



# RADIO

Positioned as youth-oriented stations, Fly Fm, Hot FM and one FM that are housed under Media Prima Radio Networks, and all three benefit from award-winning creative formula that has helped the stations to capture the second largest reach for radio in the country.



## THE HOME OF GEN Y

WITH THE LARGEST SOCIAL MEDIA FOLLOWERS



LISTENERSHIP OF  
**3.9 MILLION**

LARGEST ONLINE AND SOCIAL MEDIA PRESENCE WITH  
**6.2 MILLION** USERS

AVERAGE OF  
**55 MILLION** HOURS OF ONLINE STREAMING PER MONTH

**BIG ON**  
DELIVERING

CONTENT

IDEAS

INTEGRATION

ACTIVATION

ENGAGEMENT

TO GEN Y

**360° LISTENING EXPERIENCE BY ENGAGING AUDIENCE ON MULTIPLE PLATFORMS**



ON AIR



ONLINE



ON GROUND



ON SOCIAL MEDIA



ON MOBILE



ON TV

