PRESS RELEASE

76% OF MALAYSIAN LISTENERS TUNE INTO ASTRO RADIO

KUALA LUMPUR, 13 October, 2016 – Given the vast changes in consumption patterns, it is interesting to learn that radio continues to exhibit solid momentum. According to the latest GfK Radio Audience Measurement (RAM) survey, 97% of Malaysians above 10 years old are listening to radio, out of which 76% or 15.1 million of the listening population tune into Astro Radio stations weekly.

Astro Radio saw the number of listeners grow to 15.1 million, thus retaining its position as Malaysia’s most popular radio network. Its stations ranked number one across all languages with ERA fm; No.1 Malay station, hitz fm; No.1 English station, MY FM; No.1 Chinese station and THR Raaga; No.1 Tamil station while THR Gegar upholds its No.1 East Coast station position. ERA fm remains the top radio brand in the country with 5.8 million listeners with Sinar FM comes in second with 4.7 million listeners.

Jake Abdullah, Chief Executive Officer of Astro Radio said, “Radio continues to thrive, engage and see growth in its reach. Our Malay stations combined reached 74.2% listeners, English stations with 85.5% listeners, Chinese stations with 63.2% listeners and Tamil station with 87.3% listeners. We own the top Breakfast and Drive shows in the country via ERA fm, garnering 3.3 million listeners and 2.9 million listeners respectively. We are also pleased to share that THR Raaga has the highest Time Spent Listening (TSL) amongst all radio stations in the country with 11 hours and 38 minutes.”

Over the years, Astro Radio has created campaigns that speak and engage its clients’ target audiences. Combining the strength of the radio brands with the power and appeal of station personalities, this enabled them to create targeted solutions that bundle their offerings using 360 integrated multi-platform branded content solutions. Their recent wins in industry awards are testament to a shared vision with advertisers to deliver content-marketing campaigns that go beyond the norm and capture the hearts and imagination of clients and listeners alike.

“We have created a fugitive on the run and tasked listeners to capture him to win cash, a rock concert which saw attendance by 25,000 fans and ran a No Make Up day Instagram campaign, which started in Kuala Lumpur but went viral and saw participation from Hong Kong. We are grateful for the continued support from all our valued clients for entrusting us with their campaigns to drive ROI and our loyal listeners in making our radio stations their preferred choice,” Jake added.

GfK was commissioned as the official research partner for 20 local participating radio stations. This marks the return to a single radio ratings system for the Malaysian
market. Some of the key elements of this study are mobile data capture, online recruitment of participants and online data capture, which ensure consumption of radio content via platforms like online streaming and apps. This is strengthened with the introduction of e-diary for computers, tablets and mobile phones that synchronized across the internet and compatible with all operating system.

Source: GfK Radio Audience Measurement (RAM), Wave 2, 2016

For more information, please contact:

Caydence Low  
Assistant Vice President, Communications, Astro  
Tel: +603 9543 6688 ext. 2939 | Mobile: 013 359 6080  
Email: poh-yan_low@astro.com.my  
Astro Media Room: www.astro.com.my/mediaroom