

PAGI di Sinar™

SETIAP ISNIN - JUMAAT
6 PAGI - 10 PAGI



A strong No. 2 Malay radio brand in Malaysia, on a weekly basis SINAR reaches 4.9M fans on radio and 5.4M weekly on social media. The brand plays favourite hits from the 80's to today, with songs that make fans feel good and brighten up their days. It also covers the best in talk shows and inspiring real-life topics that are packed full of exclusive interviews.

Brand Positioning:

Menyinari Hidupmu (Brighten Up Your Life)

Target Audience:

25 – 39 year olds (Malays)

Language:

Malay

Social Media Touchpoints:

 sinar.my

   SINAR

 youtube.sinar.my

Frequency Listing:

96.7FM Klang Valley	97.2FM Kuantan
97.1FM Penang	97.5FM Kuala Terengganu
87.8FM Johor / Johor Bahru	93.8FM Kota Bharu
97.1FM Alor Setar	100.9FM Langkawi
96.4FM Taiping	102.1FM Kuching
96.9FM Ipoh	104.9FM Kota Kinabalu
96.9FM Seremban	87.7FM Miri
96.0FM Melaka	106.9FM Sandakan
	Astro Channel 857

LISTENERSHIP (CUME)

4.9 Million
Listeners Per Week Aged 10+


2,675 Million
Listeners Per Week Aged 10+
During Breakfast | 6am to 10am


2,568 Million
Listeners Per Week Aged 10+
During Drive Time | 4pm to 8pm

DIGITAL STATISTICS


 **605,073**
Monthly Unique Website Visitor (October)


 **3,402,449**
Monthly Digital Streams (October)


 **5,461,982**
Weekly Social Media Reach

 **28,484,743**
Monthly Video Views (October)

 **1,526,215**  SINAR enjoys **26.80%**
Total Fans average engagement rate (monthly).
The current industry benchmark for Facebook engagement rate is 5%

 **66,357**
Followers The number of people who have followed SINAR's tweets

 **1,104,079**
Followers The number of people who have followed SINAR's Instagram posts.

 **172,221**
Subscribers The number of people who have subscribed to SINAR's video channel



JEP is not only a comedian but a multi-talented actor and TV presenter. His career began when he won Super Spontan in 2013. He also won several awards such as the Most Popular Male Comedy Performer in Anugerah Lawak Warna 2013, Bintang TV MeleTOP for Anugerah MeleTOP ERA 2014 and many more. He is also active on TV programs such as Karoot Komedia X, Bulletin Cinta, Betul Ke Bohong, Maharaja Lawak Mega and Super Spontan. Jep, who loves football, also hosted the Skool Of Lawak, Sepahtu Reunion and Meja Bulat Sepahtu.



RAHIM was an ex-member of R2, the 1st runner-up of Raja Lawak 2011. He then joined Sepahtu and won Maharaja Lawak Mega 2013. Rahim was previously a football player who represented Selangor during the 1990 Malaysian Games. His cheekiness is translated in his films such as 'Lu Gua Bro', 'Suatu Malam Kubur Berasap 2', 'Legenda Budak Hostel' and 'Keranda Tok Wan Terbang?'. Rahim also hosted Sepahtu Reunion and Meja Bulat Sepahtu.



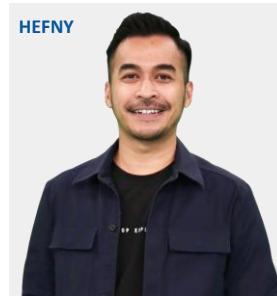
ANGAH, is now one of the trio for Pagi Di SINAR, hosting alongside famed Jep and Rahim. Angah's easy-going and always-chill characteristics makes him a public heart-throb, as he is known to make everyone around him laugh and be merry.



ABBY FANA, the host of Sembang Sinar is one of Malaysian radio's favourite personalities. Her fondness for witty banter and amusing antics together with her knowledge of lifestyle topics has stolen the hearts of Malaysians nationwide. With more than 26 years of broadcasting experience under her belt, Abby stays true to the belief that an outgoing disposition and great sense of humour is as important on air as it is in real life.



Siti Elizad or Ejad is a new DUO SINAR personality, co-announcing with Hefny Sahad every Monday to Friday from 3pm to 7pm. Known from Gempak Superstar, Ejad continued her acting line-up to include movies such as Berlari ke Langit, Gangster, Bilut, Main-Main Cinta, Cinta Yang Satu, Lembing, Awang Pulang Ke Dayang, Harmonika, Kolestrol vs Cinta, and dramas such as Puteri Yang Di Tukar, Aku Yang Kau Tinggalkan, Cinta Tanpa Henti, Dian, Gerak Khas, Papa Rikcy and many more. She also has an interest in motorsports, which encourages her to challenge herself. She currently also hosts Mingguan Wanita, a talk show under Astro Prima.



HEFNY, after emerging as one of the top performers of On Air (Astro RIA's talent programme), Hefny started to enroll his career by hosting various TV programmes namely Hlive (Astro RIA), Salam Dunia, (Astro Oasis), Diari Akademi Fantasia 2013, Festival Filem Malaysia (FFM 2) and many more. He has also ventured into acting for several films and dramas such as Operasi X, Awak Sangat Nakal, M.A.I.D, 3 Campur 2, Nafas and Cintaku Di Bumi Izmir. Hefny with his co-announcer, Siti Elizad host the DUO SINAR segment on every Monday to Friday, 3pm to 7pm.



PINK, started his career in showbiz as a TV host for the popular TV programme 'Motif Viral' and a Youtube series called Road Thrift. As the newest addition to the SINAR family, Pink will now accompany listeners on weekends. His down to earth personality together with his talents will definitely bring him further in the industry.



FALYQ, a young chap with a wide experience in radio broadcasting, jumpstarted his career as a street squad member before participating in a radio talent-search programme in which he placed third. Falyq is now a hot commodity for hosting gigs, as his fun and light-hearted personality captivates fans. He loves football, and his active lifestyle makes him a role model among youths.



SEGMENTS:

6.00 am – 10.00 am **Pagi Di SINAR with Jep, Rahim & Angah**
Feeling gloomy? Do not fear as Jep, Rahim and Angah will definitely brighten up your morning!

10.00 am – 2.00 pm **Sembang SINAR with Abby Fana**
Kak Bed will serenade your afternoon with her calm voice sharing tips and advice on lifestyle

2.00 pm – 3.00 pm **Seleksiku di SINAR with**
Playing songs dedications for 1 hour

3.00 pm – 7.00 pm **Duo SINAR with Hefny & Elizad**
Hefny & Elizad will keep you company on Duo SINAR where they will share hot trending issues and sing with listeners. So which team are you? Team Kanda or team Dinda?

7.00 pm – 8.00 pm **Laman Rohani SINAR**
Spiritual an motivational segment

8.00 pm – 12.00 am **RNR SINAR with Falyq**
Falyq will accompany your night drive with love songs and dedications, news on sports and also everything in between.