

ERA SABAH

# MUZIK HIT TERKINI!



**ERA SABAH** Kopivosian! ERA SABAH serving you the best local content, local happenings and events hosted by our homegrown talents. Airing locally 24/7 with a weekly reach of 136k listeners, making ERA SABAH the NO 1 Malay Radio brand in Sabah.

### Brand Positioning

Muzik Hit Terkini

### Target Audience

10 - 29 year olds (Malay & Bumiputra)

### Language

Malay

## FREQUENCY

Astro Channel 856

102.4FM

Kota Kinabalu

• 103.0FM

Sandakan



## MIJUL,

One of the #KoncoPagiERA gang together with Emma. A happy-go-lucky person, anime fan & food lover! Mijul is from Papar and of Bruneian heritage, so if you meet Mijul, try speaking Brunei dialect with him!

## EMMA,

Singer and also the "flower" of #KoncoPagiERA together with Mijul. Want to hear Emma's voice and her chatter? Just tune in to #KoncoPagiERA early in the morning!

## MELANIE,

A person with great talent in acting. Looks cute and sweet, but when playing fierce roles, you'd be scared too. But when On Air, you'll feel calm listening to the voice especially during the Kata Kata Of The Day (KKOTD) segment on #SteadyBahERA!

## ADAM,

A Sabahan TikToker who's famous, especially among Gen Z! Listen to Adam talk about games on #GEN-E!



## NICKY,

A Sabahan TikToker who's no stranger to many! Small in size but once she starts talking, wow — hard to beat. If you enjoy listening to Nicky's lively chatter, just tune in to the ERAmai segment

## DEEMIKE,

Deemike is a talented musician — singing, playing guitar, drums, keyboard, you name it. So, enjoy Deemike's late-night short song covers on #BahKasiJadiERA!

# SEGMENTS

## 6AM-10AM KONCO PAGI ERA WITH MIJUL & EMMA

Konco Pagi ERA Sabah with Mijul & Emma is the epitome of the word Fun, Local & Entertaining. The duo will keep you off your feet daily with their daily discussion, latest trend and fresh content

## 10AM-1PM STEADY BAH ERA WITH MELANIE

Viral stories from social media & there's also KKOTD! Kata Kata of the Day. Songs that are on your FYP, trending, and the latest hits? Melanie have got you covered!

## 1PM-4PM GEN E WITH ADAM

What's in GEN E? The newest games, trending and viral games? You'll find them on KAKI GAME ERA! Plus, all the best songs! Not enough? You can even request your favorite tracks on GEN E with Adam.

## 4PM-8PM ERAMAITI WITH NICKY

For Sabahans, when you talk about the evening, what comes to mind is watching the sunset, and of course, good music! Yessss, there's moreeee! Whaaat? It's ERAAmaitiiiiiii! Every day you can call in to join the fun stories. Want to pour your heart out? You can do that too — there's Curhat!

## 8PM-12AM BAH KASI JADI ERA WITH DEEMIKE

That's what happens in "Apa Kau Lagu!" you request, and Deemike makes it happen! Eh eh, there's more, friends! If you have your own song in any language at all we'll make it happen with the Sabah Song Review!