



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.

JIEYING,

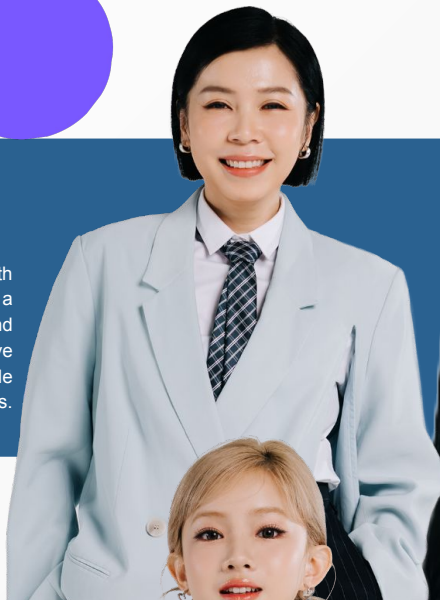
She has released multiple EPs which have granted her an impressive list of accolades in the music industry. She also made a name for herself in the film industry by starring as the female lead for the movie 'Papa Come Home', she's definitely no stranger to the brand and with her amazing personality,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

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.

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.



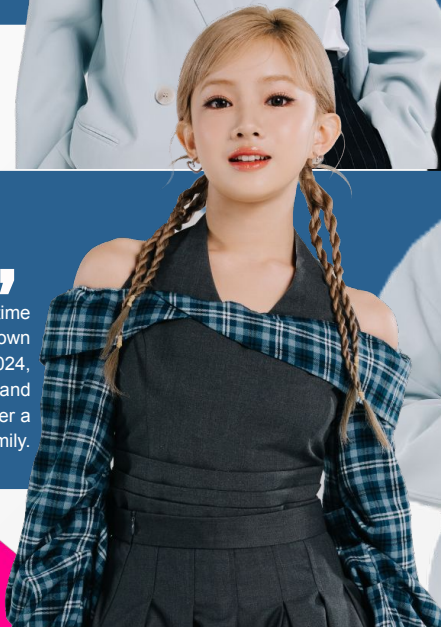
JACK YAP,

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.



JENN,

Born in 2003, she is MY FM's first full-time DJ born in the 2000s, affectionately known as the team's "little sunshine." In 2024, Jenn joined 《MY FM Be My Star DJ》and became the first runner-up, earning her a spot in the Astro Audio family.



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 & JIEYING

Fun, entertaining and informative trending topics on the breakfast show with Jack, Joe & Jieying!

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 JENN

A daily lifestyle programme featuring music, fashion, beauty, and fun new experiences to make everyday life more enjoyable.

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.