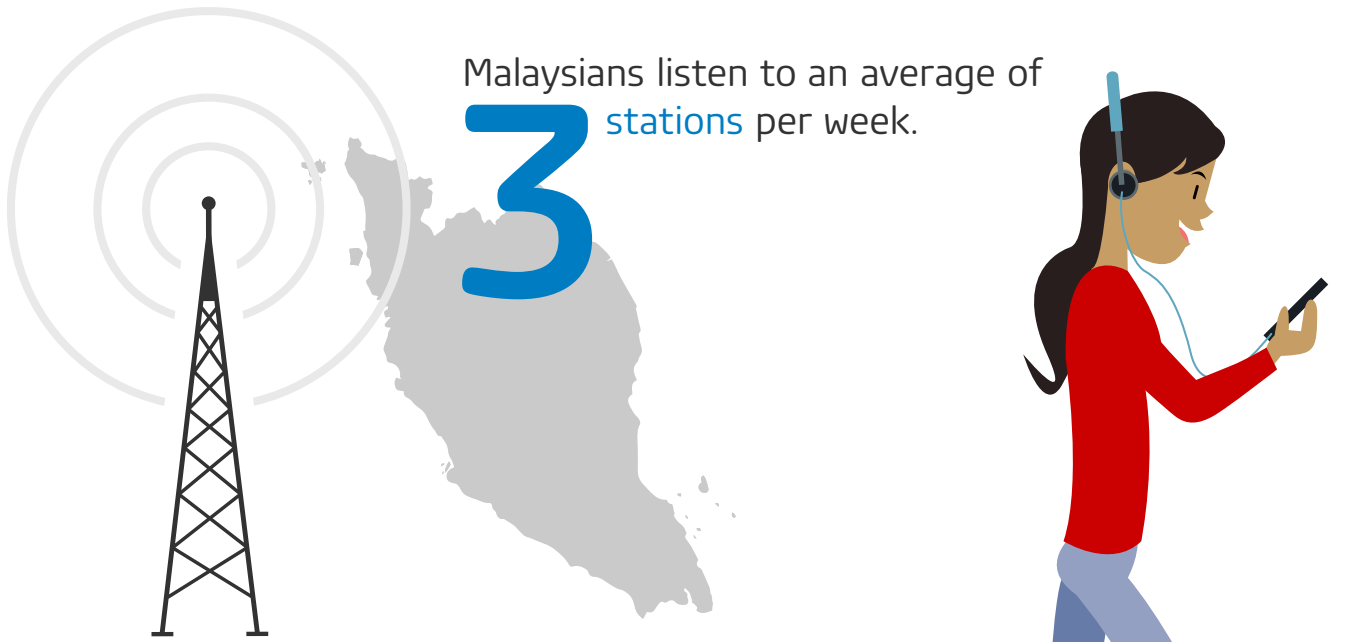
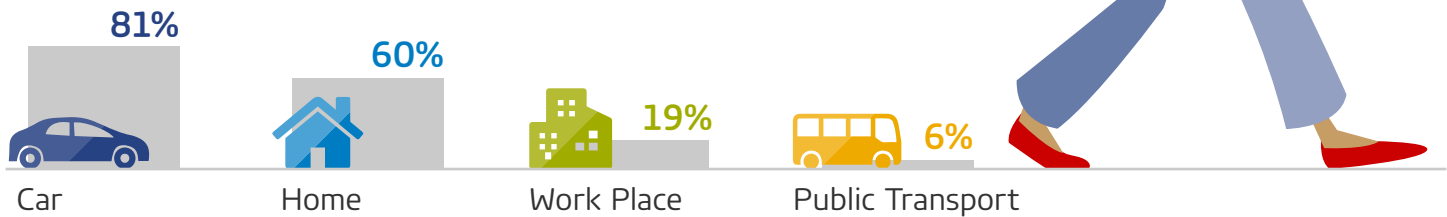


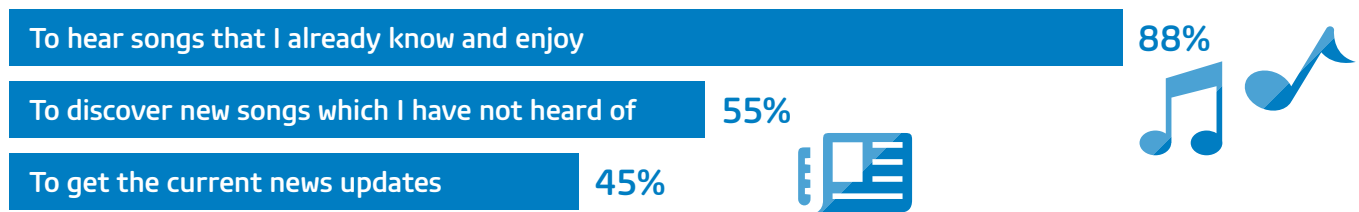
Radio Listening Trends in Malaysia



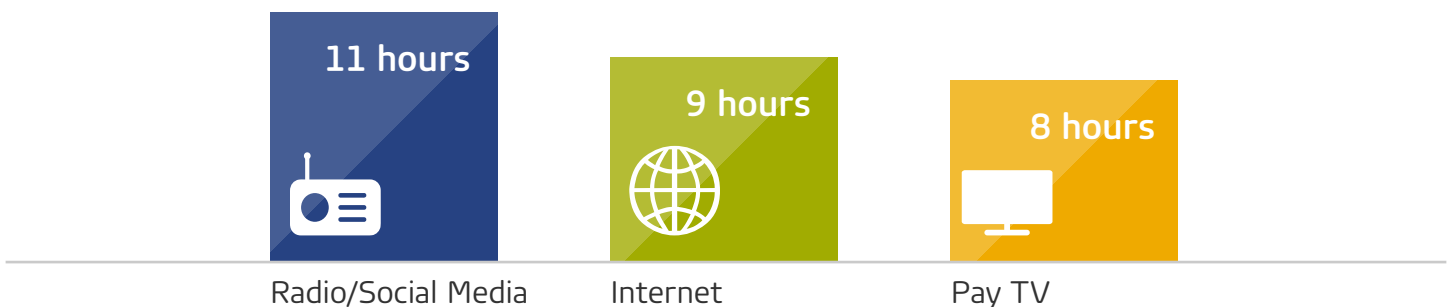
Malaysian listen to radio wherever they go



The main reasons of listening to radio

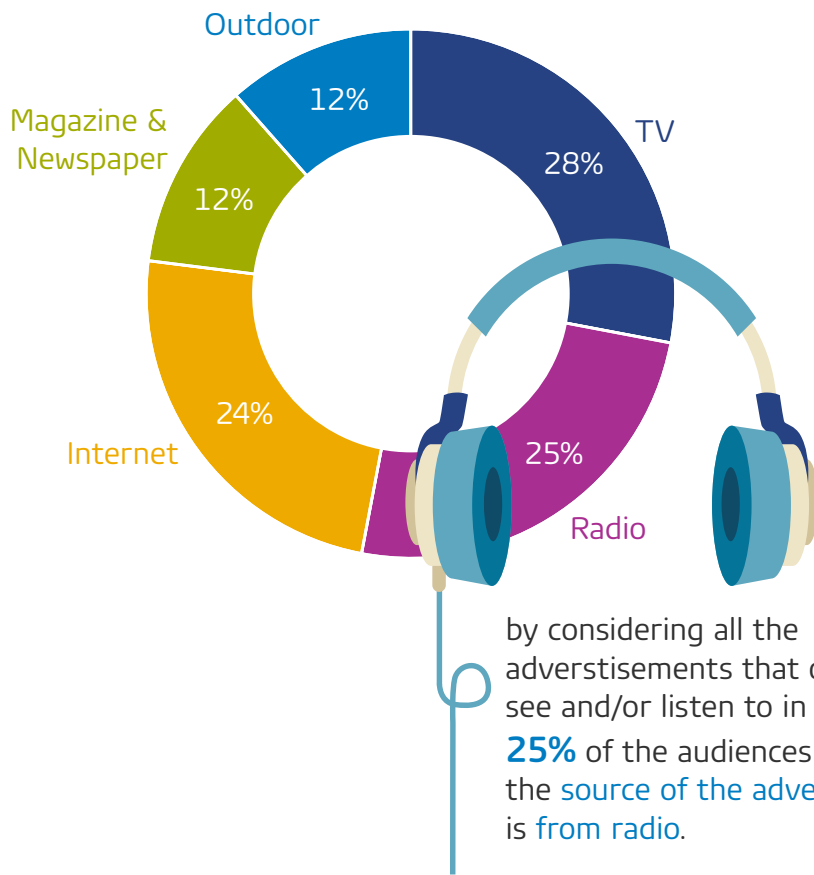
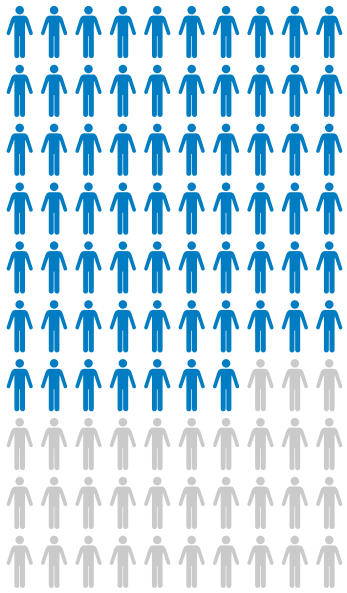


The average hours spent in a week on



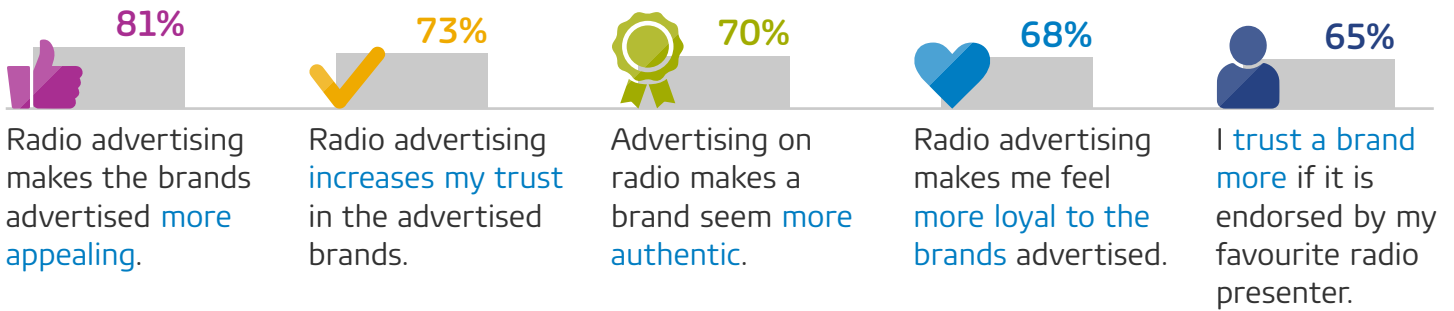
Advertisement Awareness & Social Media

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

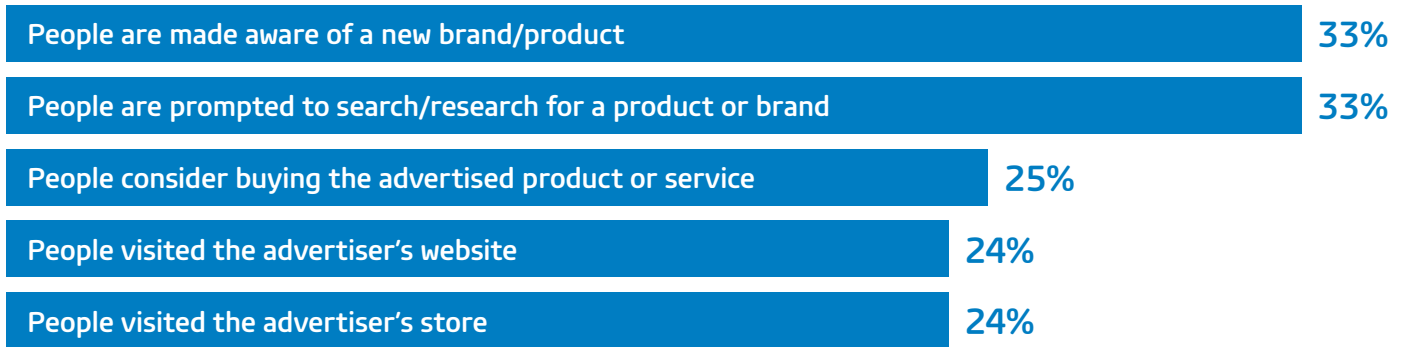


by considering all the advertisements that one could see and/or listen to in a day, **25%** of the audiences said that the source of the advertisements is from radio.

The feel and impression of radio advertising

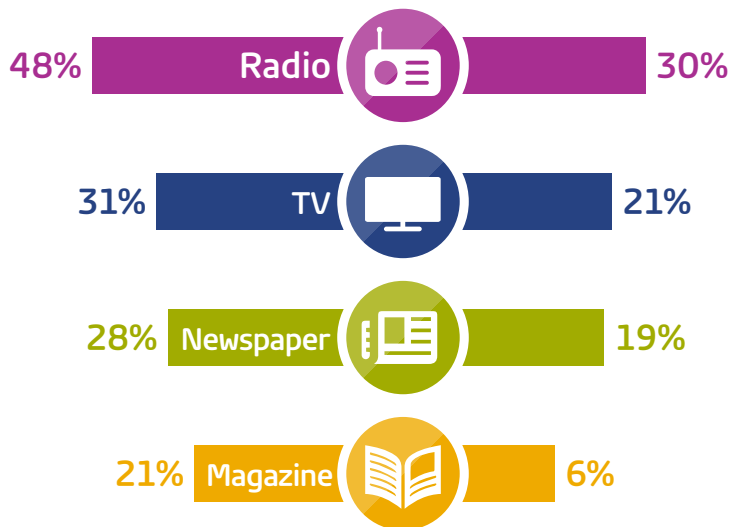


After hearing advertising on radio,



Radio has the highest social media engagement!

48% of the people read or interacted with (liked/retweeted/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,

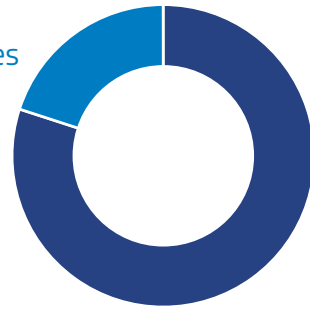




Conducted over six weeks from the 16th July 2017 till 26th August 2017.

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

1,200 e-diaries



4,800 paper diaries

Reach Audience & TSL (Base of 20.6 mil)

	W1'17	W2'17
TSL (hr:min)	14.08	14.30
Reach Audience	97.2%	95.7%

Prime time windows (reach with aged 10+)



Breakfast Shows

Monday to Friday, 6:00AM – 10:00AM

Drive Time shows

Monday to Friday, 4:00PM – 8:00PM

Night Shows

Monday to Friday, 8:00PM – 12:00 midnight

Age

10-19

2.5*

2.9*

1.9*

20-29

3.0*

3.1*

2.2*

30-39

2.8*

2.8*

1.7*

40-49

2.1*

2.2*

1.1*

*million people

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



Car/Other Transport Radio

+6.3%

16.4 million people (Wave 2) vs 15.4 million people (Wave 1)



Home Radio

+4.9%

12.6 million people (Wave 2) vs 12.0 million people (Wave 1)



Smartphone

-0.3%

4.7 million people (Wave 2 & 1)



TV

-38%

2.1 million people (Wave 2) vs 3.3 million people (Wave 1)

