



Video Ad Proposal (Pre-Roll or Post-Roll)

DESKTOP / MOBILE



Proposal by:



KiniTV

Desktop & Mobile

AUDIENCE FIGURES OVERALL



Unique Visitors

DESKTOP

118,378

MOBILE

770,060



Page Views

455,083

2,807,183



Session Duration

00:02:24

00:00:59

Source: Google Analytics, February 2020

1.1 KiniTV Bulletins News

- The most popular daily video news programme (in 3 languages) with the highest viewership across digital site and social media.

KiniTV English: 'Kini News'

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



KiniTV Bahasa: 'Sekilas Fakta'

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



KiniTV Chinese: '三分钟快报'

<https://www.youtube.com/watch?v=uFv9Sskdvqc>



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** : **> 50K daily**
- Bahasa Malaysia **Sekilas Fakta** : **>70K daily**
- Chinese **3min Quick Report** : **>60K daily**

1.2 KiniTV Bulletins News: Circulation Platforms

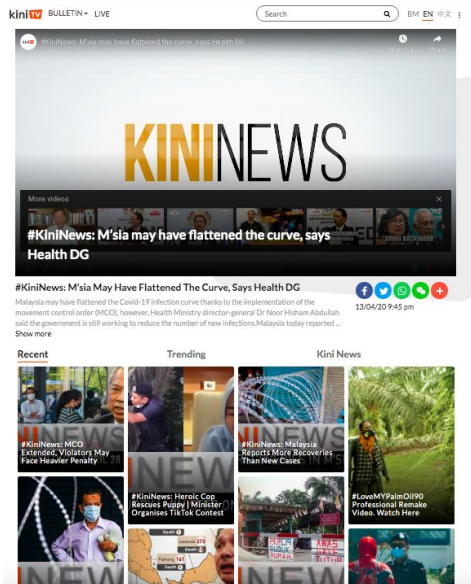
I. KiniTV Desktop Site (EN, BM & CN)

Bulletin News Channel

KiniTV EN Desktop : Kini News Channel

KiniTV BM Desktop : Sekilas Fakta Channel

KiniTV CN Desktop : 3 min Quick Report



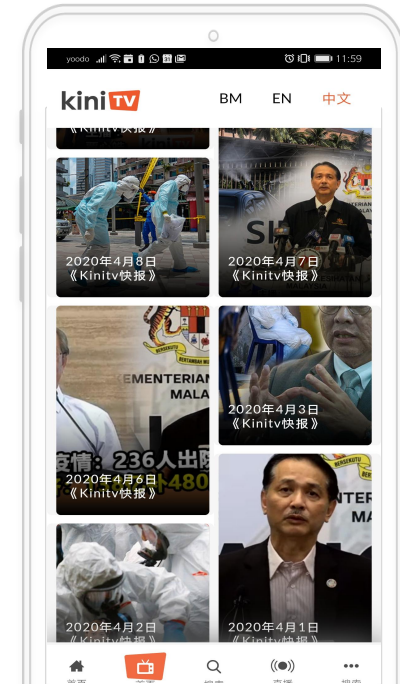
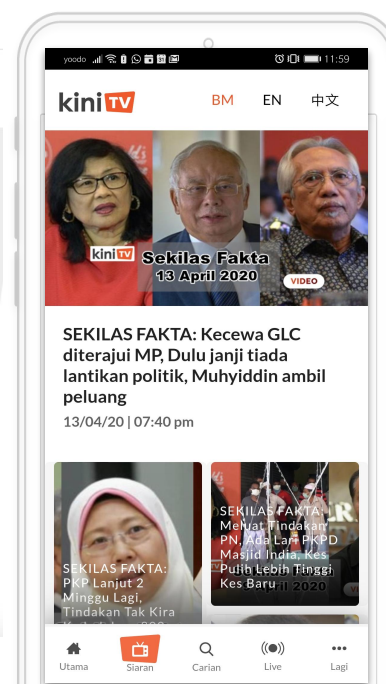
II. KiniTV Mobile Web (EN, BM & CN)

Bulletin News Channel

KiniTV EN Mobile : Kini News Channel

KiniTV BM Mobile : Sekilas Fakta Channel

KiniTV CN Mobile : 3 min Quick Report



1.2 KiniTV Bulletins News: Circulation Platforms

III. KiniTV Facebook Page (EN, BM & CN)

Facebook Live Stream (Mon to Fri, within 6pm-8pm)

[KiniTV EN FB: Kini News](#)

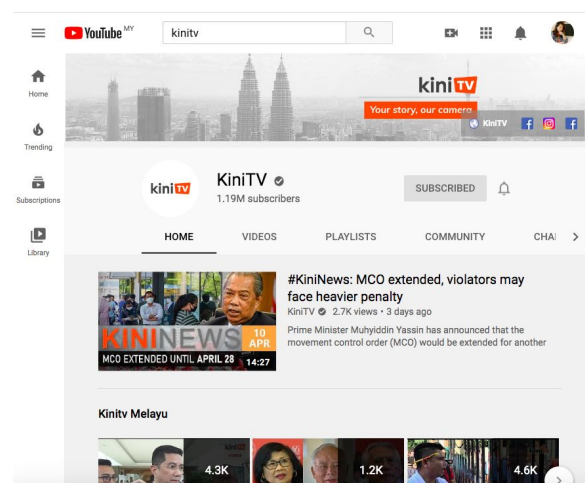
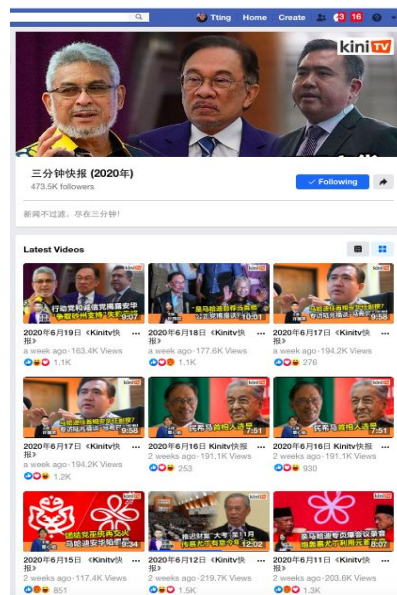
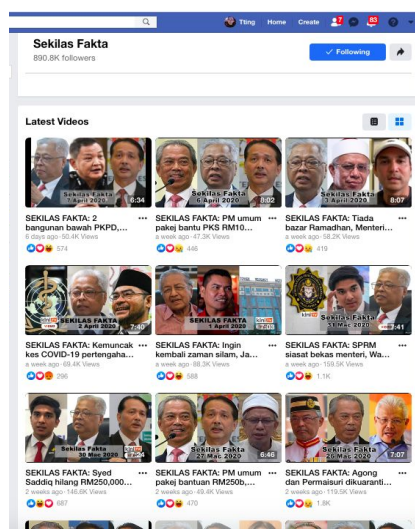
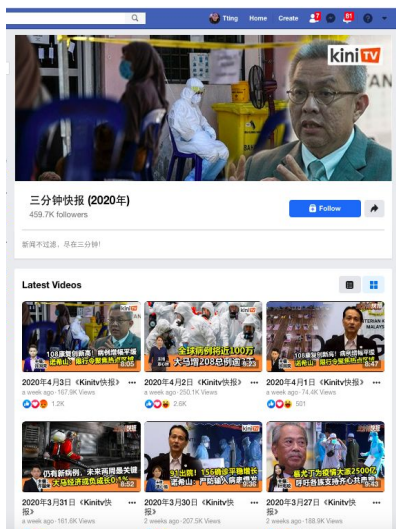
[KiniTV BM FB: Sekilas Fakta](#)

[KiniTV CN FB: 3 min Quick Report](#)

IV. KiniTV Youtube (1.24 mil Subscribers)

Youtube Publication (Mon to Fri, within 6pm-8pm)

<https://www.youtube.com/user/malaysiakini/featured>



2.0 Video Ad Item: Pre-Roll & Post-Roll

PRE-ROLL

- Length: < 1 min TVC
- Non-Skippable
- Language: EN, BM, CN

POST-ROLL

- Length: < 2 min TVC
- Non-Skippable
- Language: EN, BM, CN



Pre-Roll / Post-Roll across KiniTV Bulletin News Videos

- (EN) Kini News
- (BM) Sekilas Fakta
- (CN) 3min Quick Report

Bulletin News Circulation Platforms:

- **KiniTV DESKTOP & MOBILE**
(EN, BM, CN) Bulletin News CHANNEL
- **KiniTV FACEBOOK**
(EN, BM, CN) Bulletin News PLAYLIST

3.0 Video Ad Packages

Ad Item	Bulletin News Circulation Platforms	Normal Rate	Inventory & Campaign Period	Package Cost
PRE-ROLL (Length: < 1 min) <i>(Non-skippable)</i> OR POST-ROLL (Length: < 2 min) <i>(Non-skippable)</i> KiniTV Bulletin News Videos: (EN) Kini News (BM) Sekilas Fakta (CN) 3min Quick Report	I. KiniTV Desktop (EN, BM, CN) II. KiniTV Mobile Web (EN, BM, CN) III. KiniTV Facebook (EN, BM, CN)	 Cost Per View CPV = RM0.15	 300,000 Views (2 Weeks)	 RM 22,500 on 50% Discount (Worth: RM45,000)
			 500,000 Views (4 Weeks)	 RM 30,000 on 60% Discount (Worth: RM75,000)

JOIN THE EFFORT

to Build an Independent Media Organization
& Support Press Freedom

FG MEDIA

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