

Nielsen Radio Figures In, Hot FM leads Way

Contributed by Nielsen
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Nine out of ten people aged ten years and above are listening to radio every week according to Nielsen with Hot FM said to be the most popular station in Malaysia.

The findings are based on The Nielsen Company's Radio Audience Measurement (RAM) Malaysia study which are conducted twice a year.

Results show Hot FM with 3.80 million weekly listeners putting it above ERA (3.76 million weekly listeners) in the Malay channels ranking.

More than half of the radio listeners (15.2 million) in Nielsen's RAM Sweep 2 2009 were Malay followed by Chinese and then the Indian / Others category.

SINAR, third in the Malay channels category, was still the third most listened station in Malaysia.

While MY FM continues to lead the way among Chinese channels with 2.28 million weekly listeners ahead of 988 with 1.58 million weekly listeners. The fourth most popular Chinese radio station was One FM which according to owners Media Prima had managed to grow its listener base by 86% to 519,000 listeners.

The company said One FM Morning Kaki (6am to 10am) and One FM Happy Hour (4pm to 8pm) recorded the most significant growth of 125% and 72% respectively.

"Clearly, radio isn't just surviving, but actually thriving," Dato Borhanuddin Osman, President of Commercial Radio Malaysia (CRM), said.

"Radio content is available via various media platforms and devices – mobile phones, the Internet, PDAs and satellite television - and that's a testament to the fact that advertisers put their trust in radio to reach the masses. Our challenge now is to integrate these channels and provide content like no other medium," he said.

Hitz.fm is Malaysia's leading English radio channel with 1.15 million listeners followed by Fly FM with 727,000 listeners.

While the Tamil channel, minnalfm attracts 688,000 listeners on a weekly basis, the two bi-lingual channels THR Raaga/THR Gegar and red104.9 drew 3.03 million and 161,000 weekly listeners respectively.

Conducted twice a year, Nielsen RAM studies the demographic profile, listening preferences and product consumption of people in Peninsular Malaysia.

The study is based on individual quarter-hour diaries completed by a representative sample of 3,000 individuals in Peninsular Malaysia.

The most recent survey - Sweep 2, 2009 - was conducted from 3 -16 August 2009, with 15.2 million people aged 10 years and above listening to radio for at least 15 minutes during the survey period.

One year old business radio station, BFM did not take part in the survey because founder Malek Ali doubts the methodology can accurately represent his audience.

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