



LEADING CHINESE FM IN MALAYSIA



MY, MALAYSIA'S NO. 1 CHINESE RADIO BRAND, HOLDS A SIGNIFICANT POSITION IN THE MARKET WITH A WEEKLY REACH OF 2.9 MILLION LISTENERS ON RADIO. ESTABLISHED IN 1998, MY IS MALAYSIA'S FIRST CHINESE-FORMATTED RADIO NETWORK TAILORED SPECIFICALLY FOR CHINESE-SPEAKING LISTENERS AGED 10 TO 29.

MY presents content in both Mandarin and Cantonese, offering refreshing features on artistes, concerts, and movies. Additionally, they provide fun and engaging digital-related content, as well as weekly Chart Shows that highlight the top songs of the week. This diverse programming ensures a dynamic listening experience for their audience.

With a strong presence on social media, MY boasts an impressive following of almost 3 million eager followers. The talented and dynamic MY announcers consistently create compelling and entertaining content that resonates with their audience.



MALAYSIA'S NO. 1 CHINESE RADIO BRAND

Unlike traditional radio stations, MY is not just about music. It prides itself on being an all-around entertainment platform. From showcasing spectacular blockbuster movies and organising concerts and ground events to delivering captivating everyday stories and producing entertaining online videos, MY offers a range of experiences for its listeners.

The mission and vision of MY is clear - to maintain its position as the leading number 1 Chinese radio station in Malaysia. Their aim is to consistently deliver the freshest new music, feature the best acts, and provide numerous moments of fun and hilarity to their dedicated listeners.

MY has successfully carved its niche in the Malaysian radio industry by catering to the preferences and interests of Chinese-speaking youth. Their commitment to quality content, engagement on social media, and diverse entertainment offerings have solidified their position as the go-to radio brand for the target demographic. As they continue to innovate and adapt, MY remains dedicated to offering a vibrant and exciting listening experience for their loyal audience.

