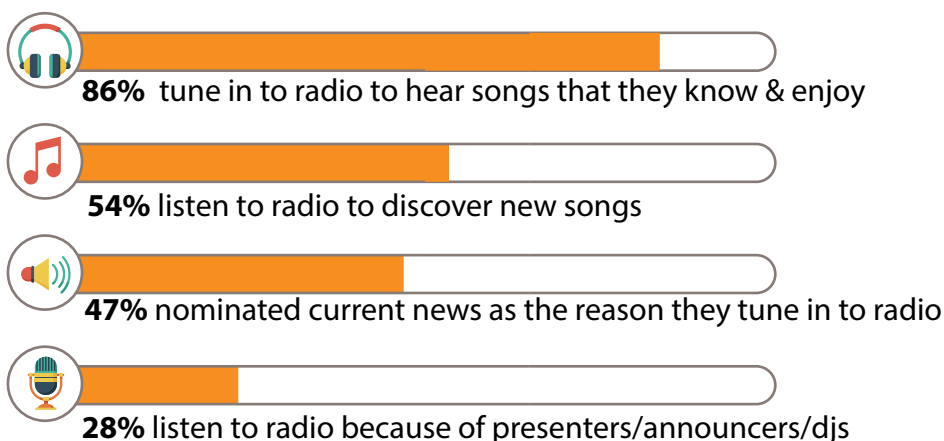


RADIO BEYOND MUSIC

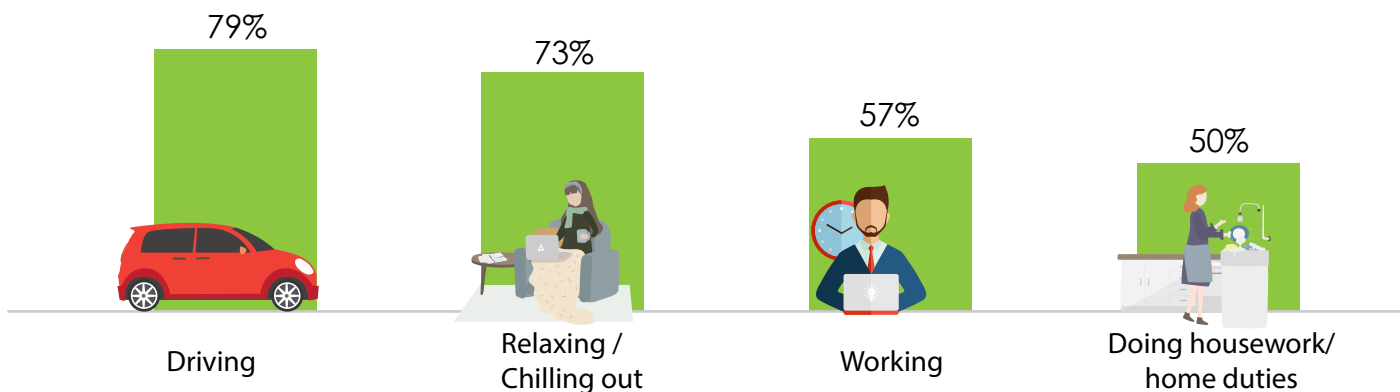


Top reasons for listening to radio



Radio is a multitasking medium

Radio continues to be an influential media on people's daily lives & routines, which can be consumed alongside other activities. Malaysians listen to radio while...



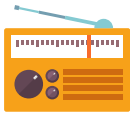
About the study:
All information is based on GfK Radio Insights Malaysia, a yearly survey of radio behaviour in Peninsular Malaysia among aged 15 to 49 years with a sample size of 1,000.



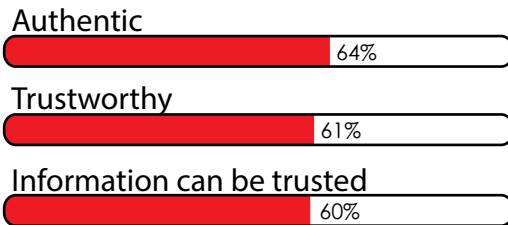
RADIO BEYOND MUSIC



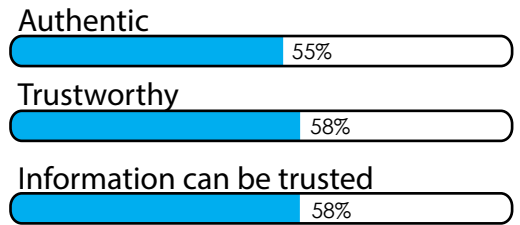
Radio is the most authentic and trustworthy



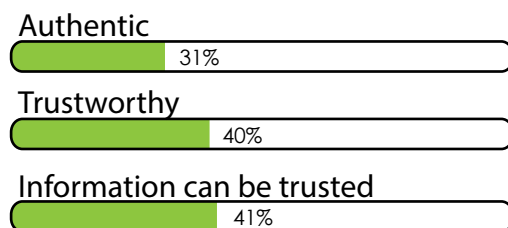
RADIO



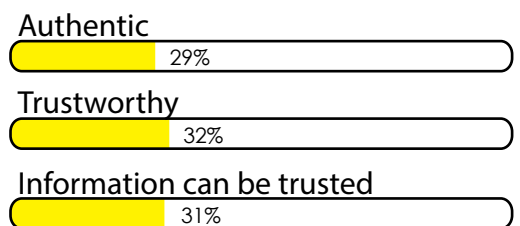
TV



NEWSPAPER/
MAGAZINES



ONLINE



Radio, a shared experience and human connection



66%

of radio listeners agree that listening to radio helps them to get into a better mood/happier



49%

of radio listeners agree that radio provides a feeling of companionship



47%

of radio listeners agree that they feel connected to the community by listening to radio



45%

of radio listeners agree that listening to radio is their first media activity of the day



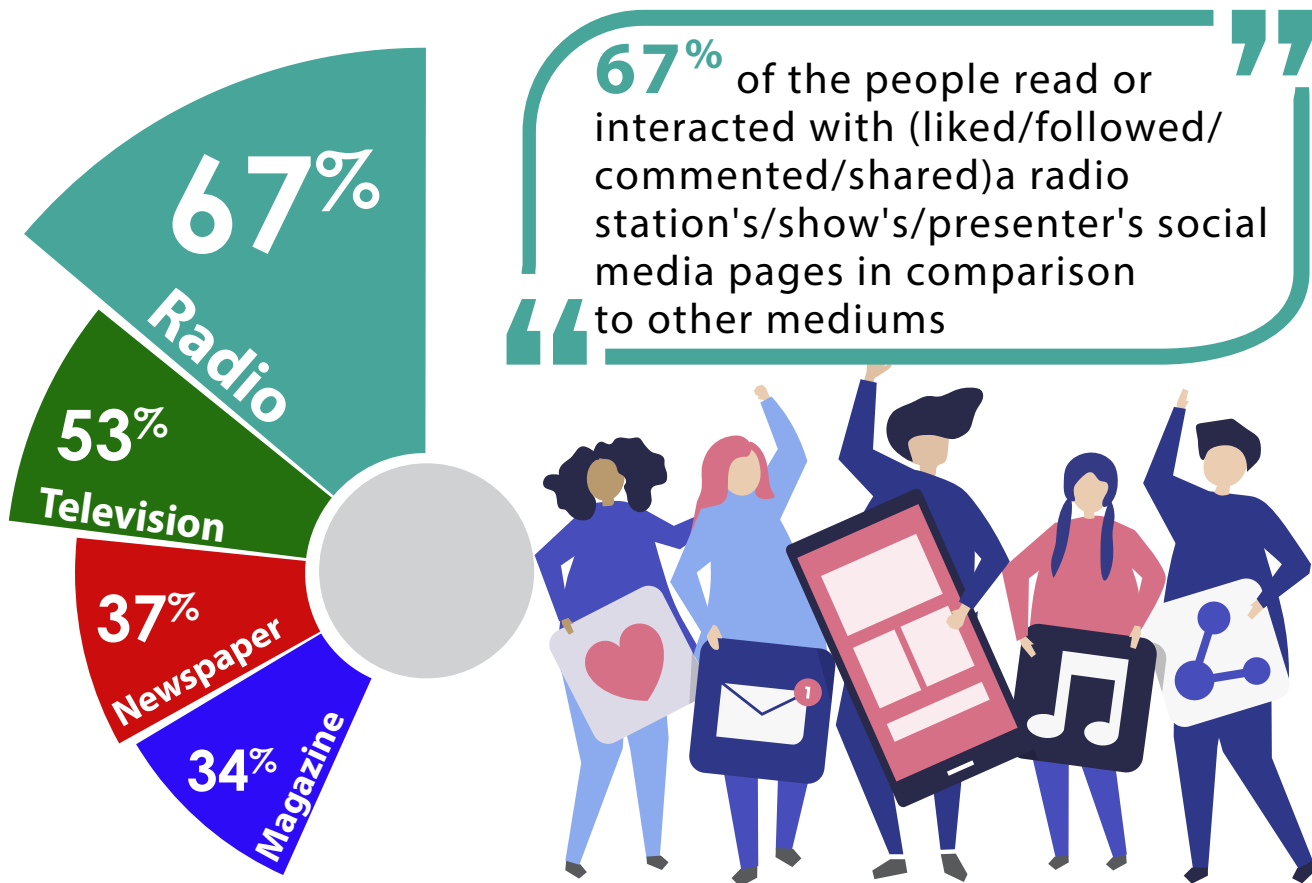
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RADIO BEYOND MUSIC

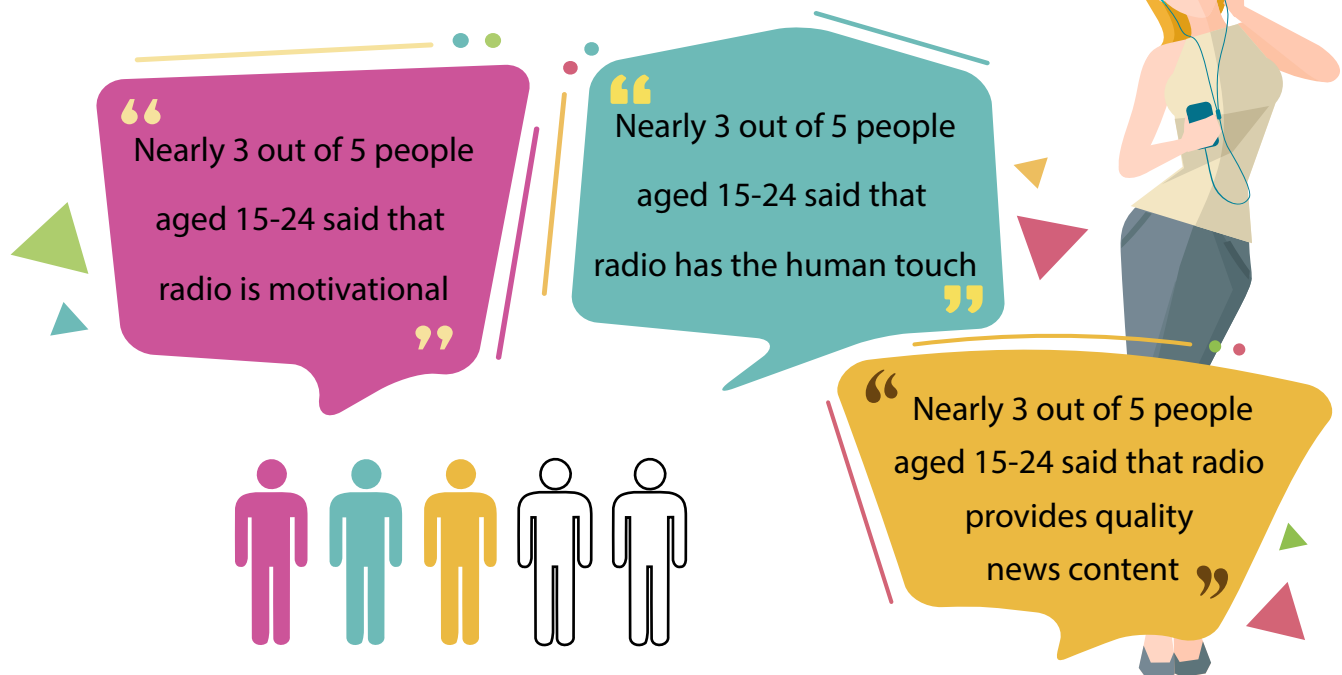


Radio has the highest social media engagement



Base : Listeners who have interacted with radio/TV/magazine/newspaper social media pages in the last month

Radio's impact towards young Malaysians



About the study:
All information is based on GfK Radio Insights Malaysia, a yearly survey of radio behaviour in Peninsular Malaysia among aged 15 to 49 years with a sample size of 1,000.

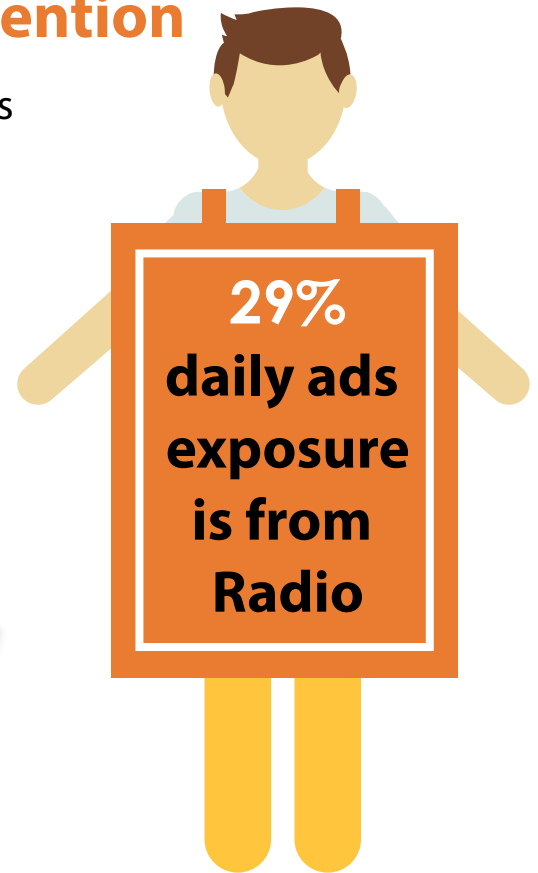
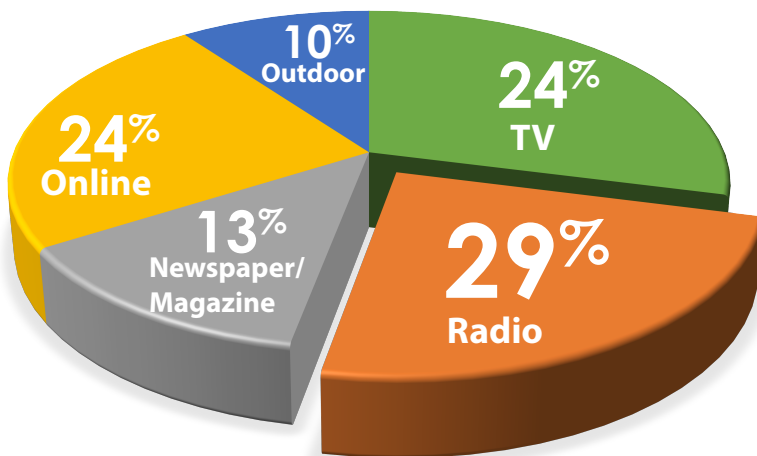


RADIO BEYOND MUSIC



Radio advertisements grab attention

Consumers are exposed to radio advertisements more frequently in their entirety (ahead of TV, Online, Newspaper/Magazine, Outdoor)



Consumers' impression towards radio advertising



85% agree that radio advertising makes the brands advertised more appealing



81% agree that advertising on radio makes a brand seems more authentic



80% agree that radio advertising increases their trust in the advertised brands



73% agree that radio advertising makes them feel more loyal to the brands advertised



70% agree that they trust a brand more if it is endorsed by their favourite radio presenter

Base : Listeners who have provided their impression (either agree or disagree) towards a list of statements on radio advertising



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