



LITE attracts 637K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter – real people, real lives, real stories.

Brand Positioning:
All-Time Favourite

Target Audience:
30 - 49 year olds (Professionals)

Language:
English

FREQUENCY LISTING :

105.7FM	Klang Valley
104.4FM	Penang Johor
94.6FM	Bahru Alor
104.4FM	Setar Taiping
89.3FM	Ipoh
101.5FM	Seremban
104.6FM	Melaka
92.2FM	Kuantan
104.7FM	K. Terengganu
105.9FM	Kota Bharu
104.3FM	Kuching
100.1FM	Kota Kinabalu
103.2FM	

Astro Channel 854





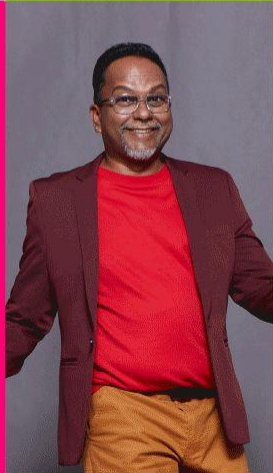
TERRY, a bubbly and witty guy who has been in the industry for over 20 years now joins Leya on The LITE Breakfast Show. He was previously on MIX FM but now, he's ready to spread his positive vibes through the radio airwaves every morning on LITE. With hundreds of radio commercials, PSAs and artist interviews under his belt, Terry is here to brighten up your day.



LEYA, is of Arab, Malay, Chinese and Bengali-Pakistani descent. She breaks into song at a whim – it might be from any genre, ranging from traditional Malay, rock & roll, songs from musicals and Hindi films! She is a mother to her four children, three sisters and their little ones; loves to bake; is surprisingly good at snooker or pool; tends to play devil's advocate in work situations and is the peacemaker in family situations.



IKA joined the broadcasting industry straight out of college. She started reading the news on TV before going full steam with radio. She became a part of Astro's pioneer team in 1996 and helped set up LITE in 1996. She's now back on LITE after "retiring" and can be heard from 10am - 3pm every weekday.



FABES, who hosts the LITE Drive, gives you a great combination of the best songs and the biggest stories of the day, Traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



NON has been part of the Malaysian radio scene since joining Mix FM in 1999. 7 years hosting a variety of shows for Mix FM has seen him interviewing some very interesting people including Sheila Majid, Savage Garden and Destiny's Child. He's an avid squash player having represented Johor at Sukma as well as the Nationals and continues to play competitively. Non will compete in the World Masters Games (Japan) in 2023.,

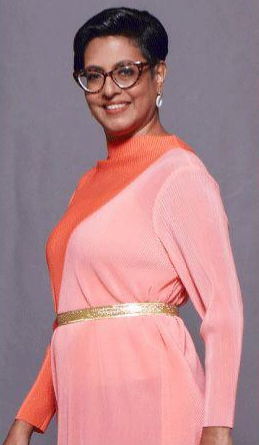




KUDSIA, who began as a DJ at 19, turned her passion for radio into a career, become a Vice-President, COO, and Malaysia's first female President of Commercial Radio Malaysia. A resident judge on Akademi Fantasia for three seasons in Malaysia and Brunei, Kudsia is as comfortable on stage as behind the mic but radio remains where her heart truly belongs. Now, her undying passion for music and radio has brought her back on LITE



SHEELA, who lives by the saying "variety is the spice of life." Her career has taken her through many roles from club DJ and professional dancer to TV host, actress, and stage performer before finding her true passion in radio. A music lover at heart, Sheela enjoys exploring different genres, the stories behind artists and producers over the decades, always excited to share her discoveries with the listeners.



Segments

6.00 am –
10.00 am

The LITE Breakfast with Terry & Leya

Liven up your weekday mornings with Terry & Leya through conversations spanning the humorous and poignant; finding a balance between the

lite-hearted and heartfelt content LITE is known for.

10.00 am –
3.00 pm

The LITE Workday with Ika

Ika takes you through the workday with your All-Time Favourites plus shines the spotlight on inspiring women in her "Power Women" segment.

3.00 pm –
8.00 pm

The LITE Drive with Fabes

De-stress on your drive home with Fabes as he plays your song requests in "You Say, I Play", highlights memorable travel tales in "What a Trip" and helps you with simple stretches for fitness and mobility in "Phat to Fit".

8.00 pm –
12.00 am

Nights with Non

Unwind from your taxing week with love songs, R&B, Jazz and special features to spice your weeknights.cv

8.00 am –
12.pm

The LITE Weekends with Sheela

Start your weekend with timeless favourites and a dose of classic rock for a relaxed and feel-good weekend.

6.00 pm –
10.00 am

The LITE Lounge with Kudsia

Unwind with chill favourites and easy vibes to end your weekend right, perfect for slowing down and resetting for the week ahead.