



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)

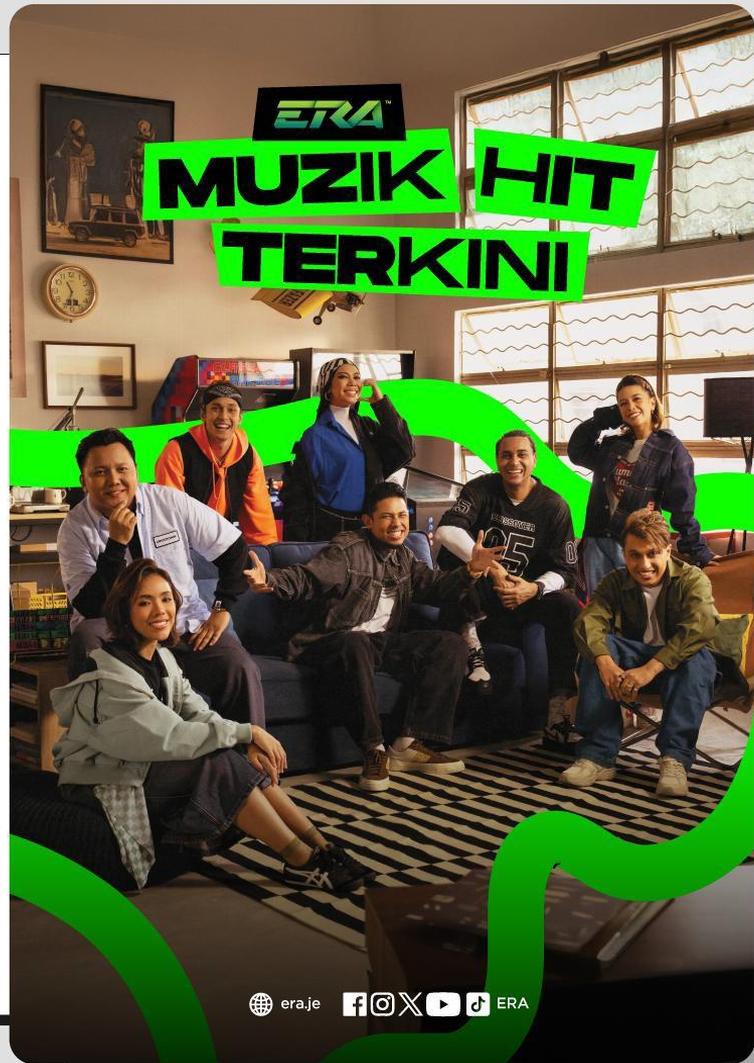
Target Audience:
10 - 29 year olds (Malay)

Language:
Malay

FREQUENCY LISTING :

- 103.3FM Klang Valley
- 103.6FM Penang Johor
- 104.5FM Bahru Alor
- 103.6FM Setar Taiping
- 95.2FM Ipoh
- 103.7FM Seremban
- 103.6FM Melaka
- 90.3FM Kuantan
- 98.0FM K.
- 102.8FM Terengganu
- 103.3FM Kota Bharu
- 90.7FM Langkawi
- 96.1FM Kuching
- 102.4FM Kota Kinabalu
- 101.3FM Miri Sandakan
- 103.0FM Tapah
- 102.0FM

Astro Channel 856





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.

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



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. Currently hosting Astro Ria's Gempak TV, Isha also brings her "gempak" personality on Gempak Hit ERA from 1pm to 4pm every weekday.





HAZIQ, is a Malaysian radio presenter, TV host, actor, event host 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.

SHASHA, is a host, emcee, model and now ERA's new announcer for the Petang ERA show. 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

| | |
|---------------------------------|--|
| <p>6.00 am- 10.00 am</p> | <p>3 Pagi ERA with Nabil, Radin & Azad You would not want to miss ERA's new breakfast show with the 3 Pagi ERA boys and their unpredictable antics!</p> |
| <p>10.00 am– 1.00 pm</p> | <p>ERathon with Fazziq Join Fazziq with back-to-back music and get all the latest updates on all the viral and trending news.</p> |
| <p>1.00 pm– 4.00 pm</p> | <p>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.</p> |
| <p>4.00 pm– 8.00 pm</p> | <p>Petang ERA with Haziq & Shasha Every weekday, Haziq and Shasha give you updates on the current issues, gossips, antics and stunts. They'll even teach you a new English word or two.</p> |
| <p>8.00 pm– 12.00 am</p> | <p>Chingu ERA with Munaa Bella Listen to the best playlist every night with Munaa Bella alongside viral stories and current TikTok trends</p> |