

OUR ODYSSEY



CJ WOW SHOP hits ONE MILLION customers

MEDIA PRIMA'S HOME SHOPPING NETWORK CJ WOW SHOP has hit a new milestone as it surpassed the 1 million registered customers mark within 888 days since it began operations.

Puan Rusliana from Bandar Sri Damansara emerged as the 1 millionth shopper with the purchase of the 'Spinax Zero Gravity Lounge Chair'.

To date, the network grew its customer base by 56% since the end of 2017, validating CJ WOW SHOP as a proven home shopping service offering quality and innovative products that enrich people's lives.

Over the years, CJ WOW SHOP has secured a strong base of repeat customers, as evident by the Top

100 customers who spend close to an average of RM14,600 per person on their purchases.

CJ WOW SHOP embarked on the "WOW in a Million" initiative to thank and reward its loyal customers.

This month-long campaign involved top executives, show hosts and crew members touring the nation to visit CJ WOW SHOP's Top 100 customers.

They were treated with various gifts and rewards at their doorsteps.

To complement the celebration, all shoppers were rewarded with a RM20 shopping voucher for their next purchase via CJ WOW SHOP's e-commerce platform throughout September.

**THE LAUNCH OF THE 'WOW IN A MILLION'
CAMPAIGN IN SHAH ALAM ON 13 AUGUST 2018**



CJWOWSHOP DAILY TV AIRTIME



6AM—6.45 AM



12AM—12.45AM
10.30AM—11.15AM
11.30AM—12.20PM
12.30PM—1.20PM
1.30PM-2.15PM



9AM-9.45AM
10AM-10.50AM
11AM-11.50AM
12PM—12.50PM
1.30PM-2.20PM



八度空间

6.45AM—7.30AM
7.45AM—8.30AM
8.40AM—9.30AM



(CHANNEL 104)
24 HOURS



GALERI PRIMA UNVEILS "MORPHOSIS"

MORPHOSIS, a charity exhibition by NSTP's Galeri Prima, was launched on 29 August 2018, and officiated by YB Fahmi Fadzil, the Member of Parliament for Lembah Pantai.

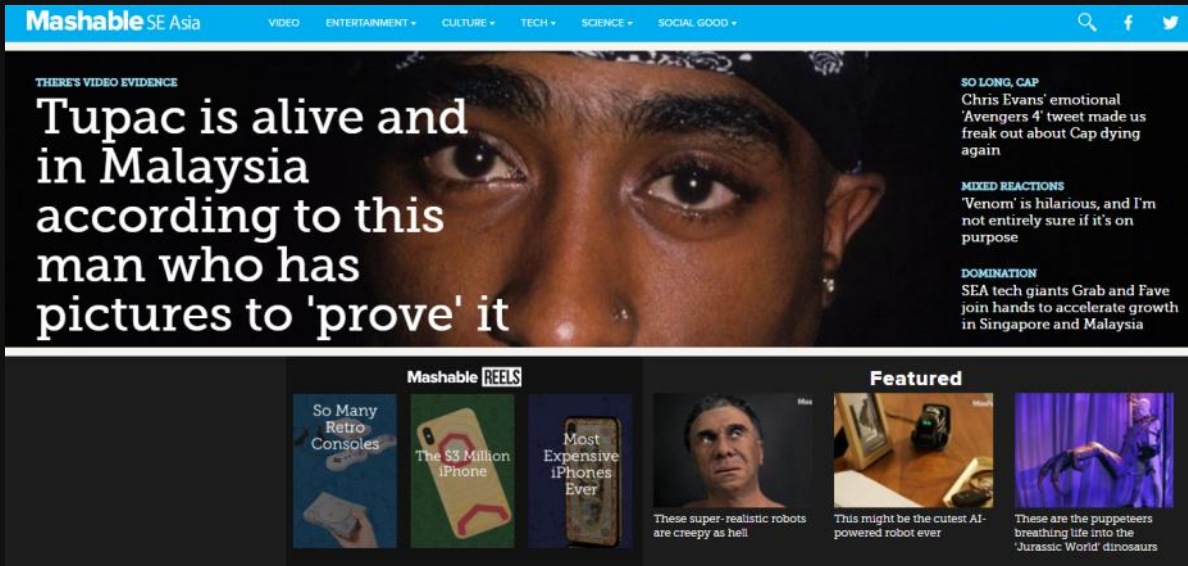
Co-organised with Curate Henry Butcher, *Morphosis* aimed to tell stories of the country's transformation in conjunction with Malaysia's National Day and Malaysia Day.

"The story of Malaysia's transformation was told through the perspective of 88 artists," said exhibition organiser of Galeri Prima, Azlynn Aziz.

This exhibition was held from 27 August to 16 September, and highlighted the role of the arts community in the new Malaysia and their contributions not only to the country but to the future generation

The artists agreed to contribute 40% of the proceeds from the sale of their artworks displayed, some of which are priced up to RM1,000,000 to Tabung Harapan Malaysia.

REV ASIA AND ZIFF DAVIS LLC ANNOUNCE MASHABLE SOUTHEAST ASIA



MEDIA PRIMA DIGITAL'S wholly-owned subsidiary, Rev Asia Holdings, entered into an agreement with US-based digital media company, Ziff Davis, to operate Mashable Southeast Asia for audiences across Indonesia, Malaysia, Philippines and Singapore.

Mashable Southeast Asia will curate and localise the best of Mashable's delightfully offbeat global content, while adding original content specifically produced for the region.

Founded in 2005, the Mashable brand reaches over 70 million unique content visitors per month world-wide and has a social media following of 28 million.

Visit www.sea.mashable.com

PRIMEWORKS STUDIOS COLLABORATES WITH THREE ANIMATION COMPANIES

PRIMEWORKS STUDIOS (PWS) has inked partnership with three local animation companies: Blindspots Studios, 'Alif & Sofia' Giggle Garage and Fridgies, to develop new animation projects.

This initiative is the first series of pilot project collaborations with the country's animation creators to reinforce its intellectual properties (IPs) and enhance the company's animation business.

The country's creative industry market recorded about RM7 billion last year, with the animation sector growing at the fastest pace for export.

MYRUMAH MELAKA SEES POSITIVE RESPONSE



THE MYRUMAH PROPERTY SHOWCASE held between 22 to 23 September at Mahkota Parade, Melaka, saw positive feedback.

Visitors said they hoped that the property exhibition would continue in the future.

Non-developers participating in the MyRumah event include Amanah Raya Bhd, Bank Muamalat Bhd, Kenanga Investors and Takaful Ikhlas Bhd.



VIU AND MEDIA PRIMA TELEVISION NETWORKS PARTNER TO BRING MALAYSIAN VIU ORIGINALS TO CONSUMERS

VIU, the leading regional OTT video service, and Media Prima Television Networks (MPTN) announced a partnership whereby Media Prima will broadcast three Viu Originals — *Salon*, *Jibril* and *The Bridge* as a first run for the Malaysian market in 2018.

This is the first time a regional OTT brand has partnered with Malaysia's largest TV broadcaster on content for same-day-airing. The three shows are slated to be released from September 2018 onwards on Media Prima's NTV7 and on Viu.



MEDIA PRIMA - UPNM BRING JOY TO UNDERPRIVILEGED COMMUNITY

MEDIA PRIMA AND UNIVERSITI PERTAHANAN NASIONAL MALAYSIA (UPNM), via the Media Prima - New Straits Times Press Humanitarian Fund, brought cheer to the underprivileged community from Kampung Sungai Kembong Hilir, Bangi Lama.

The National Day gotong royong programme, themed 'Memerdekakan Golongan Asnaf' ("liberating the underprivileged"), for the first time involved UPNM's Defence Studies and Management Faculty. Around 60 volunteers comprising UPNM cadets and students, as well as MPB - NSTP's volunteer brigade, took part in the programme by cleaning and painting dilapidated homes.

Gegaria #KitaPunya



HELD BETWEEN 31 AUGUST 2018—2 SEPTEMBER 2018 AT PUTRAJAYA



THE GEGARIA #KITAPUNYA FESTIVAL remained a crowd-puller despite having to compete for attention with other events in the vicinity, such as the National Day parade and the Royal Floria Putrajaya.

This time around, the fest adopted the theme Gegaria #KitaPunya in line with the National Day celebrations. This was the eighth GegaRia festival this year

The event was divided into four zones, namely #KitaPunya Lifestyle, #KitaPunyaEsports, #KitaPunya Chillx, #KitaPunya Concert and #KitaPunya Throwback Tunnel.

The event ended at 9PM with a concert by artistes Faizal Tahir, Wany Hasrita Stacy, Kugiran Masdo, Misha Omar and Bunkface.

SPOTLIGHT: ADOPTION



Achieve impact when introducing a new product, or showcase industry-leadership via Big Tree's Adoption series. This out-of-home (OOH) media will be the talk of town and create buzz for advertisers.

Brands can display products via Adoption which comes in a package of lightboxes, pillars and 3D ambient display. Located along the Damansara Link of the SPRINT Highway, brands can reach out to audiences which include high-society professionals and social influencers.

You can reach out to bigtree@bigtree.com.my for more information.

MPB WINS BIG AT THE SPARK AWARDS 2018



MEDIA PRIMA TELEVISION NETWORKS (MPTN), bagged the coveted 'Media Company of the Year' and 'Media Brand of the Year' awards at the Spark Awards for Media Excellence 2018 in Singapore. The awards won by the Group also include 'Best Campaign by a Media Owner', 'Best Content Team', 'Best Collaboration Team', 'Best Content Amplification', 'Best TV and Online Video', 'Best Programme Promotion' and 'Best Launch and Relaunch'. Big Tree Outdoor won two Silver Awards and one Bronze Award for its Digital Tower Series @ TTDI.

Organised by Marketing magazine, the Spark Awards for Media Excellence is a prestigious annual award programme that celebrates the best media solutions, products and services in the Southeast Asia region.