

ERA MUZIK HIT TERKINI

era.je     ERA



ERA is Malaysia's No. 1 radio brand, with a weekly reach of 4.8M on radio. The brand is famous for playing only the best chart-topping hits of today, and its line-up of the funniest entertainers in the industry.

Brand Positioning

Muzik Hit Terkini (The Latest Hit Music)

Target Audience

10 - 29 year olds (Malay)

Language

Malay

FREQUENCY

Astro Channel 856

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



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.

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.

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.

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.



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.

HAZZIQ,

Is a Malaysian radio presenter, TV host, actor, and a singer from Kuala Lumpur and started his career in 2014. He won Most Famous Radio Announcer title in Anugerah Bintang Popular BH 31 and was nominated as Most Famous TV Host until 2024.

MUNAABELLA,

Specializes in current trends and everything that goes viral. Bringing in her bubbly and stylish character.

DER,

Winner of Penyampai Baru Era and now the third announcer for Petang Era. She was already a standout and highly talked-about contestant during the competition. Well-known on TikTok, Der may be small in size but is bursting with energy. She carries a strong Gen Z vibe and is highly creative in digital content.



ASHHRAPP,

First runner-up of Penyampai Baru Era. He entered the competition with an existing fan base, built through his popular horror podcast on social media. Ashhrapp has now joined Era as a radio announcer for Malam Chill Era, co-hosting alongside Shasha. A confident and engaging host, loves movies, he brings along a strong and loyal podcast following.

SHASHA,

Is a host, emcee, & a model. She's done many shows where she hosted like the ROJAK Inspirasi on Hypp TV, SHOPEE and Watsons Livestreams and many more. Being an active girl, she's into wall climbing, surfing, skating and more!



SEGMENTS

6AM-10AM 3 PAGI ERA

WITH NABIL, AZAD & RADIN

You would not want to miss ERA's breakfast show with the 3 Pagi ERA boys and their unpredictable antics!

10AM-1PM ERATHON

WITH FAZZIQ

Join Fazziq with back-to-back music and get all the latest updates on all the viral and trending news.

1PM-4PM GEMPAK HIT ERA

WITH ISHA

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.

4PM-8PM PETANG ERA

**WITH MUNAABELLA, HAZZIQ
& DERR**

Catch ERA's new drive show & keep yourself up to date on the current issues, gossips, antics and stunts. They'll even teach you a new Korean word or two.

8PM-12AM MALAM CHILL ERA

WITH SHASHA & ASHHRAPP

Listen to the best playlist every night with ERA's new line up with Shasha & Ashhrapp alongside viral stories and current TikTok trends.