



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. The brand currently reaches 1.0M people on social media weekly, since launching in October 2017.

Brand Positioning:

够Fun (GO FUN)

Target Audience:

12 - 24 year olds (Chinese)

Language:

Mandarin

DIGITAL STATISTICS



111,947

Monthly Unique Website Visitor (Aug - Oct)



94,938

Monthly Digital Streams (Aug - Oct)



1,039,278

Weekly Social Media Reach



1,744,443

Monthly Video Views (Aug - Oct)



180,974

Total Fans



GOXUAN enjoys **32.00%** average engagement rate (monthly).

The current industry benchmark for Facebook engagement rate is 5%



115

Followers

The number of people who have followed GOXUAN's tweets



30,000

Followers

The number of people who have followed GOXUAN's Instagram posts.



7,305

Subscribers

The number of people who have subscribed to GOXUAN's video channel

Data source:

Google Analytics, Aug - Oct 2018 (Monthly Average) | Facebook Insights, Instagram, Twitter & Radioactive (Oct 2018) | CrowdTangle & YouTube, Aug - Oct 2018 (Monthly Average)

Social Media Touchpoints:

 goxuan.my

   GOXUAN

 youtube.goxuan.my



Frequency Listing:

88.9FM Klang Valley
107.6FM Penang



JACKY

JACKY is a broadcasting graduate, who enjoys bringing a script to life with his seasoned and youthful voice for TV and radio voice over jobs. 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

CHRISTAL is 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.



EDDIE

EDDIE gained popularity after participating in a talent show in 2007 and released his debut album two years later. Following his passion, he has since expanded his portfolio to be a host, voice over talent, actor, model and brand ambassador. Always keeping abreast with what is happening in the world of showbiz, he is the go-to guy for entertainment updates and celebrity news.



VIVIAN

VIVIAN is 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

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

CATHERINE started her journey in showbiz as a part-time DJ with Astro Radio, before landing roles in drama series and movies, as well as hosting fora 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 Eddie and Vivian**
Hangout with Eddie 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.