


Communicate@MCMC and Broadcast Talk Series 1/2024

"INSIGHTS INTO MALAYSIAN TELEVISION CONSUMPTION"

30 APRIL
2024

 10:00AM-
12:00 PM

Online Via



AGENDA

9:55 am : Zoom open to Participants

10:00 am : Emcee's Address

10:02 am : **Title: Insights into Malaysian Television Consumption**

Moderator:

En. Mohamed Redzwan Yahya, Specialist, Broadcasting Industry Development Department, Digital Ecosystem Development Division

Panellists:

- 1) **Dr. Mokhtarrudin Ahmad** (Lead Researcher, Multimedia University)
- 2) **Asst. Prof. Dr. Wan Norshira Wan Mohd Ghazali** (Lead Researcher, *Universiti Sultan Zainal Abidin*)
- 3) **Dr. Kavitha Balakrishnan** (Lead Researcher, Multimedia University)
- 4) **Dr. Norhayati Mohamad Hussain** (Lead Researcher, *Universiti Utara Malaysia*)

The panel discussion will highlight the study conducted, key findings and recommendations, emphasising the following:

- 1) Demographic profile of the audience;
- 2) Audience FTA usage patterns, gratification levels and content preferences; and
- 3) Recommendations to stakeholders for the future.

11:20 am : Q&A Session

11:50 am : Kahoot Quiz and Closing by Emcee

12:00 pm : End

ABOUT COMMUNICATE@MCMC AND BROADCAST TALK SERIES 1/2024

Communicate@MCMC is a research sharing session aimed to convey and disseminate valuable research findings and potential future direction of related research works supported by MCMC in furtherance of the aspirations to realise a Digitally Connected Society, organised by the Research Enterprise Department of the MCMC Academy. The overarching theme of the webinar is related to aspects of a Digitally Connected Society, encompassing the concepts of Digital Inclusion, Digital Citizenship and Cyberwellness.

The Broadcast Talk Series (BTS) is a series of interactive sessions organized by the MCMC's Broadcast Development Department, of the Digital Ecosystem Development Division to facilitate knowledge sharing and discussions related to the broadcasting industry. The talk sessions feature experts and industry leaders who provide insights, updates, and perspectives on various topics such as regulatory policies, technological advancements, content creation, and industry trends. These sessions aim to promote dialogue, collaboration, and innovation within the broadcasting community and contribute to the development and growth of the industry in Malaysia.

For Session 1/2024, both Communicate@MCMC and BTS have worked together to present the topic of the joint webinar, *Insights into Malaysian Television Consumption*.

The panel discussion highlighted the Study Conducted, its Key Findings & Recommendations, emphasising the following:

1. Demographic profile of the audience;
 2. Audience FTA usage patterns, gratification levels and content preferences; and
 3. Recommendations to stakeholders for the future.
-

MODERATOR



EN. MOHAMED REDZWAN YAHYA
MODERATOR, MCMC

En Redzwan has over 30 years of experience in the Broadcasting Industry. He started his broadcasting journey in 1992 when he joined TV3, where he held various positions in the organisation from Operations & Methods, Technical & Creative Services, Research & Information Services and International Sales until his last position as General Manager Engineering Services. He later joined a Consulting Company and among projects undertaken was 'The Networked Content Industry' which was commissioned by MCMC. He was also directly involved in developing the Malaysian Digital Broadcasting Masterplan and RTM Digital Broadcasting Masterplan and its successful Proof of Concept at RTM. En Redzwan later joined TV AlHijrah as its General Manager, Engineering & IT Broadcast Services. He was the Project Director for building TV AlHijrah's "Pusat Penyiaran Digital", the country's first Free-to-Air Digital Broadcasting Centre. This project, from demolition works to on-air broadcast, was completed in 4 months. In 2014, he was recruited to become the Chief Operating Officer of MYTV Broadcasting Sdn Bhd, and completed MYTV's Digital Terrestrial Television transmission coverage of 85% of its population within 18 months. He then decided to opt for early retirement in 2016. However, in late 2020, he was asked by MCMC to assist in the area of broadcasting, and he has been here since.

PANELLIST 1

Dr. Mokhtarrudin Ahmad is a Specialist 3 with Faculty of Applied Communication at Multimedia University Cyberjaya Campus. He is currently the Dean of the Faculty of Applied Communication.

He has 27 years of working experience in Public Relations from various companies including Multi National Corporation and Universities. Previously he has served Universiti Malaysia Sabah and Universiti Malaysia Kelantan as a Director of Corporate Affairs. He has secured a total of RM3.5 million of research grant in the area of Media Literacy, Communication and Entrepreneurship.

He has been seconded to the Ministry of Higher Education Malaysia as a Media Advisor. Formerly he is also an Associate Professor in the area of Communication with Universiti Malaysia Kelantan.

The title of his DSRG Research is :

Free-to-air channel: Uses and Gratifications of Users in Sabah



DR. MOKHTARRUDIN AHMAD
PANELLIST, MMU

PANELLIST 2

Dr. Wan Norshira is a university lecture at the Center of Modern Languages. She holds a Ph.D. in Media, Communication, and Cultural Studies from Nottingham Trent University, United Kingdom.



**ASST. PROF. DR. WAN NORSHIRA
WAN MOHD GHAZALI**
PANELLIST, UNISZA

As an academic, She performs multiple roles from authoring, co-authoring, and editing journal articles, books, monographs, and newspaper articles on health communication, journalism ethics, and media effects. Her field of interests include media and journalism, health journalism, political economy of media, power, ideology, and culture and media studies. Before joining the academic world, she was exposed to the real practices of media in Malaysia at the Corporate Communication of TV9. In 2018, she went to Bernama under an Industrial Attachment Programme to gain more industrial exposure.

Besides research on FTA TV and advertising potentials, she also worked on other research projects which examined the Islamic approaches to address vaccine misinformation, ethical guideline to reporting vaccine stories, and digital parenting education.

The title of her DSRG Research is :

The Uses, Motivation, and Gratification of Free-to-air Channel Among Users in the East Coast Region of Peninsular Malaysia.

PANELLIST 3

Dr. Kavitha Balakrishnan started her career in the academia in 1999. She has taught various language and communication courses to foundation, diploma and degree students. She has a doctorate degree in Management with special research interest in multiculturalism, intercultural communication, leadership communications, organization psychology and performance. She has provided business writing courses, in-house trainings, and communication skills workshops for participants from several government agencies, corporate clients, and private organizations. Amongst the courses and programs in her training repertoire are train the trainer, public speaking, effective communication skills, report writing skills, effective telephone handling techniques, meeting, interview and leadership skills and a host of others in the areas of soft skills training.

Other than conducting public training, she has also trained clients on executive and non-executive levels in both private and government departments. She is also actively involved in conducting professional or corporate social responsibility (PSR/CSR) training programs for government and private sectors. Apart from that, she has also offered trainings and workshops on English language competency and accent modification for academics from schools and universities. She is also one of the authors of published books entitled Alpha English III, Traces 3, Quintessence and Avid.

The title of her DSRG Research is :

Free-to-air Channel: Uses, Motivation and Gratifications of Users in Sarawak.



DR. KAVITHA BALAKRISHNAN
PANELLIST, MMU

PANELLIST 4

Dr. Norhayati Mohamad Hussain is a Senior Lecturer at the School of Multimedia Technology and Communication, Universiti Utara Malaysia (UUM), since June 2023. With experience as a Tutor and Lecturer at UUM and as a Ph.D. Researcher at Universiti Sains Malaysia, she specializes in new media, digital literacy, and youth studies. Dr. Norhayati holds a Ph.D. in Media Studies from Universiti Sains Malaysia, a Master's in TESOL Studies from the University of Leeds, and a Bachelor of Communication from Universiti Putra Malaysia. She has published in academic journals, presented at international conferences, and received awards for her contributions in the field of media and communications.

The title of her DSRG Research is :

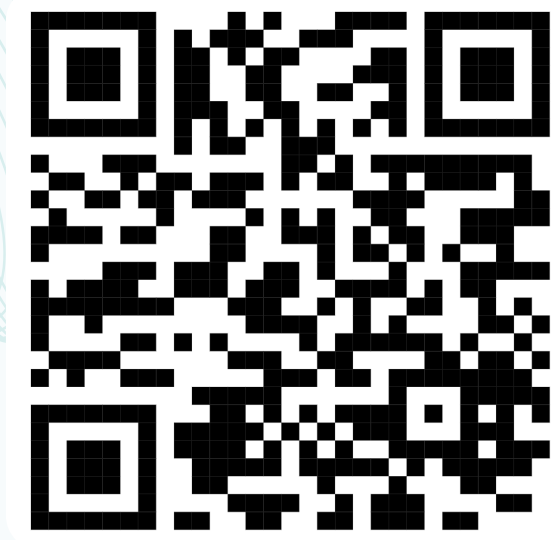
Free-To-Air Channel: Uses, Motivation and Gratifications of Users in the Northern Region of Peninsular Malaysia.



DR. NORHAYATI MOHAMAD HUSSAIN
PANELLIST, UUM

FEEDBACK FORM

We appreciate your assistance to complete the form
for our continuous improvement.



LINK : <https://forms.gle/LZuHx8PuHrMT4tNw9>



DSRG

DIGITAL SOCIETY RESEARCH GRANT

COMMUNICATE@MCMC
RESEARCH SHARING SESSION

Broadcast
Talk
Series

INQUIRIES:



Should you have any inquiries or need further information, please do not hesitate to reach out to us at research.enterprise@mcmc.gov.my or for broadcast related inquiries to : bid@mcmc.gov.my

Contacts (office hours only):

En. Zachary Malik : 03-8688 8263

Pn Atiqah Nabilah Mohd Salleh : 03-03-8688 7854

Pn Nor Aina Osman : 03-8688 8006