

malaysiakini kiniTV

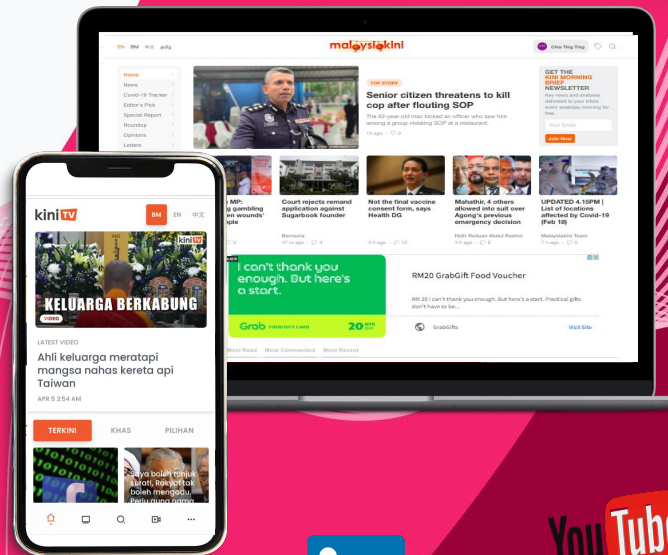
2024 Content Production Packages

Special offer on **80% Discount**

(Valid until **15 Dec 2023**) (Utilisation: **Jan-Dec 2024**)

(Branded Article , Branded Video , Live-Talkshow I
Interactive Content , Branded Capsule)

Proposal by



MALAYSIAKINI OVERALL (Monthly Audience)

INTEREST (Top 6)



Entertainment lover
1,316,766



Business & Finance
907,523



Health & Sports
815,504



Food & Dining
509,530



Auto Enthusiast
451,380



Education Seeker
438,313

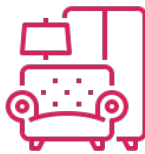
BRAND AFFINITY (Top 6)



Gadget
223,471



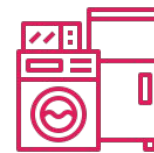
CPG
47,651



Furniture & Interior
41,685



Shopping lover
44,975



Household Appliances
27,858



Telecom
41,582

2024 CONTENT PRODUCTION & PACKAGES

- 
- 1 **Branded Article**
 - 2 **Branded Video**
 - 3 **Interactive Content**
 - 4 **Video Live-Talkshow**
 - 5 **Branded Capsule**

01 Branded Article

*More Examples: <https://fgmedia.my/branded-content/branded-article/>

Prudential



ADVERTORIAL

Prudential Malaysia commits more than RM2 million for Covid-19 Coverage

<https://www.malaysiakini.com/m/advertorial/526551>

BAC Education



Discover the brand new BAC Education Supersite!

Published: Mar 30, 2022 4:37 PM - Updated: 4:37 PM

<https://www.malaysiakini.com/m/brandedcontent/616391>

KWSP



PENGUMUMAN

143 Views

Pengeluaran i-Sinar KWSP perlu mengambil kira keperluan sebenar dan kepentingan hari tua

<https://www.malaysiakini.com/m/announcement/556991>

Air Selangor



ADVERTORIAL

Air Selangor berjaya turunkan kadar Air Tidak Berhasil (NRW) bagi tahun 2020 ke 28.6%, melebihi sasaran

<https://www.malaysiakini.com/m/advertorial/560768>

Lotus



KAMPUNIAN BERJAYAK

Lotus's Malaysia melengkapkan penjenamaan semula & menggunakan teknologi untuk memaksimumkan kemudahan pembelian

Dibagikan: Mar 9, 2022 10:55 AM - Dikemaskini: 10:55 AM

[m/brandedcontent/613959](https://www.malaysiakini.com/m/brandedcontent/613959)

Lalamove

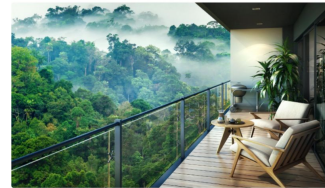


ADVERTORIAL

Lalamove beefs up its fleet to support SMEs with festive deliveries

<https://www.malaysiakini.com/m/advertorial/561647>

Tropicana



ADVERTORIAL

Mulling whether to invest in property? Looking for the best ROI?

<https://www.malaysiakini.com/m/advertorial/539784>

Celcom



ADVERTORIAL

One-year free groceries with the world at your fingertips!

<https://www.malaysiakini.com/m/advertorial/526691>

BRANDED ARTICLE PACKAGE (80% discount valid until 15 Dec 2023)

Ad Item	Description	Inventory	Package Cost
Article Write-up	Length: < 1,000 words Language: EN/BM/CN <i>*Article's copyright mutually owned by Kini & client.</i>	1 ARTICLE Write-up	
Article Circulation	I. Branded Content Placement - Malaysiakini (EN/BM/CN) Desktop & Mobile Homepage - SOV: 50% II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, X, Instagram, TikTok, LinkedIn	1 WEEK 5 POSTS	RM 5,400 (Discounted 80%) 6% SST applicable (Total Worth: RM27,000)

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

02 Branded Video

*More Branded Video samples: <https://fgmedia.my/branded-content/branded-video/>

BANK ISLAM
Travelogue



Inisiatif Kelestarian Mabul demi kehidupan & alam semulajadi Pulau Mabul

INDAH WATER KONSORTIUM
Mini Documentary



IWK, Wira yang tak didendang

MOF
Media Reporting



Sumbangan Tunai Rahmah (STR) Fasa 2 Ukir Senyuman Golongan B40

Lembaga Zakat Selangor
Voxpop/ Quiz



Terjah Ramadhan @ Bazar Stadium Shah Alam

HASIL
Educational/Animation



Urusan dengan LHDNM kini di hujung jari anda!

MCDONALD'S
Event Coverage



McDonald's Batu Kawan Drive-Thru Restaurant Grand Opening

RC RESIDENCES
Voxpop



How will GE15 affect our younger generation's decision?

MOF
Voxpop



Sejauh Manakah Keberkesanan Bajet 2022

BRANDED VIDEO PACKAGE (80% discount valid until 15 Dec 2023)

Ad Item	Description	Inventory	Package Cost
Video Production	Video Type: Event Coverage / Voxpop / Media Reporting / Media Interview Length: ~2 min Language: EN / BM / CN with Subtitle <i>*Video's copyright mutually owned by Kini & client.</i> <i>*Excluded celebrity / talent fee.</i>	1 VIDEO	RM 12,000 (Discounted 80%) 6% SST applicable (Total Worth: RM60,000)
Video Circulation	I. Desktop & Mobile - Malaysiakini (EN/BM/CN) Medium Rectangle Insidepage - SOV: 50% II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, X, Instagram, TikTok, LinkedIn	2 WEEKS 10 POSTS	

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

03 Interactive Quiz & Visual Content

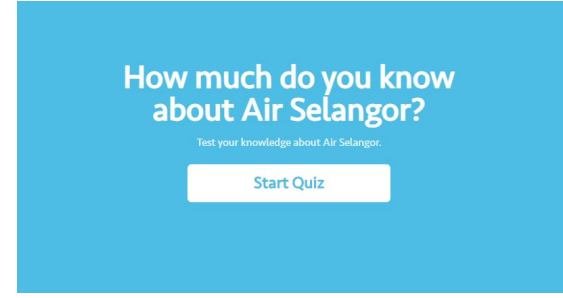
A combination of technology, journalism and data



MOF - Budget 2023
Visual Content + Quiz + Poll



KKMM - You are now a Frontliner
Interactive Quiz



Air Selangor - How much do you know about Air Selangor? Interactive Quiz



Indah Water Konsortium
Visual Content + Quiz



Aniene
Visual Content



Lembaga Zakat Selangor - Aduan Quiz
Visual Content + Quiz + Survey

INTERACTIVE CONTENT PACKAGE (80% discount valid until 15 Dec 2023)

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	Format: Quiz / Visualise Content / Poll Hosting Platform: Kini News Lab <i>*Content's copyright mutually owned by Kini & client.</i>	1 TOPIC (1 Format)	RM 12,000 (Discounted 80%) 6% SST applicable (Total Worth: RM60,000)
Interactive Content Circulation	I. Desktop & Mobile - Malaysiakini (EN/BM/CN) Branded Content Homepage - SOV: 50% II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, X, Instagram	2 WEEKS 10 POSTS	

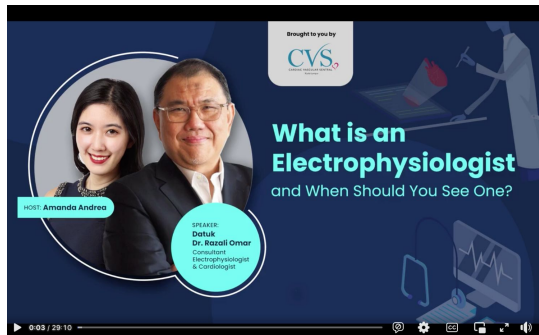
FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

04 Video Live-Talkshow *Examples from our past campaigns*

Facebook & Youtube Live-Talkshow

allows a more creative approach to Facebook & Youtube Live and gauge engagement from audience via giveaways



CVSKL



CIMB Islamic



Anlene



Focus Point Vision Care Group



Institut Jantung Negara (IJN)



KPDN

VIDEO LIVE-TALKSHOW PACKAGE (80% discount valid until 15 Dec 2023)

Ad Item	Description	Inventory	Package Cost
Talkshow Production	Format: Live-Talkshow / Pre-recording Length: 30 min Language: EN/BM/CN <i>*Included 1 Host / Moderator *Total 2-3 Speakers (1 Rep from client) *Talkshow's copyright is mutually owned by Mkini & client.</i>	1 TOPIC TALKSHOW (30 min)	
Talkshow Broadcast	<i>*Recording platform: Streamyard / Zoom</i> Broadcast Channel (Live-stream) ● Malaysiakini (EN/BM/CN) Facebook ● KiniTV (EN/BM/CN) Facebook ● Malaysiakini (EN/BM) X ● KiniTV Youtube <i>*Cross-live on Client's FB/TW/YT is available. *A&P inventories for Pre-During-Post are included.</i> Post Circulation: I. Desktop & Mobile ● Malaysiakini (EN/BM/CN) Balloon Rectangle, Medium Rectangle ● SOV: 50% II. Social Media Posting ● Malaysiakini (EN/BM/CN) Facebook, X, Instagram, LinkedIn	LIVE-STREAM (30 min) across 4 PAGES 2 WEEKS 10 POSTS	RM 16,000 (Discounted 80%) 6% SST applicable (Total Worth: RM80,000)

5.1 KiniTV Bulletin News

English 'Kini News'



Bahasa 'Sekilas Fakta'



Chinese 'Kinitv快报'



Concept And Duration

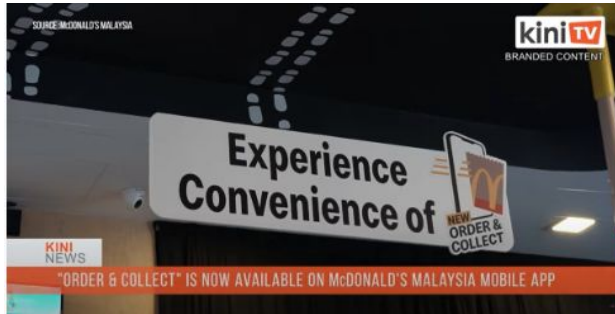
- 5 - 10 mins for English, Malay & Chinese version
- It is a **Daily bulletin** that KiniTV released between **6-8 pm from Monday to Friday**
- **Will have 3 boosting times daily** (6pm, 10pm & following morning 9am), as these are the **peak times that people tune into social media**.
- Summary of **daily important news** with particular focus on **economics and political development** (topics that concerned by most of the Malaysian)

The **daily** average viewer hits

Total from Youtube & KiniTV

- English **Kini News** : **>30K daily**
- Bahasa Malaysia **Sekilas Fakta** : **>40K daily**
- Chinese **Kinitv快报** : **>30K daily**

5.2 Branded Capsule Insertion *Examples from our past campaigns*



McDonald
Branded Capsule
(timecode: 09:30 onwards)



CIMB Islamic
Branded Capsule
(timecode: 08:40 onwards)



Ministry of Finance (MOF)
Branded Capsule
(standalone)

BRANDED CAPSULE PACKAGE (80% discount valid until 15 Dec 2023)

Ad Item	Description	Inventory	Package Cost
Branded Capsule Production	Video Type: Event Coverage / Media Reporting Length: ~2 min Language: EN / BM / CN with Subtitle <i>*Video's copyright mutually owned by Kini & client.</i> <i>*Excluded celebrity / talent fee.</i>	1 BRANDED CAPSULE VIDEO	
Branded Capsule Insertion & Circulation	KiniTV Bulletin News Total: 1 Branded Capsule Insert • (EN) Kini News • (BM) Sekilas Fakta • (CN) 'Kinitv快报' KiniTV Bulletin News Publication & Circulation: • KiniTV Desktop & Mobile • KiniTV Facebook • KiniTV Youtube • Malaysiakini Desktop & Mobile (KiniTV Section) • Malaysiakini Facebook & TikTok	1 INSERTION in 1 Bulletin News PUBLICATION across 9 PLATFORMS	RM 12,000 (Discounted 80%) 6% SST applicable (Total Worth: RM60,000)

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** :
4 mil users monthly , 50 mil monthly pageviews , 7.9 mil SocMed followers

HASHVNE @ SHASHAH

hashvne@malaysiakini.com
013-359 2776

SYAHIRAH IBRAHIM

syahirah@malaysiakini.com
017-619 0307

LINA SHALNI

lina@malaysiakini.com
017-728 7395

CARMEN YEO

carmen@malaysiakini.com
016-633 3873

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

Website: www.fgmedia.my