

PRESS RELEASE

71% of Malaysians Listen to Astro Radio

KUALA LUMPUR, 19 June, 2015 –Astro Radio stations swept up the top three spots, tuned in by 12.6 million Malaysians according to the latest Nielsen Radio Audience Measurement (RAM) survey.

ERA fm, THR (including Raaga and Gegar) and Sinar FM retained their ranking as the top three radio brands in the country. ERA fm’s listenership currently stands at 4.8 million listeners, THR at a combined 3.7 million while Sinar FM has 3.7 million listeners. hitz fm and MY FM also grew to remain the number one radio station in their respective language segments.

Jake Abdullah, Chief Executive Officer of Astro Radio said, “A big thank you goes out to all our loyal listeners for their unwavering support and for making our radio stations their preferred choice.

“We would also like to thank our clients in helping us reach this stage. Our ability to realise our clients’ needs is essential - this is why we are backed by a strong team of creative brains and a wide range of immersive campaign offerings. This is a further testament that Astro Radio is the choice platform to grow our clients’ business.”

Accumulatively, Astro Radio has the strongest Breakfast and Drive shows in the country, with 7.7 million and 7.5 million listeners respectively across all our nine (9) stations.

Astro Radio’s content are driven by talents such as Johan, Hanif and Ray (JoHaRa Pagi Era), Jack Lim, Gan Mei Yan and Jeff Chin (MY FM Breakfast Show), Salih Yaacob, Kak Engku and Krill (Sinar FM) and Ean and Adam C (hitz fm Morning Crew), who play a key role in the stations’ DNA

Jake Abdullah said, “We recently launched SATE, a new Drive show helmed by Shahrol, Tauke and Adi on ERA fm to give our audience a fresh listening experience and to complement our other Drive shows. Shahrol and Tauke graduated from Astro’s Maharaja Lawak programme. This proves we take the development of our talents seriously on the back of continued interest from the listening audience.”

“Astro Radio continues to provide innovative solution to our listeners to enjoy our content and make it more inclusive with our immersive 360° approach,” said Jake. “We made good on that promise with the launch of Raku, Malaysia’s very own radio and music streaming service on mobile and web. Through Raku, users can stream millions of songs and videos, and listen to more than 20 live radio stations, playlists curated by top local artistes including Yuna, Paper Plane Pursuit, Dasha Logan and

many more. Raku is available for download on both Google Play and Apple Store,” Jake said.

Source: Nielsen Radio Audience Measurement (RAM), Sweep 1, 2015

APPENDIX 1: ASTRO RADIO KEY FINDINGS

BAHASA MALAYSIA RADIO STATIONS

ERA fm is Malaysia’s No.1 radio station with 4.8 million weekly listeners. Breakfast with Johan, Haniff & Ray attracted 2.7 million listeners while Drive had 2.6 million weekly listeners. ERA fm’s Average Audience settled at 233k with an Exclusive Audience of 1.3 million. Time Spent Listening (TSL) for the station was at 8hrs 05mins.

THR Gegar preserved its position in the East Coast as the No. 1 station with 1.8 million listeners. It has 125k of Average Audience from and 660k of Exclusive Audience.

SINAR fm consolidated its position as the country’s No. 3 brand and 2nd most listened-to Malay station with an increase of 62k to reach 3.7 million listeners. The station’s Breakfast and Drive shows both grew to reach 1.9 million and 1.8 million listeners respectively.

CHINESE RADIO STATIONS

MY FM retained its position as Malaysia’s No. 1 Chinese station. It grew by 10k to reach 2.0 million weekly listeners. Breakfast and Drive attracted 1.3 million and 1.1 million listeners respectively. Exclusive Audience settled at 1.1 million and TSL at 7hrs 52mins. For the 12th successive survey, Jack, Mei Yan & Jeff continued to be the No. 1 Chinese Breakfast show in the country.

MELODY FM’s listenership is now at 398k listeners and it recorded 131k of Exclusive Audience. Its Average Audience settled at 24k with a TSL of 10hrs 04mins.

ENGLISH RADIO STATIONS

hitz fm maintained its position as the No. 1 English station in the country with 1.2 million listeners. The station’s No. 1 English Breakfast and Drive shows increased to 559k and 644k listeners respectively. hitz fm also grew its Exclusive Audience and Average Audience to 205k and 47k respectively, while TSL was also up slightly to 6hrs 22mins.

LiteFM grew by 8% to reach 286k weekly listeners. It also had the highest TSL amongst all English stations with 7hrs 04mins per week. The station's Breakfast and Drive shows increased by 11k to settle at 164k and 188k respectively.

MIX fm recorded an increase of 75% in its weekly reach to settle at 281k. The Breakfast show grew from 61k to 150k listeners, while Exclusive Audience doubled to 46k. TSL was at 3hrs 59mins.

TAMIL RADIO STATION

THR Raaga continued to dominate as the country's top Tamil station with 2.0 million listeners. The station's Exclusive Audience and Average Audience settled at 909k and 138k respectively.

For more information, please contact:-

Tammy Toh,
VP, Head of Communications, Astro
Tel: 03- 9543 6688 ext 2046;
Email: tammy_toh@astro.com.my

Ooi See Bee
AVP Communications, Astro
Tel: 012-389 2686
Email: see-bee_ooi@astro.com.my