



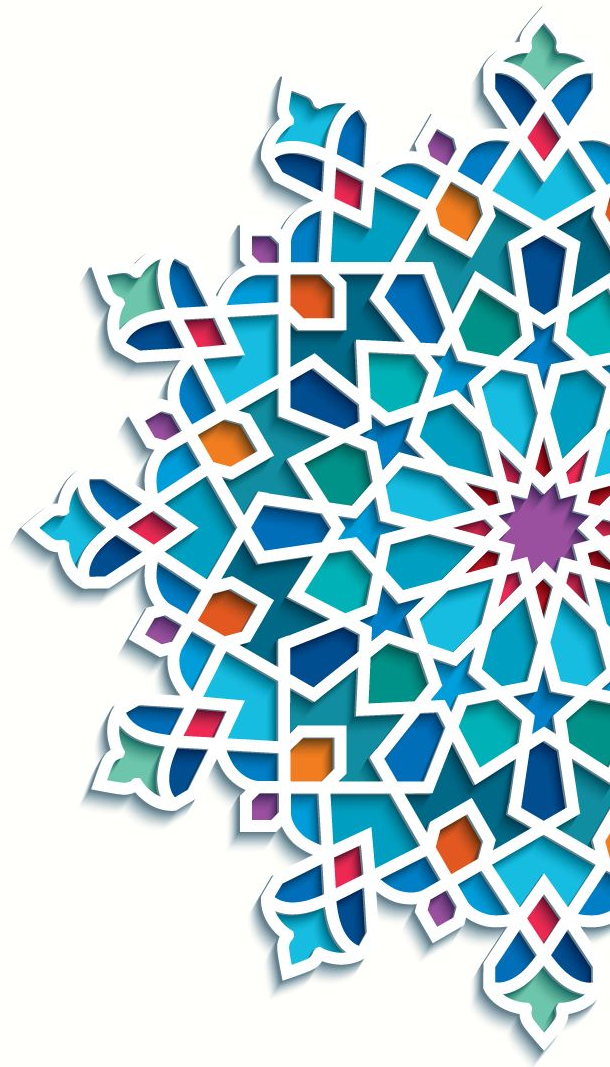
VIRTUAL TALKSHOW

[What's Next For Halal Industry]

Produced by:



Content Partner:



kinihalal Virtual Talkshow



Theme: **What's Next in Halal Industry**

- Official website: www.kinihalal.com
- Strategic Partner (*Proposed* , *TBC*): **MDEC / MATRADE / JAKIM**
- 1 Moderator + 2-3 Guest Panelists
- Guest Panelists: **industry key players, government stakeholders** to discuss and dissect issues and trends of **Halal Economy and Business.**
- Moderator: **Syilda Ismail, Executive Producer, kinihalal**
- Format: Virtual talkshow (**Broadcast as FB LIVE**)
- Period: **30- 45 min per episode**
- Language: **English / BM**
- Target Audience: Local and international **PMEB (Professionals, Managers, Executives and Businessmen)**

TOPICS & TIMELINE

- Timeline: **July 2020**
- Media Interview Video
- Target: >15,000 Views

Episodes	Topic	Scope
Episode 1 10th July 2020 Friday 9pm (Recorded Video)	<p>Halal Pharmaceutical</p> <p>Halal Pharmaceutical : Is the industry ready to ride the Halal Pharma wave?</p> <p>Moderator: Rozi Osman</p> <p>Guest: Nasrul Mohammad, National Pharmaceutical Regulatory Agency, Ministry of Health</p>	<p>The concerns and apprehensions about the Halal status of certain medicines have now come out in the spotlight during this current Covid-19 pandemic, not only by Muslims in Malaysia, but also the world over.</p> <p>Moderated by Rozi Osman who has 15 years of experience in halal pharmaceutical speaking to Nasrul Mohammad of National Pharmaceutical Regulatory Agency, Ministry of Health efforts done to support and sustain halal pharmaceutical and medicine in Malaysia.</p>

TOPICS & TIMELINE

- Timeline: **July 2020**
- Virtual Talkshow Video
- Target: >30,000 Views

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Episodes	Topic	Scope
Episode 2 Virtual Talkshow Recording: 16th July 2020 Thursday 4pm FB Live Stream: 17th July 2020 Friday 9pm	Islamic Fintech 'Embracing new world Islamic Fintech in Malaysia : Moving towards digitalisation era' Moderator: Syilda Ismail Guests Panelist: 1) Mohd Izzat Fadhli bin Azman Executive Director, Wahed Invest 2) Norhizam Abdul Kadir Vice President, FinTech & Islamic Digital Economy Division (FIDE), Malaysia Digital Economy Corporation (MDEC) 3) Tunku Danny Nasaifuddin Mudzaffar Founder & CEO, MicroLEAP	<p>COVID -19 is also shifting the dynamics in the industry and the outbreak may create new opportunities for Islamic finance markets by accelerating trends such as socially responsible investing, sustainability, and digitalization.</p> <p>Why Islamic fintech is more relevant than ever amid COVID-19 and the economic crisis. In the midst of the COVID-19 pandemic, Islamic fintech is gaining the attention of many nations, both Islamic and non-Islamic.</p> <p>Among other things, Islamic fintech helps propagate fintech opportunities, allows for business inclusivity and offers some much needed stability in times of uncertainty.</p>

TOPICS & TIMELINE

- Timeline: **July 2020**
- Media Interview Video (Target: > 15,000 Views)
- Virtual Talkshow Video (Target: >30,000 Views)



Episodes	Topic	Scope
Episode 3 24th July 2020 Friday 9pm (Recorded video)	Halal Pharmaceutical ‘Halal Pharmaceutical : Meeting demands of muslim consumers’ Moderator: Rozi Osman Guest: Leonard Ariff Bin Abdul Shatar Group Managing Director, Duopharma Biotech	Malaysia can quickly becoming recognised as the leading global halal hub in halal pharmaceutical. A perspective from Duopharma Biotech to raise awareness of halal pharmaceuticals among the general public and clinicians. in-depth discussion of the current as well as futuristic growth aspects of the halal market
Episode 4 Virtual Talkshow Recording: 28th July 2020 Thursday 4pm FB Live Stream: 31st July 2020 Friday 9pm	Halal Food Security Moderator: Syilda Ismail Guests Panelist: TBC 1) McD 2) QSR 3) Global Ikhwan	Halal food is rising in popularity as people turn to religious practices for comfort during this time of Covid19. Consumers are becoming increasingly aware that non-halal food and food that is not processed in a hygienic manner have great potential to cause diseases Halal ingredients, halal feed, halal food-tech and meat-based meals and snacks are among the “hot sectors for growth” in 2020, emphasizing that there are prospective business opportunities to be tapped into across the halal food industry.

TOPICS & TIMELINE

- Timeline: **August 2020**
- Virtual Talkshow Video
- Target: >30,000 Views

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Episodes	Topic	Scope
Episode 5 Virtual Talkshow Recording: 13th August 2020 Thursday 4pm FB Live Stream: (TBC) 14th August 2020 Friday 9pm	Islamic Investment Opportunities in uncertain times Moderator: Syilda Ismail Guests Panelist: (TBC) 1) Principal (CIMB) 2)	Islamic investments a more stable choice in uncertain times.
Episode 6 Virtual Talkshow Recording: 27th August 2020 Thursday 4pm FB Live Stream: 28th August 2020 Friday 9pm	Islamic Finance Moderator: To be confirmed Guests Panelist: (TBC) 1) ISRA 2) Ambank 3) CIMB 4) Islamic Bank	Impacts of the COVID-19 outbreak on Islamic finance Discusses how various Islamic finance instruments can be used to support the recovery efforts.

kinihalal Virtual Talkshow (Host)

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Syilda Ismail
Executive Producer



Having more than 16 years knowledge and experience in news and broadcasting, Syilda Ismail has the right combination of distinctive vision, editorial judgment, creative writing and storytelling in the media industry. Started her career as a broadcast journalist and news anchor while working at recognised television stations such as Ntv7, BernamaTV and Astro AWANI. She has also done training for television personalities, Air Asia crew flight announcements and individuals who wish to improve on-air presentation and voice-overs in broadcast or digital. Syilda has done many prominent event emceeing for product launches and government protocol events. Currently Syilda is the executive producer/ moderator for Kinihalal talk show via Malaysiakini, a channel discussing and dissecting issues and innovations on halal.

kinihalal Virtual Talkshow (FB Live)



FB Live Platforms:

[Malaysiakini EN Facebook](#) (> 1.7mil followers)

[Malaysiakini BM Facebook](#) (> 2.3mil followers)

[KiniTV EN Facebook](#) (> 465k followers)

[KiniTV BM Facebook](#) (> 650K followers)

[Kinihalal Facebook](#)

Spectrum of Possibilities

B2C

- Teleconsultation
- E-prescription
- E-pharmacy
- Online Programs
- Online Coaching
- Continuous Monitoring/ AI
- Health Education

B2B

- Teleradiology
- Telepathology
- Remote surgery
- Remote monitoring
- Second Opinion
- Tumor Boards
- CME

Would you be open to using telemedicine?

Yes **No**

Thomson Hospital

Top In Tech: Telehealth

Join the discussion and watch as Mr Maran Virumandi, Founder and CEO of Doctor On Call and Ms Nadiah...

Comments

CK Thang 19:38
In the midst of operation, hiccups happen, any backup can be done, it is about life and death?

Ng Wai Peng 24:40
I try to use doctor apps before to seek advice. Are Malaysia Telehealth records will be centralized in all private or government hospital. Do this facilitate reality in Malaysia?

Write a comment...

The New Way of Working

What types of collaboration tools do you or your team use?

Full suite from Microsoft/Google **Mix and Match** **Communication & Conferencing** **Conferencing & Coordination**

Top In Tech: The New W.o.W (Way of Working)

Joining us today for Top In Tech: The New W.O.W (Way of Working) is Sharmini Ann Jacob, Executive Director...

Comments

Syahrir Ibrahim 0:00
as a sales person I think what make WFH a success is clear and strong KPIs

Keong Yee 6:51
Trust starts from the leadership - consider what kind of people experience you are creating for both yourself and your teams

Write a comment...

Engagement > 300

Organic Views >16K

Poll Votes

> 451 Votes

Engagement > 110

Organic Views >20K

Poll Votes

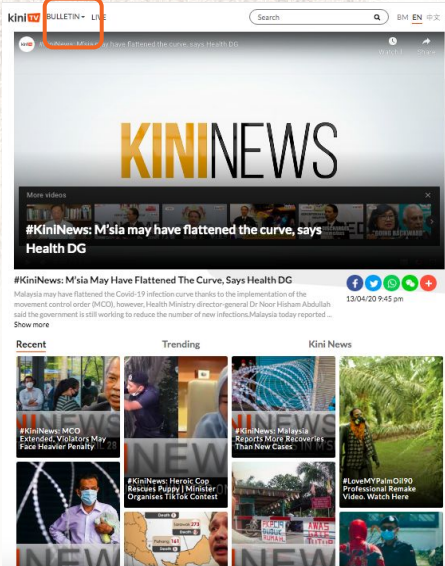
> 200 Votes

kinihalal Virtual Talkshow (Channel)



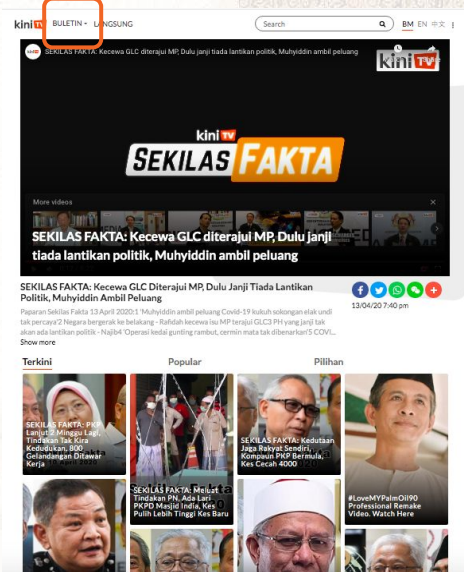
i. KiniTV Desktop (BM + EN)

kinihalal Talkshow Channel



ii. KiniTV Mobile (BM + EN)

kinihalal Talkshow Channel

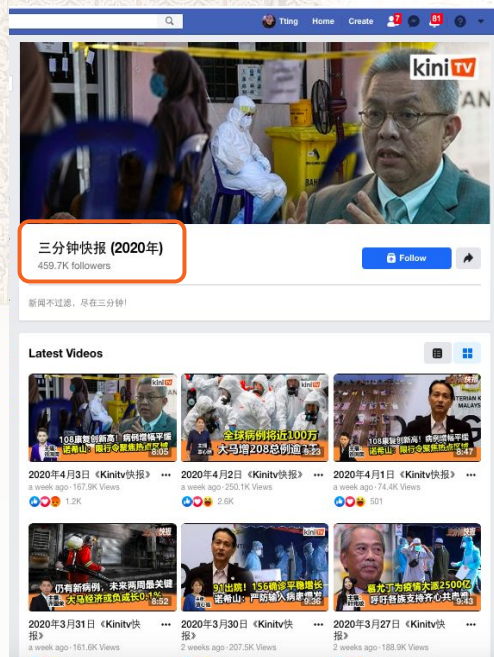


kinihalal Virtual Talkshow (Channel)



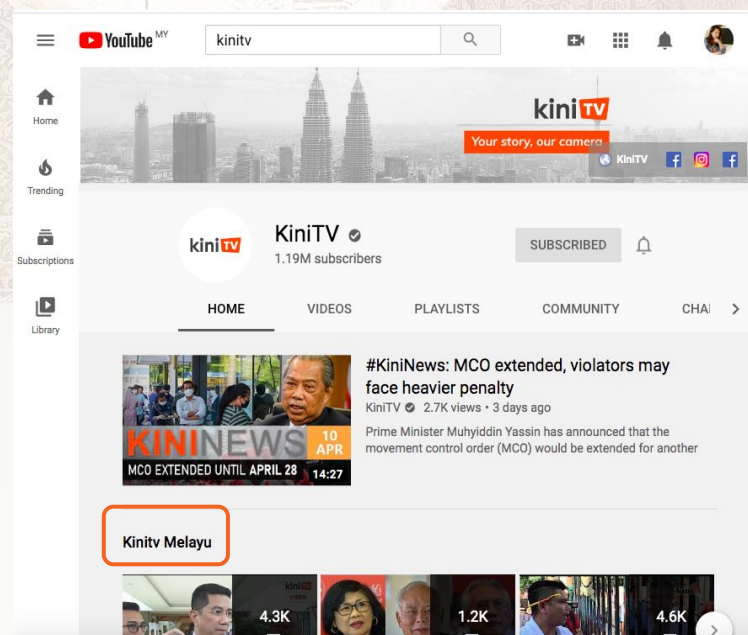
iii. KiniTV Facebook (BM + EN)

kinihalal Talkshow Playlist



iv. KiniTV Youtube

kinihalal Talkshow Playlist





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Talkshow Partnership & Entitlements

kinihalal Virtual Talkshow: Title Partnership Entitlements



Part	Talkshow Description	Inventories & Entitlements	Cost per Talkshow
Talkshow Production & Organising	kinihalal Talkshow Format: Studio Talkshow Facebook Live Stream (30-45 min per talkshow) (in English with BM subtitle) Talkshow Topics (<i>suggestion, tbc</i>) #1. Halal Pharmaceuticals role of halal in healthcare industries #2. Islamic Fintech Embracing new world Islamic Fintech in Malaysia : Moving towards digitalisation era	1. Title Partner: “Brought to you by...” 2. Logo placement 3. Host mention 4. Pre-Roll and Post-Roll (30 secs each) 5. Product Placement 6. Ending-Credit 7. Host, Topic & Speakers: Recommendation & Suggestion from Title Partner 8. Talkshow content mutually owned with Title Partner	Title Partner (1 topic): RM 20,000 per Talkshow Est. 30k Views per Talkshow Video on FBs
Talkshow Broadcasting	#3. Halal Food How can Malaysia achieve halal food security and self-sufficiency? #4. Halal eCommerce is the next shopping halal destination	FB Live Broadcast (across) i. Malaysiakini EN Facebook ii. Malaysiakini BM Facebook iii. KiniTV EN Facebook iv. KiniTV BM Facebook v. Title Partner's Facebook	

Notes for Entitlement:

1. kinihalal talkshow videos & creative materials' copyrights are mutually owned by Kini & Partners.
2. Title-Partnership & Speaker slot opportunities are on first-come-first-serve basis.
3. Partner & Speaker are entitled for MKini & KiniTV ad inventories base on the investment amount.

kinihalal Virtual Talkshow: Title Partnership Entitlements



Part	Talkshow Description	Inventories & Entitlements	Cost per Talkshow	Cost for 4 Talkshows
Talkshow Production & Organising	kinihalal Talkshow Format: Studio Talkshow (30-45 min) Talkshow Topics (<i>suggestion, tbc</i>)	<ol style="list-style-type: none"> Title Partner Logo Placement Speaker Slot Host mention Pre-Roll (30 sec) Product Placement Ending-Credit 	Title Partner: RM 20,000 per Talkshow	Title Partner: RM 60,000 for 4 Talkshows
Talkshow Broadcasting	<ol style="list-style-type: none"> Halal Pharmaceuticals role of halal in healthcare industries Islamic Financial System and its effort in helping during Covid19 Halal Food the current choice of food post Covid19 	FB Live Broadcast (Delay-Live): <ol style="list-style-type: none"> Malaysiakini EN Facebook Malaysiakini BM Facebook KiniTV EN Facebook KiniTV BM Facebook Partner's Facebook 	Speaker Slot: RM 5,000 per Talkshow Est. 150k Views per Talkshow Video	Est. > 800k Views for 4 Talkshow Videos
Speaker Package	<ol style="list-style-type: none"> Halal eCommerce is the next shopping halal destination 	<ol style="list-style-type: none"> Speaker Slot Mid-Roll or Post-Roll (30 sec) Product Placement 		

Notes for Entitlement:

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- Title-Partnership & Speaker slot opportunities are on first-come-first-serve basis.
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kinihalal Virtual Talkshow Topics



Suggested topics in Sept - Dec 2020

5. **Halal Hub** - Malaysia as Halal hub in South East Asia
6. **Halal Tech** - the opportunity to expand globally, is Malaysia ready in access to high-speed broadband connectivity, funding and facilitation opportunities, and a workforce-ready ecosystem, among others.
7. **Halal Apps & Software** - advent of e-commerce and online purchasing, what are the sellers mind with what were considered 'niche' products, marketing tools on apps (Microsoft).
8. **Halal Logistics** - Covid19 has seen the weaknesses in nation's supply chain looking at the last-mile distribution and delivery especially when relying heavily on external trade.
9. **Halal Food & Beverages** - Challenges faced by food business operators in Malaysia who are interested in implementing Halal concept and apply for certification is the cost incurred in order to ensure the overall implementation. The increase of manufacturing and operating cost one of the reasons why there are still not many companies who come forward to apply for the Halal certification.
10. **Halal Fashion** - How halal modesty competing with fast fashion and ways fashion labels finding support from local
11. **Halal Cosmetics** - Challenges in positioning halal brand into the market. Furthermore, more barriers are encountered in a market which is dominant by the Western brands. How do brands stay competitive and brand awareness?
12. **Halal Manufacturing (Supply chain)** - The responsibility of manufacturers in ensuring logistics activities comply with the requirements of halal food effective handling to avoid contamination and spoilage, Logo and identification that has misused in manufacturing halal products particularly foods



malaysia**kini** kini**TV**

Readers & Audience Profile & Statistic

KINITV FACEBOOK PAGES

facebook

ENGLISH

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

>522 K



Likes

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



Likes

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



Likes

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

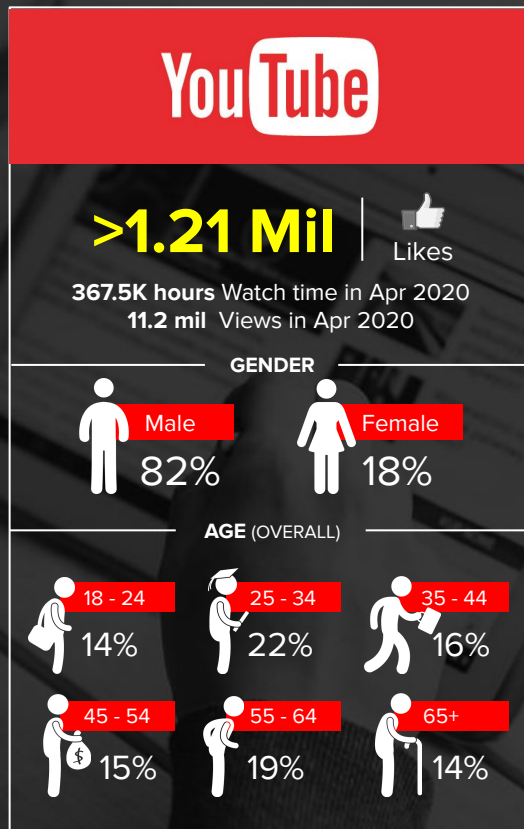
12%



65+

7%

KINITV YOUTUBE & DAILY MOTION

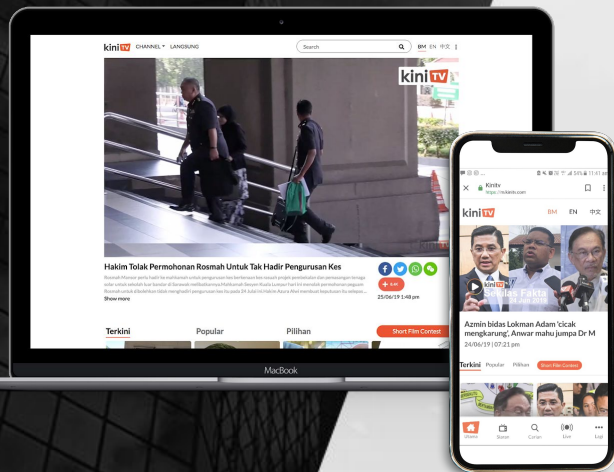


>2.8K followers

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

KINITV AUDIENCE FIGURES

Desktop & Mobile



Unique Visitors

DESKTOP

91,769

MOBILE

355,623



Page Views

239,835

834,230



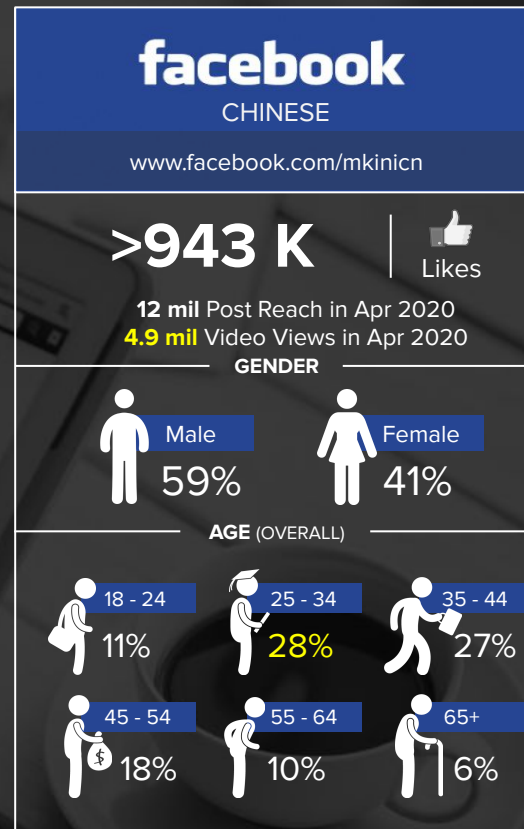
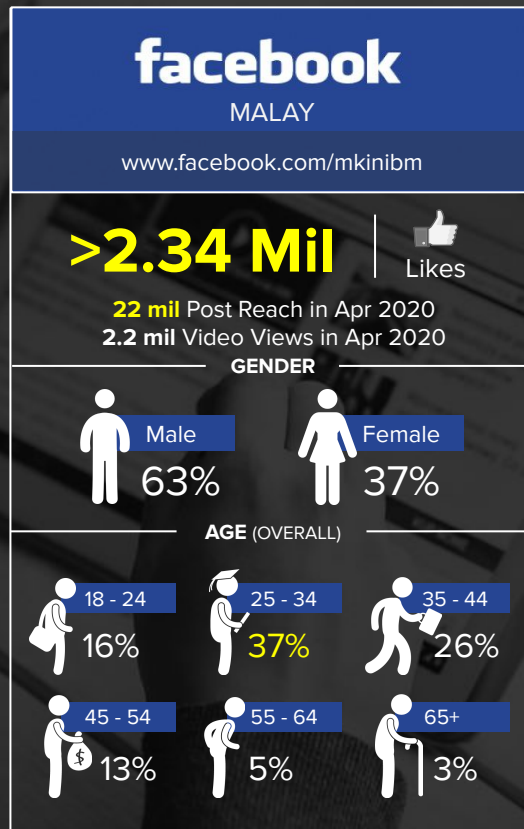
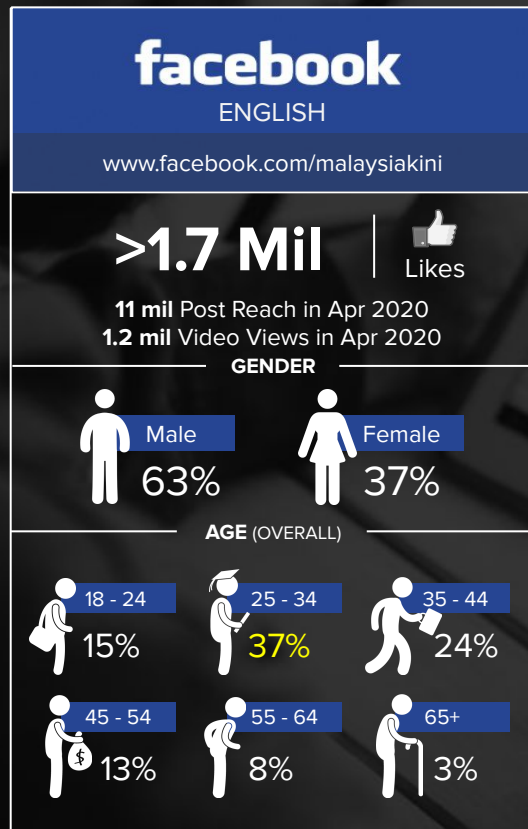
Session Duration

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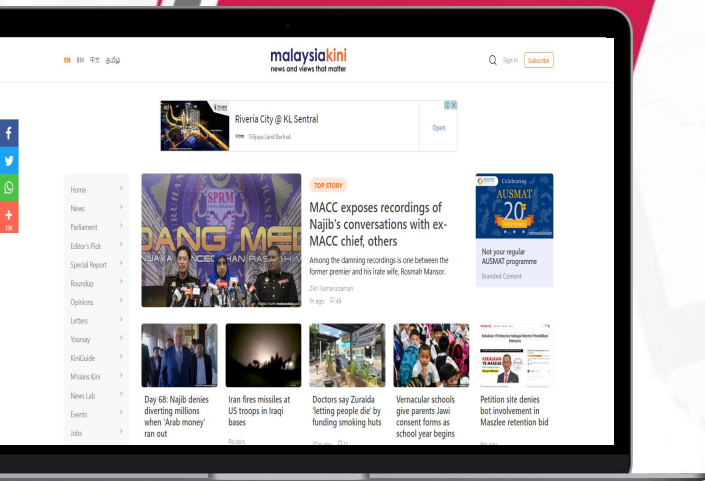
Source: Google Analytics, April 2020

MALAYSIAKINI FACEBOOK PAGES






MALAYSIAKINI AUDIENCE FIGURES




DESKTOP



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	415,801	191,115	69,187	18,049
 Page Views	5,458,119	3,440,592	1,239,256	116,438
 Session Duration	00:06:12	00:07:50	00:05:52	00:03:00

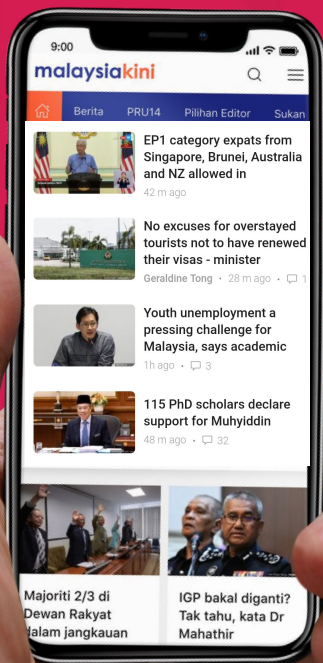
INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	494,443	342,396	96,222	28,558
 Page Views	4,323,326	3,417,867	856,392	109,049
 Session Duration	00:02:54	00:03:08	00:02:04	00:01:44




Source: Google Analytics, April 2020

MALAYSIAKINI AUDIENCE FIGURES




MOBILE



HOME PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	626,200	760,390	145,198
 Page Views	10,855,835	23,202,193	2,873,974
 Session Duration	00:04:57	00:06:21	00:04:17

INSIDE PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	2,997,648	2,998,266	852,971
 Page Views	23,765,237	36,064,403	5,239,321
 Session Duration	00:01:57	00:02:59	00:01:11

Source: Google Analytics, April 2020

MALAYSIAKINI AUDIENCE DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP



Male

56.1% (D)

59.3% (M)

Around 60% of the audience
are male readers



Female

43.9% (D)

40.7% (M)

AGE GROUP



18 - 24

14.37% (D)

6.50% (M)



25 - 34

23.72% (D)

21.22% (M)



35 - 44

21.10% (D)

21.17% (M)



45 - 54

14.56% (D)

15.75% (M)



55 - 64

15.50% (D)

22.61% (M)



65+

10.76% (D)

12.73% (M)

Source: Google Analytics, April 2020



kini **halal**

Bringing Halal to the World

www.kinihalal.com

#kinihalal

A new flagship channel produced by

kini 

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