



**REAL LIVES
REAL PEOPLE
REAL CONVERSATIONS**

Weekdays, 6am to 10am

LITE attracts 1.3M Malaysians weekly on radio and reach more than 958K people weekly on social media. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter – real people, real lives, real stories.

Brand Positioning:
Relaxing Favourites

Target Audience:
35 - 49 year olds (Professionals)

Language:
English

LISTENERSHIP (CUME) | DIGITAL STATISTICS

1.3 Million
Listeners Per Week Aged 10+

752,000
Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

574,000
Listeners Per Week Aged 10+
During Drive Time | 4pm to 8pm

63,044
Monthly Unique Website Visitor (October)

568,745
Monthly Digital Streams (October)

958,856
Weekly Social Media Reach

325,977
Monthly Video Views (October)

518,149
Total Fans

LITE enjoys **5.95%** average engagement rate (monthly).
The current industry benchmark for Facebook engagement rate is 5%

5,991
Followers

The number of people who have followed LITE's tweets

6,460
Followers

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

7,247
Subscribers

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

Social Media Touchpoints:

lite.my

LITE

youtube.lite.my

Frequency Listing:

105.7FM Klang Valley	92.2FM Melaka
104.4FM Penang	104.7FM Kuantan
94.6FM Johor / Johor Bahru	105.9FM Kuala Terengganu
104.4FM Alor Setar	104.3FM Kota Bharu
89.3FM Taiping	100.1FM Kuching
101.5FM Ipoh	103.2FM Kota Kinabalu
104.6FM Seremban	Astro Channel 854

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)



JD

JD holds a Bachelors in Engineering and was briefly a lecturer in Penang before his gift of the gab brought him to KL where he flourished in the broadcasting industry as a Breakfast Show announcer. He's been on radio now for over a decade and his passion for sports led him to hosting various television shows on Astro, Fox & ESPN. His love for Manchester United is unparalleled and he loves a good game of Tennis.



BEL

BEL hails from Kuching, Sarawak and at a very young age would perform on stage until she discovered competitive swimming where she represented her state and country for 8 years before retiring to focus on her studies. Armed with a degree in Media and Communications, she went back to performing but this time as a TV host for various shows, acting on various dramas and being an announcer on radio. Bel is now a mother of 2 and deemed as one of Malaysia's top parenting influencers



SHAM

SHAM hosts the Lite Drive from 4-8 pm. A family man, he's married with a 4-year-old son. Outside of the studio you're likely to find him cheering on his favourite rugby team, as he has a huge passion for the sport.



DR. LOVE

DR. LOVE started his radio career in New Zealand radio, then went on to work in England before settling here in Malaysia. This well-travelled foodie sees Malaysia as a food paradise, and one of the most dynamic and exciting countries he's been privileged to work in.



SORAYA

SORAYA first hosted a fake radio show when she was 11, one she recorded onto cassettes that have since thankfully been lost. She decided to give a (real) radio career a go by joining LITE. When not on air, she can be found planning her next travel adventure, finding new things to love about KL and adding too many books to her shelves.



SEGMENTS:

6.00 am – 10.00 am

The LITE Breakfast Show with Bel & JD
Join Bel & JD for real lives, real people, real stories from ordinary people with extraordinary stories.

10.00 am – 4.00 pm

Relaxing Favourites Workday with Soraya
Soraya takes you through the day with relaxing favourites plus shines the spotlight on inspiring women in her Power Women segment.

4.00 pm – 8.00 pm

The LITE Drive with Sham
De-stress on your drive home with Sham as he shares his Top5@5. Plus relaxing favourites you love.

8.00 pm – 10.00 pm

LITE After Dark
Sit back and relax with our soothing selections in Lite After Dark

10.00 pm – 5.00 am

The Love Songs with Dr. Love
End your work days with love songs and dedications with Dr Love.