



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 LISTING :

88.9FM Klang Valley

107.6FM Penang



BROCOLEE, a new young blood, graduated from Taylor's University with a Bachelor's Degree in Public Relations and Marketing. 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 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 radio. She likes acting, dancing, singing, and sharing fun things. Her ultimate goal is to bring happiness and positive vibes to everyone.



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 .



KRYSTON is an outgoing and adventurous individual that is up for different challenges. Representing the 00s generation, he ventured into the entertainment industry after graduating in the Mass Communication field, debuting as 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.



Segments

7.00 am – 11.00 am

GOXUAN Rising Hour with Kryston & Kayley

Hype up your brand new day with the latest entertainment news and young generation gender talk!

4.00 pm – 8.00 pm

GOXUAN Magic Hour with BrocoLee & YYY

Enjoy your chilliest evening ever with the duo that always bring you their signature dialect jokes!