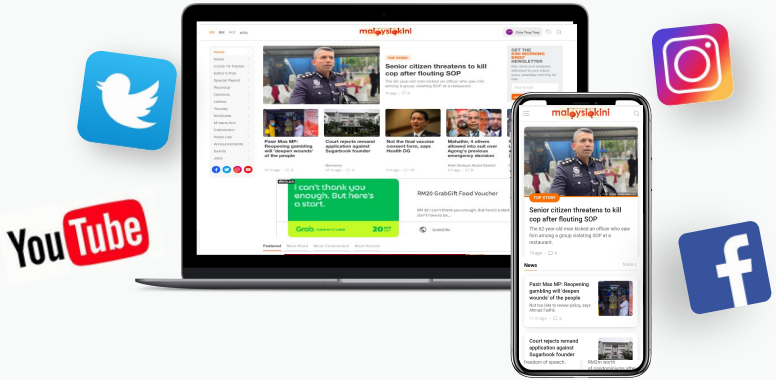
kini TV

2022 SME Ad Packages

[Branded Capsule, Pre-Roll, Opening Montage,
Overlay, Backdrop Insertion]



Proposal by FG MEDIA

CONTENT

1.0 **KiniTV Bulletin News**
(EN) Kini News
(BM) Sekilas Fakta
(CN) KiniTV快报

2.0 **Ad Items**
(i) Branded Capsule Insertion
(ii) Pre-roll
(iii) Opening Montage,
(iv) Overlay
(v) Backdrop Insertion

3.0 **KiniTV SME Ad Packages**

1.0 KiniTV Bulletin News (EN, BM, CN)

English 'Kini News'

Bahasa 'Sekilas Fakta'

Chinese <KiniTV快报>

Concept And Duration

- **5 - 10 mins** for English, Malay & Chinese version
- It is a **Daily bulletin** that KiniTV released between **6-8 pm from Monday to Friday**
- **Will have 3 boosting times daily** (7pm, 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 and political development** (topics that concerned by most of the Malaysian)

The daily average Views

- English Daily **Kini News** : **70K**
- Bahasa Malaysia **Sekilas Fakta** : **80K**
- Chinese **三分钟快报** : **50K**

Publication Platforms

Publication Across:

KiniTV Desktop & Mobile (EN, BM, CN)
KiniTV Facebook (EN, BM, CN)
KiniTV Youtube
Malaysiakini (KiniTV Section)

2.0 Ad Items

(i) Branded Capsule Insertion

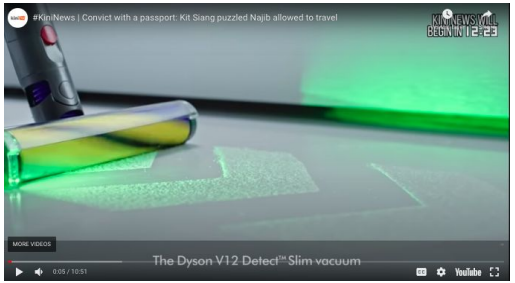
News-clip from Media Interview/Reporting to be inserted as **Branded Capsule in KiniTV Bulletin News**

McD - event coverage
(Branded Capsule: 4.17 - 7.05)

Blueair - event coverage
(Branded Capsule: 5:20-7:20)

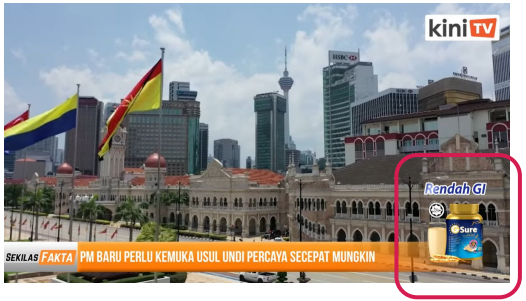
(ii) Pre-Roll (clickable) or (iii) Opening Montage (non-skippable & non-clickable)

TVC/Video Ad (30sec or 10 sec) will insert as Pre-roll/Opening Montage **in beginning of** KiniTV Bulletin News.



(iv) Overlay or (v) Backdrop Insertion (non-skippable & non-clickable)

Client's Product Image/Logo/Promo Code to **displayed on the screen (~30 sec x 2 times) throughout** the Bulletin News.



3.0 KiniTV SME Ad Packages

(All packages are valid until 30 June 2022. Full/Half upfront payment is required.)

Programme	Ad Item	Option 1	Option 2	Option 3
KiniTV Bulletin News **(EN) Kini News** **(BM) Sekilas Fakta** **(CN)** KiniTV快报 Publication Platforms: **KiniTV Desktop** + **Mobile** (EN,BM,CN) Bulletin Channel **KiniTV Facebook** (EN/BM/CN) **KiniTV Youtube** **MKini Desktop + Mobile** (EN/BM/CN) KiniTV Section	**Branded Capsule** Insertion Length: < **2 min** (EN/BM/CN) *(Reporting video production included)*	N/A	**1 x Branded Capsule** (1 News Language) Est: > **20,000 Views** (Worth: RM 20k)	**1 x Branded Capsule** (1 News Language) Est: > **20,000 Views** (Worth: RM 20k)
	Ad Items: *(Video ad provided by client)* **Pre-Roll** (Clickable & Skippable) Length: **< 30 sec** Publication Platforms: D + M only **Opening-Montage** (Non-Clickable, Non-Skippable) Length: **< 10 sec** Publication Platforms: D + M + FB + YT **Mid-Montage** (Non-Clickable, Non-Skippable) Length: **< 10 sec / 30 sec x 2 times** Publication Platforms: D + M + FB + YT **Overlay / Backdrop Insertion** (Non-Clickable, Non-Skippable) Length: **30 sec x 2 times / Throughout** Publication Platforms: D + M + FB + YT	**1 Week** (Mon-Fri) x 1 Ad Item **x 1 News Language** Est: > **100,000 Views** (Worth: RM 10k)	**1 Week** (Mon-Fri) x 1 Ad Item **x 2 News Languages** Est: > **200,000 Views** (Worth: RM 20k)	**2 Weeks** (Mon-Fri) x 1 Ad Item **x 3 News Languages** Est: > **600,000 Views** (Worth: RM 60k)
	Discounted Package Cost *(Total Worth) (Discounted %)*	***RM 5,000*** *(RM 10,000) (-50%)*	***RM 15,000*** *(RM 40,000) (-62.5%)*	***RM 30,000*** *(RM 80,000) (-62.5%)*

CONTACT US

To create native content that is relevant, useful and appropriate for the targeted audience.

Reaching to a wider informed and affluent readers across Malaysiakini :
400,000 daily users , 14 mil monthly pageviews , 6.5 mil SocMed followers

Name	**HASHVNE @ SHASHAH**	**AISHA RIDZUAN**	**SYAHIRAH IBRAHIM**	**CARMEN YEO**
Email	hashvne@malaysiakini.com	aisha@malaysiakini.com	syahirah@malaysiakini.com	carmen@malaysiakini.com
Phone	013-359 2776	016-271 6516	017-619 0307	016-633 3873

Address: No 9, Jalan 51/250a, Off Jalan Tandang,
46050 Petaling Jaya, Selangor

Website: www.fgmedia.my

FG MEDIA malaysiakini kiniTV