



# 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+

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

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

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

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

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

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

**1,071,009** Total Fans  
MY enjoys **19.08%** 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.



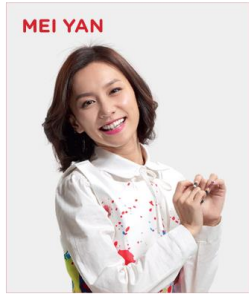
JIE YING

**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 15<sup>th</sup> 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:**

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