

sinar™

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis SINAR reaches 4.8M fans on radio. The brand plays favourite hits from the 80's to today, with songs that make fans feel good and brighten up their days. It also covers the best in talk shows and inspiring real-life topics that are packed full of exclusive interviews.

Brand Positioning:
Menyinari Hidupmu
(Brighten Up Your Life)

Target Audience:
25 – 39 year olds (Malay)

Language:
Malay

FREQUENCY LISTING:

- 96.7FM Klang Valley
 - 97.1FM Penang
 - 87.8FM Johor / Johor Bahru
 - 97.1FM Alor Setar
 - 96.4FM Taiping
 - 96.9FM Ipoh
 - 96.9FM Seremban
 - 96.0FM Melaka
 - 97.2FM Kuantan
 - 97.5FM Kuala Terengganu
 - 93.8FM Kota Bharu
 - 100.9FM Langkawi
 - 102.1FM Kuching
 - 104.9FM Kota Kinabalu
 - 87.7FM Miri
 - 106.9FM Sandakan
- Astro Channel 857

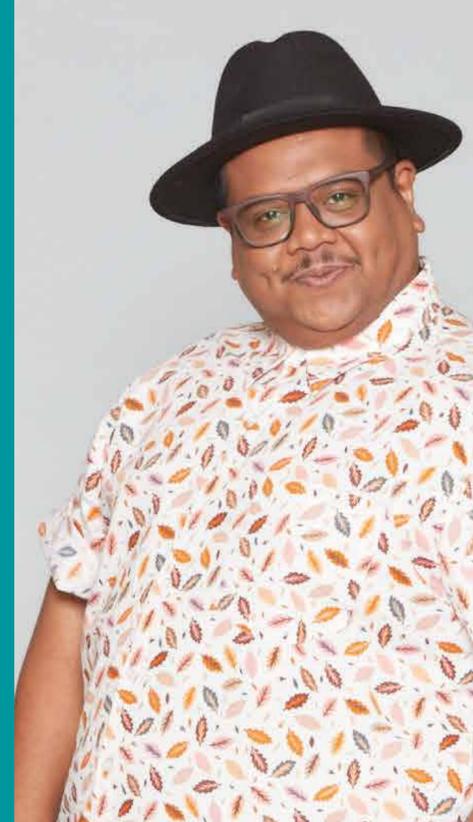




JEP, a comedian, a multi-talented actor and TV presenter. His career began when he won Super Spontan in 2013. He also won several awards such as the Most Popular Male Comedy Performer in Anugerah Lawak Warna 2013, Bintang TV MeleTOP for Anugerah MeleTOP ERA 2014 and many more. He is also active on TV programs such as Karoot Komedia X, Bulletin Cinta, Betul Ke Bohong, Maharaja Lawak Mega and Super Spontan. Jep, who loves football, also hosted the Skool Of Lawak, Sepahtu Reunion and Meja Bulat Sepahtu.



RAHIM, is one third of Sepahtu, the winner of Maharaja Lawak Mega 2013. He then joined Sepahtu and won Maharaja Lawak Mega 2013. Rahim was previously a football player who represented Selangor during the 1990 Malaysian Games. His cheekiness is translated in his films such as 'Lu Gua Bro', 'Suatu Malam Kubur Berasap 2', 'Legenda Budak Hostel' and 'Keranda Tok Wan Terbang?'. Rahim also hosted Sepahtu Reunion and Meja Bulat Sepahtu.



ANGAH, is now one of the trio for Pagi Di SINAR, hosting alongside famed Jep and Rahim. Angah's easy-going and always-chill characteristics makes him a public heart-throb, as he is known to make everyone around him laugh and be merry.



HEFNY, after emerging as one of the top performers of On Air (Astro RIA's talent programme), Hefny started his career by hosting various TV programmes namely Hlive (Astro RIA), Salam Dunia, (Astro Oasis), Diari Akademi Fantasia 2013, Festival Filem Malaysia (FFM 2) and many more. He has also ventured into acting for several films and dramas such as Operasi X, Awak Sangat Nakal, M.A.I.D, 3 Campur 2, Nafas and Cintaku Di Bumi Izmir. Hefny with his co-announcer, Elizad host the DUO SINAR segment on every Monday to Friday, 3pm to 7pm.



ELIZAD, is one of the Duo SINAR personalities, co-announcing with Hefny every Monday to Friday, from 3pm to 7pm. Known from Gempak Superstar, Elizad continued her acting line-up to include movies such as Berlari ke Langit, Gangster, Bilut, Main-Main Cinta, Cinta Yang Satu, Lembing, Awang Pulang Ke Dayang, Harmonika, Kolestrol vs Cinta, and dramas such as Puteri Yang Di Tukar, Aku Yang Kau Tinggalkan and many more. She also has an interest in motorsports, which encourages her to challenge herself. She currently also hosts Mingguan Wanita, a talk show under Astro Prima.





FALYQ, a young chap with a wide experience in radio broadcasting, jumpstarted his career as a street squad member before participating in a radio talent-search programme in which he placed third. Falyq is now a hot commodity for hosting gigs, as his fun and light-hearted personality captivates fans. He loves football, and his active lifestyle makes him a role model among youths.



ABBY FANA, the host of Sembang Sinar is one of Malaysian radio's favourite personalities. Her fondness for witty banter and amusing antics together with her knowledge of lifestyle topics has stolen the hearts of Malaysians nationwide. With more than 26 years of broadcasting experience under her belt, Abby stays true to the belief that an outgoing personality and great sense of humour is as important on air as it is in real life.



Segments

6.00 am - 10.00 am	Pagi Di SINAR with Jep, Rahim & Angah Feeling gloomy? Do not fear as Jep, Rahim and Angah will definitely brighten up your morning!
10.00 am - 2.00 pm	Sembang SINAR with Abby Fana Kak Bed will serenade your afternoon with her calm voice sharing tips and advice on lifestyle
2.00 pm - 3.00 pm	Seleksiku di SINAR Playing songs dedications for 1 hour
3.00 pm - 7.00 pm	Duo SINAR with Hefny & Elizad Hefny & Elizad will keep you company on Duo SINAR where they will share hot trending issues and sing with listeners. So which team are you? Team Kanda or team Dinda?
7.00 pm - 8.00 pm	Laman Rohani SINAR Spiritual an motivational segment
8.00 pm - 12.00 am	RNR SINAR with Falyq Falyq will accompany your night drive with love songs and dedications, news on sports and also everything in between.