



www.tvsarawak.my

CHANNEL 122
MYTV, Unifi TV & Astro

tvS

Additional Full member of



Asia-Pacific
Broadcasting
Union

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.



WHAT WE OFFER

Award Winning Programs

Award Winning Journalists

Events And Promotions

News And Current Affairs

Total Media Solutions

Branded Contents

TV Program And Live Broadcast

PROGRAMME BELT

**Drama
World**

Foreign Drama Series

**Oriental
Blossom**

Chinese & Korean Drama & Programs

**BERANCHAU
TIKAI**

Iban Drama & Programs

**Layak
Senin**

Comedy Specials on Monday

*Night
Tales*

Late Night Foreign Drama

**MOVIE
Dulu-dulu**

Nostalgic Movies

**Teater
Klasik**

Classic Movies

*Premier's
SCREEN*

New & Contemporary Films

**Destinasi
Relax**

Travelogues & Life Style Shows

**Spice
and
Slice**

Culinary Adventure!

LIPSTIK

Woman Segment

**PEOPLE &
PROGRESS**

Business & Development

**Reality
SHOW**

Fun Activities Content

DOKU/JURNAL

Documentaries



Consistent Viewership

TVS' viewership in Malaysia is constantly growing, reflecting its increasing popularity and the broad appeal of its content.

Maximising Visibility

TVS has expanded across Malaysia, reaching audiences nationwide with diverse and engaging content while setting its sights on the global stage.

Mobile Platform

Available on all leading platforms such as Astro, MYTV and Unifi TV.

Window to Sarawak

TVS serves as a gateway to Sarawak's rich culture and traditions, showcasing its heritage, arts, and customs, while promoting greater appreciation for its vibrant identity.

Award-Winning

journalism and critically-acclaimed content

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

**The BrandLaureate DigiTech Best Brands Awards 2024
- Visionary Tech (Digital Media)**

Kenyalang Journalism Awards 2024

Spotlight Documentary Film Awards 2024 (Silver Award)

Kenyalang Journalism Awards 2023

10th Anak Sarawak Awards 2023

Asian Television Awards 2023

Kuala Lumpur Eco Film Festival 2023 (Special Merit Award)

MPI - Petronas Malaysian Journalism Awards 2022

Anugerah Seri Angkasa 2022

Asian Television Awards 2022

THE BRANDLAUREATE DIGITECH BEST BRANDS AWARDS 2024

VISIONARY TECH (DIGITAL MEDIA)



AWARD WINNERS



Steward Raymond Dawi

- Feature and News Feature Award (Gold), Kenyalang Journalism Awards 2024
- News Reporting Award, Iban language (Bronze), Kenyalang Journalism Awards 2024
- Sustainability Journalism Award (Gold), Kenyalang Journalism Awards 2024
- Sustainability Journalism Award, Television and Online Video (Silver), Kenyalang Journalism Awards 2023



Priscilla John Pillai

- News Reporting Award, Iban language (Silver), Kenyalang Journalism Awards 2024
- Sustainability Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2024
- Sustainability Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2023



Mohamad Fiqri bin Razak

- Sustainability Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2024

AWARD WINNERS



Bigol anak Sulang

- Sports Reporting Award, Iban Language (Gold), Kenyalang Journalism Awards 2024
- Sustainability Journalism Award, Iban Language (Bronze), Kenyalang Journalism Awards 2024



Muhammad Muqri Zulfadhli bin Abd Aziz

- Broadcast Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2024



Febbright Ansie James Tuba

- Business and Economic Journalism Award, Bahasa Malaysia (Bronze), Kenyalang Journalism Awards 2024
- Business and Economic Journalism Award, Television and Online Video (Silver), Kenyalang Journalism Awards 2024
- Community Well-Being Journalism Award (Silver), Kenyalang Journalism Awards 2023
- Digital Economy Journalism Award (Silver), Kenyalang Journalism Awards 2023

AWARD WINNERS



Muhammad Hafeezur Rahman bin Muzamir

- Digital Economy Journalism Award, Television and Online Video (Consolation), Kenyalang Journalism Awards 2024
- Business and Economic Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023
- Digital Economy Journalism Award (Gold), Kenyalang Journalism Awards 2023
- Sustainability Journalism Award (Gold), Kenyalang Journalism Awards 2023



Abdul Aziz bin Soleh

- Business and Economic Journalism Award, Television and Online Video (Silver), Kenyalang Journalism Awards 2024
- Digital Economy Journalism Award, Television and Online Video (Consolation), Kenyalang Journalism Awards 2024
- Community Well-Being Journalism Award (Silver), Kenyalang Journalism Awards 2023



Amirah Syazwani binti Syawel

- Business and Economic Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2024
- Premier Sarawak Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2024

AWARD WINNERS



Mohammed Raffiq Bin Mohammed Kamarulizwan

- Business and Economic Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2024
- Premier Sarawak Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2024



Odleen Catherny Morfor

- Sustainability Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023



Awang Azmil Awang Ahmad

- Sustainability Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023
- Business and Economic Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023

AWARD WINNERS



Mohd Faitullah Morni

- Sustainability Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2023



Connie Grace Ujan

- Business and Economic Journalism Award, Television and Online Video (Silver), Kenyalang Journalism Awards 2023



Liew Yu Phin

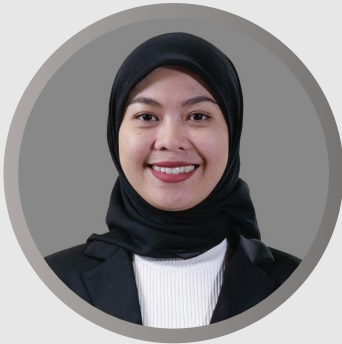
- Business and Economic Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2023

AWARD WINNERS



Ahmad Nasrullah Syurie

- Business and Economic Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2023



Nurul Nur Akmal Mohamad Salleh

- Broadcast Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023



Za'im Zharfan Zanawi

- Broadcast Journalism Award, Television and Online Video (Gold), Kenyalang Journalism Awards 2023

AWARD WINNERS



Chung Siaw Yan

- Broadcast Journalism Award, Television and Online Video (Bronze), Kenyalang Journalism Awards 2023



Farah Diyana Samsuddin

- Sustainability Journalism Award (Silver), Kenyalang Journalism Awards 2023



Madeline anak Dugat

- Journalism Award (Feature & News Feature) 2023, Print & News Portal – Bahasa Iban (Bronze)

SPOTLIGHT DOCUMENTARY FILM AWARDS 2024

SILVER AWARD



ASIAN TELEVISION AWARDS 2022



**TOP 5 KATEGORI
DOKUMENTARI TV TERBAIK**



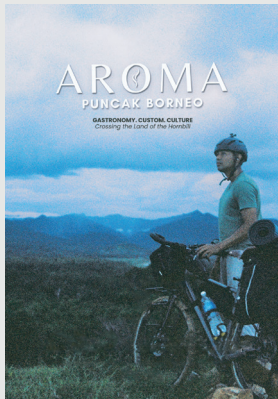
**TOP 5 KATEGORI
MAJALAH TV TERBAIK**

ASIAN TELEVISION AWARDS 2023

ANUGERAH SERI ANGKASA 2023



**BEST NATURAL HISTORY
OR WILDLIFE PROGRAM**
(FINALIST)



**BEST LIFESTYLE
PROGRAM**
(FINALIST)



TOP 5 KATEGORI DRAMA TV TERBAIK
TOP 5 KATEGORI PENATAAN CAHAYA TERBAIK

KUALA LUMPUR ECO FILM FEST 2023

(SPECIAL MERIT AWARD)



NO.1 CHOICE IN SARAWAK NEWS, CONTENT & MORE

> 2.1 MILLION
SOCIAL MEDIA FOLLOWERS



529K
FOLLOWERS



100K
FOLLOWERS



860K
FOLLOWERS



10K
FOLLOWERS



150K
FOLLOWERS



5,383
FOLLOWERS

10 MILLION+
TOTAL MONTHLY VIEWERSHIP



8 mil



3.1 mil



71k

HIGHLIGHTS SPORTS EVENTS



**JELAJAH
HARIMAU
MALAYA**

The live broadcasts of SUKMA and PARA SUKMA 2024, along with the Jelajah Harimau Malaysia international matches on TVS, achieved record-high viewership. This highlights TVS' vital role in showcasing major events.

Source: Kantar Media DTAM and Nielsen (November 2024)

DEMOGRAPHIC ON ASTRO CHANNEL 122

AUDIENCE'S GENDER



50%



50%

AUDIENCE'S OCCUPATION

35%

HOUSEPERSONS

29%

STUDENTS

29%

PROFESSIONALS, MANAGERS,
EXECUTIVES & BUSINESSMEN
(PMEB)

5%

BLUE COLLARS

AUDIENCE'S ETHNIC

73%

MALAY

22%

BUMIPUTERA

Refers to
East Malaysia
audience

2%

OTHERS

2%

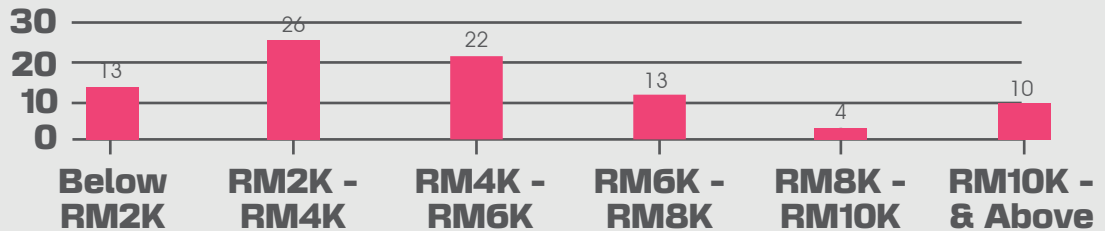
CHINESE

1%

INDIAN

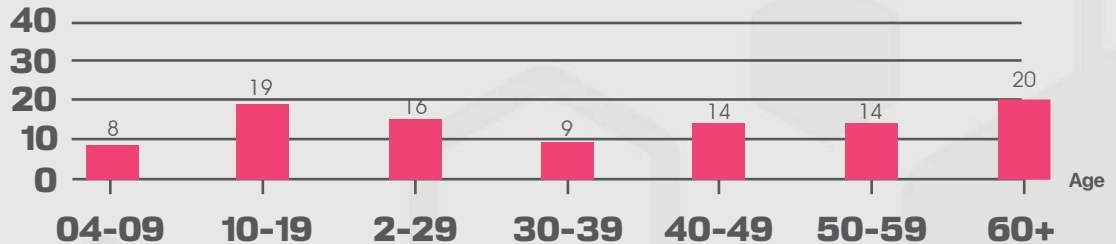
AUDIENCE'S MONTHLY HOUSEHOLD INCOME

Percentage



FOLLOWERS / AUDIENCE AGE GROUP

Percentage



Source: Kantar Media DTAM (November 2024)



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

Follower



665K

Page Reach



6.2M

Content Engagement



1.4M



TVS TikTok

Follower



1.18M

Page Reach



310M

Content Engagement



17M



TVS Instagram

Follower



117K

Page Reach



19M

Content Engagement



5M



TVS Youtube

Follower



202K

Page Reach



28M

Content Engagement



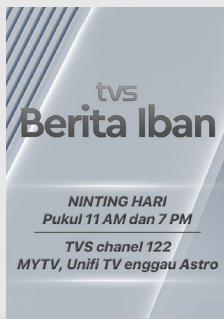
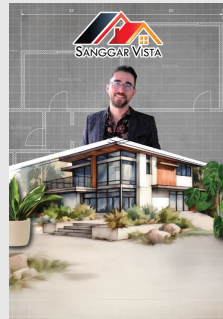
592K



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.

Our Program



Multilingual & 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.



Diversity & Inclusion

TVS brings you the latest local and international news daily.

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.





Rate Cards

TV Airtime Rates

Media Entitlement	Duration	Rate
Crawler	Per Day	RM2,700
Animated Bug		RM3,600
Lowerthird		
L-Shape Ads		

Terms and Conditions:

1. The rates are not inclusive of government taxes or taxes of similar nature.
2. The airtime rates are subject to change from time to time.
3. Subject to SST if applicable.

Sponsored Content

Media Entitlement	Duration	Rate
Sponsored Content	1 min	RM 7,200

Terms and Conditions:

1. The RM7,200 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.

Live Telecast

Media Entitlement	Duration	Rate
Live Telecast	Max. 120 mins	RM120,000

Terms and Conditions:

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

TV Commercial (TVC)

Media Entitlement	Duration	Rate
TVC Spot Buy	10 secs	From RM600
	30 secs	From RM1,800
	60 secs	From RM3,600

Terms and Conditions:

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

Normal News

Media Entitlement	Duration	Rate
Normal News	1 min	RM3,600

Terms and Conditions:

1. For non-prime time news only, 6:00AM - 6:00PM.
2. Materials to be provided by clients and / or prepared by the editorial team.
3. The airtime rates are subject to change from time to time.
4. Subject to SST if applicable.

Special Report

Media Entitlement	Duration	Rate
Special Report	3 mins	RM9,000

Terms and Conditions:

1. For prime time news only, 6:00PM - 12:00AM.
2. Materials to be provided by clients and / or prepared by the editorial team.
3. The airtime rates are subject to change from time to time.
4. Subject to SST if applicable.

Guest Appearance (Commercial)

Media Entitlement	Duration	Rate
Guest Appearance	15 mins	RM8,000

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	10 mins	RM5,000

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.

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

Taman Heritage, Kuching



Operations Time:
6 AM - 12 AM Daily

Operations Hours:
18 Hours

Location:
Taman Heritage, Kuching

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 Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-mins cycle)	360	2,520	10,800
Rates	RM 500/day	RM 3,500/week	RM 15,000/month

Double Screen

No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
2 (3-mins cycle)	720	5,040	21,600
Rates	RM 1,000/day	RM 7,000/week	RM 30,000/month

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 exclude tax and management charge of RM500.00 per material, if applicable.
4. Subject to change from time to time.

Digital Billboard

Tun Salahuddin,
Kuching

Operations Time:
6 AM - 12 AM Daily

Operations Hours:
18 Hours

Location:
Tun Salahuddin , Kuching

Type of Billboard
Double Screen



Screen Size	40 ft. x 30 ft [12.2 (h) x 9.1m (w)]
LED Type	P10 Outdoor Full Colour LED Display
Display Resolution	864 px (w) x 1248 px (h)
Pixel Pitch	10 mm
Frame Per Second	Below 60 FPS
Colour Capacity	16.7 Million Color
Supported Video Format	MP4

Supported Photo Format	JPEG
Material Duration	15 Seconds
Total Slot	12 Slots
Cycle Time	3 Minutes Per Loop
Viewing Angle	140 Degree (horizontal) X 120 Degree (vertical)
Viewing Distance	10 ft. (ideal)

Single Screen

No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-mins cycle)	360	2,520	10,800
Rates	RM 500/day	RM 3,500/week	RM 15,000/month

Double Screen

No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-mins cycle)	720	5,040	21,600
Rates	RM 1,000/day	RM 7,000/week	RM 30,000/month

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 exclude tax and management charge of RM500.00 per material, if applicable.
4. Subject to change from time to time.

For advertising opportunities, please contact:

Editorial and Business Solutions

 talk2us@tvsarawak.my | marketing@smg.my

 www.tvsarawak.my

 +6019 814 0122

CHANNEL 122

MYTV, Unifi TV & Astro

        | www.tvsarawak.my



TVSarawak

TVS Entertainment



The background is a light gray with a pattern of overlapping hexagonal shapes and lines. Some hexagons are white with a thin gray border, while others are a slightly darker shade of gray. The lines are thin and gray, creating a network-like structure. The overall effect is modern and geometric.

inspire your world