



MY SABAH, a sister brand of Malaysia No. 1 Chinese Radio brand – MY Malaysia with weekly reach of 39K listeners and 840k monthly on social media offers the freshest hit, the current trends and content that appeals to the local Chinese both on air and on digital platforms.

**Brand Positioning:**  
好玩! (MY, so much fun!)

**Target Audience:**  
10 – 29 year olds (Chinese)

**Language:**  
80% Mandarin | 20% Cantonese

### FREQUENCY LISTING:

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





JACK, MY's very own "Ipoh mali" announcer who has been with the brand since 2002. He's also a popular actor, host and singer with five albums to his credit. Before joining MY as an announcer, he was a host for shows such as Astro Talent Quest. He's also an avid ambassador for several brands and injects his brand of humour co-announcing the MY Breakfast Show with Mei Yan and Jie Ying.



MEI YAN, who joined MY in 2004, is one-third of the MY Breakfast Show with Jack and Jie Ying. 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, former beauty queen and the MY sweetheart. Having had experiences hosting various TV programs, Emily proves she's more than just a pretty face. From leading the evening segment, she has now joined Jack & Mei Yan on the MY Breakfast show to bring you more awesomeness!



GIN loves singing, chatting and sharing the latest celebrity news! A movie buff at heart, he was a school teacher before starting his career as a radio announcer.



Kit is great to be around with cause he is an optimistic and positive person! Plus this guy right here is a friendly person. Not done yet, you can say he's a talented guy as well as he's got other hidden talents under his sleeves which have yet to be revealed!



DANIEL, the optimistic and genius one in the MY family. His early career in entertainment started from a reality show called Produce Camp 2019. Fast forward to present, he's now championing MY Oh Yeah Buddy, 8 pm – 12 am. 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 & Emely Fun, entertaining and informative trending topics on the breakfast show with Jack, Mei Yan and Emely!
10.00 am – 3.00 pm	MY Very The Fun Kit, the voice that you hear from 10am to 3pm plays you non-stop hit music everyday
3.00 pm – 8.00 pm	MY 38 Bom-Bi-Bi Gin will cheer your drive time with topic discussion latest entertainment news, happenings in town and of course the best music
8.00 pm – 12.00 am	MY What To Do Tonight with Daniel Let Daniel play you the best music to keep you entertained the whole night.