



MY FM is Malaysia's No. 1 Chinese radio brand, with a weekly reach of 2.4M on radio. The brand brings fans the freshest new music, the best acts and many moments of fun and hilarity.

Brand Positioning

MY FM 好玩! (MY FM, so much fun!)

Target Audience

10 – 39 year olds (Chinese)

Language

50% Mandarin | 50% Cantonese

FREQUENCY

Astro Channel 853

101.8FM	Klang Valley	100.6FM	Seremban	101.1FM	Kuantan	104.0FM	Kota Kinabalu
99.7FM	Alor Setar	106.4FM	Melaka	101.2FM	Terengganu	100.1FM	Langkawi
99.7FM	Penang	95.4FM	Johor Bahru	102.3FM	Kota Bahru	103.2FM	Miri
100.6FM	Ipoh	100.2FM	Taiping	96.9FM	Kuching	100.6FM	Sandakan



JACK LIM,

MY's very own "Ipoh mali" announcer who has been with the brand since 2002. He's also a popular actor, host and singer with five albums to his credit. Before joining MY as an announcer, he was a host for shows such as Astro Talent Quest. He's also an avid ambassador for several brands.



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. 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.



AKI,

A multi-talented and versatile personality. Her addition to the MY family is not a novelty, as she has been hyping MY's weekend segment and now championing MY Fun Party. Aside from acting and involved in stage performance, she's also active in hosting events – be it corporate or entertainment, that's definitely her forte.



JIE YING,

She has released multiple EPs which have granted her an impressive list of accolades in the music industry. She also made a name for herself in the film industry by starring as the female lead for the movie 'Papa Come Home', she's definitely no stranger to the brand and with her amazing personality, she will surely pack a punch.

JACK YAP,

Known for his humour and straight-forward persona on air, is co-announcing MY Drive show alongside Yoon. Raising to fame after participating in a singing competition, he is now a familiar face in local movies and TV dramas.

YOON,

Hosts the MY Drive show together with Jack Yap on weekdays. Besides being a radio announcer, she's also a credible and compelling TV host, with an impressive resume emceeing many high-profile events.

MAQ LAI,

Known as MY's funniest host, aiming to brighten up people's day with his "MAQ ENERGY", he believes that youthfulness can't be defined by age - everyone can be young at heart. A charismatic actor, he stars in various movies, television series and is active within the advertisement industry. Passionate about all things hip-hop from rap to DJ-ing to streetwear, Maq is the only announcer who specializes in hip-hop within the Chinese radio industry.

SEGMENTS

6AM-10AM **MY FM BREAKFAST** **WITH JACK LIM & JOE**

Fun, entertaining and informative trending topics on the breakfast show with Jack and Mei Yan and Joe!

10AM-1PM **MY FM MORNING** **WITH AKI**

It's all about the fun facts and amazing stories, Aki is here to keep you updated.

1PM-4PM **MY FM NOON** **WITH JIE YING**

Let Jie Ying kickstart your afternoon with the latest movies and TV shows, Idol chat and some sizzling drama!

4PM-8PM **MY FM DRIVE** **WITH JACK YAP & YOON**

Drive home with Yoon and Jack Yap with the LOL chemistry between the funny duo.

8PM-12AM **MY FM NIGHT** **WITH MAQ LAI**

Your ultimate companion for peaceful nights with soothing melodies and thoughtful talks.