



ERA is Malaysia's no. 1 radio brand, with a weekly reach of 6.3m. The brand is famous for playing only the best chart-topping hits of today, and its line-up of the funniest entertainers in the industry.

**Brand Positioning:**  
Muzik Hit Terbaik (The Best Hit Music)

**Target Audience:**  
10 - 29 year olds (Malay)

**Language:**  
Malay

### FREQUENCY LISTING:

- 103.3FM Klang Valley
- 103.6FM Penang
- 104.5FM Johor / Johor Bahru
- 103.6FM Alor Setar
- 95.2FM Taiping
- 103.7FM Ipoh
- 103.6FM Seremban
- 90.3FM Melaka
- 98.0FM Kuantan
- 102.8FM Kuala Terengganu
- 103.3FM Kota Bharu
- 90.7FM Langkawi
- 96.1FM Kuching
- 102.4FM Kota Kinabalu
- 101.3FM Miri
- 103.0FM Sandakan
- 102.0FM Tapah
- Astro Channel 856





JOHAN, celebrity funny man known as one of the backbones of Malaysia's #1 breakfast show, JoHara Pagi ERA. Together with Haniff and Ray, Johan will surely tickle your funny bones with his creative jokes and wacky banter.



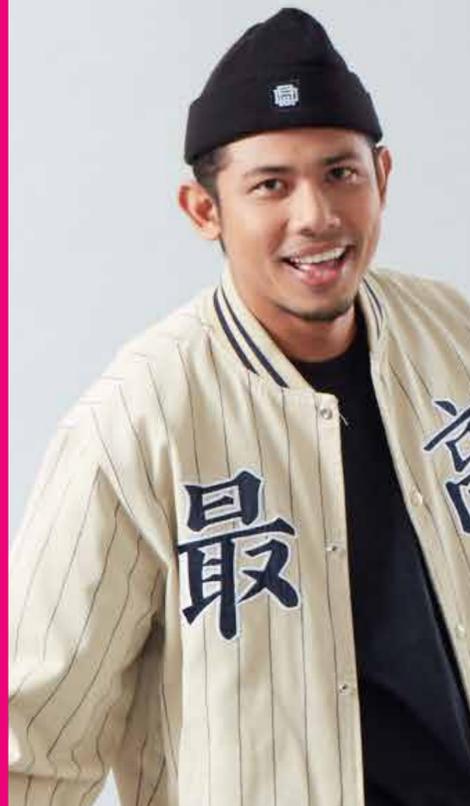
HANIFF, one-third of the successful morning trio JoHaRa Pagi ERA with Johan and Ray. Haniff entertains consumers with his wit and spontaneous humour as he contributes to the breakfast crew's mission to be the funniest show on the planet. His uniqueness and talent in hosting will definitely take him places.



RAY, known for his infectious laugh and hilarious antics, Ray completes the line-up of the riotous JoHaRa Pagi ERA morning crew. Previously a Skwad ERA alumnus, Ray's sparkling personality has allowed him to expand his role in the entertainment industry as an Astro TV host and voice-over talent.



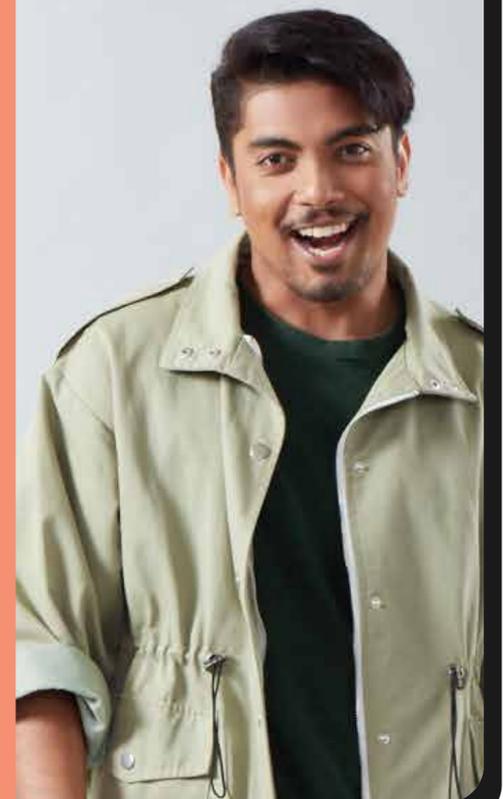
NABIL, winner of Raja Lawak 2 and host for MeleTOP is multi talented and multifaceted. Nabil is an experienced comedian, host, emcee, actor, director and singer. Always on top of trends. His spontaneous style of comedy is an attention grabber. On top of being funny, he is also stylish and fashionable. He is currently the host for Carta ERA 40 and also featured exclusively in ERA D'Boyz.



RADIN, one of the winners of Penyampai Top Malaysia 2014, organised by ERA, and is now one of the ERA D'Boyz line-up. Loved by his fans for his voice and personality, he is also a big sports fan especially cycling. With his charm, he also captivates the audience through his warm and friendly delivery.



DANIAL, born in Penang and has always been passionate in the entertainment industry. Persistent by nature, Danial also participated in several auditions of reality programs ran by Astro. This 'Lawak Solo' champion now champions the evening segment, ERA D'Boyz, together with Radin and Nabil.





MUNABELLA, crowned first runner up for Personaliti Top ERA Milo. Munabella's outgoing and cheery personality captures the attention of many. Munabella is also an avid K-Pop fan with basic Korean language skill. She is no stranger to emceeing and hosting events. She currently hosts #HitERA.



DINA, broke into the entertainment industry as a singer and even received the awards for "Best New Artist" and "Best Vocal Performance on an Album" at the Anugerah Industri Muzik (AIM) in 2006. Besides joining ERA as an announcer, the multi-talented star also dabbles in acting in theatre and film. Despite her busy schedule, Dina often contributes to charitable causes, and is one of the few celebrities involved in the Women's Aid Organisation. Vibe to her warm personality in Insta Hit ERA!



ZAHIER, winner of Personaliti Top ERA Milo. Zahier is a fresh and young talent with an easy-going personality who portrays a trendy and rugged image. His interest lies in break dancing and gastronomy. To top that off, he is the new face for 40 ERA Bersama Zahier.



## Segments

**6.00 am  
- 10.00 am**

**JoHaRa Pagi ERA with Johan, Haniff & Ray**  
You would not want to miss the No.1 breakfast show in Malaysia with the JoHaRa boys and their humorous antics!

**10.00 am  
- 1.00 pm**

**#HitERA with Munabella**  
#HitERA hosted by Muna plays non-stop hits from 10 am to 1 pm. Besides that, the show also includes features such as Pantun ERA

**1.00 pm  
- 4.00 pm**

**Insta Hit ERA with Dina**  
Hosted by Dina Nadzir, Insta Hit ERA plays hit songs requested by listeners from Facebook and Twitter!a

**4.00 pm  
- 8.00 pm**

**ERA D'Boyz featuring Nabil**  
Every weekday, these boys give you updates on the current issues, gossips, antics, stunts and even pick-up lines!

**8.00 pm  
- 12.00 am**

**40 ERA with Zahier**  
Your evening will be more lively with this chart show. Vote for your favourite tunes on SYOK app and listen to them in this amazing segment with Zahier.