Malaysians listen to radio wherever they go

Malaysians listen to an average of 3 stations per week.

The main reasons of listening to radio

- To hear songs that I already know and enjoy: 88%
- To discover new songs which I have not heard of: 55%
- To get the current news updates: 45%

The average hours spent in a week on

- Radio/Social Media: 11 hours
- Internet: 9 hours
- Pay TV: 8 hours

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.
67% of the audiences find that advertisements on the radio are memorable.

The feel and impression of radio advertising

- 81% Radio advertising makes the brands advertised more appealing.
- 73% Radio advertising increases my trust in the advertised brands.
- 70% Advertising on radio makes a brand seem more authentic.
- 68% Radio advertising makes me feel more loyal to the brands advertised.
- 65% I trust a brand more if it is endorsed by my favourite radio presenter.

After hearing advertising on radio,

- 33% People are made aware of a new brand/product.
- 33% People are prompted to search/research for a product or brand.
- 25% People consider buying the advertised product or service.
- 24% People visited the advertiser’s website.
- 24% People visited the advertiser’s store.

Radio has the highest social media engagement!

- 48% of the people read or interact with (liked/followed/commented/shared) a radio station’s/show’s/presenter’s social media page in comparison to other mediums.
- 30% of the people read or interact (comment/share) with a radio station’s/show’s/presenter’s social media page at a frequency of several times a week.

Just thinking about radio,

- 41% watched video content on radio station’s/show’s/presenter’s Facebook page/Instagram/YouTube.
- 33% liked/followed a radio station/show/presenter on Facebook.
- 26% visited/read a radio station/show/presenter’s Facebook page.

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.
RAM 2017 Wave 2

About the study:
The Radio Audience Measurement (RAM) survey which was conducted over six weeks from the 16th July 2017 till 26th August 2017 sampled 6,000 unique individuals aged 10 years and above. GfK utilised 4,800 paper diaries and 1,200 e-diaries that provided valuable insights into the strength and scope of radio listening across the country.

Conducted over six weeks from the 16th July 2017 till 26th August 2017.

Sampled 6,000 unique individuals aged 10 years and above.

Reach Audience & TSL (Base of 20.6 mil)

<table>
<thead>
<tr>
<th></th>
<th>W1’17</th>
<th>W2’17</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSL (hr:min)</td>
<td>14.08</td>
<td>14.30</td>
</tr>
<tr>
<td>Reach Audience</td>
<td>97.2%</td>
<td>95.7%</td>
</tr>
</tbody>
</table>

Prime time windows (reach with aged 10+)

**Breakfast Shows**
Monday to Friday, 6:00AM – 10:00AM

<table>
<thead>
<tr>
<th>Age</th>
<th>10-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>*million people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.5*</td>
<td>3.0*</td>
<td>2.8*</td>
<td>2.1*</td>
<td></td>
</tr>
</tbody>
</table>

**Drive Time shows**
Monday to Friday, 4:00PM – 8:00PM

<table>
<thead>
<tr>
<th>Age</th>
<th>10-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>*million people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.9*</td>
<td>3.1*</td>
<td>2.8*</td>
<td>2.2*</td>
<td></td>
</tr>
</tbody>
</table>

**Night Shows**
Monday to Friday, 8:00PM – 12:00 midnight

<table>
<thead>
<tr>
<th>Age</th>
<th>10-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>*million people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.9*</td>
<td>2.2*</td>
<td>1.7*</td>
<td>1.1*</td>
<td></td>
</tr>
</tbody>
</table>

Medium to listen to radio (reach with aged 10+)

<table>
<thead>
<tr>
<th>Medium</th>
<th>Reach (Wave 2)</th>
<th>Reach (Wave 1)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/Other Transport Radio</td>
<td>16.4 million</td>
<td>15.4 million</td>
<td>+6.3%</td>
</tr>
<tr>
<td>Home Radio</td>
<td>12.6 million</td>
<td>12.0 million</td>
<td>+4.9%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>4.7 million</td>
<td>4.7 million</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>2.1 million</td>
<td>3.3 million</td>
<td>-38%</td>
</tr>
</tbody>
</table>

TV

-38%

13.7 million people

14.1 million people

8.5 million people