

15 – 29 (Mass Chinese)

One FM “Most Hit”, a fun, youthful and engaging brand that brings the community together through hit music, entertainment and experiences for the 15-29 year olds Chinese-speaking Malaysians.



### Age Group

18 - 29 years old  
Mass Chinese

### Brand DNA

YOUTHFUL  
FUN  
ENGAGING  
VIEWPOINT



### Frequencies

Klang Valley : **88.1FM**  
Johor/Johor Bahru : **88.1FM / 105.3FM**  
Penang : **87.8FM**  
Kedah : **87.8FM**  
Ipoh: **87.6FM**  
Melaka : **88.1FM**  
Kota Kinabalu : **95.7FM**  
Kuantan : **100.4FM**  
Seremban : **88.3FM**  
Kuching : **98.3FM**



### Social Media Platforms

One FM  
@onefm881  
@onefm881  
@onefm881  
One TV  
wa.me/60172510110



### Digital Streaming & Listening

Listen Now [www.onefm.com.my](http://www.onefm.com.my)



Stream Now





## Demographic

### LISTENERSHIP

#### RAM Listenership

771K\*

#### Digital Listen

7.48 MIL\*\*

#### AGE\*

Age 10-29	426K
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#### GENDER\*

Male	445K
Female	326K

#### RACE\*

Malay	75K
Chinese	666K
Indian/Others	30K

#### LOCATION\*

Urban	711K
Rural	61K

Source: \*GfK Radio Audience Measurement, Wave 2 2019, \*\*Radioactive (As of 31st August 2020)



**RIPPLE™**



# Listenership by segment

	Cumulative Audience					
	Mon-Fri 0600-1000	Mo-Fri 1000-1400	Mo-Fri 1400-1500	Mo-Fri 1500-1600	Mon-Fri 1600-2000	Mon-Fri 2000-2400
SEGMENT	MORNING KAKI	50 NON STOP MUSIC	HAPPY DEDICATION REPLAY	MORNING KAKI REPLAY	HAPPY HOUR	HAPPY DEDICATION
AGE 10+	416K	302K	138K	113K	414K	206K
AGE 10-29	234K	160K	80K	74K	234K	135K

Source: GfK Radio Audience Measurement, Wave 2 2019





### Total Page Views

**12.19 MIL\***



### Total Video Views

**26.52 MIL\*\***



### Total Social Media Followers

**1.31 MIL\*\***



Facebook Followers

**948K**



Instagram Followers

**196K**



Twitter Followers

**8.7K**



YouTube Subscribers

**34.6K**



Tik Tok Followers

**11.2K**



Weibo Followers

**109K**

*As of 31st Aug 2020*

Source: \*Google Analytics, \*\*Combined data from Facebook, Twitter, Instagram, Tik Tok & YouTube



# On Air Segments & Contents (Weekday)

DAYS	TIME	SHOW NAME	TALENTS	FEATURES
Mon to Fri	6am - 10am	Morning Kaki	Nicholas, Angeline, Ding	100 sec headlines Morning Kaki Top 5 MK groupchat Today We Learn This PowerBank SummerDing (Wednesday)
	10am - 2pm	50 Non Stop Music	Nil	50 minutes commercial free non stop music
	2pm - 3pm	Happy Dedication Replay	Hana	Fresh Release (Monday) Song Dedication replay (Tuesday-Friday)
	3pm - 4pm	Morning Kaki Replay	Nicholas, Angeline, Ding	
	4pm - 8pm	Happy Hour	William, Adrian	Quirky Facts Beh Tahan One Dao Ni Popcorn Movies
	8pm - 12am	Happy Dedication	Hana	Hana-to-say Dedication Cold Joke Chatroom Top 5 K-pop Chart (Friday)





# On Air Segments & Contents (Weekend)

DAYS	TIME	SHOW NAME	TALENTS	Remark
Saturday	10am - 11am	Jiak Ba Ba	William, Adrian	
	11am - 4pm	Happy Dedication		
	4pm - 5pm	K2K Pop	Hana	
	5pm - 8pm	One FM Top 30	Angeline, Ding	Sunday repeat (5pm-8pm)
Sunday	9am - 10am	One Info	Bryan, Vicky	
	10am - 1pm	Sunday Kopitiam	Nic	
	1pm - 5pm	Happy Dedication		





# Product Offerings

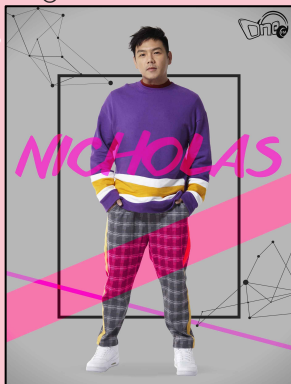
ON AIR
Commercial
Talent Association (TA)
Talent Sales Promo (TSP)
Live Read
Song Clipper
Show / Feature Sponsorship
News
Weather
Public Service Announcement

DIGITAL
Station Digital Content : 17 Play / Jak Ba Ba / Summer Ding / What You Know / One Music / Artist Interview / MK So Drama / 2 Minutes Bedtime Story
Branded Content
Social Media Posting (of campaign running on the station)
InterAds
Ais Kacang

OTHERS
OB (Outdoor Broadcast)



# Talent Profile



Morning Kaki/ Sunday Kopitiam	Morning Kaki/ Top 30	Morning Kaki/ Top 30	Happy Hour/ Jiak Ba Ba	Happy Dedication/ K2K-Pop
<b>Nicholas</b>	<b>Angeline</b>	<b>Ding</b>	<b>William</b>	<b>Hana</b>
FB - 227k	FB - 167k	FB - 11k	FB - 239k	FB - 23k
IG - 41.6k	IG - 31.1k	FB - 11.4k	IG - 60.8k	RM - 22.9k
Cantonese, Mandarin	Cantonese, Mandarin	Cantonese, English	Cantonese, Mandarin	Mandarin, Simple Korean





# Talent Profile

**Name :** Nicholas Ong Sea Wei

**Stage Name :** Nicholas

**Date of Birth :** 11th October

**Place of Birth :** Kuala Lumpur

**Educational Background :**

**1988-1993** Graduated From S.R.J.K (C) Sentul

**1994-1999** Graduated From Chong Hwa Independent High School KL

**2000-2001** Diploma In Advertising

**Working Experience :**

Banquet Waiter, Sales Assistant, Advertising Trainee, Tele- reservation, TV Commercial Talent

**Broadcast Qualification :**

**2002** Joined Red988 as contracted DJ

**2004 - 2008**

- 988 Program Executive
- 988 Drama Team Talent

**2005 - 2008** 988 Music Team + RCS Scheduling Team

**2008 - 2010** MY FM DJ + Music Executive

**2010 - current** One FM DJ

**Broadcast Experience:**

- Korea Jeju Island Ambassador 2010-2012
- Red Box Dot Red Card Ambassador 2005 - 2008
- Participate in Red Box Dot Red Card TV Commercial
- Represent Malaysia 988 to HK to host as a MC for 7th Golden Chinese Music Awards 2007 at Hong Kong Coliseum
- Host Star Walk for the 5th Global Chinese Music Award at Kuala Lumpur Bukit Jalil Putra Indoor Stadium
- Invited guest for TV Show: <Saturday Shout Out>, <8E-News>, <Dear Or Not Deal>, <Yummy Trial>

**Interview, Emcee, Achievement :**

- Interview Malaysia's 6th Prime Minister – Dato Sri Najib
- Interview Local And Foreign Artist such as Leon Lai, Jacky Cheung, Andy Lau, Faye Wong, Aaron Kwok, Cecilia Cheung, Rainie Yang, Daniel Lee, Kelly Clarkson, Guy Sebastian, Simple Plan.
- Invited Guest on TV Series NTV7 <Star Idol>
- Invited by Tourism Australia and I feel to Brisbane and Gold Coast for photo shooting
- Invited to Pattaya Music Feat
- Host + Spoke Person for Nestle Omega Plus
- MC for CNY Movie 《玩转全家福》 Press Conference + Movie Gala
- MC for Bio Essence Event With Vivian徐若瑄
- MC for Sunway Countdown Show 2019
- MC for One FM CNY Roadshow
- MC for Jessie Lee Astrology Talk





# Talent Profile



**Name** : Ooi Yoke Li (Angeline)  
**Date of Birth** : 15 July  
**Race** : Chinese  
**Religion** : Christian  
**Horoscope** : Cancer  
**Weight** : 48kg  
**Height** : 160cm  
**Language** : Mandarin, Cantonese, English  
**Specialty** : Voice over Talent, Script writer , Motivational Speaker  
**Hobby** : Reading, travelling, listening to music

### Experience :

- 2010 – 2014 One FM's News presenter
- 2007 - 2010 Astro AEC E-News , News Talk , Evening Edition and Talking Issue Assistant producer.
- Workshop : Public Speaking Workshop @ SEGi University , HaPi Workshop@ University of Malaya
- Stand up Comedy talk shows : 那些年, 我们XX的XX、选择、When you say yes, I say NO、AA制、孤魂野鬼

### Books :

- 2018 《Power Bank : FULL 能量》
- 2016 《Power Bank 快乐Load不完》

### TV / Online :

- 2019 ACSON 叫我吃货 2
- 2016 Petronas Malaysia Day Advertisement
- 2015 Good Morning Tai Tai 活力早晨 @NTV7
- 2015 万马奔腾FUN转除夕 @8TV
- 2014 – Malaysia Day Special < 普天同庆齐齐 Fun > @ntv7

### Host / Emcee :

- 2019 Bio Essence Bio White Launching with Linda Chung
- 2019 Old Town White Coffee Extra Rich Coffee Day Out
- 2019 Movie <Supermom> Red Carpet
- 2019 Kinohimitsu Love Yourself Party

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- 2019 Bio Essence Bio White Launching with Linda Chung
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- 2019 Movie <Supermom> Red Carpet
- 2019 Kinohimitsu Love Yourself Party

### Live Report :

- 2014 – Spring Wave concert live from Taiwan
- 2017 - F1 Malaysia live from Sepang



**Name** : Leong Pei Xzan (Ding Ding, 丁丁)  
**Date of Birth** : 22nd November 1986  
**Race** : Chinese  
**Language** : English, Cantonese, Mandarin, Malay  
**Hobby** : Watching movies, singing, swimming

**Education level:**

- 1992 – 1998 (S.K. Convent Kajang)
- 1999 – 2013 (S.M Convent Kajang)
- 2014 – 2018 (KTAR Pre-University, UTAR (Degree in Public Relations))

### Awards and recognition:

#### Contests

- Brand New Star Contest 2013 (Hong Kong) – Best Performance
- Warner Hong Kong <到此為止> Shiga Lin Cover Contest – Top 10

#### Demos

- Clayton Cheung
- 24Herbs/LMF
- Denise Ho

### Released single

- 玄 – Kwok Kin (Hong Kong underground rapper)

### Emcee Experience :

- Johor Premium Outlets Outdoor Broadcast
- Prima Radio Business Club
- PIFFA 2017
- Neway K歌榜頒獎典禮2017 & 2018
- Boost Axiata
- Kinohimitsu Collagen Day
- Maggi Pedas Giler Roadshow
- Gegaria

### Guest Performer

- Sungei Wang Avant-Garden Christmas
- Panasonic Appreciation Night
- Cross production duet with Kevin Oh from Korea
- Duet and interview in Hong Kong
  - - Justin Lo
  - - Phil Lam
  - - Dear Jane
  - - Hung Kaho
  - - Jason Chan
  - - Alfred Hui





# Talent Profile



**Name** : William San 辛伟廉  
**Date of Birth** : 1st Oct  
**Language** : Cantonese, Mandarin, English, Malay  
**Talent** : Acting, Hosting, Singing, Modelling, DJ-ing

Having acted in numerous TV dramas in Malaysia, William San was casted for his first two drama series The Beginning《原点》 and Falling In Love《情有可缘》by MediaCorp Singapore and Media Prima Bhd, NTV7's parent company. His portrayal as a psychopath in the former and chauvinistic in the later received positive response from audience on both sides of the causeway. Both production were huge successes and were the highest rated Chinese drama series ever on NTV7 in Malaysia. A competent DJ and Host, William has also hosted several variety shows and major events in Malaysia. With love for singing, William is also the voice behind the theme song of Falling In Love《情有可缘》and Love Is All Around《爱在你左右》.

辛伟廉在马来西亚已经是个家喻户晓的艺人，演出过不少电视剧，主持电视节目。近两年，新马合拍剧《原点》和《情有可缘》中，他在两部剧的角色演绎，引起新马两地观众的极大回响。两部剧先后创下马来西亚NTV7电视台中文电视剧的最高收视率。除了演戏以外，辛伟廉也是马来西亚的知名DJ和节目主持，主持过不少大型节目。他也为《情有可缘》和《爱在你左右》演唱片尾曲。

## TV Show Hostings :

- Astro 国际华裔小姐 (初赛 – 决赛live) Miss Astro Chinese International 2004
- Astro 新秀大赛 (初赛 – 决赛live) Astro Talent Quest 2005
- Astro 新秀大赛 (初赛 – 决赛live) Astro Talent Quest 2006
- ntv7名人约我 Dating Celebrities 2007
- ntv7开心就好 Shout Out 2010
- ntv7开心就好 Shout Out 2011
- ntv7男女呛反调 2011





# Talent Profile

**Name** : Teo Xin Yi  
**Stage Name** : Hana  
**D.O.B** : 5th March  
**Race** : Chinese  
**Religion** : Buddhist  
**Weight** : 54 kg  
**Height** : 156 cm  
**Education** : Diploma in Mass Communication  
**Language** : Mandarin, English, Hokkien, Cantonese, Malay, Korean (Grade 2)  
**Specialty** : Interviewing, voice over, emcee.  
**Facebook** : onefmhana  
**Instagram** : onefmhanaxy

## Experiences :

- Write, edit and compiled news and essay, Interview Showcase and Concert via Photograph as well.
- Entertainment Reporter (2008-2016)
- Script writing - TV2《可不可以爱我》Season 1 & 2, Sabah Tourism 旅游节目...etc.
- Singapore Radio Station 100.3 DJ Talent Search 2011- 1st runner up
- One FM part time DJ ( Oct 2014 – Oct 2016)
- One FM DJ ( Oct 2016 till present)

## Interviews :

- **Interviewed artist from Taiwan**  
Bii, 黄小琥 Wang Xiao Hu、林育羣 Jimmy Lin、Hush、鼓鼓、小男孩樂團、Marcus C 张立昂、原子邦妮 Astro Bunny、Prince 王子邱胜翊、Eric 周兴哲、AKB48 TeamTP
- **Interviewed artist from Hong Kong :**  
Chow Yun-fat 周润发、Jackie Chan 成龙、Andy Lau 刘德华、Michael Hui Koon Man 许冠文、Raymond Lam 林峰、任達華 Simon Yam Tat Wah、Karen Mok 莫文蔚、Fan Bing Bing 范冰冰
- **Interviewed artist from Singapore/Malaysia :**  
Nicholas Teo 张栋梁、Penny Tai 戴佩妮、Fish Leong 梁静茹、Thomas & Jack 东于哲、ANiu 阿牛、Angelica Lee 李心洁、Rynn Lim 林宇中
- **Interviewed artist from South Korea :**  
Rain、BIGBANG、TVXQ & JYJ、Lee Min Ho 李敏镐、Super Junior、F.T.Island、《Running Man》成員 Lee Kwang Soo 李光洙、Kim Jong Kook 金鍾國、Haha、Gary、Red Velvet
- **Interviewed artist from Japan/Others :**  
The Flower、Exile The Second、Dear Kiss、Ballistik、Greyson Chance、Happy Polla...etc





# Team & Person In Charge

## Head Of Audience

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## Head of Content

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## Team Lead Promotion, Activation & Customer Service

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