



MY SARAWAK is Sarawak's No. 1 Chinese radio brand because you can catch the freshest new music, local popular happenings and compelling digital content on air and digital and with a weekly listenership of 98k and 1.1mil monthly on social media it is no surprise that they are the number 1 choice in the Chinese market.

**Brand Positioning:**  
好玩! (MY, so much fun!)

**Target Audience:**  
10 - 29 year olds(Chinese)

**Language:**  
80% Mandarin | 20% Cantonese

### FREQUENCY LISTING:

- 101.8FM Klang Valley
- 99.7FM Penang
- 99.4FM Johor / Johor Bahru
- 99.7FM Alor Setar
- 100.2FM Taiping
- 100.6FM Ipoh
- 100.6FM Seremban
- 106.4FM Melaka
- 101.1FM Kuantan
- 101.2FM Kuala Terengganu
- 102.3FM Kota Bharu
- 100.1FM Langkawi
- 96.9FM Kuching
- 104.0FM Kota Kinabalu
- 103.2FM Miri
- 105.9FM Sibiu
- 102.0FM Sandakan

Astro Channel 853





JACK, MY's very own "Ipoh mali" announcer who has been with the brand since 2002. He's also a popular actor, host and singer with five albums to his credit. Before joining MY as an announcer, he was a host for shows such as Astro Talent Quest. He's also an avid ambassador for several brands and injects his brand of humour co-announcing the MY Breakfast Show with Mei Yan and Jie Ying.



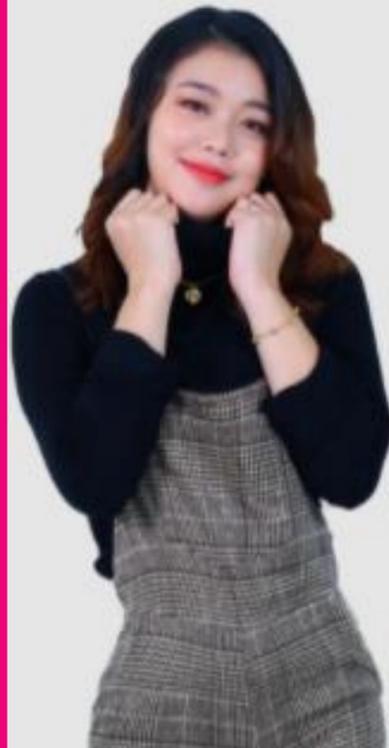
MEI YAN, who joined MY in 2004, is one-third of the MY Breakfast Show with Jack and Jie Ying. She's also a celebrated TV host who's built up a huge fan base through the years. A self-confessed shopaholic, she shares plenty of fashion tips and ideas on Facebook, and has become a popular role model for the young generation.



EMELY, former beauty queen and the MY sweetheart. Having had experiences hosting various TV programs, Emily proves she's more than just a pretty face. From leading the evening segment, she has now joined Jack & Mei Yan on the MY Breakfast show to bring you more awesomeness!



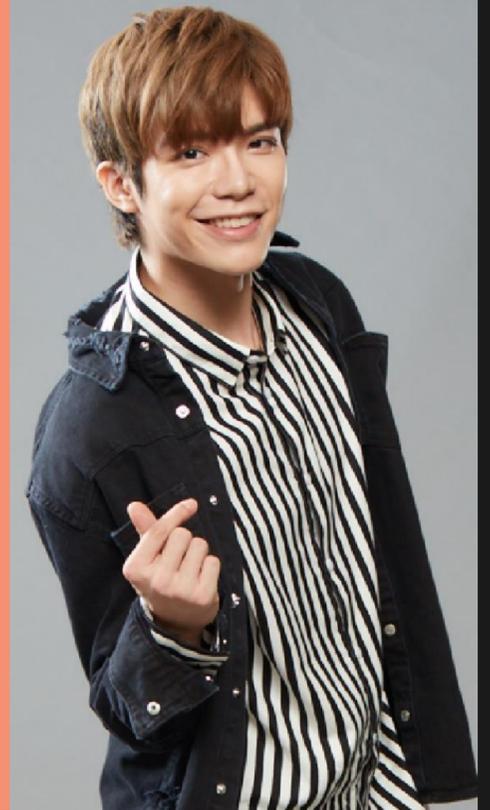
ELENA Graduated from Northwest University China, major in broadcasting and hosting arts. She's a person with many talent - good with makeup, nice cooking skill, more! An animal lover who loves to travel yet keeping a healthy lifestyle with sports involvement.



PENNY is your perky and cheerful MY DJ! She started off as a MY cruiser before she realized her true calling was to be in front of the mic... talking. When she's not on-air, you will definitely catch her busy shopping or web-surfing.



DANIEL, the optimistic and genius one in the MY family. His early career in entertainment started from a reality show called Produce Camp 2019. Fast forward to present, he's now championing MY Oh Yeah Buddy, 8 pm - 12 am. He's all about fun that you surely don't want to miss.



## Segments

<b>6.00 am-10.00 am</b>	<b>MY Breakfast Show with Jack, Mei Yan &amp; Emely</b> Fun, entertaining and informative trending topics on the breakfast show with Jack, Mei Yan and Emely!
<b>10.00 am – 3.00 pm</b>	<b>MY oh My</b> Every weekday from 10am – 3pm, Penny brings breaking entertainment news and top hit music list that you'll never want to miss out!
<b>3.00 pm – 8.00 pm</b>	<b>MY Super Drive</b> Don't miss out these fun hours! Elena talks about the most trending topics in town and share the latest trivia.
<b>8.00 pm – 12.00 am</b>	<b>MY What To Do Tonight with Daniel</b> Let Daniel play you the best music to keep you entertained the whole night.