



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:**  
90% Bahasa Sabah |  
10% Bahasa Malaysia

#### FREQUENCY LISTING:

103.3FM	Klang Valley
103.6FM	Penang
104.5FM	Johor / Johor Bahru
103.6FM	Alor Setar
95.2FM	Taiping
103.7FM	Ipooh
103.6FM	Seremban
90.3FM	Melaka
98.0FM	Kuantan
102.8FM	Kuala Terengganu
103.3FM	Kota Bharu
90.7FM	Langkawi
96.1FM	Kuching
102.4FM	Kota Kinabalu
101.3FM	Miri
96.3FM	Sibu
103.0FM	Sandakan
102.0FM	Tapah
Astro Channel 856	





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



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!



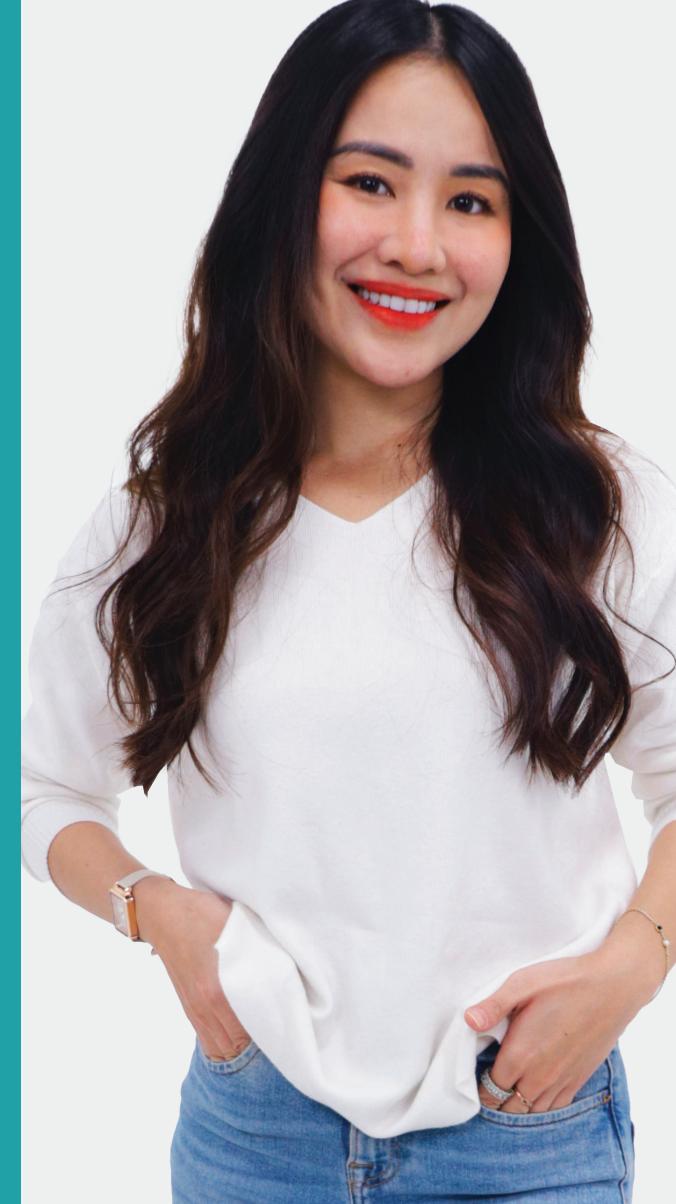
A Sabahan TikToker who's no stranger to many! Small in size but once they start talking, wow — hard to beat. If you enjoy listening to Nicky's lively chatter, just tune in to the ERAmaiti segment



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!



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



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!

## Segments

**6.00 am - 10.00 am**

### **Konco Pagi ERA With Mijul & Emma**

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!

**10.00 am - 1.00 pm**

### **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!

**1.00 pm - 4.00 pm**

### **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, every Monday to Friday, from 1 to 4 PM!

**4.00 pm - 8.00 pm**

### **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 moreee! Whaaat? It's ERAAmaitiiiiii! 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!

**8.00 pm - 12.00 am**

### **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