



HITZ is Malaysia's No. 1 English radio brand, with a weekly reach of 2.4M on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.

Brand Positioning:
ALL THE HITZ, ALL THE TIME

Target Audience:
10 - 29 year olds (60% Malay)

Language:
English

FREQUENCY LISTING :

92.9FM	Klang Valley
92.8FM	Penang
97.6FM	Johor Bahru
92.8FM	Alor Setar
93.6FM	Taiping
92.7FM	Ipoh
95.0FM	Seremban
93.0FM	Melaka
93.2FM	Kuantan
94.8FM	Kuala Terengganu
92.8FM	Kota Bharu
92.4FM	Langkawi
95.3FM	Kuching
100.8FM	Kota Kinabalu
105.8FM	Miri
99.8FM	Sandakan

Astro Channel 852

MALAYSIA'S #1 HIT MUSIC STATION





ARNOLD, can be summed up in one word “Bro”. That’s exactly how everyone relates to this champion. The everyday guy for the everyday Malaysian found his way into HITS Morning Crew as one usually does; simply wake up one morning and decide “I wanna be a radio announcer”. As fate would have it, best decision ever. His general perspective of life and opinions keep mornings fresh, with listeners in stitches.



EAN, the epitome of playfulness. Parody hit-maker and lover of burgers, he is always up and ready to tickle your funny bone with his wit and humour. Crowd favourite with his cheeky personality, Ean is ready to keep fans ‘woke’ through weekday morning rush-hour traffic alongside ‘bro’ Arnold, making your mornings a whole lot naughtier on the HITS Morning Crew.



RAJ, your resident Geek is in the building! Need to know a trivia from any of the Star Wars movies? Raj will gladly give you a full lesson + a tour of his memorabilia with one condition: just don’t touch them. He’s fluent in 3 languages, English, Bahasa Malaysia and Sarcasm. (He’s also learning Mandarin at the moment). On the weekends, you can find Raj exploring the streets of Kuala Lumpur, trying new food and breaking friendships over board games.



ANNE, loud, feisty and dramatic is all you need to describe her! With her bright highlighter Pink hair, you won’t miss her in person and on Tik Tok! Makeup is totally her thing, but she’s still trying to look for the perfect foundation shade. If you ever need to get her something for her birthday, think The Weeknd, she loves him so much her socials are named after him! (@theweekanne).



CALISTA, may be petite, but make no mistake, this girl’s huge on character! Serving up her unique blend of sweet and bubbly as announcer at HITS Sabah, Calista’s craving got the better of her — and decide to trade the tropical islands for the big city lights of Kuala Lumpur. Now she’s with the team, revived up and ready to keep you entertained with the biggest hits, the weirdest beauty trends, and all kinds of randomness!



ZHER, never says no to traveling, baked goods and Alexander Skarsgård (really?). She’s also a confused hipster cause she spends her free time juicing and listening to vinyls, but loves dancing to Ariana Grande.





KEANU's not into football and superhero movies but he's a sucker for rom coms, gossip news and teen TV shows. He's often dubbed as the noisiest and most panicky person in the room but he's trying his best to become calmer in 2019. Keanu's also 22 years old and has never tried banana leaf in his life (Really?).



ILI, is always known as the ball of sunshine whether on radio, tiktok, instagram or even through her music. That's just how versatile this young star is, she does radio, she sings and is also an up and coming social media star. But don't be fooled by her petite size and cute personality, this girl even rock climbs, believe it or not.



Segments

**6.00 am – 10.00
am**

HITZ Morning Crew with Ean, Arnold, Raj & Anne
From laugh out loud moments, the HITZ Morning Crew links you to what's being talked about and trending from Malaysia and around the globe.

**10.00 am – 3.00
pm**

HITZ Days with Calista
Your pulse on everything that's anything. Biggest hits, hottest celeb gossip, and all things and trend breaking the internet, and taking over world.

3.00 pm – 8.00 pm

HITZ Drive with Zher
The hits for your drive home, along the day's hot topics and football goss you can't get anywhere else.

**8.00 pm – 12.00
pm**

HITZ Night with Keanu & Ili
Your destination for all things 'pop culture' and the 'biggest hits right now'.