

MELODY

强打好歌 强大资讯



melody.my 一起更好玩 MELODY



MELODY is the third most popular Chinese radio brand in Malaysia, with a weekly reach of 1.2M on radio. It is a personality driven brand with an unprecedented Chinese hits from the 90s to 2000s that keeps a pulse on today, whilst reminiscing the joys of yesteryears.

Brand Positioning

强打好歌, 强大资讯 (Best Music & Info)

Target Audience

30 – 49 year olds (Chinese)

Language

50% Mandarin | 50% Cantonese

FREQUENCY

Astro Channel 858

103.0FM	Klang Valley	97.9FM	Seremban	98.4FM	Johor	99.8FM	Kota Bharu
106.5FM	Alor Setar	107.3FM	Melaka	104.9FM	Taiping	103.7FM	Kuching
98.5FM	Ipoh	107.3FM	Muar	100.0FM	Kuantan	98.6FM	Kota Kinabalu
106.5FM	Penang	103.3FM	Johor Bahru	104.0FM	K.Terengganu		



JENTZEN,

Is an optimistic and confident individual who has over 18 years' experience hosting in multiple languages. He has appeared in several TV shows such as Hua Hee Healthy Me, Hua Hee Secret Cuisine and Hua Hee Buddies. He is a well-known within the industry as someone whom many budding talents look up to. His versatility in hosting both corporate and casual event makes him the perfect partner to Vivienne on MELODY's breakfast show.

VIVIENNE,

is a cheerful and confident personality that always lights up the room. She is a people person and believes that authenticity is the key to connecting with people. Following her pageant days in 2011, she has hosted various big stages in Astro AEC and Astro Wahlaitoi. Apart from that, she has also expanded into acting. In 2019 she has earned herself the BEST ACTRESS AWARD in the 16th ADA DRAMA AWARD.

WEON,

Was formerly with Astro AEC Evening Edition & Prime Talk News. She also currently hosts Kuan Zhu Bo for Hotspot, an online platform. As a critical thinker and an experienced TV host, she enjoys discussions in a wide variety of topics including current affairs, politics, sports, health and lifestyle. Behind the scenes, Weon Kuan has a soft-spot for pets, is gentle yet brave in exploring new experiences, and loves travelling, simplicity and her family.

MEI SIM,

The bubbly and personable character that will keep your evenings entertained. A singer, TV host, actress, voice over talent and radio announcer, this multi talented gal has even expanded her expertise down the acting path with her lead role on TV drama series Punch and Jude and on the big screen in the movie Goodbye Mr. Loser. In 2014, she released her first EP, Himalaya in 2014.



WILLIAM,

An easy going, multi-talented influencer that first started out his acting career in 1996. He has also ventured into modelling, singing and hosting, followed by his 10 years of experience with radio, and still counting. Being in the entertainment industry does not stop him from self-care and doing things he's passionate of, such as sewing, planting, watching movies, and is also an animal lover.

NICHOLAS,

Well known for his passion for music, from hosting chart shows to sharing his new findings from the music industry, whether it's song introductions or interviews with artists. His enthusiasm towards broadcasting extends further beyond that, with him currently lecturing in a Mass Communication college and continues sharing his knowledge with the future generation.

SEGMENTS

6AM-10AM MELODY MORNING SO EASY

WITH JENTZEN & VIVIENNE

A breakfast show with a combination of entertainment and information covering topics such as self-empowerment tips, life stories to inspire and current affairs.

10AM-1PM MELODY MORNING SHOW

WITH WEON

Interactive segment that covers all topics related to working life and parenting.

1PM-4PM MELODY GOOD VIBES

WITH MEI SIM

De-stress with Mei Sim as she plays your favorite music and talks about topics that will send you only good vibes.

4PM-8PM MELODY DRIVE TIME

WITH WILLIAM & NICHOLAS

Playing all your favorite melodies and sharing practical life hacks, food reviews, travel tips, news and more!