



tvS

www.tvsarawak.my

**inspirasi
duniamu**

Channel 122
MYTV, Unifi TV & Astro



Additional Full member of



Connecting the world to Sarawak

Our story began in 2020 with a mission to be Sarawak's media leader, providing reliable information, culture, and entertainment to promote national unity, informs citizens, and uphold societal values.



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tvS

What we offer

- 1 Award winning programs
- 2 Award winning journalists
- 3 News and current affairs
- 4 Branded contents
- 5 Events and promotions
- 6 Total media solutions
- 7 TV program and live broadcast

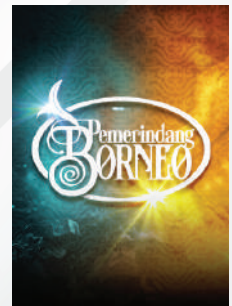
Documentary



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.

- 1 MPI - Petronas Malaysian Journalism Awards 2022
- 2 Kenyalang Journalism Awards 2023
- 3 10th Anak Sarawak Awards 2023
- 4 Spotlight Documentary Film Awards 2024 (Silver Award)
- 5 Asian Television Awards 2022
- 6 Asian Television Awards 2023
- 7 Anugerah Seri Angkasa 2022
- 8 Kuala Lumpur Eco Film Festival 2023 (Special Merit Award)

MPI-PETRONAS MALAYSIAN JOURNALISM AWARDS 2022



Febbright Ansie James Tuba



Abdul Aziz Soleh

BEST NEWS VIDEO



KENYALANG JOURNALISM AWARDS 2023

Sustainability Journalism Award



Odleen Catherny Morfor



Awang Azmil Awang Ahmad



Steward Raymond Dawi



Priscilla John Pillai



Mohd Faitullah Morni

TELEVISION AND ONLINE VIDEO

KENYALANG JOURNALISM AWARDS 2023

Business and Economic Journalism Award



Muhammad Hafeezur
Rahman Muzamir



Awang Azmil Awang Ahmad



Connie Grace Ujan



Liew Yu Phin



Ahmad Nasrullah Syurie

TELEVISION AND ONLINE VIDEO

KENYALANG JOURNALISM AWARDS 2023

Broadcast Journalism Award



Nurul Nur Akmal Mohamad Salleh



Za'im Zharfan Zanawi



Chung Siaw Yan

TELEVISION AND ONLINE VIDEO

Community Well-being Journalism Award



Febbright Ansie James Tuba



Abdul Aziz Soleh

Digital Economy Journalism Award



Febbright Ansie James Tuba



**Muhammad Hafezzur
Rahman Muzamir**

Sustainability Journalism Award



Farah Diyana Samsuddin



**Muhammad Hafezzur
Rahman Muzamir**

PRINT AND NEWS PORTAL- BAHASA MELAYU

Journalism Award *(Feature and News Feature)*



Madeline anak Dugat

PRINT AND NEWS PORTAL- BAHASA IBAN

BUSINESS EXCELLENCE BROADCAST JOURNALISM 10TH ANAK SARAWAK AWARDS 2023



Spotlight Documentary Film Awards 2024 (Silver Award)





Asian Television Awards 2022



Top 5 Kategori Dokumentari TV Terbaik



Nominees for Best Infotainment Program

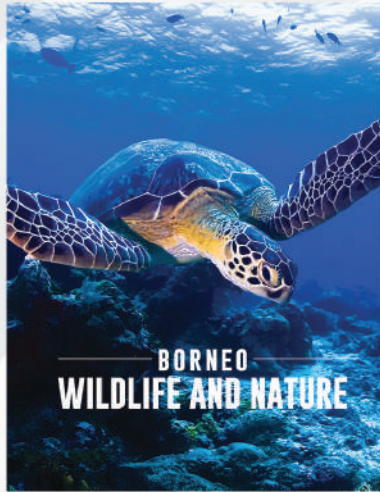


Top 5 Kategori Majalah TV Terbaik

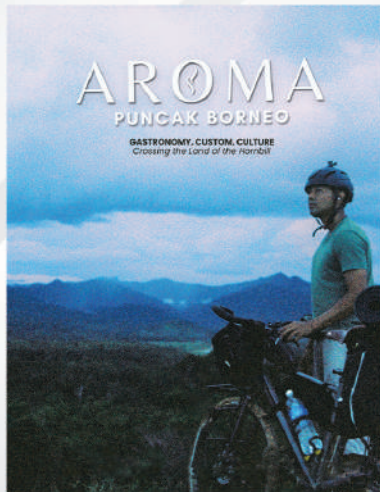


Nominees for Best Comedy Program

Asian Television Awards 2023



Best Natural History or
Wildlife Programme (Finalist)



Best Lifestyle Programme (Finalist)

Anugerah Seri Angkasa 2022 Finalist



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

TV

as of January 2024

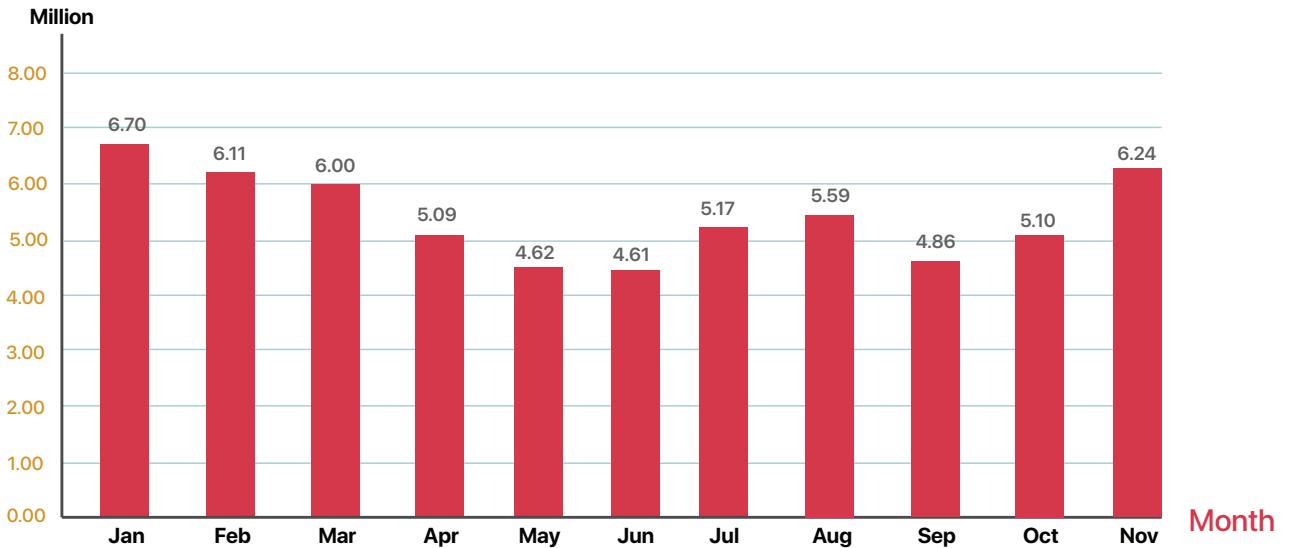
Total Average Monthly Reach

8.8 Mil

6.7 Mil (MYTV), 2.0 Mil (Astro) and 73K (Unifi TV)

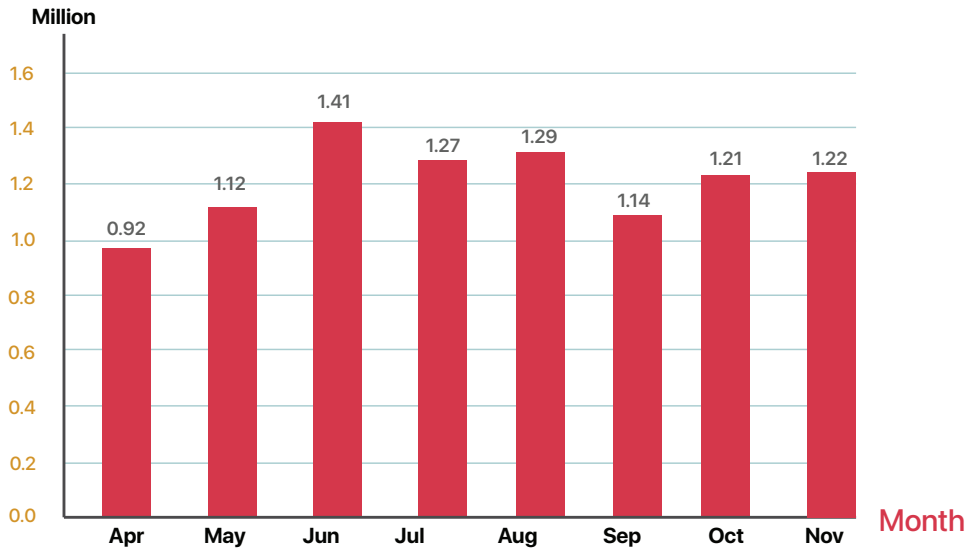
#1 choice in Sarawak news, content and more

MYTV Channel 122 Monthly Views (Peninsular Malaysia)



Source: MYTV and Nielson (September 2023)

MYTV Channel 122 Monthly Views (Sabah and Sarawak)



Demographic on Astro Channel 122

Audience's Gender



52%



48%

Audience's Occupation

Housepersons

35%

Students

29%

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

29%

Blue
Collars

5%

Audience's Ethnic

Malay

41%

Bumiputera

41%

(Refers to East
Malaysia audience)

Others

13%

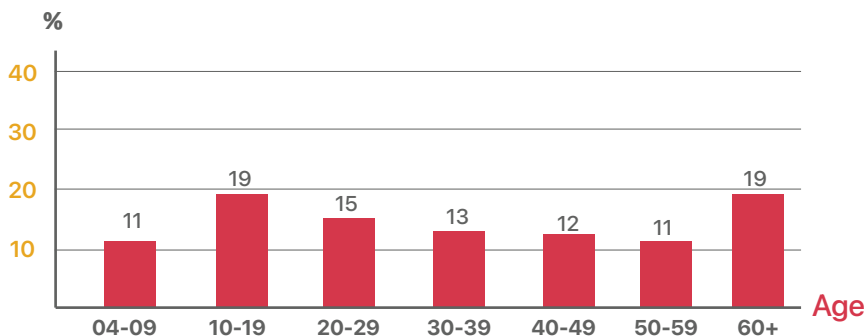
Chinese

1%

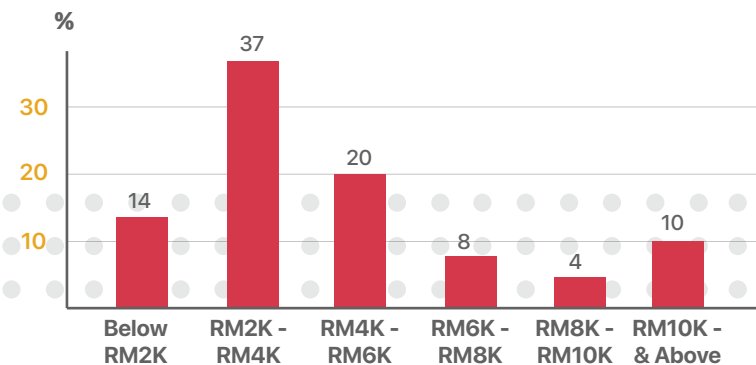
Indian

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.

TVS Facebook

@tvsarawak

364,893 FOLLOWERS

Page Reach



6.2M

Content Engagement



1.4M

Visit



1.9M

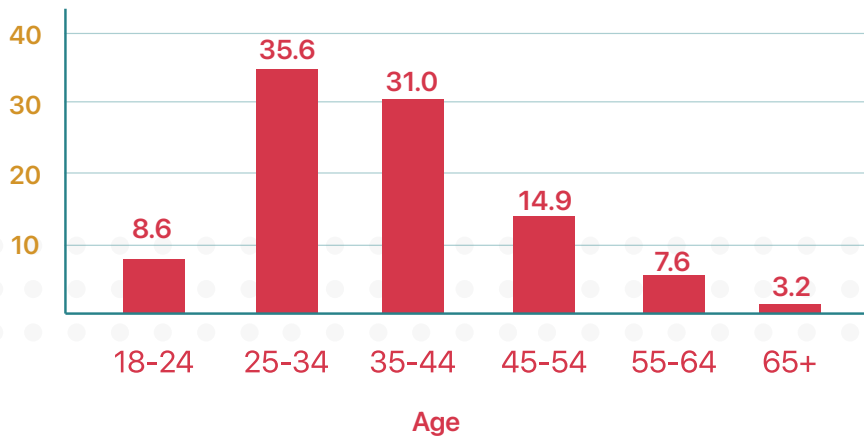
Gender



42.7%



57.3%



Source: Meta Business Suites (1 Jan 2023 - 21 April 2024)



TVS TV (Entertainment) Facebook

@tvs122

128,090
FOLLOWERS

Page Reach



11.8M

Content Engagement



1.3M

Visit



924.9K

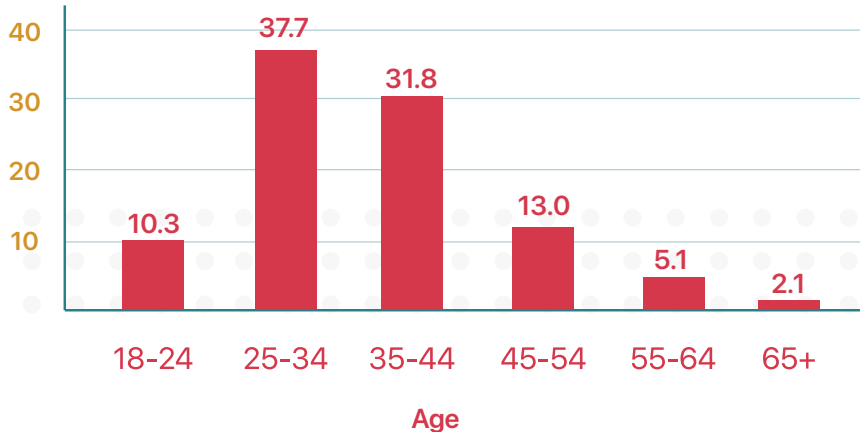
Gender



43.4%



56.6%



Source: Meta Business Suites (1 Jan 2023 - 21 April 2024)



TVS Instagram

@tvsarawak

70,636

FOLLOWERS

Page Reach



1.8M

Content Interaction



1.3M

Visit



473.4K

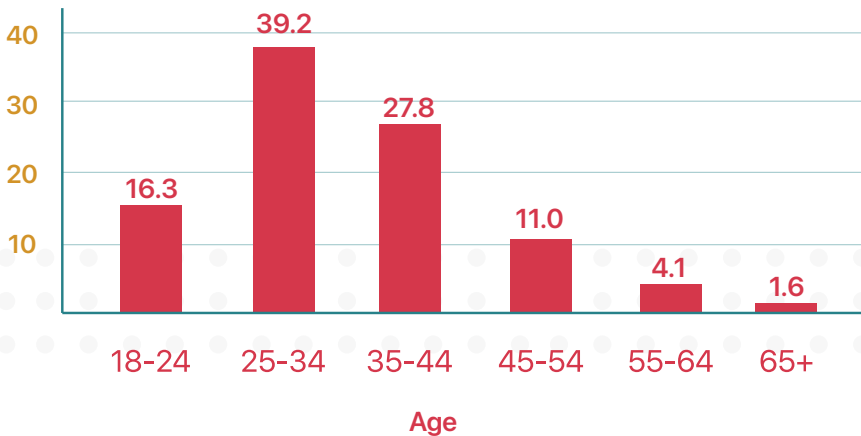
Gender



49%



51%





TVS Entertainment Instagram

@tvs_entertainment

22,620

FOLLOWERS

Page Reach



4.7M

Content Engagement



753.1K

Visit



139.1K

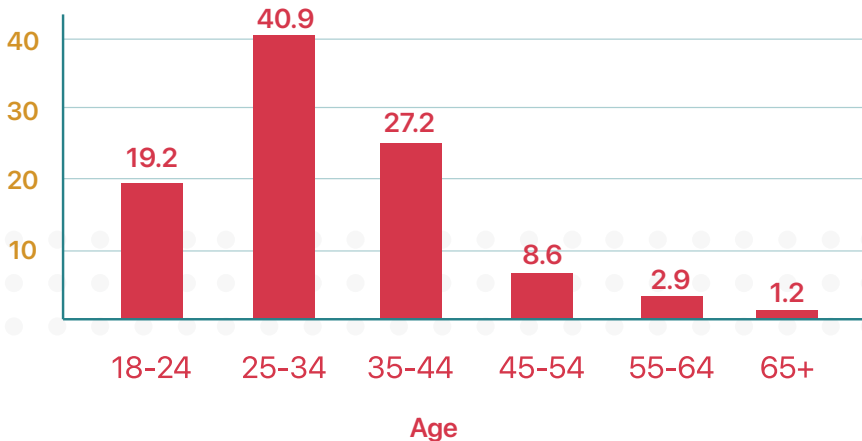
Gender



45.1%



54.9%





TVS YouTube

@tvsarawak122

105,597
SUBSCRIBERS

Video Views



10M

Watch Time
(hours)



464K

Gender

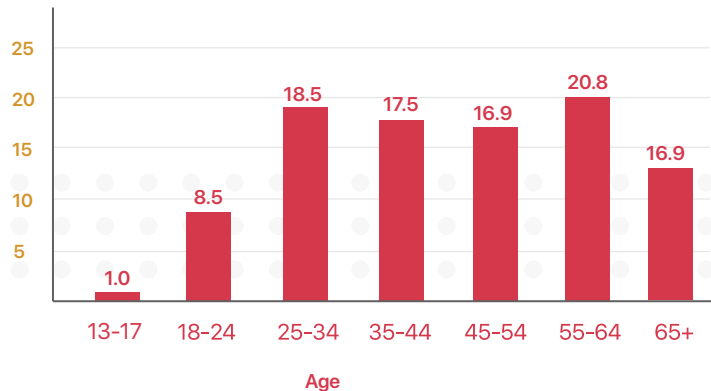


33.3%



66.7%

**Followers/ Audience
Age Group**



Source: Meta Business Suites (1 Jan 2023 - 20 April 2024)



TVS Entertainment YouTube

@TVSEntertainment

23,735

SUBSCRIBERS

Lorem ipsum

Video Views



3.6M

Watch Time
(hours)



370K

Gender

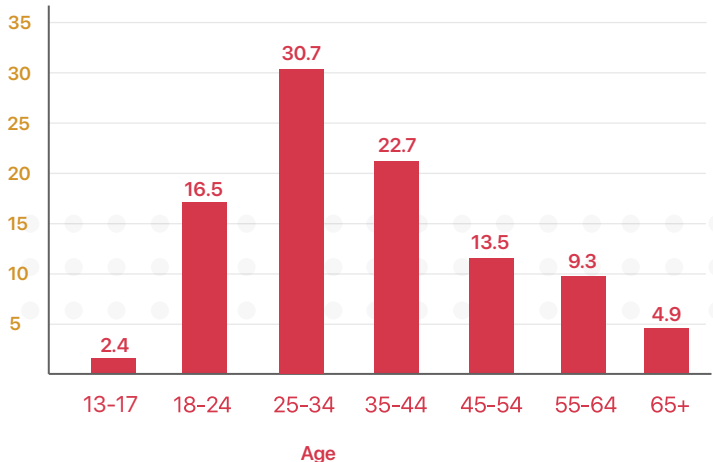


35.4%



64.6%

Followers/ Audience
Age Group



Lorem ipsum

715,979
FOLLOWERS

Video Views



29M

Gender

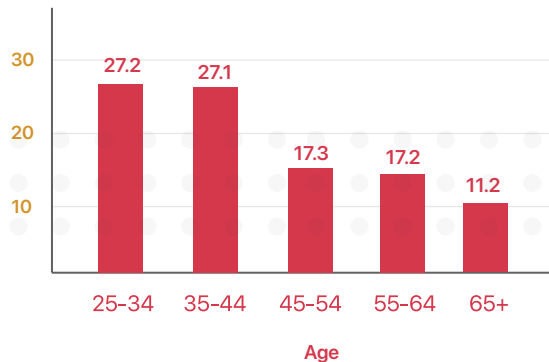


70.2%



29.8%

Age & Gender





TVS Entertainment TikTok

@tvs_entertainment

107,111
FOLLOWERS

Video Views



14.9M

Gender

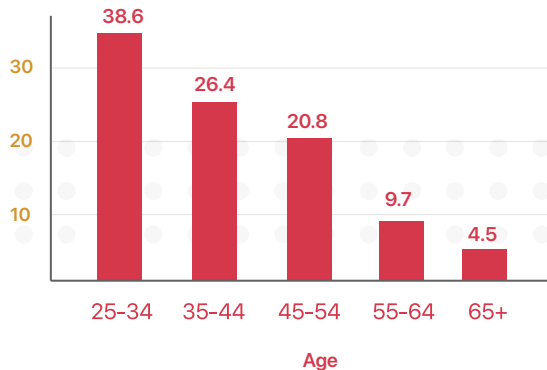


67.2%



32.8%

Age & Gender



Source: TikTok Analytics (1 Jan - 16 April 2024)



TVS Website

www.tvsarawak.my

1,842,159

VISITOR

1 Jan 2023 - 21 April 2024

Gender



48.4%



51.6%

Device

Mobile



86.3%

Desktop

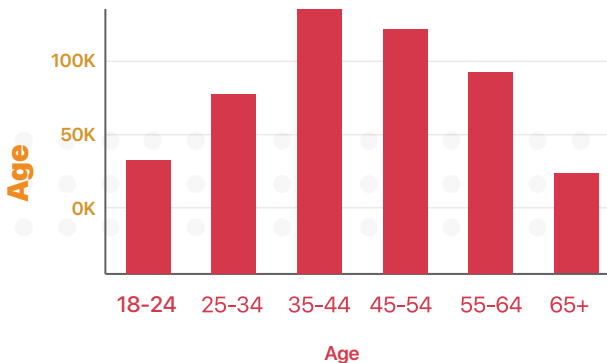


12.7%

Tablet



1.0%



Interests



#1 choice in Sarawak news, content and more

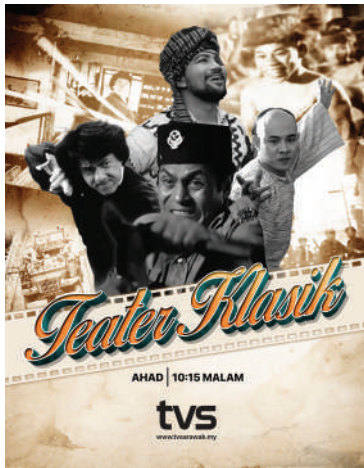
Everywhere, there are stories just waiting to be heard. That is why our dynamic team is always on the move to seek what's untold and go beyond the narration by highlighting hyperlocal events, live concerts, exciting shows, and award-winning documentaries

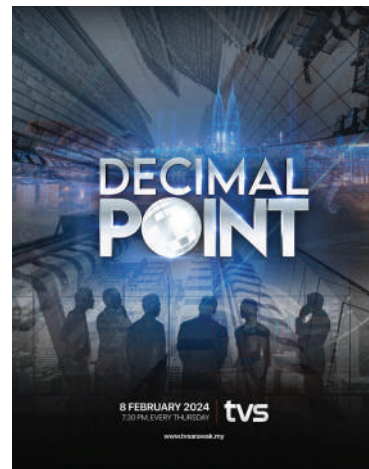
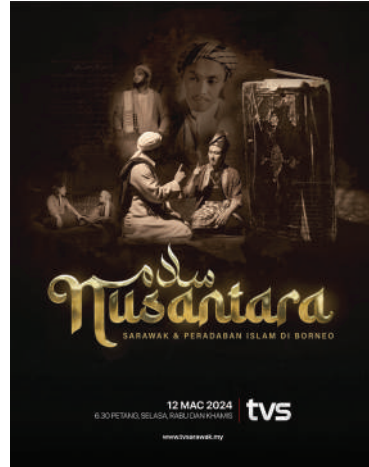
“Lebih ramai yang mengenali produk saya sejak menyertai Kedey Kita dan telah membantu saya untuk melebarkan sayap perniagaan dalam bidang rawatan ibu selepas bersalin.”

Dayang Angela binti Haji Awang Kassim



Our Programs





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. Subject to SST if applicable.
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.
3. Subject to SST if applicable.

TV Commercial (TVC)

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

Terms and Conditions:

1. The airtime rates are subject to change from time to time.
2. Subject to SST if applicable.

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.
5. Subject to SST if applicable.

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.
3. Subject to SST if applicable.

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.
4. Subject to SST if applicable.

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. Subject to SST if applicable.
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. Subject to SST if applicable.
- 3. The airtime rates are subject to change from time to time.

Digital Billboard



Operations Time: 6.00 am - 12.00 am daily
Operation Hours: 18-hours
Location: Taman Heritage, Kuching,
Sarawak
Type of Billboard: Double Screen

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)
Pixel Pitch	16 mm
Frame Per Second	Below 25 FPS
Colour Capacity	4.4 Trillion Colour
Supported Video Format	MP4
Supported Photo Format	JPEG
Material Duration	15 Seconds
Total Slot	12 Slots
Cycle Time	3 Minutes Per Loop
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 subject to SST 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@tvсарawak.my | marketing@smg.my

🌐 www.tvсарawak.my

☎ +6019 814 0122

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TVSarawak
TVS Entertainment



