

go xuan™

GOXUAN is a new cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and sharable.

**Brand Positioning:**  
够Fun (GO FUN)

**Target Audience:**  
12 - 24 year olds (Chinese)

**Language:**  
Mandarin

**FREQUENCY LISTING:**

88.9FM Klang Valley

107.6FM Penang

The graphic features the brand name 'go xuan' in a stylized font at the top right. Below it, the Chinese characters '够FUN' are written in large, colorful, outlined letters. A group of six young people (three women and three men) are sitting on a purple, glowing ledge, smiling and posing. The background is dark with blue and purple neon lights and lightning bolt graphics. At the bottom, there is a white rounded rectangle containing social media icons for a globe, Facebook, Instagram, Twitter, and YouTube, along with the text 'gegar.my' and 'GEGAR'. Below this are logos for 'Syok', 'Download on the App Store', and 'GET IT ON Google Play'.



JACKY, a broadcasting graduate, who enjoys bringing a script to life with his seasoned and youthful voice for TV and radio. A smart, quick-witted young man with excellent command of language, Jacky was discovered at a DJ talent search programme in 2015 and since then he has been a budding talent with Astro Radio.



CHRISTAL, an all-rounder who loves acting, singing, modelling and hosting. She has been the cover girl of lifestyle magazines and cast for multiple music videos, TV shows and films. Christal's bubbly and fun-loving personality has made her a well-loved social media influencer among the youths. She joined Astro Radio in 2016 after emerging as a finalist for a DJ talent search programme.



LOVELL, started her career in entertainment started through her love for acting and dancing. After becoming a finalist in the Malaysia Astro Chinese International Pageant, her popularity as a Youtuber and content creator steadily increased. Her fun, friendly and caring personality makes her a great GOXUAN MC.



VIVIAN, a highly sought-after actress on the rise for dramas, music videos and stage plays. A role model to many, this versatile young girl who loves Kpop, fills her day with positivity in pursuit of her dreams and aspiration. Her career took off with her participating in a matchmaking reality show produced in China and several high-profile hosting opportunities.



JOE, first shot to stardom with his outstanding performance and charisma in a talent quest in 2010. This multi-talented singer, actor, DJ, host, fashion icon as well as an avid spokesperson for brands and events, has grown his popularity from strength to strength. His audacious and playful personality has earned him a massive following on social media as he never runs out of ideas to entertain fans with a series of light-hearted and creative vlogs.



CATHERINE, started her journey in showbiz as part-time announcer with Astro Radio, before landing roles in drama series and movies, as well as hosting for a home shopping channel. Having an active social media presence, she is a carefree, happy-go-lucky girl who embraces change in life but her passion for spreading happiness through the airwaves remains unchanged.



## Segments

6.00 am - 10.00 am	GOXUAN Wake Up n Play with Jacky and Christal Interesting video and viral news to energize your day.
10.00 am - 12.00 pm	GOXUAN Challenge Replay! Best moments of Challenge Accepted! With Joe and Catherine.
12.00 pm - 1.00 pm	Music On Demand GOXUAN plays your song dedication.
1.00 pm - 3.00 pm	GOXUAN Top 20 Daily best 20 songs based on online voting!
3.00 pm - 4.00 pm	GOXUAN #VOTD The best online videos of the day
4.00 pm - 8.00 pm	GOXUAN Go Lepak with Lovell and Vivian Hangout with Lovell and Vivian with music and celebrity gossips.
8.00 pm - 12.00 am	GOXUAN Challenge Accepted! with Joe and Catherine Fun night show with Joe and Catherine.