



# GfK Radio Insights

## Festive Season (Hari Raya)

### Q RADIO'S PRESENCE REMAINS STRONG DURING FESTIVE SEASON



97% of average weekly Radio Listeners continue to listen during the festive week (ie Hari Raya)/holiday weeks.

Main reasons for listeners tuning in **MORE to the Radio** during the festive week (ie Hari Raya)/holiday weeks:



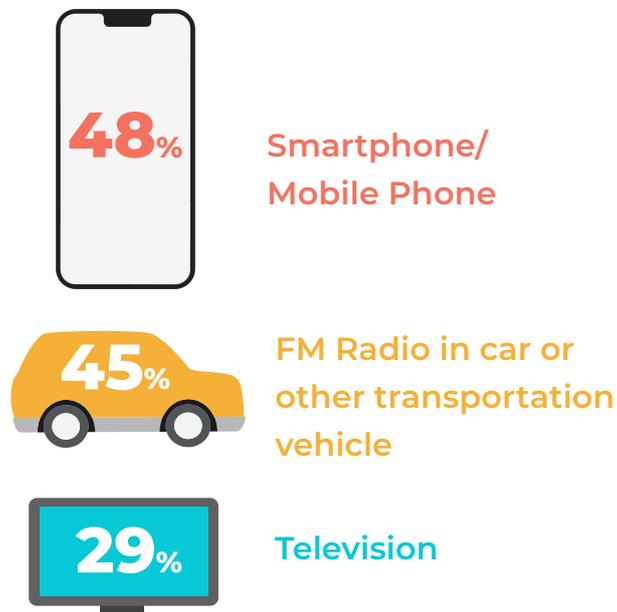
### Top 3 DEVICES

used for listening to **Radio MORE** during the festive week (ie Hari Raya)/holiday weeks.

*Listeners can access radio across various types of devices.*

**78%** of car owners are equipped with an in-vehicle infotainment system.

**3 most popular methods of radio listening are:**





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Radio delivers engaging content that attracts listeners to tune in throughout the festive season

Respondents have rated the features below offered by Radio as excellent:

## ENTERTAINING

Enjoy the music played on the radio

65%

Discover music I have not heard before

57%

## INFORMATIVE

Updates on current trends/news/issues

60%

Traffic updates

55%

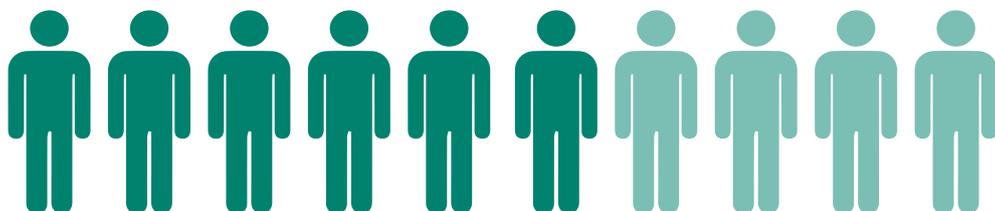
## CONTENT

Entertaining programs/campaigns/events offered by the radio station

50%



# 60%



of the respondents agreed that Radio provides them with ideas or inspiration about things to do and see during the festive week (ie Hari Raya)/holiday weeks.



## More Than

# 2/5

of the respondents claimed that Radio ads made them aware of sales or promotions happening in conjunction with the Hari Raya celebration.