



GOXUAN is a new cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and sharable. The brand currently reaches 1.6M people on social media weekly, since launching in October 2017.

**Brand Positioning:**

够Fun (GO FUN)

**Target Audience:**

12 - 24 year olds (Chinese)

**Language:**

Mandarin

**DIGITAL STATISTICS**



**243,476**  
Monthly Unique Website Visitor (October)



**147,678**  
Monthly Digital Streams (October)



**1,550,377**  
Weekly Social Media Reach



**2,244,068**  
Monthly Video Views (October)



**209,778**  
Total Fans



GOXUAN enjoys **11.37%** average engagement rate (monthly).  
The current industry benchmark for Facebook engagement rate is 5%



**287**  
Followers

The number of people who have followed GOXUAN's tweets



**47,089**  
Followers

The number of people who have followed GOXUAN's Instagram posts.



**39,837**  
Subscribers

The number of people who have subscribed to GOXUAN's video channel

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)

**Social Media Touchpoints:**

- goxuan.my
- GOXUAN
- youtube.goxuan.my



**Frequency Listing:**

- 88.9FM Klang Valley
- 107.6FM Penang



JACKY

**JACKY** is a broadcasting graduate, who enjoys bringing a script to life with his seasoned and youthful voice for TV and radio voice over jobs. A smart, quick-witted young man with excellent command of language, Jacky was discovered at a DJ talent search programme in 2015 and since then he has been a budding talent with Astro Radio.



CHRISTAL

**CHRISTAL** is an all-rounder who loves acting, singing, modelling and hosting. She has been the cover girl of lifestyle magazines and cast for multiple music videos, TV shows and films. Christal's bubbly and fun-loving personality has made her a well-loved social media influencer among the youths. She joined Astro Radio in 2016 after emerging as a finalist for a DJ talent search programme.



LOVELL

**LOVELL** started her career in entertainment started through her love for acting and dancing. After becoming a finalist in the Malaysia Astro Chinese International Pageant, her popularity as a Youtuber and content creator steadily increased. Her fun, friendly and caring personality makes her a great GOXUAN MC.



VIVIAN

**VIVIAN** is a highly sought-after actress on the rise for dramas, music videos and stage plays. A role model to many, this versatile young girl who loves Kpop, fills her day with positivity in pursuit of her dreams and aspiration. Her career took off with her participating in a matchmaking reality show produced in China and several high-profile hosting opportunities.



JOE

**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.



CATHERINE

**CATHERINE** started her journey in showbiz as a part-time DJ with Astro Radio, before landing roles in drama series and movies, as well as hosting fora home shopping channel. Having an active social media presence, she is a carefree, happy-go-lucky girl who embraces change in life but her passion for spreading happiness through the airwaves remains unchanged.



**SEGMENTS:**

**6.00 am – 10.00 am** **GOXUAN Wake Up n Play with Jacky and Christal**  
Interesting video and viral news to energize your day.

**10.00 am – 12.00 pm** **GOXUAN Challenge Replay!**  
Best moments of Challenge Accepted! With Joe and Catherine.

**12.00 pm – 1.00 pm** **Music On Demand**  
GOXUAN plays your song dedication.

**1.00 pm – 3.00 pm** **GOXUAN Top 20**  
Daily best 20 songs based on online voting!

**3.00 pm – 4.00 pm** **GOXUAN #VOTD**  
The best online videos of the day.

**4.00 pm – 8.00 pm** **GOXUAN Go Lepak with Eddie and Vivian**  
Hangout with Eddie and Vivian with music and celebrity gossips.

**8.00 pm - 12.00 am** **GOXUAN Challenge Accepted! with Joe and Catherine**  
Fun night show with Joe and Catherine.