



ERA is Malaysia's No. 1 radio brand, with a weekly reach of 4.8M on radio. 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 Terkini (The Latest Hit Music)

Target Audience:

10 - 29 year olds (Malay)

Language:

Malay

FREQUENCY LISTING:

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

Astro Channel 856





NABIL, a well-known persona in Malaysia's Entertainment industry. Currently the #1 sought after host in Malaysia, Nabil has also been a part of ERA for around 9 years. Nabil leads Azad and Radin in 3 Pagi ERA, entertaining listeners with his signature wit and humor.



AZAD carries a very entertaining and charismatic character which will definitely give the people around him a reason to smile and laugh. His energy brings 3 Pagi ERA with his fellow comrades Nabil and Radin a breath of fresh air filled with his antics.



RADIN has been loved by many thanks to his "boy next door" charm and personality. Known for his warm and friendly approach with his fans and followers, he anchors 3 Pagi ERA every morning with Nabil and Azad.



MUNAA BELLA
Specializes in current trends and everything that goes viral. Bringing in her bubbly and stylish character



FAZZIQ is a new talent that was discovered from Hero Remaja. Not just a pretty face, Fazziq is now an actor who also has ambitions to become a renowned TV host.



ISHA is always up to date with the latest trend. Be it fashion, music, or whatever that is viral on TikTok and other social media platforms, she is always the first one to ride on it in her own energetic style. Currently hosting Astro Ria's Gempak TV.



HAZIQ, is a Malaysian radio presenter, TV host, actor, event host and a singer, from Kuala Lumpur and started his career in 2014. He won Most Famous Radio Announcer title in Anugerah Bintang Popular BH 31 and was nominated as Most Famous TV Host until 2024



First runner-up of Penyampai Baru Era. He entered the competition with an existing fan base, built through his popular horror podcast on social media. Ashrapp has now joined Era as a radio announcer for Malam Chill Era, co-hosting alongside Shahsa. A confident and engaging host, loves movies. he brings along a strong and loyal podcast following



SHASHA, is a host, emcee, model and now ERA's new announcer for the Petang ERA show. She's done many shows where she hosted like the ROJAK Inspirasi on Hypp TV, SHOPEE and Watsons Livestreams and many more. Being an active girl, she's into wall climbing, surfing, skating and more!



Winner of Penyampai Baru Era and now the third announcer for Petang Era. She was already a standout and highly talked-about contestant during the competition. Well-known on TikTok, Der may be small in size but is bursting with energy. She carries a strong Gen Z vibe and is highly creative in digital content.

Segments

6.00 am – 10.00 am	3 Pagi ERA with Nabil, Radin & Azad You would not want to miss ERA's breakfast show with the 3 Pagi ERA boys and their unpredictable antics!
10.00 am – 1.00 pm	ERathon with Fazziq Join Fazziq with back-to-back music and get all the latest updates on all the viral and trending news.
1.00 pm – 4.00 pm	Gempak Hit ERA with Isha Catch Isha playing hit songs requested by listeners via ERA's Instagram Story. To top that off, she gives you the latest gossips and news on entertainment, sports and many more.
4.00 pm – 8.00 pm	Petang ERA with Haziq, Munabella & Der Catch ERA's new drive show & keep yourself up to date on the current issues, gossips, antics and stunts. They'll even teach you a new English word or two.
8.00 pm – 12.00 am	Malam Chill ERA with Shasha & Ashrapp Listen to the best playlist every night with ERA's new line up with Shasha & Ashrapp alongside viral stories and current TikTok trends