



MELODY is the radio station that brings you the Chinese classics and contemporary hits. With a weekly reach of 1.2M on radio. It is a personality driven brand with an unprecedented Golden Chinese hits playlist that keeps a pulse on today whilst reminiscing the joys of yesteryears.

Brand Positioning:
强打好歌，强大资讯
(Best Music & Info)

Target Audience:
35- 49 year olds (Chinese)

Language:
70% Mandarin | 30% Cantonese

FREQUENCY LISTING:

103.0FM	Klang Valley
106.5FM	Penang
103.3FM	Johor / Johor Bahru
106.5FM	Alor Setar
104.9FM	Taiping
98.5FM	Ipoh
97.9FM	Seremban
107.3FM	Melaka
100.0FM	Kuantan
104.0FM	Kuala Terengganu
99.8FM	Kota Bharu
103.7FM	Kuching
98.6FM	Kota Kinabalu
102.4FM	Miri
102.2FM	Sandakan
Astro Channel 858	



强打好歌 强大资讯

LI QIANG

VIVIENNE

JENTZEN

WEON KUAN

MEI SIM

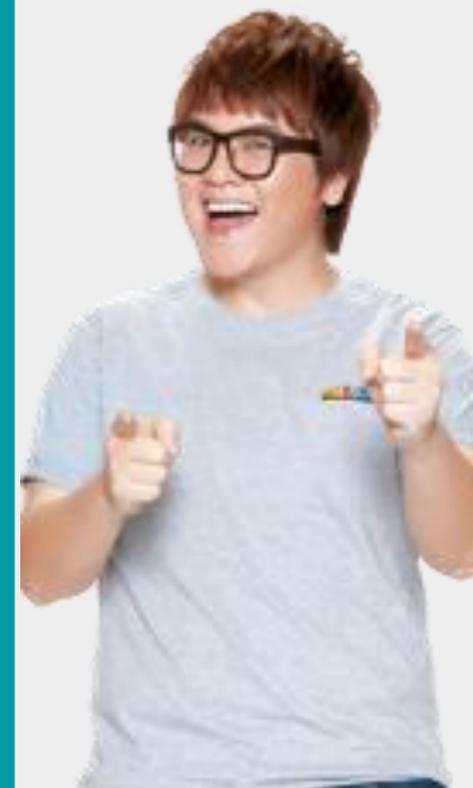




Vivienne aka Vivi is a cheerful and confident personality that always lights up the room. She is a people person and believes that authenticity is the key to connecting with people. Following her pageant days in 2011, she has hosted various big stages in Astro AEC and Astro WahLaitoi such as the Miss Astro Chinese International pageant, Astro Battleground, Astro Star Quest and Ready to Fly. Apart from that, she has also expanded into acting and has performed in dramas, movies, sitcoms, and stage plays. In 2019 she has earned herself the BEST ACTRESS AWARD in the 16th ADA DRAMA AWARD.



JENTZEN is an optimistic and confident individual who has over 18 years' experience hosting in multiple languages (English, Mandarin, Cantonese and Hokkien). He has appeared in several TV shows such as Hua Hee Healthy Me, Hua Hee Secret Cuisine and Hua Hee Buddies. Since the past couple of years, he has been assigned as the communications coach for MACIP (Astro Pageant Championship). He is a well-known within the industry as someone whom many budding talents look up to. His versatility in hosting both corporate and casual event makes him the perfect partner to Vivienne on MELODY's breakfast show.



LI QIANG, a multi-talented announcer with 10 years of experience in the radio industry. He is also a seasoned TV host, voice over talent and once released a single titled "Ready". Li Qiang is also the emcee for Malaysia PWH Music Awards, Malaysia's largest scale music awards for 3 consecutive seasons. With over 15 years of experience in performing arts, he was nominated for the Best Male Actor in 14th ADA Drama Awards in 2017.



MEI SIM, the bubbly and personable character that will keep your evenings entertained. A singer, TV host, actress, voice over talent and radio announcer, this multitalented gal has even expanded her expertise down the acting path with her lead role on TV drama series Punch and Jude and on the big screen in the movie Goodbye Mr. Loser. In 2014, she released her first EP, Himalaya in 2014.



WEON KUAN, the multi-talented MELODY personality who was formerly with Astro AEC Evening Edition & Prime Talk News. She also currently hosts Kuan Zhu Bo for Hotspot, an online platform. As a critical thinker and an experienced TV host, she enjoys discussions in a wide variety of topics including current affairs, politics, sports, health and lifestyle. Behind the scenes, Weon Kuan has a soft-spot for pets, is gentle yet brave in exploring new experiences, and loves travelling, simplicity and her family.



Segments

6.00 am - 10.00 am	Morning So Easy 早晨 有意思 with Jentzen & Vivienne A breakfast show with a combination of entertainment and information covering topics such self-empowerment tips, life stories to inspire and current affairs.
10.00 am – 1.00 pm	Life Catcher with Li Qiang Interactive segment that covers all topics related to working life and parenting.
1.00 pm – 4.00 pm	Music Marathon Plays you all your favorite music, non-stop.
4.00 pm – 8.00 pm	Driving Queens with Mei Sim & Weon Kuan Playing all your favorite melodies and sharing practical life hacks, food reviews, beauty, travel tips and news
8.00 pm – 12.00 am	Music Marathon Plays you all your favorite music, non-stop.