



One



**MINISTRY OF HEALTH  
PRESENTATION**





# RADIO INDUSTRY

## Media Prima Radio Networks



# Radio Networks Target Demographic

- ❑ Below 35 years old
- ❑ Key opinion leaders
- ❑ **Main demographic in Malaysia**
- ❑ High spending power
- ❑ Tech Savvy



**Our key audience:**

**Gen Y & Gen Z**



**#1 Radio Station in the country for Age  
15-34**



**More than 80% Urban Listenership.  
60% living in Central Region.**



**Almost 700,00 different users each week.  
150 % increase in Total Listenership since  
it first launched in 2009.**

Radio is more than just listening..



On Air



Online



On Ground



Mobile



Online TV



Social Networking

We're everywhere now! We're a **multi platform** entity!



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**RADIO PROMO #1**





Fly FM & One FM talent Fabes & Jane participated for Quaker's "Healthy Heart" campaign





**RADIO PROMO #2**





# Boh 1Ummph 1Smile 1Malaysia Campaign

EST. 1928  
**'BOH'**  
Share the Ummph!



THE HAPPIEST EVENT IN MALAYSIA IS COMING SOON.  
AND YOU'RE INVITED!

BOH's **1Ummph 1Smile 1Malaysia** are in an attempt into The Malaysia Book of Records with the largest photo collage of Malaysian smiles. Catch the unveiling of this spectacular collage and enjoy a host of fun activities as well as live performances. Don't forget to invite your family and friends. The more, the merrier.

**Venue** : Taman Tasik Titawangsa

**Date** : Saturday, 22 May 2010

**Time** : 3.00pm - 7.00pm

Unveiling of photo collage  
is at 5.30pm



**1 Ummph 1 Smile 1 Malaysia**

Official Partners:



# Press Coverage



New Straits Time, front page, 24 May 2010 (Monday)





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# THANK YOU FOR LISTENING

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