

PIONEER MEDIA

BROADCAST AND
ENTERTAINMENT LEADER



THE TOP
MEDIA NETWORK
OF ALL TIME

astro

ASTRO is not just a content and entertainment company—it is the leading media network in Malaysia, offering a broad range of services from content creation and television broadcasting to radio and digital platforms. Its influence extends across the country and Southeast Asia, making it a dominant player in the region's media industry. Through consistent innovation and high-quality programming, ASTRO has earned its reputation as a household name, providing entertainment that resonates with diverse audiences.

A key pillar of ASTRO's success lies in its radio division, which boasts an impressive market share. ASTRO Radio operates several highly popular stations such as ERA, HITZ, and MY, each catering to different languages and demographics. With millions of daily listeners, ASTRO Radio continues to lead in Malaysia's radio sector, offering compelling content that attracts a loyal audience. The strength of its radio division also plays a crucial role in ASTRO's advertising revenue, making it a highly sought-after partner for advertisers looking to connect with a broad and engaged listener base.

ASTRO's financial performance continues to reflect its leadership in the media landscape. According to its Q1 FY25 earnings release, the company posted robust revenues, driven by its diversified portfolio that includes television, radio, digital, and broadband services. ASTRO has shown remarkable resilience in the face of a shifting media landscape by adapting to consumer trends and expanding its digital and on-demand services. This adaptability, combined with strategic investment in new technology and content, has allowed ASTRO to maintain its market-leading position and continue driving profitability.



As Malaysia's top media network, ASTRO remains committed to delivering cutting-edge entertainment while staying ahead of market trends, ensuring its continued success and growth across all platforms.

