



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 LISTING :**

103.0FM	Klang Valley
106.5FM	Penang Johor
103.3FM	Bahru Alor
106.5FM	Setar Taiping
104.9FM	Ipoh
98.5FM	Seremban
97.9FM	Melaka
107.3FM	Kuantan
100.0FM	K. Terengganu
104.0FM	Kota Bharu
99.8FM	Kuching
103.7FM	Kota Kinabalu
98.6FM	Miri Sandakan
102.4FM	
102.2FM	

Astro Channel 858

MELODY  
强打好歌  
强大资讯





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.



WEON KUAN, a new mom with multi-talented MELODY personality who 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.



NICHOLAS, a familiar voice within the Chinese radio station industry 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.



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 Wahlatoi. 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.

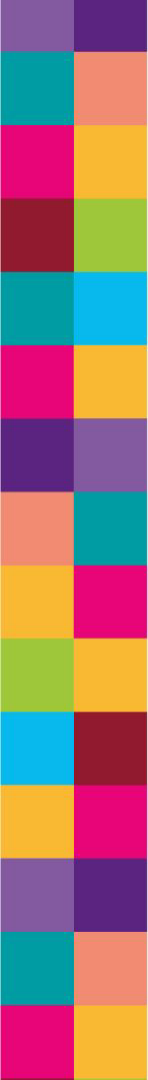


MEI SIM, the bubbly and personable character that will keep your evenings entertained. A singer, TV host, actress, voice over talent and radio announcer, this multi talented gal has even expanded her expertise down the acting path with her lead role on TV drama series Punch and Jude and on the big screen 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.





## Segments

6.00 am – 10.00 am	<b>Morning So Easy 早晨 有意思 with Jentzen &amp; Vivienne</b> A breakfast show with a combination of entertainment and information covering topics such self-empowerment tips, life stories to inspire and current affairs.
10.00 am – 1.00 pm	<b>MELODY Morning Show with Weon</b> Interactive segment that covers all topics related to working life and parenting.
1.00 pm – 4.00 pm	<b>MELODY Good Vibes with Mei Sim</b> De-stress with Mei Sim as she plays your favorite music and talks about topics that will send you only good vibes.
4.00 pm – 8.00 pm	<b>MELODY Drive Time with William &amp; Nicholas</b> Playing all your favorite melodies and sharing practical life hacks, food reviews, travel tips, news and more!
8.00 pm – 12.00 am	<b>Music Marathon</b> Plays you all your favorite music, non-stop.