



FREQUENCY LISTING :

88.9FM Klang Valley

107.6FM Penang

The trendiest Chinese radio station in Malaysia, reaches 298K listeners weekly. GOXUAN, brings you exciting shows hosted by a line-up of youthful and enthusiastic hosts! With a mix of trending videos and your favourite pop music, this always up-to-date station will show you how it feels to create your own trends. GOXUAN, Be Your Own Trend!

Brand Positioning:

Be Your Own Trend

Target Audience:

12 - 24 year olds (Chinese)

Language:

Mandarin





JOE, first shot to stardom with his outstanding performance and charisma in a talent quest in 2010. This multi-talented singer, actor, DJ, host, fashion icon as well as an avid spokesperson for brands and events, has grown his popularity from strength to strength. His audacious and playful personality has earned him a massive following on social media as he never runs out of ideas to entertain fans with a series of light-hearted and creative vlogs.



CATHERINE, started her journey in showbiz as part-time announcer with Astro Radio, before landing roles in drama series and movies, as well as hosting for a home shopping channel. Having an active social media presence, she is a carefree, happy-go-lucky girl who embraces change in life but her passion for spreading happiness through the airwaves remains unchanged.



MAQ is a humorous and energetic host - known as GOXUAN's funniest host, he is jovial and lights up the room with his presence. Aiming to brighten up people's day with his "MAQ ENERGY", he believes that youthfulness can't be defined by age - everyone can be young at heart. A charismatic actor, he stars in various movies, television series and is active within the advertisement industry. Passionate about all things hip-hop from rap to DJ-ing to streetwear, Maq is the only announcer who specializes in hip-hop within the Chinese radio industry.



BROCOLEE, a new young blood, graduated from Taylor's University with a Bachelor's Degree in Public Relations and Marketing. Born in the year 2000, he represents Gen Zs through his witty humor, strong creativity and professional abilities. Apart from being a radio announcer, BrocoLee is a compelling entrepreneur and an adept property consultant; this started when he first ran his small snack business. Filled with youthful passion, he is also a TV and on-ground host, emceeing at weddings and speaking publicly at various universities and schools.



KRYSTON is an outgoing and adventurous individual that is up for different challenges. Representing the 00s generation, he ventured into the entertainment industry after graduating in the Mass Communication field, debuting as a host, singer, dancer, content creator and actor in various movies and television dramas. A track-and-field athlete at heart, Kryston loves to create sporty and fun content - he follows street fashion and is a talented dancer, covering a variety of dances and is up-to-date with the current trends.





KAYLEY, A small town girl with big dreams. What started out as a playful audition has evolved into her dream career. Other than being a freelance model and a social butterfly, her strong online presence stems from her passion for photography and content creating. believes in not just inspiring people, she wants to make an impact. If you're looking for someone with versatility and uniqueness .



YYY, A girl who took more than 3 years make her dream come true. She also has a very strong desire to perform. Therefore, she successfully become a full time radio announcer in Astro radio. She likes acting, dancing, singing, and sharing fun things. Her ultimate goal is to bring happiness and positive vibes to everyone.



Segments

6.00 am – 10.00 am

GOXUAN B610 Universe with Joe & Catherine

Hype up your brand new day with the latest entertainment news and young generation gender talk!

10.00 am – 1.00 pm

GOXUAN 3 on 3 with Kryston

Let's catch up the hottest trends on social media, music, foods and many more!

4.00 pm – 8.00 pm

GOXUAN 45678 with Maq & Brocolee

Enjoy your chilliest evening ever with the duo that always bring you their signature dialect jokes!

8.00 pm – 12.00 am

GOXUAN Sweet & Salt with Kayley & YYY

Girl's talk, games, dry jokes.. let's join the most dynamic girls team to have fun all night!