



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 Sibul
- 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's 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!



CHRIS If he is not on the airwaves, you can find him diving at some of Malaysia's diving hot spot! Chris is known for his "Loud" energy and up for anything attitude. He loves entertaining and he also loves to sing, so if you're looking for a karaoke buddy, hit him up.



ADDY She never misses a beat and that's exactly why Addy is the leader of the Chinese drumming association in Kuching. When she's not on-air keeping you company, she's probably at cross fit. Addy also speaks Japanese and loves to dance, its safe to say there's never a dull moment when she's around.



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! Addy and Chris 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.