

# TOP IN TECH

## Top In Tech Summit & Innovation Awards (3rd Edition)

Acknowledged by

Ministry of Science, Technology and Innovation (MOSTI)

Co-created by: **malaysiakini**  Event Organiser: **kiniEvents**

**Your Innovation Story Matters**



# 1.0 INNOVATION AWARDS

Innovation has become a lifeline for many of us.

We are witnessing how technology acceleration, especially through digital adoption, coupled with innovation has been a powerful mechanism in paving the way to uplift the economy, especially with rosy projections for 2023.

The strength, creativity and perseverance that we see and read about is remarkably vibrant. With so many great stories of how businesses have responded and reacted and even managed to accelerate growth, it is imperative that the **Top In Tech Innovation Awards, brought to you by Digital News Asia and Malaysiakini, honours these innovators, businesses, and their relentless efforts that reflect the best face of Malaysia Boleh**

Acknowledged by

Ministry of Science, Technology and Innovation (MOSTI)

ORGANISED BY



Digital-Tech Education Partner



STRATEGIC PARTNERS



Gold Sponsor



ECOSYSTEM PARTNER



MEDIA PARTNER





# 1.1 Theme: Your Innovation Story Matters

Since the commencement of the award in 2021, we've incorporated the theme “ **Your Innovation Story Matters**” to encourage all types of companies & entrepreneurs & students to join Top in Tech Innovation.

## Participants entries consist of:

- ~how they've identified gaps in the market
- ~executed strategies on improving their products/services
- ~how they've used creative thinking to reimagine traditional approaches to problem-solving
- ESG integration

## Essence of the Award:

- ~does not only highlight the achievement of an individual or an organisation, but also inspire others to pursue their own innovation journeys
- ~building a culture of innovation and collaboration, where individuals and organisations are encouraged to share their ideas and learn from each other where innovation eventually becomes embedded in Malaysia's psyche.



# 1.2 EVENT AGENDA

**Date: Jan 2024** (Thursday)

**Time: 2 - 5pm**

**Format: Hybrid**

(On-ground + Zoom + SocMed Livestream)

Venue: MRANTI

Total Attendees: **400-500 Pax**

**\*Free Entry**

Event Attendees:

- **SME & Business** (Top Management)
- **Ecosystem Partners**
- **Media Partners**
- **Lead Judges & Panel Judges**
- **Finalists**
- **Sponsors Guests**

*\*The agenda is proposed and is subject to changes.*

**1.00 PM** Registration, Exhibition & Networking

**2.00 PM** **Commencement of Innovation Awards Ceremony**

**2.15 PM** **Welcoming Speech**

**2.30 PM** **Launching Speech by Minister of MOSTI**

**Presentation of Trophy**, Winners and Merit announcement  
*-Lead Judges to describe category & Winners to describe the winning product*  
*-Presented by Sponsor / VIP*

**3.30 PM** **Presentation of Certificates** to the Finalists

**4.00 PM** **Closing Remarks**

**4.30 PM** Light Refreshment, Exhibition & Networking

**5.00 PM** End



# 2.0 Lead & Panel Judges for Innovation Awards 2023

## Lead Judges

### Best Brick & Mortar Adoption



### Most Impactful Academia-Industry Collaboration



### Most Value Creation



### Most Promising



### Young Innovator of the Year



### Innovator of the Year



### Best Pivot



### Most Impactful Public Sector Agency Driving Digital Adoption

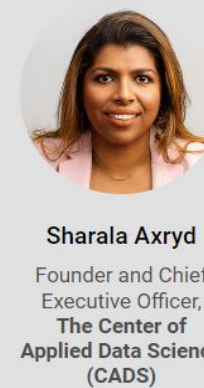


## Facilitating Judges

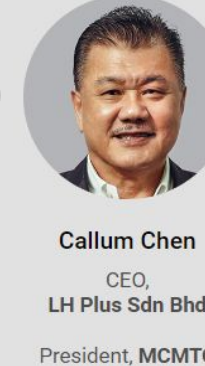


## Panel Judges

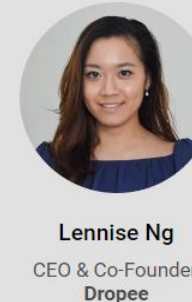
### Innovator of the Year



### Best Brick & Mortar Adoption



### Best Pivot



### Most Promising



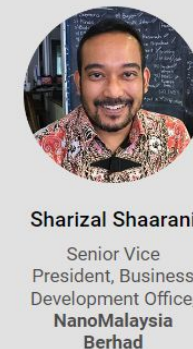
### Most Impactful Academia-Industry Collaboration



### Young Innovator



### Most Impactful Public Sector Agency Driving Digital Adoption



### Most Value Creation





# 3.0 The Award Categories

8 Categories	Criteria
<b>Innovator of the Year</b> <i>(Brought to you by Cyberview)</i>	Recognises <b>a person</b> who has developed a breakthrough innovation / has displayed a streak of innovation throughout their career / is a leader who inspires a community and helps spread an innovative mentality towards improving lives and serve as an inspiration to all.
<b>Young Innovator of the Year</b> <i>(Brought to you by APU)</i>	This award, curated for <b>teenagers (up to 19 years old as of 2023)</b> , will salute a young talent or team for displaying outstanding creativity and an innovative mindset in developing new or improving on processes and products for today or tomorrow.
<b>Best Brick &amp; Mortar Adoption</b>	This award recognises a Brick & Mortar company that has shown <b>exceptional creativity and resilience</b> , and which <b>recognise</b> that <b>experimentation and failure</b> are part of the innovation process that lead to winning products and services. <b>Eligible to those with a minimum revenue of RM200 million and above.</b>
<b>Most Value Creation</b>	This award is for companies that have <b>created value for their investors through free cash flows and profitability and thereby showing increased valuation since being invested in. It is suitable for startups and even PLCs.</b>

# 3.1 The Award Categories

8 Categories	Sub - Category	Criteria
<b>Most Impactful Public Sector Agency Driving Digital Adoption</b>	<b>Federal &amp; State Level</b>	A Federal Level & State Level Government Agency that has: i. <b>Adopted digital</b> to significantly improve the delivery of their services to the Rakyat and Business. Or ii. <b>Launched Digital Skills/Adoption programs in collaboration with stakeholders</b> that has seen strong and measurable outcomes.
<b>Most Promising</b>	<b>Startup</b>	This award recognises a company that has shown <b>excellent resilience, productivity and promising scalability.</b>
	<b>Growth Company</b>	
<b>Best Pivot</b>	<b>Startup</b>	This award recognises a <b>company</b> that has shown a <b>bold pivot strategy that has led to market success.</b>
	<b>Growth Company</b>	
<b>Most Impactful Academic-Industry Collaboration</b>	<b>Commercial</b>	This award recognises a <b>University or Polytechnic</b> that has shown <b>strong collaboration with industry since Jan 2022</b> to strengthen the delivery of its curriculum and ensure graduates are industry ready from the get Go!
	<b>R&amp;D</b>	R&D Category: This award recognises a University whose <b>research</b> has been done with either the <b>private sector or an international partner</b> AND where the <b>results are now tangible and adopted by industry.</b> (There is no time frame for this as we understand that R&D can take years)

*\*Startup: Company with annual revenue of up to RM1 million.*

*\*Growth Company: Company with annual revenue of RM1 million – RM20 million.*

# 4.0 EVENT TIMELINE & PUBLICITY A&P

Publicity  
(Oct 2023 - Jan 2024)

Publicity to begin on promotion of the submission drive

Publicity will be through:

- Digital platforms including Malaysiakini and DNA websites
- Social Media platforms
- Email Marketing
- Ecosystem Partners' cross-promotions efforts

Submission Drive  
(Oct & Nov 2023)

Entries are submitted through the award website:  
[www.topintech.my/awards](http://www.topintech.my/awards)

**No fees** are incurred for participating.

**Format:**

Submission of information for the respective category via Google Form.

**Registrations to watch the ceremony online opens & RSVPs to attend the event on-ground**

Shortlisting  
Final Judging  
(Nov-Dec 2023)

Facilitated by DNA & MK and collaborating with respective category Lead Judges to shortlist 3-4 finalists per category.

Final presentation by the shortlisted finalists to the panel judges.

Winners and Merit recipients will be determined.

Summit &  
Award Ceremony &  
Networking Dinner  
(Jan 2024)

Forum Summit followed by Awards ceremony.

Category Winners and Merit recipients will be announced at the ceremony.

**Appreciation Dinner**  
(Dec 2023 - tbc)



## (Pre-event) TITIA Publicity A&P Plan (3 months: October - December 2023)

**Award Website** <https://topintech.my/awards/>

**Top In Tech** [Facebook Page](#) & **Malaysiakini** (Desktop + Mobile) [Homepage](#) [Event Section](#)

*\*Sponsor's title & logo placement with hyperlink*

**Promo Video & Category Video by Lead Judges** > 100,000 Views **Publicity Videos**

Circulation: Organisers & Ecosystem Partners: **FB, TW, LI, IG, YT**

Malaysiakini, Digital News Asia, KiniTV: **Desktop & Mobile sites**

*\*Sponsor's title & logo placement*

**Press Release Publication** (2 Articles) > 20,000 Pageviews **Press Release Article (EN & BM)**

Circulation: Organisers & Ecosystem Partners: **FB, TW, LI, IG, YT**

Malaysiakini, Digital News Asia, KiniTV: **Desktop & Mobile sites**

*\*Sponsor's title brand mention & logo placement*

**Online Banner** (10 mil Impressions) (Target audience segment: Biz & Tech)

Malaysiakini, Digital News Asia, KiniTV: **Billboard, STO & MRec, MFV**

*\*Sponsor's title & logo placement*

**Social Media Posting** (80-100 posts) > 2 mil Reach

Circulation: Organisers & Ecosystem Partners: **FB, TW, LI, IG, TG**

*\*Sponsor's #hashtag, tag & CTA URL insertion in SocMed postings (\*Collect Potential Leads)*

**Email Blasting** (EN)

Total: **10 EDMs** (30,000 - 50,000 emails per blast)

KiniEvents **SME Biz Database** (20k-30k emails)

Top In Tech Forum **RSVP Database** (~4,000 emails)

## (During-event) TITIA Publicity A&P Plan (1 Day: December 2023)

**Brand Engagement Space** at venue

**Bunting Placement** at venue

**Logo placement** on **Digital Backdrop & Photo Wall**

**Logo engraved** on the Sponsored Category Trophy

**Corporate Video Ad** during Commercial-Break

**Brand-Mention** by Emcee & Organisers in speeches

**Invitation** as VIP Guest to the event

**Welcome Note by sponsor before presentation of Trophy** (3min)

**Presenting of Sponsored-Award**

**Media Interview** during event & circulate across **Malaysiakini, Digital News Asia & KiniTV: FB, LI, YT**  
(1 week after event) (Exclusive)

**Live-Stream:**

Malaysiakini, Digital News Asia & KiniTV: **FB LI, YT** (7 Pages)

**Partners & Sponsors' FB** (TBC)

**Live-Posting:**

Malaysiakini, Digital News Asia: **FB, LI, TW, IG**

Posting Content: **Welcome Note, Launching Speech, Winners Announcements, Closing Remark.**

**\*Sponsor's #hashtag, tag & CTA URL insertion in SocMed postings**



## (Post-event) TITIA Publicity A&P Plan (1 month: January 2024)

### Post Press Releases Publications (2 Articles) (EN & BM) > 20,000 Pageviews

Circulation: Organisers & Ecosystem Partners: **FB, TW, LI, IG, YT**  
Malaysiakini, Digital News Asia, KiniTV: **Desktop & Mobile sites**  
*\*Sponsor's title brand mention & logo placement*

### Email Blastings (EN)

Total: **2 EDMs** (30,000 - 50,000 emails per blast)  
KiniEvents **SME Biz Database** (20k-30k emails)  
Top In Tech Forum **RSVP Database** (~4,000 emails)  
*\*Sponsor's title & logo placement, and CTA placement in EDMs (\*Collect Potential Leads)*

### Event Coverage Videos

(Post-Circulation: 2-3 Weeks after event)  
Organisers & Ecosystem Partners: **FB, TW, LI, IG, YT**  
Malaysiakini, Digital News Asia, KiniTV: **Desktop & Mobile sites**  
**Ceremony Full Recorded Live-Video** (2-3 hours) > 5,000 Views  
**Highlight Video** (20 min) > 10,000 Views  
**Winners' Announcement Video** (10 min) > 50,000 Views  
*\*Sponsor's title & logo placement*

### Photo Gallery & Video Gallery

**Award Website** <https://topintech.my/awards/>  
**Top In Tech** [Facebook Page](#)  
**Malaysiakini** (Desktop + Mobile) Homepage [Event Section](#)  
Ecosystem Partners: **FB, TW, LI, IG**  
*\*Sponsor's #hashtag, tag & CTA URL insertion in SocMed postings (\*Collect Potential Leads)*

### \*\*Appreciation Dinner by MK & DNA

Invited Guests: **MOSTI, Partners, Sponsors, Judges, 2023 Winners**  
(Top Venue) **\*Exclusive Networking Cocktail with 2021, 2022 & 2023 winners, partners, judges**

# 5.0 Partnership & Sponsorship

Top In Tech Summit & Innovation Awards	Platinum Sponsor	Gold Sponsor	Supporting Partner
<b>[Part I] TITIA Event Entitlements</b>	<i>(Worth RM 300,000) (non-exclusive)</i> <i>(Worth: RM 400,000) (exclusive)</i>	<i>(Worth RM 150,000)</i> <i>(non-exclusive)</i>	<i>(Worth RM 50,000)</i> <i>(non-exclusive)</i>
<b>Potential Contact Database</b> <i>(Collect potential leads through event A&amp;Ps, registration on Zoom + Google Form)</i>	<b>~200 Biz Contact Database</b> <i>(Contact database of <b>business audiences</b> who ticked YES to receive information on Sponsor's products and services)</i>	-	-
<b>Award Category Sponsor</b> <i>Logo engraved on category trophy &amp; presenting the trophy during the ceremony</i>	<b>Award Category Sponsor</b> (1 Choice) <i>(First-come-first-serve basis)</i>	<b>Award Category Sponsor</b> (1 Choice) <i>(First-come-first-serve basis)</i>	-
<b>Branding via A&amp;P</b> (title & logo) on publicity materials <i>(Pre-During-Post) *Refer slides 9-11 for A&amp;P inventories</i>	<b>Top Tier</b> (22 Branding Items)	<b>Second Tier</b> (16 Branding Items)	<b>Third Tier</b> (12 Branding Items)
<b>Invites as VIP guest</b>	<b>4 invites</b> as a VIP Guest	<b>3 invites</b> as a VIP Guest	<b>2 invites</b> as a VIP Guest
<b>Speaker Slot / Commercial Presenting Slot</b> (10 min) during Summit	✓	-	-
<b>Corporate Video</b> (2 min) during summit & awards ceremony <i>(break-times)</i>	✓	✓	✓
<b>Logo placement on backdrop</b>	Top Tier	Second Tier	Third Tier
<b>Booth placements</b> at the venue	✓	✓	✓
<b>Bunting placements</b> at the venue	✓	✓	✓
<b>Brand mention by Emcee &amp; Organisers</b>	✓	✓	✓



# 5.0 Partnership & Sponsorship

Inventories Entitlements	Platinum Sponsor	Gold Sponsor	Supporting Partner
<b>[Part II] Pocket Event</b> (Q1 - Q2 2024: 6 months)	(Worth: RM 100,000)	(Worth: RM 50,000)	
<b>Top In Tech Forum</b> (*Exclusive Session) <ul style="list-style-type: none"> <li>- <b>Customise Topic, Content &amp; Speakers</b> with the Sponsor</li> <li>- Services Included: <b>Forum Organising, A&amp;Ps</b> across <b>Mkini &amp; DNA</b></li> <li>- Duration: <b>1 month</b> ( Pre-During-Post)</li> <li>- <b>Insert CTA</b> to Sponsor’s (Product/Services) in all the <b>A&amp;Ps</b></li> <li>- <i>For Hybrid forum: Sponsor to provide venue, equipments etc (TBD)</i></li> </ul>	<b>1 Hybrid Forum</b>  (~200 Zoom Participants + ~50 Business Attendees)  with Customised Partnership Title: <b>“Brought to you by X”</b>	<b>1 Online Forum</b>  (~200 Zoom Participants)  with Customised Partnership Title: <b>“Brought to you by X”</b>	-
<b>[Part III] Media Inventories</b> (Q4 2023 - Q4 2024: 12 months)	(Worth: RM 50,000)	(Worth: RM 10,000)	(Worth: RM 10,000)
<b>I. Media Interview Cover story</b> on Malaysiakini & Digital News Asia	<b>1 Media Interview</b> (Article & Video)	<b>1 Media Interview</b> (Article)	<b>1 Media Interview</b> (Article)
<b>II. Press Release Publications</b> on Malaysiakini & Digital News Asia <i>(Press Releases &amp; images are provided by the client)</i>	<b>10 Press Release Publications</b>	<b>3 Press Release Publications</b>	<b>3 Press Release Publications</b>
<b>Other Inventory Options:</b> <b>III. Premium Ads</b> on Malaysiakini & Digital News Asia <b>IV. Programmatic Ads</b> on Malaysiakini & Digital News Asia <b>V. EDM Blast</b> (Business Database)	<i>To be customised for the same ad value</i>	<i>To be customised for the same ad value</i>	<i>To be customised for the same ad value</i>
<b>TITIA Event Sponsorship Package</b> <b>[Part I + Part II + Part III]</b>	<b>RM 100,000</b> <b>(Industry Exclusive)</b> Total Value Worth <b>RM 550,000 (exclusive)</b> <b>(ROI: 5.0x)</b>	<b>RM 50,000</b> Total Value Worth <b>RM 210,000 (non-exclusive)</b> <b>(ROI: 4.2x)</b>	<b>RM 25,000</b> Total Value Worth <b>RM 60,000 (non-exclusive)</b> <b>(ROI: 2.4x)</b>

# 2021 & 2022 Top In Tech Innovation Awards

## ATTACHMENTS & SCREENCAPS

- TITIA 2022 & 2021 (LiveStream, Photos & Video Gallery)
- External Media Interviews
- Social Media Publicity & Reach
- TITIA Trophy



# 2022 & 2021 Top In Tech Innovation Awards (Archives)

## Top In Tech Innovation Awards 2022

Livestream: [Facebook](#) [YouTube](#)



## Top In Tech Innovation Awards 2021

Livestream: [Facebook](#) [YouTube](#)

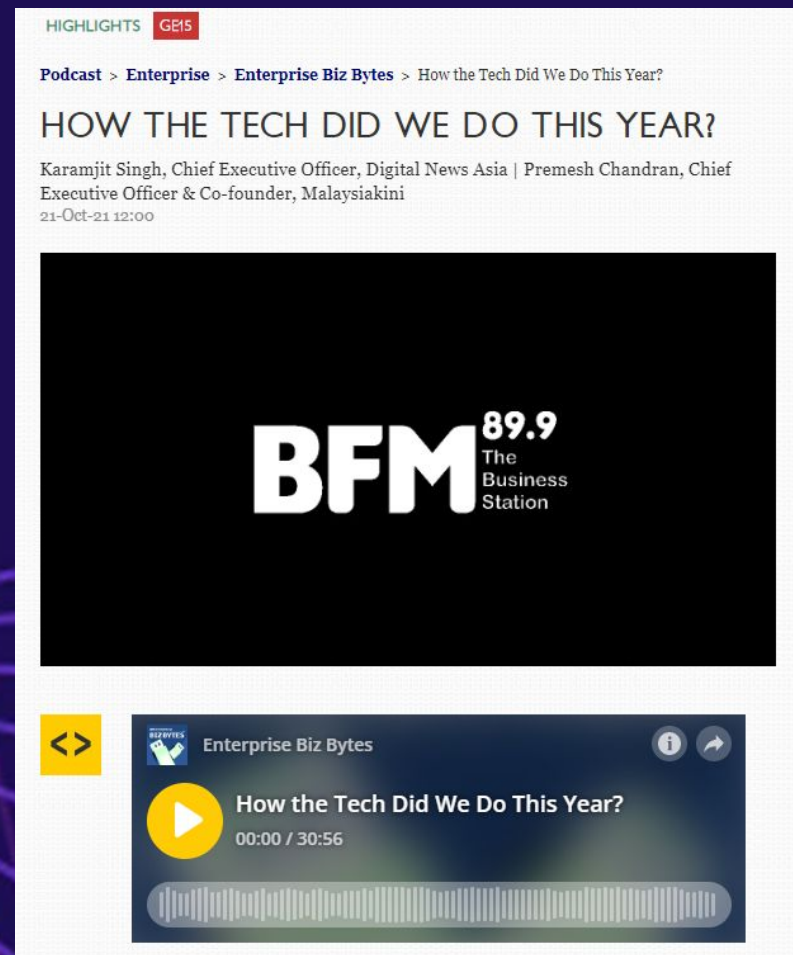




# External Media Interviews (TITIA 2021 & 2022)

## 2021

Media Interview on BFM (21 Oct 2021)



HIGHLIGHTS **GBIS**

Podcast > Enterprise > Enterprise Biz Bytes > How the Tech Did We Do This Year?

### HOW THE TECH DID WE DO THIS YEAR?

Karamjit Singh, Chief Executive Officer, Digital News Asia | Premesh Chandran, Chief Executive Officer & Co-founder, Malaysiakini  
21-Oct-21 12:00

**BFM 89.9**  
The Business Station

Enterprise Biz Bytes

How the Tech Did We Do This Year?  
00:00 / 30:56

Technology is continuously changing, growing, and evolving. If we don't keep up, it's easy to get left behind. Companies and industries that want to stay ahead need to have their finger on the pulse when it comes to innovations in **IoT, 5G, fintech, and even artificial intelligence**. These concepts may sound futuristic, but they're already driving today's major markets around the world.

Image Credit: Fit Ztudio | Shutterstock

Produced by: Arvinth Yuvaraj

Presented by: Christine Wong and Richard Bradbury

This and more than 60,000 other podcasts in your hand. **Download the all new BFM mobile app.**

Categories: **Personal Finance, Investments, Financial Literacy, Young Finance, Personal Development, Entrepreneurship, SME**

Tags: **Artificial intelligence, digital adoption, digitalization, business,**

Segment: Enterprise BizBytes

Listen to the podcast [HERE](#)

## 2022

Media Interview on Sinar Daily (20 October 2022)



**FIRESIDE CHAT** AN EXCLUSIVE INTERVIEW

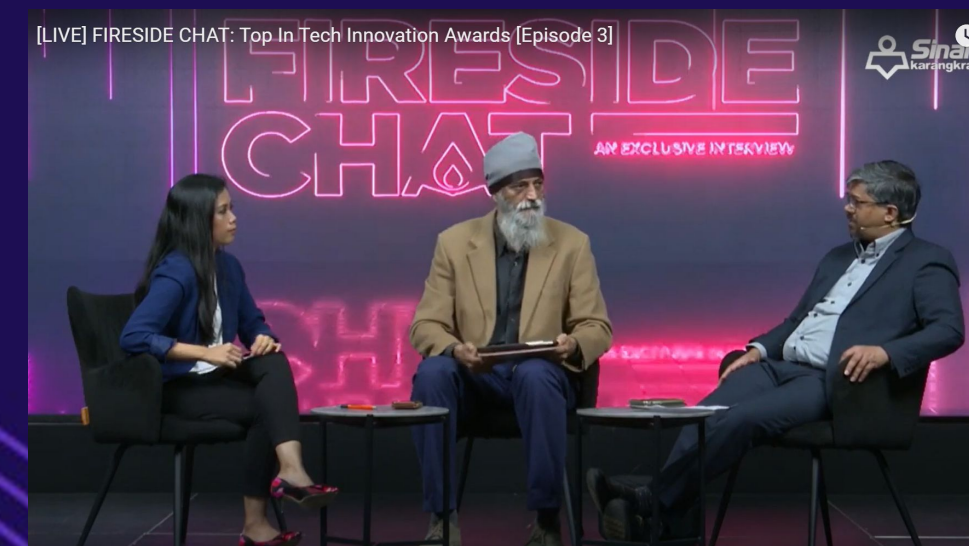
THURSDAY  
OCT 20, 2022  
LIVE 12PM

**TOP IN TECH INNOVATION AWARDS**

KARAMJIT SINGH  
Digital News Asia CEO

PREMESH CHANDRAN  
Malaysiakini Co-Founder

**Sinar** WATCH IT LIVE  
sinardaily.my  
sinarharian.com.my



[LIVE] FIRESIDE CHAT: Top In Tech Innovation Awards [Episode 3]

**FIRESIDE CHAT** AN EXCLUSIVE INTERVIEW

Segment: Fireside Chat

Watch the Segment: [HERE](#)



# Social Media Publicity & Reach (TITIA 2022)

Period: Oct 2022 - January 2023 (4 Months)

Platforms	Total Reach (Biz & Mass)	Total Reactions	Total Clicks
Malaysiakini Facebook	>2 mil reach	>40k reactions	>55k clicks
Malaysiakini Twitter	>400k reach	>7k reactions	>15k clicks
Malaysiakini LinkedIN	>20k reach	>400 reactions	>3k clicks
Malaysiakini Instagram	>100k reach	>400 reactions	N/A
KiniTV Youtube	>30k reach	>120 reactions	N/A
Digital News Asia Facebook	>280k reach	>8k reactions	>10k clicks
Digital News Asia LinkedIN	>45k reach	>1.5k reactions	>3.2k clicks
<b>Total</b>	<b>&gt;2.8 mil reach</b>	<b>&gt;57k reactions</b>	<b>&gt;86k Clicks</b>



## The Trophy

The Top In Tech Innovation Award trophy was custom designed by Biji-Biji Initiative.

It is made from waste metal and waste wood, the design of a hand holding a gear, symbolises the continuous efforts in innovation.





# Part II: Top In Tech Forum

- Format: Hybrid Forum / Online Forum
- Service included: Organising, Content Development, A&P for Pre-During & Post forum
- Collect Potential Leads (Business Participant Contact Database)



# TOP IN TECH

## FORUM SERIES

[Website](#) | [Facebook](#) | [Youtube Playlist](#)

Highlighting Tech Trends since 2020 (3 years)!

Featuring over **100 industry leaders and experts** with **robust topic discussions** ranging from **5G to Green Tech**, Top In Tech Forum series is now steadily a go-to tech panel discussion providing **insights on new and trending innovations in Malaysia**.

Top in Tech forum series is co-created by Malaysiakini, Digital News Asia and organised by KiniEvents.

The screenshot displays the 'TOP IN TECH' website interface. At the top, there are navigation links for 'Forums', 'Innovation Awards', 'Articles', 'Branded Videos', and 'Contact', along with a Facebook icon. The main content area features a large featured episode titled 'Ep32: Digital Transformation in the 5G Era' scheduled for 24 NOV on Thursday, 24th November 2022, from 4pm to 5pm, live on Zoom. Below this, a grid of smaller episode thumbnails is visible, each with a title, date, and time. The thumbnails include: 'Digital Talents - Reality Bites' (Oct 19, 2022 4:08 PM), 'Yes Launches The First Experience Store Powered by 5G in Malaysia' (Oct 14, 2022 4:52 PM), 'The Intersection of Sustainability & Technology' (Oct 11, 2022 11:17 AM), 'WCIT: Techfest 2022 features more than 500 innovative products and is open to public' (Sep 14, 2022 4:55 PM), 'De Rantau sets the stage for Malaysia to accelerate growth in Digital Economy' (Sep 13, 2022 6:15 PM), 'Delegates from over 60 countries attended the opening of WCIT 2022', 'Top In Tech: How Does Tech Survive Its Winter?' (21 JULY), 'Top In Tech: Green Wash or Green Tech? - Is solar nice to have or', 'E-COMMERCE & RETAIL INNOVATIONS' (31 MAR | 4PM - 5PM), and 'Fintech: The Growing Digital Momentum' (22 Apr | 4pm - 5pm).



# Past Forum Series (2020 - 2023)

2020 - 2021	Episode & Topic	Speakers & Partners
<p><b>Format &amp; Platform:</b> ZOOM Webinar + FB &amp; LI Crosslive</p> <p><b>Business Audiences:</b> &gt;20,000 Reach</p> <p><b>Moderator:</b> Karamjit Singh, CEO, Digital News Asia</p>	EP 1: <a href="#">Better Monitoring Using IoT &amp; Big Data</a>	Xperanti IoT
	EP 2: <a href="#">Future of Work</a>	GD Express, Green & Natural Industries
	EP 3: <a href="#">Telehealth</a>	DoctorOnCall, Thomson Hospital
	EP 4: <a href="#">The New Way Of Working</a>	KPMG Malaysia, RHB, ScaleUp Accelerator Malaysia
	EP 5: <a href="#">Stay Calm and Just Cloud It</a>	Exabytes Network, Malacca Securities, Malaysia SME Asso
	EP 6: <a href="#">Attention Talent...Reboot or get the Boot</a>	Malaysia IoT Asso, BAC Education Group, Green Packet
	EP 7: <a href="#">Budget 2021: 6 Billion Ways To Disrupt TVET</a>	MGCC, ACCCIM, MCMTC
	EP 8: <a href="#">Physical &amp; Mental Health Through Tech</a>	Prudential Assurance, ThoughtFul, Paul J Consultancy
	EP 9: <a href="#">Empowering The World of Technology: #WomenInTech</a>	MaGIC, Cradle, Biopeutics Resources
	EP 10: <a href="#">e-Commerce &amp; Retail Innovations</a>	hoolah Malaysia, EasyParcel, commerce.Asia
	EP 11: <a href="#">FinTech: The Growing Digital Momentum</a>	microLEAP, Payfo, HelloGold
	EP 12: <a href="#">Pathway To Advanced Technology</a>	MaGIC, OFO Tech, SG Academy
	EP 13: <a href="#">Fintech: Bridging the SME Financing Gap</a>	CapBay, MoneyMatch, Registered Digital Markets Association
	EP 14: <a href="#">e-Commerce: Driving Growth with Digital</a>	ShopBack Malaysia, hoolah Malaysia,
	EP 15: <a href="#">Replacing Wet Ink &amp; Paper For Digitalisation</a>	Securemetric, MyDigital, MCMC
	EP 16: <a href="#">Digital Signatures: Embracing New Practices</a>	SigningCloud, MSC Trustgate,Censof
	EP 17: <a href="#">The Sharing Economy Concept for SMEs' Sustainable Growth</a>	Lalamove, Homa2U, Supahands
	Ep 18: <a href="#">NTIS: Catalyst For Emerging Innovations</a>	MaGIC, Biogenes Technologies, Edgenta NXT
	Ep 19: <a href="#">National Digital Identity: Complementing a Digital Space</a>	NEC Corporation, MyDigital, Jabatan Pendaftaran Negara

# Past Forum Series (2020 - 2023)

2022 - 2023	Episode & Topic	Speakers & Partners
<p>Total: <b>36 Episodes</b></p> <p><b>Format &amp; Platform:</b> ZOOM Webinar + FB &amp; LI Crosslive</p> <p><b>Business Audiences:</b> &gt;20,000 Reach</p> <p><b>Moderator:</b> Karamjit Singh, CEO, Digital News Asia</p>	Ep 20: <a href="#">Fuelling Business Growth through Data</a>	MDEC, IDC, Mydin
	Ep 21: <a href="#">Being A Global Investor</a>	Rakuten Trade, StashAway, MX Global
	Ep 22: <a href="#">5G: What Is Possible Today</a>	Digital Nasional Berhad, Cyberview, McKinsey & Company
	Ep 23: <a href="#">Smart Manufacturing in Malaysia - Reality Check</a>	SmartMore International, TM One, DF Automation & Robotics
	Ep 24: <a href="#">Activate To Innovate: Let's Chat with redONE</a>	redONE
	Ep 25: <a href="#">Thriving in an AI-enabled Digital Economy</a>	DNeX, Kearney, Glueck Technologies
	Ep 26: <a href="#">Green Wash or Green Tech?</a>	Gading Kencana, PwC, Solarvest
	Ep 27: <a href="#">How Does Tech Survive Its Winter?</a>	redONE, Pandai, MVCA
	Ep 28: <a href="#">Delivering Meaningful tech Value to SMEs. The How.</a>	DNeX, MDV, Bizsphere
	Ep29: <a href="#">The Intersection of Sustainability &amp; Technology</a>	ICT Zone Asia, Deloitte, Intel
	Ep30: <a href="#">Digital Talents: Reality Bites</a>	MyDIGITAL, Sunway iLabs, Mereka
	Ep31: <a href="#">HR 5.0   Elevating Human Capital Investments</a>	HRD Corp, Hiredly, Experian
	Ep 32: <a href="#">Digital Transformation in the 5G Era</a>	Axiata Enterprise, EY, IDC Asean
	Ep 33: <a href="#">Future of Work - What's the reality?</a>	HRD Corp, MDEC, KornFerry
	Ep34: <a href="#">Setting ESG at the Forefront</a>	Lotus's, Lendlease, Awantec
	Ep35: <a href="#">Fostering Innovation: Building an Ecosystem for a Thriving Innovation-based Economy</a>	Cyberview, Urbanmetrix, SOLS247
Ep36: <a href="#">How is Malaysia Faring Under its 12th Plan? Are major revisions</a>	Ministry of Economy, University Malaya, ACFIN	



# Part III: Media Inventories 2024

## Inventory Options:

- I. Media Interview (Cover Story)
- II. Press Release Publication
- III. Premium Ads
- IV. Programmatic Ads
- V. EDM Blast

**\*Utilisation Period: Nov 2023 - Dec 2024**

# I. Media Interview (Cover Story)

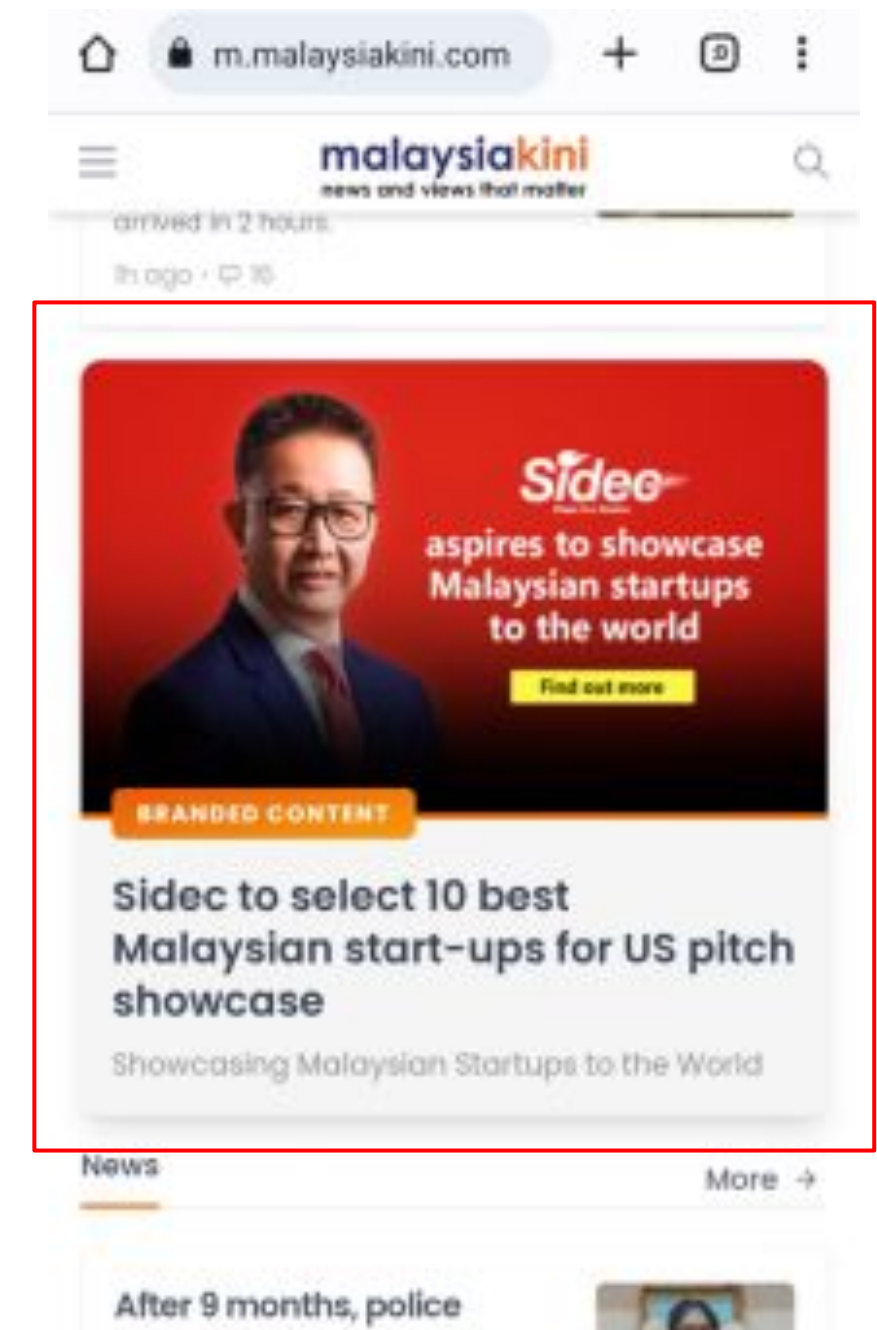
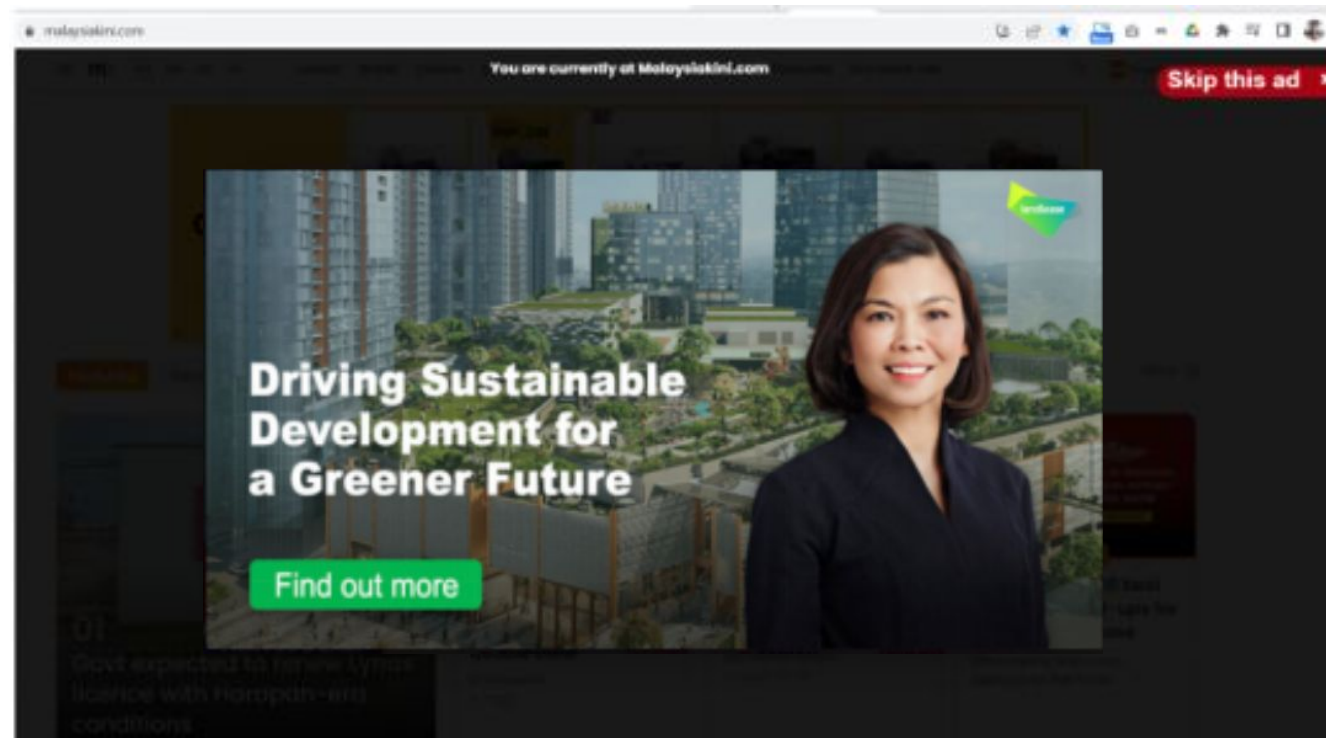
Placement: **Malaysiakini / Digital News Asia (Desktop + Mobile) Homepage Branded Content (+ STO & MFV)**

Duration: **2 Days + 1 Week** [Click and link to the full article](#)

DNA Branded Content (1 week)

Mkini Branded Content (1 week)

Mkini & DNA Siti Take Over & Mobile First View  
(first 2 days of article publication)





## II. Press Release Publication

Placement: **Malaysiakini (Desktop + Mobile) Homepage Announcement section**

Duration: **1 Posting per article** *(Full article hosted on malaysiakini.com)*

*(Press Releases & images are provided by the client, and to be approved by the editor prior to publication.)*

Mkini (EN) Announcement

The screenshot shows the English homepage of Malaysiakini. The 'Announcement' section is highlighted with a red box. It features a large banner for 'Insul: Mengapa Belia youths voice out their views overzealously on Malaysia's voting system' and several smaller articles, including 'Durlo collaborates with autistic artist, Danial Kushairi in launching sanitizing products' and 'Shopee Live presents 9 brand-new staple shows'.

Mkini (BM) Pengumuman

The screenshot shows the Malay homepage of Malaysiakini. The 'Pengumuman' section is highlighted with a red box. It features a large image of a red car in a parking garage and the headline 'Trend Tempat Letak Kereta Malaysia pada 2023'. Below the headline, the text reads: 'berikut ialah trend yang didorong oleh teknologi tempat letak kereta pintar yang mungkin akan kita saksikan untuk industri tempat letak'.

Mkini (CN) 公告

The screenshot shows the Chinese homepage of Malaysiakini. The '公告' section is highlighted with a red box. It features a large image of a red car in a parking garage and the headline '2023年马来西亚停车行业趋势'. Below the headline, the text reads: '以下所列是2023年我们可以预见的马来西亚停车行业的趋势，总的来说这也是智能停车技术推进的大趋势。'.

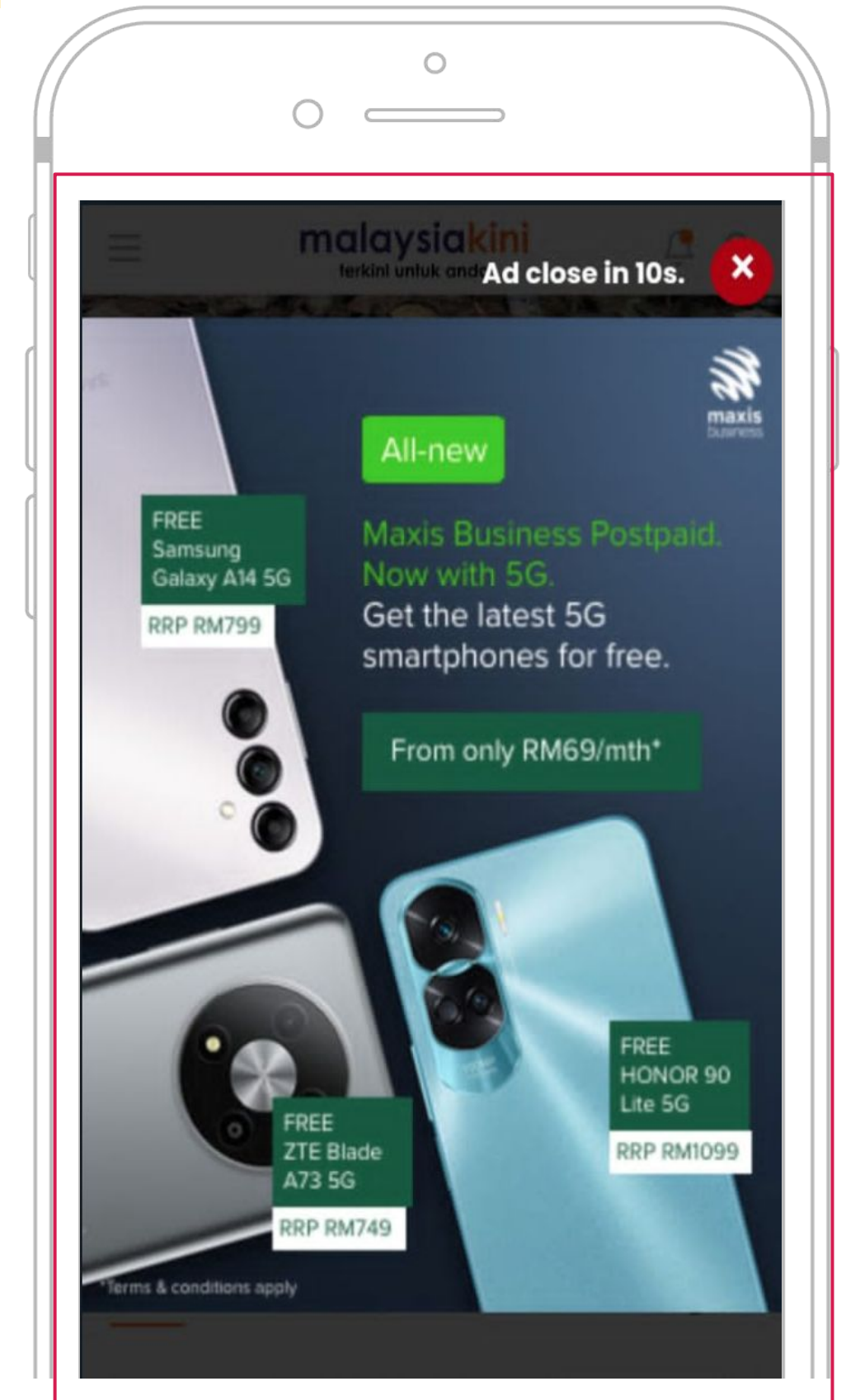
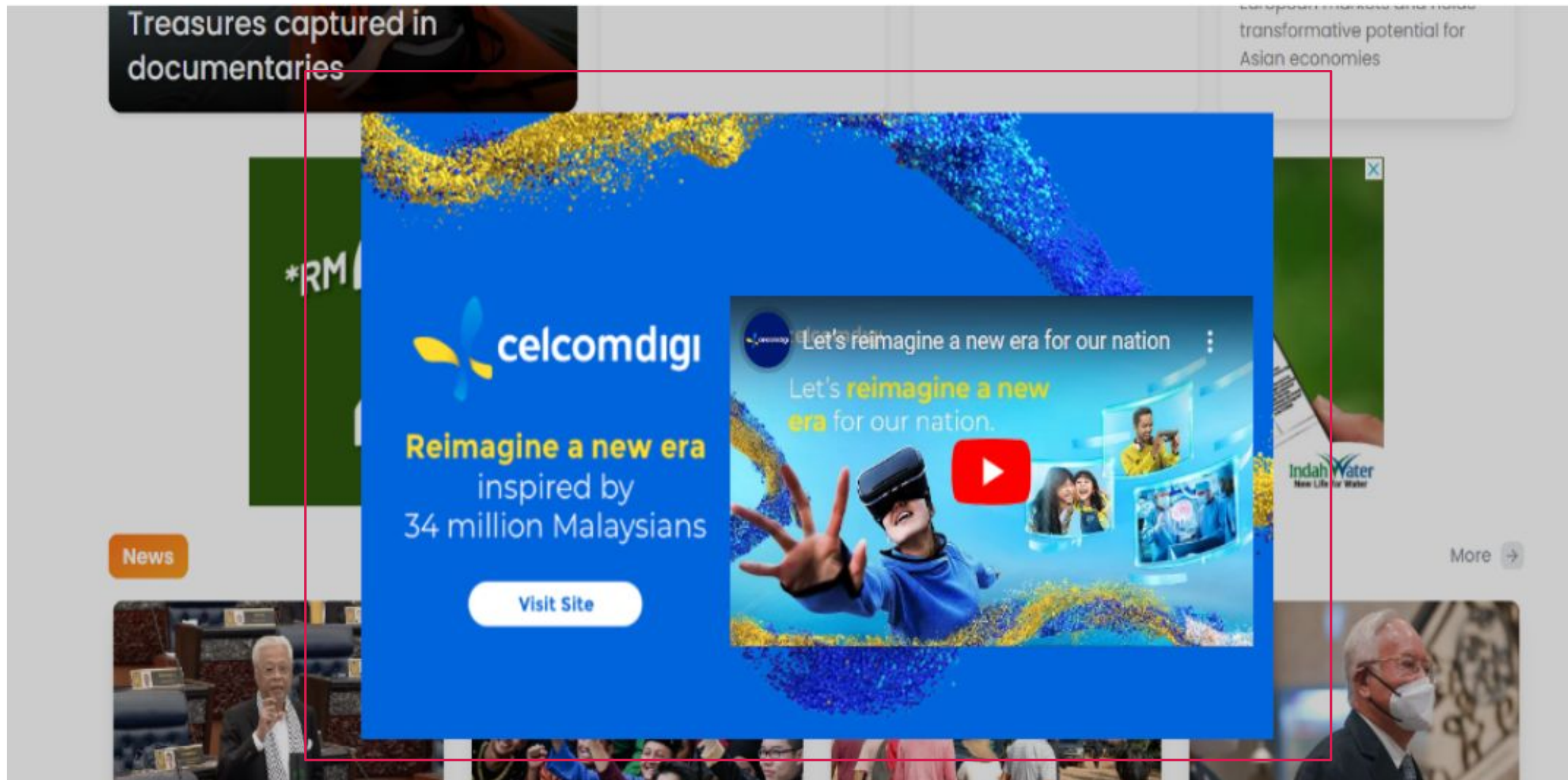


### III. Premium Ads

Ad Format: **Rich Media / Out-Of-Page**

Ad Unit: **Malaysiakini (EN, BM, CN)** (Desktop) **Site Take Over** & (Mobile) **Mobile First View**

Frequency Cap (suggested): 1 View / Unique Reader / 4 Hours





## IV. Programmatic Ads (Audience Segment Targeting)

Ad Format: **Standard & Fix Ads**

Ad Unit: **Malaysiakini (EN, BM, CN)** (Desktop) **Billboard** & (Mobile) **Medium Rectangle**

https://www.malaysiakini.com

malaysiakini news and views that matter

COMMENT | A problem that should have been nipped in the bud

Christian group calls for political reconciliation, Abim wants end to tensions

PM to walk the tightrope between East and West nations – analysts

COMMENT | Anwar needs middle Malaysia and Umno, not Zahid

PN banks on GE15 momentum to win muted Padang Serai polls

EXPERIENCE THE POWER OF 5G  
TRA COST

Featured Most Read Most Commented Recent Specials More

3:12 4G 45%

malaysiakini news and views that matter

S Thayaparan • 7 h ago • 27

Putrajaya to host National Day celebration again

It's the fifth time the administrative capital is staging the event.

Bernama • 3 h ago

TIME FIBRE HOME BROADBAND  
MORE SPEED  
MORE VALUE

RM99/month RM139/month RM199/month

SIGN UP NOW AND SAVE RM100!

TIME

News More →

COMMENT | Repeal Sosma, abandon minor amendments



# V. EDM (Audience Segment Targeting)

EDM Format: **Standalone/Combined EDM** (with KiniEvents e-Newsletter)

Total: **30,000 Business Contact Database**

**Maxis Business** (Standalone EDM)

Join Outthinker CEO and Thinker360's #1 Global Innovation Thought Leader, Kaihan Krippendorff

Our panel of experts are from Shell, Tealive, AmBank Group, MAMEE-Double Decker and Maxis as they uncover the critical need for innovation and technology in today's digital economy.

**Spark Engage**  
Innovate to Accelerate

26 March 2021 | 3:30pm - 5:00pm

Don't miss out on this special edition of Spark Engage! Limited slots available.

Click [here](#) to register now.

**Spark Engage: Innovate to Accelerate**  
Monday, 25th March 2021  
3.30pm - 5.00pm

**VI College** (Standalone EDM)

Malaysiakini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

**Investing made easy for everyone**

Malaysiakini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

No matter what your language preference is, we've got you covered! VI College's experienced trainers are offering classes in **English, Bahasa Melayu and Chinese.**

**REGISTER FOR FREE NOW!**

**ALEX NO**  
Senior Lecturer, VI College

**HELMY KASIM & DANIEL LIM**  
Senior Lecturers, VI College

**CHEHN HONG**  
Senior Lecturer, VI College

**DISCOVER THE SECRET STOCK INVESTING FORMULA THAT GENERATES 15-20% RETURN YEARLY**

Smart investing can be achievable for everyone, no matter the age.

**JOIN OUR FREE MASTERCLASS TODAY**

malaysiakini in collaboration with VI College

**REGISTER NOW for FREE**

**HRD Corp & HASiL** (Combined EDM w **Top In Tech/ Kinihalal**)

**kiniEvents**

**NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION (NHCE) 2021**

30 Industry experts and thought leaders

6 practical step-by-step sessions

2,000 delegates

200 exhibitors

5,000 visitors

**MALAYSIA'S MOST PRESTIGIOUS HUMAN CAPITAL CONFERENCE IS BACK!**

Visit [www.hrdcorp.gov.my](http://www.hrdcorp.gov.my) for more info

**PUTTING PEOPLE FIRST IN A TECH-DRIVEN WORLD**

A statutory authority under the Ministry of Human Resources (MHR), Human Resource Corporation (HRD Corp) is the catalyst for driving the development of Malaysia's current and future workforce. It has with the nation's aspiration of becoming a high income and developed economy.

After a two-year hiatus HRD Corp is delighted to announce the return of its iconic flagship event where it gathers industry leaders and subject matter experts to discuss issues, challenges and opportunities in Malaysia's human capital development landscape.

The National Human Capital Conference & Exhibition (NHCE) 2021 will be held on 24 November 2021 at MITEC. The two-day event will feature step-by-step discussions into the most significant challenges affecting HR and business today.

Perkenalkan anda menerima panggilan atau e-mel panggilan daripada pihak yang menyuarakan sebagai pegawai Lembaga Hasil Dalam Negeri Malaysia (LHDN).

Maaf kita berhasrat sama-sama untuk menjadi mangsa penipuan ini dengan menyemak dulu status percukupan di portal MyTax.

**MyTax**

Anda juga boleh membuat semakan kedudukan kerja cukai melalui aplikasi e-Lajer. <http://mytax.hasil.gov.my> > log masuk > perkhidmatan eLajer > e-Lajer

<https://mytax.hasil.gov.my>

Kini, segala maklumat cukai anda hanya di hujung jari.

#Rahm#Rahm#Anytas

**LHDN MALAYSIA**

**Pengumuman**

**kinihalal**

Buat bual bicara CIMB Islamic X Kinihalal ePod & membincangkan tentang pengurusan harta melalui kitab.

Khamis, 22 Disember 2021  
3.00pm - 4.00pm  
Secure Langgung melalui Zoom



# Audience Database

## Summary (As of June 2023)

### Total Database Size:

~64,000 emails

### Biz Database Segmentation:

~30,000 emails

By Industry: 9,093 emails

By Job Title: 8,962 emails

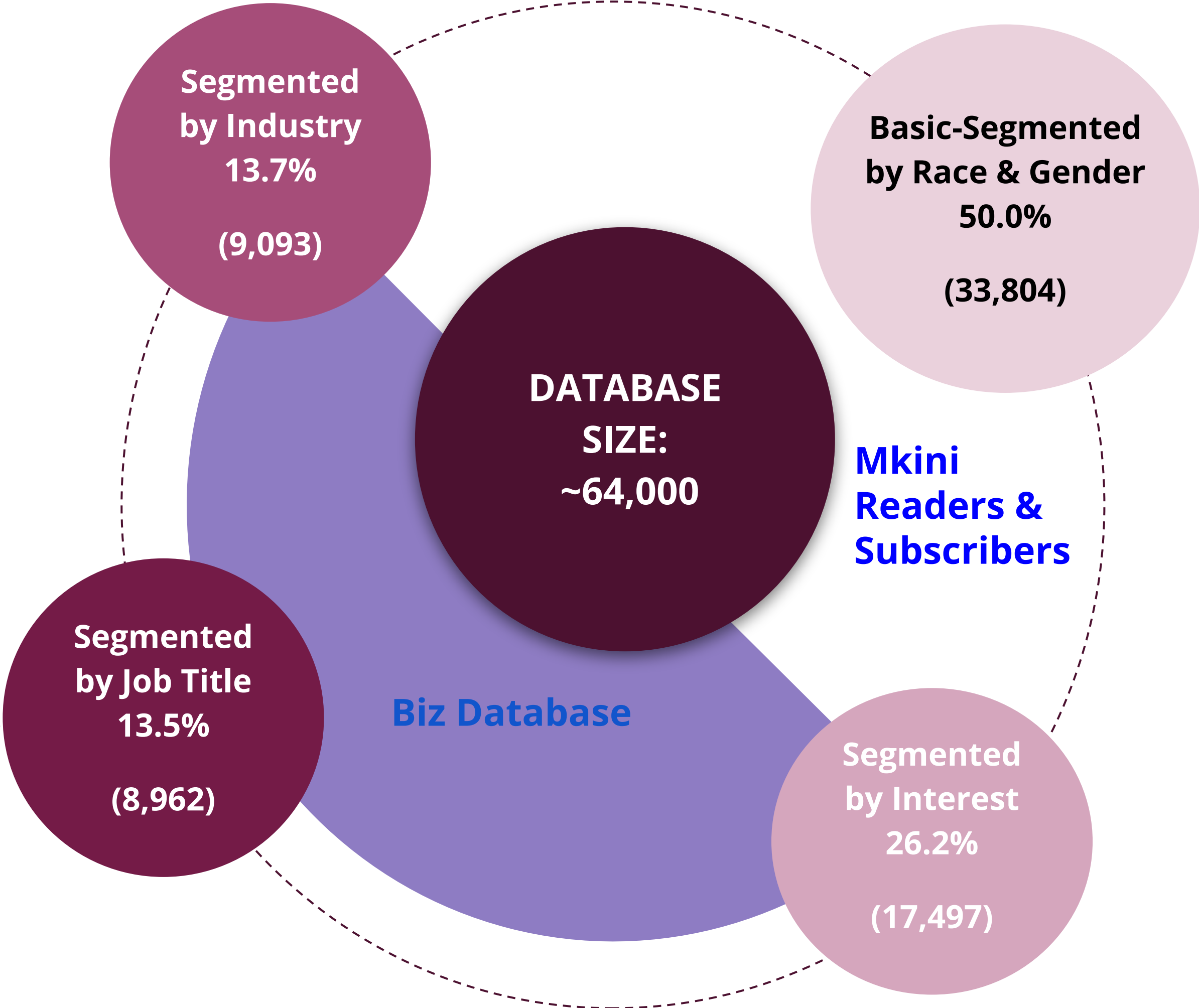
By Interest: 17,497 emails

### Basic-Segmented:

By Race & Gender: ~30,000 emails

### Non-segmented Database:

~30,000 emails



# Segmented by Job Title

(Total: **8,962 emails**)

## Top 5 Job Titles:

1. **Student - 29.7%** (2,662 emails)
2. **Directors / HODs / Snr Managers / Managers - 23.1%** (2,070 emails)
3. **Executives / Specialists - 17.6%** (1,577 emails)
4. **C-Suites / Top Management - 12.0%** (1,075 emails)
5. **Business Owner - 11.5%** (1,031 emails)

**Consultant/Advisors/Analy**

1.9%

**Educator**

3.5%

**Business**

11.5%

**C-Suites/Top Management**

12.0%

**Executives/Specialists**

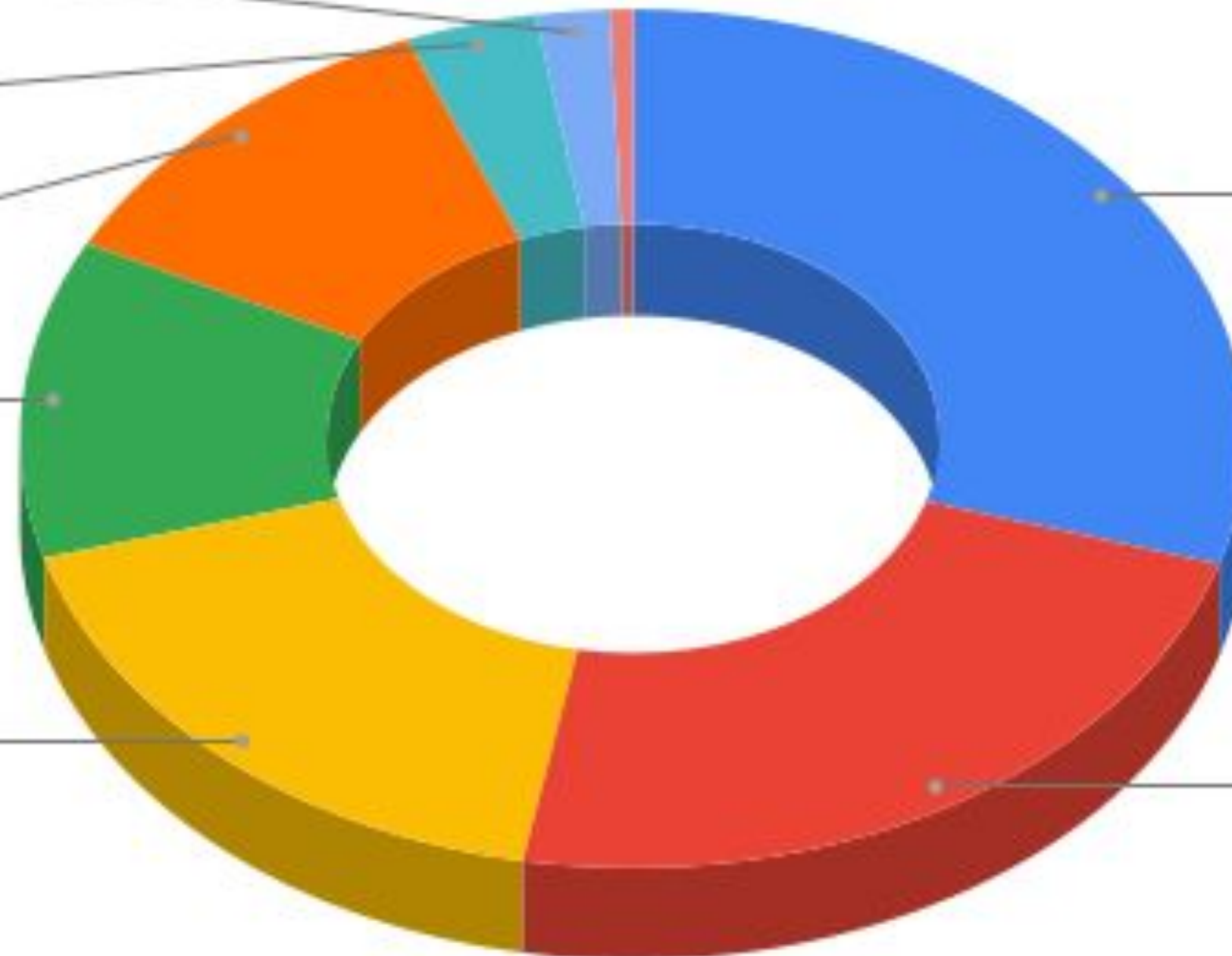
17.6%

**Student**

29.7%

**Directors/HODs/Senior**

23.1%





# Segmented by Industry

(Total: **9,093 emails**)

## Top 5 Industries:

1. **Education - 30.4%** (2,764 emails)
2. **Technology - 17.0%** (1,546 emails)
3. **Finance & Investment - 7.2%** (655 emails)
4. **Consultancy - 6.1%** (555 emails)
5. **Govt, Agencies & Embassy - 6.0%** (546 emails)

**Safety, Security, Legal**

1.5%

**Services**

1.7%

**Engineering &**

2.0%

**Real Estate & property**

2.5%

**E-commerce & Logistics**

2.6%

**Business & Information**

2.8%

**Manufacturing**

3.8%

**Media, PR &**

4.4%

**Health & Insurance**

4.8%

**Govt, Agencies &**

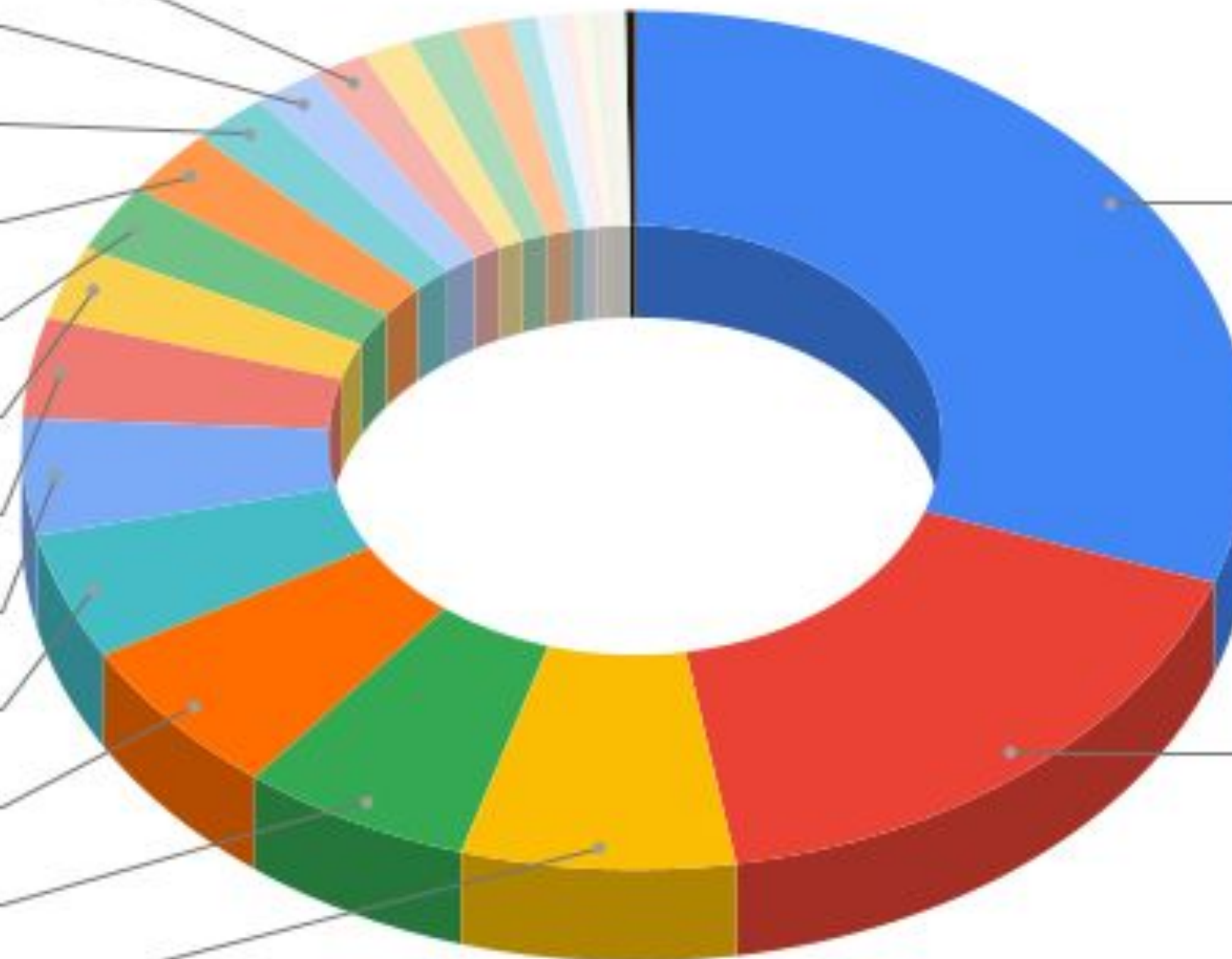
6.0%

**Consultancy**

6.1%

**Finance & Investment**

7.2%



**Education**

30.4%

**Technology**

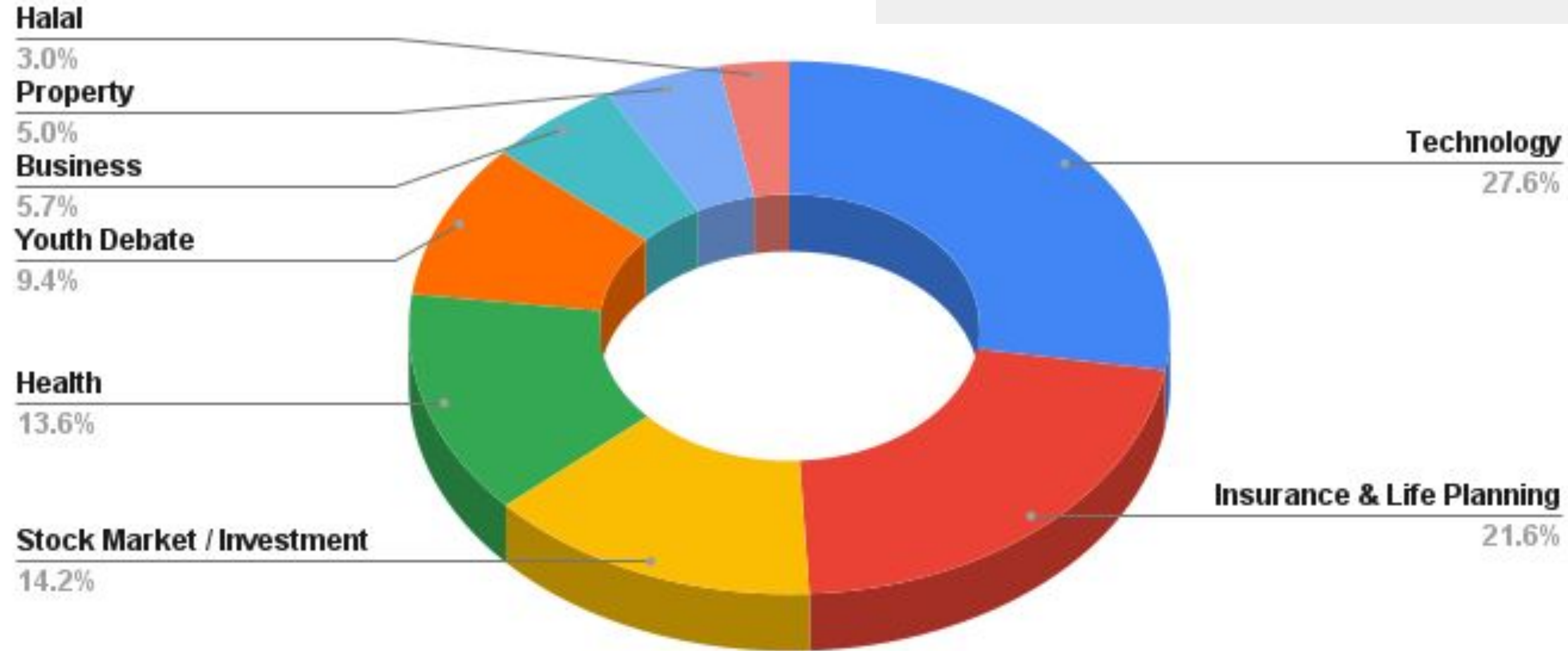
17.0%

# Segmented by Interest

(Total: **17,497 emails**)

## Top 5 Interest:

1. **Technology - 27.6%** (4,823 emails)
2. **Insurance & Life Planning - 21.6%** (3,779 emails)
3. **Stock Market / Investment- 14.2%** (2,487 emails)
4. **Health - 13.6%** (2,384 emails)
5. **Youth Debate - 9.4%** (1,644 emails)





# TOP IN TECH

**Hashvne @ Shashah**

**Manager, Media Strategy Planning**

[hashvne@malaysiakini.com](mailto:hashvne@malaysiakini.com) | 013-359 2776

**Lina Shalni**

**Executive, Media Strategy Planning**

[lina@malaysiakini.com](mailto:lina@malaysiakini.com) | 017-728 7395

**Chia Ting Ting**

**Chief Commercial Officer**

[tingting@malaysiakini.com](mailto:tingting@malaysiakini.com) | 019 - 665 2392