



HITZ SARAWAK is the no. 1 English radio brand in Sarawak with a weekly listenership of 102k and 2mil monthly on social media. You can get the latest International and local news, exclusive interviews, fun localized digital content and of course get the best new music as HITZ Sarawak accompanies you throughout the day.

**Brand Positioning:**  
ALL THE HITZ, ALL THE TIME.

**Target Audience:**  
10 - 29 years old (60% Malay)

**Language:**  
English

FREQUENCY LISTING:

- 92.9FM Klang Valley
  - 92.8FM Penang
  - 97.6FM Johor / Johor Bahru
  - 92.8FM Alor Setar
  - 93.6FM Taiping
  - 92.7FM Ipoh
  - 95.0FM Seremban
  - 93.0FM Melaka
  - 93.2FM Kuantan
  - 94.8FM Kuala Terengganu
  - 92.8FM Kota Bharu
  - 92.4FM Langkawi
  - 95.3FM Kuching
  - 100.8FM Kota Kinabalu
  - 105.8FM Miri
  - 105.1FM Sibu
  - 99.8FM Sandakan
- Astro Channel 852





ARNOLD, can be summed up in one word "Bro". That's exactly how everyone relates to this champion. The everyday guy for the everyday Malaysian found his way into HITZ Morning Crew as one usually does; simply wake up one morning and decide "I wanna be a radio announcer". As fate would have it, best decision ever. His general perspective of life and opinions keep mornings fresh, with listeners in stitches.



EAN, the epitome of playfulness. Parody hit-maker and lover of burgers, he is always up and ready to tickle your funny bone with his wit and humour. Crowd favourite with his cheeky personality, Ean is ready to keep fans 'woke' through weekday morning rush-hour traffic alongside 'bro' Arnold, making your mornings a whole lot naughtier on the HITZ Morning Crew.



ASYILAH, She's cute, funny and loves playing video games (yes, girls like that do exist). That's ASYILAH! She is also into fashion and you can catch her in her unique style gracing events in and around Kuching! Despite her cute demeanor, you won't believe her favorite genre of music. Join her on HITZ Days every week 10am to 3pm! When you see her around make sure to find out what it is.



LANNY, She's cute and bubbly but don't let her size fool you! This lil dynamite is into dancing and is a huge anime fan!! Nani?!! And in her free time, she loves gaming too. Join Lanny as she brings you the latest in entertainment, your fav songs and overall good vibes on the HITZ Drive, every weekday 3pm to 8pm.



KEANU's not into football and superhero movies but he's a sucker for rom coms, gossipy news and teen TV shows. He's often dubbed as the noisiest and most panicky person in the room but he's trying his best to become calmer in 2019. Keanu's also 22 years old and has never tried banana leaf in his life (Really?).



## Segments

<b>6.00 am-10.00 am</b>	<b>HITZ Morning Crew with Ean &amp; Arnold</b> From laugh out loud moments, to Gotcha Calls, the HITZ Morning Crew links you to what's being talked about and trending from Malaysia and around the globe.
<b>10.00 am – 3.00 pm</b>	<b>HITZ Days with Asyilah</b> Have no idea what to do from 10 to 3 pm every weekday? We Gotchu! Come hangout on the HITZ Days and get the latest tea on your favorite celebrities while you bop to your favorite hits. Be in the know when it comes to everything gaming in Game On and find out how your favorite artist has evolved over the years in "HITZ Evolution".
<b>3.00 pm – 8.00 pm</b>	<b>HITZ Drive with Lanny</b> Your drive home will never be boring again with Lanny by your side as she dishes out all the latest hits sprinkled with the juiciest stories from the interweb! While you jam out, get to know what's hot and what's not in Sarawak on "Sarawak Ting Of The Day" and did we mention Lanny is a big anime fan? That's right, she's gonna share anything and everything anime on Otaku Talku so make sure you catch her on the hitz Drive every weekday from 3 to 8 pm!
<b>8.00 pm – 12.00 am</b>	<b>HITZ Night with Keanu</b> Your destination for all things 'pop culture' and the 'biggest hits right now'.