



With a weekly reach of 1.3M on radio and 736K people on social media, MIX boasts the second largest audience base amongst English radio brands in Malaysia. The brand plays the best mix of music from the 90's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.

**Brand Positioning:**  
Today's Best Music  
**Target Audience:**  
25 - 39 year olds  
**Language:**  
English

**LISTENERSHIP (CUME)**

**1.3M**  
Listeners Per Week Aged 10+

**672,000**  
Listeners Per Week Aged 10+  
During Breakfast | 6am to 10am

**629,000**  
Listeners Per Week Aged 10+  
During Drive Time | 4pm to 8pm

**DIGITAL STATISTICS**

**73,335**  
Monthly Unique Website Visitor (October)

**741,896**  
Monthly Digital Streams (October)

**736,390**  
Weekly Social Media Reach

**497,199**  
Monthly Video Views (October)

**331,349**  
Total Fans

**13,277**  
Followers

**23,723**  
Followers

**4,574**  
Subscribers

MIX enjoys **5.40%** average engagement rate (monthly).  
The current industry benchmark for Facebook engagement rate is 5%

The number of people who have followed MIX's tweets

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

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

**Social Media Touchpoints:**

[mix.my](http://mix.my)

MIX

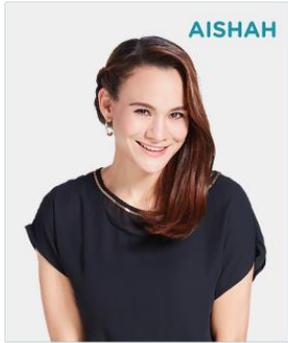
[youtube.mix.my](http://youtube.mix.my)

**Frequency Listing:**

94.5FM Klang Valley	91.1FM Melaka
91.0FM Penang	94.1FM Kuantan
99.1FM Johor / Johor Bahru	98.3FM Kuala Terengganu
91.0FM Alor Setar	94.6FM Kota Bharu
91.3FM Taiping	97.7FM Kuching
94.3FM Ipoh	101.6FM Kota Kinabalu
94.2FM Seremban	Astro Channel 855

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)



AISHAH

**AISHAH** was an accomplished TV host, emcee and actor before she joined The MIX Breakfast. Aishah can be serious on issues she's passionate about and yet inject her fun side when the need calls for it. The devoted mother of two also has a big love for the environment and an avid Liverpool FC supporter.



PHAT FABES

**PHAT FABES**, who hosts the MIX Drive, gives you a great combination of the best songs and the biggest stories of the day, traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



ROD

**ROD** knew from the moment he uttered his first words as a child, he wanted to be a radio announcer. After 17 years in radio in Singapore, he now joins Aishah and Prem on The Mix Breakfast. An adrenaline junkie, he's completed four marathons and two triathlons, and also loves motorbikes, bicycles and watches. When not on air, he loves nothing more than to spend time with his son and wife.



ASHLEY

**ASHLEY**, born and raised in Malaysia, Ashley has appeared in many TV Commercials and hosted on TV and live events. Ashley spent 2 years producing and hosting her own radio show, bringing indie bands to the forefront and exposing audiences to a wider range of music. Performing Arts is her passion; singing and dancing her way through life in a bunch of fun musicals. Ashley loves to get lost in music and actively belts out R&B, soul, jazz, pop and Broadway numbers with her band at some of the most sought after live music venues around Malaysia while working on her original material for the world.



PREM

**PREM's** lifelong mission is to be KL's first superhero, Supremo. bringing laughter to The Mix Breakfast with Aishah and Rod. Not many would know that Prem started his career in the music and entertainment industry as a member of a hip hop crew. He had a stint with the hitz fm cruisers before entering the world of radio announcing. Most recently, his passion for acting landed him a role in a local movie.

**SEGMENTS:**

<b>6.00 am – 10.00 am</b>	<b>MIX Breakfast with Aishah, Rod &amp; Prem</b> Triple the fun in your morning with The MIX Breakfast Show Aishah, Rod & Prem.
<b>10.00 am – 3.00 pm</b>	<b>MIX Days with Ashley</b> 10 songs in a row commercial free & very little talk. <i>Just the way you like it.</i>
<b>3.00 pm – 8.00 pm</b>	<b>MIX Drive with Phat Fabes</b> Phat Fabes got your 45 minutes of marathon Music, all on the MIX Drive.
<b>8.00 pm – 11.00 pm</b>	<b>MIX Sing-Along Nights</b> End your day with a dose of MIX Sing Along Nights by sending us your song requests and dedications