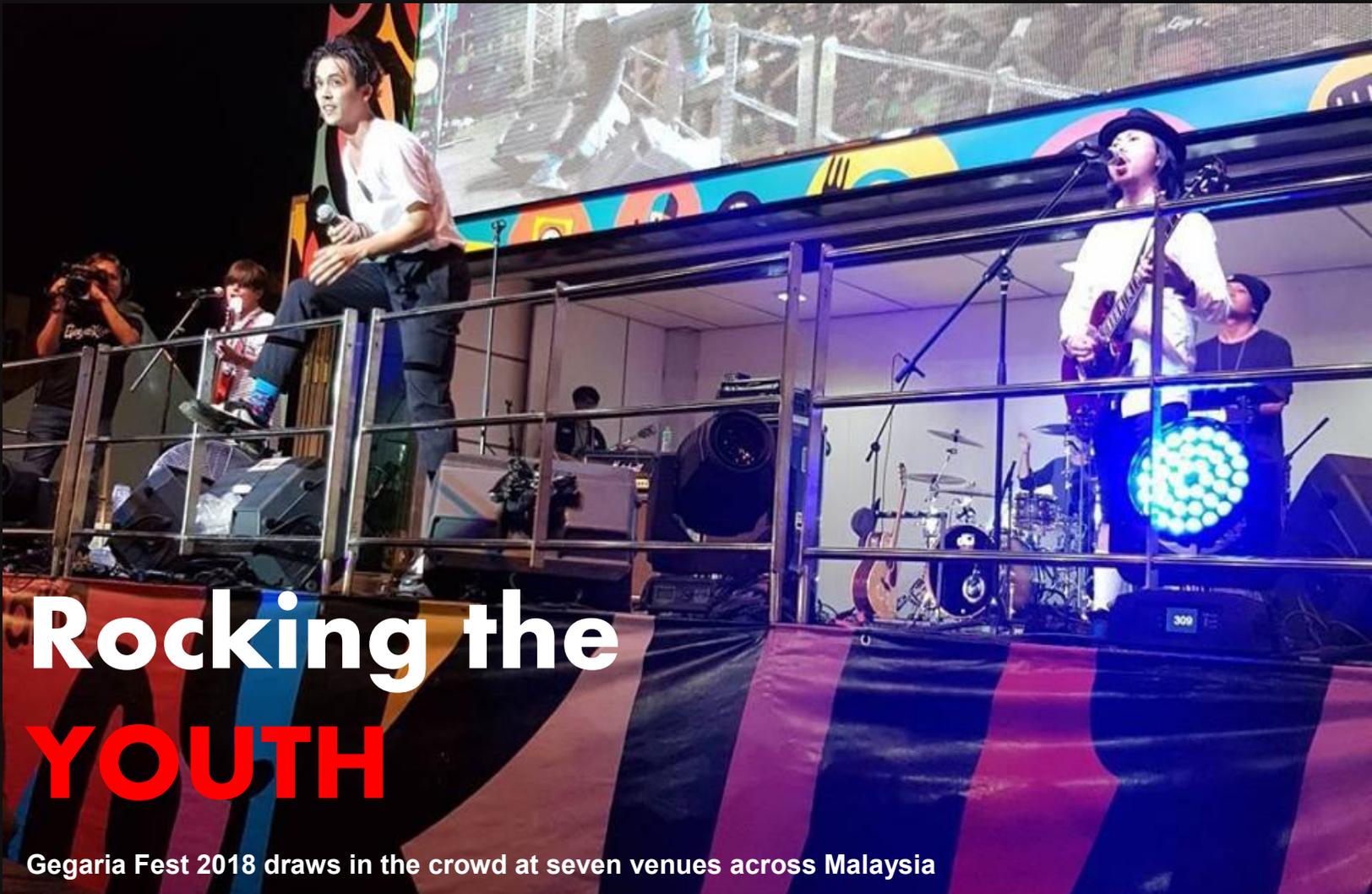


OUR ODYSSEY

Your monthly window to the world of Media Prima

MAY 2018 | ISSUE 1



Rocking the YOUTH

Gegaria Fest 2018 draws in the crowd at seven venues across Malaysia

THE non-stop entertainment and inspirational festival, Gegaria Fest 2018, attracted over 220,000 visitors throughout its seven editions that ran across Malaysia over four months.

This showcases Media Prima's strength in organising events that capture massive audiences of multiple generations.

Themed #KitaOK, Gegaria Fest held its final edition on 15 April with over 50,000 fans from the North at Sungai Petani, Kedah – the biggest turnout

since the festival first ran in Shah Alam on 13 January. Gegaria Fest was also held in Johor, Pahang, Perak, Kuala Lumpur and Negeri Sembilan.

The festival was a huge success on social media with a reach of over 8 million users and 1.5 million views on Facebook Live.

Gegaria Fest also captured over 2.5 million Instagram engagements while the live streaming of the event on YouTube had an average of 1.8 million views.

Gegaria Fest is Malaysia's first integrated digital-centric on-ground event aimed at creating an avenue and opportunity for audiences to connect and be inspired.

The highlight of the event was the #Gegaria Concert on the main stage which featured celebrities such as IAmNeeta, Noh Salleh, Akim and The Majistret, Kugiran Masdo, Bunkface and Bittersweet.

Gegaria Fest is an amazing platform for advertisers to tap on the highly lucrative youth market.



FAST FACTS

220,000

Visitors

1.5M

Facebook Live Views

8M

Facebook Reach

2.5M

Instagram Reach

1.8M

YouTube Views





AISKACANG CELEBRATES FIRST ANNI-VERSARY WITH A DELICIOUS PARTY

MEDIA PRIMA RADIO NETWORKS' (MPRN) pod-cast platform, AisKacang, celebrated its first anniversary in April with a party at Publika, Kuala Lumpur, with podcasters and performances by Ara Johari, J Justin Lan and Wany Hasriita.



CJ WOW SHOP 2ND ANNIVERSARY SEES OVER RM2M IN SALES

MEDIA PRIMA's home shopping network celebrated its second anniversary on 1 April with record sales of over RM2 million following a 10-hour back-to-back live programme on TV9.

This is double the sales compared to CJ Wow's first anniversary sale in 2017. This year's campaign themed '2 Tahun, Lebih WOW' saw orders three times higher than its daily average customers with shoppers clearing-off various products ranging from household items to beauty products.

New Revenue

CJ Wow Shop was launched in 2016 as Media Prima aggressively embarked on new business initiatives to generate non-advertising based revenue.

CJ Wow Shop is a media commerce company, providing home shopping business in Malaysia through various platforms such as television, electronics commerce and mobile commerce.

This company is a joint venture between Media Prima and CJ O Shopping Co. Ltd, the international leader in home shopping business from South Korea's, CJ O Shopping Co. Ltd (CJO)

Sold in 23 Minutes

In 2017, CJ Wow Shop sold over 300 pendants for Habib Jewel in less than 23 minutes. Currently, 70 per cent of products sold on the network consist of local brands including Mugen, Riino, Elba, Habib Jewel, Ariani and Winds, seller of gadgets, appliances as well as home and living products.

For more information, visit www.cjwowshop.com.my



AisKacang capitalises on the increasing demand for digital content. MPRN has dominated the digital space with its creative use of social media and digital applications.

FAST FACTS:

409,122

Total Listenership

8,123

Total Downloads

As at 31/12/2017

YAYASAN FELCRA AND NSTP TO BOOST EDUCATION

YAYASAN FELCRA has allocated RM3 million to carry out several educational based programmes with NSTP to improve the academic achievement of students from rural areas.

The programme, which is set to benefit Ujian Pencapaian Sekolah Rendah and Sijil Pelajaran Malaysia candidates nationwide, will ensure they receive quality academic coaching through seminars and workshops organised by NSTP.



TERENGGANU OFFERS ONLINE TUITION WITH NSTP

TERENGGANU has become the first Malaysian state to implement an online tuition programme in collaboration with The New Straits Times Press (NSTP). The pilot programme, called “New Terengganu Transformation Online Tuition”, will be offered via NSTP’s ‘FullAMark Class’ portals and will benefit 231 schools, consisting of 111 primary schools and 120 secondary schools, at a cost of RM300,000.

The ‘FullAMark Class’ package offers an interactive educational portal for students by enabling teachers to act as class administrators which provides a more dynamic learning environment and greater integration.

WOO WINS DIGITAL PERSON OF THE YEAR

A YOUNG talent from Media Prima Digital, Melissa Woo, shined at the Malaysian Digital Awards after bagging ‘Digital Person of the Year’, one of the key awards of the night.

Woo is the creator of some of Media Prima’s most successful mobile gaming apps — *Ejen Ali: MATA Training Academy* and *Ejen Ali: Emergency*.

MEDIA PRIMA LABS REVAMPS 8COIN

MEDIA PRIMA LABS and Rev Asia Holdings have launched a revamped version of 8coin, a private rewards club available on the web and mobile. Formerly known as 8Share, it currently has over 770,000 social media users across Malaysia and serves as a platform for users to obtain rewards by sharing content on their social media handles.

8coin also serves as a platform for marketers to engage with its users as social advocates to promote their brands on social media.

SPOTLIGHT: GALERI PRIMA



Siri Tari Kabuki by Malaysian artist Yusof Ghani was sold at RM95,000, higher than its valued price of RM50,000-RM80,000, at the Henry Butcher Art Auctioneers Malaysian and Southeast Asian Art Auction held at NSTP's Galeri Prima on 29 April.

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

Note to Readers

Thank you for taking the time to read the inaugural issue of 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 New 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, *Salam Ramadan*.

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