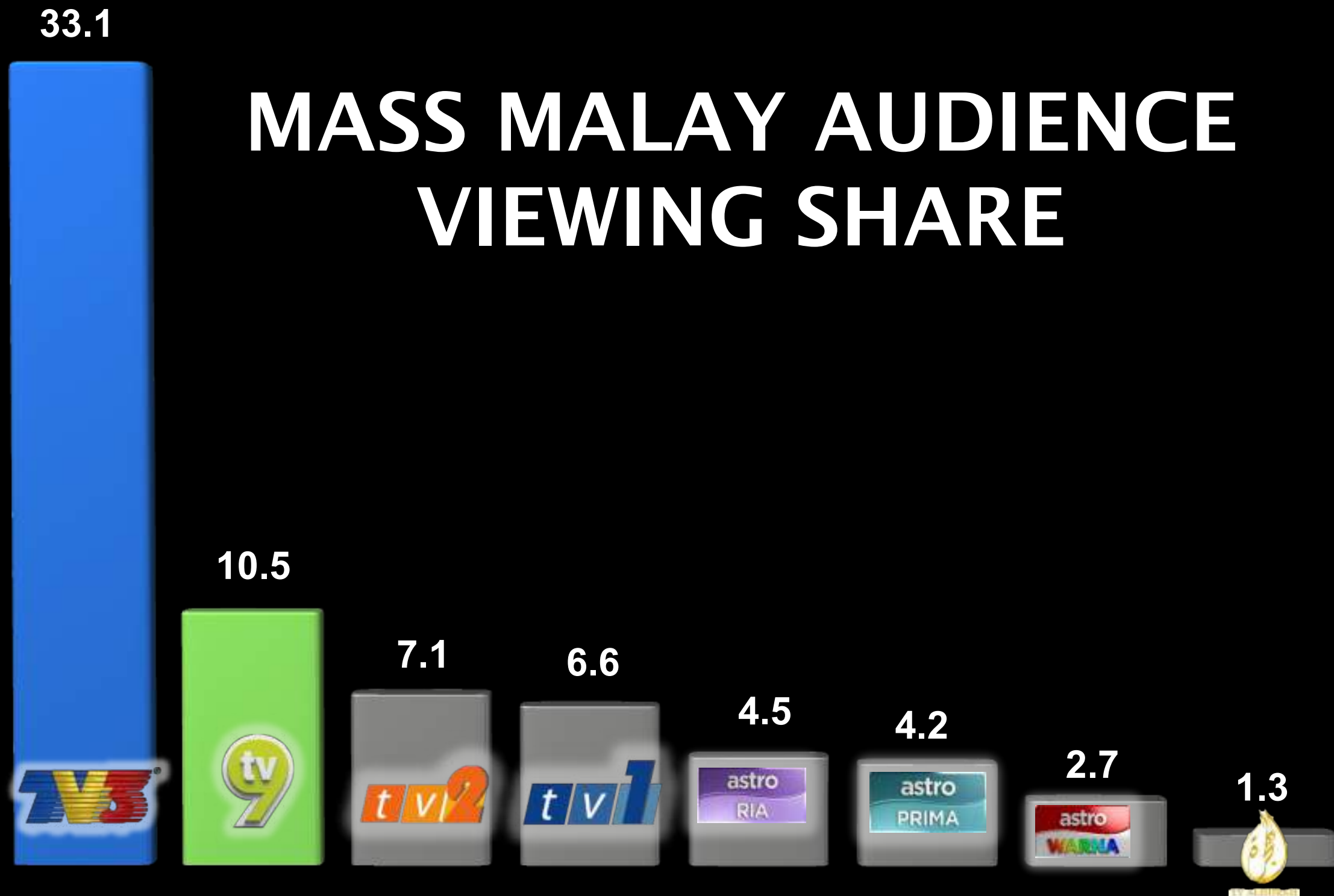


DEMOGRAPHIC CHANGES AND MANAGING GENERATIONAL DIFFERENCES (MASS MEDIA INDUSTRY)

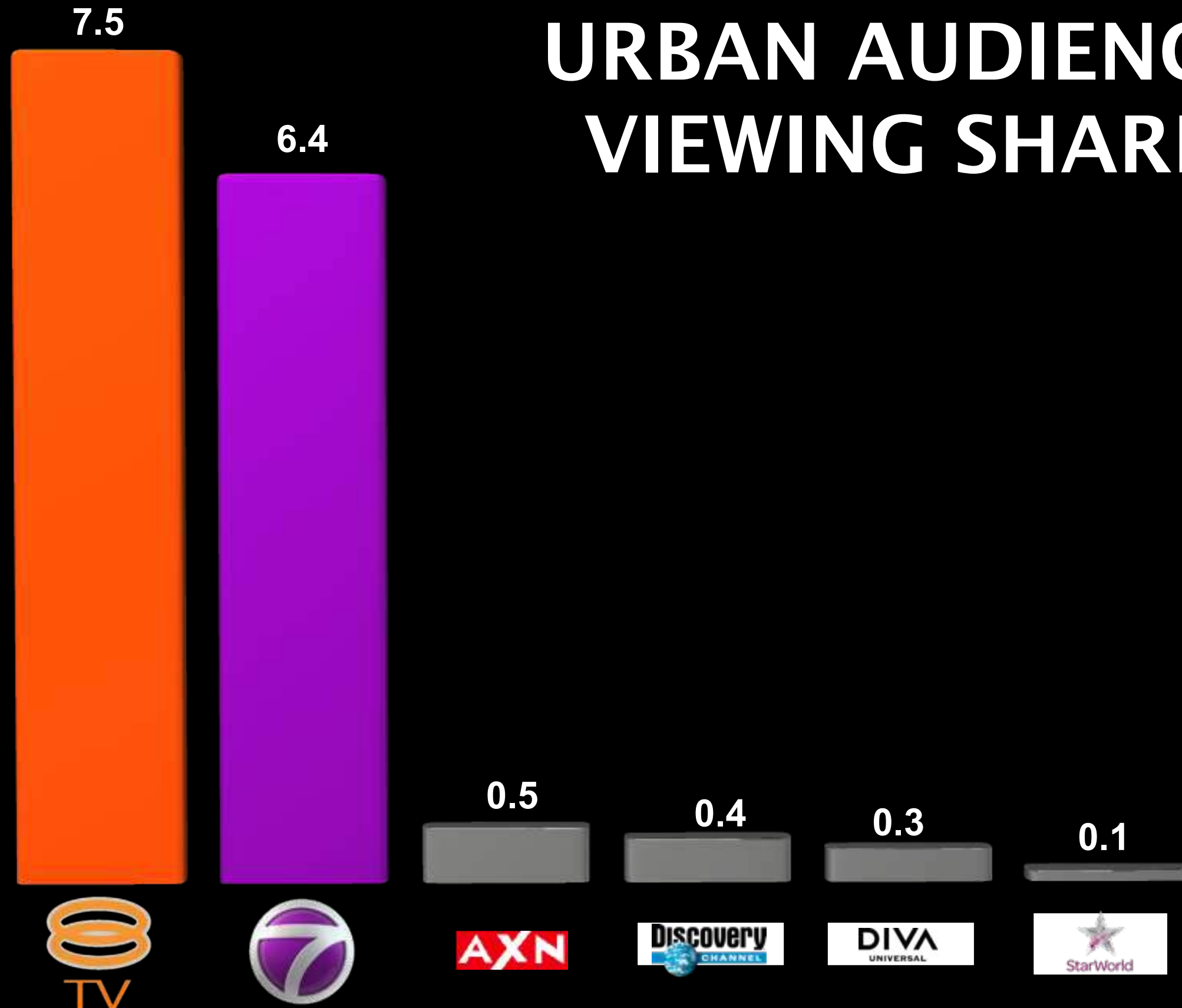


MASS MALAY AUDIENCE VIEWING SHARE

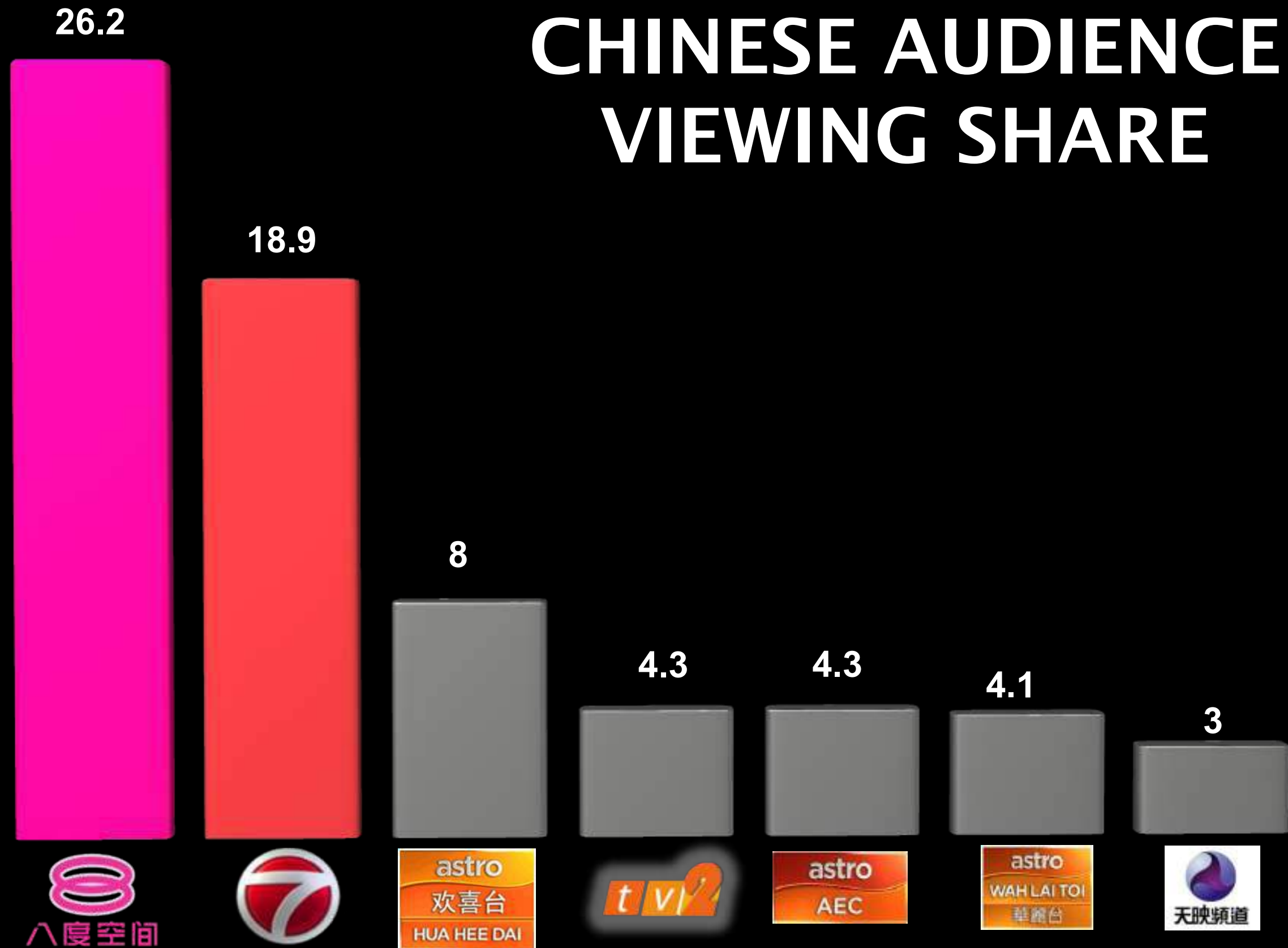




URBAN AUDIENCE VIEWING SHARE



CHINESE AUDIENCE VIEWING SHARE



tonton®
www.tonton.com.my



UP TO 8 MILLION VIEWS

tonton®
www.tonton.com.my



Love You
Mr. Arrogant



4.6 MILLION VIEWS
MOST WATCHED DRAMA ON TONTON

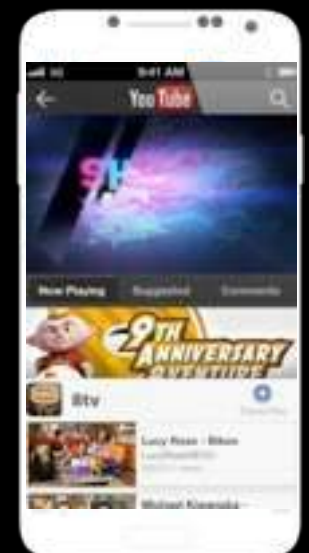
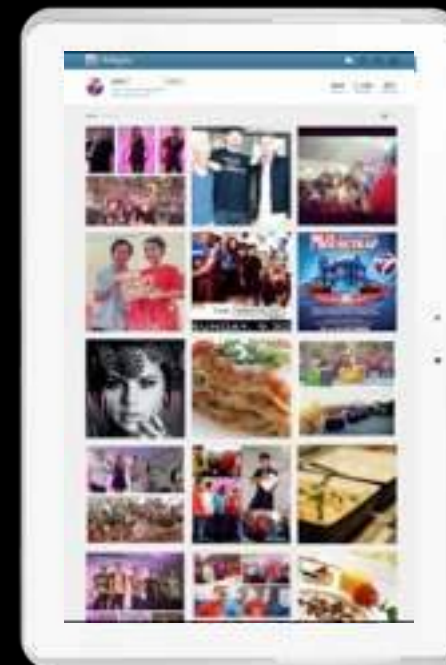
tonton®
www.tonton.com.my

f 2,095,562

t 753,846

i 54,394

YouTube 17,850







raudhah

DI HATIKU





ntv7 YUAN CARNIVAL

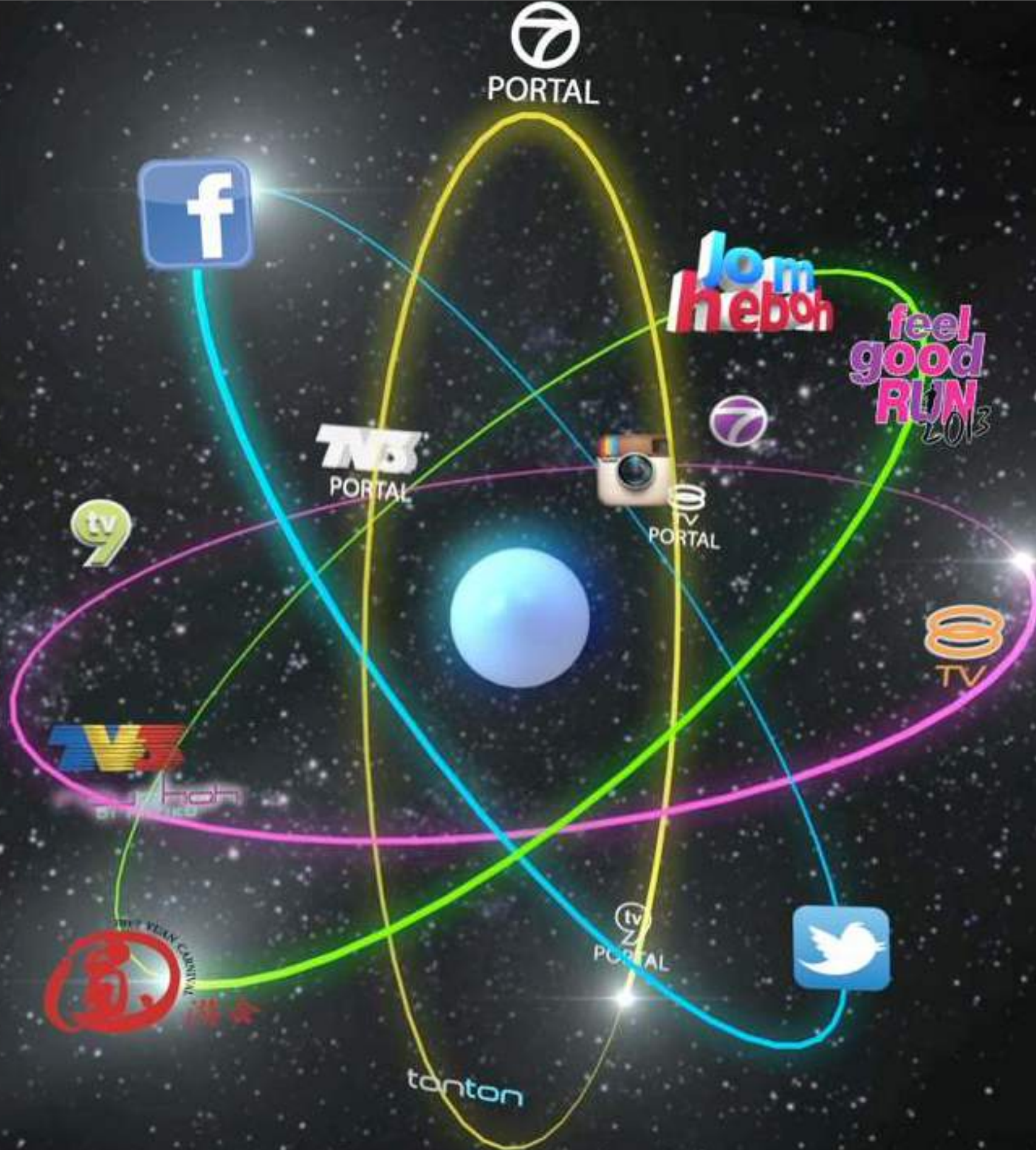


游会



feel good RUNTM 2013







You're Different...

THE TYPICAL RECORD INDUSTRY INFRASTRUCTURE IN THE EARLY 90s

**Something Is Just
Not Right!!!**

**Malay
Songs**

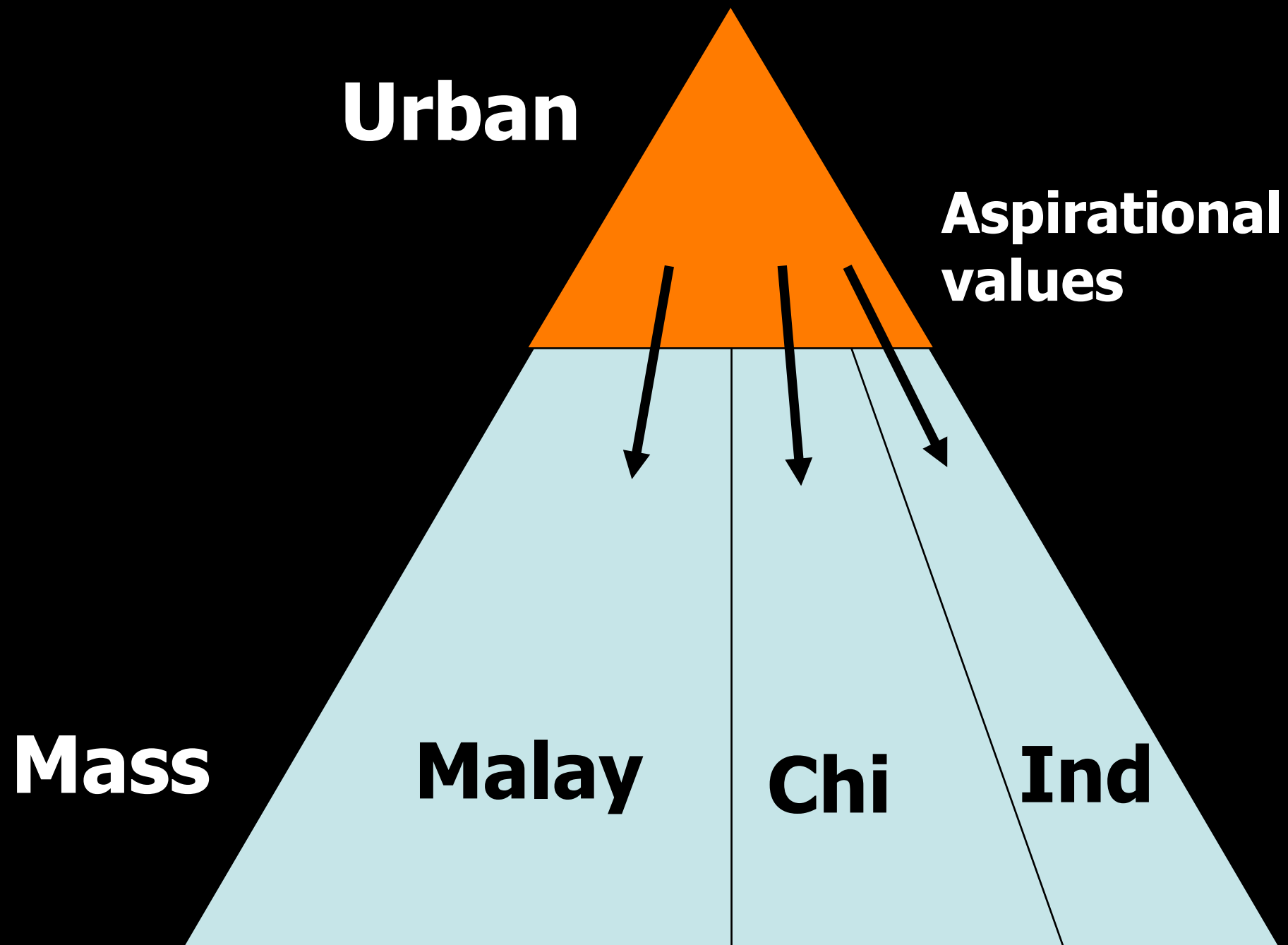
**Chinese
Songs**

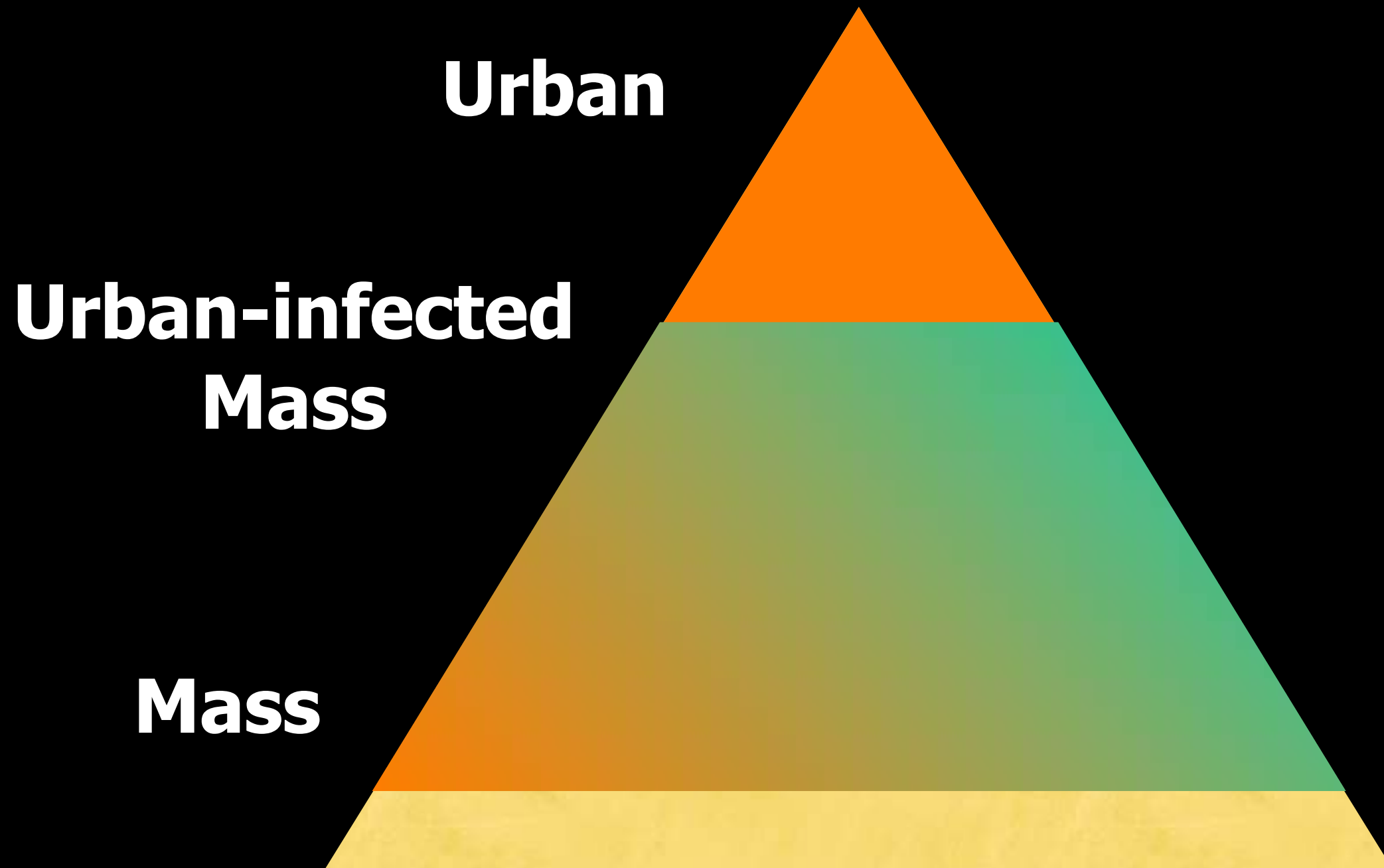
**International/
English Songs**

TV
Radio
Press
Retailers
Record Companies

We Jumped Into The Moshpit









Very Tough!



!!!

Urban

**Aspirational
values**

?

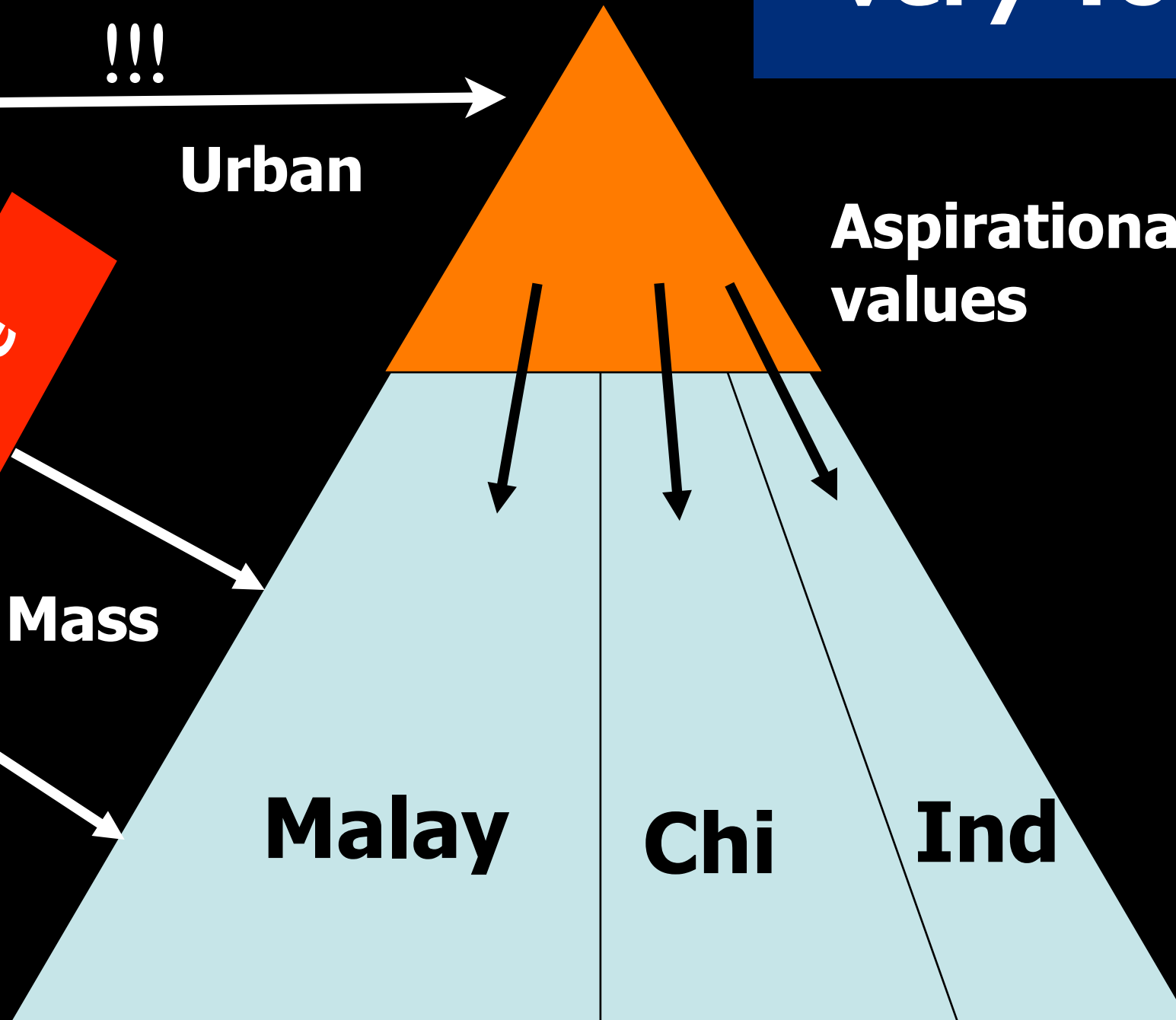
Infrastructure

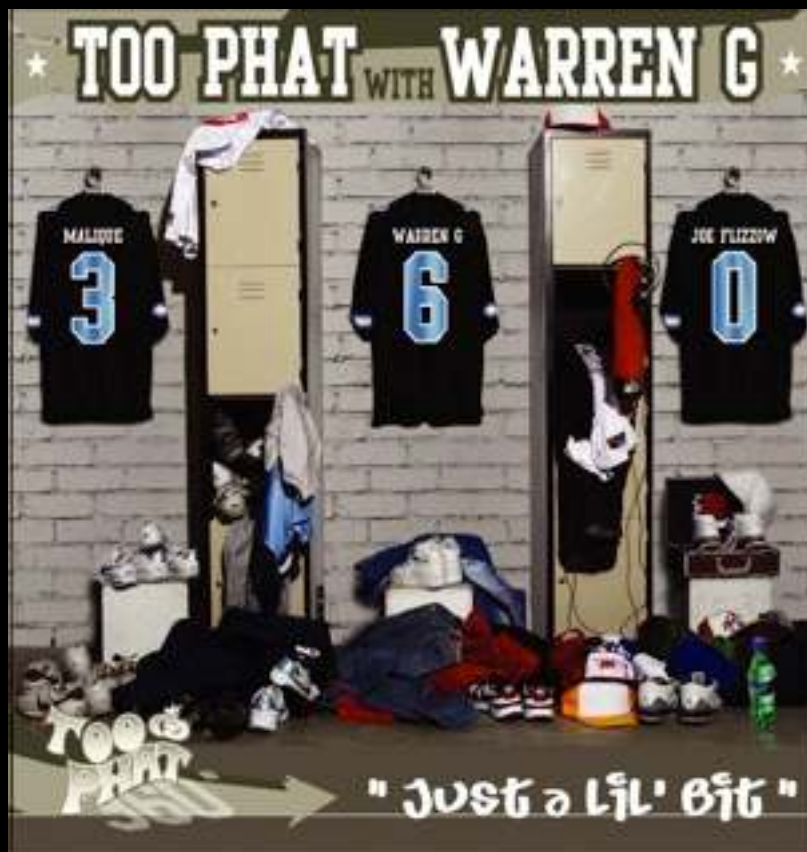
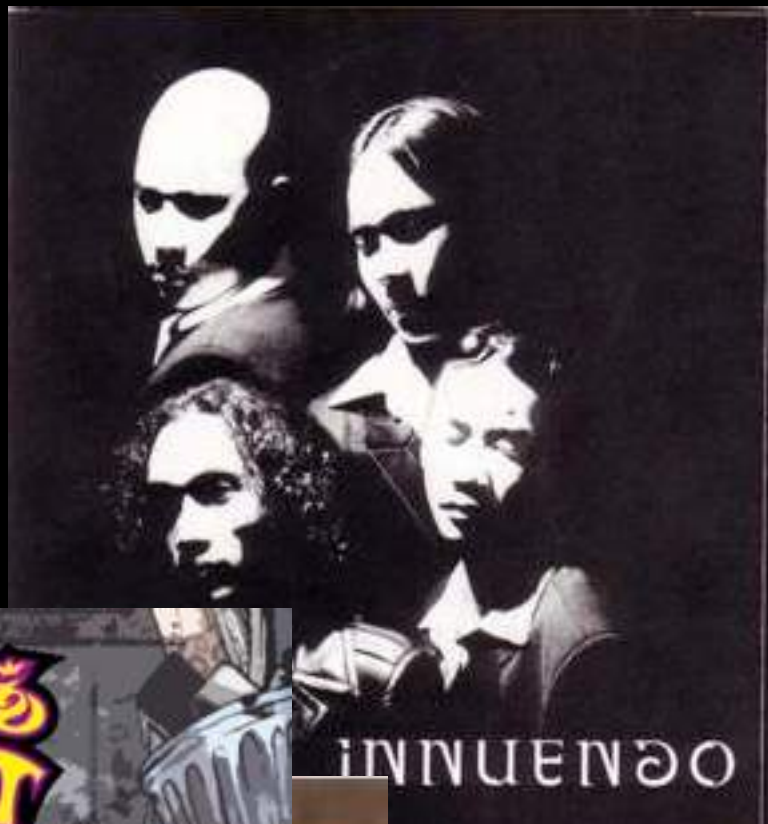
Mass

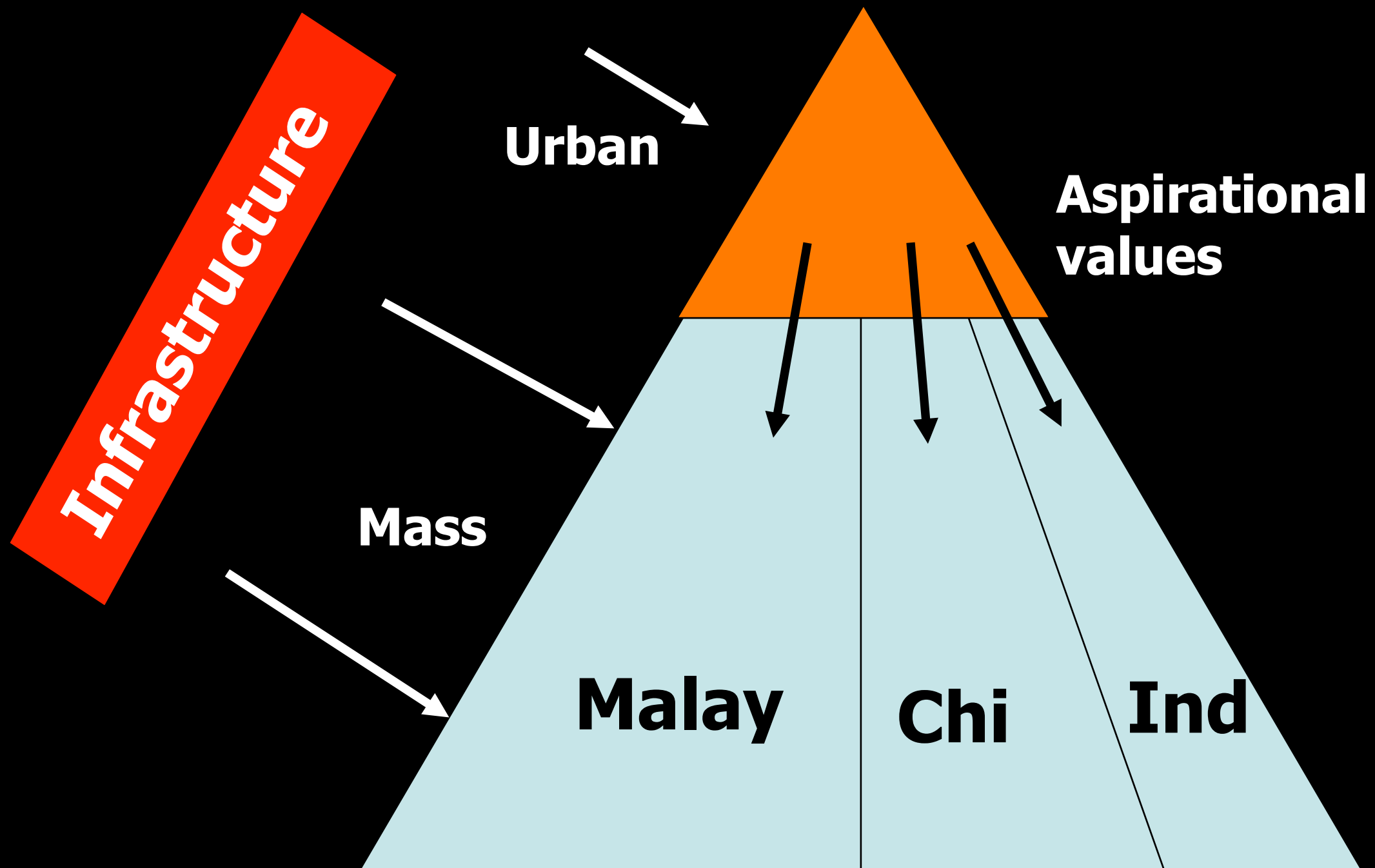
Malay

Chi

Ind

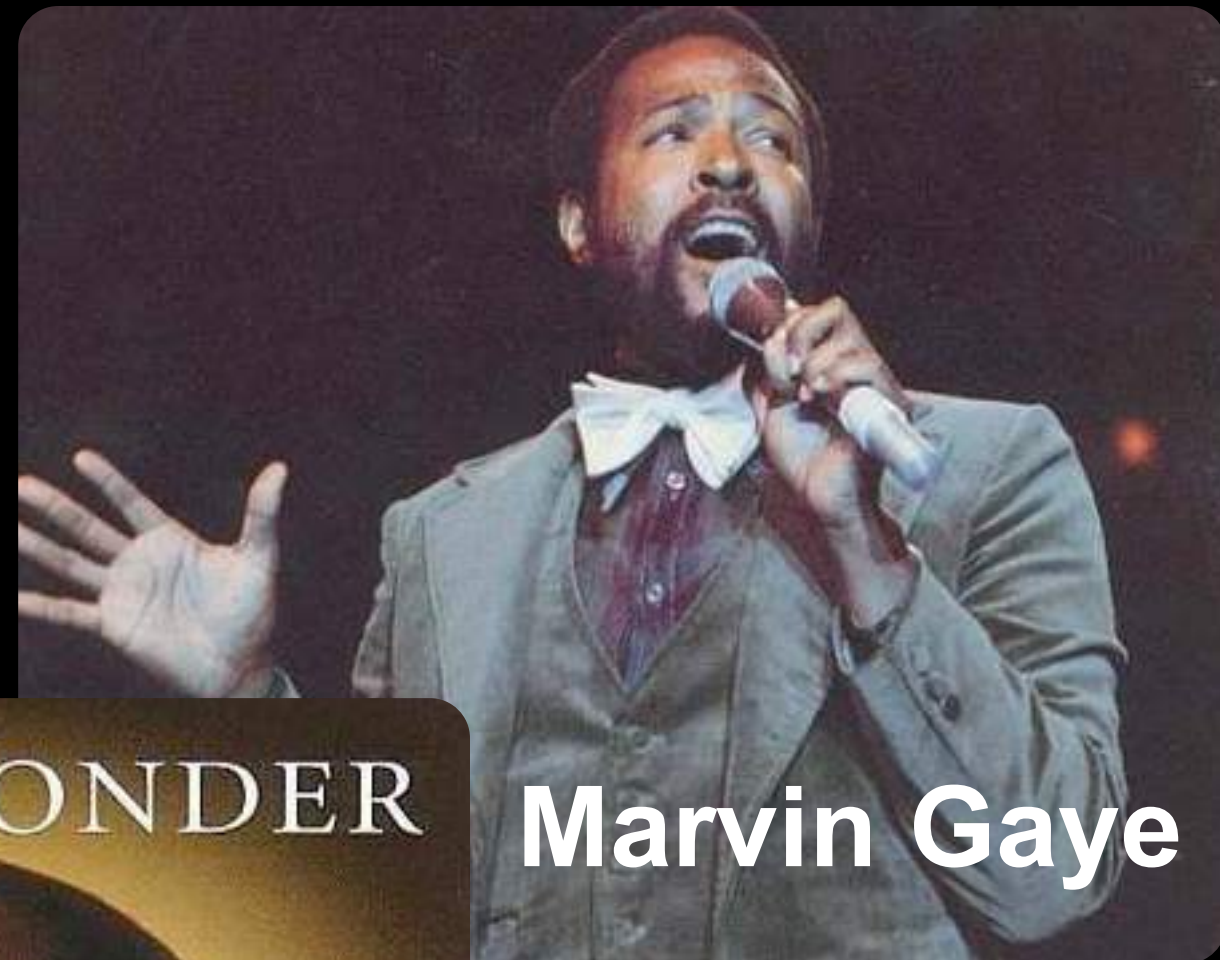




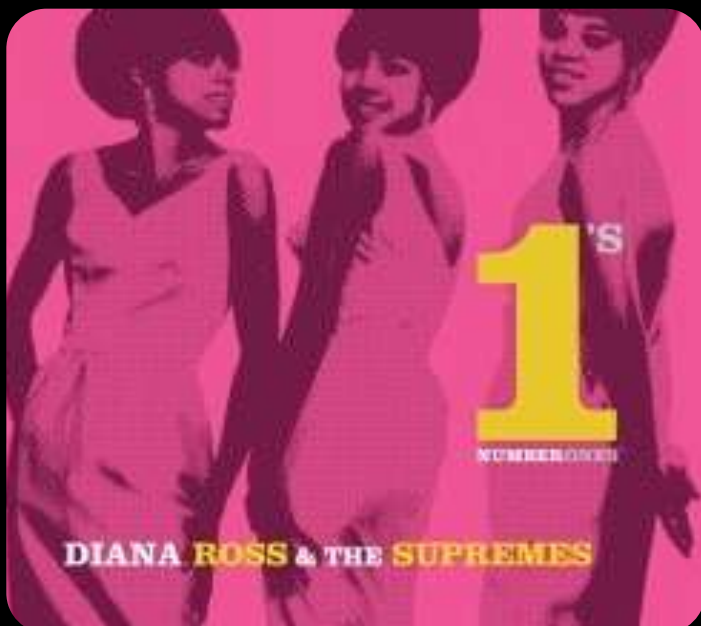
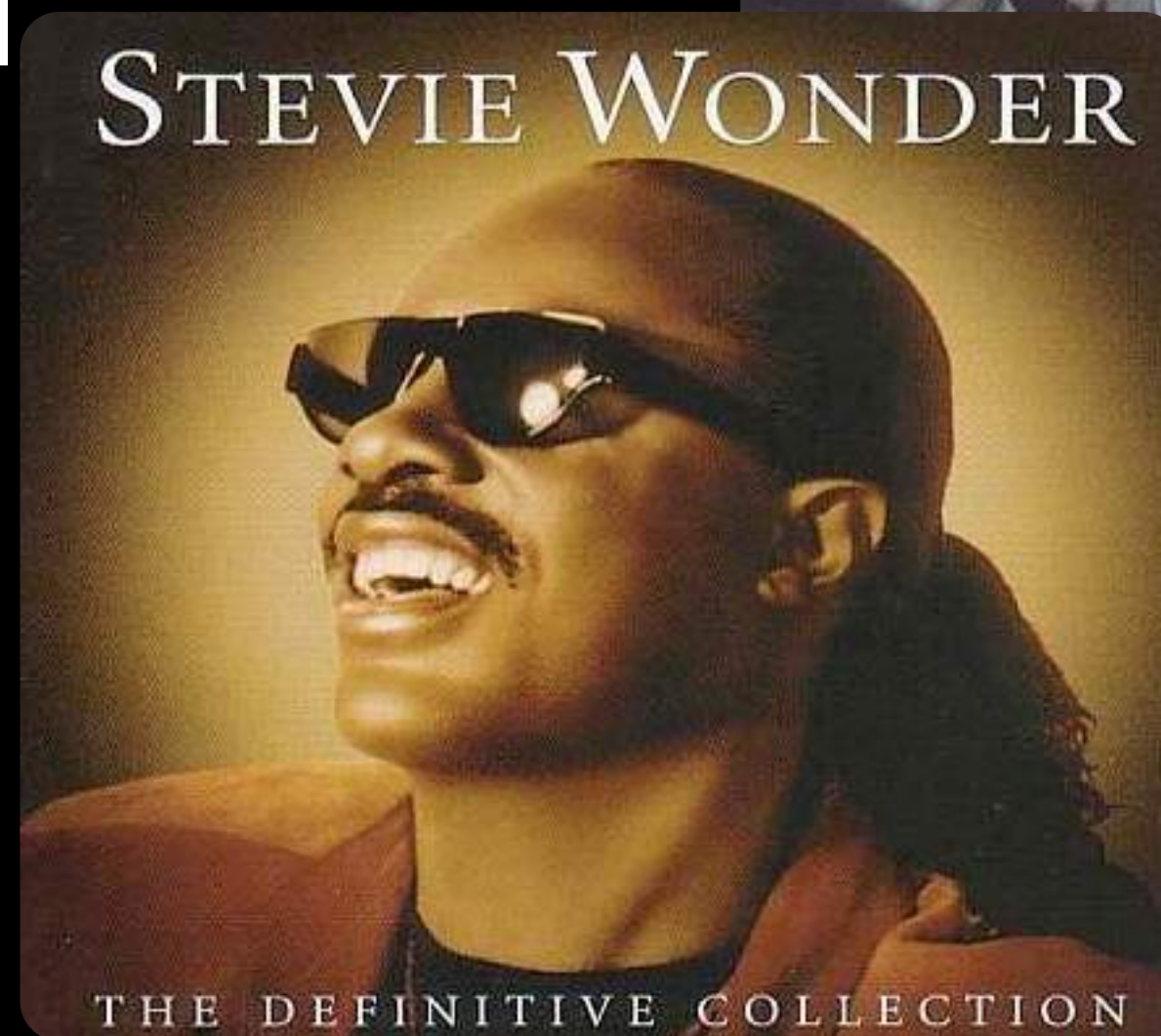




**innovator?
really?**



Marvin Gaye





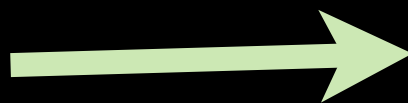
If you know your target audience
inside out...

And you BELIEVE in what you do...

then you can give them what they
don't know they want.



SOLD!





ABDUL RAHMAN AHMAD

**MRCB
CEO/GMD**



New Free TV Station?

Mission:

New, cool, free terrestrial TV for the
urban young adults

Industry vs People



YOU'VE NEVER SEEN FREE TV
LIKE THIS BEFORE

Innovative Local Content



22. Cool Heroes

The Incredibles (The Incredibles)	(23.8%)
Harry Potter, Ron Weasley and Hermione Granger (<i>Harry Potter and the Prisoner of Azkaban</i>)	(16%)
Peter Parker/Spider-Man (<i>Spider-Man 2</i>)	(14.5%)
Shrek, Donkey and Puss in Boots (<i>Shrek 2</i>)	(10.5%)
Others: Hector (<i>Troy</i>), Gabriel Van Helsing (<i>Van Helsing</i>), Sing (<i>Kung Fu Hustle</i>), etc.	(35.2%)

23. Cool Villain(s)

The Phantom of the Opera (The Phantom of the Opera)	(13.1%)
The Dementors of Azkaban (<i>Harry Potter and the Prisoner of Azkaban</i>)	(12.7%)
Vincent (Tom Cruise) (<i>Collateral</i>)	(11.4%)
Fairy Godmother (<i>Shrek 2</i>)	(10.1%)
Others: Doc Ock (<i>Spider-Man 2</i>), Regina George (Rachel McAdams) (<i>Mean Girls</i>), The Harpists (<i>Kung Fu Hustle</i>), etc.	(52.7%)

TV/RADIO

24. Cool TV Show/Series

CSI (Crime Scene Investigation)	(23.6%)
Smallville	(15.4%)
Charmed	(14.9%)
The O.C.	(9.8%)
Others: One Tree Hill, Gilmore Girls, Alias, etc.	(36.3%)

25. Cool reality TV show

The Apprentice	(17.5%)
Amazing Race	(17.2%)
American Idol	(16.6%)
America's Top Model	(13.3%)
Others: Fear Factor, Malaysian Idol, The Wade Robson Project, etc.	(35.4%)

26. Cool TV Comedy/Sitcom

Phua Chu Kang	(27.3%)
Friends	(21.7%)
My Wife and Kids	(12.4%)
Malcolm in the Middle	(10.8%)
Others: That 70's Show, Everybody Loves Raymond, The Simpsons, etc.	(27.8%)

27. Cool Female TV Star

Jennifer Garner (Sydney Bristow, Alias)	(16.9%)
Kristin Kreuk (Lana Lang, <i>Smallville</i>)	(14.9%)
Hilary Duff (Lizzie McGuire, Lizzie McGuire)	(11%)
Tyra Banks (<i>America's Top Model</i>)	(8.8%)
Others: Alyssa Milano (Phoebe Halliwell, <i>Charmed</i>), Raven Symone (Raven, <i>That's So Raven</i>), Mischa Barton (Marissa Cooper, <i>The O.C.</i>), etc.	(48.4%)

28. Cool Male TV Star

Gurmit Singh (Phua Chu Kang, Phua Chu Kang)	(18.4%)
Tom Welling (Clark Kent, <i>Smallville</i>)	(16.6%)
Chad Michael Murray (Lucas Scott, <i>One Tree Hill</i>)	(14.6%)
Donald Trump (<i>The Apprentice</i>)	(7.2%)
Others: Adam Brody (Seth Cowen, <i>The O.C.</i>), Frankie Muniz (Malcolm, <i>Malcolm in the Middle</i>), Matt Le Blanc (<i>Joey</i> , <i>Friends</i>), etc.	(43.2%)

29. Cool TV Channel

8TV	(41.2%)
AXN	(17.1%)
MTV	(15.8%)
Star World	(7.2%)
Others: TV3, ESPN, Channel [V], etc.	(18.7%)

30. Cool Radio Channel

hitz.fm	(56.4%)
mix fm	(12.3%)
my fm	(10.3%)
988	(5%)
Others: Red 104.9, Light & Easy, era fm, etc.	(16%)

THE STAR YOUTH 2 COOL POLL 2005 (Published 20 April 2005)

Cool TV Channel
8TV 41.2%

Growing Up On TV



TV Shines On Siti-K

The night of 21 August 2006 saw the battle of free-to-air and paid TV over two of the biggest entertainment events of the year, with one channel highlighting a union between two lovers, while the other showcased a teen couple who came back together for a chat session. Media Prima's TV3 showed the wedding of Siti-K, while RTM1 and Astro teamed up to screen a live chat session between Mawi and his ex-flame Norlana "Ira" Mohamed Nair. A research conducted by AGB Nielsen Media Research showed that 4.5 million people tuned in to watch the fairy tale wedding, compared to 1.8 million who watched more dirt on the Mawi-Ira non-affair.

Channel Of The Year: 8TV

8TV went the extra mile in producing high quality local programs that succeeded in capturing a sizable local following. Highlights of the year include Chinese programs *Ho Chak!* and *Go Travel*. The newest addition to the 8TV family is a travel-adventure show called *Toppin'* hosted by Rina Oenat. The award for Not The Channel Of The Year, on the other hand, goes to MiTV.

Local Drama Improves

While the drama genre has with programs like *Each Other and Table For Two*, 2006 saw a prolific rise in dramas highlighting the lives of young adults in Kuala Lumpur. The year opened with dramedy *KL Lights* on 8TV, which highlighted the ups and downs of the life of a fresh graduate in the city. *Gel & Gincu* the TV series, a spin-off of the movie also gained popularity with its dramatic formula that kept viewers coming back. Then came *Realiti*, a series about how five young adults dealt with the fame that came with being the finalist in a singing competition. Starring Alvin Wong, Zizan Nix, Melina Maureen, Chelsea Ng and Ashraf Sieclair that succeeded expectations and won over audiences with its original script.

Reality TV, Malaysian Style

As reality TV keeps pushing the boundary of what entertainment is supposed to be, we watched without blinking. And one of the things we saw was Malaysian reality TV is here to stay. Though *One In A Million* didn't do as well as its predecessor *Malaysian Idol*, its beggling format still managed to garner half a million votes during the show. 8TV's *I Wanna Be A Model* was the first modeling reality show that combined both sexes. *Love Perhaps*, which was screened on NTV7 from September to November did nothing in terms of originality—instead it was a mashed-up version of reality shows like *The Bachelor* and *Survivor* but its tackiness made for good pulp entertainment. IT

**8TV Voted
Channel of The
Year
(2006)
By KLue
magazine**

2006
BUZZMETER

What got people talking—or if you prefer, blogging—this year? And what didn't? The list of the wired and the tired, the hyped and the ignored begins here.

Not Bigger
Bigger and louder than Mawi

RECENT AWARDS

2008 Promax Asia Awards

1 Gold & 1 Silver

**Beating 2500 entries from
around Asia**

2009 Promax Asia Awards

1 Silver

2009 Phoenix Awards

Winner of 4 categories

2009 Enterprise Asia

Most Promising Entrepreneur

2010 Advertising &

Marketing Magazine:

#1 Choice For Youth Market

2010 Putra Brand Awards

Winner





NO. 1 station for its target
markets

Broke-even in 18 months

Launched 2006
#1 radio station
for under 35s
in Malaysia



Launched 2006
#2 English radio station in Malaysia

64 MILLION VIDEO VIEWS ONLINE!

DI SEBALIK PINTU - JELAJAHI RUANG MAYA

KATRINA ADAM NUR AMINA AIDIL SARAH

SINOPSIS

Episod 1

Mengisahkan kehidupan Ustaz Hassan Albasheer dan Hajah Khadijah mempunyai dua orang anak lelaki yang berbeza perwatakan dan pemikiran.

Aidil merupakan sbang kepada Adam seorang yang lemah lembut, bersopan dan pegangan agama yang tinggi.

Adam pula seorang yang kasar, hidupnya juga dipengaruhi budaya barat. Aidil dan Adam diminta pulang oleh ibunya kerana ayah mereka sedang 'tenat'.

Tonton Episod 1 sekarang!

GALERI GAMBAR

tonton

Channels

Shows

Movies

Specials

Schedule

Playlists

Upin & Ipin

★★★★☆

+ | ♥

Upin & Ipin is an animation series about two 5-year-old twins, Upin and Ipin, telling their first experience fasting for the first time in the month of Ramadhan. It is being told from their perspective in such a way that is simple, comical and hilarious. Their grandmother, Opah and elder sister Ros, will give them advice and guidance as the story goes on.

Watch Latest Episode ▶

Latest Videos

Featured Playlist

Most Viewed

Expand View | Total: 23 Media Files



WWE
Team Alliance vs Team
WWE



Austin Powers
International Man of
Mystery



AKSI : Arjuna
Ep. 9



Alahai Fafau
Ep. 3



Whack It!
Ep. 2



Digi The Next Level
Ep. 7

My Playlists

My Top Picks (3)



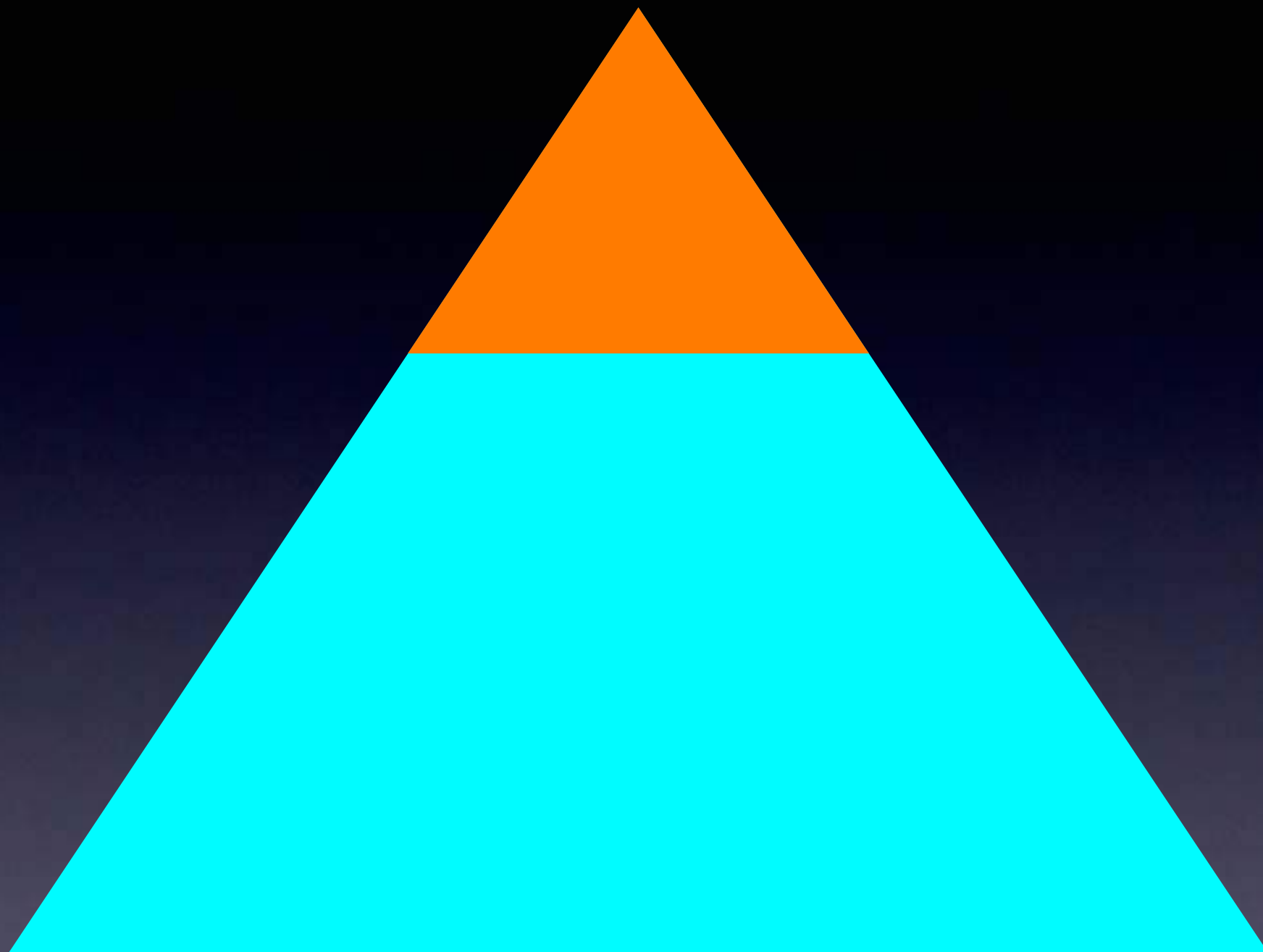
Target audience
15-25 years old



It's not a Product.
It's a Movement.
It's an Anthem of a Generation.

ISS

Innovation Syok Sendiri





= Product

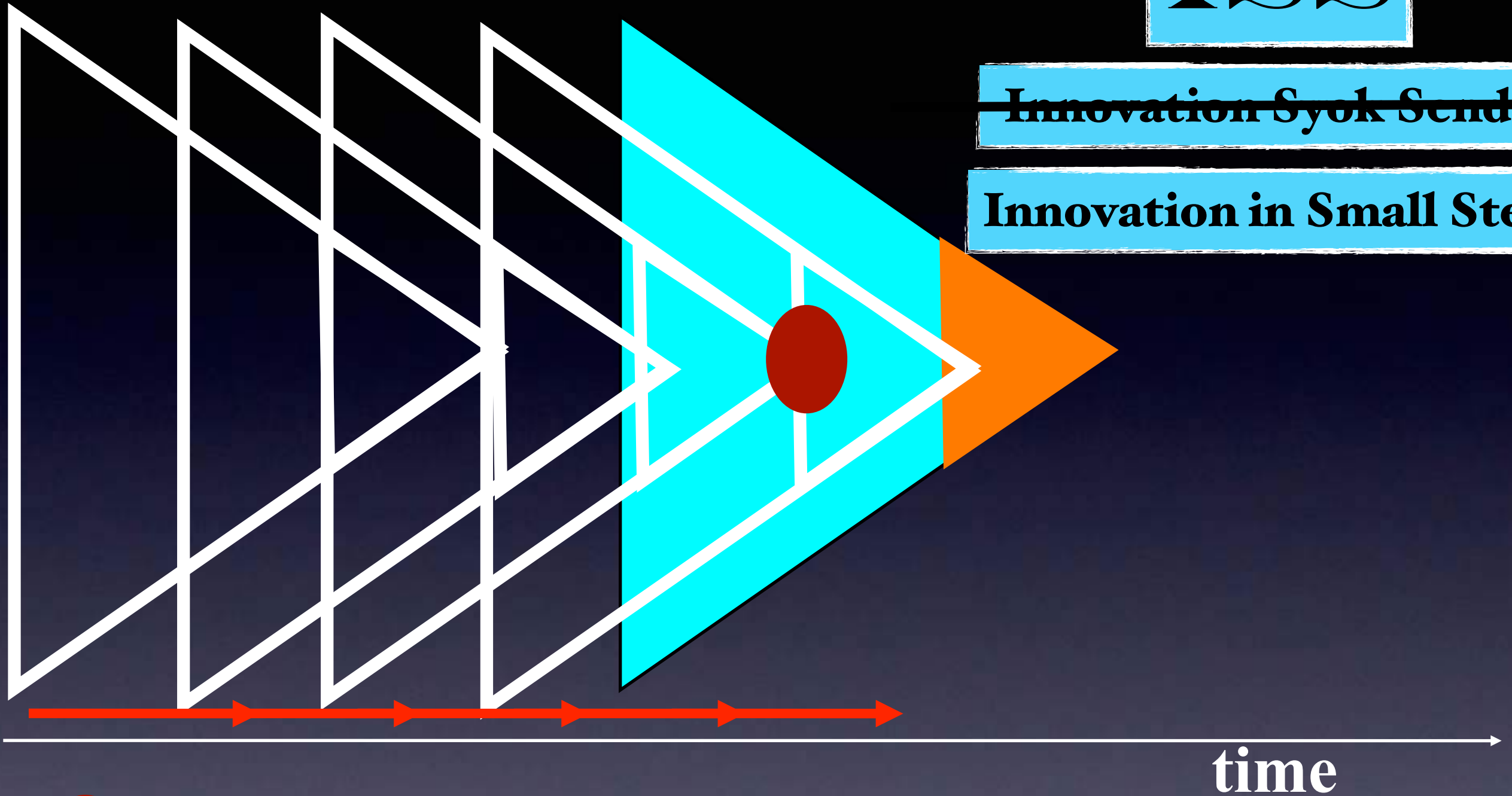


= Mass market movement

ISS

~~Innovation Syok Sendiri~~

Innovation in Small Steps



= Product



= Mass market movement



Target audience
15-25 years old



tonton



Target audience
4-60 years old

Staff
18-55 years old

7

DEMOGRAPHIC INSIGHTS

*In understanding the
Generation Gap*

1. You Don't Represent Malaysia

We Live In Ivory Towers

YTD TOP PROGRAMMES ALL CHANNELS – ALL 4+ Across All Platform

No.	Programme	Channel	Genre	Viewership '000s	Share (%)
1	ANUGERAH JUARA LAGU (L)	TV3	MUSICAL/ENTERTAINMENT	3,735	56.4
2	BINTANG MENCARI BIN.AKHIR(L)	TV3	REALITY TV	2,856	45.8
3	ANUGERAH BINTANG POPULAR BH(L)	TV3	MUSICAL/ENTERTAINMENT	2,516	39.2
4	KABHI KHUSHI KABHIE GHAM	TV3	MOVIES	2,286	43.2
5	ANUGERAH DRAMA FESTIVAL KL(L)	TV3	MUSICAL/ENTERTAINMENT	2,203	37.3
6	CNY MOVIE SPEC	TV3	MOVIES	2,182	38.1
7	BULETIN UTAMA	TV3	NEWS	2,162	36.0
8	IJAB & QABUL	TV3	MOVIES	2,148	33.7
9	AKASIA	TV3	DRAMA/SERIES	2,145	41.1
10	LESTARY	TV3	DRAMA/SERIES	2,087	31.6
11	MIRANDA	TV3	DRAMA/SERIES	2,016	30.2
12	BINTANG MENCARI BINTANG(L)	TV3	REALITY TV	1,949	30.5
13	DEMI	TV3	MOVIES	1,937	30.7
14	999 (L)	TV3	DOCUMENTARIES/MAGAZINES	1,884	28.8
15	ZEHRRA	TV3	DRAMA/SERIES	1,822	28.5
16	ANAK AKU BUKAN MILIK AKU	TV3	MOVIES	1,761	27.2
17	TELEMOVIE	TV3	MOVIES	1,756	35.2
18	BWF LI-NING THOMAS & UBER C.(L	TV1	SPORTS	1,741	28.9
19	LUTH MAHFUZ	TV3	MOVIES	1,741	31.7
20	CERITA CINTA KITA	TV3	DRAMA/SERIES	1,727	27.2
21	SELAMAT MALAM MH370	TV3	DOCUMENTARIES/MAGAZINES	1,725	26.7



at 20th August 2014

1

0.0

Out of the Top 100 TV programs in Malaysia, how many belong to TV3?



1. You Don't Represent Malaysia

**We Live In Ivory Towers -
whether they are Ivory Towers in Mont Kiara
or
they are Mass Market Ivory Towers Blok D
sebelah sekolah agama kat AU3 depan dia
ada makcik jual goreng pisang.**

1. You Don't Represent Malaysia

"Everyone" is usually 3 people

How Do We Solve This?

Jump Into The Moshpit

Social media is the new moshpit



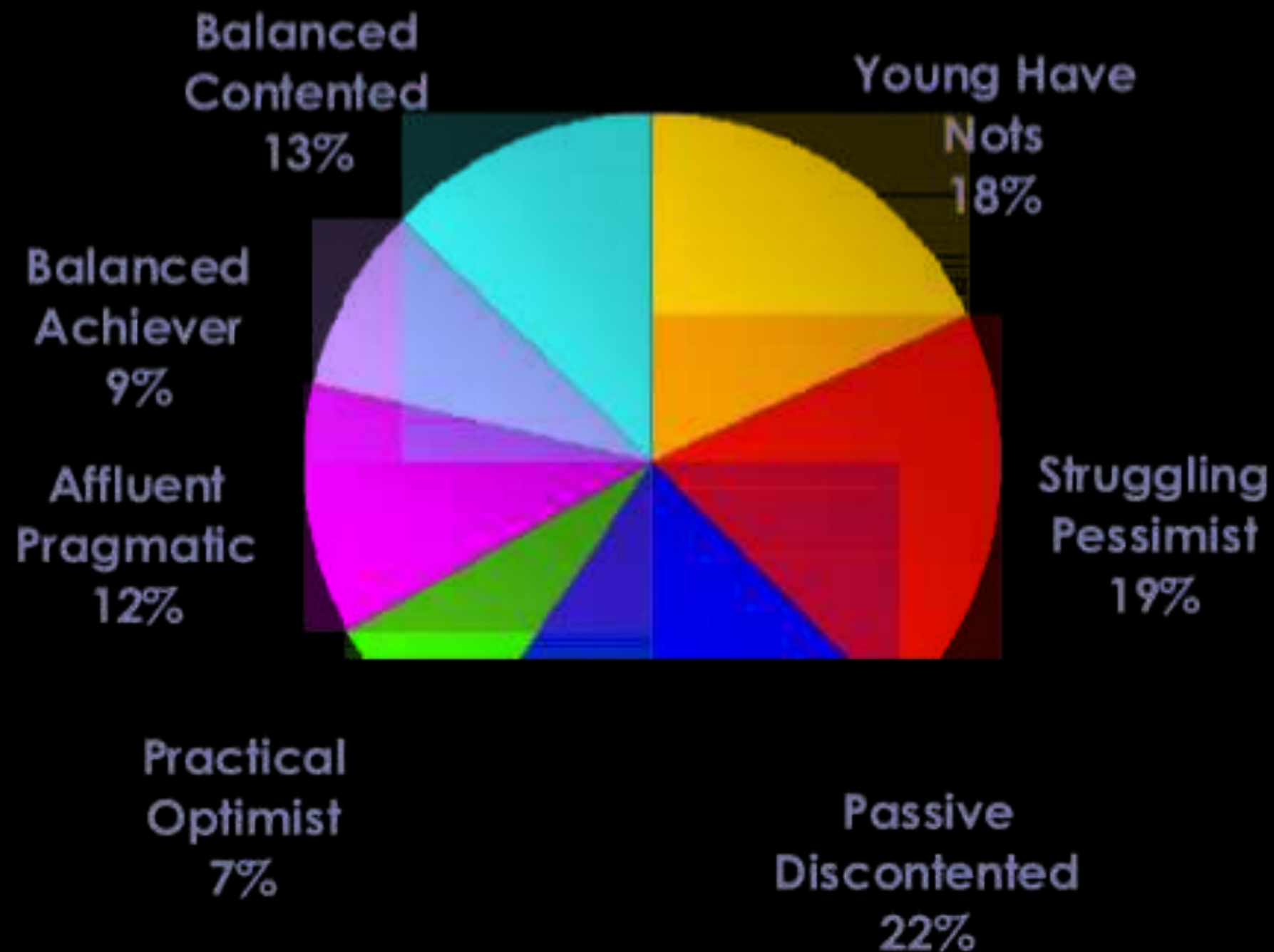
2. Are You Stereotyping?

**Yes, you
researchers
especially**

**The
Melayu**



Malay Lifestyle Clusters Example 1



Base ('000): 13,139

Malay Lifestyle Clusters Example 2

Bangsa Baru	8%
Wannabes	16%
Urban Traditionalists	14%
Loners	5%
Tidak Apas	22%
Kampung Traditionalists	35%

Malay Lifestyle Clusters Example 3

Pasrah



Hadhari



Glokal



Orang Bandar



Mr. Syed and Me

Mr. Syed (Neighbour)

Kemensah

40s

BM Educated

Hot

Berita Haria

TV3

Very pious - never misses the mosque

**Sends me sms every Wednesday if
there is a ceramah in the mosque**

**He can't name the no. 1 hit song in
America**

7 Children

He just bought my house.

Me

Kemensah

40s

BM Educated

tonton

Spiritual

**I wasn't interested about Awal and Scha
getting married**

2 Children

**Demographic data needs
Psychographic data**

Affluent mixed-race neighbourhood



Sek Men Sains Selangor



Sains Selangor 1986

**Demographic data needs
Psychographic data**



Sek Men Sains Selangor 2004

3. The Paradox Of Faith And Entertainment

2010s

what gap?



Yuna

Innovation in music styles

Religion as driver

A new style emerges
Merge between mass and urban
The new modern Malay redefined - modern, global, yet strong in Islamic beliefs
Mass market controlling Malay progress

With no trace of "colonial" education

raudhah
DI HATIKU



rauhah

MODERN MUSLIMS

HILABISTAS

SCARFLETS



THE MELAYU - common threads?

Multifaceted in persona;
a colourful tapestry of many
contradictions.

Entertainment

Religion



Soul

Emotional

Love

Passion

Creativity

**Heart first,
Head later**

Recognition

**World-view,
Community
bound**

*We want entertainment. We
love singing and dancing.
But we have strong religious
beliefs too!*

Raihan

**Maher
Zain**

Yuna

Raya preparations
Wedding preparations
Protocol
Titles

Yes let's conquer the
world, but let's do it
***within familiar
grounds***
Familiar grounds of family,
friends, culture and religion

**Peer /
familiarity
comfort**

Power in groups/beliefs
- so not embarrassed if fail
- laugh off the unfamiliar
- need 'confirmation' from peers
- international study groups
- Facebook friends

4. The Generation Gap Has ALWAYS Been There

People Always Rebel Against The Older Establishment



I don't understand this
music you're listening to

*Why don't you
listen to some
REAL music?*

**The Generation Gap Will
ALWAYS Be There**



5. It's Not A Job. It's A Mission

Gen Y
specific

Would You DIE For The Mission?

WHY we do it, not what we do

Pursue a calling

- ~~1. The end game is amassing a fortune and making lots of money~~
2. The end game is doing something of significance
3. Position it as a movement - an anthem of a generation



tonton

6. It's Not Management. It's Empowerment.



Let It Go

**Gen Y
specific**



Gen Y are driven by a mission:

1. Guidance - not mandate
2. Talk with - not talk to
3. Give them the credit.....and.....

RECENT AWARDS

2008 Promax Asia Awards

1 Gold & 1 Silver

**Beating 2500 entries from
around Asia**

2009 Promax Asia Awards

1 Silver



**4. When an employee has a good idea,
the best thing a boss can do is to
Get Out Of The Way**

**2010 Advertising &
Marketing Magazine:
#1 Choice For Youth Market**

**2010 Putra Brand Awards
Winner**



7. Thanks For Sharing Your Long-Term Vis.....ZZZZZZZZZZ

**Gen Y
specific**

Short Attention Spans

Instant Gratification

Customers AND Staff

If they can do it...

**Short Goals
And Missions**



Fast

Flexible

Fearless

**Move At The
*Speed Of People***

**Give them what
they DON'T
KNOW they want**





THANK
YOU