



ERA is Malaysia's no. 1 radio brand, with a weekly reach of 5.7M. The brand is famous for playing only the best chart-topping hits of today, and its line-up of the wittiest entertainers in the industry.

**Brand Positioning:**  
Muzik Hit Terkini (The Latest Hit Music)

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

**Language:**  
Malay

#### FREQUENCY LISTING :

103.3FM	Klang Valley
103.6FM	Penang
104.5FM	Johor Bahru
103.6FM	Alor Setar
95.2FM	Taiping
103.7FM	Ipoh
103.6FM	Seremban
90.3FM	Melaka
98.0FM	Kuantan
102.8FM	K. Terengganu
103.3FM	Kota Bharu
90.7FM	Langkawi
96.1FM	Kuching
102.4FM	Kota Kinabalu
101.3FM	Miri
103.0FM	Sandakan
102.0FM	Tapah

Astro Channel 856



NABIL, a well-known persona in Malaysia's Entertainment industry. Currently the #1 sought after host in Malaysia, Nabil has also been a part of ERA for around 9 years. Nabil leads Azad and Radin in 3 Pagi ERA, entertaining listeners with his signature wit and humor.



RADIN has been loved by many thanks to his "boy next door" charm and personality. Known for his warm and friendly approach with his fans and followers, he anchors 3 Pagi ERA every morning with Nabil and Azad.



AZAD carries a very entertaining and charismatic character which will definitely give the people around him a reason to smile and laugh. His energy brings 3 Pagi ERA with his fellow comrades Nabil and Radin a breath of fresh air filled with his antics.



ISHA is always up to date with the latest trend. Be it fashion, music, or whatever that is viral on TikTok and other social media platforms, she is always the first one to ride on it in her own energetic style. Currently hosting Astro Ria's Gempak TV, Isha also brings her "gempak" personality on Gempak Hit ERA from 1pm to 4pm every weekday.



HANIFF has always been a cool chap, entertaining listeners with his witty behavior. Haniff brings his own unique personality into Petang ERA, every weekday from 4pm to 8pm with his partner in crime, Ray.



RAY is a lovable personality well known for his infectious laughter and hilarious character. Also a film star now, Ray goes hand in hand with Haniff in the evenings on Petang ERA, giving listeners "lepak with bros" vibes.



MUNAA BELLA  
Specializes in current trends and everything that goes viral. Bringing in her bubbly and stylish character, Munaa host ERathon every day from 10am to 1pm.



FAZZIQ is a new talent that was discovered from Hero Remaja. Not just a pretty face, Fazziq is now an actor who also has ambitions to become a renowned TV host. Fazziq brings his charming personality with PM40ERA every night from 8pm to 12am.

## Segments

6.00 am- 10.00 am	<b>3 Pagi ERA with Nabil, Radin &amp; Azad</b> You would not want to miss ERA's new breakfast show with the 3 Pagi ERA boys and their unpredictable antics!
10.00 am– 1.00 pm	<b>ERathon with Munaa Bella</b> Join Munaa Bella with back-to-back music and get all the latest updates on all the viral and trending news.
1.00 pm– 4.00 pm	<b>Gempak Hit ERA with Isha</b> Catch Isha playing hit songs requested by listeners via ERA's Instagram Story. To top that off, she gives you the latest gossips and news on entertainment, sports and many more.
4.00 pm– 8.00 pm	<b>Petang ERA with Haniff &amp; Ray</b> Every weekday, these boys give you updates on the current issues, gossips, antics and stunts. They'll even teach you a new English word or two.
8.00 pm– 12.00 am	<b>PM 40 ERA with Fazziq</b> Listen to the best 40 hit songs voted by the listeners every night with Fazziq