

kiniTV

MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA

Prepared by

FC MEDIA



AUDIENCE INTEREST SEGMENTS

Top 10 Categories



Entertainment
144,800



Lifestyle & Hobbies
67,712



News & Politics
96,326



Health & Sports
59,679



Food & Dining
50,800



Business & Finance
25,197



Travel
31,521



Shoppers
27,773



Technology
26,157



Auto Enthusiast
17,088

Source: Google Analytics, Aug 2024

AUDIENCE DEMOGRAPHIC

GENDER GROUP



Male

53.66% (D)

60.77% (M)

More than 70% of the audience are male readers



Female

43.34% (D)

39.23% (M)

AGE GROUP

The higher reader group audience is in the age group of 45 to 54



18 - 24



25 - 34



35 - 44



45 - 54



55 - 64



65+

6.99% (D)	12.52% (D)	16.07% (D)	26.51% (D)	18.51% (D)	18.76% (D)
1.10% (M)	4.67% (M)	20.89% (M)	28.03% (M)	30.80% (M)	14.52% (M)

Source: Google Analytics, Aug 2024 (Overall)

TRAFFIC LOCATION (By State)

Region	Views	Total users
Kuala Lumpur	56,543	31,988
Selangor	20,966	10,752
Johor	5,329	3,294
Sarawak	4,717	2,536
Penang	4,361	2,233
Perak	3,877	2,043
Sabah	3,238	1,664
Kedah	1,898	1,096
Pahang	1,771	1,065
Negeri Sembilan	1,613	991
Malacca	1,330	817
Kelantan	1,082	662
Terengganu	912	552
Perlis	219	137
Putrajaya	207	161
Bangkok	206	92
Labuan	47	34

Source: Google Analytics & Social Media, Aug 2024 (Overall)

TRAFFIC (READERS & FOLLOWERS)



17,526

Overall Monthly **Desktop** Unique Readers

49,993

Overall Monthly **Desktop** Pageviews

4,652,088

Collective **Social Media** Followers

123,991

Overall Monthly **Mobile** Unique Readers

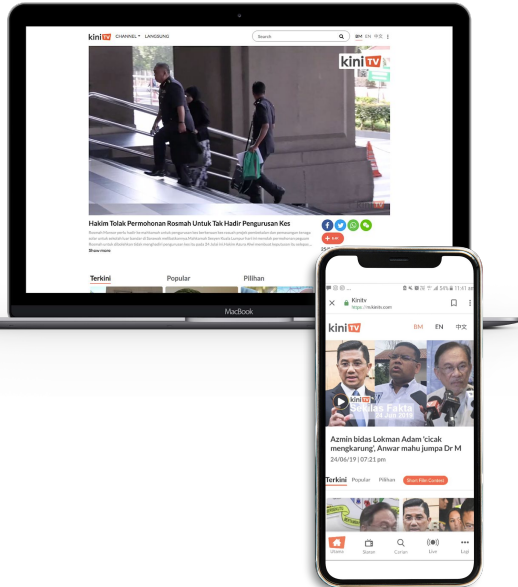
344,735

Overall Monthly **Mobile** Pageviews

Source: Google Analytics & Social Media, Aug 2024 (Overall)

AUDIENCE FIGURES (Desktop & Mobile)

Desktop & Mobile



Unique Visitors



Page Views



Session Duration

EN

20,598

56,670

00:02:15

BM

81,350

243,012

00:02:19

CN

39,569

95,046

00:02:53

Source: Google Analytics, Aug 2024

KINITV SOCIAL MEDIA PLATFORM

facebook

ENGLISH

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

>600 K



Followers

>100 k monthly Post Reach

>146 k monthly Video Views

GENDER



Male

70%



Female

30%

AGE (OVERALL)



18 - 24

4%



25 - 34

27%



35 - 44

30%



45 - 54

19%



55 - 64

12%



65+

8%

facebook

MALAY

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

>1.1 mil



Followers

>588 k monthly Post Reach

>1.3 mil monthly Video Views

GENDER



Male

73%



Female

27%

AGE (OVERALL)



18 - 24

4%



25 - 34

27%



35 - 44

32%



45 - 54

18%



55 - 64

12%



65+

7%

facebook

CHINESE

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

>567 K



Followers

>310 k monthly Post Reach

1.1 mil monthly Video Views

GENDER



Male

67%



Female

33%

AGE (OVERALL)



18 - 24

3%



25 - 34

17%



35 - 44

27%



45 - 54

24%



55 - 64

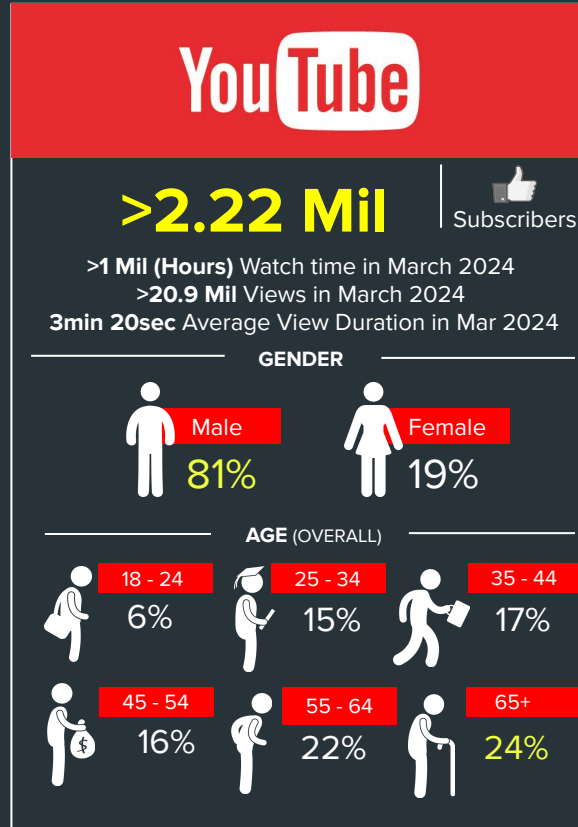
17%



65+

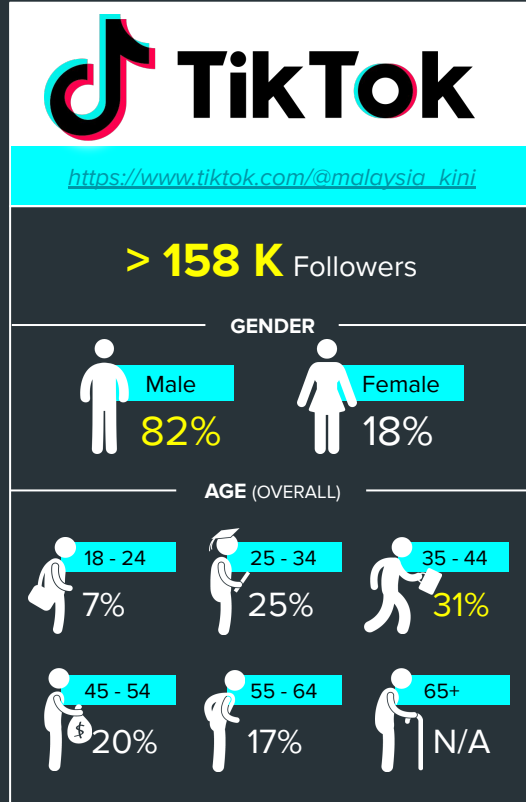
12%

KINITV SOCIAL MEDIA PLATFORM



Social Media Platforms [August 2024]

MALAYSIAKINI & KiniTV TikTok Platforms



Analytics

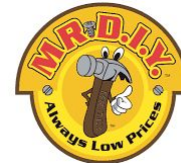
Engagement

Average Video Views: **11 mil**

Average Video Shares: **>37k**

Average Video Likes: **> 237k**

Advertisers:

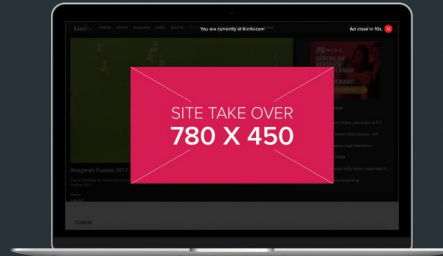


STANDARD & OUT OF PAGE AD UNITS (DESKTOP)

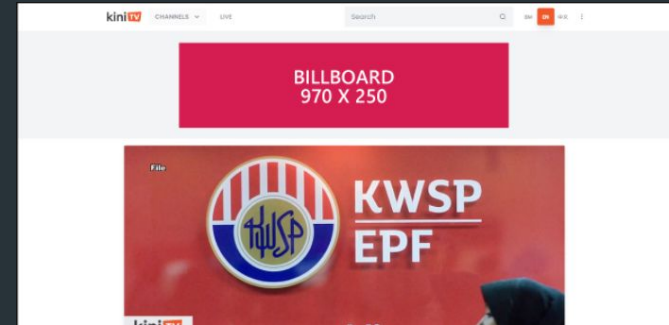
BALLOON AD



SITE TAKE OVER



BILLBOARD



STANDARD & OUT OF PAGE AD UNITS (MOBILE)

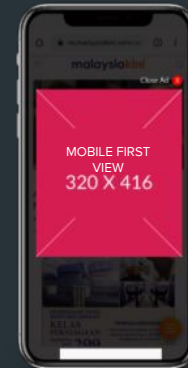
MOBILE ENGAGEMENT



MOBILE CARD



MOBILE FIRST VIEW



RATE CARD (DESKTOP & MOBILE & SOCIAL MEDIA)

Desktop & Mobile		
Ad Unit	KiniTV	Rate (CPM)
Site Take Over	Desktop	RM 40 (1 view/UV/12 hours)
Top Billboard		RM 30
Balloon Rectangle Video		RM 30 (1 view/UV/12 hours)
Mobile First View	Homepage	RM 40 (1 view/UV/12 hours)
Mobile Card/ Mobile Engagement	Mobile	RM 30 (1 view/UV/12 hours)

Social Media				
Ad Item	KiniTV	Language	Posting Format	Rate (Per Post per Page)
Social Media Posting	Facebook	EN, BM, CN	Video, Article, Images, URL, Hashtag, Handshake/ tag with client's social media page. <i>*Boosting to target specific audience group is available</i>	RM 2,000
	Youtube	EN, BM, CN		RM 2,000
Ad Item	KiniTV	Language	Posting Format	Rate (Per Live-Stream Per Page)
Live Stream	Facebook	EN, BM, CN	Period: < 45 min	RM 5,000
	Youtube	EN, BM, CN	Live Content: Forum, Conference, Talkshow, Event Launching, Interview	RM 5,000

FOR CUSTOM MADE PROPOSAL:

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

***T&C:** For SocMed campaign that involve boosting services, the total boosting cost should NOT be more than 40% of total ad buy amount.

RATE CARD (DESKTOP & MOBILE & SOCIAL MEDIA)

Desktop & Mobile				
Ad Unit	KiniTV	Rate (CPM)	Impressions	Total (RM)
Site Take Over	Desktop	RM 40 (1 view/UV/12 hours)	100,000	4,000
Top Billboard		RM 30	100,000	3,000
Balloon Rectangle Video		RM 30 (1 view/UV/12 hours)	100,000	3,000
Mobile First View	Homepage	RM 40 (1 view/UV/12 hours)	100,000	4,000
Mobile Card/ Mobile Engagement	Mobile	RM 30 (1 view/UV/12 hours)	100,000	3,000

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MEDIA REPORTING & EVENTS NEWS COVERAGE

01 **KiniTV Bulletin News**

02 **Branded Capsule**

03 **Video Ad Items**

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 2 postings times daily** (8pm & 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

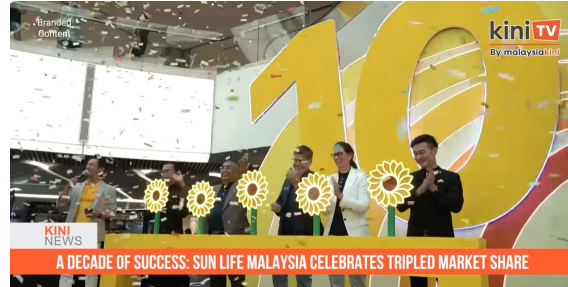
- English **Kini News** : **>30K** daily
- Bahasa Malaysia **Sekilas Fakta** : **>40K** daily
- Chinese **Kinitv快报** : **>30K** daily

Source: Social Media, December 2023

BRANDED CAPSULE (Duration: 1.5 min)



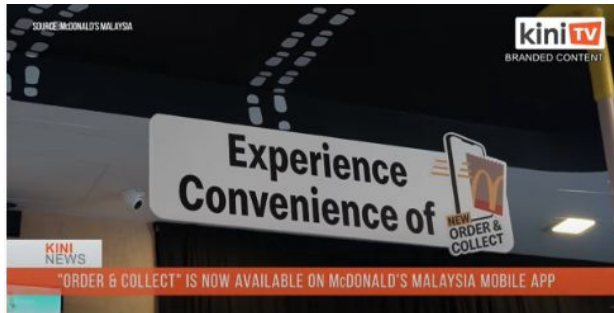
Bank Islam
Branded Capsule
(timecode: 11:11 onwards)



Sun Life Malaysia
Branded Capsule
(timecode: 10:34 onwards)



TikTok Shop
Branded Capsule
(timecode: 14:04 onwards)



McDonald
Branded Capsule
(timecode: 09:30 onwards)



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



Ministry of Finance (MOF)
Branded Capsule
(standalone)

VIDEO AD UNITS



Pre-Roll (Skippable after 5sec, Clickable)

Video File: MP4 (Size limit: 2MB)
Duration: **max 30 seconds**

***Please also provide a landing URL and short caption for this ad**
***Run across ALL KiniTV News Videos**
(only on KiniTV Desktop & Mobile sites)



Opening Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file
Duration: **max 10 seconds**

***Run on KiniTV Bulletin News** (Desktop, Mobile, FB & YT)

VIDEO AD UNITS



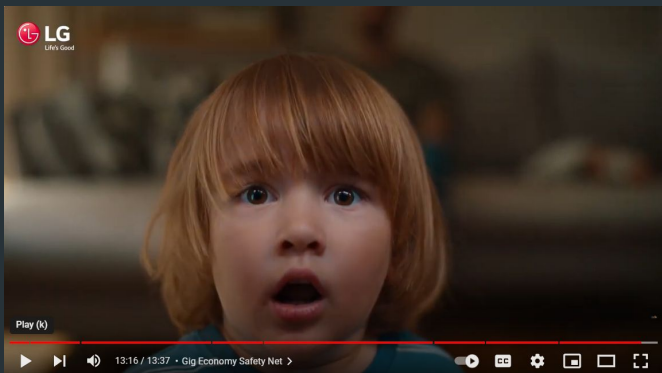
Mid-Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file

Duration: **max 15 seconds**

***Run on KiniTV Bulletin News** (Desktop, Mobile, FB & YT)

***inserted around midway or at 3/4 of the news**



End-Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file

Duration: **max 30 seconds**

***Run on KiniTV Bulletin News** (Desktop, Mobile, FB & YT)

***inserted around midway or at 3/4 of the news**

VIDEO AD UNITS



Overlay (Non-Skippable & Non-Clickable)

Format File: Image in PNG (Resize done by FG Media)

Duration: **Appear 2 times x 30 seconds each**

***Client's Product/ Logo/ Promo Code**

***Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)**



Backdrop Insertion (Non-Skippable & Non-Clickable)

Format File: Image in PNG (Resize done by FG Media)

Duration: **Appear throughout the bulletin news**

***Client's Product/ Logo Placement**

***Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)**

KINITV BULLETIN NEWS RATE CARD

Programme	Ad Items	Rate
KiniTV Bulletin News (EN) Kini News (BM) Sekilas Fakta (CN) 'Kinitv快报' Bulletin News Circulation: KiniTV Desktop & Mobile KiniTV Facebook KiniTV Youtube Malaysiakini Desktop & Mobile Malaysiakini Facebook	Branded Capsule Insertion Format: Media Reporting Video Clip Duration: < 2 min Language: EN / BM / CN	RM 20,000 per insert per language <i>(Video production included)</i>
	Opening Montage / Backdrop Insertion Format: TVC video / Static image Duration: < 10 sec <i>(non-skippable & non-clickable)</i> / Throughout Language: EN / BM / CN	RM 15,000 per week per language <i>(TVC ad or image provided by client)</i>
	Pre-Roll Format: TVC video Duration: < 30 sec <i>(clickable & skippable after 5 secs)</i> Language: EN / BM / CN	RM 10,000 per week per language <i>(TVC ad provided by client)</i>
	Overlay Format: Image (animation) Duration: 2 times x 30 sec <i>(non-skippable & non-clickable)</i> Language: EN / BM / CN	RM 10,000 per week per news language <i>(Image provided by client)</i>

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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** :
~5 mil Users monthly , ~50 mil Pageviews monthly, >12 mil SocMed Followers

TING TING

tingting@malaysiakini.com
019-665 2392

LINA SHALNI

lina@malaysiakini.com
017-728 7395

SYAHIRAH IBRAHIM

syahirah@malaysiakini.com
017-619 0307

YEE SUN LEE

yeesun@malaysiakini.com
012-611 3593

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

Website: www.fgmedia.my