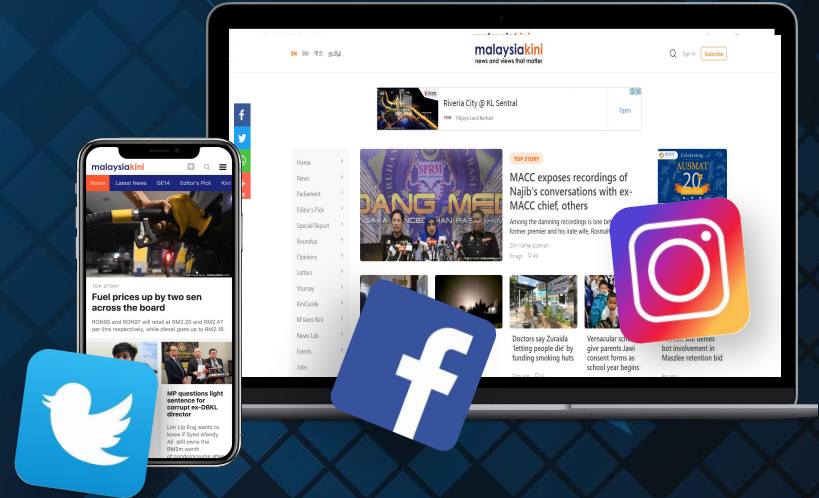


malaysiakini

Facebook Cross Live Ad Proposal



Prepared by





Facebook Cross Live

Talkshow Examples & Package Cost

1.0 Facebook Live Talkshow (Example I)

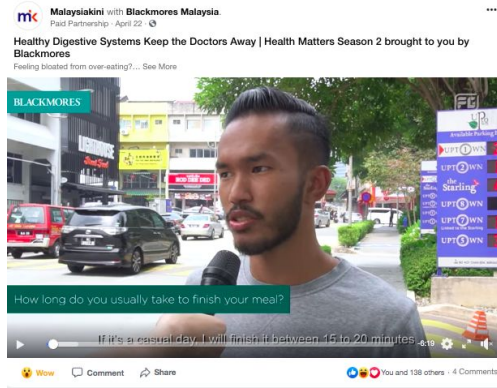
Live Page: [Malaysiakini EN FB](#)

Topic: **Health Matters**, brought to you by **Blackmores**

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Episode #1 (22 April 2020)

Healthy Digestive Systems Keep the Doctors Away



Episode #2 (29 April 2020)

Stronger Immunity for a Healthier You



Episode #3 (6 May 2020)

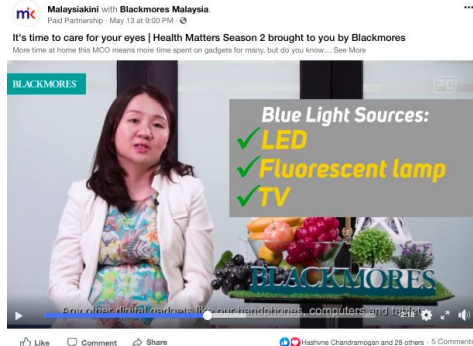
Can I take Supplements with



Episode #4

(13 May 2020)

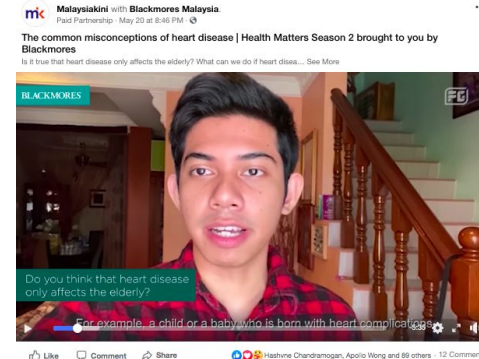
It's time to care for your eyes



Episode #5

(20 May 2020)

The common misconceptions of heart disease



1.0 Facebook Live Talkshow (Example II)



Live Page: [Malaysiakini CN FB 当今大马](#)

Topic: **Dental Health** Netchat with **Smile-Link Dental Group** (6 series)

Episode #1 (26 April 2020)

People Reach >142K, Engagement >13K

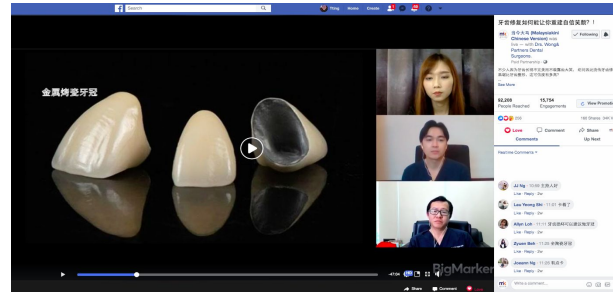
Organic Views >42K (in 1-2 days)



Episode #2 (3 May 2020)

People Reach >93K, Engagement >15K

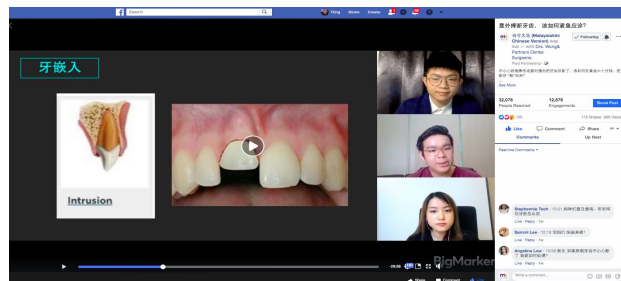
Organic Views >34K (in 1-2 days)



Episode #3 (10 May 2020)

People Reach >32K, Engagement >12K

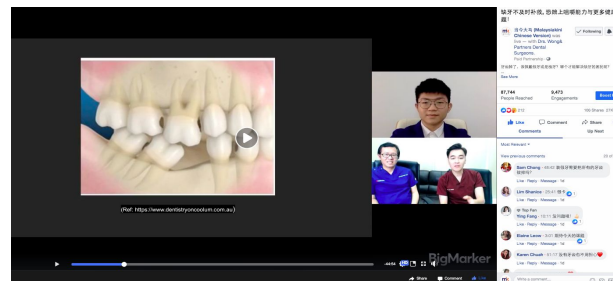
Organic Views >36K (in 1-2 days)



Episode #4 (17 May 2020)

People Reach >87K, Engagement >9K

Organic Views >27K (in 1-2 days)



1.0 Facebook Live Talkshow (Example III)

Live Page: [Malaysiakini CN FB 当今大马](https://www.facebook.com/malaysiakini)

Episode #1 (11 June 2020)

Topic: **Biz Survivability Talkshow** (Total 3 series)

People Reach >87K, Engagement >5.2K

Organic Views >41K (within 1 day)

URL: <https://www.facebook.com/mkinicn/videos/864712020695146/UzpfSTEWNjkyNDc4MTQ6MTAyMjE5MzgyMjgyNzk4MDE/>



Episode #1 (13 June 2020)

Topic: **Dissonance of visual system will cause children to lose interest in learning!** (Total 3 series)

People Reach >110K, Engagement >7.3K

Organic Views >31K (within 1 day)

URL: <https://www.facebook.com/mkinicn/videos/1446264702223697/UzpfSTEWNjkyNDc4MTQ6MTAyMjE5NTUzNTQ5ODc5NTg/>



2.0 Special Package Cost

Item	Description	Inventory	Special Cost
Pre-Live Announcement	Message: Pre-Promo for upcoming Live Posting Format: Normal Post (<i>Handshake with Client's FB</i>) Post Platform: - Malaysiakini Facebook (EN / BM / CN) - KiniTV Facebook (EN / BM / CN)	6 Posts for 3 Talkshows (2 Posts per Talkshow)	RM 30,000 Gross
Live Talkshow	Format: Facebook Live-Stream (<i>Cross-Live from Client's FB</i>) Duration: < 1 hour per Talkshow Live Platform: - Malaysiakini Facebook (EN / BM / CN) - KiniTV Facebook (EN / BM / CN)	3 FB Live-Streams for 3 Talkshows Est: Total > 60,000 Views	(Total Worth: RM 42,000)
	Format: Youtube Live-Stream (<i>Cross-Live from Client's FB</i>) Duration: < 1 hour per Talkshow Live Platform: <u>KiniTV Youtube</u> (> 1.21 mil subscribers)	3 Youtube Live-Streams for 3 Talkshows	(Top-up) RM 15,000 Gross (Total Worth: RM30,000)

Notes:

- 1) This special package is valid until 31 December 2020. All inventories to be utilised by 31 March 2021.
- 2) Upfront payment is required before Live Stream campaign start.
- 3) Talkshow content's copyright is mutually owned by client and Kini group
- 4) There will be an additional fees for talkshow content development and organising services (if any).



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