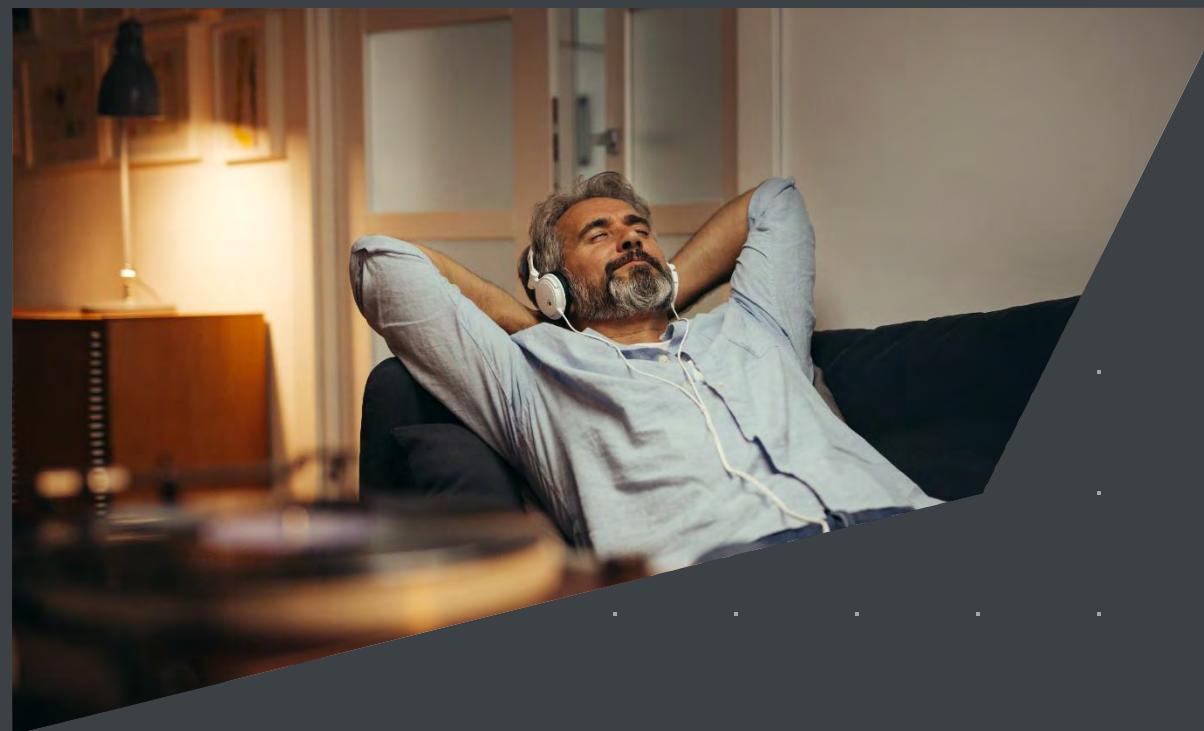


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# Captivating Culture: Radio's Role in Malaysians' Daily Life

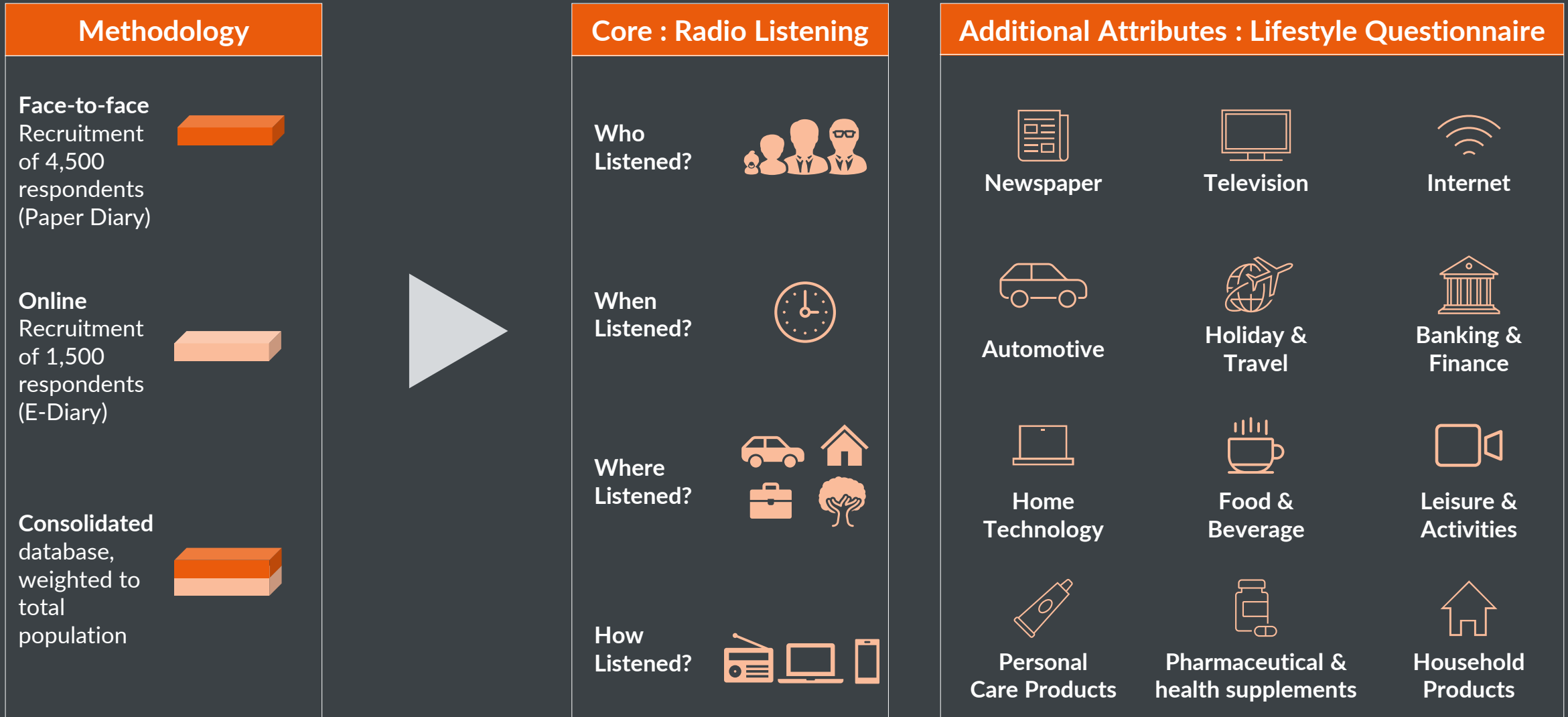
**June Pang**  
Regional Senior Manager, Media Measurement  
[June.pang@gfk.com](mailto:June.pang@gfk.com)



# GfK Radio Audience Measurement (RAM)



Sample size = 12,000 individuals per year/6,000 individuals per wave among people 10+



# Radio remained strong in Malaysia

21.4million of people 10+ continues to listen to radio weekly

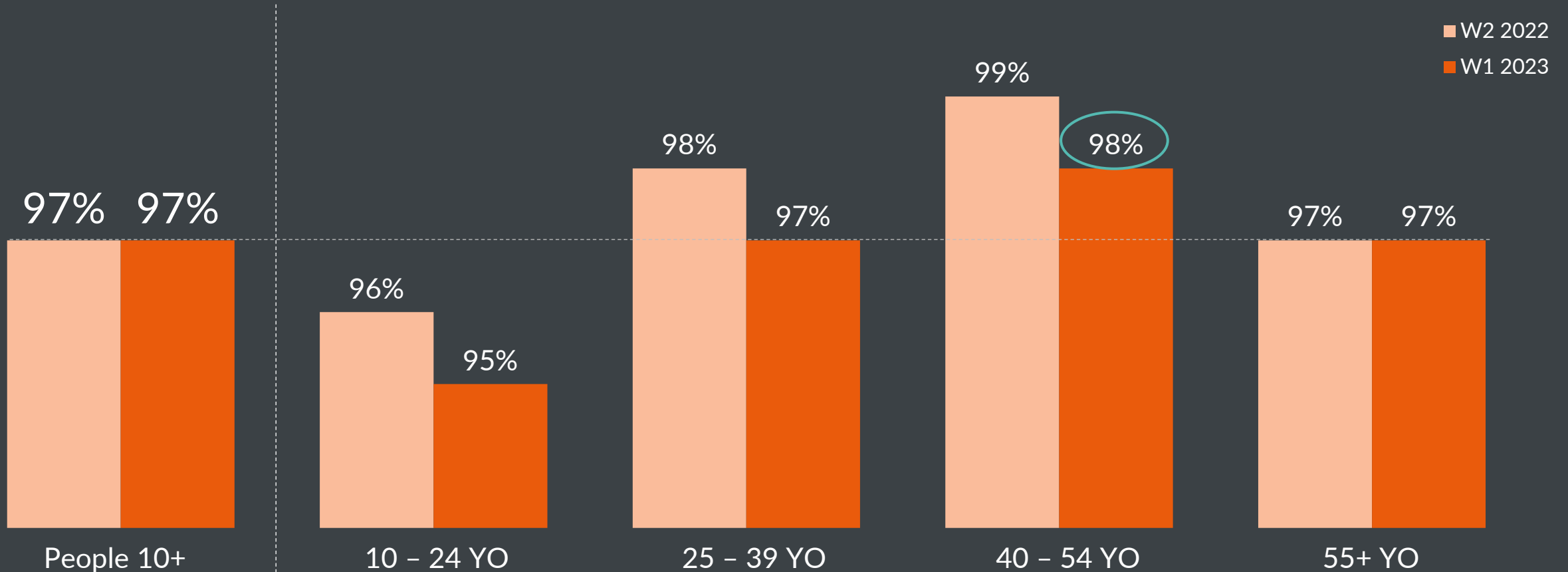


Radio reached  
**97%**  
of people 10+ in  
Peninsular  
Malaysia weekly

# Trend in Radio Listenership



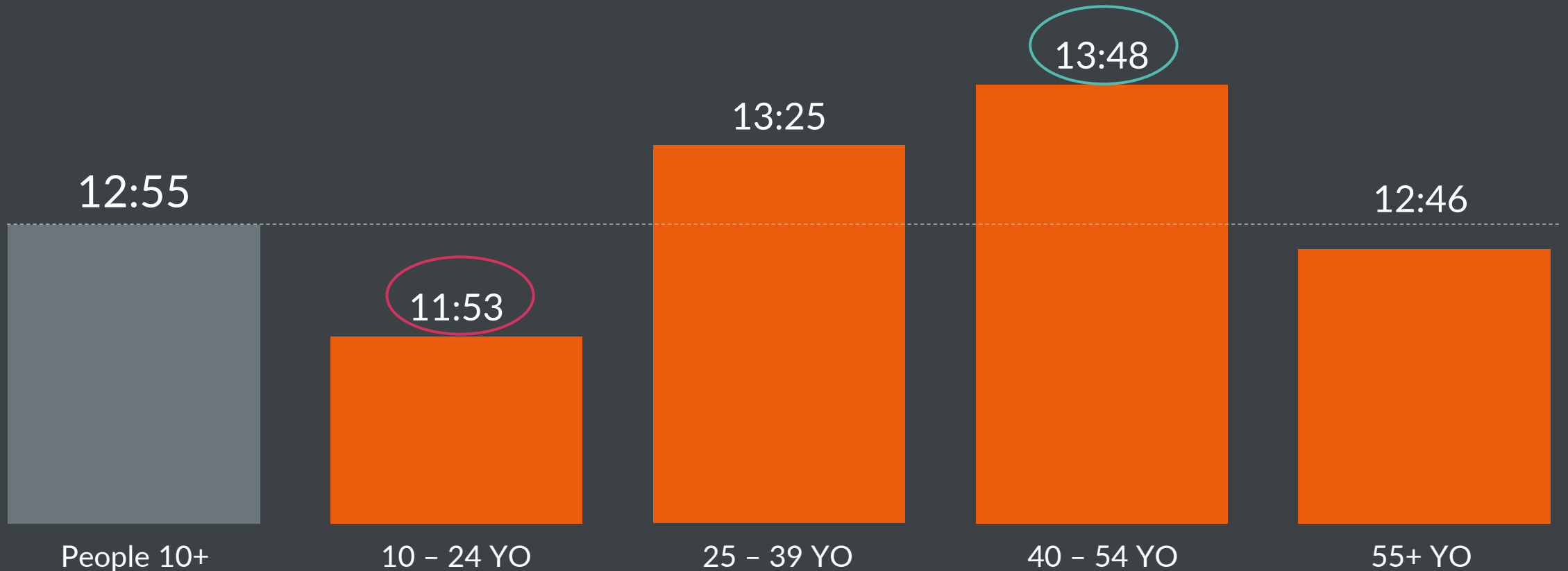
Weekly radio listeners across age groups in the past 2 waves



# Listeners tune in to radio with an average listening time of 12 hours and 55 minutes in a week



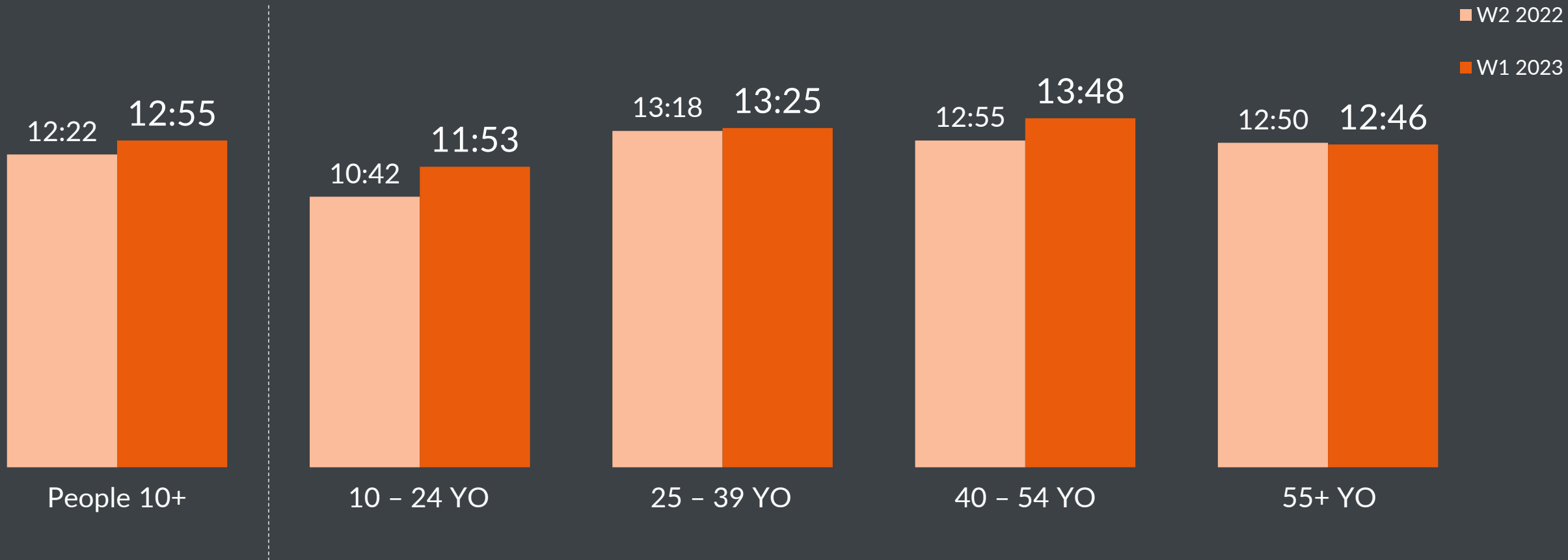
Weekly time spent listening across age groups (in hours and minutes)



# Trend in Radio Time Spent Listening



Weekly time spent listening across age groups in the past 2 waves (in hours and minutes)



# Radio listeners' profile

Share % based on total radio cume

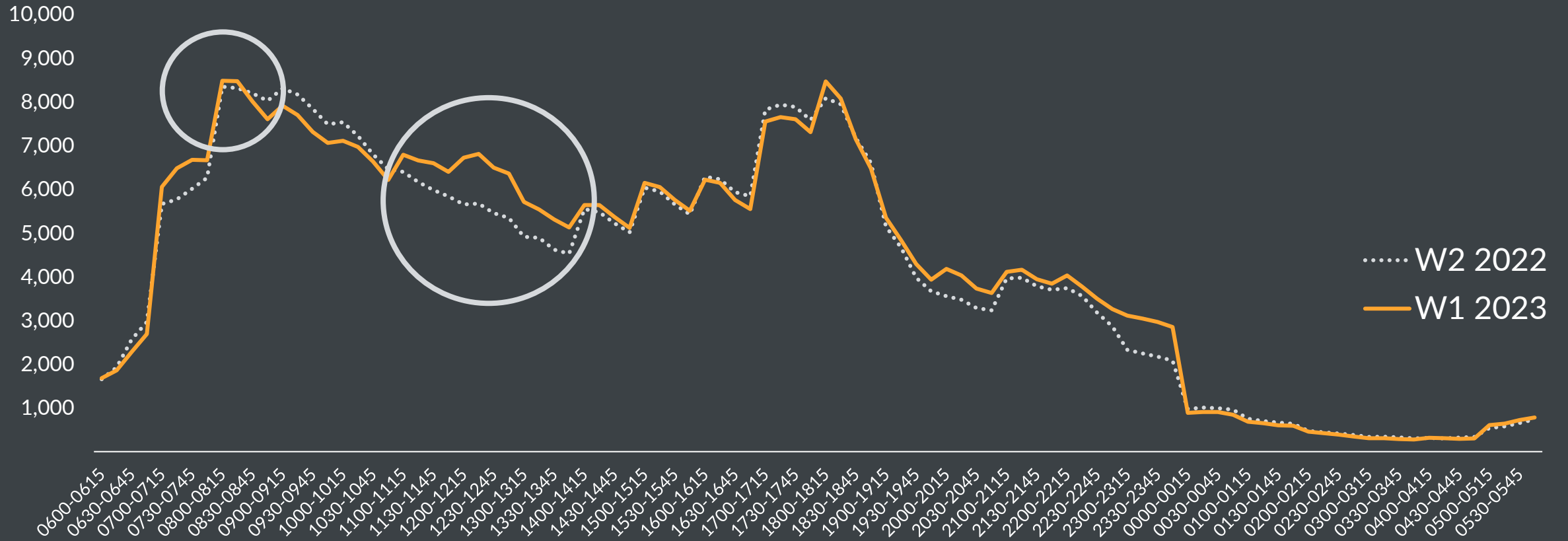


Base : Radio listeners in a week

# Weekday listeners reach their highest peak at 8am, with 8.5million tuning in



(# of listeners in 000s)



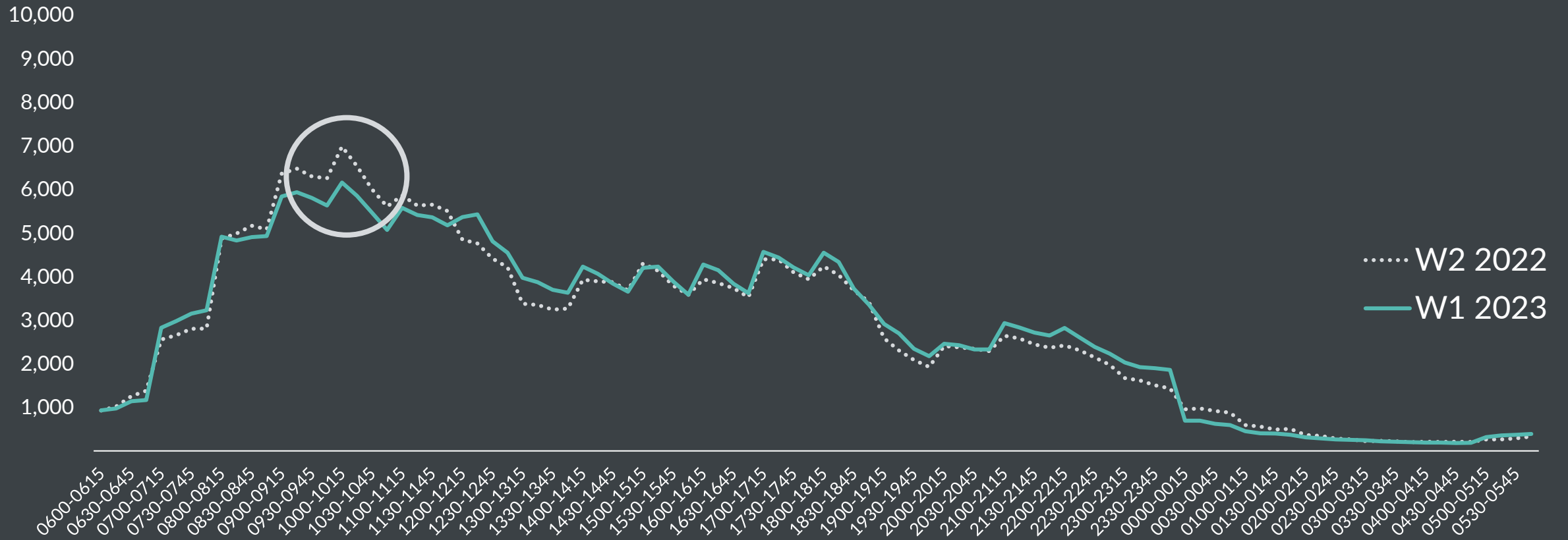
Base : All People 10+ in Peninsular Malaysia



# Weekend listeners reach their highest peak at 10am, with 6.2 million tuning in



(# of listeners in 000s)

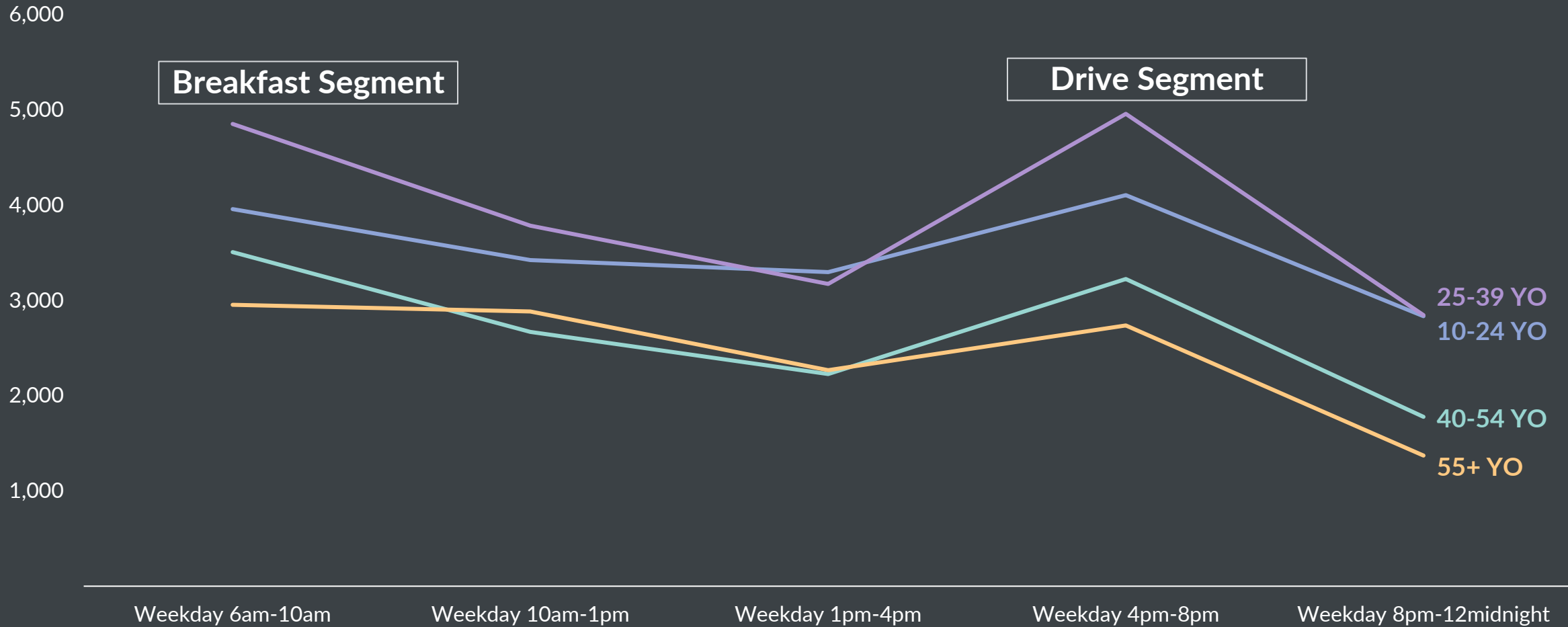


Base : All People 10+ in Peninsular Malaysia

# The peak point occurs during the weekday breakfast and drive segment, attracting the most listeners



(# of listeners in 000s)

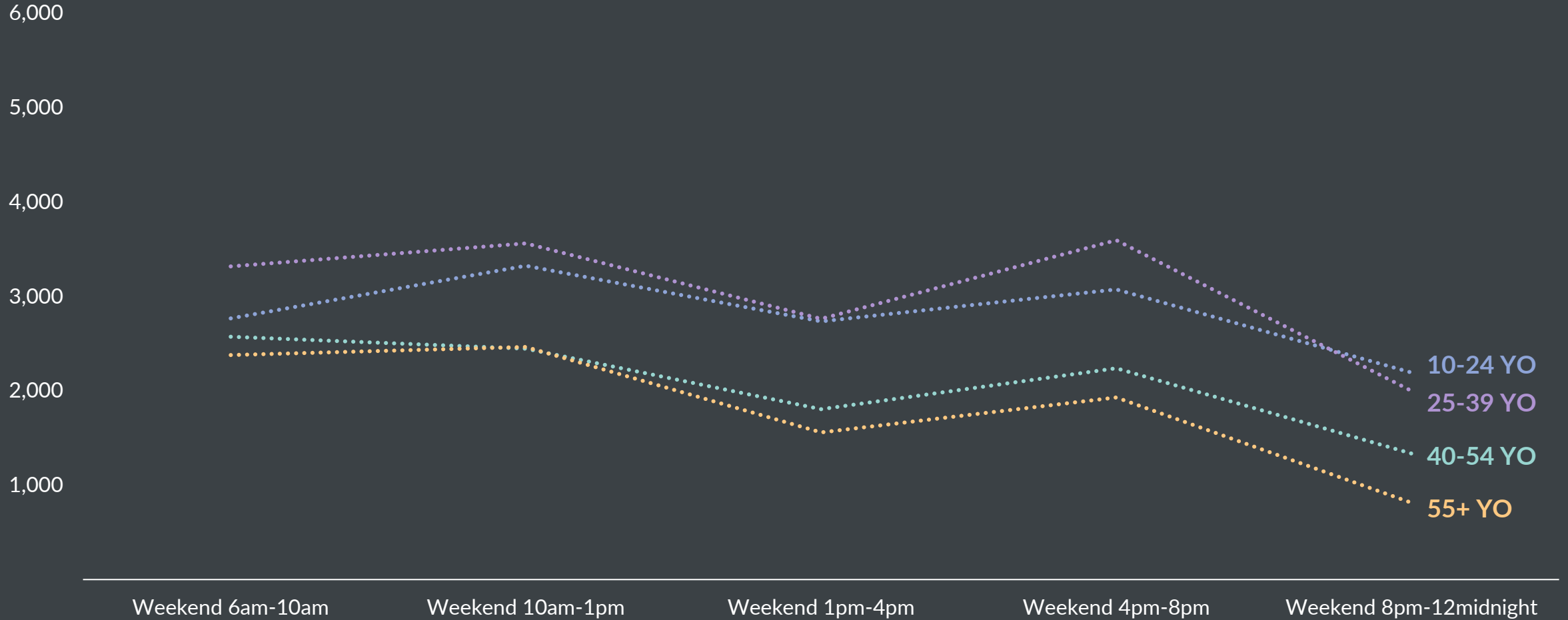


Base : All People 10+ in Peninsular Malaysia

# Listeners across different age groups continue tuning in at various times throughout the weekend



(# of listeners in 000s)



Base : All People 10+ in Peninsular Malaysia

# Trend in radio listenership across different locations



■ W1 2023 ■ W2 2022

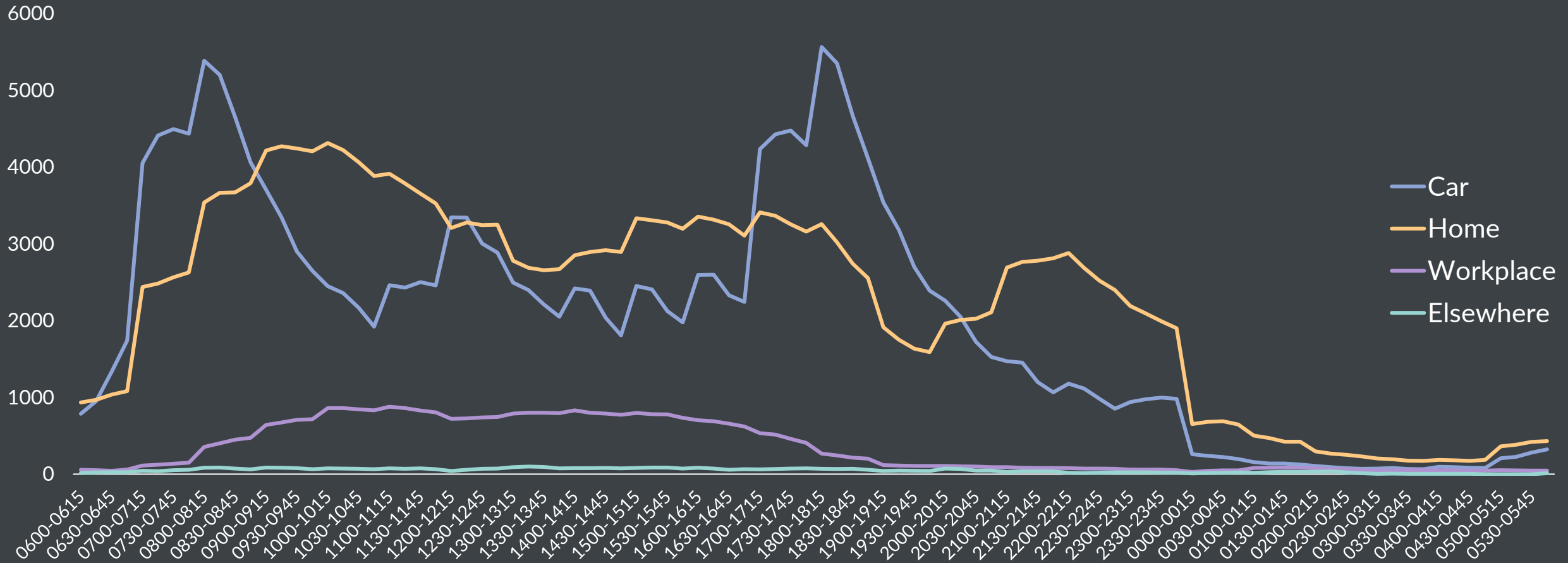


Base : All People 10+ in Peninsular Malaysia

# The portability of radio allows listeners to tune in anywhere at any time of the day

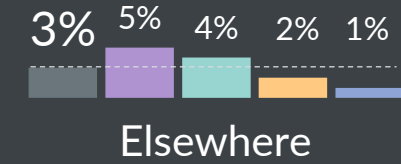
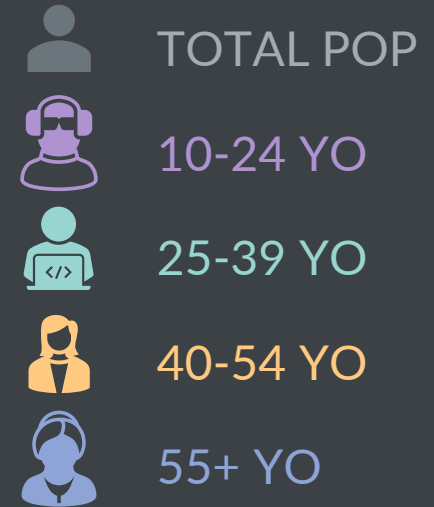
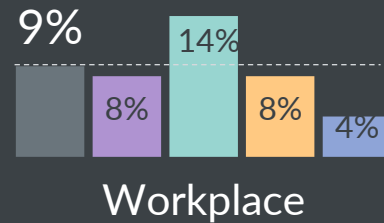
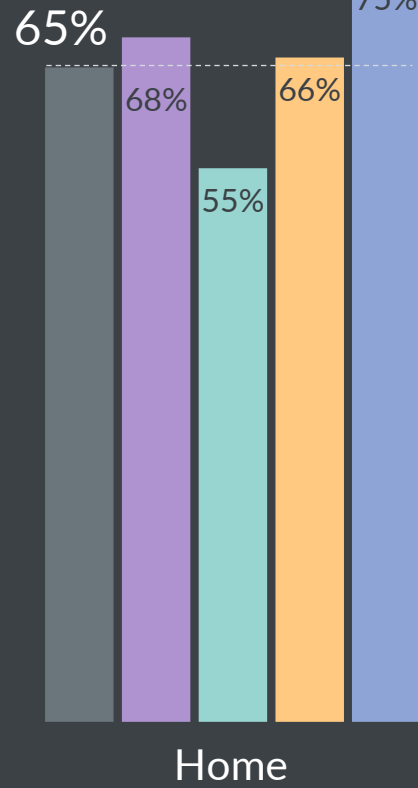
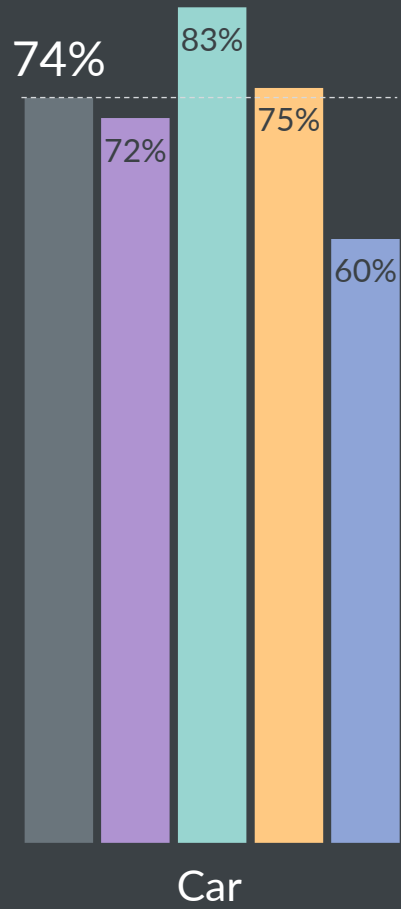


(# of listeners in 000s during Weekday)



Base : All People 10+ in Peninsular Malaysia

# Exploring popular listening choices between home and car across different age groups



Base : All People 10+ in Peninsular Malaysia

# The versatility of radio offerings across multiple devices



**92%**

19.7 million listen to radio through FM radio set



**20%**

4.2 million listen to radio through \*television



**17%**

3.7 million listen to radio through mobile phone



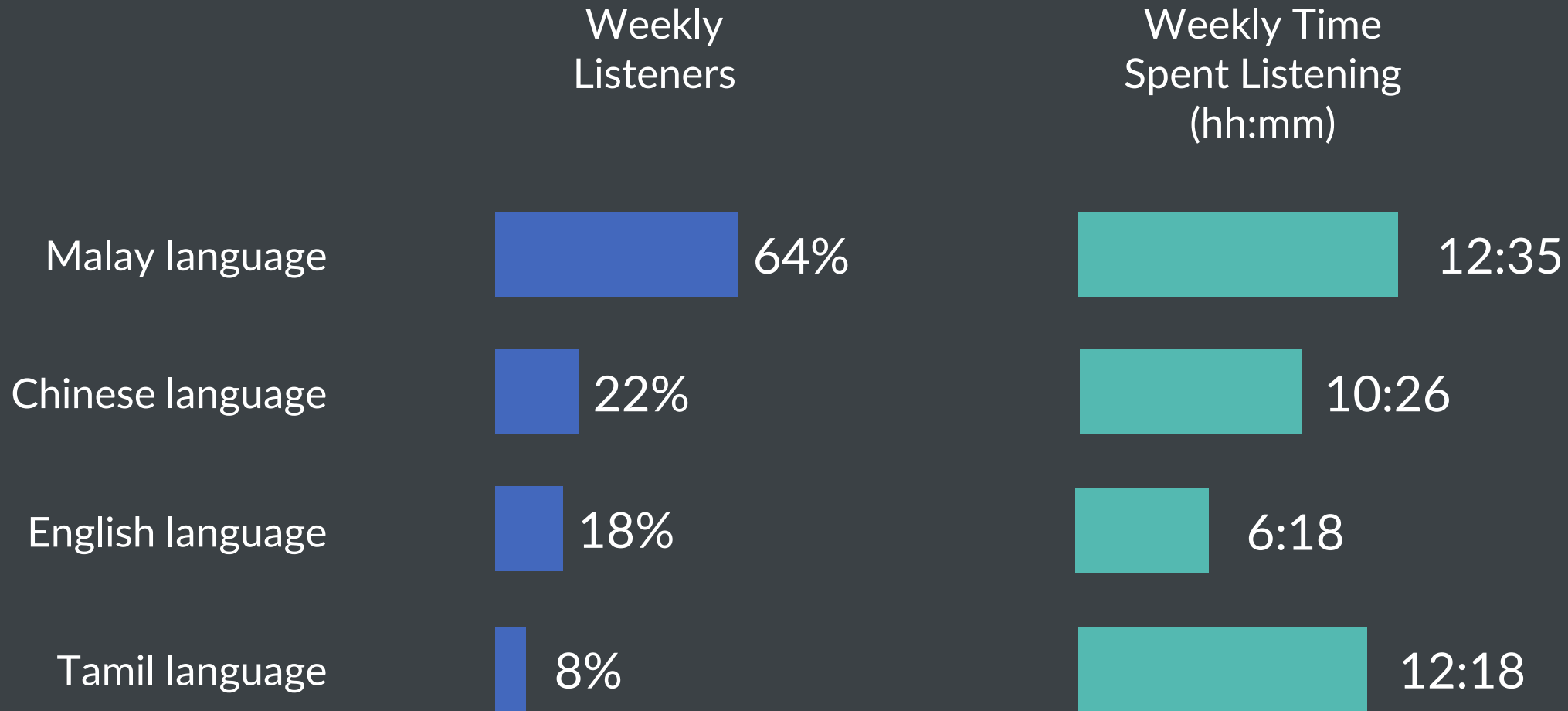
**4%**

914k listen to radio through PC/Tablet

\*Television includes listening via decoders (Astro/MyTV/HyppTV/IPTV/others) which are connected to the TV plus listening via smart-TV

Base : Radio listeners in a week

# The richness of different languages in radio stations tailored to local preferences



Base : All People 10+ in Peninsular Malaysia



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# The Significance of Radio in the Modern Age

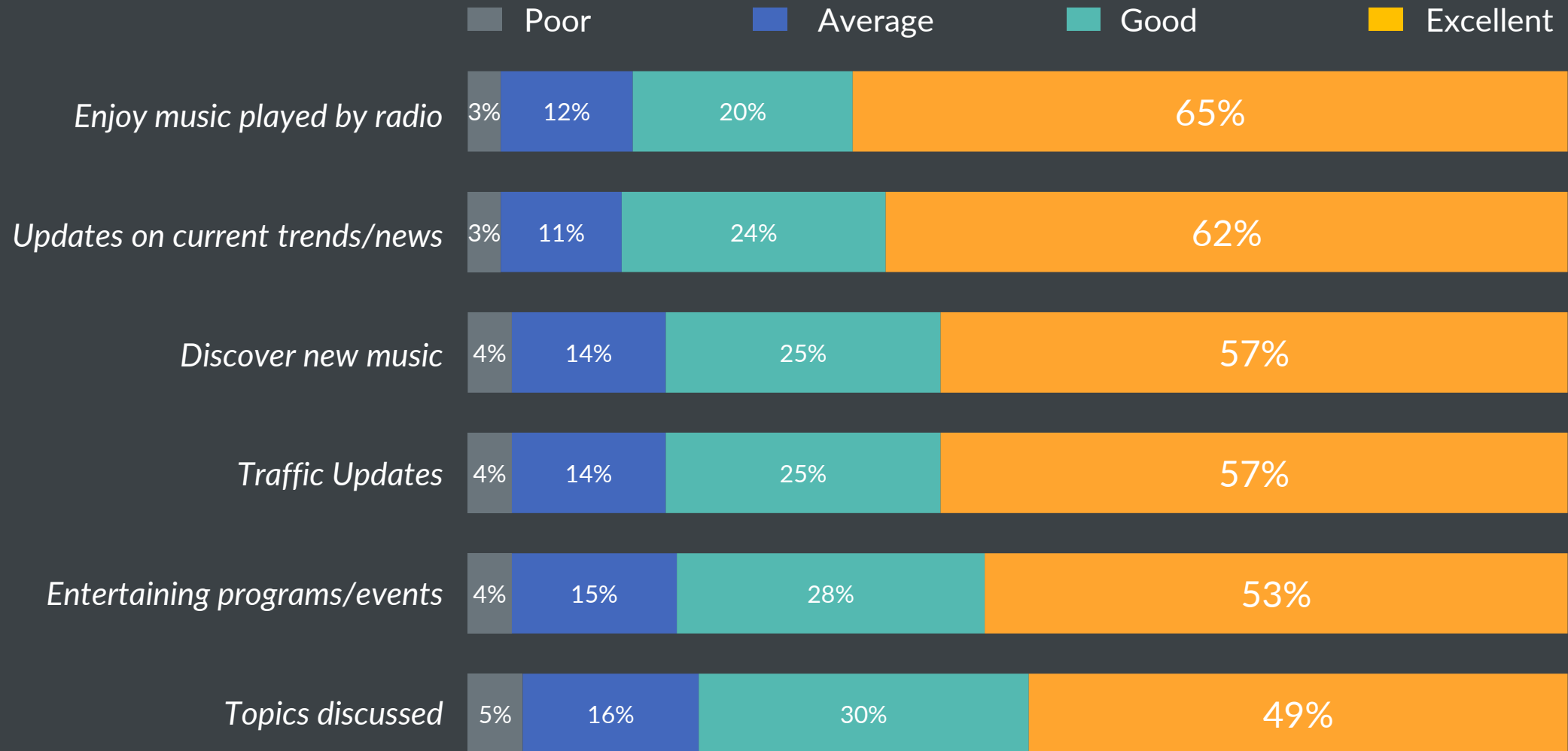


# The Appeal of Radio's Features from a Listener's Perspective



Q : We would like to ask about your **perception** towards the **features** that radio is able to offer to listeners.

Please provide your perception for each feature based on the **rating scale from 1 (Poor) to 10 (Excellent)**



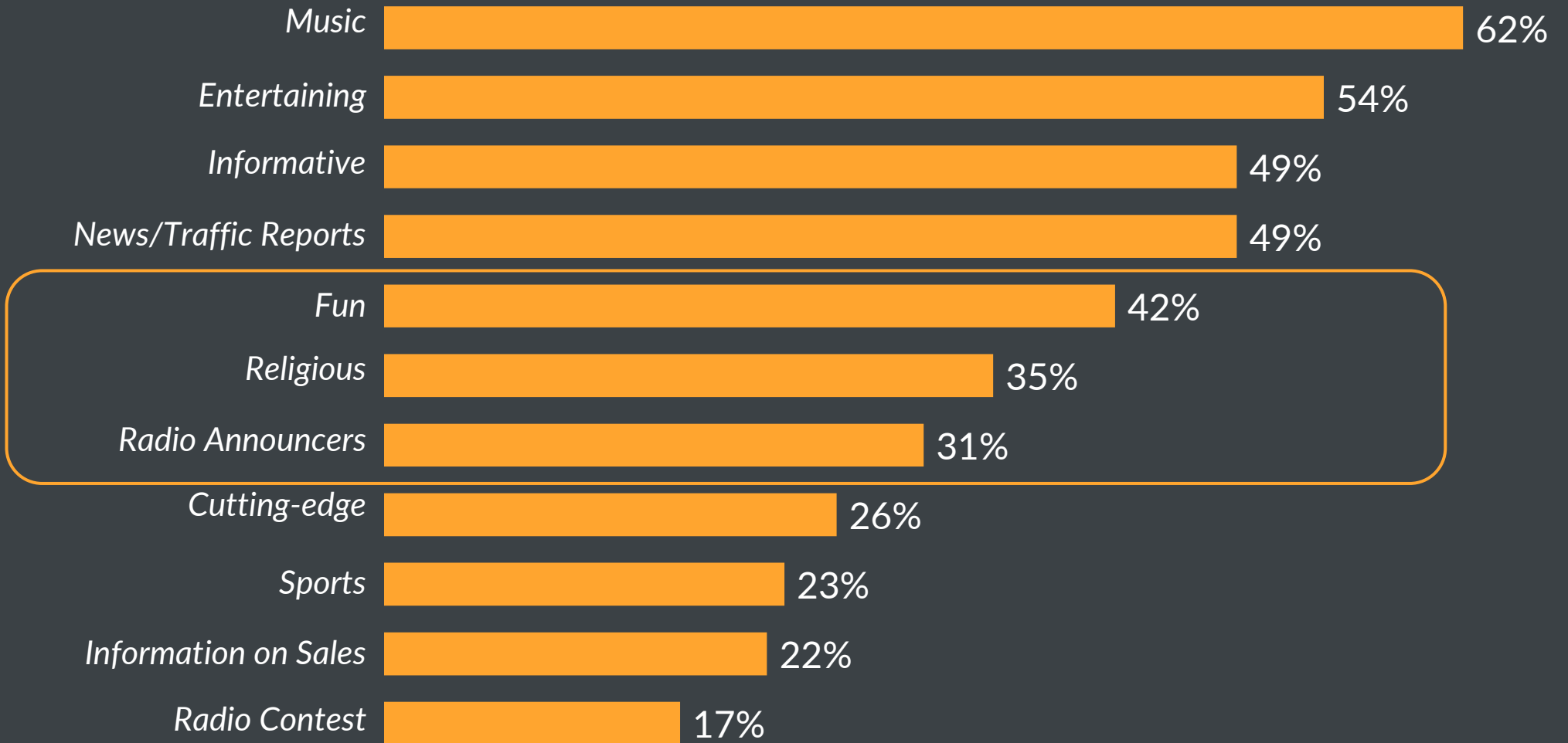
Source : GfK Radio Insights Survey 1, 2023

n=1,200 among 15 to 49 years old

# Importance of radio station's features

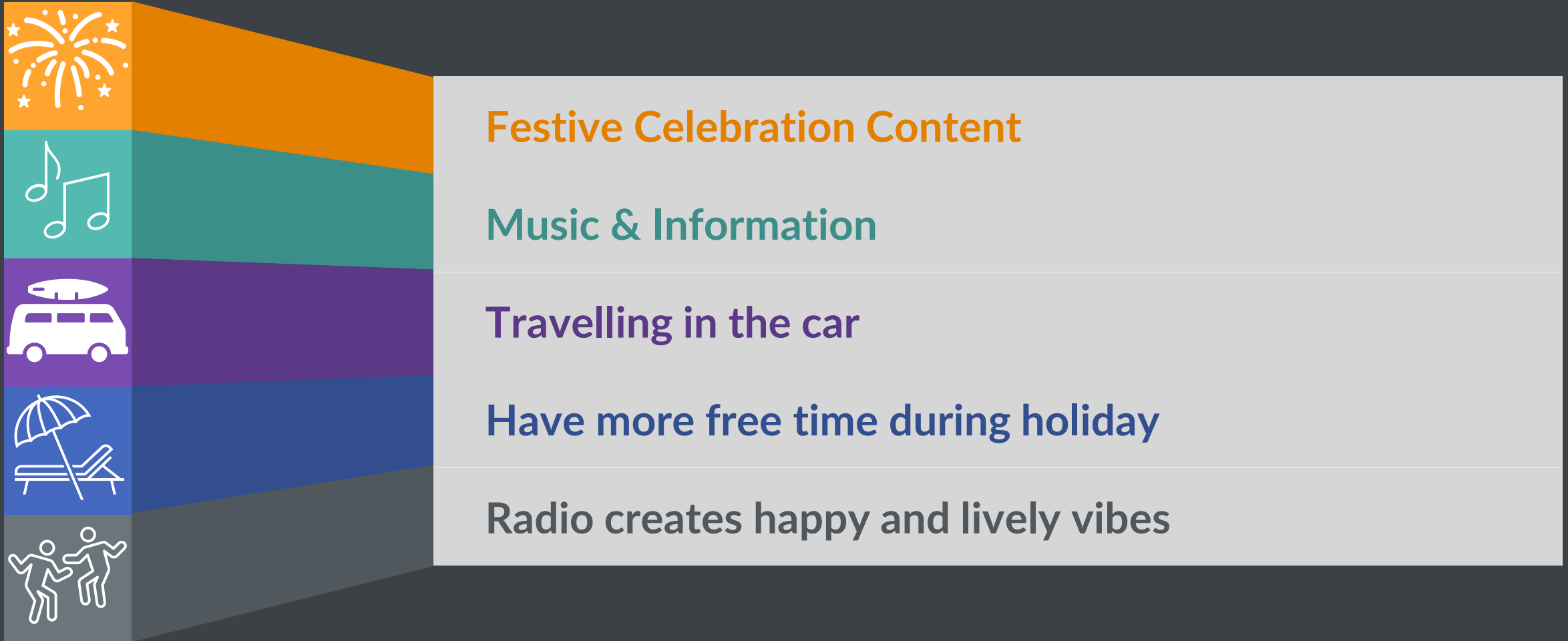


Rated as **very important** by respondents when choosing a radio station to listen to



Source : GfK Radio Insights Survey 1, 2023  
n=1,200 among 15 to 49 years old

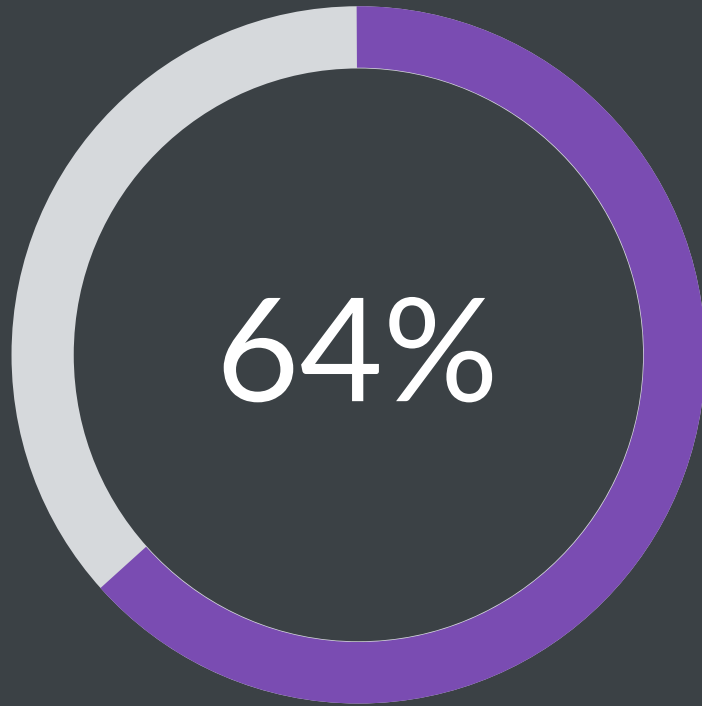
# Top 5 reasons respondents are listening to radio **More** during the festive/holiday weeks



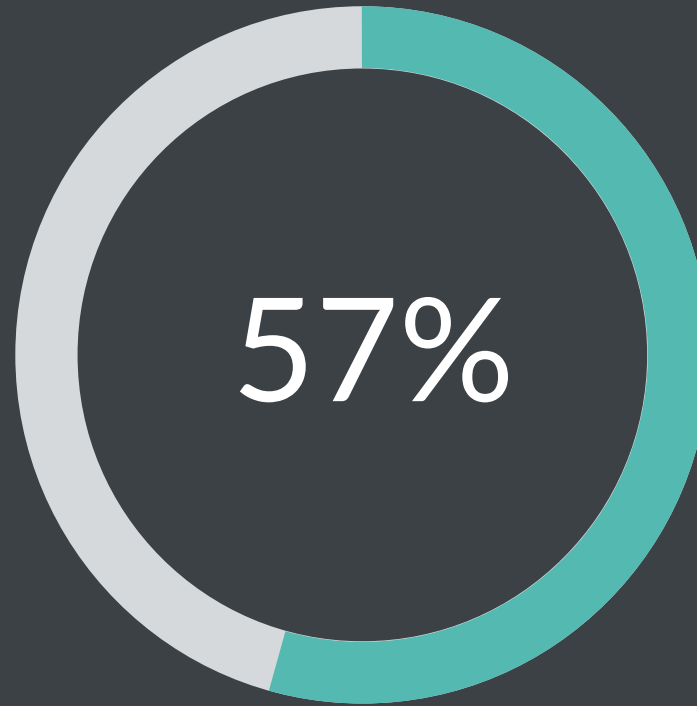
# The Radio Station Social Media Engagement



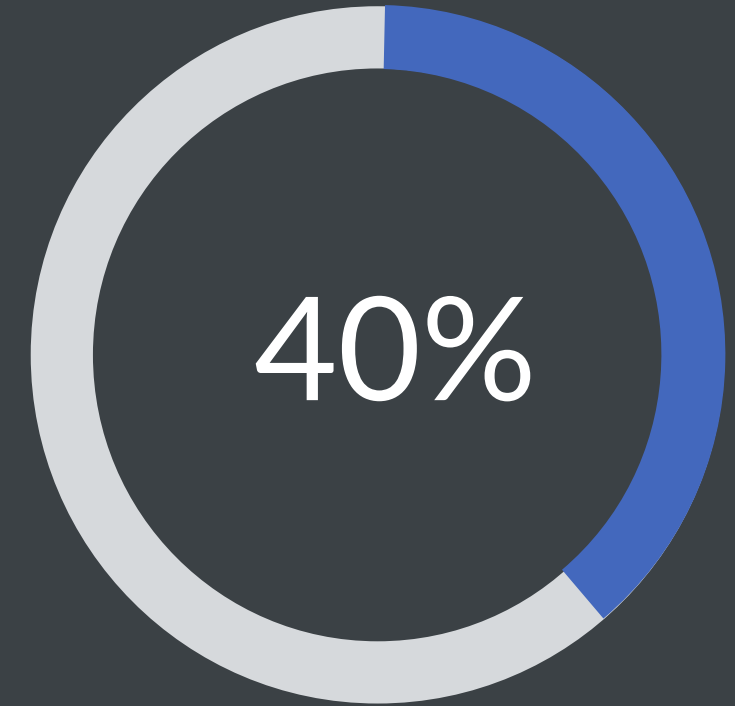
**Close to 4 in 5 respondents** interact on radio station's/announcer's social media page  
More or The Same during the festive/holiday weeks



To see the videos/photos posted by radio station/announcer



To read/comment about music or celebrities' news



To share photos/personal experiences

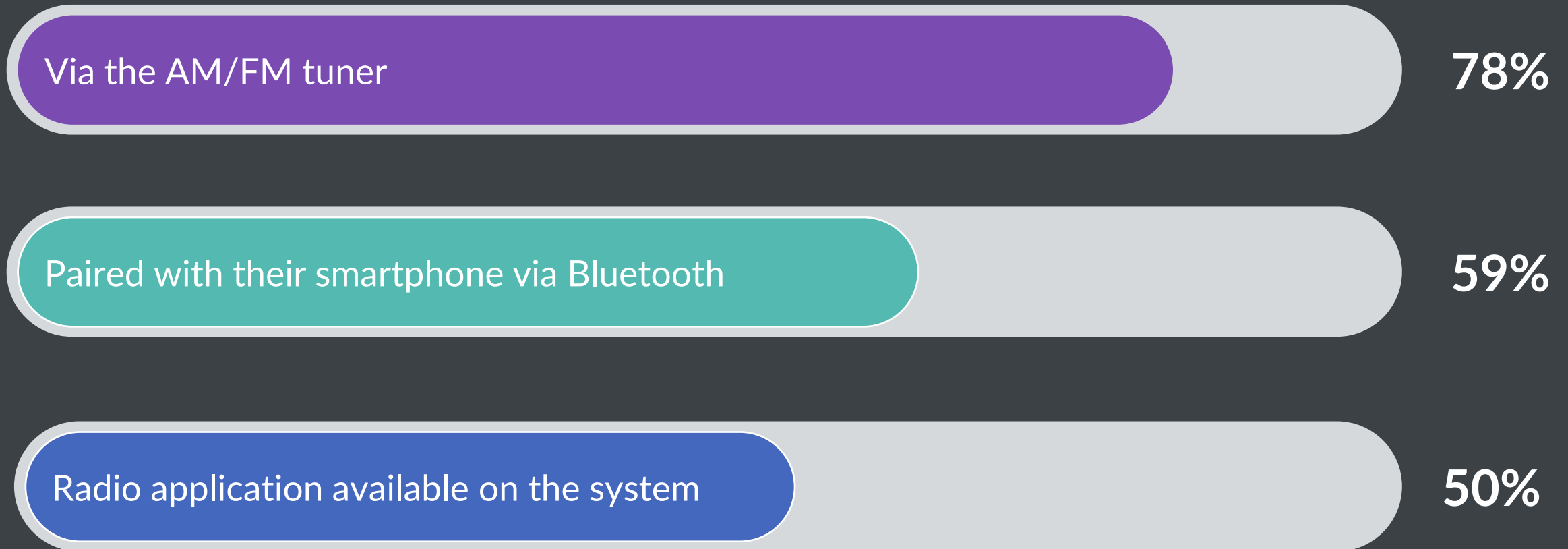
Source : GfK Radio Insights Survey 1, 2023  
n=1,200 among 15 to 49 years old

# Enhanced in-car radio experience via the in-vehicle infotainment system



**71% of the respondents' vehicle** are equipped with an in-vehicle infotainment system

Method used to connect with the Radio:



Source : GfK Radio Insights Survey 1, 2023

n=1,200 among 15 to 49 years old

# Summary



Radio has proven to be a medium that is constantly evolving and adapting to changing conditions



## Radio remained strong in Malaysia

Life has somewhat reached a sense of pre-pandemic normalcy again. Throughout the entire country, there's been a rise in radio listening since the economy fully-reopened.

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## In-car radio consumption has rebounded to its state before the COVID-19 pandemic

74% of individuals aged 10+ are listening radio in car. Among these, the age group of 25 - 39 shows the highest reach in terms of the number of car listeners.

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## Radio, an ever-evolving media

Local coverage, entertaining programs, mobility, and its ability to foster engagement in the community are some of the reasons why radio will continue to play an important role to Malaysians' daily lives.

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Thank you