

goxuan™  
Be Your Own  
Trend

goxuan.my f i y t u 一起更好玩 GOXUAN

BrocoLee 李伟俊

Kryston 温楠

Kayley 凯欣

YVY 盈盈

goxuan™

**GOXUAN** is a cool, hip, digital- first entertainment brand that has a weekly reach of 285K Malaysians. It sets to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and sharable

**Brand Positioning**  
Be Your Own Trend

**Target Audience**  
10 – 29 year olds (Chinese)

**Language**  
Mandarin

**FREQUENCY**

Astro Channel 877

88.9FM

Klang Valley

• 107.6FM

Penang

## KRYSTON,

Is an outgoing and adventurous individual that is up for different challenges. Representing the 00s generation. He's 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 .

## BROCOLEE,

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.



## YYY,

A girl who took more than 3 years to 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 Audio. She likes acting, dancing, singing, and sharing fun things. Her ultimate goal is to bring happiness and positive vibes to everyone.

# SEGMENTS

**7AM-11AM**  
**GOXUAN RISING HOUR**  
**WITH KRYSTON & KAYLEY**

Kryston & Kayley will accompany you with casual chats, youth talk, positive energy support, and the trendiest music to help you wake up for the day. Whoever listens will be full of energy.

**4PM-8PM**  
**GOXUAN MAGIC HOUR**  
**WITH BROCOLEE & YYY**

Ready to watch an incredible magic show? Malimalihom~~ let Brocolee and YYY take on multiple roles to chat with you about trivia, gossip topics, inspirational quotes, and corny jokes~ Together, we'll make your negative energy disappear!