

OUR ODYSSEY

A man and a woman are shown from the chest up, standing in a grassy field. The man, on the left, is wearing a white tank top under a brown jacket and is looking towards the woman. The woman, on the right, is wearing a blue and white floral patterned shirt and is looking back at the man. The background is a soft-focus landscape with trees and a clear sky.

COMING SOON: PULANG

Based on a true Malaysian story, the film starring Remy Ishak and Puteri Aishah will be out in cinemas on 26 July 2018

Over 25.6 million
followed Media
Prima's news
during GE14 **P2**

DFKL reaches
over 4.7 million
viewers **P3**

CJ WOW SHOP
partners with TM's
Unifi TV for further
expansion **P4**

BASED ON A TRUE MALAYSIAN STORY

PULANG FUSES ROMANCE WITH LOCAL HISTORY

PRODUCED BY Primeworks Studios, *Pulang* tells the story of a man from the *kampung* (village) who sails around the world hoping for riches as his wife waits for his promised return for 61 years. This epic movie, directed by Kabir Bhatia and starring Remy Ishak and Puteri Aishah Sulaiman, is filled with stunning cinematography, innovative computer-generated imagery and a beautiful story. *Pulang* is a heartfelt reminder that no matter what adventures life takes us on, it all means nothing if we don't have family to come home to.

The idea behind *Pulang* was conceived by Primeworks Studios chief executive officer Datuk Ahmad Izham Omar and will be out in Malaysian cinemas on 26 July 2018.



FAST FACTS

Directed by: Kabir Bhatia
Written by: Mira Mustaffa, Datuk Ahmad Izham Omar;
Original Story by Datuk Ahmad Izham Omar and Omar Othman

Produced by: Tengku Iesta Tengku Alaudin (Executive Officer), Nor Shahila Harun Shah (Executive Producer) and Irene Mariena Mohamad

Starring: Remy Ishak, Puteri Aishah Sulaiman, Alvin Wong, Azrel Ismail, Erwin Dawson, Sherry Al-Jeffri, Dato' Jalaluddin Hassan, Juliana Evans, Dato' Rahim Razali, Aida Khaleeda

Release Date: 26 July 2018



Interested to host a screening of Pulang?

Catch one of the most anticipated Malaysian epic love stories of the year with our Corporate Movie Night Out packages, which are perfect for entertaining VIPs, employees or for CSR events. They are inclusive of snacks and goodies, and cater for various cinemas around the Klang Valley between 26 July and 10 August.

To find out more, you can contact Norita at +6012 261 5868 (norita@primeworks.com.my) or Aaron at +6017 329 1153 (aaron.lim@primeworks.com.my).

HUGE FOLLOWING OF GE14 ON MPB PLATFORMS

25.6 m
Followers

296 m
Pageviews

22.3 m
Video views on FB
and Youtube

25 m
Views of Media Prima
TV news on digital
platforms

MEDIA PRIMA garnered over millions of internet users following the Group's online news coverage throughout Malaysia's 14th General Elections (GE14).

According to Google Analytics, the election period between 6 April and 13 May saw the Group's news portals — which includes REV Asia and NSTP's news portals — record over 25.6 million in total unique visitors with 296 million total page views. 10% of the total unique visitors throughout the election period were from outside of Malaysia.

Between 9-10 May, MyUndi, a dedicated GE14 news portal and mobile app by Media Prima Labs, obtained 2.1 million unique visitors with 13.3 million page views during the same period. MyUndi was also Google's top search result for the "Undi" keyword during the election season.

Media Prima's video coverage of GE14 garnered a total of 22.3 million views across

its Facebook and Youtube platforms, and via its video-streaming service tonton.

Media Prima TV news saw a rise in viewership with over 25 million views on its digital platforms throughout the entire month of May.



NSTP STRIKES BIG AT ASIAN MEDIA AWARDS 2018



THE NEW STRAITS TIMES PRESS (MALAYSIA) Bhd (NSTP) took home three awards at the Asian Media Awards 2018.

The awards include Silver and Bronze Award for Newspaper Breaking News Article in the Best in Editorial Content category and Bronze Award for Sports Photography in the Best in Photojournalism category.

The Asian Media Awards, which honours prestigious excellence, is organised by the World Association of Newspapers and News Publishers (WAN-Ifra).

HARIAN METRO IS THE TOP NEWS PORTAL

HARIAN METRO'S (HM) website has emerged as Malaysia's news portal of choice for the first quarter of 2018. It was the top site for the news and information categories.

The latest statistics released by ComScore Inc, showed that HM's official website recorded more than 12.24 million unique visitors (UV) throughout the first three months of this year.

This included 1.32 million UV who surfed the website through computers and laptops while 11.4 million UV used their mobile phones or tablets.

In the HM video segment, MetroTV has more than 143,000 subscribers on Youtube. For social media sites, myMetro's Facebook has recorded over 4.75 million likes while HM's official twitter account has 818,000 followers.

Meanwhile, Berita Harian's website was ranked second with a total of 10.52 million UV.



C-CYCLE BACK IN SEPTEMBER

THE C-CYCLE CHALLENGE, one of Malaysia's premier cycling event organised by NSTP, is back with a more exciting route. The second edition of the event will be held on 23 September at Eco Sanctuary in Teluk Panglima Garang.

The event is expected to attract 1,300 participants this year. Participation fee is RM160 per person for the Race category and RM50 for the Fun Ride category. To ride on the fun, you can register at www.nst.com.my/c-cycle. Registration will close on 24 August 2018.

TONTON DEPLOYS ENHANCED DIGITAL INNOVATIONS

MALAYSIA'S largest video streaming service, tonton, has introduced technological innovations to enhance the viewing experience to its 7.8 million subscribers. They include Camment, Android TV Box and Chromecast.

tonton has worked closely with Finnish digital company, Camment, to amplify user engagement while on the platform.

The video streaming service can now be accessed via Chromecast or Android TV Box which allows your favourite show on tonton to be projected onto a big TV screen.

TELEVISION NETWORKS WINS BIG AT WORLD MEDIA FESTIVAL

MEDIA PRIMA TELEVISION NETWORKS clinched five awards at the World Media Festival 2018 in Hamburg, Germany. MPTN won three gold and two silver awards.

The World Media Festival - Global Competition for Modern Media is an international competition for communications media and one of the industry's premier events.



DFKL REACHES OVER 4.7 MILLION VIEWERS

THIS YEAR'S Drama Festival Kuala Lumpur (DFKL 2018) was a huge hit among television audiences with over 4.7 million viewers (11.8 TV rating) catching the annual film awards show live on TV3.

According to Nielsen Audience Measurement, an average of 2.5 million viewers, or 38.1% of Malaysian television audiences, tuned into the awards show, organ-

ised by Media Prima Television Networks, between 9pm and 11pm.

The DFKL 2018 Awards Red Carpet live show on ntv7 peaked at 777,000 viewers with an average of 333,000 viewers, or 5.2% audience share.

LENDING A HELPING HAND TO THE ROHINGYA COMMUNITY



THE MEDIA PRIMA-NSTP Volunteer Brigade, together with **MERCY Malaysia** and **Gleneagles Kuala Lumpur**, organised a medical outreach programme for the Rohingya community at **Surau Rohingya Seberang Balok, Kuantan Pahang**, on 28 April this year.

A total of 57 volunteers, including two doctors, participated in the programme. Up to RM735,000 from the **Media Prima Rohingya Humanitarian Fund** was donated to **MERCY Malaysia** to carry out various health programmes for the Rohingya community in Kuantan.

Those who are interested in making a contribution to this cause can bank in their donations to the fund's Maybank account: 564276522630 or by cheque to the name **Tabung Kemanusiaan Rohingya Media Prima**.



CJ WOW SHOP PARTNERS WITH TM



CJ WOW SHOP has partnered with Telekom Malaysia Berhad's (TM) *unifi* to expand its reach to more Malaysian homes. This partnership enables the home shopping network to tap into more than one million *unifi* subscribers through its TV and video streaming platform, *unifi TV*.

unifi TV customers can tune in to Channel 104 to enjoy 24 hours of non-stop home shopping programming featuring a wide range

of CJ WOW SHOP's innovative product offerings. Viewers will also be able to catch the programmes on-the-go via its mobile platform, *unifi PlayTV*.

This latest expansion is in line with CJ WOW SHOP's pursuit to surpass the RM200 million annual revenue mark by the end of 2018. It also allows CJ WOW SHOP to broaden its visibility as well as sell round the clock.

FAST FACTS: CJ WOW SHOP

RM130m Total sales for 2017

RM44m Sales for the first three months of 2018

771,300 Total customers to date



SPOTLIGHT: VISTA SERIES



Brands have the opportunity to be present in the urban landscape of USJ on the arterial route of Persiaran Kewajipan, and within the vicinity of key landmarks – Summit USJ, Da Men Mall and SEGi College. Big Tree's *Vista Series* is available in a package of five units and allows brands to instil repetitive brand impressions through a single visual or convey a compelling story with varied brand messages.

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

NOTE TO READERS

Thank you for taking the time to read Media Prima's monthly newsletter, *Our Odyssey*, that is our journey thus far to become Malaysia's leading digital-first content and commerce company. Our intention is to share the exciting news from our multiple platforms – Television, The News Straits Times Press, Radio, Content Creation, Out-of-Home Advertising and Media Prima Digital. We hope to reach you again next month. Last but not least, to all our Muslim friends, *Selamat Hari Raya*.

Have any comments? Please reach out to us at communications@mediaprima.com.my