

معلومات FM

GU PANTAI TIMUR

Entertaining and celebrating East Coast community through lifestyle, heritage and play best familiar music.



AGE

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



BRAND DNA

Local community
Warisan
Tradisi
Anak Jati
'Rombongan Cik
Kiah / Gu Kito



FREQUENCIES

Kuala Terengganu:
93.6 FM
Kota Bharu: 105.1 FM



SOCIAL MEDIA

- molekfm
- @molekfm
- molekfm
- molekfm
- Molek TV
- wa.me/60193355656
- molekfm



DIGITAL STREAMING & LISTENING

Listen Now

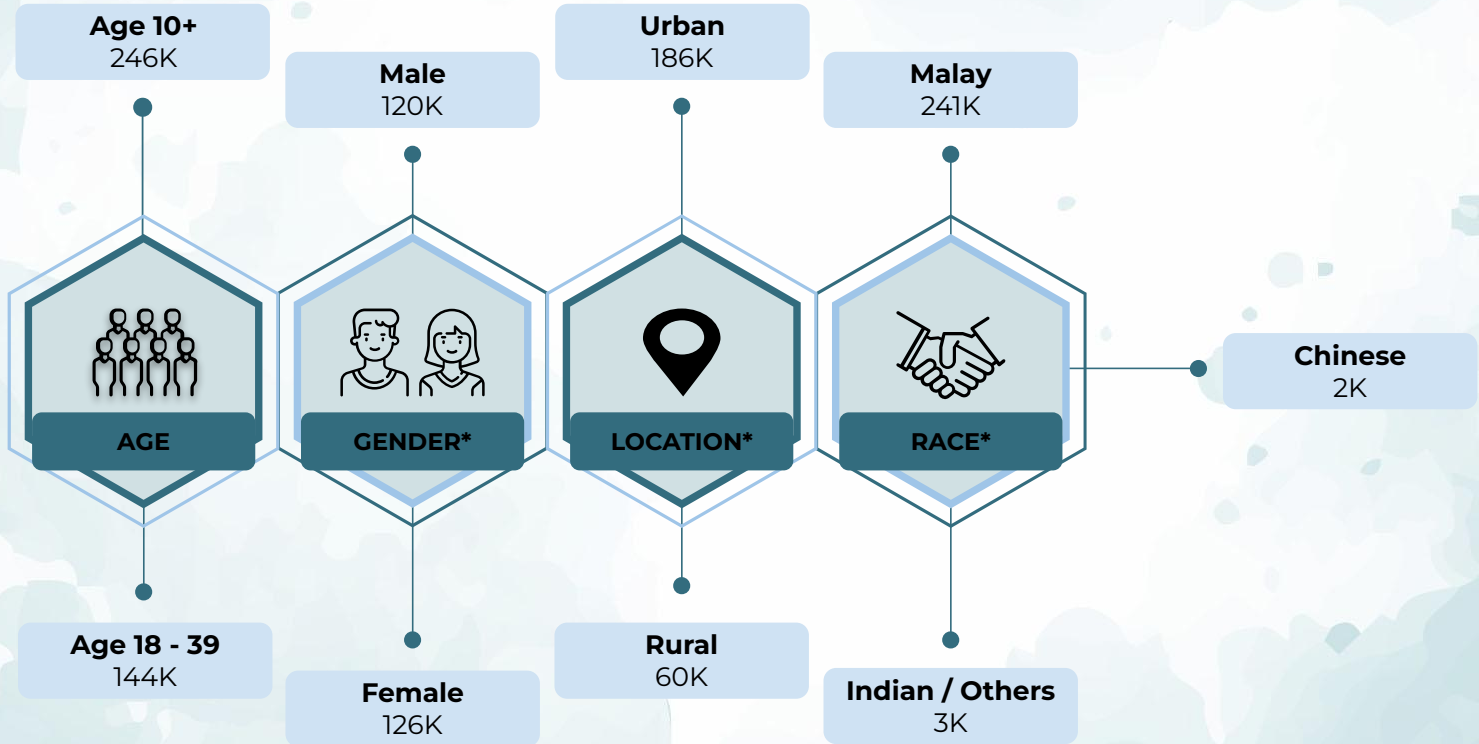
www.molekfm.audio

YouTube

Stream Now

Listen on
Apple Podcasts

DEMOGRAPHIC



LISTENERSHIP

LISTENERSHIP BY SEGMENT

RAM LISTENERSHIP

246K*

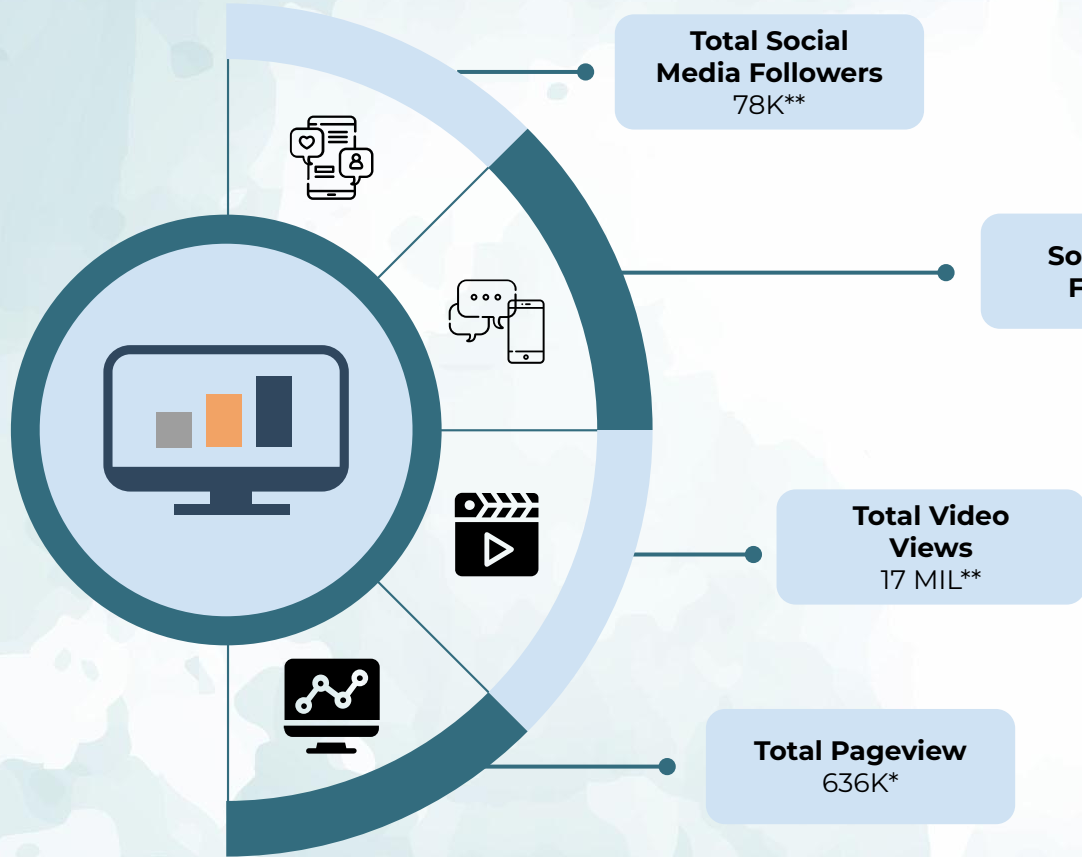
DIGITAL LISTEN

2 MIL**

CUMULATIVE AUDIENCE					
	Mon - Fri 0600 - 1000	Mon - Fri 1000 - 1500	Mon - Fri 1500 - 1900	Mon - Fri 1900 - 2000	Mon - Fri 2000 - 2400
SEGMENT	MOLEK PAGI	MOLEK 10-3	MOLEK PETANG	RENUNGAN MOLEK	MOLEK MALAM
AGE 10+	112K	151K	164K	35K	66K
Age 18 - 39	72K	94K	101K	25K	53K

Source: *CfK Radio Audience Measurement, Wave 1 2022, all people age 10+

**Radioactive, Whooshkaa, YouTube Streaming & Joox (As of June 2022)



	Facebook	12K*
	Instagram	21K*
	Twitter	215*
	YouTube Subscribers	6.4K*
	TikTok	36K*
	Telegram	151*

June 2022

Source: *Google Analytics, **Combined data from Facebook, Twitter, Instagram, TikTok & YouTube (As of June 2022)

DAY	TIME	SHOW NAME	TALENT
SUNDAY TO THURSDAY	6am - 10am	Molek Pagi	Mek Zura & Fizie
	10am - 3pm	Molek 10-3	Kamilia
	3pm - 7pm	Molek Petang	DJ Nazz & Mat Dan
	7pm - 8pm	Renungan Molek	Guest talent
	8pm - 12am	Molek Malam	Kai Hassan

DAY	TIME	SHOW NAME	TALENT
FRIDAY	6am - 8am	Jukebox	
	8am - 12pm	Yang Molek Sepanjang Minggu (best of breakfast show)	
	12pm - 2pm	Jumaat Penghulu Hari	
	2pm - 7pm	Molek Korner	EL/Mek Yan/Kai/Kamilia
	7pm - 8pm	Renungan Molek	
	8pm - 9pm	Jukebox	
	9pm - 12am	Molek 30 Gu!	Mek Zura & Fizie

DAY	TIME	SHOW NAME	TALENT
SATURDAY	6am - 8am	Jukebox	
	8am - 11am	Molek 30 Gu! (repeat)	Mek Zura & Fizie
	11am - 3pm	Molek Korner	EL/Mek Yan/Kai/Kamilia
	3pm - 7pm	Molek Korner	EL/Mek Yan/Kai/Kamilia
	7pm - 8pm	Renungan Molek	
	8pm - 12pm	Yang Molek Sepanjang Minggu (best of breakfast show)	

MORNING SHOW : MOLEK PAGI		
	NAME	DESCRIPTION
BENCHMARK	Guloley (7:20am)	Compete 'suku kata' with announcers! You need to continue to answer the new word based on the word suggestions (dialect Kelate, Ganu or standard Bahasa or English).
	Bereh Rebeh (OK or KO) (7:40am)	Let us know how's your day going. We are here for you to share your feelings.
FEATURE CONTEST	Gelak Molek (8:50am)	Guess 3 mysterious laughs (Malaysian celebrities) to win a RM100 cash. Money will snowball if someone answers wrongly.

AFTERNOON SHOW : MOLEK 10-3

	NAME	DESCRIPTION
BENCHMARK	Gu Gerai (10am - 3pm)	We will continue to entertain you even when you are at Gerai (stall). Call and tell us your favorite song for us to play at the end of the hour.
	Music Special (11am & 2pm)	Let's have fun with our music playlist. We offer you a double shot or triple play according to the special day.

EVENING SHOW : MOLEK PETANG		
	NAME	DESCRIPTION
BENCHMARK	Awok Comey (3pm)	What did you do that made you proud of yourself? Celebrate with us!
	Jumpa Kat Tik Tok (5pm)	Share what you discover at Tik Tok

NIGHT SHOW : MOLEK MALAM		
	NAME	DESCRIPTION
BENCHMARK	Karaoke Time (9pm)	No place to karaoke? Just call Kai Hassan and karaoke with us!
	Dedikasi Malam (10pm-12am)	Dedication segment



MOLEK PAGI		MOLEK 10-3	MOLEK PETANG		MOLEK MALAM
MEK ZURA	FIZIE	KAMILIA	DJ NAZZ	MAT DAN	KAI HASSAN
44.9k @mekzuraaaaa	256k @fizie_hotfm	31.7k @kamiliaafiqahh	28.9k @djnazzzzzz	895k @mat_dan1	20.8k @kaihassan_
174k @Zura THR Gegar	41k @Hafizie Roslan	4.3k @Kamilia Afiqah	51.2k @Nazz Cinta Gegar	366k @matdantvler	4849 @Kaim Hassan
-	-	9,538 @keymiiiiiii	-	-	-
12.3k @mekzuramolekfm	40.2k @dj_fizie	95k @kamiliaafiqahh	-	4,410 @matdang01	62.3k @kai_molekfm



TALENT PROFILE

MEK ZURA



Name: Siti Azuraina Bt Sheik Omar

Stage Name: Mek Zura

Radio Announcers

- 2019 - 2021 Gegar (Morning Show)
- 2011 - 2017 THR Gegar
- 2008 - 2011 KELANTANfm (RTM)

News Presenter

- 2008 - 2011 TV 1 (RTM)

Voice Over

- 2019 - 2021 Voice over talent (Astro Radio)
- 2018 Voice over talent (Astro Radio)

Host / Presenter

- 2018 Souka TV / RTM2 / TV Okey

Product Spokesperson

- 2017 TV9

**Media Events And Other Achievements
2011-2021**

- Astro Gempak Gegar Tour (hosting/meet and greet event)
- THR Gegar Raya Song
- Supporting actor for Karot Komedia Raya @Astro Warna
- Supporting actor for Oh My English Raya @Astro Ceria

Name: Hafizie Roslan
Stage Name: Fizie

Radio Announcers

- 2006 - 2008 Manis fm
- 2008 - 2010 Gempak Radio
- 2011 - 2013 Hot FM Kelate
- 2013 - 2016 Hot FM (AM Krew)
- 2016 - 2021 Hot FM Geng Pagi Hot

Theater

- 2005 - 2011 Segengam Budi Setitik Darah (Puteri Saadong) arahan Zawawi Salleh
- 2006 Solatmu Solatku arahan Hassan Jali
- 2006 Persidangan Hantu-Hantu Malaysia arahan Zawawi Salleh
- 2007 Keris Wali arahan Hussain Ismail
- 2007 Anak Nazar 7 Keramat arahan Husain Ismail
- 2008 Matinya Seorang Pahlawan arahan Zawawi Salleh
- 2008 Tuah Dimaja Pahit arahan Hussain Ismail
- 2009 Teja arahan Hussain Ismail
- 2010 - 2011 Menang Sorak Kampung Tergadai arahan Hassan Jai
- 2006, 2007, 2008, 2010 Panah Ranjuna arahan Zawawi Salleh
- 2010 Dimensi Jamil Rohani arahan Hassan Jali

TV Host

- Kecoh (TV3)
- Kecoh Kecah (TV3)
- Kecoh Betul (TV3)
- Liga Lawak Superstar (TV3)
- Hot TV (TV9)
- Muzik Muzik 30 (TV3)
- Qu Puteh Bintang Bersama Bintang (TV3)
- Spy Quputeh (TV3)
- Gemilang Anugerah Skrin
- Debaran Anugerah Skrin
- Anugerah Juara Lagi (raya)
- Muzik Muzik 31 (TV3)
- Debaran AJL 30 (TV3)
- Hot TV (TV3)
- Anugerah Drama Festival KL 2016 (TV3)
- Bro Cuba (TV3)
- Fizie Cari Pasa! (TV3)
- Anugerah Juara Lagu 31
- Tingkah Geruh Kebangsaan Dan Nusantara (TV2)
- DidikTV KPM

Drama

- 2009 Mak Yong
- 2009 Ku Keudara Lagi
- 2010 Anak Mami Mek Ani
- 2012 Wau Itu Bulan May
- 2013 Ku Cari Damai Dijiwa
- 2013 Suka Hati Gua La

FIZIE



TALENT PROFILE

KAMILIA



Name: Nurul Kamilia Afiqah binti Mohd Kamaruzaman

Stage Name: Kamilia

Experience:

- TikTok Host
- Bigo Host
- Talent for Seladang Perak

Achievements:

- Winner of Cek Mek Molek Tati Molek FM
- Featured in New Straits Times:
Gone viral because of loving attention by student
- Featured in MStar:
Persistent for 5 jobs while studying and still able to maintain CGPA 3.00 above.
- Outstanding Student Awards

DJ NAZZ

Name: Nazrin Nordin
Stage Name: DJ Nazz

Radio Announcers:

- 2005 - 2022 Gegar
- 2022 - recent Molek FM

Tv Host:

- Dj Nazz Selongkar Gegarvanganza for Astro Ria

Youtube:

- Host for Begini Begini segment on Youtube



TALENT PROFILE

MAT DAN



Name: Tyler Daniel James

Stage Name: Mat Dan

TV Host / Commercial / Corporate Video

- Haramain Backpackers I & II (Astro)
- Mat Dan Kaki Jalan (Astro)
- Mat Dan Mari Dah (RTM)
- Ssm Corporate Video
- Traveloka
- Tele-Movie Matilah Nak (Astro)

Client & Product Endorsement

- Bank Islam
- Marrybrown
- Huawei
- Tune Hotels
- Petronas
- Astro
- Media Prima
- RTM
- Gegar
- Karang kraf
- KBS
- Kementerian Kesejahteraan Bandar, Perumahan dan Kerajaan Tempatan

Awards & Nominations

- Artis Baharu Meletop - Anugerah Meletop Era 2017
- Top 10 Finalist for BMW Shorties - 2017

KAI HASSAN

Name: Abdul Karim Hassan
Stage Name: Kai Hassan

Radio Announcers**Best fm**

- 2021 Best fm (Best Pagi)
- 2021 Carta Best 30
- 2021 News Reader

Manis fm

- 2018 - 2021 Manis fm (Manis Manis Pagi)
- 2017 - 2018 Manis Express
- 2018 Carta Mega Manis
- 2018 - 2021 Prebiu Manis
- 2018 - 2021 Khabar Pantai Timur x Bersama Radio
- 2017 - 2021 News Reader

Voice Over

- 2018 Expo Terengganu (RTM,TV3, TV9, Tv Al-Hijrah)
- 2018 Chicken Cottage Advertisement
- 2018 Beauty Kaseh (Manis fm)
- 2020 Putiq Skincare (Manis fm)
- 2020 Red One Advertisement
- 2020 Jus Dr Sinar (Sinar fm)

Hosting

- 2018 - 2020 Port Makan (Manis fm)
- 2019 Mood Republik Kelantan
- 2019 Mood Republik Kedah
- 2019 - 2020 Unifi Piala Malaysia
- 2019 - 2020 Unifi Liga Super

Emcee

- 2017 - present Government Official / Unofficial Event
- 2017 - present Corporate Event
- 2017 - present Wedding

Ambassador

- 2019 Jubah Souq
- 2020 Medina My
- 2020 Myra Karim
- 2020 Muhammad Exclusive
- 2020 SS Clothing
- 2020 Jakel Terengganu



PRODUCT OFFERINGS



ON AIR

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



DIGITAL

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



OTHERS

OB (Outdoor
Broadcast)
CFE (Client Focus
Event)

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