



malaysiakini kini 

# Facebook Cross Live Special Package

**#BizSurvival FB Live Package**  
[Press Conference, Webinar, Virtual Talkshow,  
Sales Activation Event]

Proposal by



# ≡ **AGENDA**

## **1.0 Malaysiakini & KiniTV: Facebook Stats**

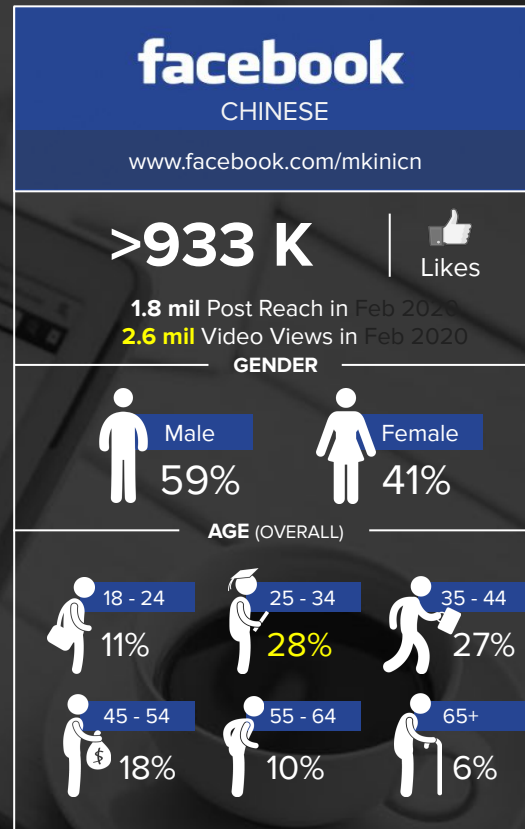
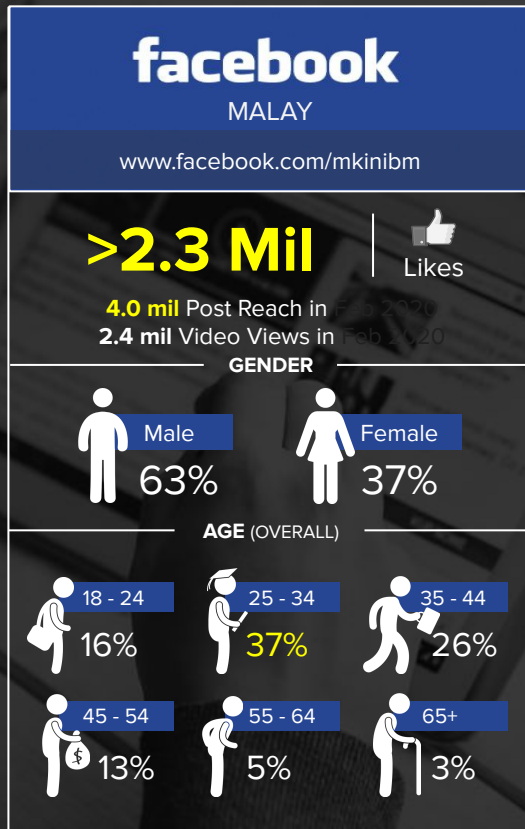
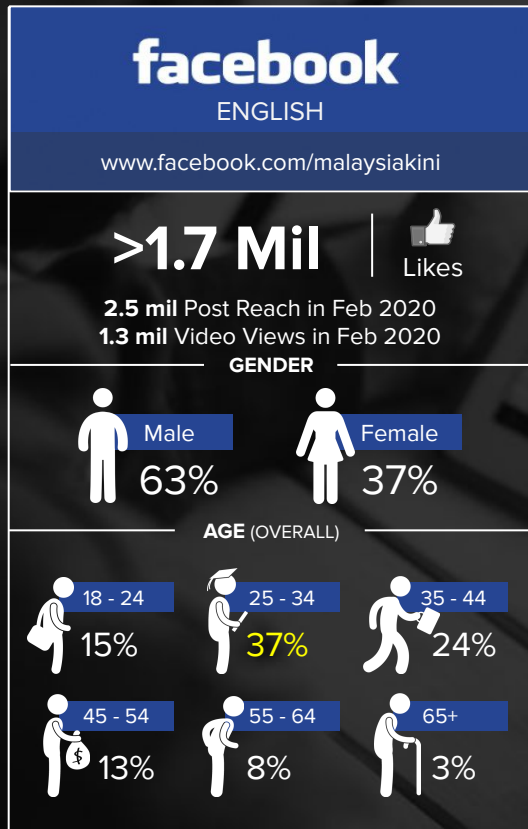
## **2.0 Cross Live**

2.1 Pre-Live Announcement : Facebook Posting

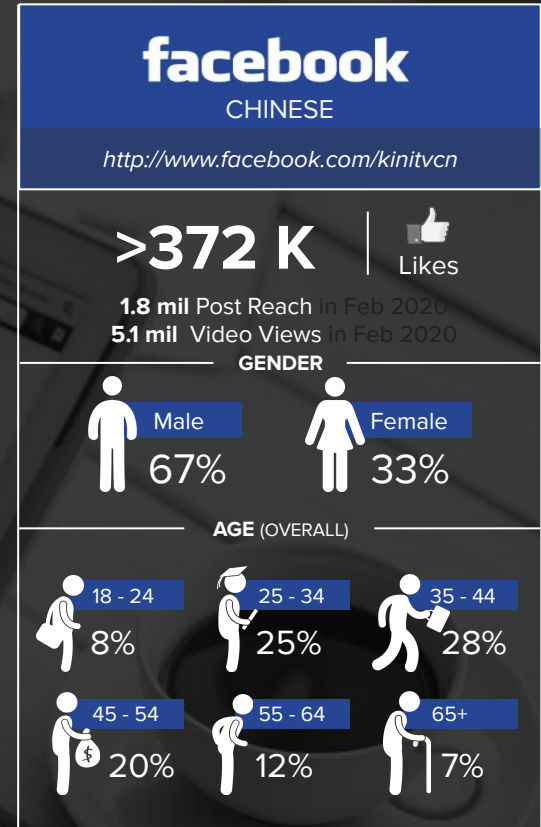
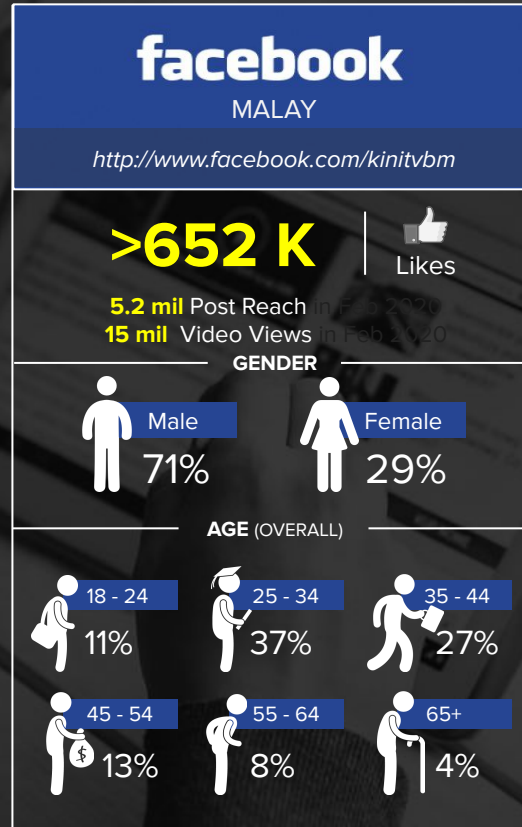
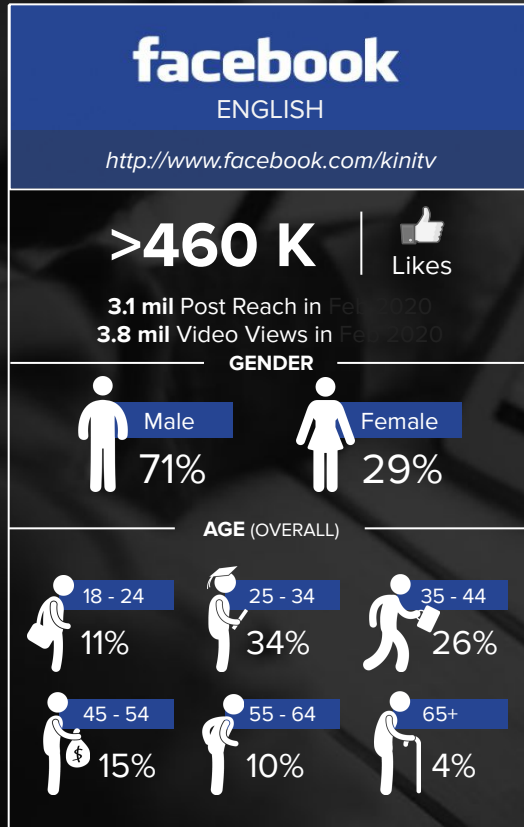
2.2 Cross Live : Facebook

## **3.0 Special Package**

# 1.1 MALAYSIAKINI SOCIAL MEDIA PLATFORM



## 1.2 KINITV SOCIAL MEDIA PLATFORM



# 2.1 Pre-Live Announcement : Facebook Posting

Posting Message: **Pre-promo and publicity for upcoming Live-Stream**

Posting Format: **Normal Post (Handshake with Client's FB)**

MKini BM FB:

<https://www.facebook.com/mkinibm/videos/2570948143145732/>



MKini CN FB: Pre-Live Announcement

<https://www.facebook.com/mkinicn/photos/a.422675085464/10157887824065465/?type=3&theater>

MKini EB FB: Pre-Live Announcement

\*Facebook Posting is available across **Malaysiakini Facebook (EN, BM, CN)** and **KiniTV Facebook (EN, BM, CN)** pages.

## 2.2 Cross-Live on Facebook

Event: **Webinar, Virtual Talkshow, Online Event, Online Sales** etc  
**Cross-Live on MK FB & KiniTV FB (EN, BM, CN) from/with Client's FB Page**

**Webinar Cross-Live on KiniTV EN FB:**

<https://www.facebook.com/kinity/videos/659476761477683/>



**Talkshow Cross-Live on MKini CN FB:**

<https://www.facebook.com/mkinicn/videos/238765270680649/UzpfSTEWNjvNDc4MTQ6MTAyMjA4ODAwMDAwODQzMjA/>



**Event Cross-Live on MKini EN FB:**

<https://www.facebook.com/Malaysiakini/posts/637366573712940/>

Malaysiakini was live — with OPPO.  
Published by Vani Mathy · Paid Partnership ·

The long awaited online launch of OPPO Find X2 Series 5G in Malaysia has begun! Watch and share the live stream on Facebook with Hashtag #OPPOFindX2Series5G #UncoverTheUltimate to win an OPPO Find X2 5G! Don't forget to answer questions on the live stream unboxing session too, 12 pairs of OPPO Enco Free that worth RM499 are waiting for you bring home!  
Join @Hanis Zalkha, @Phei Yong, and @Pauline Tan to uncover the ultimate of the smartphone of the year!  
\*T&C apply: <http://bit.ly/39hpUYx>  
#OPPOFindX2Series5G #UncoverTheUltimate



70,615 People Reached 2,113 Engagements Boost Post  
You and 34 others 15 Comments 7 Shares 1.4M Views

**Press Conference Cross-Live on KiniTV EN FB:**

<https://www.facebook.com/122162981293769/videos/703702810438242/>



\*Facebook Cross Live is available across **Malaysiakini Facebook (EN, BM, CN)** and **KiniTV Facebook (EN, BM, CN)** pages.

## 3.0 Special Package for Facebook Cross Live

Item	Description	Inventory	Special Cost
<b>2.1 Pre-Live Announcement</b>	<p>Posting Message: <b>Pre-promo/publicity for upcoming Live</b>            Posting Format: <b>Normal Post</b> (<i>Handshake with Client's FB</i>)</p> <p>Facebook Pages:</p> <ul style="list-style-type: none"> <li>• <b>Malaysiakini Facebook (EN / BM / CN)</b></li> <li>• <b>KiniTV Facebook (EN / BM /CN)</b></li> </ul>	<p><b>3 Posts</b>  <b>on</b>  <b>3 FB Pages</b></p> <p>(any language page)</p>	<p><b>RM 3,000</b>  <i>(on 50% discount)</i></p> <p><i>(Worth: RM 6,000)</i></p>
<b>2.2 Cross Live</b>	<p>Event: <b>Press Conference, Webinar, Virtual Talkshow, Sales Activation Event etc</b></p> <p>Cross Live: <b>MK FB, KiniTV FB, Client's FB</b></p> <p>Duration: <b>30 min / 1 hour</b></p> <p>Facebook Pages:</p> <ul style="list-style-type: none"> <li>• <b>Malaysiakini Facebook (EN / BM / CN)</b></li> <li>• <b>KiniTV Facebook (EN / BM /CN)</b></li> </ul>	<p><b>3 Cross Lives</b>  <b>on</b>  <b>3 FB Pages</b></p> <p>(any FB page of MKini &amp; KiniTV)</p>	<p><b>RM 20,000</b>  <i>(on 50% discount)</i></p> <p><i>(Worth: RM 45,000)</i></p>

T&Cs: *This special package is valid until 30 June 2020.*

*All inventories to be utilised by 30 September 2020.*

*Upfront payment to be made before FB Cross-Live campaign start.*



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