

ASTRO RADIO IS NO. 1 AGAIN!

KUALA LUMPUR, 30th OCTOBER, 2013 – Astro Radio retained its leadership position as Malaysia’s No.1 radio operator with a weekly listener base of 12.2 million, according to the recent Nielsen Radio Audience Measurement (RAM) survey results.

From a rankings perspective, the survey result confirmed Astro Radio’s continued dominance as ‘king of radio’ with ERA fm at No.1, THR (Raaga & Gegar) at No.2 and SINAR fm at No.3.

ERA fm, hitz.fm, MY FM and THR Raaga continue their reign as the No.1 radio stations in the Malay, English, Chinese and Tamil language respectively. Astro Radio’s THR Gegar also retains the No.1 radio station position in the East Coast of Peninsular Malaysia, which includes the states of Kelantan, Terengganu & Pahang.

Despite a sharp decline in audience reach for the overall English language segment, Astro Radio’s English radio stations (hitz.fm, MIX fm and LiteFM) maintained its stronghold with a 79% share of this segment. Both ERA fm and THR (Raaga & Gegar) reported an increase in weekly listenership with a total of 4.7 million and 3.7 million respectively. Astro Radio’s newest Chinese-language radio station, MELODY FM, recorded a 196% growth in its cumulative listenership from 134,000 to 397,000, since its inception in August 2012. MELODY FM’S Exclusive Audience also grew a staggering 219% during the same period.

Dr Jake Abdullah, Chief Executive Officer of Astro Radio said *“The market is becoming increasingly challenging with media consumption fragmentation and rapidly evolving technology. The key to Astro Radio’s success is and has always been about putting our listeners at the core of everything that we do. We invest in regular research to get to the heart of what our listeners want to hear, how they want to hear it and where they want it. It’s a continuous process of evolution. Resting on our laurels is never an option”*.

“We would like to thank our sponsors, partners and advertisers for their continued trust and confidence in Astro Radio. As part of our go beyond strategy, we will continue to provide our listeners with a best-in-class entertainment experience irrespective of platform. Today, listeners can access Astro Radio 24/7 on the go through our mobile apps and web players, making it truly accessible anywhere, anytime for anybody.” he added.

APPENDIX 1: ASTRO RADIO KEY FINDINGS

BAHASA MALAYSIA RADIO STATIONS

ERA fm: The No.1 Station in Malaysia

Once again, ERA fm remains as the nation's No. 1 radio station and the most popular Bahasa Malaysia radio station, with a weekly listenership of 4.7 million. In addition to that, ERA fm Exclusive Audience has also nearly doubled from 691,000 to 1,147, 000. In terms of radio content, JoHaRa Pagi ERA continues to be the No.1 morning show across all Breakfast shows in Malaysia with 2.4 million listeners. Among the Malay language radio stations, ERA fm also dominates the radio airwaves throughout the day.

SINAR fm: No.1 Radio Station for Listeners Aged 30 & Above

As SINAR fm is the leading radio station for listeners aged 30 and above, fans can never go wrong with retro music. SINAR fm is also the Top 3 overall ranking station in Malaysia. Also, SINAR fm's breakfast show recorded 1.8 million listeners.

THR Gegar: No.1 radio station in the east coast of Peninsular Malaysia

Continuing its reign as 'Jewel of the East', THR Gegar holds its dominance as the No. 1 radio station in the states of Kelantan, Terengganu & Pahang. The station's Exclusive Audience saw a huge increase from 660,000 to 789,000.

CHINESE RADIO STATIONS

MY FM: Malaysia's No. 1 Chinese Station

MY FM reaffirms its position as the No.1 Chinese language station in Malaysia with 2 million weekly listeners - the highest among the Chinese language stations. MY FM Breakfast Show with Jack Lim, Gan Mei Yan and Jeff Chin maintain its top spot as the No. 1 Chinese Breakfast show in the country, entertaining 1.2 million listeners. In addition to that, among the Chinese language radio stations, MY FM continues to dominate the radio airwaves throughout the day.

MELODY FM: Records High Growth in its Listenership

Astro Radio's newest Chinese-language radio station, MELODY FM continues to gain traction among new listeners, recording a 196% growth in its cumulative listenership from 134,000 to 397,000, since its inception in August 2012. Besides that, MELODY FM'S Exclusive Audience also grew a staggering 219% during the same period.

ENGLISH RADIO STATIONS

hitz.fm: Remains the No.1 English Radio Station

hitz.fm is no doubt Malaysia's No.1 English radio station and continues to rank among the Top 10 most-listened-to radio stations in the country. The hitz.fm's Morning Crew by Ean and JinnyBoy, as well as Drive Thru with RD continues to be the No.1 segment among the English language listeners.

MIX fm: The choice for variety

Malaysia's Best Variety station, MIX fm offers a great blend of various genres of music. MIX fm continues to grow its Exclusive Audience by 25%. The station's breakfast show with Sarimah and The Rod garnered an audience of 122,000 listeners while Drive recorded 157,000.

Lite FM: Preferred by Malaysia's most affluent

LiteFM upholds its eminence as the No. 1 English station for the most affluent and discerning audience. Famous for the '80s, the station offers easy-listening genres of music from disco to pop, from soft ballads to jazz. Among all English radio stations, LITE FM managed to clinch the longest time spent listening to a radio station (TSL) at 9hrs 59mins.

TAMIL RADIO STATION

THR Raaga IS Malaysia's No. 1 Tamil station

THR Raaga is the No.1 Tamil station that grew its weekly listenership from 1.66 million to 1.95 million. THR Raaga showed a positive increase in listenership throughout the day with its Breakfast and Drive Shows remaining as the No.1 shows amongst the Tamil language listeners. Also, the station's Exclusive Audience rose from 794,000 to 963,000.

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