



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

MELODY

强打好歌
强大资讯

WEON KUAN

MEI SIM

LI QIANG

SAM

ANSON



SAM DAI BO (aka Miss Bobo), has 15 years of experience in the radio industry loves the movies, drama and food subject. As a mother and sister, her outspoken and ambitious character along with her observant trait allows her to be ever-ready to offer guidance and advice when needed.



ANSON (Ah Sun), a storyteller with a love for food and travelling. Anson is known for his self-motivated trait with a hunger to learn. Being a sociable person, Anson loves meeting new people which is perfect for the role. With his curious personality, he enjoys challenging his mentor – Sam.



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 multitasking 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	I Love U 早晨 with Anson & Sam Dai Bo A breakfast show with a combination of entertainment and information covering topics such self-em-powerment 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.