89.7 Bay is a radio station in Malta that plays a mix of popular music and entertainment programming. The station is known for its upbeat and contemporary sound, and has a large following among young listeners.

The station's on-air personalities are well-known in Malta and often participate in community events. 89.7 Bay also provides news updates and traffic reports throughout the day. Additionally, the station may also feature programs related to sports, entertainment and other current affairs.