



MY FM is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.4M on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.

Brand Positioning:

MY FM 好玩! (MY FM, so much fun!)

Target Audience:

10 – 39 year olds (Chinese)

Language:

50% Mandarin | 50% Cantonese

FREQUENCY LISTING :

101.8FM	Klang Valley
99.7FM	Penang Johor
95.4FM	Bahru Alor
99.7FM	Setar Taiping
100.2FM	Ipoh
100.6FM	Seremban
100.6FM	Melaka
106.4FM	Kuantan
101.1FM	K.
101.2FM	Terengganu
102.3FM	Kota Bharu
100.1M	Langkawi
96.9FM	Kuching
104.0FM	Kota Kinabalu
103.2FM	Miri Sandakan
100.6FM	

Astro Channel 853





JACK, MY's very own "Ipoh mali" announcer who has been with the brand since 2002. He's also a popular actor, host and singer with five albums to his credit. Before joining MY as an announcer, he was a host for shows such as Astro Talent Quest. He's also an avid ambassador for several brands and injects his brand of humour co-announcing the MY Breakfast Show with Mei Yan and Jie Ying.



MEI YAN, who joined MY in 2004, is one-third of the MY Breakfast Show with Jack and Jie Ying. She's also a celebrated TV host who's built up a huge fan base through the years. A self-confessed shopaholic, she shares plenty of fashion tips and ideas on Facebook, and has become a popular role model for the young generation.



JOE, first shot to stardom with his outstanding performance and charisma in a talent quest in 2010. This multi-talented singer, actor, DJ, host, fashion icon as well as an avid spokesperson for brands and events, has grown his popularity from strength to strength. His audacious and playful personality has earned him a massive following on social media as he never runs out of ideas to entertain fans with a series of light-hearted and creative vlogs.



AKI, a multi-talented and versatile personality. Her addition to the MY family is not a novelty, as she has been hyping MY's weekend segment and now championing MY Fun Party. Aside from acting and involved in stage performance, she's also active in hosting events – be it corporate or entertainment, that's definitely her forte. Catch her fun vibe in MY Fun Party from 1-4pm, every weekdays.



YOON, hosts the MY Ngam Channel together with Jack Yap on weekdays. Besides being a radio announcer, she's also a credible and compelling TV host, with an impressive resume emceeing many high-profile events.



JACK YAP, known for his humour and straight-forward persona on air, is co-announcing MY Ngam Channel alongside Yoon. Raising to fame after participating in a singing competition, he is now a familiar face in local movies and TV dramas.





JIE YING, the multi-talented personality in the MY family. She has released multiple EPs which have granted her an impressive list of accolades in the music industry. She also made a name for herself in the film industry by starring as the female lead for the movie 'Papa Come Home'. Now championing the MY Trending Superman segment, she's definitely no stranger to the brand and with her amazing personality, she will surely pack a punch.

MAQ is a humorous and energetic host - known as MY's funniest host, he is jovial and lights up the room with his presence. Aiming to brighten up people's day with his "MAQ ENERGY", he believes that youthfulness can't be defined by age - everyone can be young at heart. A charismatic actor, he stars in various movies, television series and is active within the advertisement industry. Passionate about all things hip-hop from rap to DJ-ing to streetwear, Maq is the only announcer who specializes in hip-hop within the Chinese radio industry.



Segments

6.00 am – 10.00 am

MY FM Breakfast / MY FM 阳光灿烂 with Jack Lim, Mei Yan and Joe

Fun, entertaining and informative trending topics on the breakfast show with Jack and Mei Yan and Joe!

10.00 am – 1.00 pm

MY FM Morning / MY FM 今天可以嗨 with Aki

It's all about the fun facts and amazing stories, Aki is here to keep you updated.

1.00 pm – 4.00 pm

MY FM Noon / MY FM On 啦嘿 with Jie Ying

Let Jie Ying kickstart your afternoon with the latest movies and TV shows, Idol chat and some sizzling drama!

4.00 pm – 8.00 pm

MY FM Drive Time / MY FM 行路有风 with Yoon & Jack Yap

Drive home with Yoon and Jack Yap with the LOL chemistry between the funny duo.

8.00 pm - 12.00 am

MY FM Night Night Segment / MY FM 有点 Passion with Maq

Your ultimate companion for peaceful nights with soothing melodies and thoughtful talks.