



LITE attracts 771K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter – real people, real lives, real stories.

**Brand Positioning:**  
Relaxing Favourites

**Target Audience:**  
35 - 49 year olds (Professionals)

**Language:**  
English

#### FREQUENCY LISTING :

105.7FM	Klang Valley
104.4FM	Penang
94.6FM	Johor Bahru
104.4FM	Alor Setar
89.3FM	Taiping
101.5FM	Ipoh
104.6FM	Seremban
92.2FM	Melaka
104.7FM	Kuantan
105.9FM	K.Terengganu
104.3FM	Kota Bharu
100.1FM	Kuching
103.2FM	Kota Kinabalu

Astro Channel 854

**The Lite Breakfast**  
Weekdays, 6-10 AM  
With Asha & Non

Real Lives  
Real People  
Real Conversations

The graphic features a woman sitting on a white stool and a man standing next to her, both smiling. The background is a solid blue color. The text is white and yellow, with the 'Lite' logo in a stylized font.

QR Code | App Store | Google Play | Spotify | syok.my | lite.my | Facebook | Instagram | YouTube | LITE



Non has been part of the Malaysian radio scene since joining Mix FM in 1999. 7 years hosting a variety of shows for Mix FM has seen him interviewing some very interesting people including Sheila Majid, Savage Garden and Destiny's Child. He's an avid squash player having represented Johor at Sukma as well as the Nationals and continues to play competitively. Non will compete in the World Masters Games (Japan) in 2023.,



ASHA, a Malaysia-based model, host, producer, activist and radio announcer – and that's just the tip of it. On top of being the face for Channel [V] back in 1999, she also had a major role in production such as directing, scriptwriting and producing. Well-known for her unique character and quirky interview style, through her own various shows, she has interviewed the likes of the Bee Gees, Lenny Kravitz, Travis and Britney Spears.



ROD, from the moment he uttered his first words as a child, he knew he wanted to be a radio announcer. After 17 years in radio in Singapore, he moved to Malaysia to join MIX. He now hosts the LITE Weekend Show from 8am - 12pm. When not on air, he loves nothing more than to spend time with his son and wife.



PHAT FABES, who hosts the MIX Drive, gives you a great combination of the best songs and the biggest stories of the day, Traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



IKA joined the broadcasting industry straight out of college. She started reading the news on TV before going full steam with radio. She became a part of Astro's pioneer team in 1996 and helped set up LITE in 1996. She's now back on LITE after "retiring" and can be heard from 10am - 4pm every weekday.



## Segments

<b>6.00 am – 10.00 am</b>	<b>The LITE Breakfast Show with Asha &amp; Non</b> Join Asha & Non for real lives, real people, real stories from ordinary people with extraordinary stories.
<b>10.00 am – 3.00 pm</b>	<b>Relaxing Favourites Workday with Ika</b> Ika takes you through the day with relaxing favourites plus shines the spotlight on inspiring women in her Power Women segment.
<b>3.00 pm – 8.00 pm</b>	<b>The LITE Drive with Fabes</b> De-stress on your drive home with Fabes as he shares his Top5@5. Plus relaxing favourites you love.
<b>8.00 pm – 10.00 pm</b>	<b>LITE After Dark</b> Sit back and relax with our soothing selections in LITE After Dark
<b>10.00 pm – 12.00 am</b>	<b>The Love Songs with Dr. Love</b> End your work days with love songs and dedications with Dr Love.