



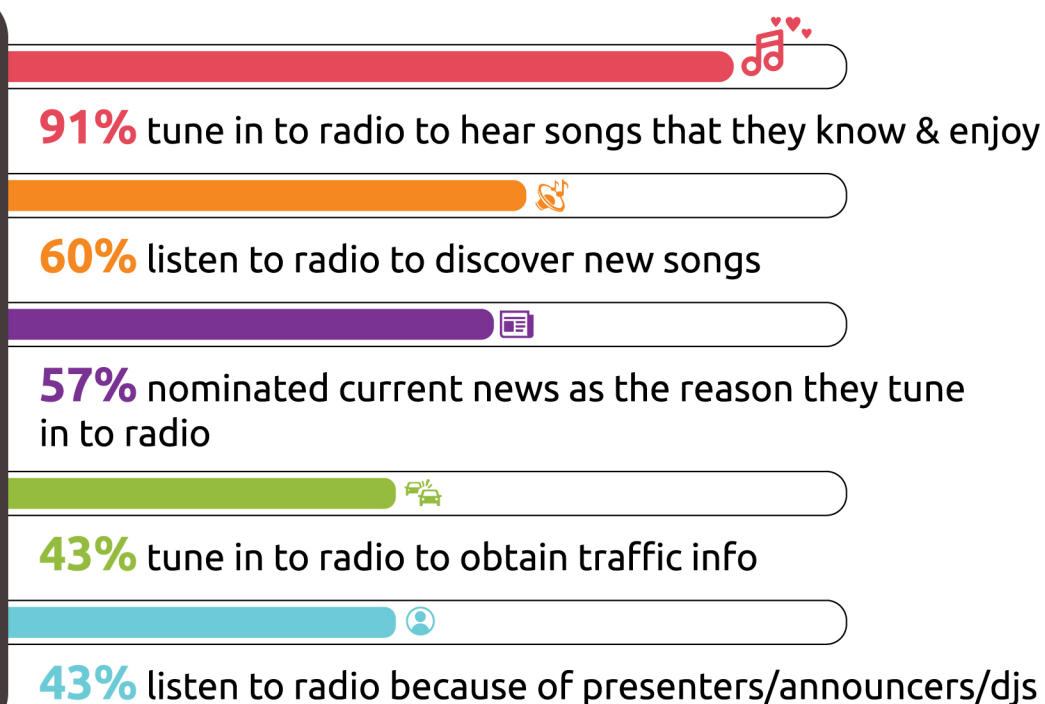
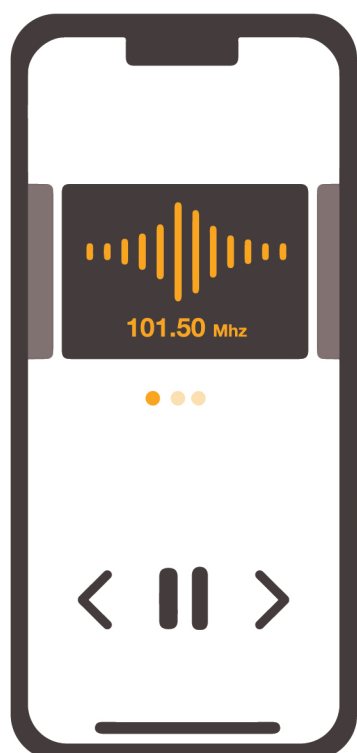
# ENHANCING YOUR MEDIA MIX WITH RADIO



Radio listenership continues to appeal among Malaysians, providing advertisers with the opportunity to reach their key audiences.

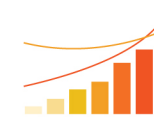
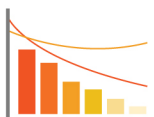
While the radio listenership provides data on "who" is listening to "what", Radio Insights looks at the reasons "why" by delving deeper into listening behaviour.

## What drives people listen to Radio ?



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, a shared experience and human connection

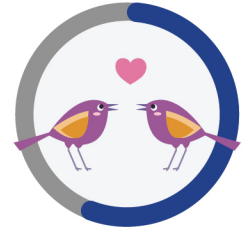
Radio is more than just music. It is a medium that keeps audiences up-to-date, connected and feeling good.



**74%** agree that radio keeps them up to date with the news / latest information



**72%** agree that listening to radio helps them get into a better mood / happier



**55%** agree that radio provides a feeling of companionship to them



**55%** agree that they feel connected to the community by listening to radio



**54%** agree that radio keeps them in touch with what people are talking about



**51%** agree that listening to radio is their first media activity of the day



**3 in 5** listeners say that radio is the place to get information on **local news**

**Almost 1 in 2** listeners say that radio is the place to get information about **sports**

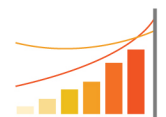
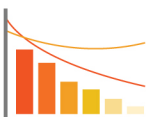
**2 in 5** listeners say that radio is the place to get information about **shopping**

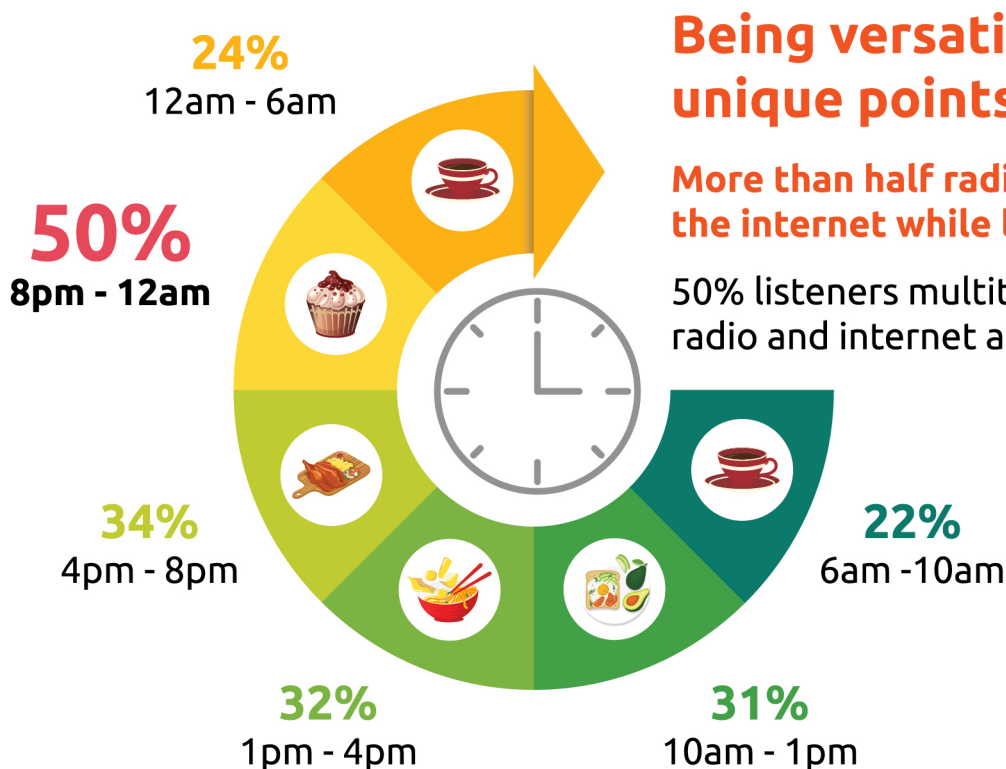
**Nearly 2 in 5** listeners say that radio is the place to get information about **education**

**Almost 2 in 5** listeners say that radio is the place to get information about **beauty / cosmetic**

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## Being versatile is one of radio's unique points of differences

More than half radio listeners are browsing the internet while listening to radio.

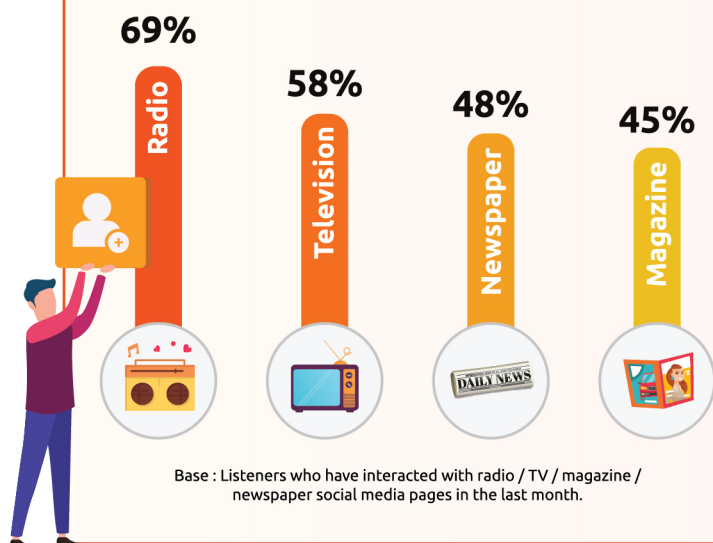
50% listeners multitasking between radio and internet at 8pm - 12am.



Base : Listeners who are browsing the internet while listening to radio

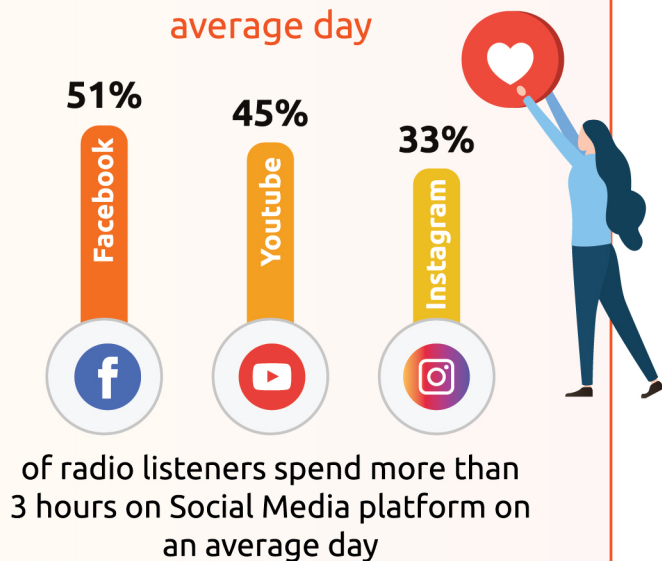
## Radio has the highest social media engagement

69% of people read or interacted with ( liked / followed / commented / shared ) a radio station's / show's / presenter's social media pages in comparison to other mediums



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

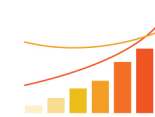
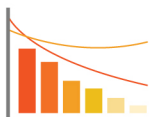
Radio listeners are active on social media platform with more than half radio listeners spend more than 3 hours on Facebook on an average day



of radio listeners spend more than 3 hours on Social Media platform on an average day

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agree that radio advertising makes the brands advertised more appealing

## What people say about Radio Advertising?

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



agree that radio advertising increases their trust in the advertised brands



agree that advertising on radio makes a brand seem more authentic



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



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

## Consumer Journey from Radio to Internet



agree that hearing things on the radio will **remind them to look up something** when they are using the internet



agree that radio ads have **prompted them to search** for something on the internet



agree that while listening to radio, they **search on the internet for products** they heard advertised on radio



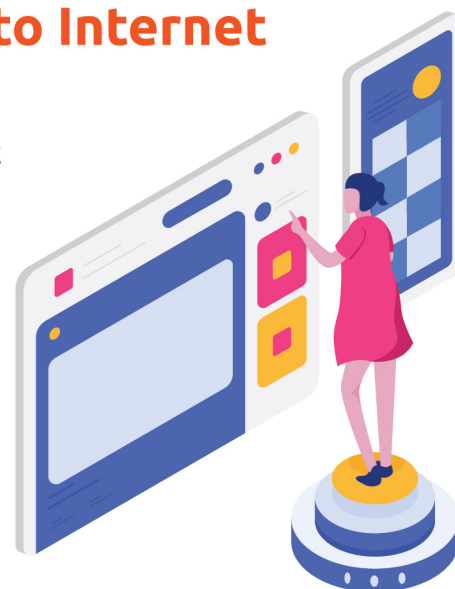
agree that as a result of hearing radio advertisement, they occasionally **considered buying the advertised product or service**



agree that while listening to radio, they **search on the internet for more information** on the topic / discussion brought up by radio DJs



agree that as a result of hearing radio advertisement, they from time to time **talked to others about what they heard from the radio** (in person, phone, online)



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

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