

kini **halal**

Media Talkshow

Bringing Halal to the World

www.kinihalal.com

#kinihalal

Produced by

kini **TV**

FL MEDIA

kinihalal Virtual Talkshow



Theme: **Bringing Halal to the World | What's Next in Halal Industry**

- Official website: www.kinihalal.com
- 1 Moderator + 2 or 3 Guest Panelists
- Guest Panelists: **industry key players, government stakeholders** to discuss and dissect issues and trends of **Halal Economy and Business, islamic lifestyle**
- Moderator: **Syilda Ismail, Executive Producer, kinihalal**
- Format: **Ground Talkshow / Webinar + FB Live Stream**
- Period: **~60min per episode**
- Language: **English / BM**
- Target Audience: **Local and international PMEB (Professionals, Managers, Executives and Businessmen)/ Consumers**

TOPICS & TIMELINE

- Timeline: **December 2020**

Episode 9 FB Live Talkshow

Dec 2020
Friday 9pm

Halal Cosmetics - The next big thing

Increasing awareness among both Muslim and non-Muslim consumers regarding halal cosmetic products has attracted the attention of cosmetic manufacturers.

Moderator: **Syilda Ismail**

Guest Panelists (TBC)

1. Mahellah Omar, Halal Cosmetic expert
2. Beauty and health entrepreneurs (Client based)

- 1) Halal cosmetics demand is on the rise, giving opportunities for local beauty and health entrepreneurs to compete in the market
- 2) Take the opportunity to venture into the market as well as to expand their product internationally
- 3) What are the do's and don'ts of halal cosmetics that a manufacturer needs to know
- 4) Although different consumers have different beliefs about the product, their buying intention is the same, that is, they look for products that are trusted and safe.

Episode 10 FB Live Talkshow

Dec 2020
Friday 9pm

Islamic Tourism- Unravelling opportunities and challenges

Moderator: **Syilda Ismail**

Guests Panelist: (TBC)

- 1) Islamic Tourism Centre
- 2) Tourism operator, /State tourism

- 1) As destinations begin to open their borders and as we look ahead beyond the crisis, there are more questions than answers: what are the implications of this reset on Muslim-friendly travel? I
- 2) s there a silver lining in this crisis? Are there opportunities to be captured? What is the fate of sustainable tourism?
- 3) What is the future of hajj and umrah in a world tainted by the threat of future pandemics?
- 4) Ways for local operators to promote tourism, digital knowledge
- 5)

kinihalal Talkshow (Upcoming Topics)



Suggested topics in 2021

1. **Halal Hub** - Malaysia as Halal hub in South East Asia
2. **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.
3. **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).
4. **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.
5. **Halal Fashion** - How halal modesty competing with fast fashion and ways fashion labels finding support from local
- 6 **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

kinihalal Talkshow (Host)

kini **halal**



Syilda Ismail

Executive Producer

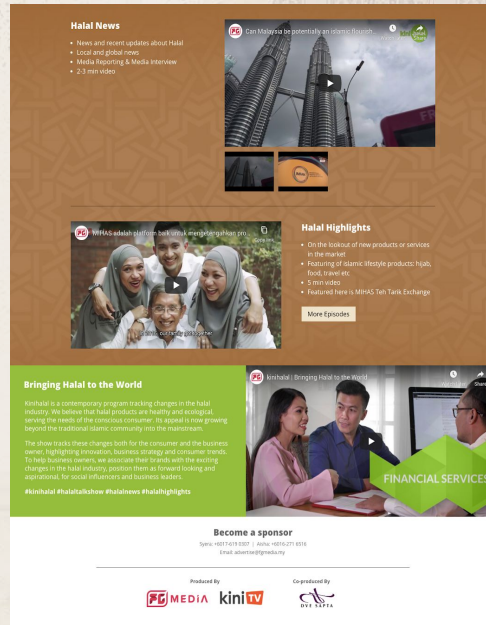


Having more than 16 years knowledge and experience in news and broadcasting, Syilda Ismail has the right combination of distinctive vision, editorial judgment, creative writing and storytelling in the media industry. Started her career as a broadcast journalist and news anchor while working at recognised 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.

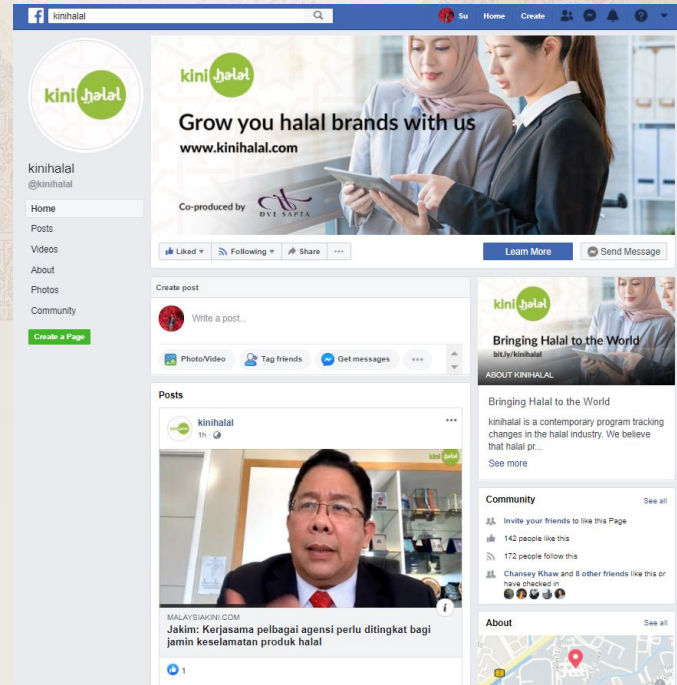
kinihalal Talkshow (Channel)



Kinihalal Website



Kinihalal Facebook Page



kinihalal Talkshow & Media Interview (Q2-Q3 2020)



*Live-Streamed/Premiered on Malaysiakini EN FB, KiniTV EN FB, kinihalal FB [FB Playlist](#)



Ep 1: Is the industry ready to ride the halal pharma wave?

Speaker: MOH, National Pharmaceutical Regulatory Ag



Ep 2: Meeting demands of muslim consumers

Speaker: Duopharma Biotech



Ep 3: Islamic Fintech in Malaysia

Speakers: MDEC, MicroLEAP, Wahed Invest



Ep 4: Halal Story: Embracing halal standards in Malaysia

Speakers: McD, Vit's Noodle, Fonterra Brands



Ep 5: Sekuriti rantaian makanan halal

Speakers: JAKIM, GISB Holdings, Jab. Perkhidmatan Veterinar



Ep 6: Halal SME's : What's in it for them?

Speaker: Halal Development Corporation

Special Ad Package for TALKSHOW Partner & Speaker

No.	Ad Item	Inventories	Normal Cost	Special Cost
1. Branded Article	Article Write up <i>*Included: Article writeup, article page design & hosting</i> Article Publication: Malaysiakini (BM/EN) (Desktop + Mobile) Homepage Branded Content	1 Article (BM/EN) 1 Week	RM 2,000 RM 10,000	RM 30,000 <i>(Total worth: RM 67K)</i> <i>(> 55% Discounted)</i>
2. Online Banner	Malaysiakini (EN/BM) (Desktop + Mobile) <ul style="list-style-type: none"> Desktop LeaderBoard / Medium Rectangle Mobile Medium Rectangle 	1,000,000 impressions (BM/EN sites)	RM 20,000	
3. Social Media Posting	Malaysiakini (EN/BM) Facebook, Instagram, Twitter Posting Format: <ul style="list-style-type: none"> Article, Video, Images with message, URL, #hashtag Handshake with advertiser's SocMed page 	10 Posts (EN/BM SocMed Pages)	RM 20,000	
4. Value Added	Top In Tech: Speaker Slot Entitlements: <ul style="list-style-type: none"> (Pre-event) Logo Placement in A&Ps (Banners, EDM, SM Post) (During-event) Pre-roll & Overlay (During-event) Cross Live with Sponsor's FB (Post-event) Full Recorded Video 	Speaking slot (One Topic)	RM 15,000	

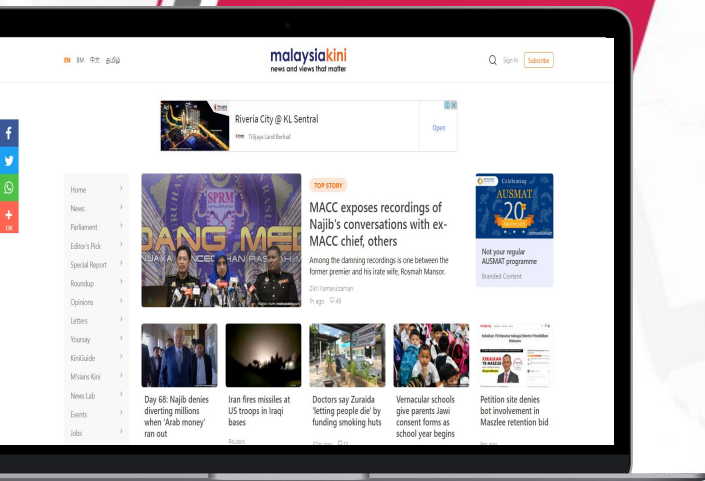


malaysia**kini** kini**TV**




Readers & Audience Profile & Statistic

MALAYSIAKINI AUDIENCE FIGURES




DESKTOP



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	405,148	215,998	71,280	16,721
 Page Views	4,835,709	3,892,630	1,212,290	55,155
 Session Duration	00:06:06	00:07:48	00:06:31	00:03:00

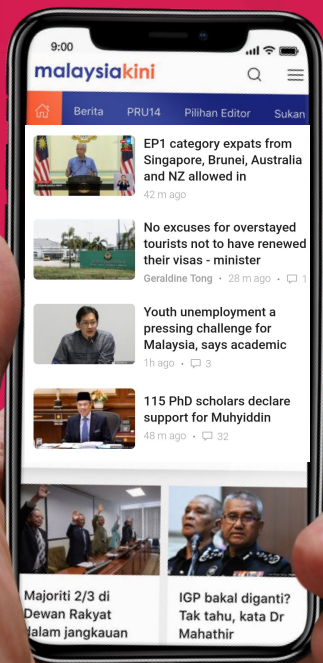
INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	453,017	352,704	81,062	12,316
 Page Views	3,435,697	3,379,915	789,291	34,688
 Session Duration	00:02:56	00:03:30	00:03:06	00:02:58




Source: Google Analytics, September 2020

MALAYSIAKINI AUDIENCE FIGURES




MOBILE



HOME PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	521,336	721,213	129,543
 Page Views	8,754,393	21,598,798	2,720,035
 Session Duration	00:04:35	00:05:40	00:04:42

INSIDE PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	2,309,633	2,555,716	330,890
 Page Views	17,087,349	30,831,428	2,689,326
 Session Duration	00:01:55	00:03:07	00:02:07

Source: Google Analytics, September 2020

MALAYSIAKINI DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP



Male

53.2% (D)

62.8% (M)

Around 60% of the audience
are male readers



Female

46.8% (D)

37.2% (M)

AGE GROUP



18 - 24

12.89% (D)

7.95% (M)



25 - 34

20.65% (D)

17.84% (M)



35 - 44

18.56% (D)

20.78% (M)



45 - 54

19.05% (D)

15.89% (M)



55 - 64

16.23% (D)

23.02% (M)



65+

12.63% (D)

14.53% (M)

Source: Google Analytics, September 2020

MALAYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM

facebook

ENGLISH

www.facebook.com/malaysiakini

>1.79 Mil



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

>2.36 Mil



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

>960 K



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

GENDER



Male

59%



Female

41%

AGE (OVERALL)



18 - 24

11%



25 - 34

28%



35 - 44

27%



45 - 54

18%



55 - 64

10%

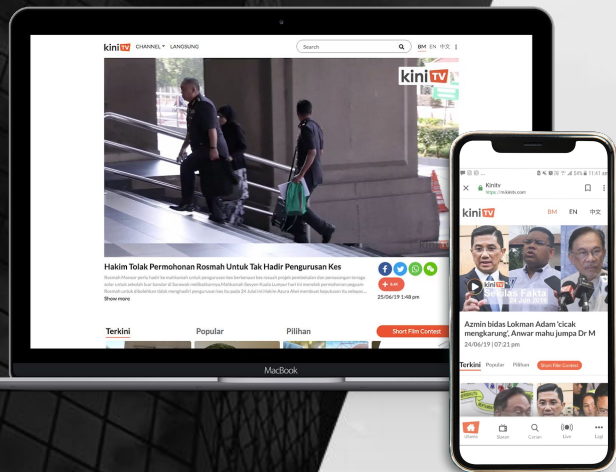


65+

6%

KINITV AUDIENCE FIGURES OVERALL

Desktop & Mobile



Unique Visitors

DESKTOP

166,040

MOBILE

1,022,305



Page Views

190,407

1,177,872



Session Duration

00:02:44

00:01:38

Source: Google Analytics, September 2020

KINITV FACEBOOK PAGES

facebook

ENGLISH

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

>563 K



6.9 mil Post Reach in Sept 2020

1.8 mil Video Views in Sept 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>

>937 K



14 mil Post Reach in Sept 2020

7.3 mil Video Views in Sept 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>

>492 K



11 mil Post Reach in Sept 2020

4.9 mil Video Views in Sept 2020

GENDER



Male

67%



Female

33%

AGE (OVERALL)



18 - 24

8%



25 - 34

25%



35 - 44

28%



45 - 54

20%



55 - 64

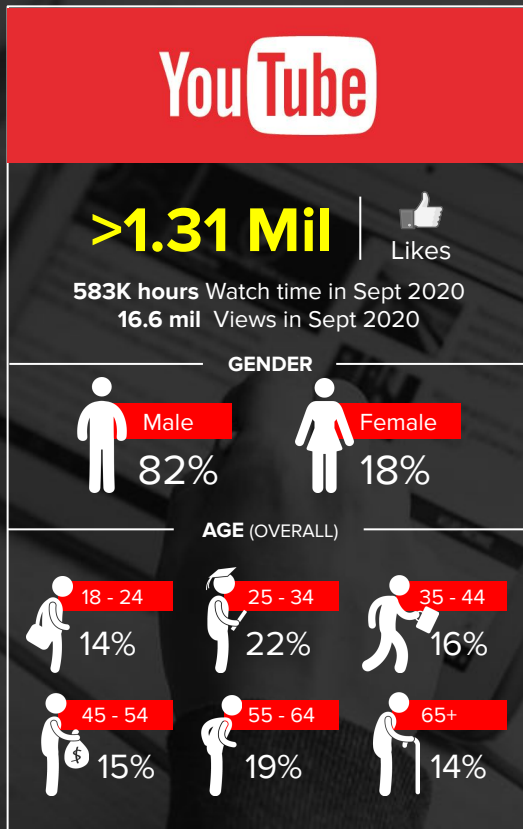
12%



65+

7%

KINITV YOUTUBE & DAILY MOTION CHANNEL



>2.8K followers

Youtube + Dailymotion:
Average >20 million views per month



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www.kinihalal.com

#kinihalal

A new flagship channel produced by

kini **TV**

FL **MEDIA**

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Executive Producer & Host

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