

The background features a teal color with faint, large-scale geometric star patterns. Overlaid on the right side are several colorful, stylized Islamic geometric designs, including large starbursts in red, purple, and orange, and smaller starbursts. Three hanging lanterns with orange and red details are also present. A crescent moon is visible in the upper right.

malaysiakini
kiniTV

2020 RAYA VIDEO Circulation Package

Prepared by:



Format #1: **PRE-ROLL**

- Length: < 90 sec TVC

Circulation across:

1) **KiniTV Bulletin News Video**

Kini News (EN) > 150K views per week

Sekilas Fakta (BM) > 200K views per week

3min Quick News (CN) > 150K views per week



Format #2: **Standalone Video**

- Length: < 3 min Video

Circulation across:

2) **Malaysiakini Facebook**

Facebook (EN) > 1.7mil Followers

Facebook (BM) > 2.34mil Followers

Facebook (CN) > 943K Followers

3) **KiniTV Facebook**

Facebook (EN) > 522K Followers

Facebook (BM) > 898K Followers

Facebook (CN) > 467K Followers





Format #1: Pre-Roll TVC : KiniTV Bulletins

KiniTV (EN): 'Kini News'

<https://www.facebook.com/watch/?v=775912139590308>



KiniTV (BM): 'Sekilas Fakta'

<https://www.facebook.com/kinitvbm/videos/vl.1610926388930884/460475607982298/?type=1>



KiniTV (CN): '三分钟快报'

<https://www.youtube.com/watch?v=uFy9Sskdvqc>



About, Concept And Duration

- 5 - 10 mins for English, Malay & Chinese version
- It is a **Daily bulletin** that KiniTV released between **6pm - 8pm from Monday to Friday**
- **Will have 3 boosting times daily** (6pm, 10pm & following morning 9am), as these are the **peak times that people tune into social media**.
- Summary of **daily important news** with particular focus on **economics, social & political developments** (topics that concerned by most of the Malaysian)

The daily average viewer hits

- English **Kini News** : **> 30K daily**
- Bahasa Malaysia **Sekilas Fakta** : **>50K daily**
- Chinese **3min Quick Report** : **>30K daily**



Format #2: Standalone Video : MKini FB & KiniTV FB

Malaysiakini Facebook (EN, BM & CN)

Normal Post: **VIDEO with Caption, #Hashtag, URL & Handshake**

Facebook (EN) > 1.7mil Followers

Facebook (BM) > 2.34mil Followers

Facebook (CN) > 943K Followers

KiniTV Facebook (EN, BM & CN)

Normal Post: **VIDEO with Caption, #Hashtag, URL & Handshake**

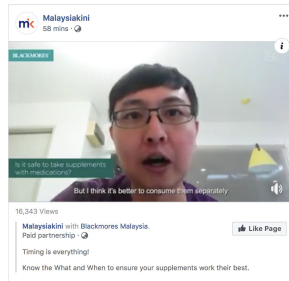
Facebook (EN) > 522K Followers

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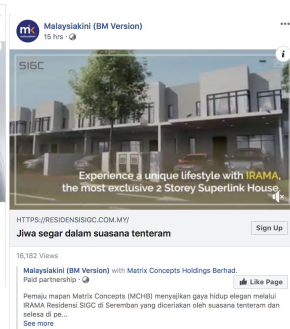
Malaysiakini EN Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>



Malaysiakini BM Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>



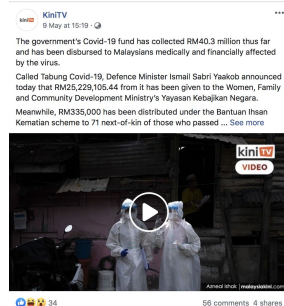
Malaysiakini CN Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>



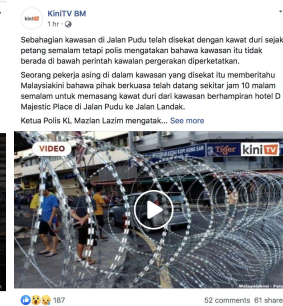
KiniTV EN Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>



KiniTV BM Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>



KiniTV CN Facebook

<https://www.facebook.com/MalaysiaKini/videos/279587966036542/>





RAYA Video Circulation Ad Package

Video Ad Format	Circulation Platforms	Package A	Package B
Format #1: PRE-ROLL (Length: < 90 sec)	(1) Pre-Roll across KiniTV Bulletin News: (EN) Kini News (BM) Sekilas Fakta (CN) 3min Quick Report KiniTV Bulletin News Circulation Sites: KiniTV Desktop & Mobile (Bulletin Channel) KiniTV Facebook (Bulletin Playlist) KiniTV Youtube (Bulletin Playlist)	1 Week (Pre-Roll) 3 FB Posts (Video) during Raya month Est. Result: > 100,000 Views RM 15,000 (Worth: RM30,000)	2 Weeks (Pre-Roll) 6 FB Posts (Video) during Raya month Est. Result: > 250,000 Views RM 30,000 (Worth: RM60,000)
Format #2: Standalone Video (Length: < 2 min)	(2) Malaysiakini Facebook - Facebook (EN) > 1.7mil Followers - Facebook (BM) > 2.34mil Followers - Facebook (CN) > 943K Followers (3) KiniTV Facebook - Facebook (EN) > 522K Followers - Facebook (BM) > 898K Followers - Facebook (CN) > 467K Followers		



Traffic & Demographic

Global Rank ⓘ

Apr 2020, 🌐 Worldwide

 malaysiakini.com	#2,418
 thestar.com.my	#2,084
 nst.com.my	#9,474
 freemalaysiatoday.com	#7,518
 hmetro.com.my	#4,544

Country Rank ⓘ

Apr 2020, 🇲🇾 Malaysia

 malaysiakini.com	#14
 thestar.com.my	#18
 nst.com.my	#64
 freemalaysiatoday.com	#44
 hmetro.com.my	#21

Category Rank ⓘ

In 📰 News and Media

 malaysiakini.com	#1
 thestar.com.my	#3
 nst.com.my	#11
 freemalaysiatoday.com	#8
 hmetro.com.my	#4

Total Visits ⓘ

Apr 2020 🇲🇾 Malaysia

Domain

 malaysiakini.com	22.14M
 hmetro.com.my	14.40M
 thestar.com.my	21.67M
 nst.com.my	6.074M
 freemalaysiatoday.com	9.296M

Device Distribution ⓘ

Apr 2020 🇲🇾 Malaysia

Domain

 malaysiakini.com	22.53% 77.47%
 thestar.com.my	29.00% 71.00%
 nst.com.my	27.12% 72.88%
 freemalaysiatoday.com	19.16% 80.84%
 hmetro.com.my	12.78% 87.22%

Engagement ⓘ

Apr 2020 🇲🇾 Malaysia

Domain	 Monthly Visits	 Unique Visitors	 Visits / Unique Visitors	 Visit Duration	 Pages/Visit	 Bounce Rate
 malaysiakini.com	 22.14M	2.548M	 8.69	 00:05:16	 4.28	 39.05%
 thestar.com.my	21.67M	 3.662M	5.92	00:03:38	2.50	56.54%
 nst.com.my	6.074M	1.995M	3.04	00:01:44	1.79	60.94%
 freemalaysiatoday.com	9.296M	2.454M	3.79	00:02:37	1.99	66.35%
 hmetro.com.my	14.40M	3.193M	4.51	00:03:24	2.72	54.57%

Visits over time

Apr 2020, 🇲🇾 All Traffic

☒ malaysiakini.com	☒ thestar.com.my	☒ nst.com.my	☒ freemalaysiatoday.c...	☒ hmetro.com.my
22.1M	21.7M	6.1M	9.3M	14.4M

MALAYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM

facebook

ENGLISH

www.facebook.com/malaysiakini

>1.7 Mil



11 mil Post Reach in Apr 2020
1.2 mil Video Views in Apr 2020

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

15%



25 - 34

37%



35 - 44

24%



45 - 54

13%



55 - 64

8%



65+

3%

facebook

MALAY

www.facebook.com/mkinibm

>2.34 Mil



22 mil Post Reach in Apr 2020
2.2 mil Video Views in Apr 2020

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

16%



25 - 34

37%



35 - 44

26%



45 - 54

13%



55 - 64

5%



65+

3%

facebook

CHINESE

www.facebook.com/mkinicn

>943 K



12 mil Post Reach in Apr 2020
4.9 mil Video Views in Apr 2020

GENDER



Male

59%



Female

41%

AGE (OVERALL)



18 - 24

11%



25 - 34

28%



35 - 44

27%



45 - 54

18%



55 - 64

10%



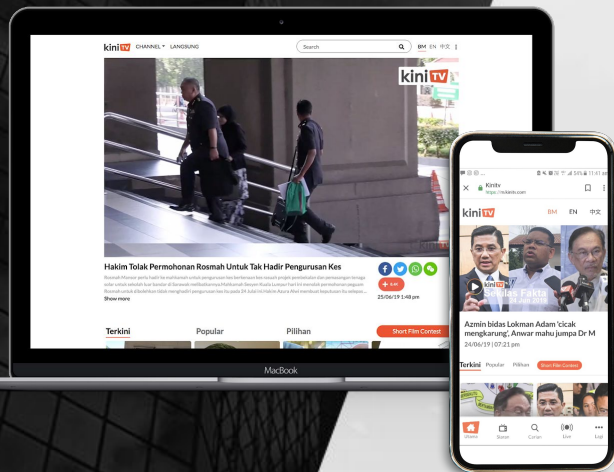
65+

6%

Social Media Platforms [as of April 2020]

KiniTV AUDIENCE FIGURES OVERALL

KiniTV Desktop & Mobile




Unique Visitors

DESKTOP

91,769

MOBILE

355,623


Page Views

239,835

834,230


Session Duration

00:01:11

00:00:59

Source: Google Analytics, April 2020

KiniTV DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP



Male

63.2%

64.1%

More than 60% of the audience are male readers



Female

36.8%

35.9%

AGE GROUP

The higher reader group audience is in the age group of 45 to 54



18 - 24

8.85%

4.32%



25 - 34

20.78%

21.58%



35 - 44

21.94%

22.00%



45 - 54

16.28%

18.51%



55 - 64

19.50%

23.45%



65+

12.65%

10.14%

Source: Google Analytics, April 2020

KiniTV SOCIAL MEDIA | CIRCULATION PLATFORM

facebook

ENGLISH

<http://www.facebook.com/kinitv>

>522 K



6.9 mil Post Reach in Apr 2020
1.8 mil Video Views in Apr 2020

GENDER



Male

71%



Female

29%

AGE (OVERALL)



18 - 24

11%



25 - 34

34%



35 - 44

26%



45 - 54

15%



55 - 64

10%



65+

4%

facebook

MALAY

<http://www.facebook.com/kinitvbm>

>898 K



14 mil Post Reach in Apr 2020
7.3 mil Video Views in Apr 2020

GENDER



Male

71%



Female

29%

AGE (OVERALL)



18 - 24

11%



25 - 34

37%



35 - 44

27%



45 - 54

13%



55 - 64

8%



65+

4%

facebook

CHINESE

<http://www.facebook.com/kinitvcn>

>467 K



11 mil Post Reach in Apr 2020
4.9 mil Video Views in Apr 2020

GENDER



Male

67%



Female

33%

AGE (OVERALL)



18 - 24

8%



25 - 34

25%



35 - 44

28%



45 - 54

20%



55 - 64

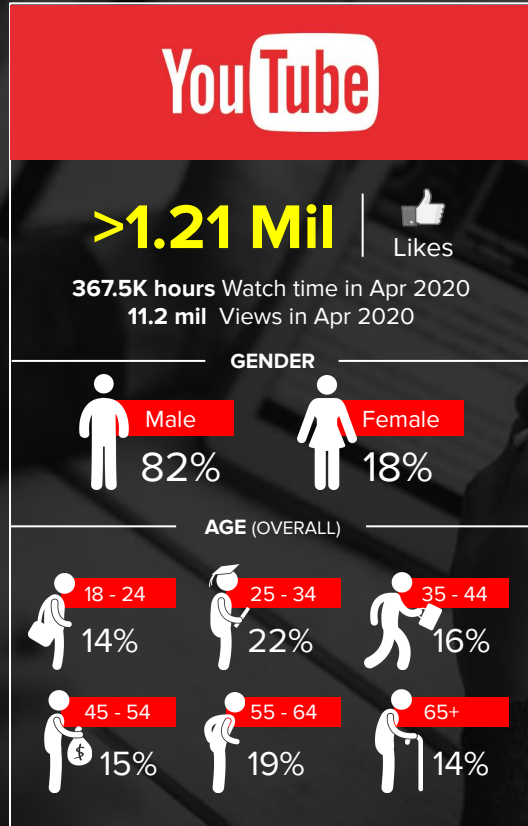
12%



65+

7%

KiniTV SOCIAL MEDIA | CIRCULATION PLATFORM



Youtube + Dailymotion:
Average **>20 million views** per month

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malaysiakini **kiniTV**

