



好玩



MY is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.4M on radio and 2.7M weekly on social media. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.

Brand Positioning:

好玩 (MY, so much fun!)

Target Audience:

10 – 29 year olds (Chinese)

Language:

50% Mandarin | 50% Cantonese

LISTENERSHIP (CUME)

DIGITAL STATISTICS

2.4 Million
Listeners Per Week Aged 10+

1,471 Million
Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

1,466 Million
Listeners Per Week Aged 10+
During Drive Time | 4pm to 8pm

 **905,855**
Monthly Unique Website Visitor (October)

 **1,296,665**
Monthly Digital Streams (October)

 **2,693,921**
Weekly Social Media Reach

 **5,140,311**
Monthly Video Views (October)

 **1,071,009**  **MY enjoys 19.08%**
Total Fans **average engagement rate**
(monthly).
The current industry benchmark for
Facebook engagement rate is 5%

 **8,262**
Followers
The number of people
who have followed
MY's tweets

 **287,098**
Followers
The number of people who
have followed MY's
Instagram posts.

 **87,596**
Subscribers
The number of people who
have subscribed to MY's
video channel

Social Media Touchpoints:

 my.com.my

   MY

 youtube.my.com.my

Frequency Listing:

- | | |
|----------------------------|--------------------------|
| 101.8FM Klang Valley | 101.1FM Kuantan |
| 99.7FM Penang | 101.2FM Kuala Terengganu |
| 95.4FM Johor / Johor Bahru | 102.3FM Kota Bharu |
| 99.7FM Alor Setar | 100.1M Langkawi |
| 100.2FM Taiping | 96.9FM Kuching |
| 100.6FM Ipoh | 104.0FM Kota Kinabalu |
| 100.6FM Seremban | 103.2FM Miri |
| 106.4FM Melaka | 100.6FM Sandakan |
| | Astro Channel 853 |

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)



JACK

JACK is MY very own “Ipoh mali” announcer, he has been with MY since 2002. He’s also a popular actor, host and singer with five albums to his credit. He’s emceed several events as well, such as Astro Talent Quest before joining MY as a radio announcer, a position he truly enjoys. He’s also an avid ambassador for several brands and injects his brand of humour co-hosting the MY Breakfast Show with Mei Yan and Jeff.



JIE YING

JIE YING released multiple EPs has granted her an impressive list of accolades in the music industry. She also made a name for herself in the film industry by starring as the female lead for the movie ‘Papa Come Home’. Joining Jack & Mei Yan on the MY Breakfast Show, she’s no stranger to the brand as she was part of the ‘MY FM 15th Birthday Bash, and with experiences as an ambassador for several brands and her passion for Muay Thai, her addition to the breakfast show will surely pack a punch.



JACK

Jack Yap is well-known for his humorous and straight forward persona when on air. Raising to fame after participating in a singing competition, he is now a familiar face in local movies and TV dramas. He is now paired up with Yoon for the MY Ngam Channel.



MEI YAN

MEI YAN who joined MY in 2004, acts as the female sounding board on weekday mornings on the MY yBreakfast Show with Jack and Jeff. She’s also a celebrated TV host who’s built up a huge fan base through the years. A self-confessed shopaholic, she shares plenty of fashion tips and ideas on Facebook, and has become a popular role model for the young generation.



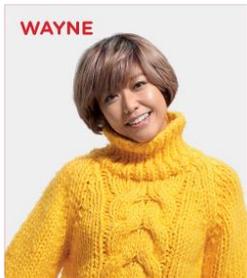
EMELY

EMELY, former beauty queen, loves to share beauty tips with her listeners – after all, sharing is caring. Having had experiences hosting various TV programs, Emily proves she’s more than just a pretty face. Most recently, she’s moved from hosting MY weekend show to join its main line-up, going on air from 10am-1pm on weekdays for MY Let’s Play Yo!



YOON

YOON hosts the MY Ngam Channel together with Jack Yap on weekdays. Besides being a radio announcer, she’s also a credible and compelling TV host, with an impressive resume emceeding many high-profile events.



WAYNE

WAYNE first stepped into the music and entertainment industry when she joined the MY on-ground cruisers. She’s now taking on the challenge of being a radio announcer, hosting MY Oh Yeah Buddy on weekdays. A K-pop fanatic, she also hosts MY K-pop WOW on Sundays, even learning the language to help further her passion for all things Korean.



DANIEL

DANIEL Daniel is a hard working fella that prioritize work-life balance. The optimistic yet a genius weirdo was previously GOXUAN's weekend announcer. Besides being a DJ, Daniel's early career in entertainment was through a reality show called Produce Camp 2019. He's all about fun that you surely don't want to miss!



SEGMENTS:

6.00 am-10.00 am	MY Breakfast Show with Jack, Mei Yan & Jie Ying Fun, Entertaining and Informative trending topics on the breakfast show with Jack, Mei Yan and Jie Ying!
10.00 am – 1.00 pm	MY Trending Superman with Daniel It’s all about the latest trends from idols to videos. Superman Daniel will keep you updated.
1.00 pm – 4.00 pm	MY Let’s Play Yo! with Emely Have fun with quirky Emely to kickstart your day with music & hilarious content!
4.00 pm – 8.00 pm	MY Ngam Channel with Yoon & Jack Yap Drive home with Yoon and Jack Yap with the LOL chemistry between the funny duo!
8.00 pm – 12.00 am	MY Oh Yeah Buddy with Wayne Let your Buddy Wayne play you the best music to keep you entertained the whole night!