



MEDIA

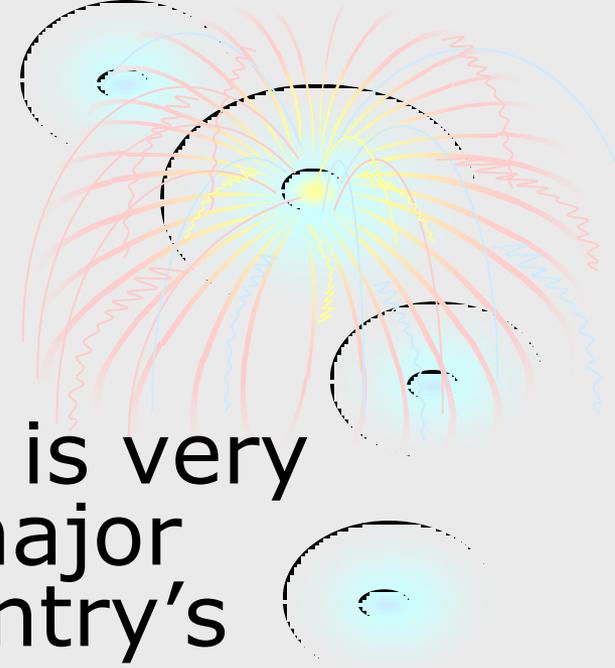
Three segments:

- Print media - journals, magazines, newspapers and periodicals
- Broadcast media - free-to-air TV, pay-TV and radio
- New media - new, unconventional media that can transfer content through the Internet and cell phones.



MEDIA IN MALAYSIA

- Malaysia's media system is very much a product of two major developments in the country's history:
 1. The May 1969 racial riots
 2. The 22-year premiership of Tun Dr. Mahathir Mohamad.



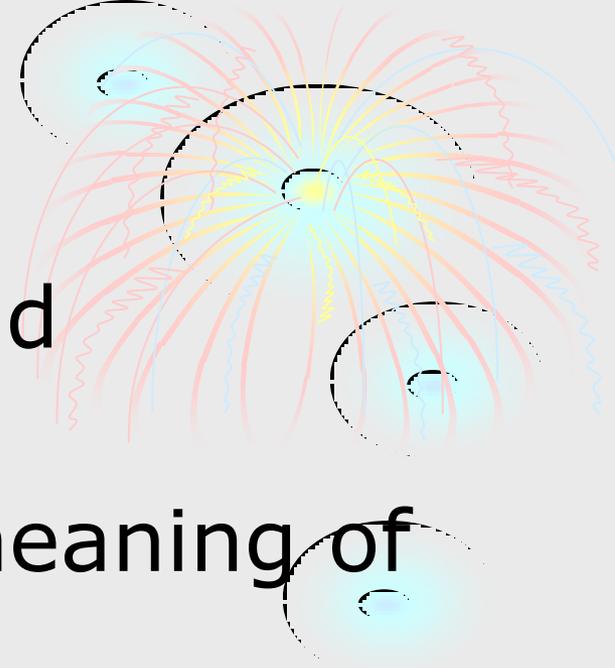
MEDIA IN MALAYSIA

Broadcasting (Radio and Television) ownership in Malaysia:

1. Public or government-owned
2. Private owned.



FUNCTIONS OF MEDIA



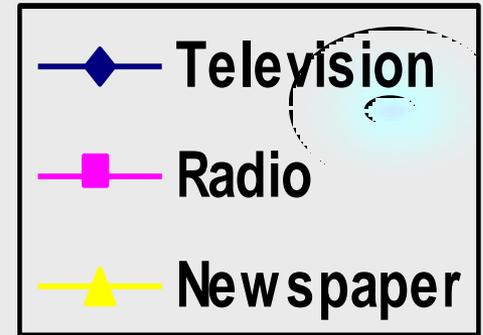
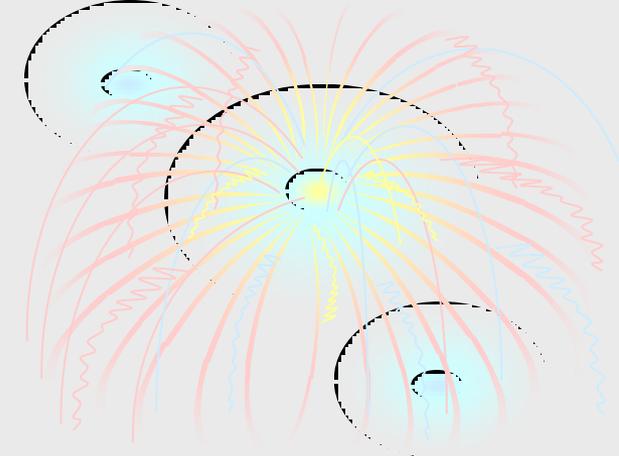
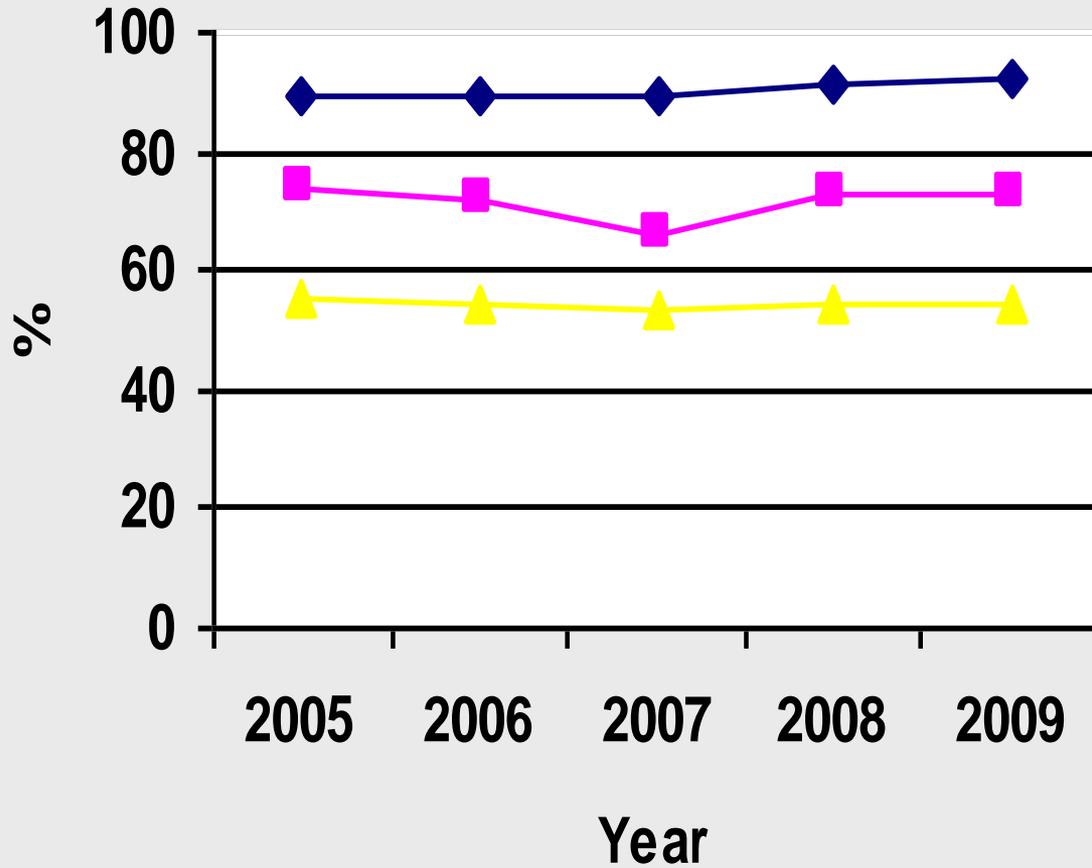
- Surveillance - the news and information role
- Interpretation - provide meaning of events.
- Linkage - join different elements of society
- Socialization - media transmit values.
- Entertainment - television is primarily devoted to this

BROADCAST MEDIA AUDIENCE



- Broadcast media have huge audience.
Technology – satellite communication
 - internet
- TV is able to reach 92% of adult population in Peninsula Malaysia.

MEDIA REACH TREND



TELEVISION

- Currently there are 7 FTA TV and 1 satellite TV in Malaysia.
- Digital FTA TV.

Analogue transmissions are scheduled to be switched off in phases as part of the digital switchover. Completion date 2015.

TELEVISION

- Satellite TV.

Measat Broadcast Network Systems launched the ASTRO service in 1996. It currently holds exclusive rights from the Malaysian government to offer satellite television broadcasting.

- Cable TV

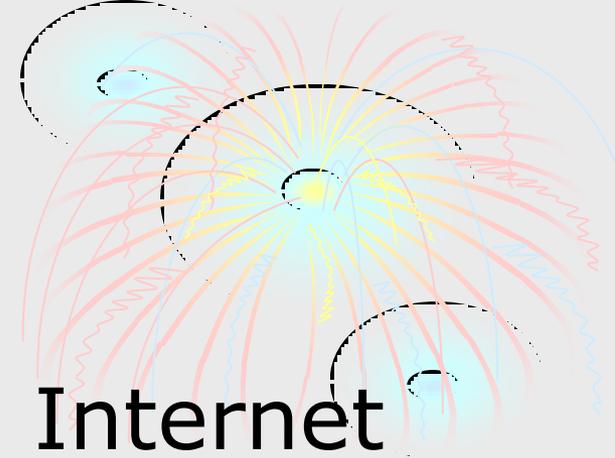
Mega TV launched in 1994 by TV3 as the only cable television service. However, it faced stiff competition and closed down.



TELEVISION

- Internet TV.

Television received via the Internet may be free, subscription or pay-per-view and use a variety of distribution technologies. Playback is normally via a computer and broadband Internet connection.



TELEVISION

- IPTV.

IPTV refers to services operated and controlled by a single company, who may also control the 'Final Mile' to the consumers' premises.

TM successfully released their IPTV based on their HSBB Unifi service which is only available to Unifi subscriber.

DETV targets Chinese audience



TELEVISION

- Mobile TV

Maxis, DiGi and U Mobile provide mobile television services for reception on third generation mobile phones. They consist of a mixture of regular channels as well as made for mobile channels with looped content. Maxis TV now offers more than 20 channels to Maxis 3G subscribers who own compatible mobile phones.



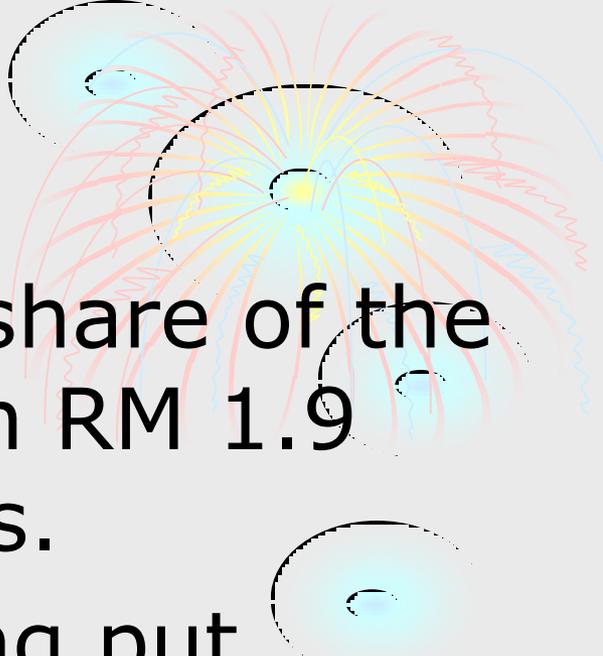
RADIO

- There are 19 private and 34 government-owned radio stations in Malaysia.
- *SINAR, ERA and HOTFM* hold their positions as the top three BM channels and top three channels overall.

RADIO

- Radio listenership remains high in Malaysia, reaching out to 92% of the total population.
- In Peninsular Malaysia, radio listenership remained steady, with 15.5 million or nine in 10 people aged 10 years and above tuning in every week
- The average listening duration increased by 5% to 22 hours a week.

MEDIA ADVERTISEMENT



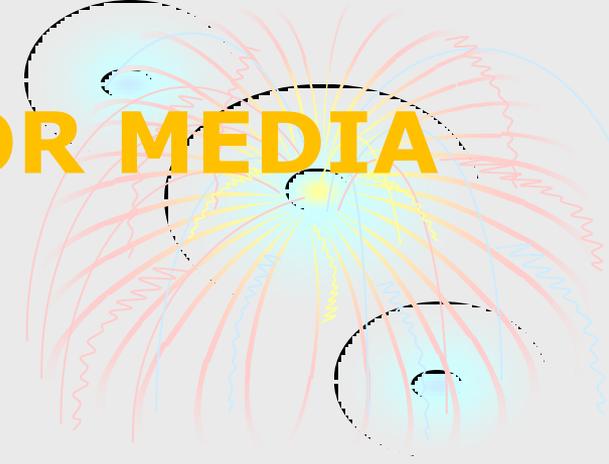
- Pay-TV command a 20% share of the Adex pie, taking more than RM 1.9 billion in advertising dollars.
- FTA and pay-TV advertising put together totalled RM 4.84 billion.
- Newspaper spending totalled RM 3.9 billion.
- Free-to-air TV still outpaces pay-TV with a 30% share.

MEDIA ADVERTISEMENT

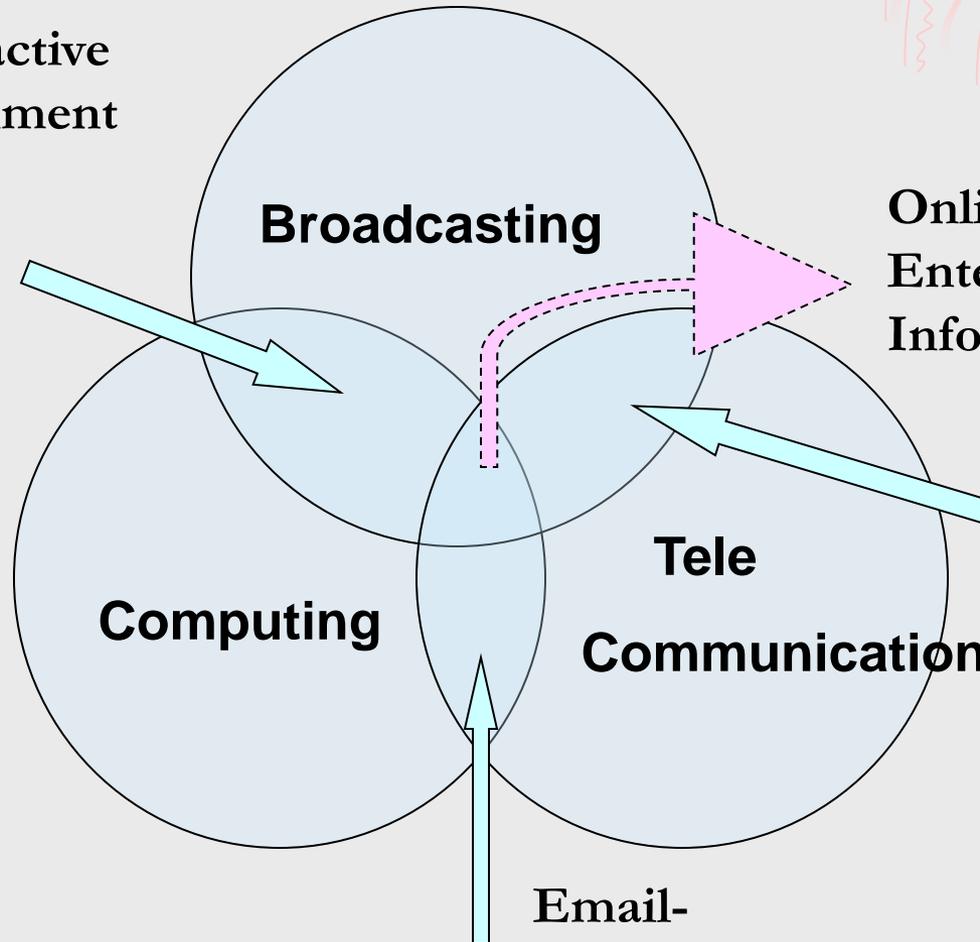
- Television's adex market share is higher :
 - reachness
 - improved quality of programmes
 - relaxation of Made-in-Malaysia ruling.
- Radio adspend grew driven by fast food centres, mobile providers, retail stores.



CONVERGENCE OF MAJOR MEDIA



Webcasting interactive
Digital, Entertainment
and Information



Online Interactive
Entertainment and
Information

Cable,
satellite, 3G
mobile TV
broadcast

Email-
Internet, Voip/IPTV



THANK YOU
TERIMA KASIH