



MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.8M on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.

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

Target Audience:
16-24 year olds (Chinese)

Language:
50% Mandarin | 50% Cantonese

FREQUENCY LISTING :

| | |
|---------|---------------|
| 101.8FM | Klang Valley |
| 99.7FM | Penang |
| 95.4FM | Johor Bahru |
| 99.7FM | Alor Setar |
| 100.2FM | Taiping |
| 100.6FM | Ipoh |
| 100.6FM | Seremban |
| 106.4FM | Melaka |
| 101.1FM | Kuantan |
| 101.2FM | K. Terengganu |
| 102.3FM | Kota Bharu |
| 100.1M | Langkawi |
| 96.9FM | Kuching |
| 104.0FM | Kota Kinabalu |
| 103.2FM | Miri |
| 100.6FM | Sandakan |

Astro Channel 853





JACK, MY's very own "Ipoh mall" 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, Emely 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!



YOON, hosts the MY Ngam Channel together with Jack Yap on weekdays. Besides being a radio announcer, she's also a credible and compelling TV host, with an impressive resume emceeding many high-profile events.



JACK YAP, known for his humour and straight-forward persona on air, is co-announcing MY Ngam Channel alongside Yoon. Raising to fame after participating in a singing competition, he is now a familiar face in local movies and TV dramas.



JIE YING, the multi-talented personality in the MY family. She has released multiple EPs which have granted her an impressive list of accolades in the music industry. She also made a name for herself in the film industry by starring as the female lead for the movie 'Papa Come Home'. Now championing the MY Trending Superman segment, she's definitely no stranger to the brand and with her amazing personality, she will surely pack a punch.





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.



AKI, a multi-talented and versatile personality. Her addition to the MY family is not a novelty, as she has been hyping MY's weekend segment and now championing MY Fun Party. Aside from acting and involved in stage performance, she's also active in hosting events – be it corporate or entertainment, that's definitely her forte. Catch her fun vibe in MY Fun Party from 1-4pm, every weekdays.



Segments

6.00 am – 10.00 am

MY Breakfast Show with Jack, Mei Yan & Emely
Fun, entertaining and informative trending topics on the breakfast show with Jack, Mei Yan and Emely!

10.00 am – 1.00 pm

MY On Lah Wei with Jie Ying
It's all about the fun facts and amazing stories, Jie Ying is here to keep you updated.

1.00 pm – 4.00 pm

MY Fun Party with Aki
Let Aki kickstart your afternoon with the latest movies and TV shows, Idol chat and some sizzling drama!

4.00 pm – 8.00 pm

MY Ngam Channel with Yoon & Jack Yap
Drive home with Yoon and Jack Yap with the LOL chemistry between the funny duo.

8.00 pm – 12.00 am

MY What To Do Tonight with Daniel
Let Daniel play you the best music to keep you entertained the whole night.