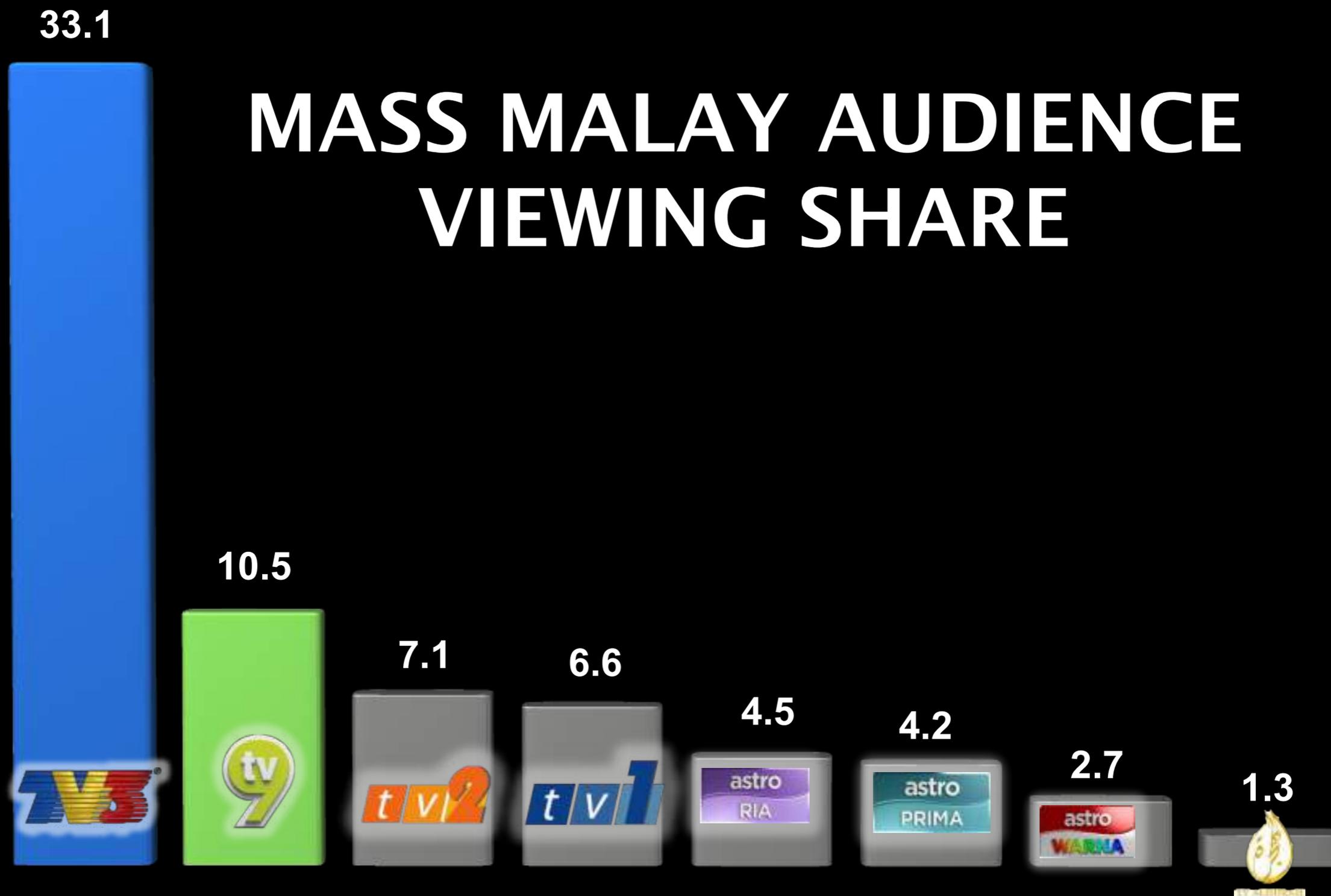


**DEMOGRAPHIC CHANGES  
AND MANAGING  
GENERATIONAL DIFFERENCES  
(MASS MEDIA INDUSTRY)**

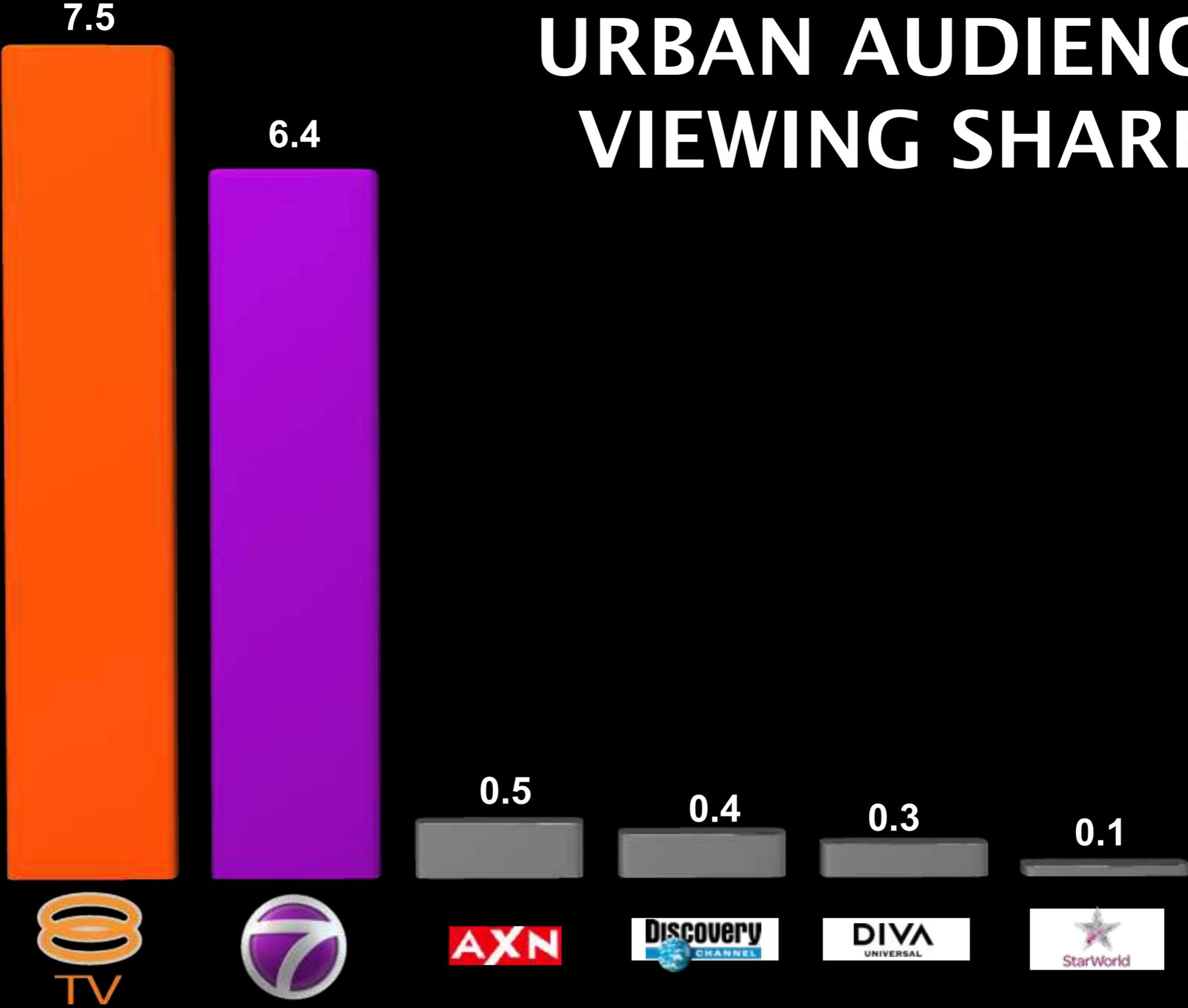


# MASS MALAY AUDIENCE VIEWING SHARE

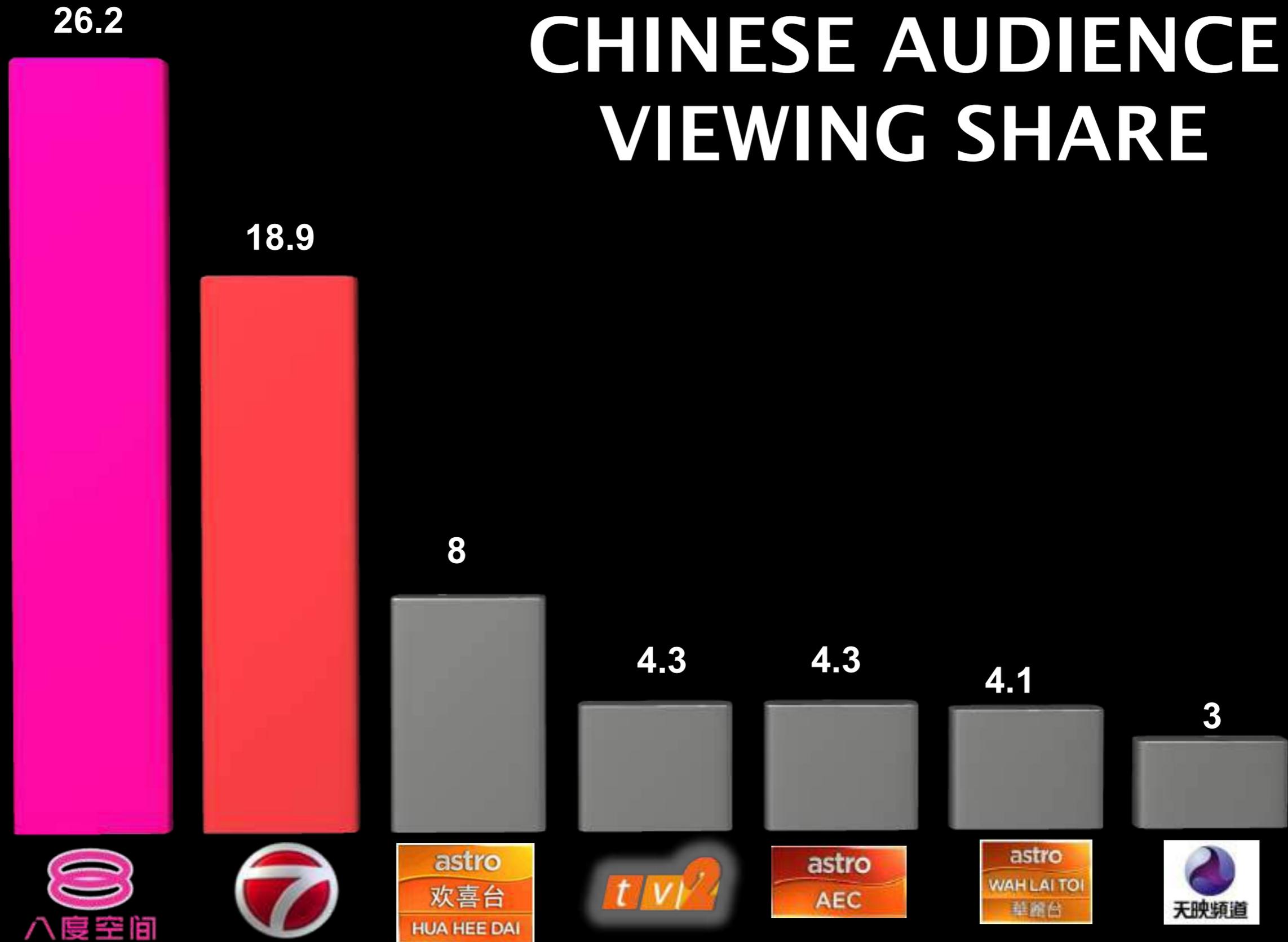




# URBAN AUDIENCE VIEWING SHARE



# 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**

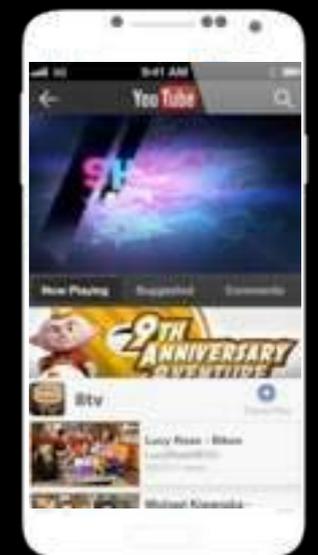
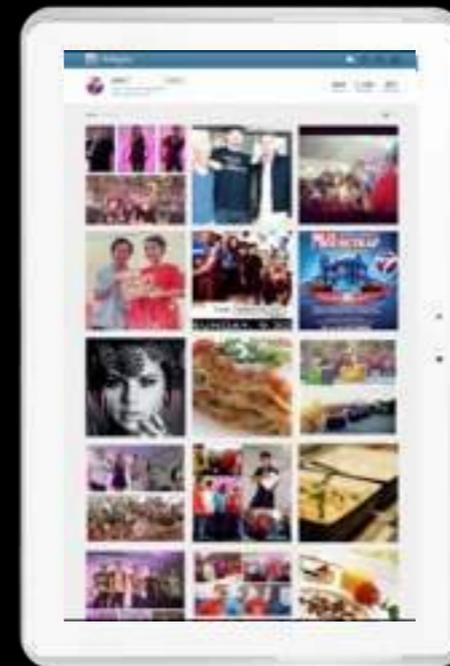
tonton®  
www.tonton.com.my

f 2,095,562

t 753,846

i 54,394

YouTube 17,850





Inspirasi Hidupku





# raudhah DI HATI KU





ntv7 YUAN CARNIVAL

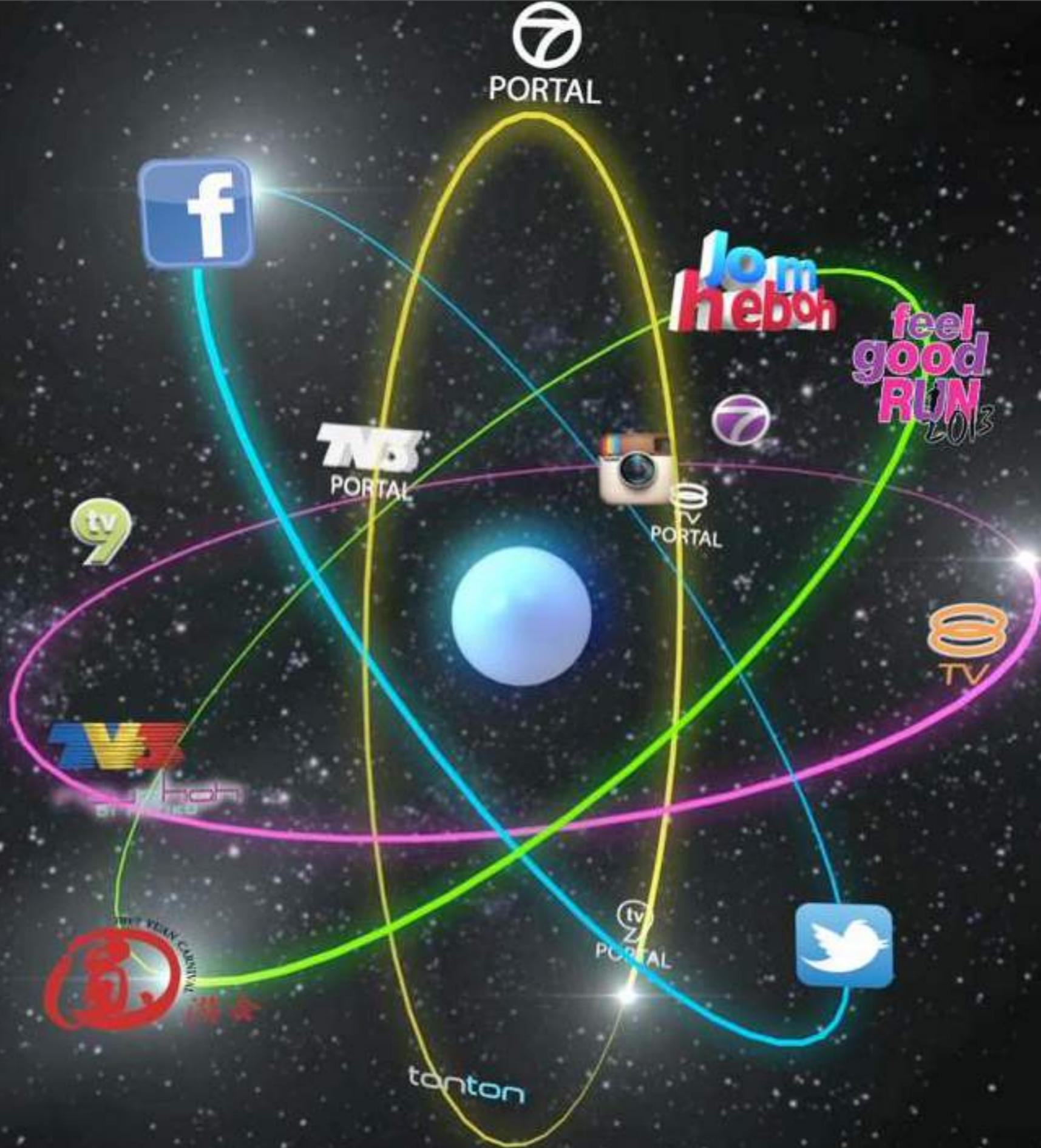


游会



# feel good RUN 2013







**You're Different...**

# THE TYPICAL RECORD INDUSTRY INFRASTRUCTURE IN THE EARLY 90s

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

**Malay  
Songs**

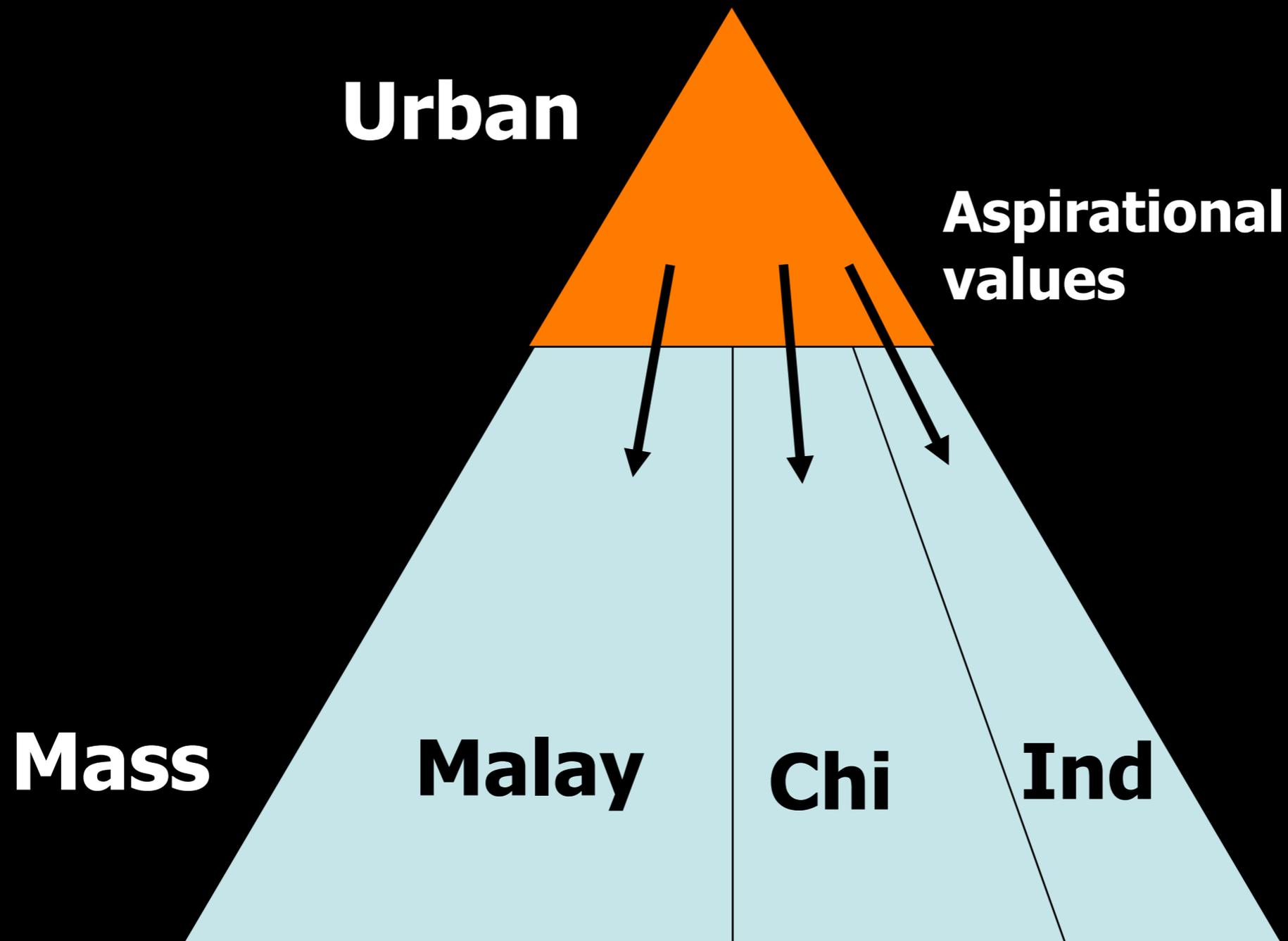
**Chinese  
Songs**

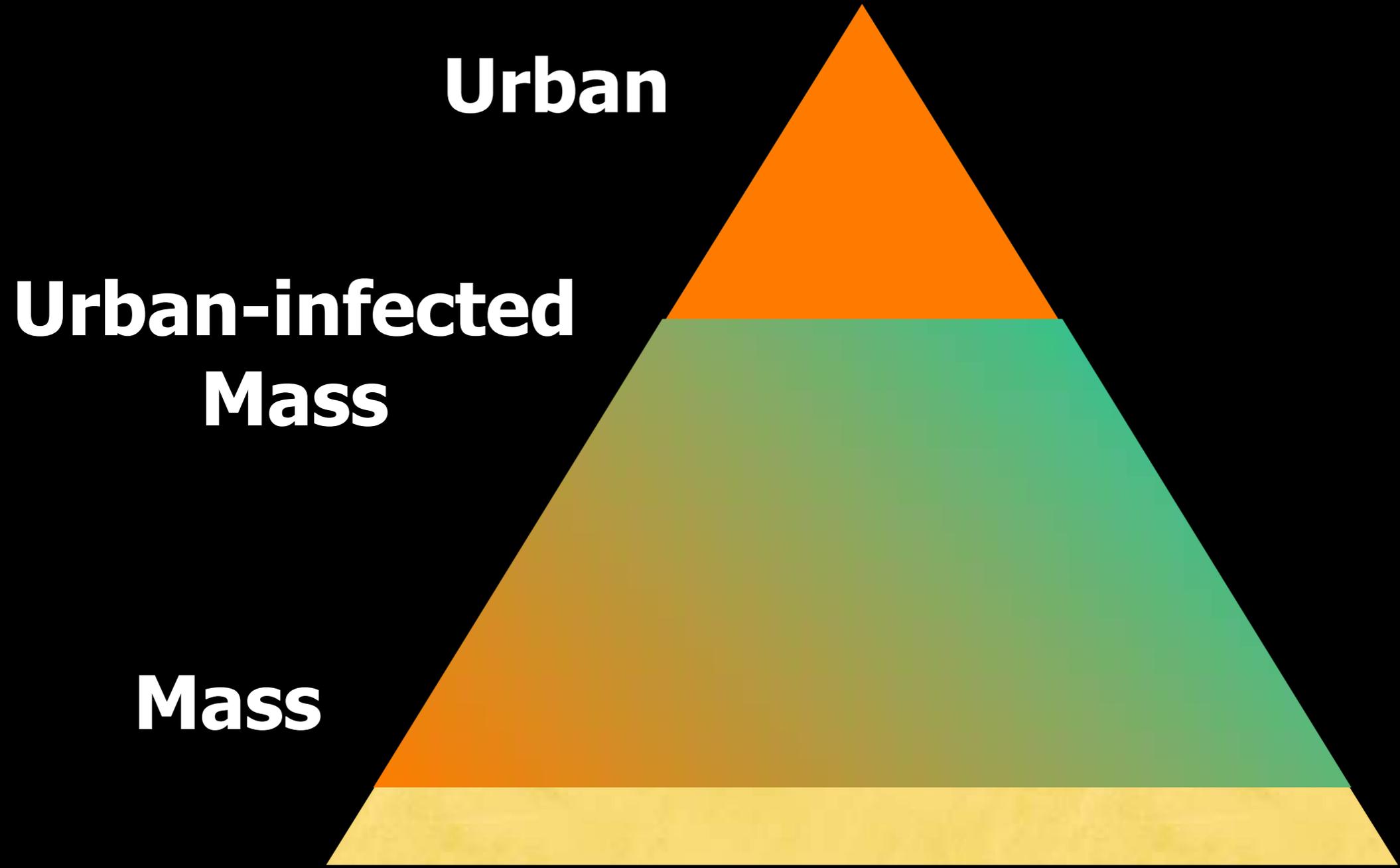
**International/  
English Songs**

TV  
Radio  
Press  
Retailers  
Record Companies

# We Jumped Into The Moshpit







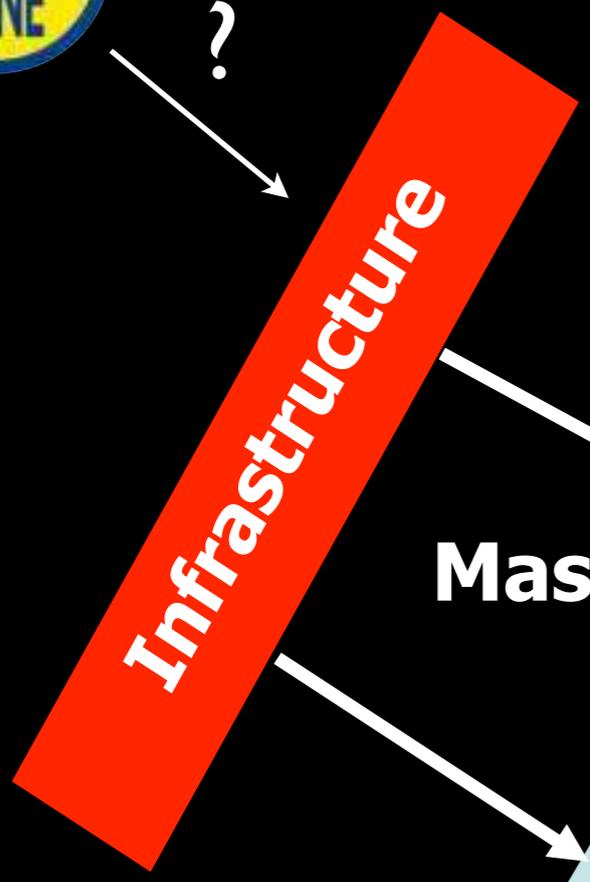


**Very Tough!**



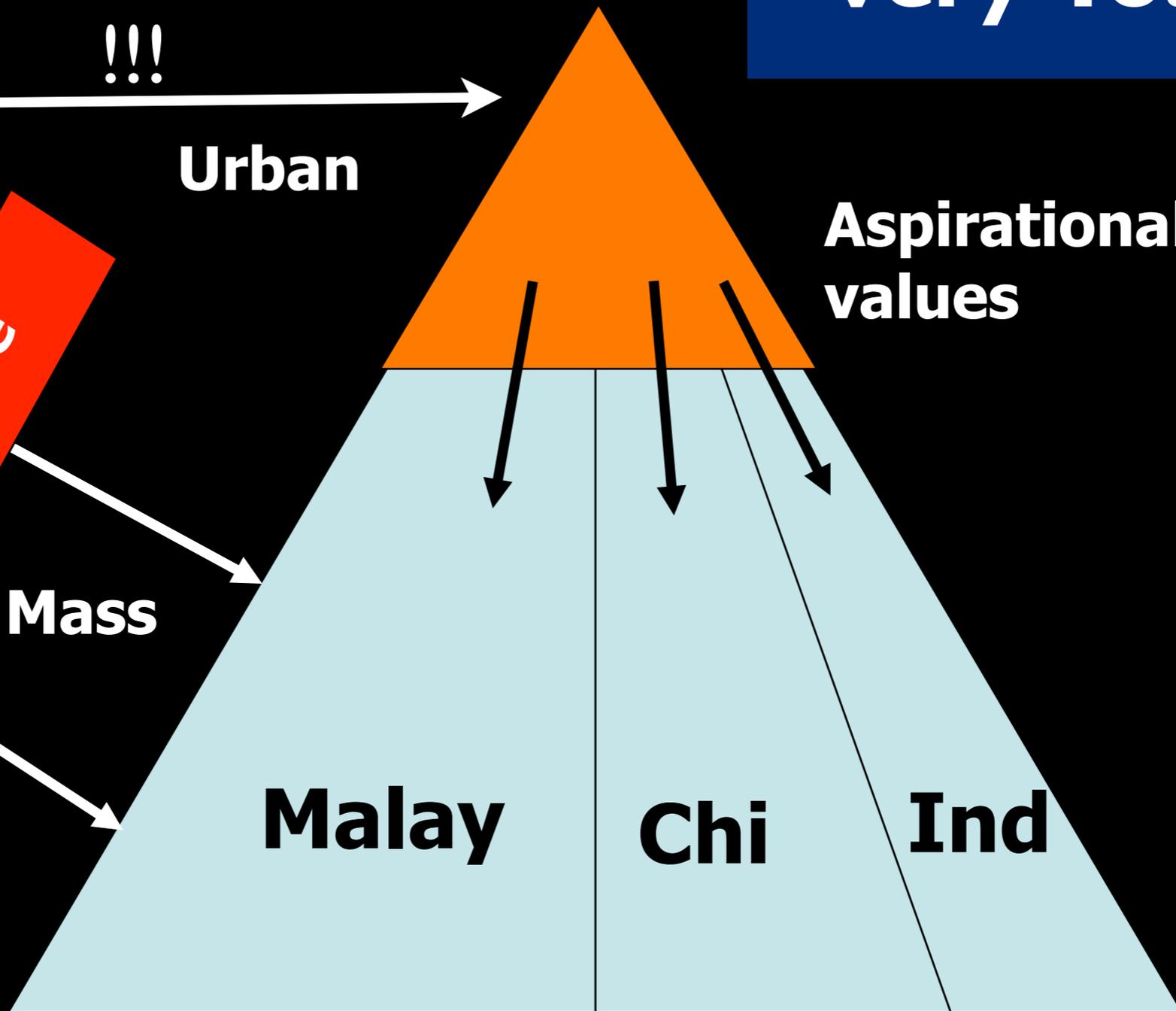
**Urban**

**Aspirational values**



?

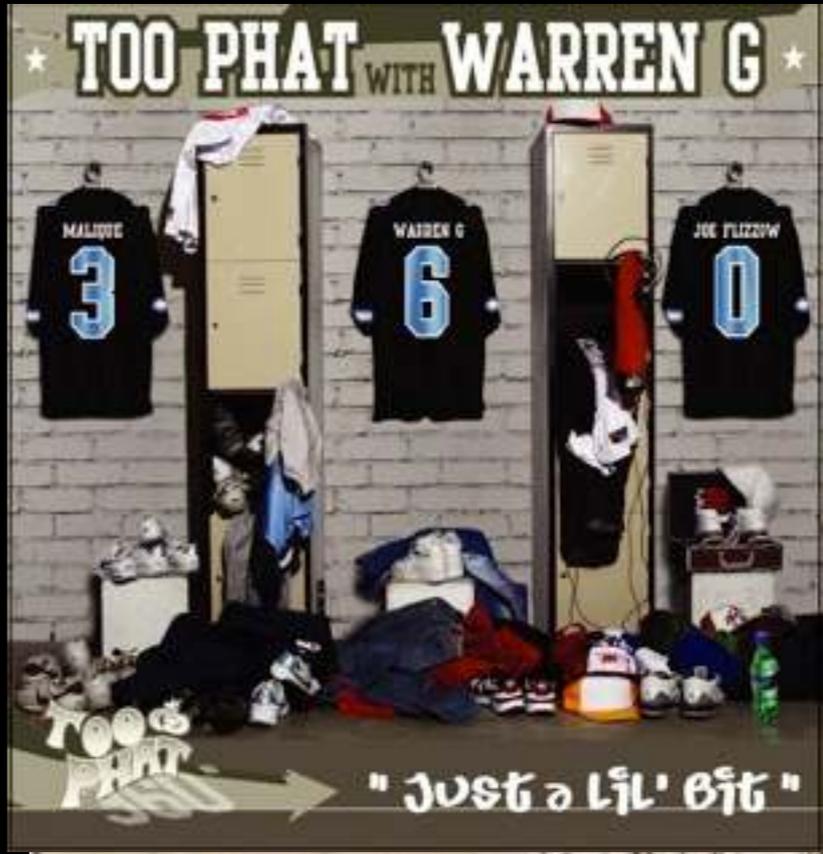
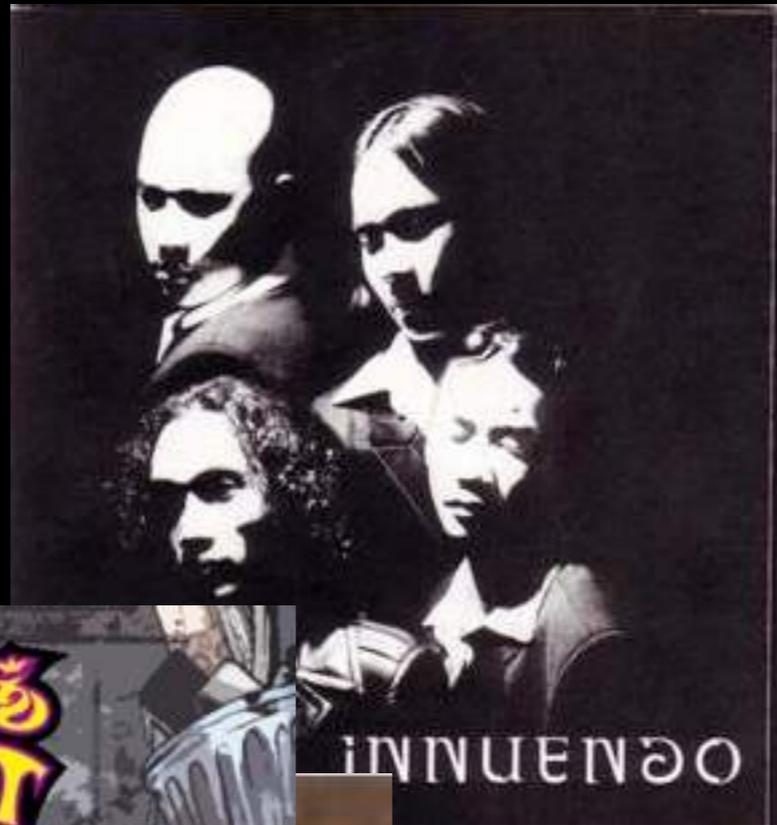
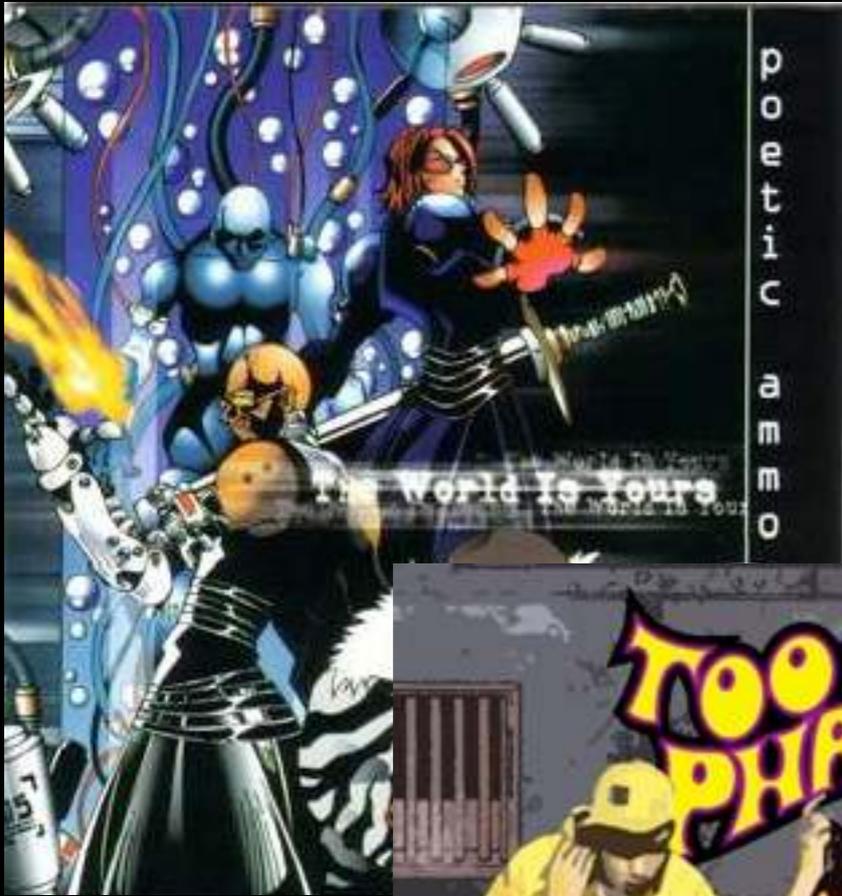
**Mass**

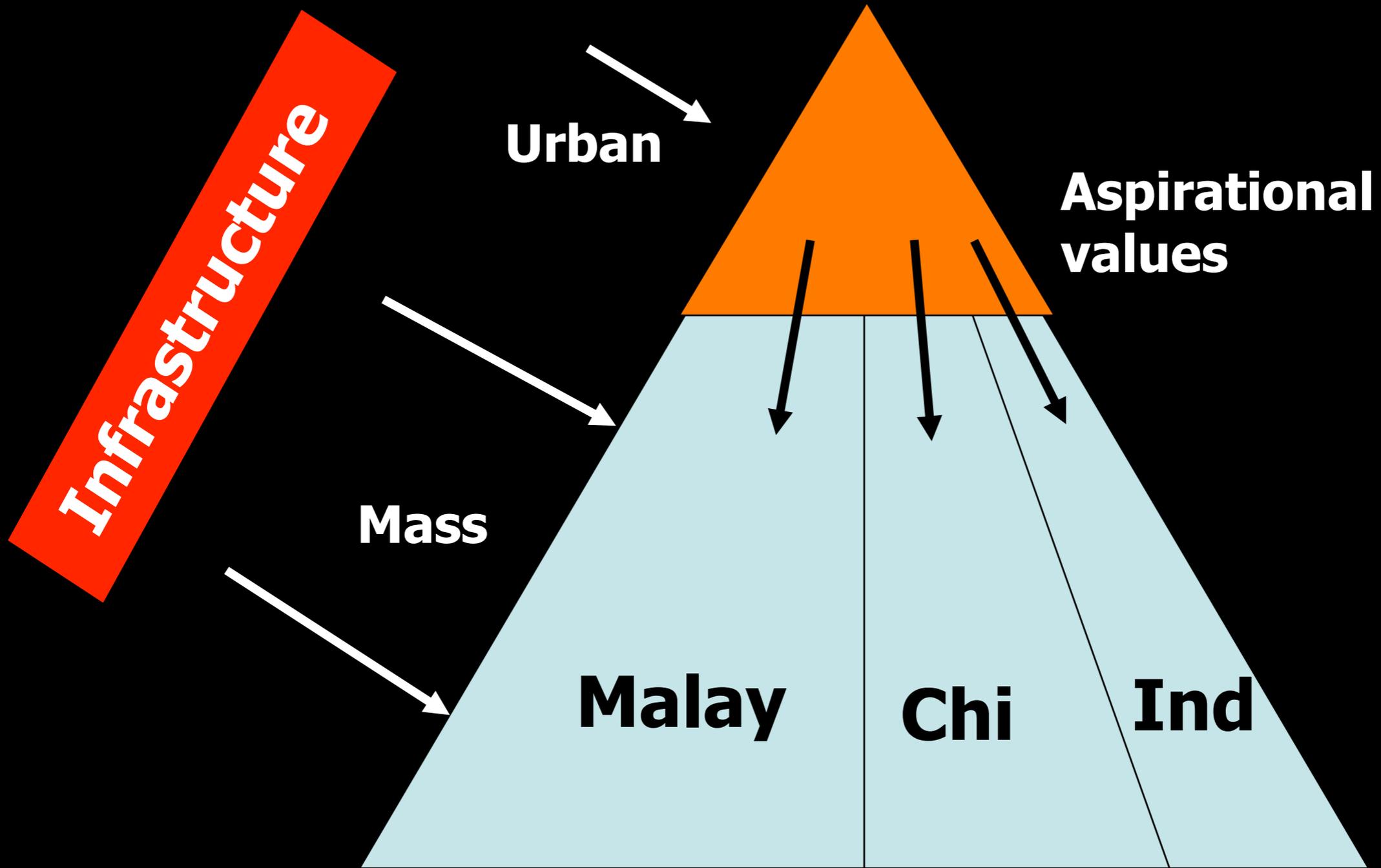


**Malay**

**Chi**

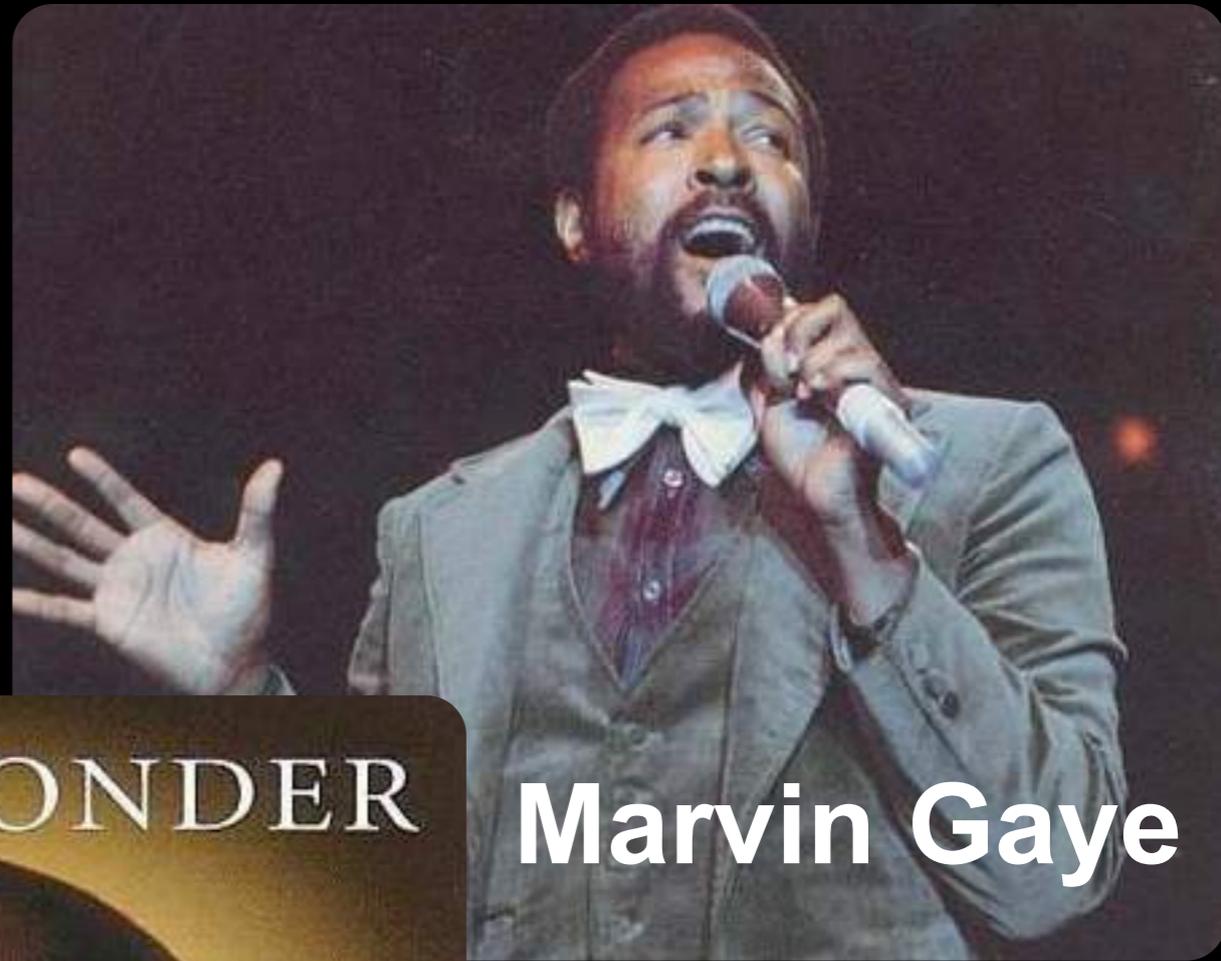
**Ind**



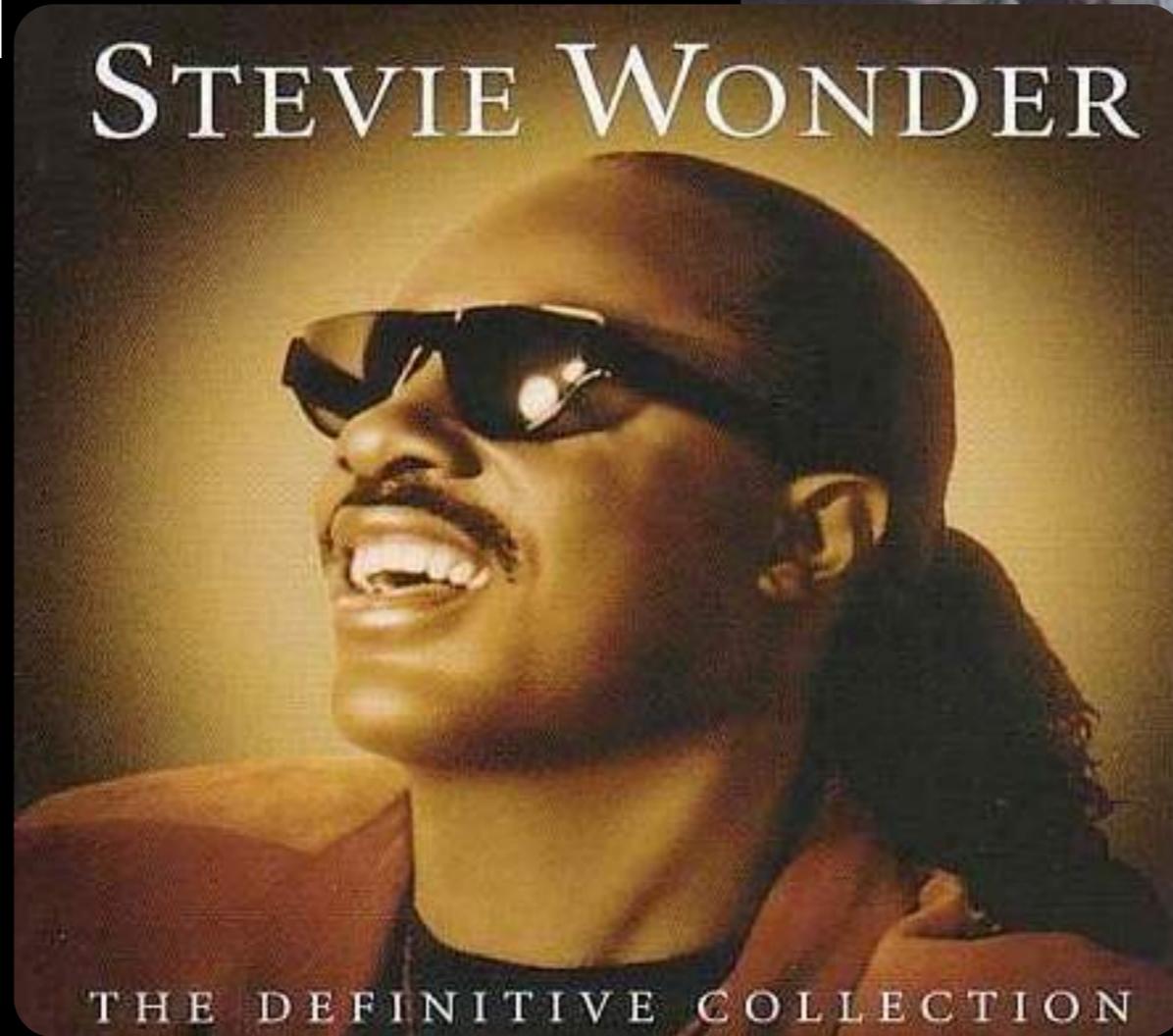




**innovator?  
really?**



Marvin Gaye





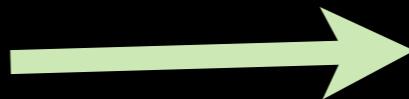
If you know your target audience  
inside out...

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**

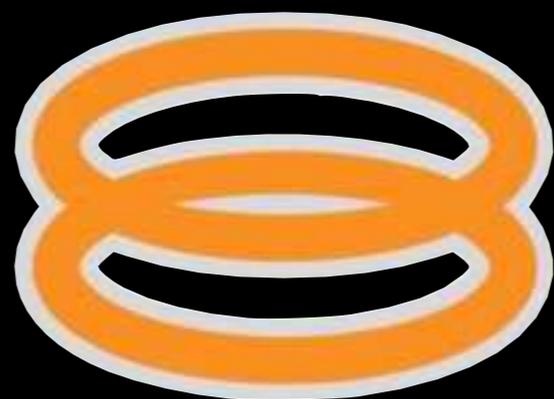


# New Free TV Station?

**Mission:**

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

**Industry vs People**



TV

**YOU'VE NEVER SEEN FREE TV  
LIKE THIS BEFORE**

# Innovative Local Content



**22. Cool Heroes**

<b>The Incredibles (The Incredibles)</b>	<b>(23.8%)</b>
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)**

<b>The Phantom of the Opera (The Phantom of the Opera)</b>	<b>(13.1%)</b>
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**

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

**25. Cool reality TV show**

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

**26. Cool TV Comedy/Sitcom**

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

**27. Cool Female TV Star**

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

**28. Cool Male TV Star**

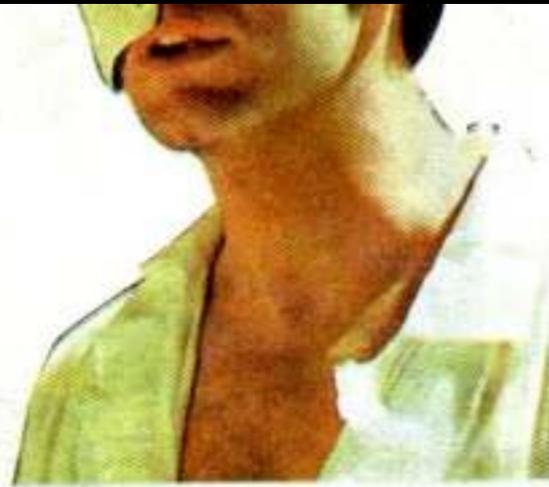
<b>Gurmit Singh (Phua Chu Kang, Phua Chu Kang)</b>	<b>(18.4%)</b>
Tom Welling ( <i>Clark Kent, Smallville</i> )	(16.6%)
Chad Michael Murray ( <i>Lucas Scott, One Tree Hill</i> )	(14.6%)
Donald Trump ( <i>The Apprentice</i> )	(7.2%)
Others: Adam Brody ( <i>Seth Cowen, The O.C.</i> ), Frankie Muniz ( 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

**29. Cool TV Channel**

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

**30. Cool Radio Channel**

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

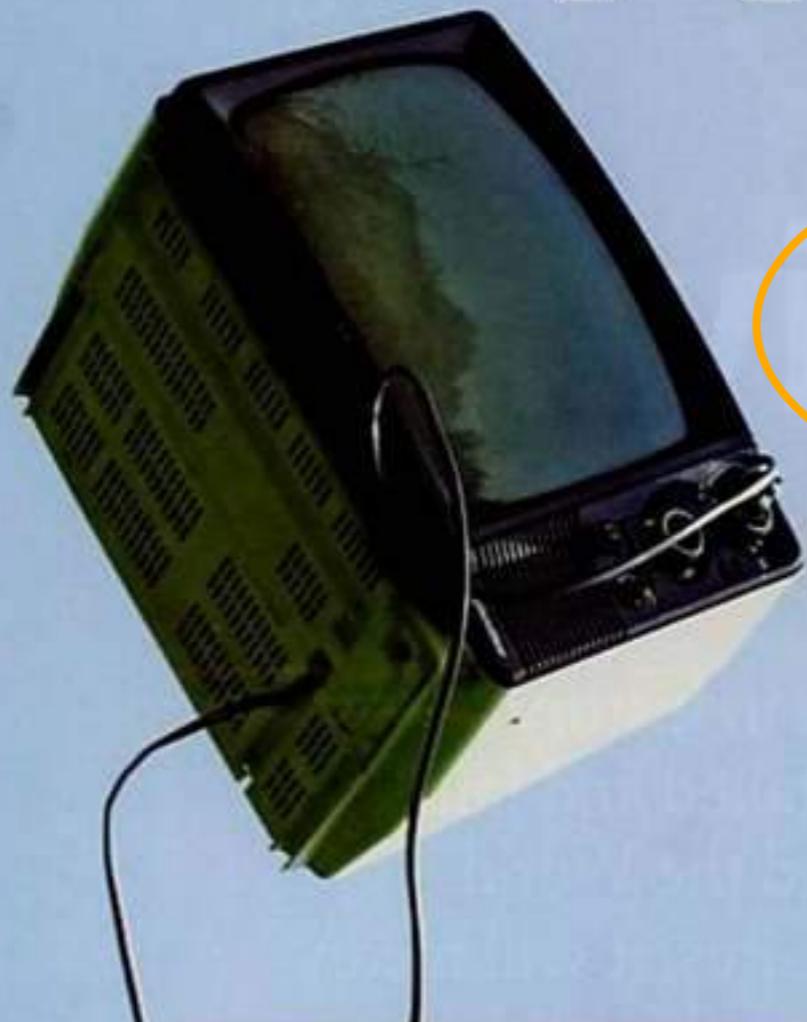


**THE STAR YOUTH 2  
COOL POLL 2005  
(Published 20 April 2005)**

**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 torn 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-fiancee Noniiana "Ira" Mohamed Nair. A research conducted by AGB Nielsen Media Research showed that 4.3 million people tuned in to watch the fairy tale wedding, compared to 1.8 million who watched more dirt on the Maw-Ira non-affair.

## Channel Of The Year: 8TV

8TV went the extra mile in producing high quality local programs that succeeded in capturing a sizeable 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 *Trappin'* hosted by Rina Oemar. The award for Not The Channel Of The Year, on the other hand, goes to MTV.

## 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 *XL Lights* on 8TV, which highlighted the ups and downs of the life of a fresh graduate in the city. *Go! & Gin-cu* 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 Mauteer, Chelsea Ng and Ashraf Sieclair that exceeded 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 best 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**

# 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 &**

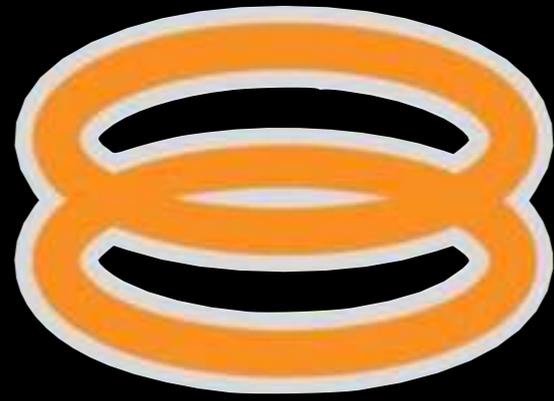
**Marketing Magazine:**

**#1 Choice For Youth Market**

**2010 Putra Brand Awards**

**Winner**





TV

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



## SINOPSIS

### Episod 1

Mengisahkan kehidupan Ustaz Hassan Abasheer 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

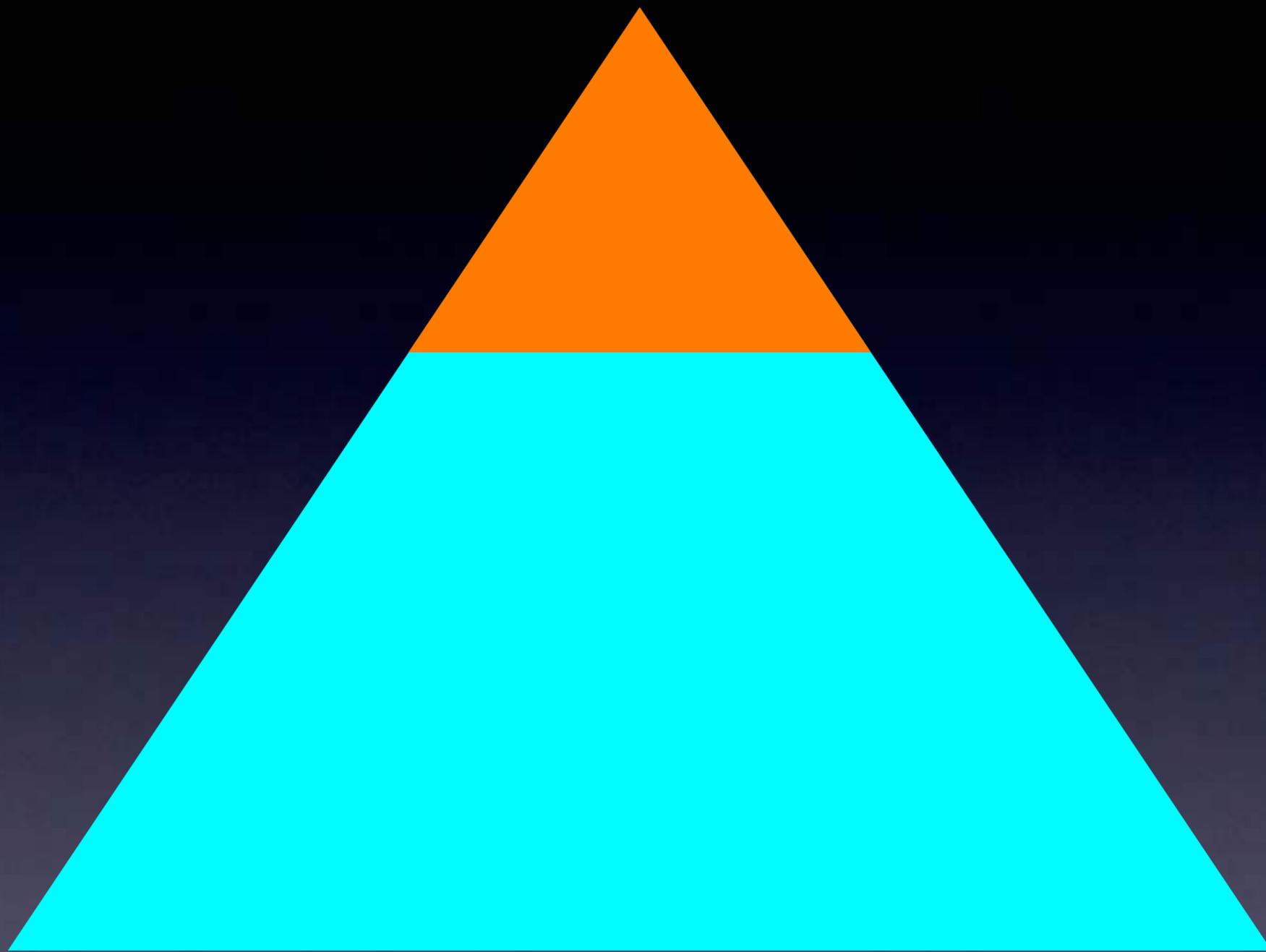


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It's not a Product.  
It's a Movement.  
It's an Anthem of a Generation.



**Innovation Syok Sendiri**





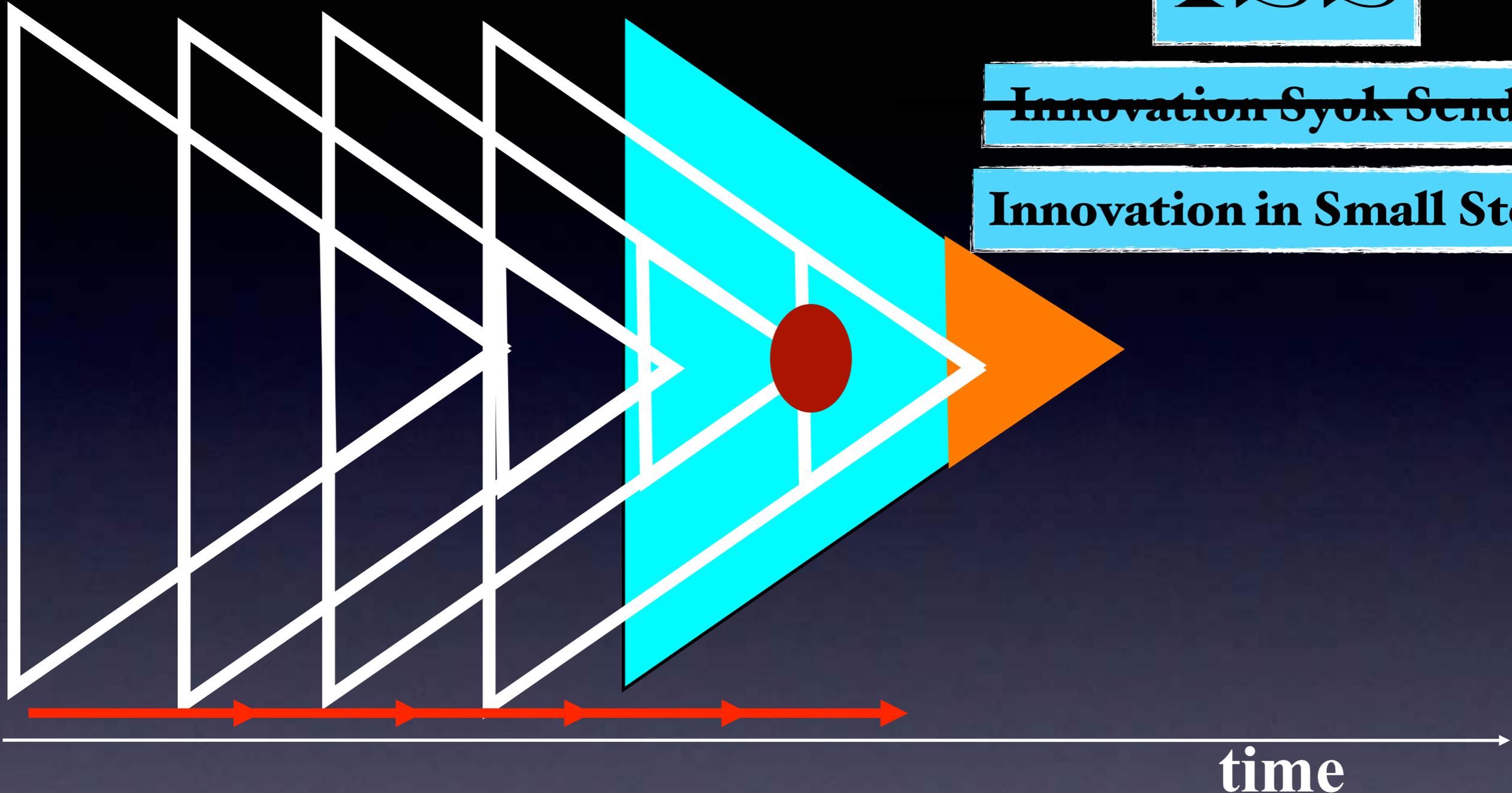
 = Product

 = Mass market movement

# ISS

~~Innovation Syok Sendiri~~

Innovation in Small Steps

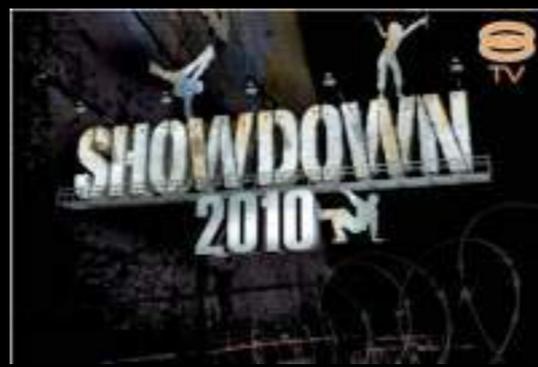


 = Product

 = 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	ZEHRA	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 20<sup>th</sup> 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**



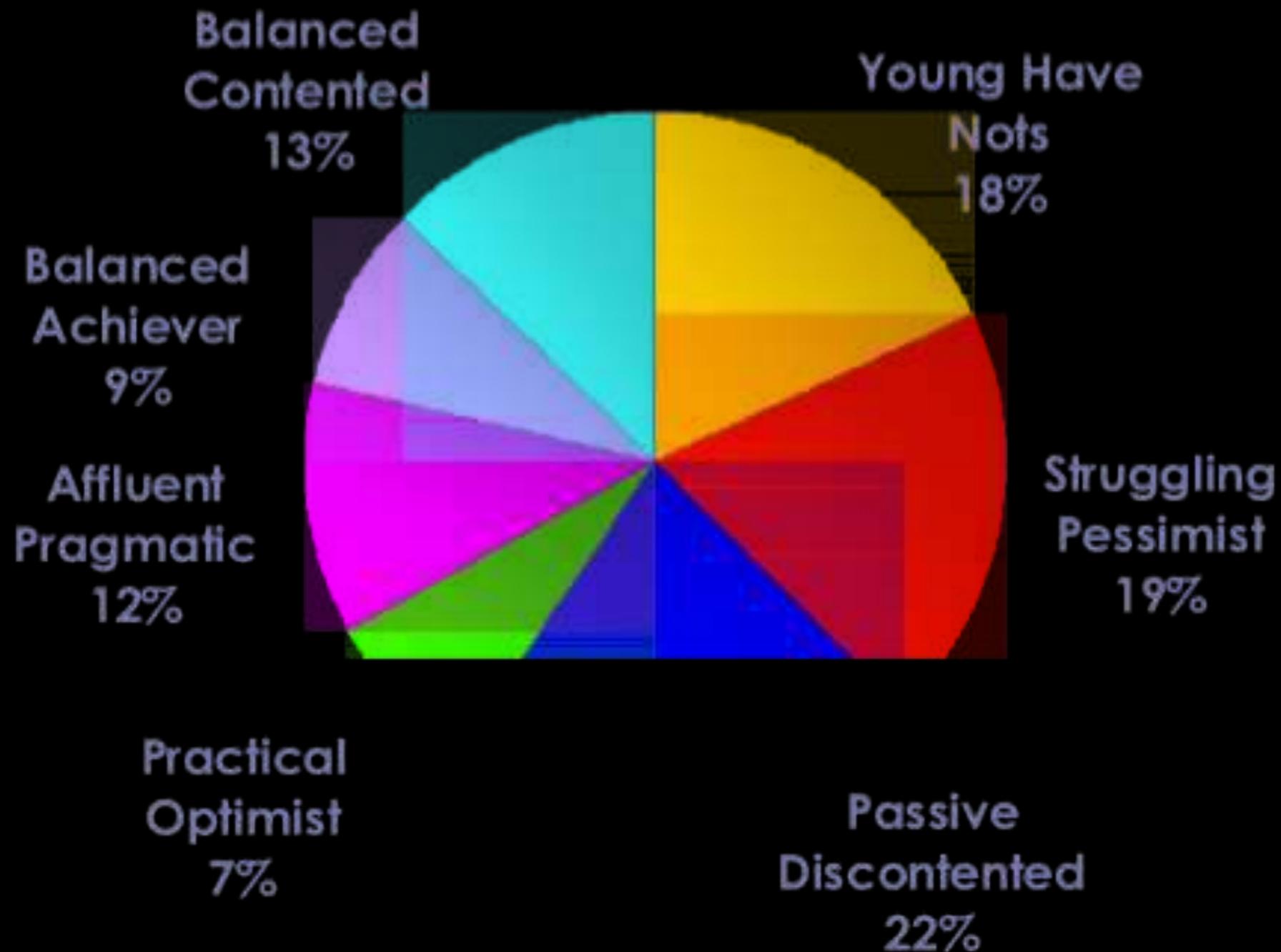
## 2. Are You Stereotyping?

**Yes, you  
researchers  
especially**

**The  
Melayu**



# Malay Lifestyle Clusters Example 1



Base ('000): 13,139

# Malay Lifestyle Clusters Example 2

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

# 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**

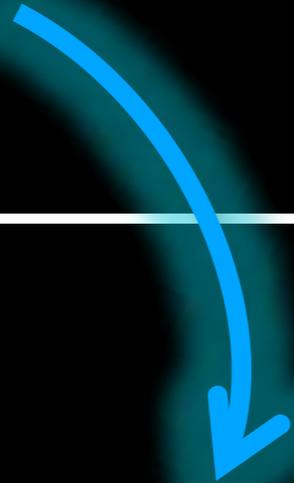
**Spiritual**

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

**2 Children**

**Demographic data needs  
Psychographic data**

*Affluent mixed-race neighbourhood*



e



Sek Men Sains Selangor



Sains Selangor 1986

**Demographic data needs  
Psychographic data**



Sek Men Sains Selangor 2004

# 3. The Paradox Of Faith And Entertainment



Yuna

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

2010s



what gap?

Innovation in music styles

Religion as driver

With no trace of "colonial" education

raudhah  
DI HATIKU



# rauhah

**MODERN MUSLIMS**

**HIJABISTAS**

**SCARFLETS**



# THE MELAYU - common threads?

Multifaceted in persona;  
a colourful tapestry of many  
contradictions.

## Entertainment

## Religion



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

Soul

Emotional

Love

Passion

Creativity

Heart first,  
Head later

Recognition

Raihan

Maher  
Zain

Yuna

Raya preparations  
Wedding preparations  
Protocol  
Titles

World-view,  
Community  
bound

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

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

Peer /  
familiarity  
comfort

# 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