

The hitz logo in a purple sans-serif font with a small yellow dot above the 'i'.

hitz.com.my

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Hitz is Malaysia's No. 1 English radio brand, with a weekly reach of 2.2M on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.

Brand Positioning

All The HITZ, All The Time

Target Audience

10 - 29 year olds (60%
Malay

Language

English

FREQUENCY

Astro Channel 852

92.9FM	Klang Valley	95.0FM	Seremban	93.6FM	Taiping	95.3FM	Kuching
92.8FM	Alor Setar	93.0FM	Melaka	93.2FM	Kuantan	100.8FM	Kota Kinabalu
92.4FM	Langkawi	97.6FM	Johor Bahru	94.8FM	K. Terengganu	105.1FM	Sibu
92.7FM	Ipoh	92.8FM	Kota Bharu	99.8FM	Sandakan	105.8FM	Miri

ANNE,

Loud, feisty and dramatic is all you need to describe her! With her bright highlighter Pink hair, you won't miss her in person and on Tik Tok! Makeup is totally her thing, but she's still trying to look for the perfect foundation shade. If you ever need to get her something for her birthday, think The Weeknd, she loves him so much her socials are named after him! (@theweekanne).

PREM,

His lifelong mission is to be KL's first superhero, Supremo. bringing laughter to HITZ Morning Crew with Ili and Anne. Not many would know that Prem started his career in the music and entertainment industry as a member of a hip hop crew. He even had a stint with the HITZ cruisers before entering the world of radio announcing.



ZHER,

Never says no to traveling, baked goods and Alexander Skarsgård (really?). She's also a confused hipster cause she spends her free time juicing and listening to vinyls, but loves dancing to Ariana Grande.



ARKA,

The one with the big hair and even bigger opinions! She's rewatched Marvel movies so many times, she can predict the next line before the actor says it. Consider her a walking, talking Marvel encyclopedia. POV: Her sleep schedule vs. Her fyp. Spoiler alert: the feed wins.

CALISTA,

May be petite, but make no mistake, this girl's huge on character! Serving up her unique blend of sweet and bubbly as announcer at HITZ Sabah, Calista's craving got the better of her — and decide to trade the tropical islands for the big city lights of Kuala Lumpur, Now she's with the team, revived up and ready to keep you entertained with the biggest hits, the weirdest beauty trends, and all

ZACH,

Is definitely one of the bros. He's always down to hang out, but if he's not talking about the latest movies or gaming, chances are he's at the gym training Muay Thai. He has a special talent for fitting the word "dude" into almost every conversation—and somehow, it always works.

SEGMENTS

6AM-10AM **HITZ MORNING CREW** **WITH PREM & ANNE**

From laugh out loud moments, the HITZ Morning Crew links you to what's being talked about and trending from Malaysia and around the globe.

10AM-3PM **HITZ DAYS** **WITH CALISTA**

Your pulse on everything that's anything. Biggest hits, hottest celeb gossip, and all things and trend breaking the internet, and taking over world.

3PM-8PM **HITZ DRIVE** **WITH ZHER**

The hits for your drive home, along the day's hot topics and football goss you can't get anywhere else.

8PM-12AM **HITZ TONIGHT** **WITH ARKA & ZACH**

Your destination for all things 'pop culture' and the 'biggest hits right now'.