

# Gegar Pagi



6 Pagi-10 Pagi

**PERMATA  
PANTAI  
TIMUR**

SHAH  
& MEK ZURA

## LISTENERSHIP (CUME)

**2.1 Million**  
Listeners Per Week Aged 10+

**1,054 Million**  
Listeners Per Week Aged 10+  
During Breakfast | 6am to 10am

**1,128 Million**  
Listeners Per Week Aged 10+  
During Drive Time | 4pm to 8pm

## DIGITAL STATISTICS

 **121,691**  
Monthly Unique Website Visitor (October)

 **1,543,464**  
Monthly Digital Streams (October)

 **2,754,126**  
Weekly Social Media Reach

 **12,897,438**  
Monthly Video Views (October)

 **1,220,471**  **GEGAR enjoys 16.92%**  
Total Fans **average engagement rate**  
(monthly).  
The current industry benchmark for Facebook engagement rate is 5%

 **24,495**  
Followers The number of people who have followed GEGAR's tweets

 **199,904**  
Followers The number of people who have followed GEGAR's Instagram posts.

 **354,002**  
Subscribers The number of people who have subscribed to GEGAR's video channel

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 2.1M on radio and 2.7M weekly on social media. The brand is the East Coast community's key source of local news, entertainment and variety of local music.

**Brand Positioning:**  
Permata Pantai Timur  
(Jewel of the East Coast)  
**Target Audience:**  
15 - 40 year olds  
(rural East Coast Malays)  
**Language:**  
Malay and local dialects

## Social Media Touchpoints:

 [gegar.my](http://gegar.my)  
   **GEGAR**  
 [youtube.gegar.my](http://youtube.gegar.my)

**Frequency Listing:**  
88.8FM Kuantan  
106.8FM Kuala Terengganu  
88.1FM Kota Bharu  
Astro Channel 863



SHAH

**SHAH**, this “anak jati” Pahang complements his Ceria Pagi co-host Anna very well with his great sense of humour and eloquent discourse. He’s a fan of challenges, and is constantly finding new ways to entice consumers with his life experiences and knowledge.



EWAN

**EWAN**, started his career as an announcer when he was only 17, one of the youngest announcers at that time. From Wakaf Bharu, Kelantan, he is known for his petite figure. Despite being petite, he has a big heart and doesn’t mind being on air for countless hours, weekdays or even on the weekends. Entertaining people, and making people smile gives him joy and satisfaction.



MEK ZURA

**MEK ZURA**, a Kelantan native, has had a successful career in both TV and radio broadcasting. With over 10 years of experience, her return to radio has been greeted with open arms. Alongside her co-host, Shah, her cheerful and sweet personality will definitely put a smile on listeners' faces.



NAZZ

**NAZZ**, a graduate with a Master in Communications, Nazz has found himself in the industry he loves best: broadcasting. With previous aspirations to become an announcer, he’s now living the dream hosting with Ewan on GEGAR Petang.



ANNA

**ANNA ALJUFFREY**, also known as Anna, is the youngest amongst her GEGAR siblings. The Runner up for Penyampai Top Malaysia 2014, started to develop an interest in hosting and enjoys working in the industry although admitting that it can be challenging. Her bubbly personality is loved by all.



SCHA

**SCHA**, who was born in Kuantan. She is a winner for ERA INTERN back in 2016. Even though she’s not a well known singer, Scha enjoy singing that she got invited to perform at Government Official Events, Majlis Hari Raya Di Raja Pahang and Malaysian Aviation Training Academy.



**SEGMENTS:**

<b>6.00 am – 10.00 am</b>	<b>GEGAR Pagi with Shah &amp; Mek Zura</b> Start your morning with your favourite duo, Shah and Anna. They will surprise you with fun segments!
<b>10.00 am – 3.00 pm</b>	<b>GEGAR 10 - 3 with Scha</b> Scha is your rugged chick at heart as she accompanies you with your favourite rock songs and DIY tips and tricks.
<b>3.00 pm – 7.00 pm</b>	<b>GEGAR Petang with Ewan &amp; Nazz</b> Sit back, relax with Ewan as they entertain you with your favourite song selections
<b>7.00 pm – 8.00 pm</b>	<b>Senja Pantai Timur</b> Spiritual and motivational segment
<b>8.00 pm – 12.00 am</b>	<b>GEGAR Malam with Anna</b> Don't let your night be a lonely one as Nazz and his romantic voice is there for you. Feed your soul with chart-topping love hits!