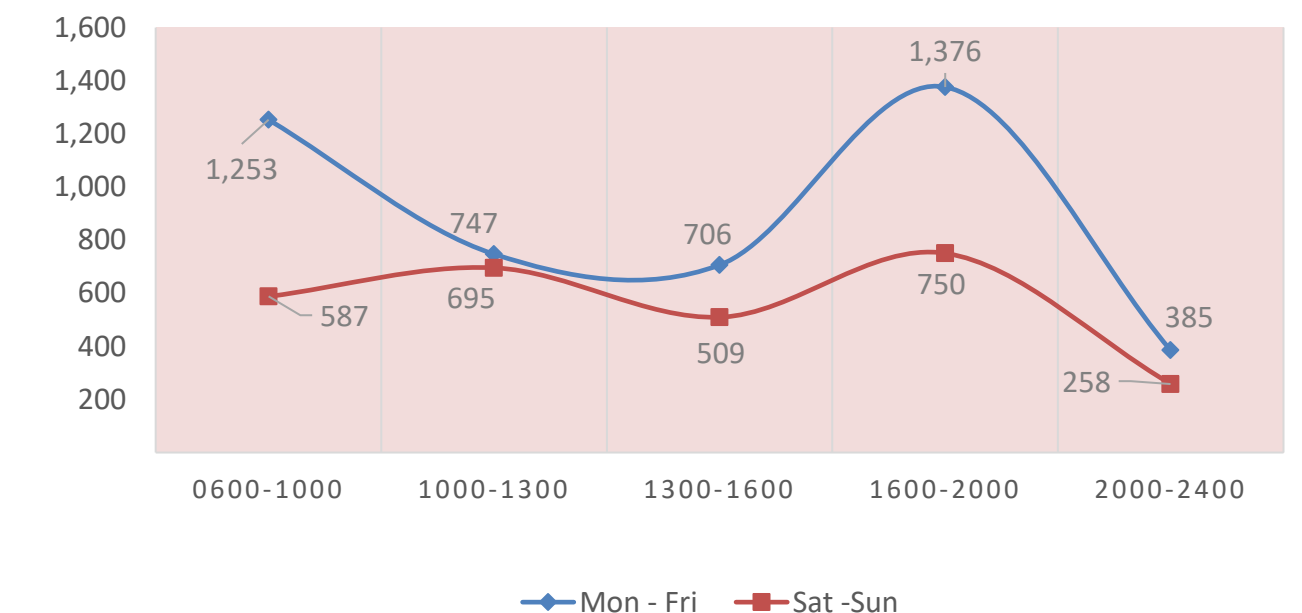
Skewed PMEBS [Index: 154]

### AGE



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

### LISTENERSHIP (000s)





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

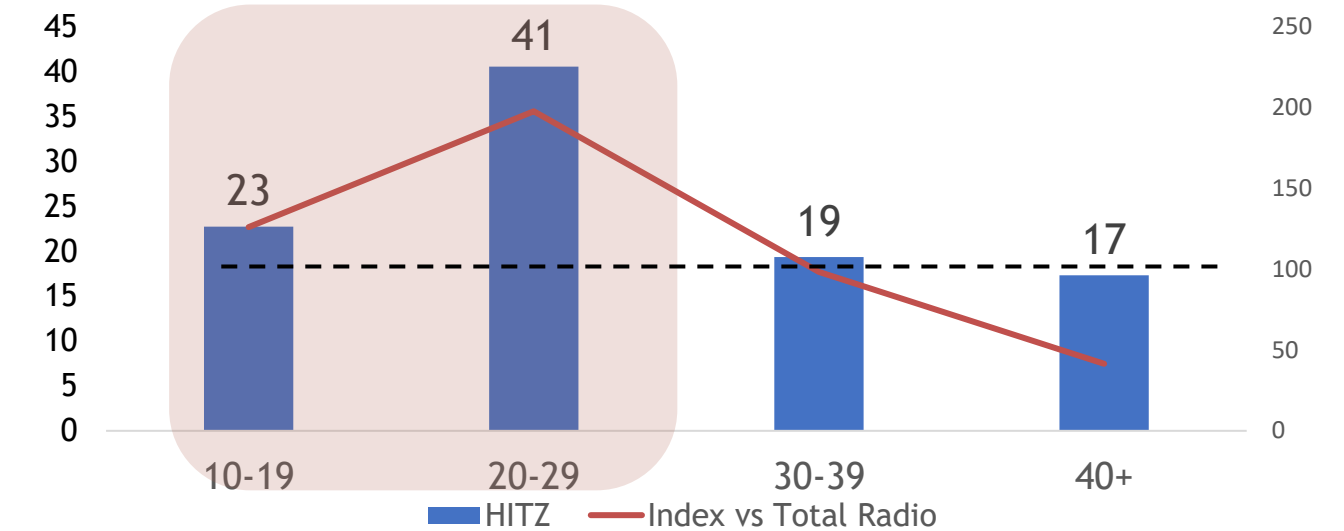
9%



OTHERS

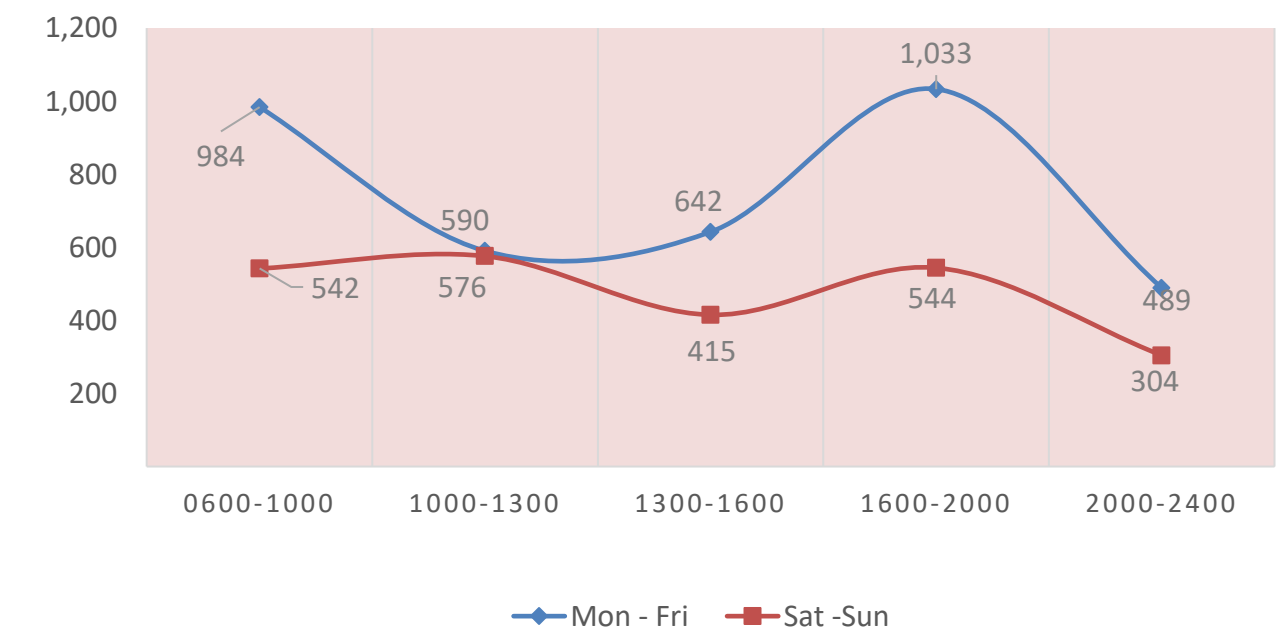
Skewed PMEB's [Index: 164]; Students [Index: 163]

### AGE



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

### LISTENERSHIP (000s)



Mon - Fri Sat -Sun



### TODAY'S BEST MUSIC

With a weekly reach of 937 K 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  
**937 K**

### SOCIAL MEDIA



44K followers



331K followers



36K page views

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

### GENDER



FEMALE  
56%



MALE  
44%

### Region

NORTH



18%

CENTRAL



58%

SOUTH



17%

EAST COAST



8%

Skewed Central [Index: 171]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

4%



RM1K- RM2K

8%



RM2K- RM3K

12%



RM3K- RM4K

15%



RM4K- RM5K

60%



RM5K & above

Skewed HHI >RM5K [Index: 214]

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

### OCCUPATION

49%



PMEBs

17%



BLUE COLLARS

20%



STUDENTS

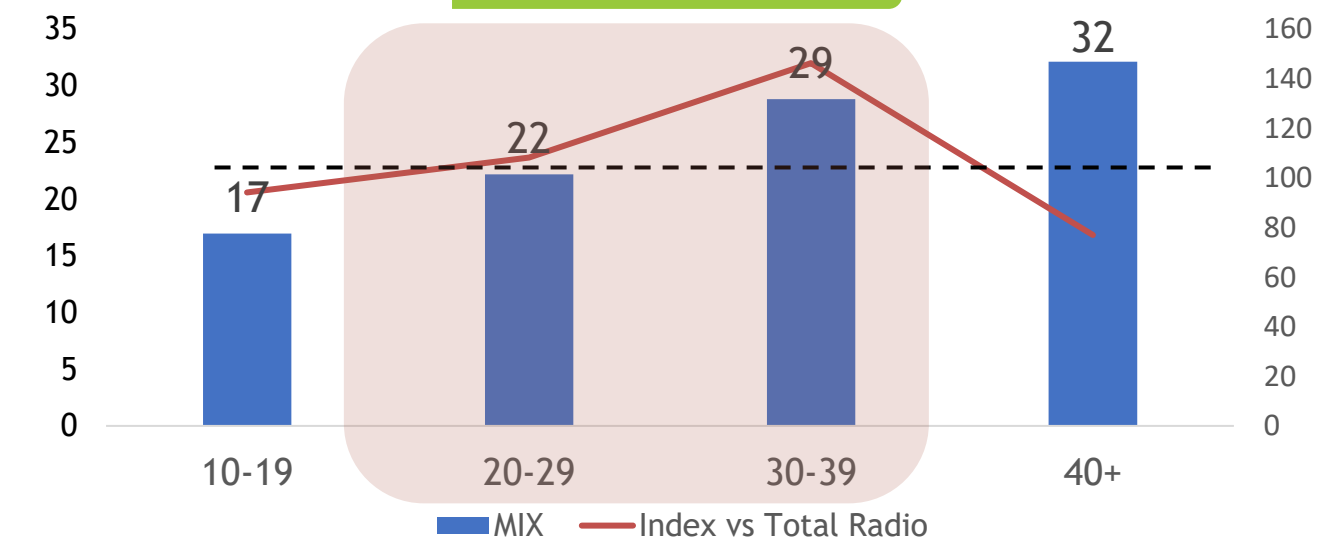
15%



OTHERS

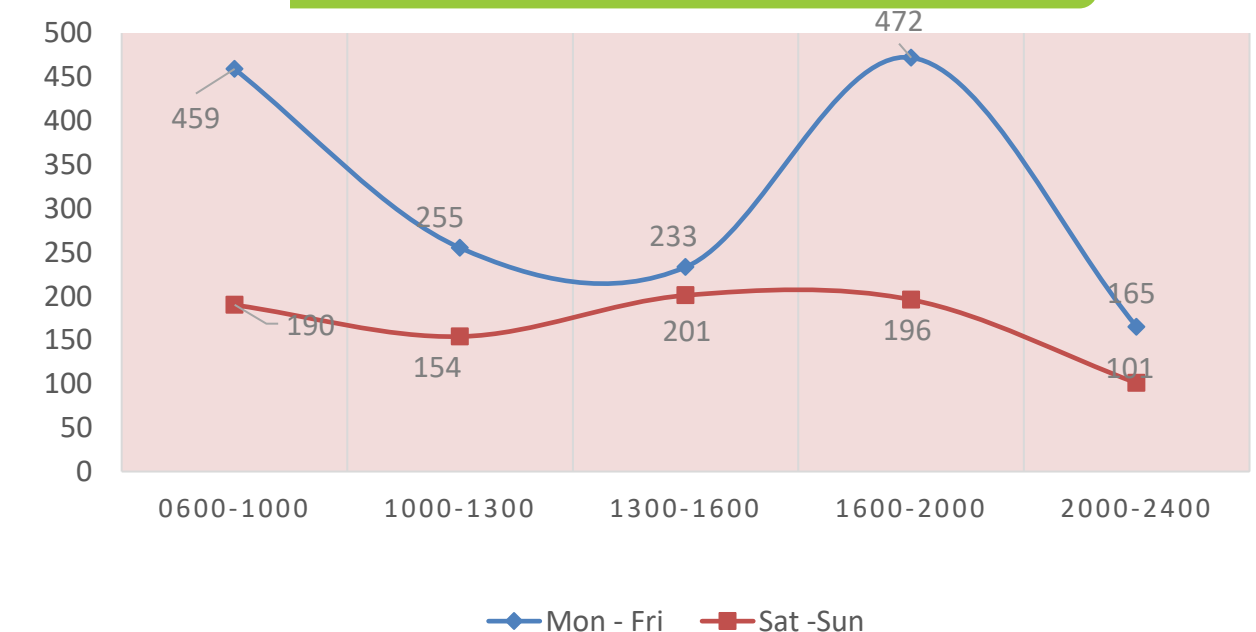
Skewed PMEBS [Index: 241]

### AGE



Skewed Age 20-29 [Index: 108] & 30-39 [Index: 146]

### LISTENERSHIP (000s)





### RELAXING FAVOURITES

LITE FM attracts 629 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  
**629 K**

### SOCIAL MEDIA



13K followers



491K followers



31K page views

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

### GENDER



FEMALE  
50%



MALE  
50%

### Region

NORTH



19%

CENTRAL



48%

SOUTH



25%

EAST COAST



8%

Skewed Central [Index 142]; South [Index: 129]

### MONTHLY HOUSEHOLD INCOME

4%



Below RM1K

5%



RM1K- RM2K

5%



RM2K- RM3K

14%



RM3K- RM4K

9%



RM4K- RM5K

63%



RM5K & above

Skewed >RM5K [Index: 225]

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

### OCCUPATION

45%



PMEBs

14%



BLUE COLLARS

19%



STUDENTS

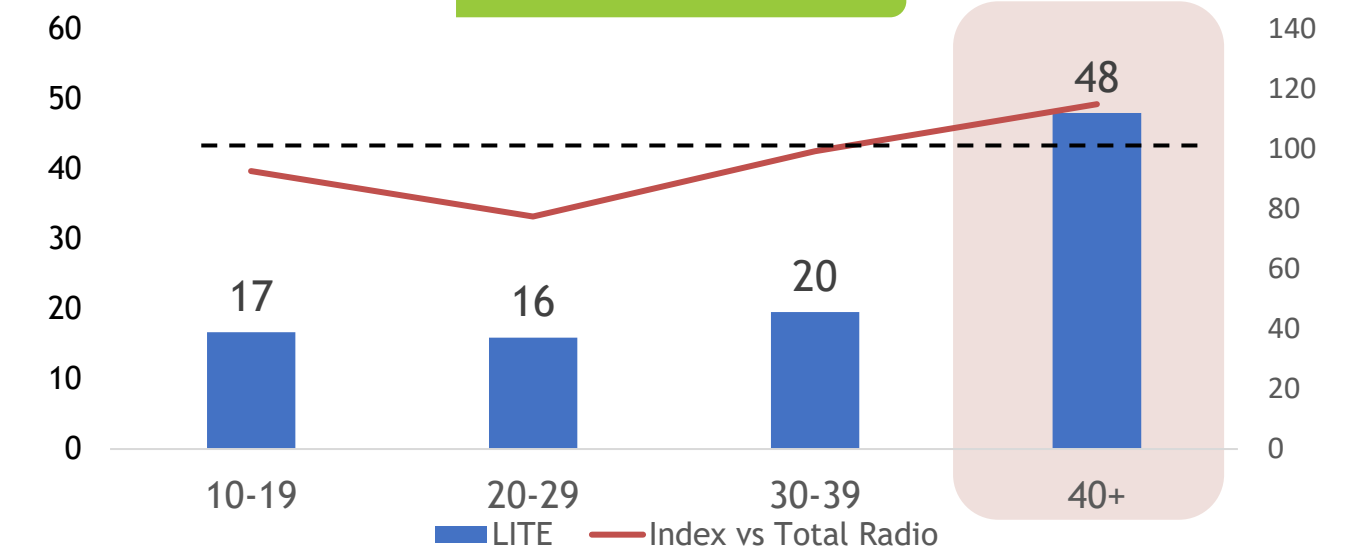
22%



OTHERS

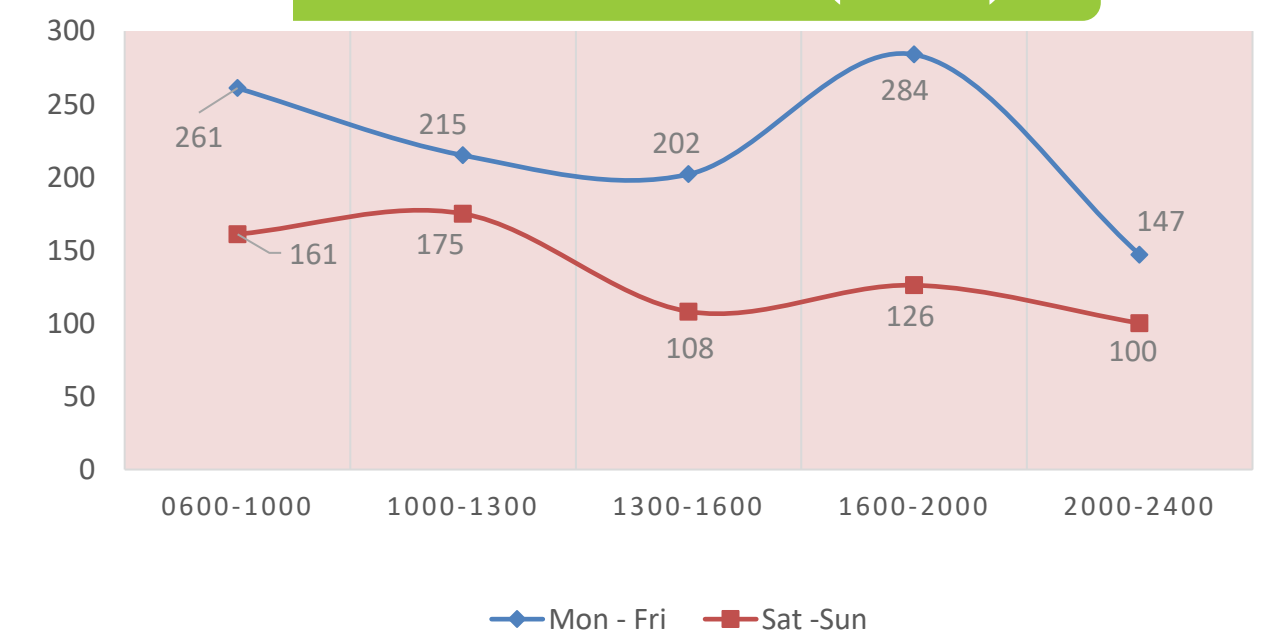
Skewed PMEBS [Index: 265]

### AGE



Skewed Age 40+ [Index: 115]

### LISTENERSHIP (000s)





### MENYINARI HIDUPMU

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis **SINAR** reaches 4 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  
**4.0 Mil**

### SOCIAL MEDIA

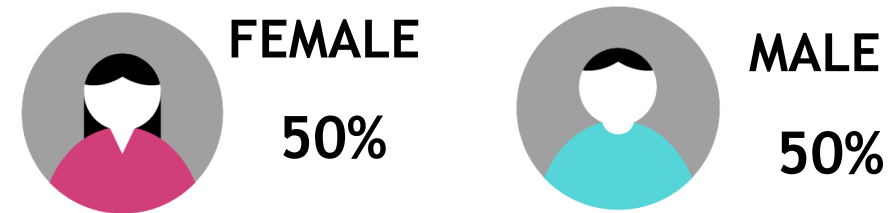
1.8 Mil followers

2.4 Mil followers

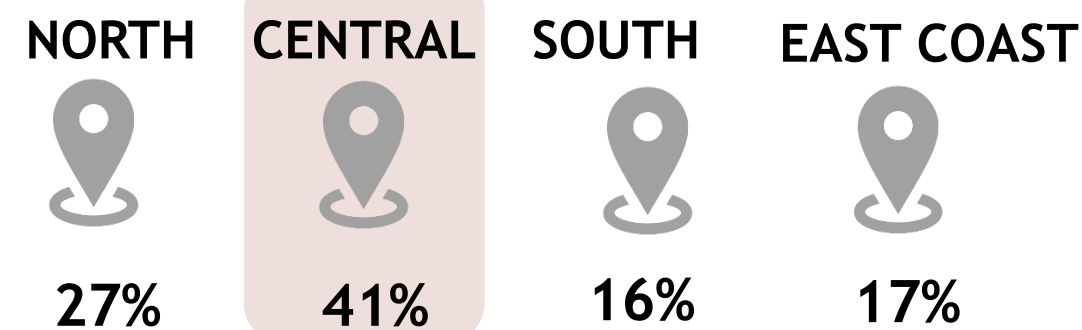
182K page views

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

### GENDER

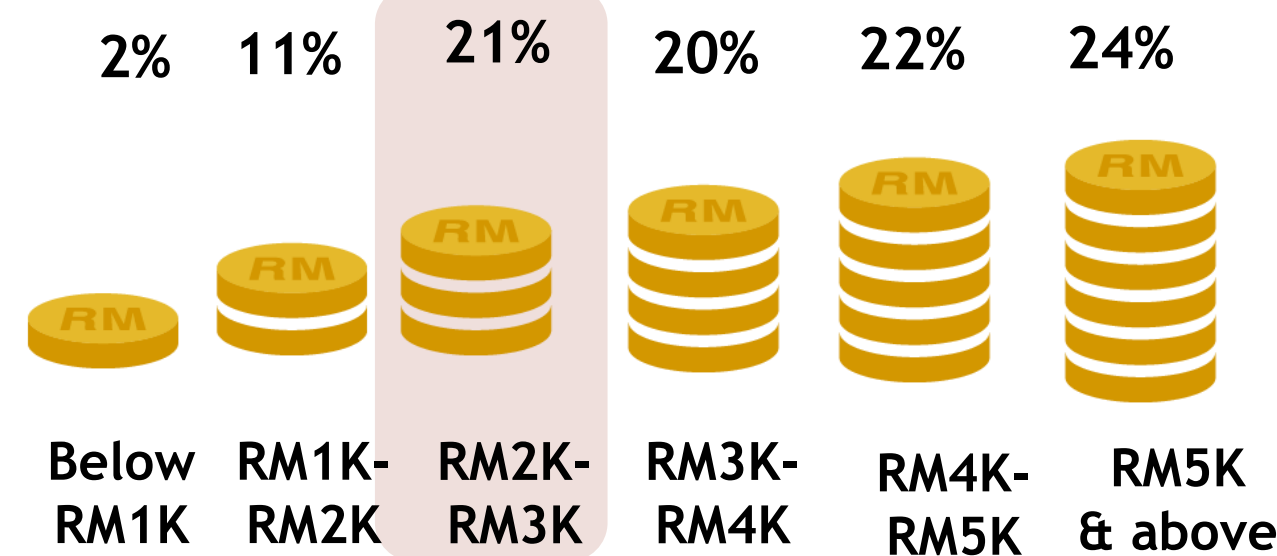


### Region



Skewed Central [Index: 121]

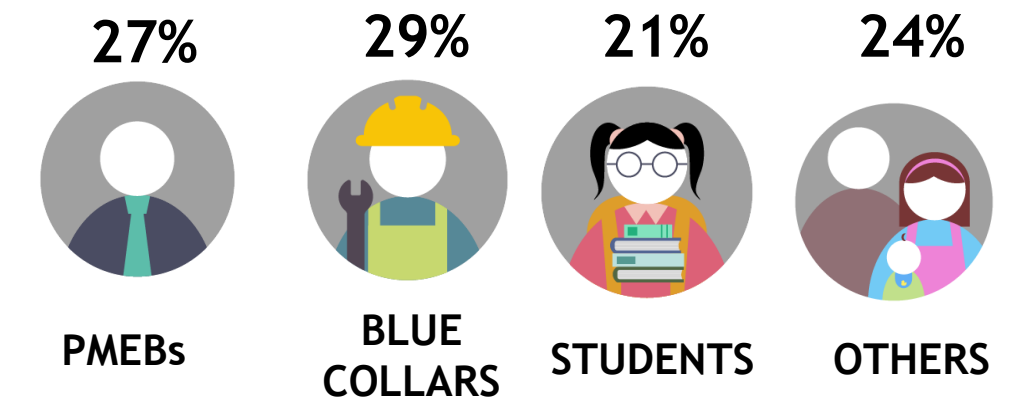
### MONTHLY HOUSEHOLD INCOME



Skewed HHI RM2K-3K [Index: 119]

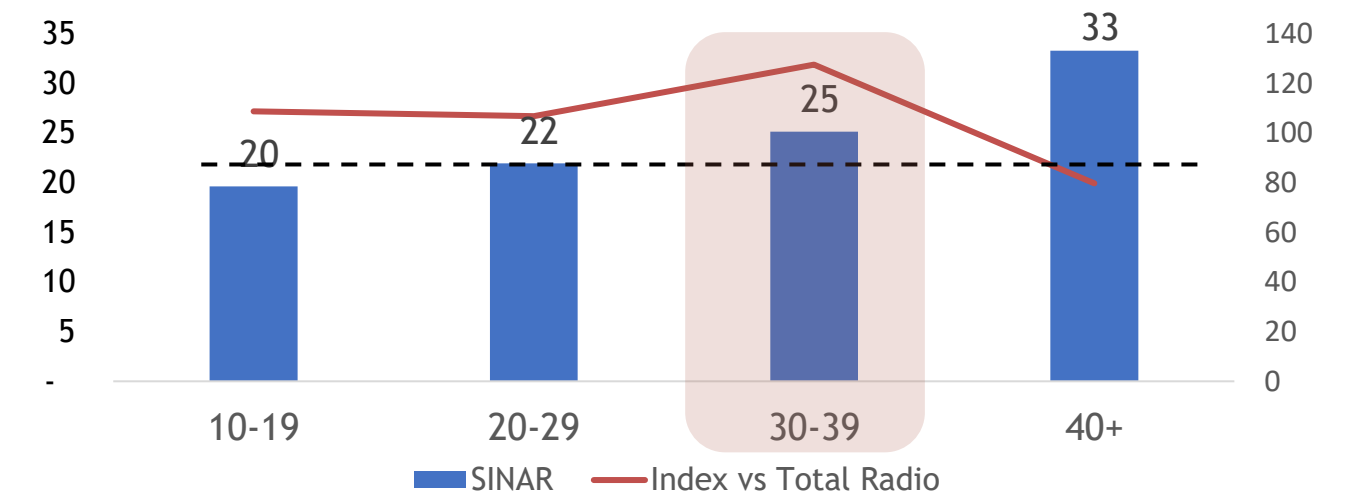
Source: GfK Radio Audience Measurement (RAM), Wave 1, 2024

### OCCUPATION



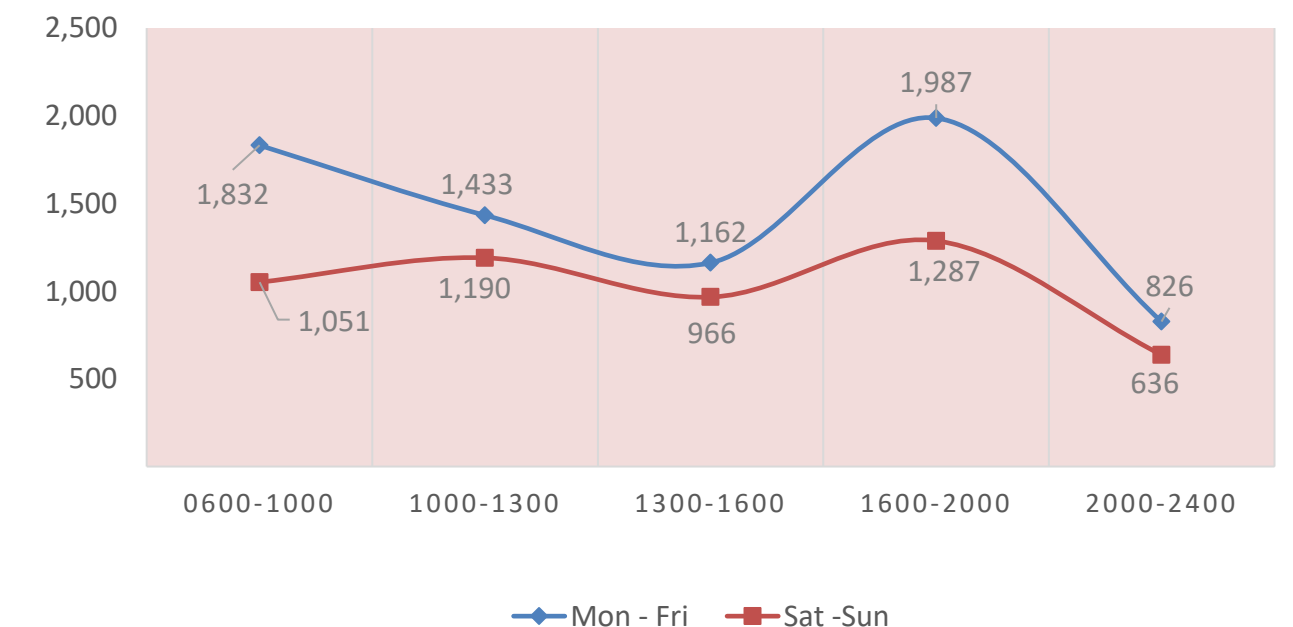
Skewed STUDENTS [Index: 104]

### AGE



Skewed Age 30-39 [Index: 128]

### LISTENERSHIP (000s)





AAHA...SIRANTHA ISAI

RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.4 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  
**1.4 Mil**

### SOCIAL MEDIA



443K followers



879K followers



69K page views

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

### GENDER



FEMALE

54%



MALE

46%

### Region

NORTH



32%

CENTRAL



50%

SOUTH



15%

EAST COAST



3%

Skewed Central [Index: 149]

### MONTHLY HOUSEHOLD INCOME

3%



Below RM1K

10%



RM1K- RM2K

16%



RM2K- RM3K

24%



RM3K- RM4K

25%



RM4K- RM5K

21%



RM5K & above

Skewed HHI RM4K-5K [Index: 125]

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

### OCCUPATION

23%



PMEBs

32%



BLUE COLLARS

17%



STUDENTS

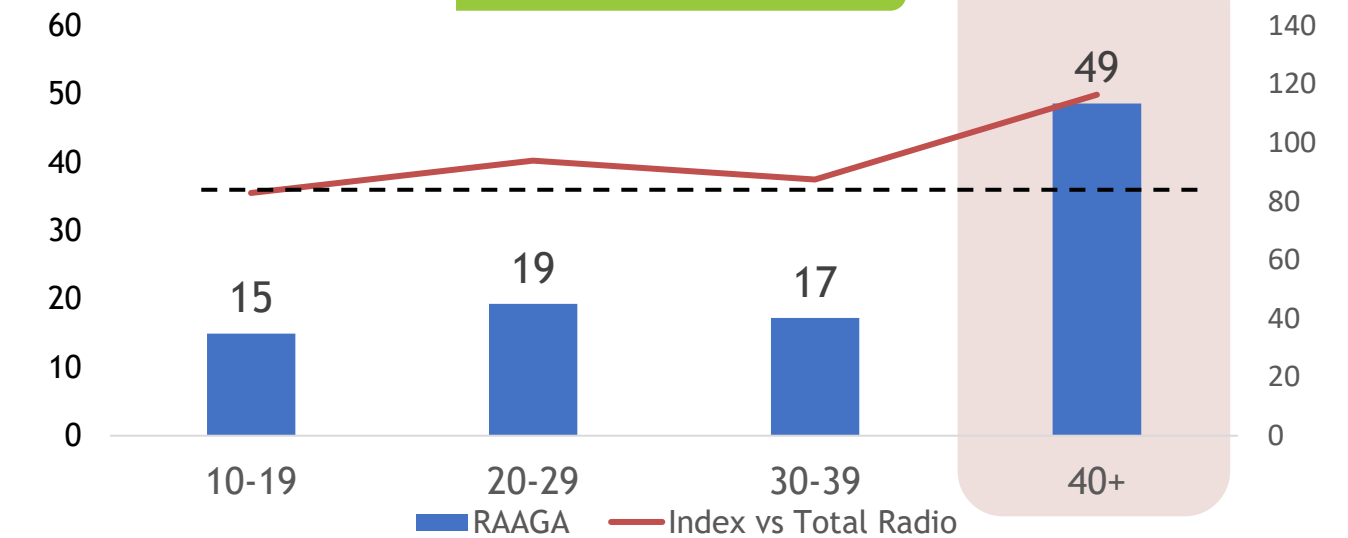
29%



OTHERS

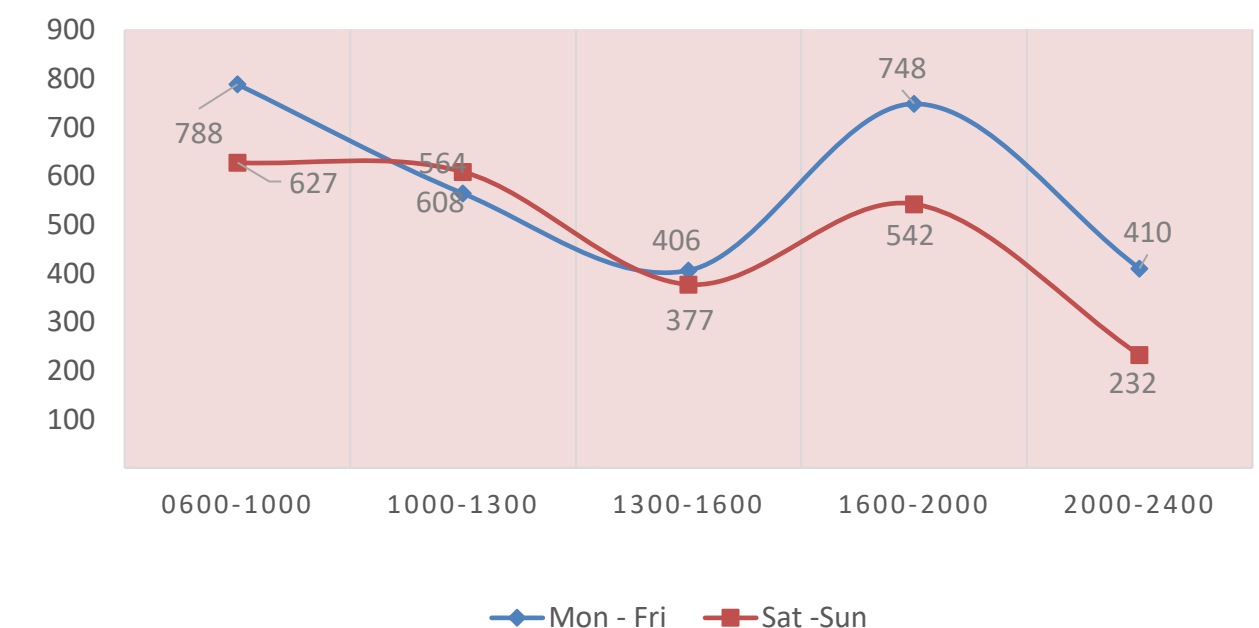
Skewed OTHERS [Index: 115]

### AGE



Skewed Age 40+ [Index: 116]

### LISTENERSHIP (000s)







PILIHAN #1 PANTAI TIMUR

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.6 mil on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.



Weekly reach

1.6 Mil

### SOCIAL MEDIA



430K followers



1.7 Mil followers



68K page views

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

### GENDER



FEMALE

50%



MALE

50%

### Region

NORTH



5%

CENTRAL



7%

SOUTH



2%

EAST COAST



87%

Skewed East Coast [Index: 456]

### MONTHLY HOUSEHOLD INCOME

2%



Below RM1K

16%



RM1K- RM2K

30%



RM2K- RM3K

26%



RM3K- RM4K

15%



RM4K- RM5K

11%



RM5K & above

Skewed HHI RM1K-2K [Index: 161];  
RM2K-RM3K [Index: 173]

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

### OCCUPATION

16%



PMEBs

37%



BLUE COLLARS

26%



STUDENTS

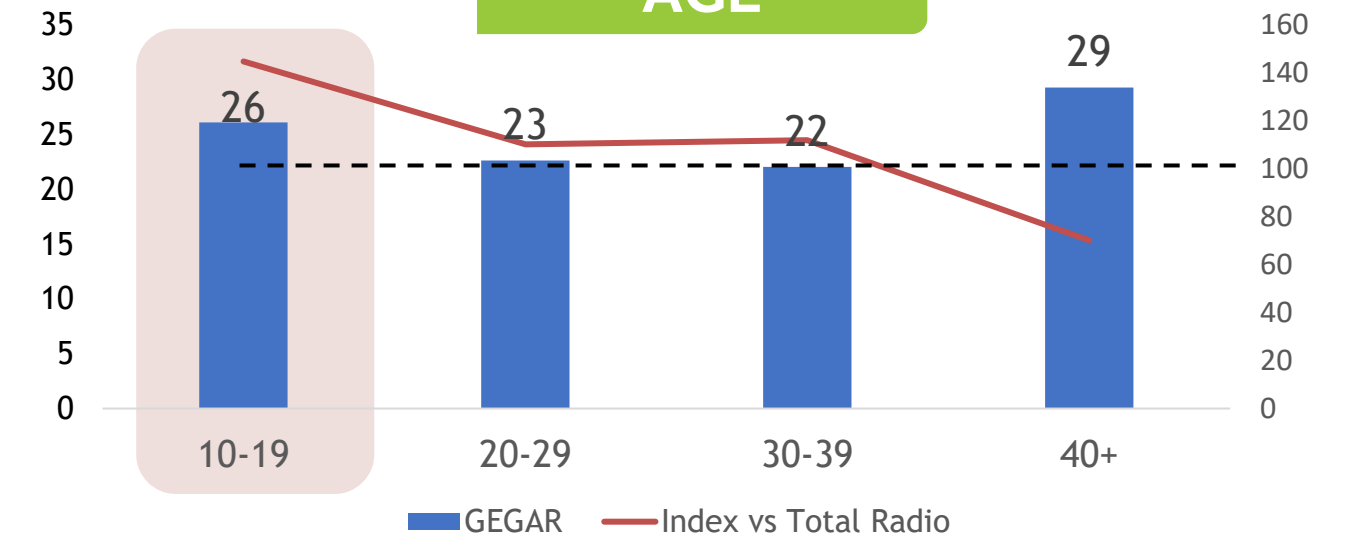
21%



OTHERS

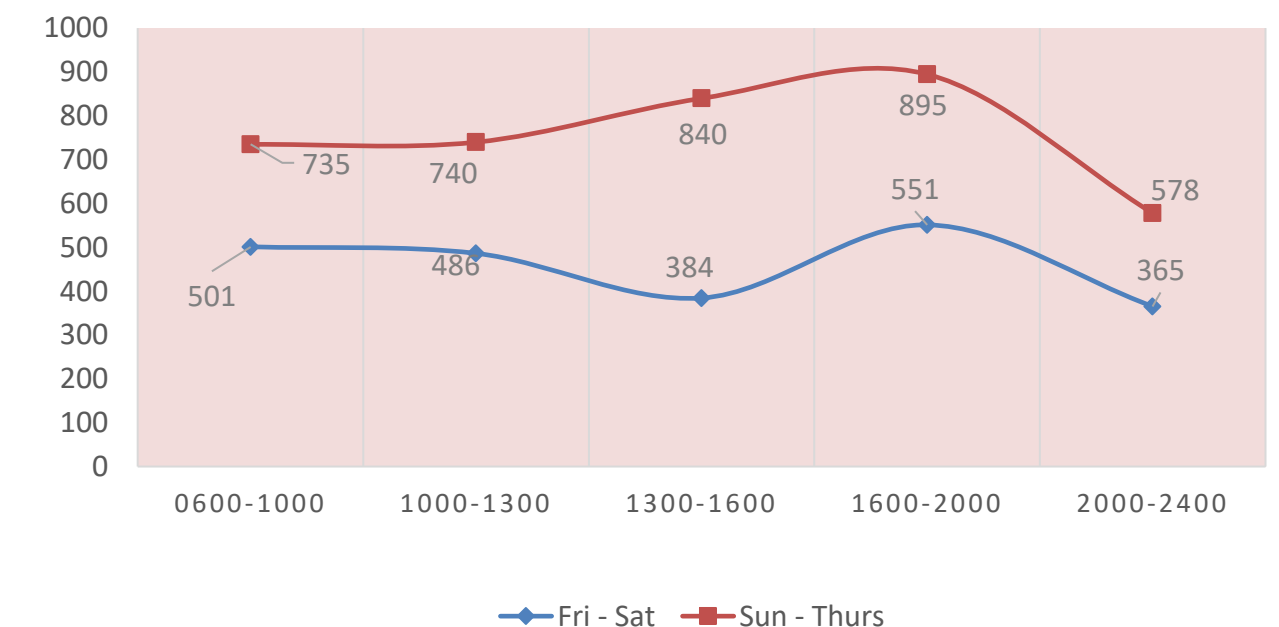
Skewed BLUE COLLARS [Index: 131]

### AGE



Skewed Age 10-19 [Index: 145]

### 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 1.1 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



93K followers



487K followers



171K 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



36%

CENTRAL



45%

SOUTH



15%

EAST COAST



4%

Skewed Central [Index: 135]

### MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

6%



RM1K- RM2K

15%



RM2K- RM3K

15%



RM3K- RM4K

17%



RM4K- RM5K

46%



RM5K & above

Skewed HHI >RM5K [Index: 166]

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

### OCCUPATION

32%



PMEBs

27%



BLUE COLLARS

18%



STUDENTS

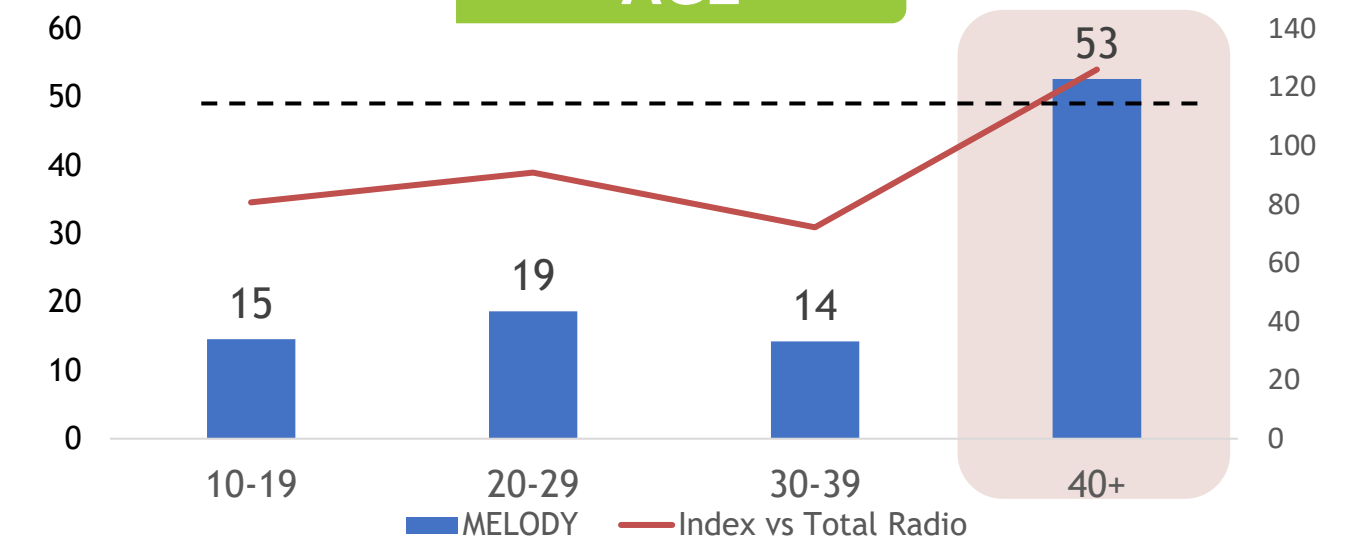
24%



OTHERS

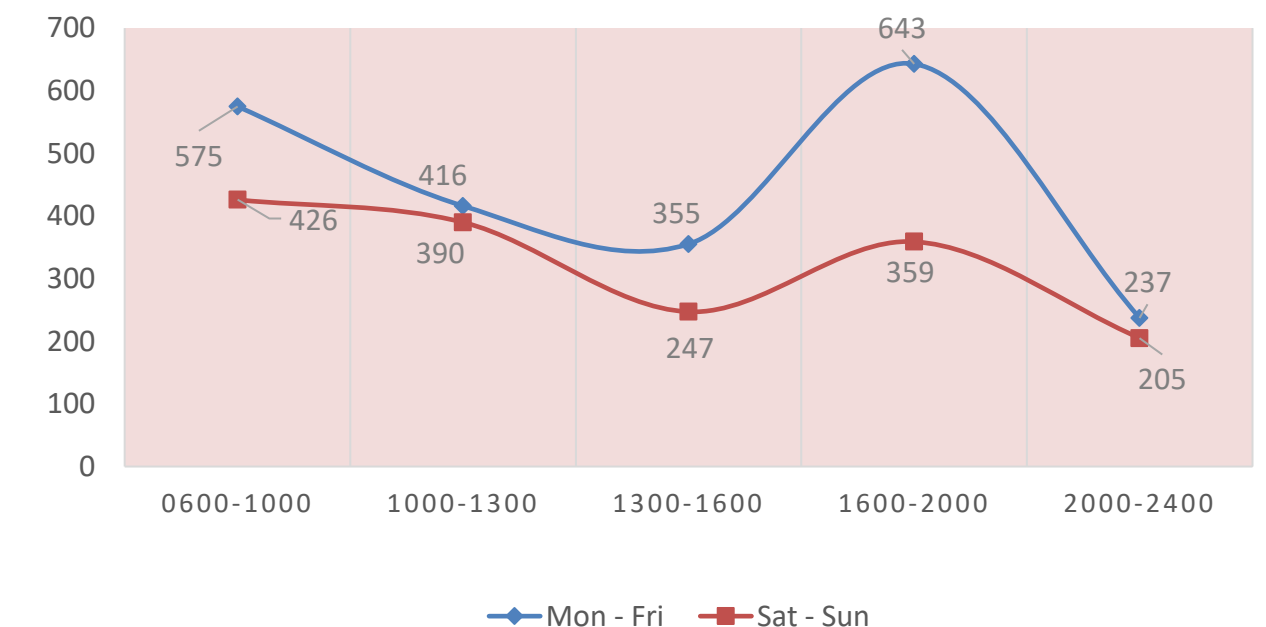
Skewed PMEBS [Index: 139]

### AGE



Skewed Age 40+ [Index: 126]

### 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  
**376 K**

### SOCIAL MEDIA



404K followers



598K followers



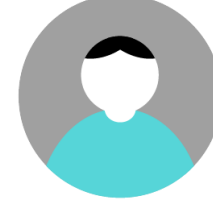
56K page views

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

### GENDER



FEMALE  
53%



MALE  
47%

### Region

NORTH



40%

CENTRAL



31%

SOUTH



15%

EAST COAST



14%

Skewed North [Index: 143]

### MONTHLY HOUSEHOLD INCOME

9%



Below RM1K

6%



RM1K- RM2K

19%



RM2K- RM3K

16%



RM3K- RM4K

19%



RM4K- RM5K

31%



RM5K & above

Skewed HHI RM2K-3K [Index: 112]

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

### OCCUPATION

28%



PMEBs

22%



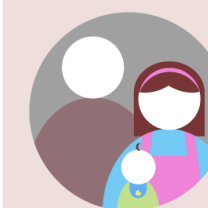
BLUE COLLARS

19%



STUDENTS

31%



OTHERS

Skewed OTHERS [Index: 126]

### AGE

50

40

30

20

10

0

10-19

20-29

30-39

40+

ZAYAN

Index vs Total Ratio

Skewed Age 30-39 [Index: 104]

### LISTENERSHIP (000s)

250

200

150

100

50

0

0600-1000

1000-1300

1300-1600

1600-2000

2000-2400

Mon - Fri

Sat - Sun



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  
**232 K**

### SOCIAL MEDIA



148K followers



332K followers



211K page views

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

### GENDER



FEMALE  
69%



MALE  
31%

### Region

NORTH



56%

CENTRAL



24%

SOUTH



14%

EAST COAST



6%

Skewed North [Index: 201]

### MONTHLY HOUSEHOLD INCOME

1%



Below RM1K

5%



RM1K- RM2K

15%



RM2K- RM3K

20%



RM3K- RM4K

9%



RM4K- RM5K

50%



RM5K & above

Skewed HHI >RM5K [Index: 177]

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

### OCCUPATION

40%



PMEBs

20%



BLUE COLLARS

26%



STUDENTS

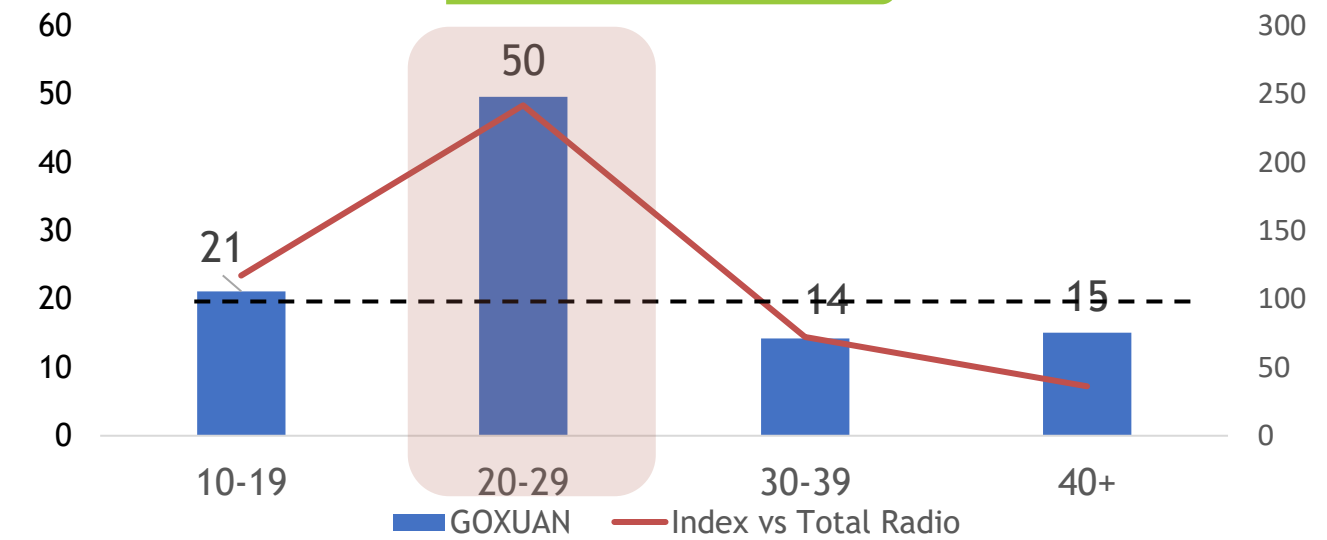
14%



OTHERS

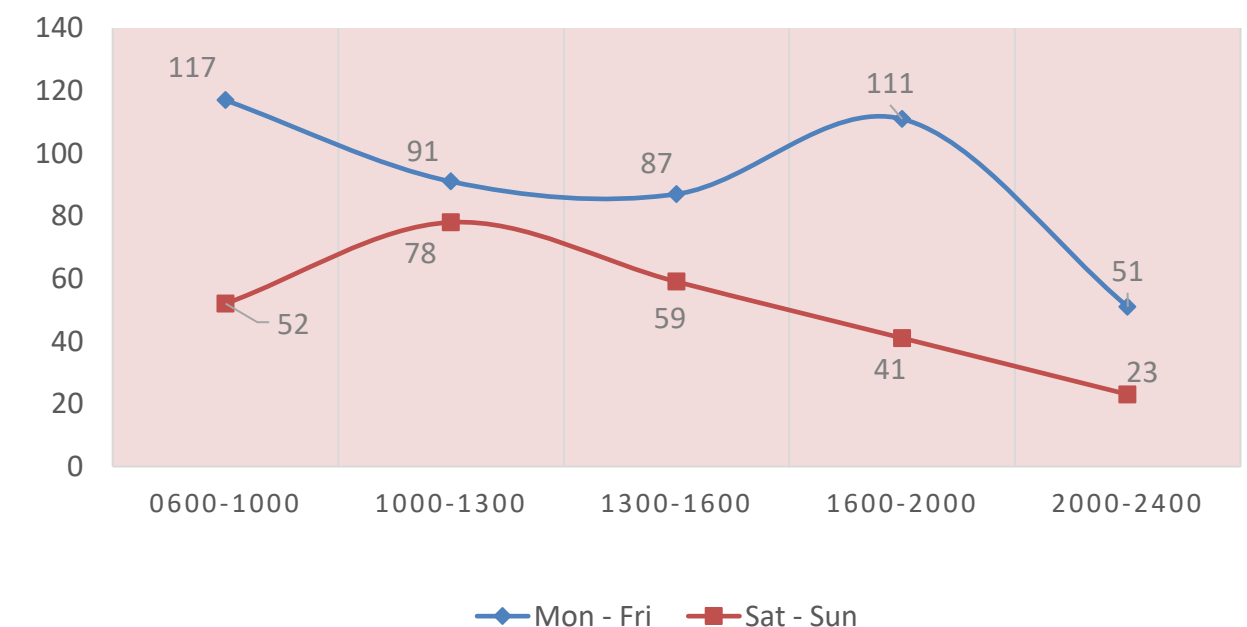
Skewed PMEB's [Index: 135];  
Students [Index: 132]

### AGE



Skewed Age 20-29 [Index: 242]

### LISTENERSHIP (000s)



**astro**

**Thank you**