

To entertain and inform Malaysians through hilarious comedy, world-class storytelling, compelling content and familiar music throughout the day.

The All New Fly FM, Now With Douglas Lim and Ili In The Morning
And the Music You Want All Day

FLY FM

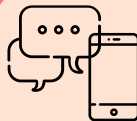


Frequencies

Klang Valley: 97.6FM
 Penang: 89.9FM
 Alor Setar: 99.1FM
 Kuala Terengganu: 107.5FM
 Ipoh: 87.9FM
 Seremban: 98.6FM
 Johor Bahru: 102.5FM
 Kuantan: 87.6FM
 Kota Bharu: 107.4FM
 Melaka: 94.0FM

Age Group

Broad core: 18 - 39
 Target core: 25 - 34



Social Media Platforms

- Fly FM
- @flyfm958
- @flyfm958
- @flyfm
- Fly TV
- wa.me/60172951144

Brand DNA

Comedic
 Familiar
 On the Ball
 Topical
 Relatable
 Real



Digital Streaming & Listening

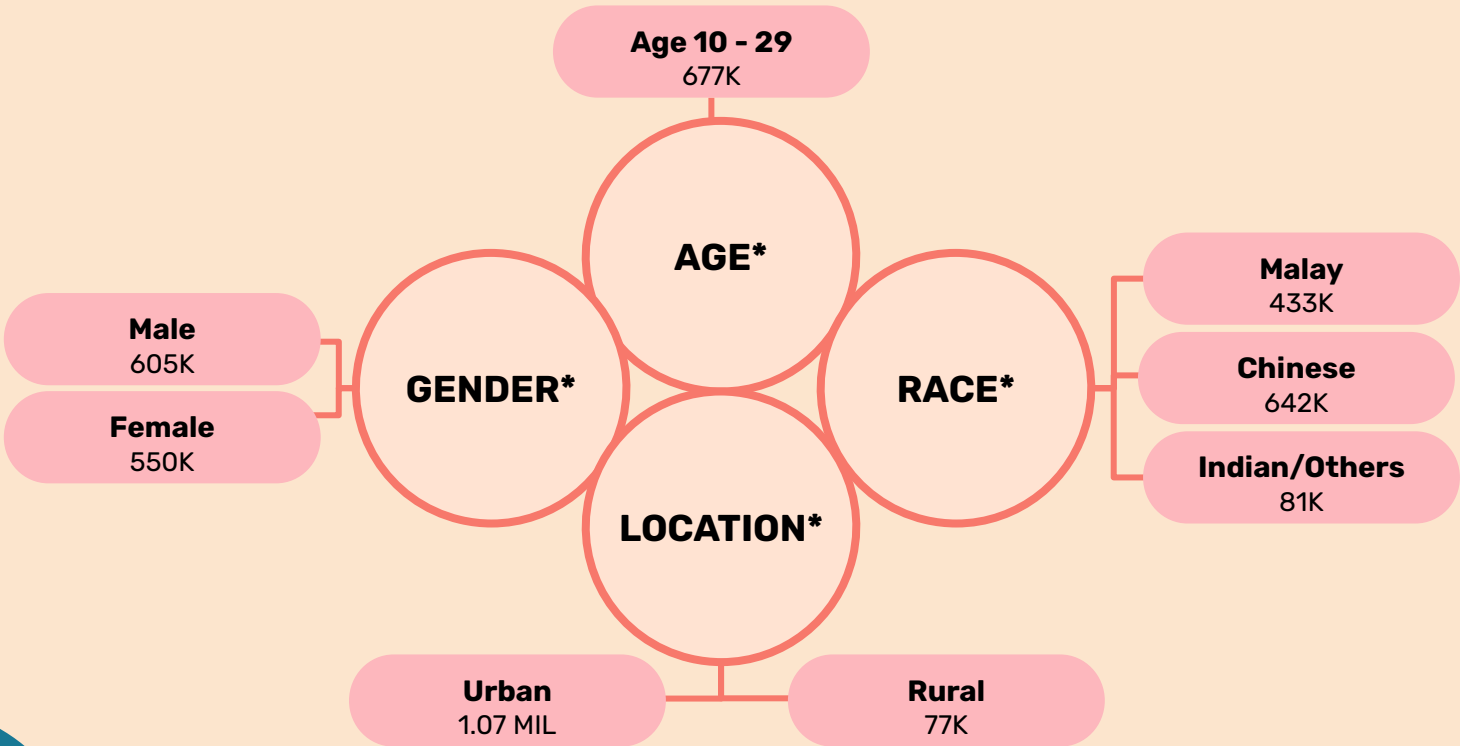
Listen Now
www.flyfm.audio



Stream Now



DEMOGRAPHIC



Source: *GfK Radio Audience Measurement, Wave 1 2021 (as of 31st May 2021)

Data are based from previous age group : 15 - 29 years old



LISTENERSHIP

RAM
Listenership

1.15 MIL*

Digital
Listenership

5.09 MIL**

LISTENERSHIP BY SEGMENT

	CUMULATIVE AUDIENCE			
	Mon - Fri 0600 - 1000	Mon - Fri 1000 - 1600	Mon - Fri 1600 - 2000	Mon - Fri 2000 - 2400
SEGMENT	FLY FM'S RD, ILI & BK	100 MINUTES NON STOP MUSIC	FLY FM'S 4 - 8 WITH DAN	FLY FM'S TOP 50 WITH ANNE
AGE 10+	618K	501K	582K	319K
AGE 10 - 29	312K	296K	342K	245K

Source: *GfK Radio Audience Measurement, Wave 1 2021 & ** Radioactive, Whooshkaa, YouTube Streaming (as of 31st May 2021)

Data are based from previous age group : 15 - 29 years old



Total Pageview
1.2 MIL*



Total Social Media Followers
1.34 MIL**



Total Video Views
13.44 MIL**



Facebook Followers

784K



Instagram Followers

65K



Twitter Followers

367K



YouTube Subscribers

62K



TikTok Followers

58K

As of 31st May 2021

Source: *Google Analytics, **Combined data from Facebook, Twitter, Instagram, TikTok & YouTube

ON-AIR SEGMENTS & CONTENTS

DAYS	TIME	SHOW NAME	TALENTS
Monday to Friday	6am - 10am	Douglas Lim & Ili In The Morning	Douglas Lim & Ili
	10am - 4pm	Natalie	Natalie K
	4pm - 8pm	Fly FM Drive with Ryan	Ryan Matjeraie
	8pm - 12am	Juanita	Juanita Ramayah

ON-AIR SEGMENTS & CONTENTS

DAYS	TIME	SHOW NAME	TALENTS
Saturday	8am - 12pm	The Best of Douglas Lim & Ili	Douglas Lim & Ili
	12pm - 4pm	Fly FM Weekend	Dan
	8pm - 9pm	Fly FM's Rock Anthem	(music only show)
Sunday	9am - 11am	Fly FM's Acoustic Sundays	(music only show)
	11am - 12pm	Fly FM's Absolute Indie	Juanita
	12pm - 4pm	Fly FM Weekend	Dan
	4pm - 8pm	The Best of Douglas Lim & Ili	Douglas Lim & Ili
	8pm - 9pm	Fly FM's This is Hip Hop	(music only show)

TALENT PROFILE



DOUGLAS LIM & ILI IN THE MORNING		NATALIE	FLY FM DRIVE WITH RYAN	JUANITA	DIGITAL TALENT
DOUGLAS LIM	ILI	NATALIE	RYAN	JUANITA	DAN
128K	76.7K	18.7K	16.1K	25.9K	30.1K
21.7K	1674	13.9K	5949	2450	1283
280K	330	6095	12.3K	6.9K	535
265	271.1K	20	12	1105	11K



TALENT PROFILE

DOUGLAS LIM



Name: Douglas Lim Yew Sin
 Stage: Douglas Lim

EXPERIENCES

- Fly FM Radio Announcer (Douglas Lim & Ili In The Morning)
- Standup comedian
- Actor
- TV Host
- Content Creator
- Emcee & VO Talent

IG : @thedouglaslim
 TikTok: @thedouglaslim
 Twitter: @thedouglaslim
 YouTube: TheDouglasLim



ILI

Name: Ili Ruzanna Iqbal
Stage: Ili

Experiences:

- Fly FM Radio Announcer (Douglas Lim and Ili In The Morning, Fly FM's RD, Ili and BK, 7 - 12 with Ili)
- Singer- Songwriter
- Content Creator
- Emcee & VO Talent

Emcee Experiences:

- NSTP Spell It Right
- Shook KL Starhill Gallery for Saturday Night Vibes
- W Hotel Insider Search KL
- "I, Remember" Press Conference for The Ming Ting & Tonton
- Garmin Fenix 6 Launch, Garmin Venu Launch
- Pandora Me Launch, Pandora X Harry Potter Launch
- Habib GEM Festival Launch
- Jeremy Zucker Meet & Greet Event
- Dean Lewis Showcase

Digital Appearances:

- Spritzer, What The Tinge Advertisement
- World Of Buzz
- Digi Smule Raya Advertisement
- Singing Say You Won't Let Go with Alvin Chong (Youtube)
- "Let's talk about it" series with BBazaar
- Fly TV
- DOOIT Live
- Watson FB Live
- Foodpanda #JoySquad2021

Singing Performances:

- Astro Gempak Juara Parodi video, with Aisyah Aziz #AkustikKelakar
- Artbox Malaysia 2019
- BIQUE Fest Melaka
- Borak Kopitiam TV
- Zalora Virtual Raya Concert 2020
- AEW Sessions 2020
- Reka Karya Launch Day 2020
- Run For Funds Charity Virtual Concert 2020

IG : @helloitsili
TikTok: @helloitsili
Twitter: @helloitsili
YouTube: iliruzanna94



NATALIE



TALENT PROFILE

Name: Yvonne Natalie Kniese
Stage Name: Natalie

EXPERIENCES

- Fly FM Radio Announcer
(Natalie 10AM - 4PM, Fly FM
Breakfast Show with Fly Guy)
- TV Host
- Emcee & VO Talent
- Content Creator
- Public Speaking Instructor

IG : @nataliekniese

TikTok: @nataliekniese

Twitter: @nataliekniese

YouTube: NatalieKniese

TALENT PROFILE

RYAN

Name: Ryan Rizwan Matjeraie
Stage: Ryan Matjeraie

EXPERIENCES

- Fly FM Radio Announcer (Fly FM Drive with Ryan 4PM - 8PM)
- TV Host
- Emcee & VO Talent
- Content Creator

IG : @ryanmatjeraie
TikTok: @ryanmatjeraie
Twitter: @RyanMatjeraie
YouTube: RyanMatjeraie



TALENT PROFILE

JUANITA



Name: Juanita Ramayah
Stage Name: Juanita

EXPERIENCES

- Fly FM Radio Announcer (Juanita 8PM - 12AM)
- TV Host
- Emcee & VO Talent
- Content Creator

IG : @juanitadr
TikTok: @juanitadramayah
Twitter: @JuanitaDR



DAN

Name: Danielle Chong
Stage: Danielle

EXPERIENCES

- Fly FM Radio Announcer (Fly FM's 4 to 8 with Dan)
- First Runner Up on Flydol 2017
- Content Creator
- Disk Jockey (DJ)
- SIX Club, Bangsar
- FLUX Club, KL
- The X, Bangsar
- JIRO, Bangsar
- Gridiron, Bangsar
- La Bodega, Bangsar
- Hennessy VSOP Privilege Product Launch Event
- Brixton 23 - New Year Eve 2019

TV Appearance

- 8TV Quickie - No Hands Baking Challenge

Digital Appearances

- Podcasts
- How To Adult on Ais Kacang
- A Twin Thing on Ais Kacang

VO Talent

- Disney+ Hotstar
- Fly FM
- Beverly Wilshire Medical Centre
- Dermalogica Clear Start
- Kit Kat
- Nature's Secrets
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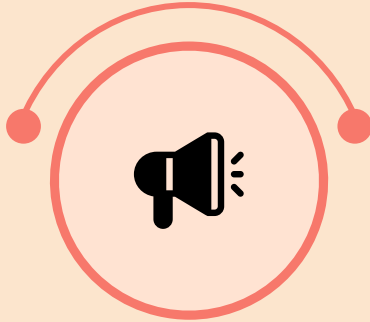
On Ground Events & Emceeing

- Post Malone Listening Party - Universal Music Malaysia
- Nestle LA CREMERIA Good Vibes Pre-Party - Good Vibes Festival
- We Are House Events HIP HOP NIGHT
- Levis Summer Tour 2018

IG : damnyoudan
 FB damnyoudannn
 TikTok:@damnyoudandamn
 Twitter:@damnyoudannn
 Youtube: DAMNYOUDAN



PRODUCT OFFERINGS



ON AIR

Commercial
Talent Association (TA)
Talent Sales Promo (TSP)
Live Read
Song Clipper
Show / Feature Sponsorship
News
Public Service Announcement (PSA)



DIGITAL

Station Digital Content
Branded Content
Social Media Posting (of campaign
running on the station)
InterAds
Audio+



OTHERS

OB (Outdoor Broadcast)

TEAM & PERSON IN CHARGE

NETWORK CONTENT DIRECTOR

Shiva Ruppeni A/P Sivarajanesan
Shiva.ruppeni@mediaprima.audio

CONTENT DIRECTOR

Nicole Yong Kah Yan
nicole.yong@mediaprima.audio

HEAD OF MARKETING

Nik Shazrul Ezwan Bin Che Mohd Ariff
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TEAM LEAD PROMO, ACTIVATION & PARTNERSHIP

Raja Mohammad Fadzlan Bin Raja Zulkipli
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TEAM LEAD BRAND & COMMUNICATION

Nur Diana Binti Mohd Radzi
diana.radzi@mediaprima.audio