



ERA is Malaysia's No. 1 radio brand, with a weekly reach of 6.7M on radio and 5.2M on social media. 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 Terbaik (The Best Hit Music)
Target Audience:
10 - 29 year olds (Malay)
Language:
Malay

LISTENERSHIP (CUME)

6.7 Million
Listeners Per Week Aged 10+

3,707 Million
Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

3,490 Million
Listeners Per Week Aged 10+
During Drive Time | 4pm to 8pm

DIGITAL STATISTICS

2,089,085
Monthly Unique Website Visitor (October)

2,626,268
Monthly Digital Streams (October)

5,228,077
Weekly Social Media Reach

26,818,866
Monthly Video Views (October)

3,828,966 ERA enjoys **28.80%** average engagement rate (monthly).
The current industry benchmark for Facebook engagement rate is 5%

515,478 Followers
The number of people who have followed ERA's tweets

2,935,793 Followers
The number of people who have followed ERA's Instagram posts.

796,486 Subscribers
The number of people who have subscribed to ERA's video channel

Social Media Touchpoints:

era.je

ERA

youtube.era.je

Frequency Listing:

103.3FM Klang Valley	102.8FM Kuala Terengganu
103.6FM Penang	103.3FM Kota Bharu
104.5FM Johor / Johor Bahru	90.7FM Langkawi
103.6FM Alor Setar	96.1FM Kuching
95.2FM Taiping	102.4FM Kota Kinabalu
103.7FM Ipoh	101.3FM Miri
103.6FM Seremban	103.0FM Sandakan
90.3FM Melaka	102.0FM Tapah
98.0FM Kuantan	Astro Channel 856

Source – GfK Radio Audience Measurement (RAM), Wave 2 2019 for All People 10+ Peninsula Malaysia

Data source: GfK Radio Audience Measurement (RAM) Wave 2 2019 | Google Analytics, October 2019 (Monthly Average) | Facebook Insights, Instagram, Twitter & Radioactive (October 2019) | CrowdTangle & YouTube, October 2019 (Monthly Average)



JOHAN

JOHAN, celebrity funny man and popular personality Johan is known as the backbone of Malaysia's #1 breakfast show, JoHaRa Pagi ERA with Haniff and Ray. To start your day with a barrel of laughs every morning, be sure to tune in and let Johan tickle your funny bone with his creative jokes and wacky banter.



RADIN

RADIN is one of the winners of Penyampai Top Malaysia 2014 organised by ERA, and now hosts Super 40 ERA, a chart show playing today's hits from Malaysia, Korea and the international arena. Loved by his fans for his voice and personality, he is also a big sports fan. Recently, Radin has won the award for Most Popular Radio Announcer at the ABPBH 30th edition.



RAY

RAY, known for his infectious laugh and hilarious antics, Ray completes the line-up of the riotous JoHaRa Pagi ERA morning crew. Previously a Skwad ERA alumnus, Ray's sparkling personality has allowed him to expand his role in the entertainment industry as an Astro TV host and voice-over talent.



DANIAL

DANIAL 24, was born in Penang and he has always been interested in the entertainment industry. To prove his interest, he participated in several auditions of reality programs run by Astro. Not only that, he is also a music video director. He started his first day as an announcer on 2nd Feb 2017. This, comedy reality show 'Lawak Solo' champion now is the announcer for #ERASolo segment every Monday to Friday from 10 am to 1 pm.



HANIFF

HANIFF, one-third of the successful morning trio JoHaRa Pagi ERA with Johan and Ray. Haniff entertains consumers with his wit and spontaneous humour as he contributes to the breakfast crew's mission to be the funniest show on the planet. His uniqueness and talent in hosting will definitely take him places.



DINA

DINA, adds that feminine flair on PM ERA with co-hosts Fadh, Dina broke into the entertainment industry as a singer, receiving awards for "Best New Artist" and "Best Vocal Performance on an Album" at the Anugerah Industri Muzik (AIM) in 2006. Besides joining ERA as an announcer, the multitasking star also dabbles in acting in theatre and film. Despite her busy schedule, Dina often contributes to charitable causes, and is one of the few celebrities involved in the Women's Aid Organisation and the Ronald McDonald Children's Charity.



NABIL

NABIL, Winner of Raja Lawak 2 and host for MeleTOP is multi talented and multifaceted. Nabil is an experienced comedian, host, emcee, actor, director and singer. Always on top of trends. His spontaneous style of comedy is an attention grabber. On top of being funny, he is also stylish and fashionable, He is currently the host for Carta ERA 40 and will be featured exclusively in ERA D'Boyz content.



ZAHIER

ZAHIER, Winner of Personaliti Top ERA Milo. Zahier is a fresh and young talent with an easy-going personality who portrays a trendy and rugged image. His interest lies in break dancing and gastronomy. He has entered numerous break dancing competitions in the country. Zahier is the new face for 40 ERA bersama Zahier which focuses on millennial issues



SEGMENTS:

6.00 am – 10.00 am JoHaRa Pagi ERA with Johan, Haniff & Ray

You would not want to miss the No.1 breakfast show in Malaysia with the Johara boys and their humorous antics!

10.00 am – 1.00 pm #HitERA with Munabella

#HitERA hosted by Muna playing ALL top & hit songs non stop from 10 am to 1 pm. Besides that, the show also includes features such as Pantun ERA

1.00 pm – 4.00 pm Insta Hit ERA with Dina

Hosted by Dina Nadzir, Insta Hit ERA segment will highlight hit songs list requested by listeners from Facebook and Twitter!

4.00 pm – 8.00 pm ERA D'Boyz featuring Nabil

Every weekday Radin, Danial and Nabil will update on current issues/gossips, karok and do media social polls.

8.00 pm – 12.00 am Super 40 ERA with Zahier

Top 40 hits. Daily charts voted via online. Zahier, will live up to the show with Super Concerts, Super Stars, Super Fans, Super Blockbusters and Super Hits to entertain your weeknights.



MUNA

MUNABELLA, Crowned First runner up for Personaliti Top ERA Milo. Munabella's outgoing and cheery personality captures the attention of many. Munabella is also an avid KPOP fan with basic Korean language skill. She is no stranger to emceeing and hosting events. She will host #HitERA