

tvsv

Channel 122 MYTV, Unifi TV & Astro

WE INSPIRE
YOUR WORLD



tvstvmy
TVS Entertainment



www.tvstv.my

Connecting the world to Sarawak

Our story began in 2020 with a mission to share stories that inspire, educate and empower people. From journalists who unravel exciting events to filmmakers who travel deep into the rainforest - we focus on one purpose: to share authentic stories from Sarawak.



What we offer

- 1 Award Winning Programs
- 2 Award Winning Journalists
- 3 News and current affairs

Television Channel

- 1 TV Program and Live Broadcast
- 2 Television programming and broadcasting activities

Documentary



Magazine



Entertainment



Drama Series



why tvs ?

- 1 Consistent Viewership**
TVS' viewership in East Malaysia (Sabah & Sarawak) is constantly growing.
- 2 Household Penetration**
88% TV Household Penetration through MYTV, Unifi TV and Astro in Sarawak and nationwide.
- 3 Maximising Visibility**
Maximise your media visibility throughout Sarawak.
- 4 Mobile Platform**
Available on mobile platforms such as MYTV Mana-Mana, NJOI and leading social media.
- 5 Window to Sarawak**
The window to Sarawak's diverse culture and tradition.

Award-winning journalism and critically-acclaimed content

Our passion to inform and entertain has been recognised by both national and regional awards.

- ❶ MPI - Petronas Malaysian Journalism Awards 2022
- ❷ 10th Anak Sarawak Awards 2023
- ❸ OSH Practitioners and Media Award 2022
- ❹ Kenyalang Journalism Awards 2022

MPI-PETRONAS MALAYSIAN JOURNALISM AWARDS 2022



Febbright Ansie
anak James Tuba



Abdul Aziz
bin Soleh

BEST NEWS VIDEO



WINNER FOR BUSINESS EXCELLENCE BROADCAST JOURNALISM 10TH ANAK SARAWAK AWARDS 2023



Daryll Law



OSH PRACTITIONERS AND MEDIA AWARD 2022



Odleen Catherny
Anak Morfor



Abdul Aziz
bin Soleh



KENYALANG JOURNALISM AWARDS 2022



Muhammad Hafeezur
Rahman bin Muzamir



Mohamad Fiqri
bin Razak

**BUSINESS & ECONOMIC NEWS
JOURNALISM AWARD**



Odleen Catherny
Anak Morfor



Tan Tze Yung

**BUSINESS & ECONOMIC NEWS
JOURNALISM AWARD**



Khairil Zharif Affindie



Awang Azmil
bin Awang Ahmad

**BUSINESS & ECONOMIC NEWS
JOURNALISM AWARD**



Muhammad Hafeezur
Rahman bin Muzamir



Mohamad Fiqri bin Razak

KENYALANG JOURNALISM AWARDS 2022



Odleen Catherny
Anak Morfor



Tan Tze Yung

SUSTAINABILITY JOURNALISM AWARD

CATEGORY - BROADCAST



Jeeridyne-Eve
Chan Sue-En



Tan Tze Yung

SUSTAINABILITY JOURNALISM AWARD

CATEGORY - BROADCAST



Salasiah
binti Safian

COMMUNITY WELL-BEING JOURNALISM AWARD



Nurul Nur Akmal
binti Mohamad Salleh

BROADCAST JOURNALISM AWARD



Madeline Anak Dugat

DIGITAL ECONOMY JOURNALISM AWARD

CATEGORY - TV

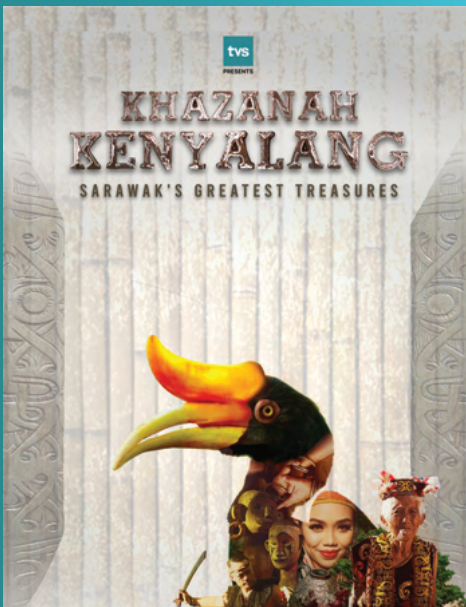


Anugerah Seri Angkasa 2022 Finalist



Top 5 Kategori Drama TV Terbaik
Top 5 Kategori Penataan Cahaya Terbaik

Asian Television Awards 2022



Top 5 Kategori Dokumentari TV Terbaik



Top 5 Kategori Majalah TV Terbaik



Nominees for Best Infotainment Program



Nominees for Best Comedy Program

TV

as of August 2023

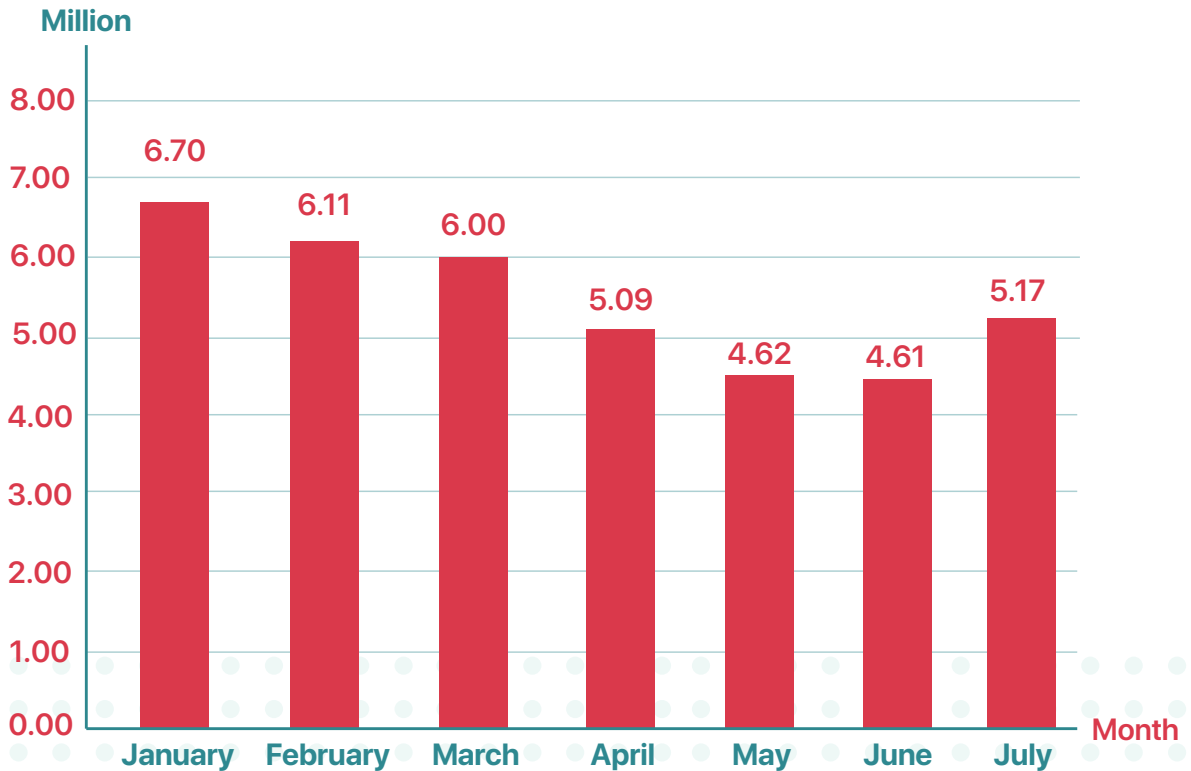
Total Average Monthly Reach

7.57 Mil

5.7 Mil (MYTV) and 2.1 Mil (Astro)

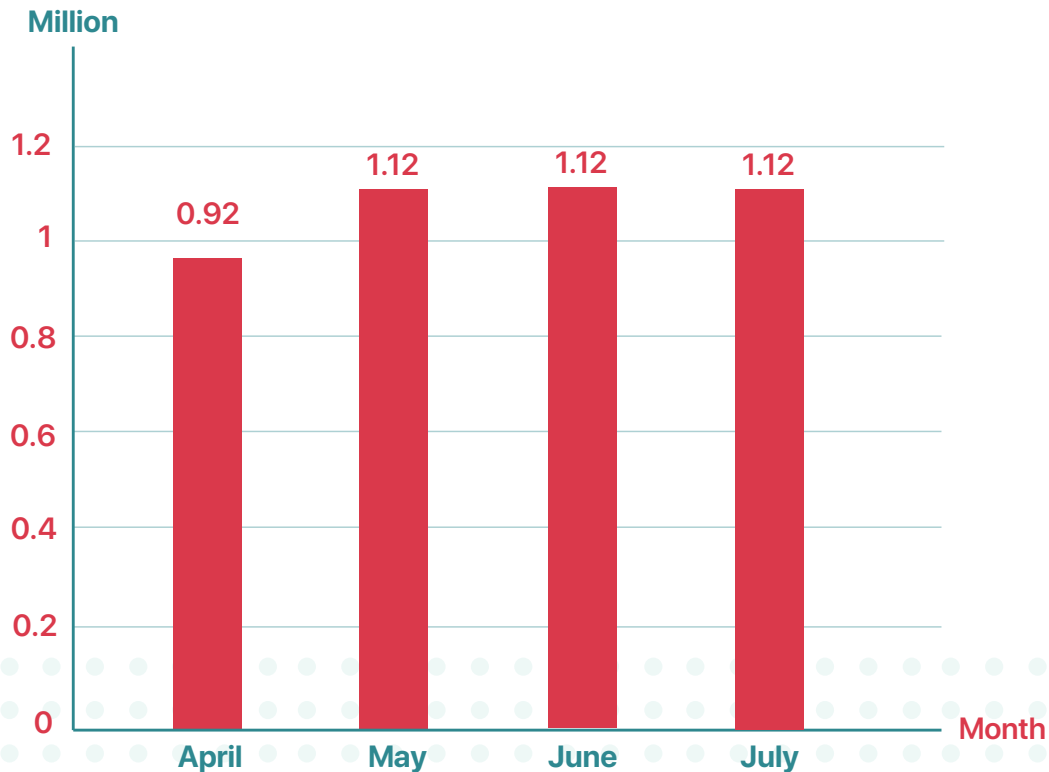


MYTV Channel 122 Monthly Views (Peninsular Malaysia)



Source: MYTV and Nielson (September 2023)

MYTV Channel 122 Monthly Views (Sabah and Sarawak)



Source: MYTV and Nielson (September 2023)

Demographic on Astro Channel 122

Audience's Gender



56%



44%

Audience's Occupation

Housepersons

39%

Students

28%

Professionals, Managers,
Executives and Businessmen
(PMEB's)

26%

Blue
Collars

5%

Audience's Ethnic

Malay

41%

Bumiputera

41%

(Refers to East
Malaysia audience)

Others

13%

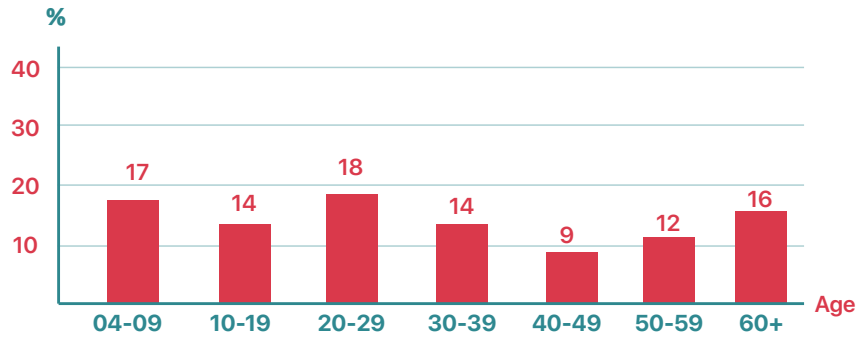
Chinese

1%

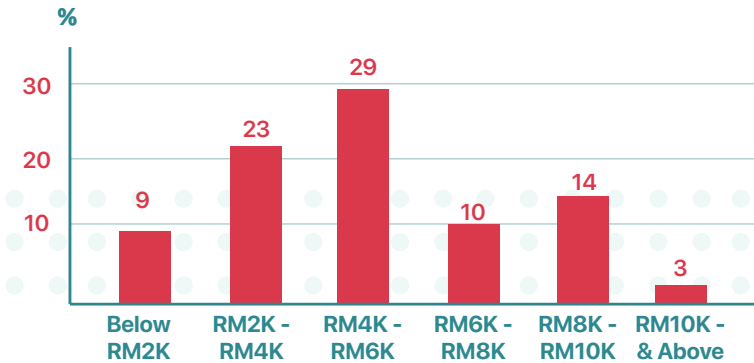
Indian

1%

Followers/ Audience Age Group



Audience's Monthly Household Income



Digital

In this modern era, TVS takes advantage of the vast digital platforms mainly Facebook, Instagram, TikTok and Twitter to supply you the latest news and current affairs from all around the globe.



10:14

TVS News

tvsv

@tvstvmy

1
Following

677.5K
Followers

10.3M
Likes

Message

Add Yours

Website

<https://tvstv.my>

Email

Add Yours

Menginspirasi duniamu di Saluran 122 MYTV, Unifi TV & Astro

Dialog TVS: ROSA

Hari Malaysia 2023

Kemb

UTAMA

Laporan penuh jam 8 malam ini

13.0K

66.2K

ISRAEL LANCAR SERANGAN UDARA BAHARI DI GAZA

PENYANDUNG KUTIP SAMPAN BELESAH BSMF 2023

BSMP 2023 sambut pengisian pelancongan di Sarawak

BSMP 2023 terima sambutan menggalakan

Sarawak bakal pelopor ekonomi tenaga hijau



TVS TV Facebook

@tvstvmy

362,376
FOLLOWERS

Post Reach



12.8M

Engagement



3.5M

Gender

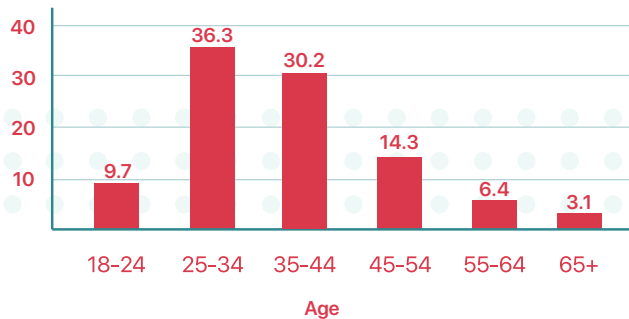


43%



57%

Followers/ Audience Age Group





TVS TV (Entertainment) Facebook

<https://www.facebook.com/tvs122>

101,423
FOLLOWERS

Post Reach



7.5M

Engagement



812.4K

Gender

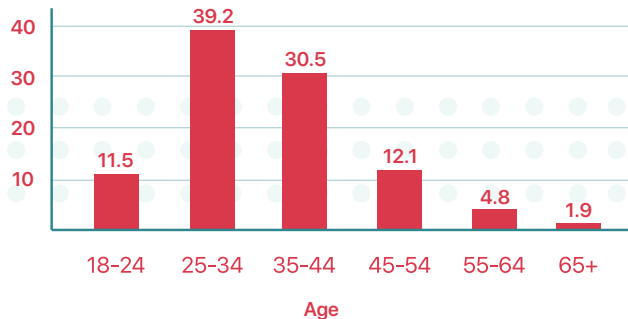


43%



57%

Followers/ Audience Age Group





@tvstvmy

65,135
FOLLOWERS

Post Reach



1.6M

Gender

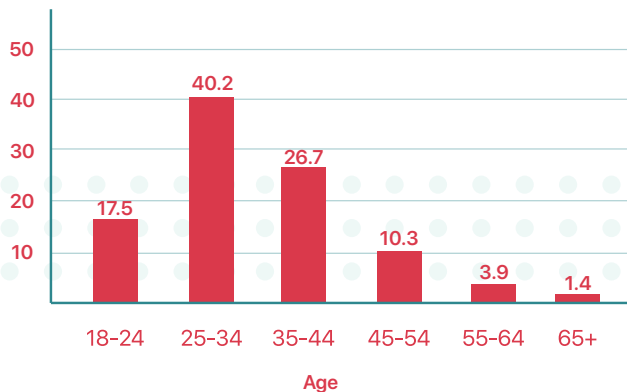


50%



50%

Followers/ Audience
Age Group



Source: Meta Business Suites (September 2023)



TVS Entertainment Instagram

@tvs_entertainment

13,746
FOLLOWERS

Post Reach



508.8K

Gender

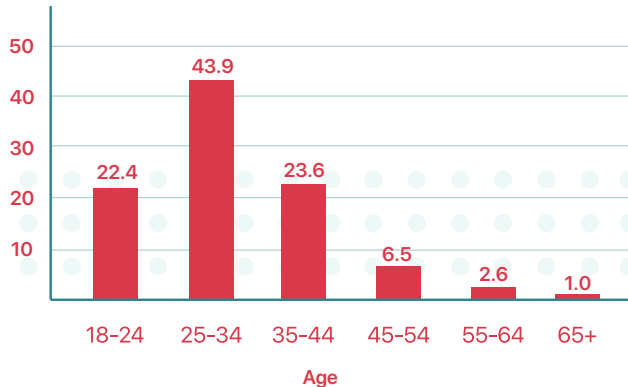


50%



50%

Followers/ Audience
Age Group



Source: Meta Business Suites (September 2023)



TVS YouTube

@tvstvmy

93,500

FOLLOWERS

Video Views



14.9M

Engagement



346.3K

Gender

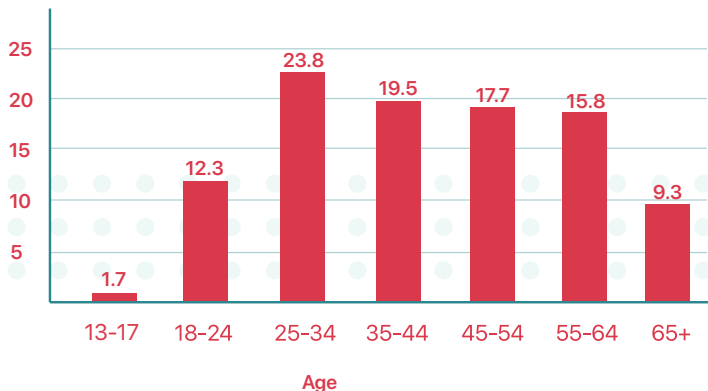


30%



70%

Followers/ Audience
Age Group



Source: Youtube Analytics (September 2023)



TVS Entertainment YouTube

@TVSEntertainment

14,000
FOLLOWERS

Video Views



1.7M

Engagement



46.8K

Gender

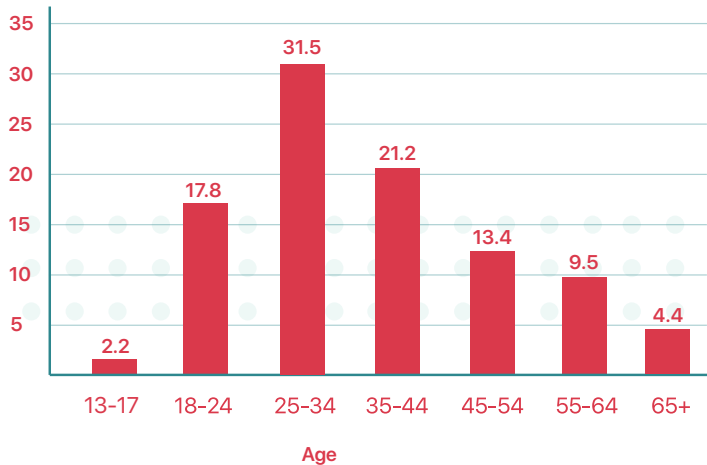


37%



63%

Followers/ Audience Age Group



Source: Youtube Analytics (September 2023)



TVS TikTok

@tvstvmy

675,562
FOLLOWERS

Video Views



87.6M

Engagement



3.7M

Gender



39%



61%



TVS Entertainment TikTok

@tvs_entertainment

72,974
FOLLOWERS

Video Views



5.6M

Engagement



282.9K

Gender



43%



57%



LinkedIn

<https://my.linkedin.com/company/tvstvmy>

3,873
FOLLOWERS



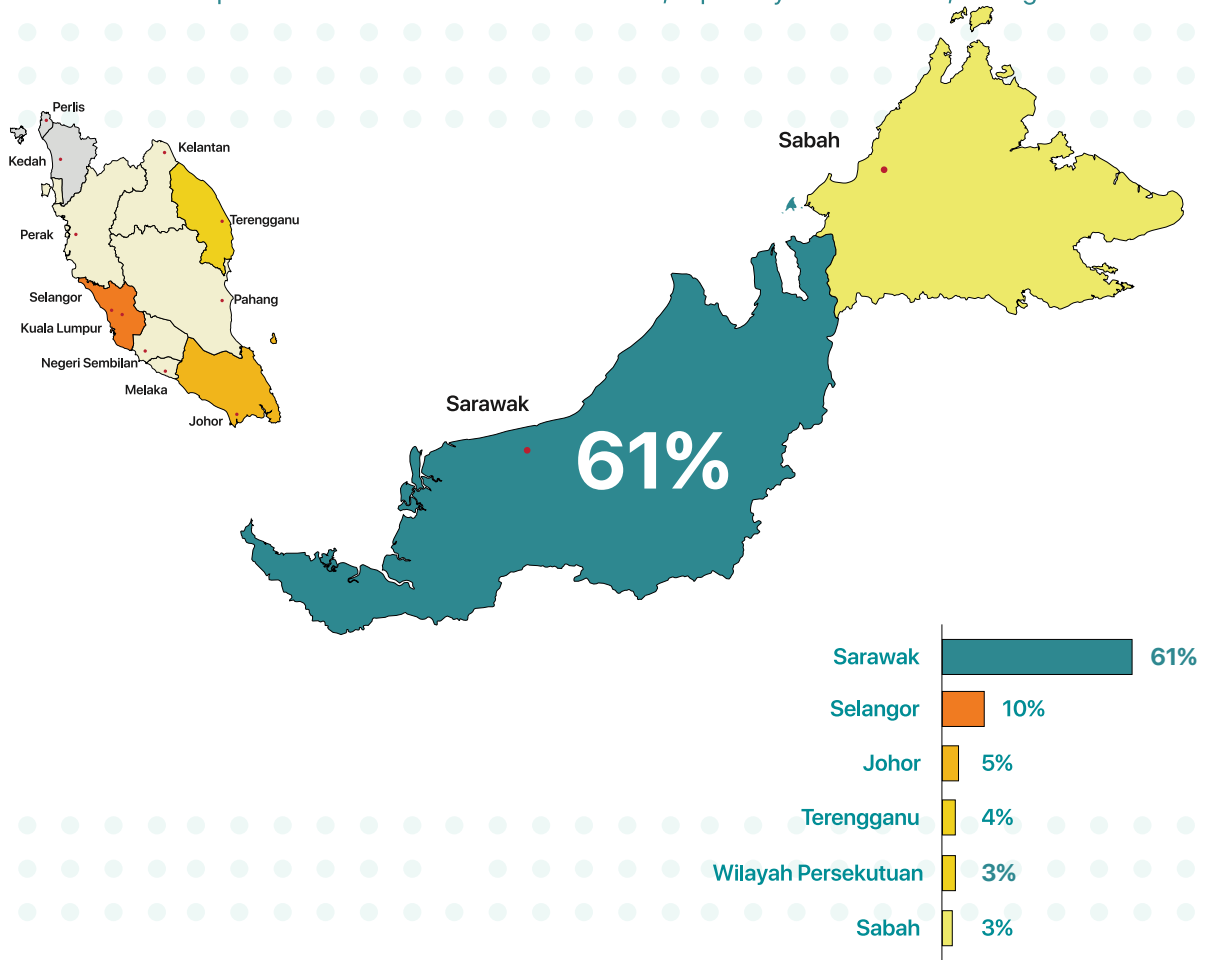
TVS News Twitter

@tvstvmy

9,913
FOLLOWERS

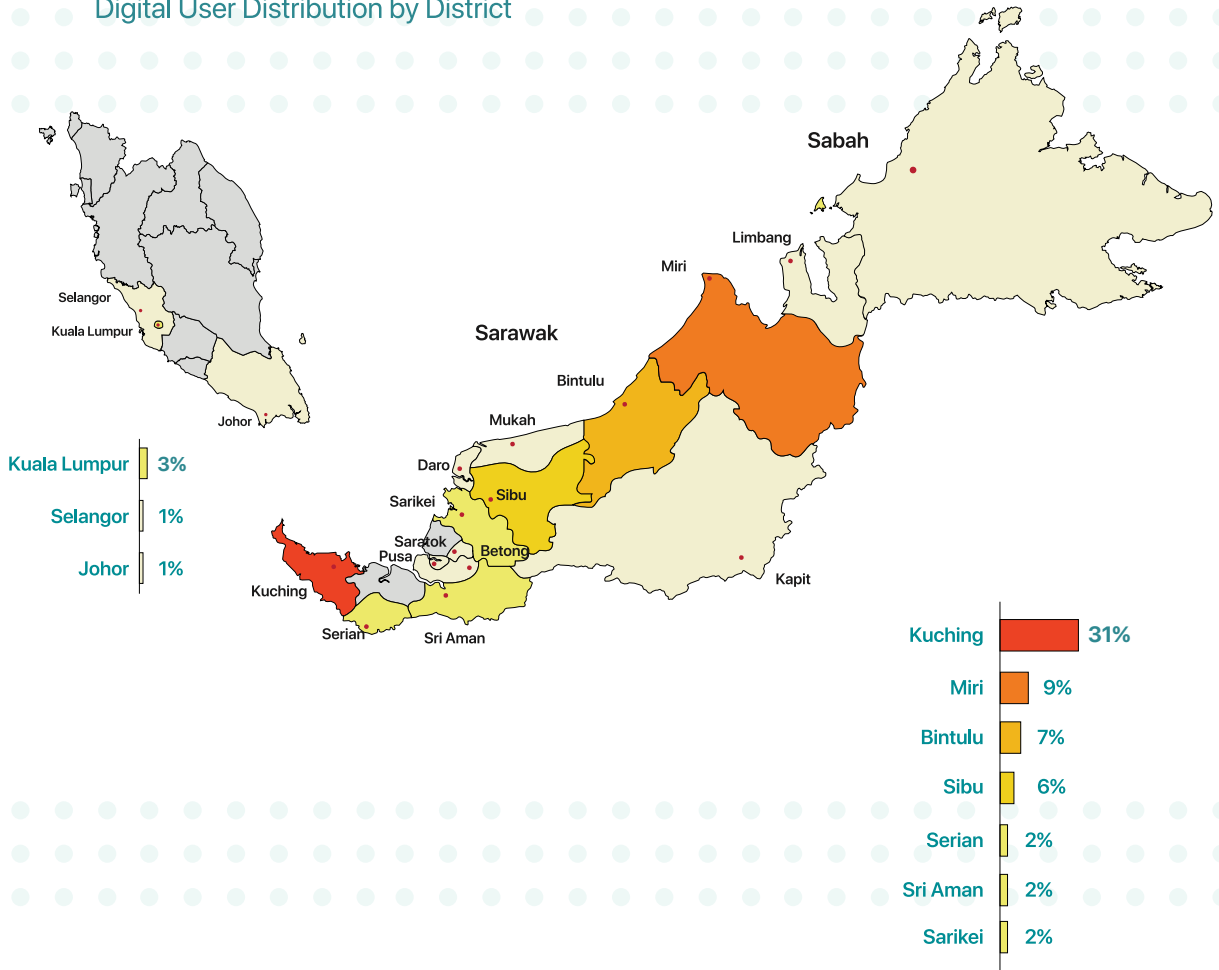
TVS Broadcast Demographics

Our content sparks the interest of viewers nationwide, especially from Sarawak, Selangor and Johor.



Digital Followers Demographics

Digital User Distribution by District

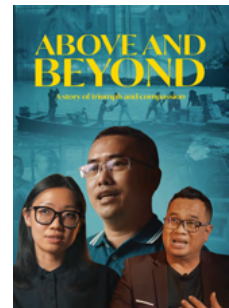


We are storytellers

Everywhere, there are stories just waiting to be heard. That is why our dynamic team is always on the move to seek what's untold and go beyond the narration by highlighting hyperlocal events, live concerts, exciting shows, and award-winning documentaries



Our Programs





TVS Prihotin

Borneo
from ABOVE

ghazpirasi[★]
musim kedua



SejahteraASIA



Rhythm
BORNEO

TEATER MUZIKAL
IRAMA
LAGU



LEGASI
SENI

H-CAPITAL
WITH
Balgis



It
Must be
Nice



LUCU EH

suara
wanita



BRAND
PULSE



MUDA &
BIJAK



Inovasi
PertiwiKu



爱情下的
创业故事

TWENTY30

WEEKEND
VIBES



H I A S



TVS
UNPLUGGED

Biz
Chat

VISI



TVS
SOUNDTRAXX

Multilingual and multiplatform news

We strive to keep you informed and entertained on TV and digital formats with stories, information, and insight on key subjects and trending topics. Not least we keep you up to date on the people of Sarawak, Malaysia, and the world.



BERITA tvs

BERSIARAN SETIAP HARI

7:00 PAGI

12:00 TENGAH HARI

4:55 PETANG

Diversity and inclusion

We believe in the power of diversity and inclusion to make a difference. Our frontliners – hosts and anchors – communicate our passion and purpose in four main languages: Malay, English, Mandarin, and Iban.



**TVS brings you
the latest local
and international
news daily.**



Berita TVS

7:00 PAGI

12:00 TENGAH HARI

4:55 PETANG

Berita Iban TVS

11:00 PAGI

7:00 MALAM

华语新闻 (Re Bao)

下午**1**时 傍晚**6**时

Utama

8:00 MALAM

Nightline

11:00 PM

Rate Cards

TV Airtime Rates

Seconds	10	15	20	25	30	35	40	45	50	60
X1(RM)	300	450	600	750	900	1,050	1,200	1,350	1,500	1,800
X2(RM)	600	900	1,200	1,500	1,800	2,100	2,400	2,700	3,000	3,600
X3(RM)	900	1,350	1,800	2,250	2,700	3,150	3,600	4,050	4,500	5,400
X4(RM)	1,200	1,800	2,400	3,000	3600	4,200	4,800	6,750	6,000	7,200

Calculation reference for the Published Rates;

[Published Rates x Multiplier(X Tier)]

Example Calculation for Programmes using Multiplier X2:

10 secs TVC = RM 300 x 2 = RM900

20 secs TVC = RM 600 x 2 = RM1200

30 secs TVC = RM 900 x 2 = RM1800

Remarks:

- 1. The rates are not inclusive of government taxes or taxes of similar nature.
- 2. 6% service tax will apply upon issuance of invoice.
- 3. The airtime rates are subject to change from time to time.

Sponsored Content

Media Entitlement	Duration	Rate
Sponsored Content	1 min	RM 1,800

Terms and Conditions:

1. The RM1,800 rate is applicable for 1 episode of a 30 minutes programme.
2. The airtime rates are subject to change from time to time.

News (Special Report)

Media Entitlement	Duration	Rate
News (Special Report)	3 mins	RM 5,400

Terms and Conditions:

1. The airtime rates are subject to change from time to time.

TV Commercial (TVC)

Media Entitlement	Duration	Rate
TVC Spot Buy	10 secs	RM 300
	30 secs	RM 900
	60 secs	RM 1,800

Live Telecast

Media Entitlement	Duration	Rate
Live Telecast	Max. 120 mins	RM 108,000

- Terms and Conditions:
- 1. Includes airtime, production cost (manpower included).
 - 2. Excludes MCP equipments, additional fibre/backup equipment, and broadcast transmission cost.
 - 3. Additional charges will apply for Live Telecast outside Kuching (e.g. Sibul, Miri, Bintulu, etc.)
 - 4. Additional costs such as fibre or backup equipment and fibre transmission or backup costs (satellite or wireless) for remote locations.

Guest Appearance (Commercial)

Media Entitlement	Duration	Rate
Guest Appearance	From 15 mins	From RM6,500

Terms and Conditions:

- 1. Guest appearance shall be entitled to a maximum of 15 minutes on-screen airtime.
- 2. The airtime rates are subject to change from time to time.

Brand Placement

Media Entitlement	Duration	Rate
Brand Placement	From 10 mins	From RM 4,000

Terms and Conditions:

- 1. Brand placement shall be entitled to a maximum of 10 minutes on-screen airtime.
- 2. Materials will be provided by client.
- 3. The airtime rates are subject to change from time to time.

Media Entitlement	Duration	Rate
Crawler	10 secs	RM 250
Animated Bug		RM 300
Lower Third		RM 300

Remarks:

1. The rates are not inclusive of government taxes or taxes of similar nature.
2. 6% service tax will apply upon issuance of invoice.
3. The airtime rates are subject to change from time to time.

Social Media Rate Card

Media Entitlement	Rate
Facebook / Instagram Post	RM 1,500 per post
Facebook / Instagram Story	RM 1,000 per story
Instagram Reels / FB Shorts	RM 2,000 per post
TikTok Post	RM 3,000 per post
Branded Article (Website)	RM 2,000 per article

Remarks:

1. The rates are not inclusive of government taxes or taxes of similar nature.
2. 6% service tax will apply upon issuance of invoice.
3. The airtime rates are subject to change from time to time.

Digital Billboard



Operations Time: 6.30 am - 12.30 am daily
Operation Hours: 18-hours
Location: Taman Heritage, Kuching, Sarawak
Type of Billboard: Double Vision

Screen Size	20 ft. x 50 ft. - 6.133 (h) x 15.36m (w)
LED Type	P16 Outdoor Full Colour LED Display
Display Resolution	960 px (w) x 384 px (h)
Frame Rate	25 FPS or below
Pixel Pitch	16 mm
Refresh Rate	1,920 Hz
Colour Capacity	RGB 94.4 (Trillion Colour)
Supported Video Format	.mp4, .avi, .mpeg, .mp3, .wma, .mov
Viewing Angle	120 Degree (horizontal) x 60 Degree (vertical)
Viewing Distance	16 ft. (ideal)

SINGLE SCREEN

No. of Spots / Hour	Appearance per Day	Appearance per Week	Appearance per Month
1 (3-mins cycle)	360	2,520	10,800
Rates	RM 300	RM 2,100	RM 9,000

DOUBLE SCREEN

No. of Spots / Hour	Appearance per Day	Appearance per Week	Appearance per Month
2 (3-mins cycle)	720	5,040	21,600
Rates	RM 600	RM 4,200	RM 18,000

Remarks:

1. All advertisement duration is 15-seconds per screen per slot
2. The advertisement cycle is 3-minutes per cycle
3. The above rates are not inclusive of tax and management charge of RM500.00 per material, if applicable.
4. The airtime rates are subject to change from time to time.

For advertising opportunities, please contact:

Editorial and Business Solutions

✉ **talk2us@tvstv.my**

✉ **marketing@smg.my**

🌐 **www.tvstv.my**

☎ **+6019 814 0122**

**TVS Channel 122
MYTV, Unifi TV and Astro**

        **tvstvmy**

     **tvsv entertainment**

 **tvstv.my**