

review of operations

“2007 was another outstanding year for the Group. Moving forward, Media Prima will continue to execute strategies that will enhance the Group's earnings and maximise shareholders value, while continuing to invest in the best innovative and compelling content as well as aggressively promoting its media brands.”

Abdul Rahman Bin Ahmad
Group Managing Director/
Chief Executive Officer, Media Prima Berhad

2007 was another year of outstanding achievement.

As highlighted by the Chairman, our net profit hit RM117.4 million, exceeding the RM100 million mark for the first time in the history of the Group. This represents an increase of 41% from the RM83.0 million recorded in 2006. At the same time, profit before tax increased by 41% to RM149.1 million from RM105.7 million recorded in 2006.

Media Prima's media assets currently reach close to 21 million Malaysians daily, including 11.2 million television viewers, 6.8 million newspaper readers and 4.3 million radio listeners. With such reach, our media assets offer unparalleled and cost efficient reach to advertisers seeking to target any consumer segment.

Our TV networks continued to grow and remained our main driver of revenue and profit. Our radio business has already started to strongly contribute to profits after only eighteen month in operations. The performance of our print operations further improved. Our outdoor operations have proven to be earnings accretive immediately upon completion of acquisitions and our expansion into new media has shown considerable promise.

TV

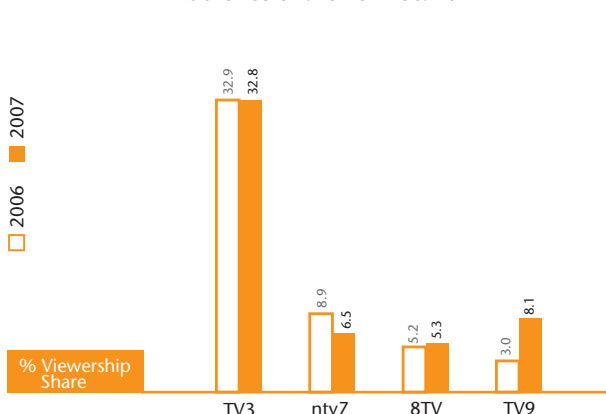
"Continuing our leadership position"

In 2007, our three networks, TV3, 8tv and ntv7 TV continued to be profitable whilst TV9 achieved operational break even after only eighteen months of operation, exceeding its target of two years.

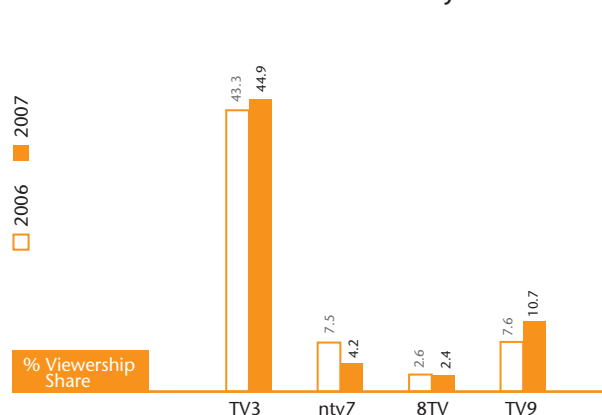
Revenue grew faster than the market despite soft advertising demand in the first half of the year, boosted by strong advertising growth arising from the 50th Merdeka celebrations and increased revenue from non traditional advertisers.

Despite the proliferation of new channels and amidst an intensely competitive television landscape, our collective share of audience increased – our four stations now account for 53% of TV audience.

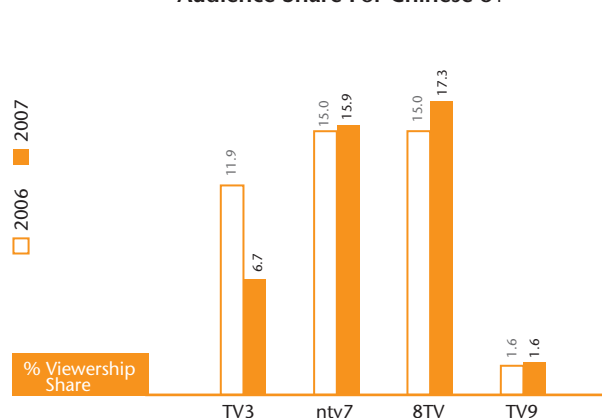
Audience Share For Total 6+



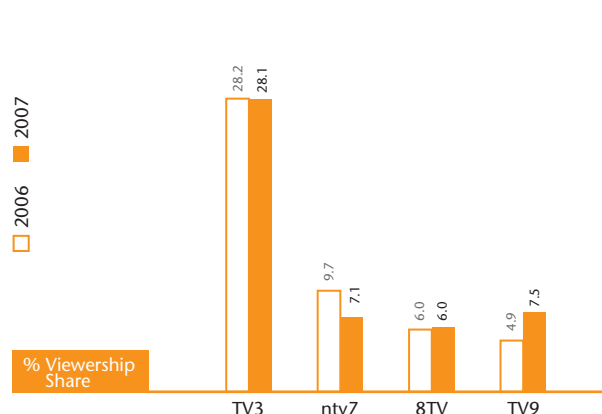
Audience Share For Malay 6+



Audience Share For Chinese 6+



Audience Share For Urban 6+



TV3 remained the nation's most popular mass market channel and by far the station of choice for all Malaysians. It is our dominant network, claiming a 33% share of viewers nationwide in 2007.

* Source: AGB Nielsen Media Research


 review of operations cont'd

As reported in the Chairman's message, TV3 was named as one of Malaysia's Most Valuable Brands. With continuous investment in content and brand, the network maintained its leadership positioning provision of news and local content. We are proud to note that TV3 has managed to continuously maintain its ratings by delivering all of Malaysian TV's 20 most watched programmes in 2007.

TOP 20 PROGRAMS AMONG ALL VIEWERS IN 2007

Total Viewers : 18,531,797

No.	Program	Genre	Channel	V'ship	TVR	Channel Share %
1	ANUGERAH BINTANG POPULAR B.H..	MUSICAL/ENTERTAINMENT	TV3	4,382,225	25.3	67.7
2	ANUGERAH JUARA LAGU (L)	MUSICAL/ENTERTAINMENT	TV3	4,251,171	24.5	65.8
3	ANUGERAH SKRIN (LIVE)	MUSICAL/ENTERTAINMENT	TV3	4,171,462	22.5	55.8
4	ANUGERAH JUARA LAGU:GLAM WALK	MUSICAL/ENTERTAINMENT	TV3	3,835,337	22.1	60.3
5	KISAH KAISARA	DRAMA/SERIES	TV3	3,452,042	18.6	51.2
6	LESTARY	DRAMA/SERIES	TV3	3,232,433	18.2	49.2
7	SERAM	DRAMA/SERIES	TV3	3,102,965	17.2	46.7
8	MUZIK MUZIK S.A.POP ROCK (L)	MUSICAL/ENTERTAINMENT	TV3	3,100,125	16.7	44.2
9	AKSI	DRAMA/SERIES	TV3	2,990,291	16.6	45.3
10	GANGSTARZ FINAL(L)	REALITY TV	TV3	2,735,777	15.8	43.0
11	BULETIN UTAMA	NEWS	TV3	2,790,967	15.6	49.6
12	PUTERI	COMEDIES/SITCOMS	TV3	2,713,221	15.4	44.4
13	ANUGERAH JUARA LAGU (R)	MUSICAL/ENTERTAINMENT	TV3	2,673,088	15.4	42.6
14	DUNIA BARU	DRAMA/SERIES	TV3	2,766,468	15.4	42.5
15	FARA	DRAMA/SERIES	TV3	2,636,067	15.2	44.8
16	CNY BLOCKBUSTER	MOVIES	TV3	2,531,669	14.6	51.3
17	MISI XX-RAY	DRAMA/SERIES	TV3	2,512,284	14.5	40.2
18	999 (L)	DOCUMENTARIES/MAGAZINES	TV3	2,542,179	14.3	39.9
19	C'RAMA	MOVIES	TV3	2,410,245	13.7	43.7
20	DUNIA ANITA	DRAMA/SERIES	TV3	2,456,320	13.6	40.3

Source : AGB Nielsen Media Research





Dekat di Hati



8TV also had another good year, achieving a higher level of profitability, and successfully cementing its leadership position among its target audience of urban youths and the Chinese community.

ntv7 is now the third most watched network among urban dwellers aged 25 and above, and the second most popular network amongst Chinese. Whilst ntv7 faces intense challenges as it continues to establish its position as a higher end brand targeting mature urban audiences, we are confident of improving its operational results through the increasing appeal of our content, the strong support of advertisers and continued rationalization of operational costs.

TV9 performed exceptionally well and has successfully established itself amongst its target audience of young semi-urban Malays and Malays who associate themselves with traditional Malay values, an important sub-group of the largest and fastest-growing consumer segment in Malaysia. It is currently the second most watched channel in the country amongst this target market.

Going forward, TV9 is committed to increasing its local content and is also exploring the viability of producing animated shows.

In terms of consolidated television network operations, we are pleased that in April 2007, we signed a multi-year, multi-genre volume renewal agreement with The Walt Disney Company's international TV distribution arm Buena Vista International Television-Asia Pacific to air a wide range of the world's latest and most popular television shows. This marks our 15-year relationship with BVITV which will continue to provide our free-to-air networks with first to air content.

In September we previewed our new and returning programmes for 2008. Over 3,000 media buyers, advertisers, corporate clients and celebrities attended our annual Television Networks Screenings event. Such screenings not only act as a powerful catalyst for television advertising but also help advertisers decide how to spend their budgets most effectively.

Media Prima continues to seek ways to maximise the efficiency and cost-effectiveness of our network operations. Accordingly, we are currently integrating the operations of ntv7 into our head office premises at Sri Pentas. The first phase which involved the transfer of ntv7 transmission operation into Sri Pentas was successfully completed in January 2008. We expect the migration exercise to be fully completed by the end of 2008.



review of operations cont'd

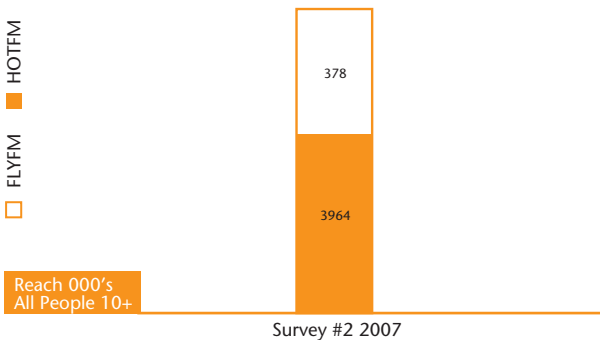
RADIO

"Our radio networks continue to strengthen their position."

In 2007, our radio networks successfully grew their business to contribute strongly to group's revenue and profits after less than two years in operations.

Since the launch of Fly FM in October 2005 and Hot FM in February 2006, both networks have made significant gains in listenership and increased their market share among Malay and English audiences to become the fastest growing radio stations in Malaysia, catering to almost 4.3 million listeners per week.

Listenership – Media Prima Radio Network



*Source: AGB Nielsen Media Research

Listenership for Hot FM rose by nearly one million or 33% to nearly four million listeners which affirmed its position as the nation's number two radio station. The gap between Hot FM and the leading radio network in Malaysia also narrowed further from 3 million listeners in the last survey to 1.3 million listeners. The Breakfast, Morning and Afternoon shows on Hot FM are now the number one shows across various key demographics, indicating its growing strength.

Fly FM, meanwhile has the highest "Time Spent Listening" ahead of its competitors and a strong profile for students and white collar workers.

OUTDOOR

"Malaysia's largest out of home advertising player"

The contribution from our Outdoor Division grew strongly and exceeded our own targets set during the acquisition – confirming that we made the right strategic decision in moving into outdoor advertising. We are now Malaysia's biggest player with more than 30% market share.

Revenue grew considerably during the year, while profits increased, benefiting from the economies of scale achieved by our successful consolidation of the operations of the three companies we acquired, namely: Big Tree Outdoor Sdn. Bhd., UPD Sdn. Bhd. and The Right Channel Sdn. Bhd.

During the year, Big Tree successfully revamped Rapid KL's Ampang Light Rapid Transit (LRT) upon takeover and continues to expand our business in all key areas of operations covering roads, transit and retail.

PRINT

"Harian Metro is now the nation's no 1 newspaper not just for Malay print, but for all newspapers."

After a soft start to the year, print advertising picked up significantly on the back of the Merdeka celebrations. The print media sector also benefited from a drop in print prices resulting from the fall of the US dollar against the Ringgit.

At our associate company New Straits Times Press (Malaysia) Bhd, profits have been steadily improving as the Group strengthens its newspaper publishing operations as its core business. For 2007, NSTP registered a net profit of RM33.8 million as compared to RM24.6 million the previous year, mainly attributable to higher advertising revenue, which increased by more than 13%.





Total turnover reached RM558.9 million, representing an increase of more than 7% as compared to RM520.1 million recorded in 2006.

Harian Metro performed particularly well, growing strongly again in terms of both advertising and circulation. *Harian Metro* is now the nation's no. 1 newspaper in terms of circulation, not just for Malay print, but for all newspapers.

In January 2008, NSTP entered into a conditional sale and purchase agreement to dispose of its 100% stake in Malay Mail Sdn. Bhd. in order to focus the company's resources on its flagship English publication, the *New Strait Times*. The disposal is expected to be completed by the second quarter of 2008.

OTHER BUSINESSES

CONTENT CREATION

"Grand Brilliance is by far the largest producer of content in Malaysia."

2007 was an outstanding year for our content creation business led by Grand Brilliance, combining critical acclaim with box office hits. Grand Brilliance is by far the largest producer of content in Malaysia and continued to produce popular TV dramas and feature films, as well as consolidating its position as a movie distributor of foreign films.

In line with its strategy of producing different genres, the four movies released by Grand Brilliance during the year ranged from mass appeal comedies to suspense thrillers. GBSB's specialty unit, Alternate Studio bagged the Best Film award at the 20th Malaysian Film Festival and the award for Best Screenplay at Anugerah Skrin for the movie *Cinta* (released in 2006).

In 2007, Grand Brilliance also distributed an impressive array of local and foreign movies, including such major theatre box office hits as *Mukhsin*, *Otai*, and *The Warlords*.

Expanding its horizons, in February 2008 Grand Brilliance launched its first Indonesian movie production titled *LoVe*, which met with good response in Indonesia where it was first released.

EVENTS

"A work in progress"

We are currently in the process of turning around and transforming our event management business. Having undertaken a strategic retreat in early 2007 when we closed down the operations of Tiga Events, we have re-established the event business under Big Events, which is now gradually building its business via a strategy of undertaking larger and higher value events involving both local and international shows.



review of operations cont'd

NEW MEDIA

"The initial response has been very encouraging."

Today's challenge for a media conglomerate like ours is to ensure that our content is present in every facet of our viewers' lives. By providing our top rated shows on new platforms, we can reach new audiences as well as enhance the entertainment experience for existing fans.

In 2007, the websites for all four of our TV channels were revamped to offer innovative online services. 'Catch-up TV' lets viewers catch up for free on TV shows that they missed during the week and also explore new programmes. This effectively introduces Malaysian viewers for the first time to the concept of "TV on Demand" allowing them the flexibility to enjoy our content at their own chosen time.

New Media Results

Positive early signs from the launched portals with numbers expected to grow.

	Average Monthly Page Views		Average Monthly Unique Visitors		View of Videos Oct-Dec 2007
	Before Launch	After Launch	Before Launch	After Launch	
TV3	3,900,000	14,059,280	220,000	925,641	11,947,230
8TV	1,700,000	5,234,485	100,000	254,837	3,902,865
ntv7	308,337	738,191	15,137	98,042	835,237
TV9	100,337	728,058	5,902	36,416	153,244
Hot FM	N/A	4,565,556	N/A	528,078	2500*
Fly FM	N/A	413,077	N/A	71,134	500*
Gua	N/A	4,886,100	N/A	484,495	1,066,052
Total	6,008,674	30,624,747	341,039	2,398,643	17,907,628

* online radio listeners

Meanwhile, our new lifestyle portal, *gua.com.my*, offers a blend of entertainment, lifestyle, love and relationships, video and community, and is a forum where viewers can interact with each other as well as with their favourite artists. We will soon be adding music, movies and an array of exclusive content available nowhere else.

Gua is also now showcasing its own shows, including an animation series and the country's first made-for-web drama, *Kerana Karina*.

In addition 'TV-on-demand' has been extended to mobile users to enable them to watch short video clips of television content highlights on their mobile phones, smart and PDA phones anytime, anywhere at normal video call rates. This is our first small step into expanding our activity into the mobile space.

The initial response to these initiatives has been very encouraging. From these small beginnings we believe that online media can become a major value driver in the long term.

In the coming months we plan to launch Malaysia's first 'online pay video-on-demand' service. Under this service which, for a small monthly fee on a pay per view basis, our viewers will have the chance to view online an exciting range of programmes, new and old, leveraging on our strong library of more than 40,000 hours of content.

TV3 GHANA

"Sustaining the leadership position as Ghana's number one TV channel."

Meanwhile, our sole international operation, TV3 Ghana, achieved better financial performance despite the soft economic conditions in Ghana arising from a steep increase in petrol prices.

TV3 Ghana continues to be the leading television network in Ghana and we are confident that over time TV3 Ghana will deliver improved financial results.





PROSPECTS

“Entering the next exciting phase of growth.”

We are firm believers in brand building and will continue to invest in the brands of all our media assets. Our core task and strategy has always been to make each of our brands the preferred medium of choice among its target audience. We start by ensuring that our content offering is compelling enough to appeal to consumers, then proceed with an aggressive communication plan that connects emotionally with the segment we are targeting.

This way we hope to maintain top of mind recall for all our media platforms among advertisers.

To remain competitive and sustain earnings growth, in 2008, we intend to further strengthen all our TV brands with a higher investment in compelling, high quality content that is relevant to their target markets. To reflect this commitment, we are setting aside over RM220 million to invest on local and foreign content.

We hope going forward we can continue expanding our revenue base by attracting non traditional advertisers from not only small and medium enterprises but also categories such as financial products, retail, consumer electronics, automotives and property.

For our radio networks, we believe there is still room for growth in terms of both audience share and revenue.

We also anticipate that the operational performance of NSTP will continue to improve, and we aim that outdoor operations will contribute up to 15% of the Group’s revenue and earnings over the medium term.

We also intend to expand on the exciting early results shown by our new media initiatives to fully exploit the opportunities accorded by the online and mobile platforms. We hope to be able not only to provide more opportunities for our consumers to view and consume more and more of our content whenever and wherever they like but also start monetising these activities through advertising revenue and pay models.

Indeed, we expect that new media will be one of our key growth drivers in the coming years.

As our domestic operations mature, it is inevitable that we would start looking towards overseas investments to continue to drive future growth. We are fully aware that any overseas ventures involve significant risks and we shall tread carefully. Further, we are committed to ensuring that any such investments will be undertaken after careful due diligence and within the appropriate investment framework to ensure that they will add shareholder value.

We are confident that, having delivered consistent growth in recent years, Media Prima has an excellent track record and is now well positioned to leverage on the strong foundation that we have laid in our quest to build a regional networked media investment group that will evolve to be the pride of the nation.

Abdul Rahman Bin Ahmad,
Group Managing Director / Chief Executive Officer
Media Prima Berhad





MALAYSIA'S FIRST, MALAYSIA'S CHANNEL OF CHOICE

- Incepted in June 1984, TV3, Media Prima's flagship mass-market TV channel is Malaysia's first free-to-air private television network that has maintained its leadership position over its 23 years of operations.
- Currently headed by its Chief Executive Officer, Dato' Seri Ahmad Farid Ridzuan, TV3 delivers bold and best-of-breed programming to viewers of all market segments. As the nation's leading free-to-air TV network, it has continued to reinforce its market leadership by continuously emphasizing on the improvement of quality of its programme as well as the relevance to viewers.
- Reaching an impressive 33% in audience share that is equivalent to over 4.5 million households or 21 million viewers, TV3 focused on its viewers and advertisers, delivering bold and unique programming.
- The station's influential brand is based on its efficient corporate branding and programming strategy. Identifying the market by three key viewer segments – Mass Market, Women and Kids – programming strategies are shaped by in-depth research to fit every one of the segments. Creating such segments has indeed spelled success for TV3 – it is the No. 1 TV station that holds the nation's Top 20 programmes.
- In 2007, TV3 introduced a new slot "Akasia" which was a phenomenal success, capturing an average 2 million viewership per episode. "Akasia's" *Spa Q* in particular was the most viewed programme on the tv3.com.my portal, with 3 million hits. Another new slot "Seram" saw the introduction of *Susuk* which achieved 48% in audience share and was consistently the No.1 programme for total audience 6+ across all channels.





- *Gangstarz* a talent-search show that was broadcast in Malaysia, Singapore and Indonesia, was the brainchild of TV3. It served as a platform to showcase talents beyond geographical boundaries. The one-of-its-kind reality television show's expansion beyond Malaysian shores was a testament to its success as the no.1 regional talent-search TV programme.
- Over the years TV3 has built more interactivity into its programming and blurred the lines between "on-air" and "on the ground" activities by bringing its viewers' experiences of the TV3 brand beyond the confines of their living room and the television set. The station also reinforces its brand awareness through the immensely successful *Karnival Jom Heboh* and *Junior Sports Carnival* aimed at promoting healthy lifestyle among teenagers.
- After 5 years, *Karnival Jom Heboh* has achieved resounding success. In 2007, the station has been aggressive in reaching out to its viewers directly via the carnival and its MyTV3 activities. With over 5 million visitors in 8 states it is evident that *Karnival Jom Heboh* is the most successful ground event in Malaysia.



- In 2007, TV3 was named as one of Malaysia's Most Valuable Brands and the valuation exercise was conducted by world renowned 'Interbrand'. The award is a testimony of the hard work and commitment that the management and employees have put in to transform TV3 into one of the most recognised media brands in the country.
- TV3 finishes the 2007 season dominating the year's top 20 programmes. According to AGB Nielsen Media Research, 2007's top rated programmes include TV3's prime news segment, *Buletin Utama*, *Anugerah Juara Lagu*, *Anugerah Bintang Popular* and *Anugerah Skrin*. *Anugerah Juara Lagu* in particular claimed 66% in audience share, attaining approximately 4.25 million viewers.

*source AGB Nielsen



Redefining The Feel Good Channel

It was another year of reckoning as ntv7 reaffirmed its position as the TV channel of choice for the growing affluent urban audience across all age groups.

ntv7, leveraging on its strong brand appeal and equity, continued to make inroads with its compelling content, combining new and refreshing local and foreign programmes to exceed the expectations of its viewers.

During the year under review, Your Feel Good Channel maintained its position as the second most watched channel for the urban 25+ viewership segment with a 7.2% market share and a 15.8% share in the Chinese 4+ category.

Satisfaction guaranteed – Satisfy Your Weekends on ntv7, More Variety! Entertainment, All Day Long, More Drama! More Satisfaction! – was a strategic move forward to strengthen its appeal with a refreshing and impressive line-up of new programmes to complement the aspirations and lifestyles of Malaysians.

The revamp included non-stop local and international English syndicated programme from 8.30pm every Saturday, urban Malay-skewed programmes together with TVB and Korean dramas on Mondays to Fridays.

New programmes included *Deal or No Deal Malaysia*, *Cornetto Love? Perhaps*, *Asam Garam*, *Nite of Soulful Stars*, *Star Idol*, *The Firm* and *Actorlympics TV*. ntv7 also introduced several business and corporate programmes, including *Biz Briefcase*, *Captains and Outstanding Malaysians*. The popular News slots were also rescheduled with *7 Edition* (English News) going on air at prime time (8pm), *Edisi Semasa* (1pm) *Mandarin 7* at 5.30pm and 9.30pm.



DEAL OR NO DEAL MALAYSIA



During the year in review, *Falling In Love*, a local family drama, was the most watched Chinese series with an average TVR of 14.5% or about 694,000 viewers. *Doraemon* topped the Top 30 kids programmes while *Anugerah Industri Muzik 14* and *Star Live Concert* were ranked second in the Top 30 Malay entertainment and Chinese variety programmes respectively.

Malaysian sports enthusiasts had a rare treat with the extensive coverage of the highly anticipated iRB Rugby World Cup in France, the largest sporting event after the Olympics and FIFA World Cup, with 24 matches, including 19 "live" matches.

The MasterCard ntv7 Platinum Golf Masters, better known as the Millionaire Golfer, returned for the seventh consecutive year with a record participation of 780 golfers in six qualifying rounds and the grand finals. The highlight of the grand finals, attended by Prime Minister YAB Dato' Seri Abdullah Haji Ahmad Badawi, was a charity drive with RM500,000 raised and donated to Rumah Kanak-Kanak Taman Bakti, Kepala Batas and Persatuan Kebajikan Kanak-Kanak Terencat Akal, Sebarang Perai Tengah.

For an added good cause and an extension of its corporate social responsibility to the rakyat, ntv7 initiated the *Nation Care Charity Show* with over RM1 million raised during the three-hour fund raising concert at Genting Highlands.

ntv7 also launched *Finding Angels, Begins From A Caring Heart*, a book in collaboration with Kanyin Publications and the Popular bookstore chain, in conjunction with the new season of the award-winning *Finding Angels* which highlights the plight of needy individuals. As of 31st December, over 500 books – a collection of 12 most touching stories from all the seasons – were sold and the proceeds have gone to the Kasih Hospice Care Society.



UrbanLive, ntv7's entertainment roadshow, also made a successful debut with a myriad of fun-filled activities, live performances, meet and greet sessions with ntv7 personalities and celebrities, and games at leading shopping malls in major cities – Ipoh, Penang and Johor Bahru apart from Petaling Jaya and Kuala Lumpur. The weekend carnival was a resounding success in reaching out to ntv7's viewers and to enhance the brand visibility of the TV station.

Moving forward, ntv7 will be investing about RM40 million in new content in 2008 to reinforce its position in the marketplace and making Your Feel Good Channel the preferred TV station.



8TV Continues To Mesmerise

- 8TV continues to raise the bar when it comes to revolutionary content to win the hearts and souls of both the Urban Youth and Chinese markets. The compelling appeal of 8TV has grown from strength to strength entering its fourth year of operation.
- During the year in review, 8TV reaffirmed its presence as the station of choice by taking the lead in its target markets with the best of Asian and American programmes including the best reality shows.
- 8TV's proven and consistent record as an irreverent and progressive station was reinforced, reaching out to its target audience with groundbreaking programmes and on-ground events.
- The top and popular programmes for the year in review included *Destinasi Bajet*, *Gol & Gincu*, *Kami*, *Ghost Whisperer*, *Ugly Betty*, *Criminal Minds*, *Step Forward*, *Ho Chak!*, *The Crime Scene* and the top Asian dramas in the Best of The East and Asian Hour drama slots.
- 8TV's debut effort with *So You Think You Can Dance Malaysia* and *Project Runway Malaysia* was a roaring success with the grand finals of the dance reality show capping an excellent run as the No. 1 English reality TV programme with a 12.4% market share. *One In A Million*, the talent search reality show, was also a resounding success, prompting 8TV to continue with a second season in late 2007.
- 8TV has been winning awards and recognition since its birth in 2004 and continues to do so in 2007, including Best Reality Programme and Best Magazine/Documentary for *What Women Want* and *The Crime Scene* respectively at *Anugerah Skrin 2007*.





- The popular *Go Travel* travelogue also did 8TV proud, winning Best Singapore Travel Story award at the Singapore Tourism Awards 2006. *The Top Kid* was also a nominee for the Best Reality Programme category at the Asian Television Awards 2007 held in Singapore.
- 2007 also saw an increasing number of on-ground activities leveraging on the growing appeal of hit reality shows *One In A Million*, *Project Superstar*, *So You Think You Can Dance*, *I Wanna Be A Model* and *The Ultimate Prom Nite*.
- Collectively, 116 events, including concerts, roadshows and auditions, were held in major cities during the year under review. The popular *Summer Live Concert*, the largest free live concert series in Malaysia since its debut in 2005, was held in Ipoh in August 2007 and attracted more than 70,000 music fans.
- The Chinese Carnival, another major on-ground activity that caters to the Chinese audience and held in conjunction with the Mid Autumn Celebration, also attracted a record turnout.
- The *Ultimate Prom Nite* was another successful event involving a nationwide search in 18 college locations for candidates to become the Ultimate Prom King and Ultimate Prom Queen. The roadshow and audition rounds attracted more than 93,000 students.
- The *Wet and Wild Party* at Sunway Lagoon was another major initiative – a three-hour concert along with games and activities for the public to have fun and meet their favorite 8TV personalities and popular artistes.
- Reaching out to the Malaysian youths and promoting a healthy lifestyle, 8TV and Hotlink undertook the Hotlink 8TV Youth Tour which covered seven universities/colleges and three shopping malls. The roadshow attracted over 27,000 youths who were spoiled for choice with a variety of games, including paintball and concerts featuring top local artistes.





Malaysia's 2nd Most Watched Channel

- TV9 commenced its first transmission throughout Peninsular Malaysia on April 22, 2006, with an immediate potential reach of 7 million viewers. Barely 8 months later it had managed to capture 5%. In 2007, TV9's station share has increased to 11% according to AC Nielsen Media Research, making it the fastest growing channel and the 2nd most watched channel in the country
- Priding itself in providing purposeful entertainment, TV9 produced *Akademi al-Quran* and *Cari Menantu* with an average of 500,000 viewers weekly and 1.4 million viewers during its final episode
- TV9 is the only free to air television station that has an interrupted kid's block that features *Nickelodeon* cartoons for the first time dubbed in Bahasa daily from 2-6 pm. TV9 is also a clear winner among kids aged 6-14 with a commanding 14% station share according to AC Nielsen Media Research.
- The debut of Malaysia's very own animated series *Upin & Ipin* on TV9 – a pair of 5 year old twins sharing their experiences of fasting for the very first time was indeed not in vain. The animated series went on to win the Best Animated series award at the recent Kuala Lumpur International Film Festival
- TV9 introduced *Mari Mengaji*, a step by step guide to learning the basics of Quranic recitation, presented in a creative and conducive learning environment which became a favourite among kids and adults.
- Apart from existing in-house documentaries such as *Busana* (an Islamic fashion magazine), *Tiada Sempadan* and *Bumi Dipijak*, TV9 produced *Al-Risaalah*, a documentary that analyses the historical facts of the Prophets and chronicles the 15,000km journey of Prophet Ibrahim in spreading his *dakwah*, which was shown daily throughout the month of Ramadan. TV9 were given exclusive rights to film the mosque of Al-Aqsa in Palestine, a feat never been done by any terrestrial television in Malaysia.



- *Bong*, the hit comedy series which stars radio deejay Ikhwan of Hot FM became an instant hit with TV9's audience. Averaging 1 million audiences weekly, they are sure to be in stitches with its upcoming 3rd season that promises more hilarious antics and laughter from Bong and the children under his care.
- The success of TV9's ground activation event, *Perkampungan Hadhari* has brought viewers even closer to the station. 2007 kicked off with the Prime Minister of Malaysia, Dato' Seri Abdullah Ahmad Badawi officiating the first *Perkampungan Hadhari* in Kepala Batas, Pulau Pinang. TV9 then went on to other states such Terengganu, Pahang, Kedah and Kelantan which saw an average of 500,000 patrons visiting each venue.
- As a station that cares, the recent floods in Johor, Terengganu and Kelantan saw once again TV9 offering aid to families and children badly affected by the floods. While extending its hands, TV9 did a simultaneous live coverage of Aidiladha celebrations being held in Kelantan and Pulau Pinang, a feat that made this young station on par with other terrestrial television networks with the ability to command such daunting task.
- The Aidiladha prayers held in Kelantan was graced by the Sultan of Kelantan, His Royal Highness, Sultan Ismail Petra and His Royal Highness Tengku Muhammad Faris Petra, while the event in Pulau Pinang, saw 200 hundred cows being sacrificed and donated to the Muslim community.



NEWS AND CURRENT AFFAIRS TEAM

The Group's News and Current Affairs team seeks to ensure that its reporting meets the highest standards of accuracy and impartiality essential to sustain public trust. Our most important public service is to hold businesses and governments accountable and such we owe it to all our stakeholders and to the society to be exceptionally transparent. The Group's News and Current Affairs department is backed by a strong 126 editorial team member, headed by Datuk Hj Kamarulzaman Bin Hj Zainal as Director of News for the Media Prima Group.

TV3's award winning news segment *Buletin Utama* remains the no. 1 and preferred prime time national news slot for Malaysians, with an average 2.7 million viewers or 49.7% in audience share* (source: AGB Nielsen).

In 2007, TV3 bagged the Special Award for the media reporting category at the 'Prime Minister's CSR Awards' for its efforts to highlight corporate social responsibility issues. *Buletin Utama* is the nation's most influential voice for news broadcasting and provides authoritative and impartial news and information. In addition, TV3's News & Current Affairs Department journalists have received accolades and awards from the Petronas – Malaysia Press Institute (MPI) Environmental Journalism Award and Kinabalu Shell Press Awards 2007 amongst others.





In 2007, ntv7 launched the move of its English news, **7 Edition** to the 8 pm prime time slot. Targeted at the urban viewers aged 25 and above, the move is set to provide alternative to this group of discerning audience especially the working professionals. The strategy is part of the Group's better aim to reach different market segments more effectively during prime time slots.

Also in 2007 and in conjunction with its third anniversary, 8TV launched its news format with more in-depth analysis and topical issues impacting the hearts of Malaysians from all walks of life. Featuring new anchors in its nightly news team, 8TV moved its Mandarin News to a prime-time spot at 8pm nightly.

The first edition of **Berita TV9** was broadcast on 1 January, 2007 at prime time. The news content focuses primarily on the local developments and daily issues faced by those in the rural areas and the east coast of peninsular Malaysia. At the same time **Berita TV9** aims to highlight the economic and political developments around the globe. Its business segment showcases the secrets of success of young *bumiputra* entrepreneurs in the hope of inspiring the younger generation.





GBSB's vision is to be the LEADING and PROFITABLE producer and distributor of VISUAL CONTENTS in Malaysia

- Grand Brilliance Sdn. Bhd. (GBSB), one of the largest production houses in Malaysia, was set up on 1 October 1994. Wholly owned by Media Prima Berhad, GBSB was established to produce and market local content comprising high quality theatrical and TV movies, documentaries, magazine shows, children and infotainment programmes.
- GBSB's strategy during 2007 continued to be delivering exciting and sought after content via feature films and television dramas. GBSB also continued in its efforts to bring in quality foreign films for local distribution and also becoming the media planner and distributor for selected local films. Apart from the feature films and television dramas segments, GBSB also acted as the international sales arm for all Media Prima content.





- GBSB rebrands its logo in January to make it more modern & dynamic
- **Moving forward**, GBSB intends to leverage on Media Prima's strategy of being a holistic media platform by careful execution of its strategic plan including its focus to produce high quality content and expanding its content distribution business by selling into regional and international markets. This would be done via efforts to produce content suitable for international markets and increasing the number of foreign films to be distributed locally.
- GBSB also would leverage on Media Prima's strength as a media group to promote movie releases and offer its services as media planner and distributor to other local producers.
- GBSB plans to participate as an active buyer in major film markets and seller of home video rights of its content in relevant international markets while simultaneously establishing contact and confidence against established local distributors.
- Year 2007 was a most meaningful year as many GBSB productions were successful in garnering various awards. In February, *Mukhsin*, which was released to both critical and commercial acclaim, won two prizes at the Berlin Film Festival including The Grand Prize of The International Jury for Generation K-Plus. *Mukhsin* was also accorded the Best Asean Film Award at the 9th Cinemania Film Festival in August. That same month, GBSB won 10 awards at the 20th Malaysian Film Festival, including the Best Picture award for *Cinta*. *Cinta* also won Best Screenplay, Best Editing and Best Actor in a Supporting Role. Meanwhile, *Waris Jari Hantu* won Best Film Director, Best Actor, Best Original Story, Best Original Music Score and Best Actress in a Supporting Role. At the Anugerah Oskar 6 held on 10 November 2007, GBSB won awards in twelve different categories. And to wrap up the list of awards for that year, GBSB also received the award for Best Film for *Cinta* and Best Drama Series for *Susuk* at the Anugerah Skrin 2007.





BIG TREE

Since Media Prima's acquisition of Big Tree Outdoor Sdn. Bhd. in March 2007, the year has been about consolidation. Media Prima (MPB) had also acquired 100% of UPD Sdn. Bhd. and 100% of The Right Channel (TRC) and appointed Big Tree the Managers of the respective companies.

Now, Big Tree not only has the largest expressway coverage under its Big Drive division – 76% of the total peninsular Malaysia expressways at entry and exit points to KL and major town centres – with the addition of UPD, TRC and Gotcha sites, Big Tree can now also deliver 818 sites in key cities throughout the peninsula (excluding Kelantan where outdoor has been privatised to a concessionaire).

Big Tree's total transit solution is another one of the main key benefits of the consolidation exercise. With all of Rapid KL concessions (formerly PUTRA & STAR lines) and the addition of KL CAT and ERL together with KL Sentral under the Big Ride division, Big Tree is uniquely poised to address the affluent and influential urban commuters, traveling domestically and internationally. The Kelana Jaya & Ampang Lines combined represents 69% of total rail commuters. With the addition of ERL's ridership of 4.4 million premium travelers per year to KL Sentral's 2.46 million commuters monthly, Big Tree can deliver the highly mobile as well as the upwardly mobile audience.

The Big Buy division also improved their competitive advantage through this consolidation. With TRC's Plaza Alam Sentral in the mix, this enables clients to reach a youthful target audience as the Plaza is a hub for the university students in the Shah Alam vicinity.

These rapid changes mean that Big Tree can deliver a One-Stop Solution in outdoor. The integration of Big Drive, Big Ride and Big Buy formats in one strategy will enable clients to reach the highest mobile audience in Malaysia. It will also see Big Tree's market share grow from 27% in 2006 to a projected potential of 30-35% in 2007.

In light of the new inventory from UPD and TRC, strategies were put in place to improve their profitability:

- Integrating new products with existing products to form a cohesive sales kit.
- Aggressive site rectification work to bring them up to Big Tree standards.





- Launching new products to reinvigorate concessions among the advertisers.

We executed the above strategies on the Ampang Line and held a launch event in June 2007 at the PWTC station to demonstrate the improvement advertisers could expect with Big Tree at the helm.

Besides working towards integrating the new inventory from UPD and TRC, Big Tree also focused on developing new sites within our existing concessions.

The Big Drive division launched 3 new ambient products besides the usual additional freestanding billboards:

- KLCC wallscape
- Bangsar station externals
- Additional Kelana Jaya pillars
- 18 sites of 10 x 40s
- 2 sites of Overhead Panels

While there was no new format launched within Big Ride's concessions, steps taken to maximise revenue through creative selling. For the first time on Rapid KL trains, The Big Ride team successfully sold window stickers on its own. Previously, it was only sold together with train sponsorship. This made train advertising more accessible to advertisers, especially the smaller players.

The Big Buy division added ambient advertising at The Curve to their inventory. This mall which has an estimated 1.4 million shoppers a month consisting of mainly adults aged 25-45 years old with young families, earning mid to upper incomes.





CATCH-UP TV

- Media Prima Berhad's online media portal is the first-to-its-kind video-on-demand offerings in the country which comprises local and selected foreign syndicated programmes on TV3, ntv7, 8TV, TV9, Fly FM & Hot FM 24-hours-a-day via a desktop or notebook PC with broadband or high-speed Internet connectivity.

"WE WANT TO BE THE ONLINE TV DESTINATION OF CHOICE FOR MALAYSIANS AND WE HAVE SET A TARGET TO BE AMONG THE TOP FIVE LOCAL WEBSITES WITHIN THE NEXT TWO YEARS" – MEDIA PRIMA NETWORK MEDIA PORTALS GENERAL MANAGER PAUL MOSS

- Viewers can enjoy web exclusives, including live or online events, behind the scenes, audition clips, bloopers, recaps, video promos, contests, free downloads, messenger boards, blogs and wikis.
- The catch-up TV series is a unique and compelling platform to suit today's demanding lifestyle by offering Malaysians to watch selected programmes on the website within 6 hours after the programme has been broadcasted on TV.

LIFESTYLE PORTALS

Life. Entertainment. Downloads. Malaysian Style!

- Launched on 11 September 2007, GUA managed to achieve 1 million hits in its first month. By year end, the portal had received 12 million page views. To date, GUA has 59,000 registered members.
- GUA aims to be the biggest entertainment and lifestyle portal with the best Malaysian content and is poised to make waves by changing the direction of the current media consumption.
- Unlike other online brands, GUA's contents are updated regularly on a daily basis, providing users refreshing, up-to-the-minute news and information.





- With GUA, information-hungry Malaysians will be kept abreast with the latest news on gossip and entertainment, food, travel, fashion, health and beauty, love and relationship, music and video downloads. The portal is packed with exclusive, unique and compelling contents that everyone, whether young or old, is bound to find something of interest within the website.
- Produced the country's first online drama – *Kerana Karina*, a 20-episode, four-minute drama verified by Multimedia Development Corporation (MDEC) and endorsed by The Malaysia Book of Records. *Kerana Karina* went live on GUA on October 29, 2007. *Kerana Karina* was viewed 834,000 times on GUA and another 70,000 hits over YouTube from October 29, 2007 to December 31, 2007.
- GUA strives to stay ahead of the pack by continuously offering great content and keeping up with the evolving technological trends. With the availability of GUA's 3G mobile platform, more people can now enjoy video contents and catch up with new episodes of various video offerings anytime, anywhere!

3G MOBILE TV SERVICE

- In 2007, Media Prima also launched the country's first third generation (3G) mobile television service that allows users to watch videos with their mobile phones, including smart and PDA phones, round-the-clock at normal video call rates.
- With this new service, users are able to watch selected highlights of their favorite TV programmes of TV3, ntv7, 8TV and TV9 on their 3G mobile phones. The new video service also includes the radio portal service, which allows users to access a real-time view of the Hot FM radio studio with the disc jockey in action and interviews with artistes and celebrities.
- The 3G video call service is another innovative offering on the back of the successful online television service that had recorded almost four million video views in the last one month. Our 3G mobile television service allows users to watch their favorite TV programmes using their mobile phones at normal video call rates. This service offers total freedom for 3G phone users to decide where and when to watch short video clips at their convenience.





- Media Prima Radio Networks have had a huge impact on the radio market in Malaysia by providing multiple choices and avenues for listeners and agencies.

“OUR LISTENERS ARE OUR ASSETS. THEREFORE, OUR PRIMARY OBJECTIVE IS TO ENSURE THEIR LOYALTY TO THE NETWORK AND ATTRACT MORE LISTENERS AND CLIENTS.” – MPB RADIO NETWORKS GENERAL MANAGER, SEELAN PAUL.

- This platform provides our network a huge radio market ratio in the country. Our approach by creating competitive competition events, which is blended with quality products have been successful in the market. The approach has given our listeners and advertisers multiple options to choose which platform suits their requirement and satisfaction.
 - We have achieved the status of being the top in the industry. The latest survey statistics recorded almost 400,000 total listeners; this constitutes 80% urban listener from household income group of RM4000.00. The result also states that Fly FM continues to record an increase in Time Spent Listening, far ahead of its closest competitor. The industry is competitive with high potential of growth in revenue and status. Our task now is to ensure that we maintain the status or improve it.
 - Fly FM maintains the No. 2 English radio station in Malaysia position in the under 30 demographics. Fly FM also reinforces its brand awareness through various ground events such as the 2nd Flyniversary, which has successfully pulled 10,000 attendees to the concert and Campur Chart Goes Live – a monthly basis held gig at Laundry Bar.
- Incepted in February 2006, Hot FM has maintained its #2 position in the mass market with a listenership of 32%. Reaching 4 million listeners all over Malaysia, Hot FM has become the #1 station with its AM Krew with listeners 16-24 years old and 18-24 years old according to AGB Nielsen Media research. Hot FM has also been ranked #1 for its Afternoon Show with listeners aged 15-24 years old.
 - Hot FM’s AM Krew segment, hosted by the most Popular TV Host (Anugerah Bintang Popular Berita Harian), Fara Fauzana, and her partner Faizal Ismail, is today the most preferred morning show. The live coverage by 8TV also plays a significant role in the growth of the daily programme.
 - 2007 has shown a big impact on the market, as the annual event, *Big Jam* has been considered as one of the most successful events of the year. A total of an 18,000 crowd flooded Dataran Shah Alam. A series of Mini Jam concerts were then held in Alor Setar, Johor Bahru, Temerloh and Port Dickson, pulled up to 90,000 people. Nite Jam in Penang served as the 2007 Mini Jam closing, gathered more than 10,000 people to the concert.
 - The station has also reinforced its brand awareness through various ground events such as the hugely successful *Big Jam*, *Mini Jam*, *Nite Jam* and *Yeah Yeah Tour*.
 - The Hot FM On-Ground Team, Viva Zoomerz also plays a significant role for the station whereby activities organised by the team have managed to create strong brand awareness among the public.







New STRAITS TIMES

The *New Straits Times* (then known as *The Straits Times*) was first published seven score and nineteen years ago. The paper can trace its roots to a weekly journal first printed on July 15, 1845.

The first issue of the weekly did not resemble the newspaper that we are now accustomed to. *The Straits Times* then was an eight folio-sized edition. The entire front page clearly denoted that it was a **Journal of Commerce** and therefore had nothing but advertisements on its pages.

Over the course of 161 years, the *New Straits Times* underwent many changes to both content and size – from being a folio-sized paper to broadsheet and then junior broadsheet.

It was not until 1 September 2004 however that the *New Straits Times* broke with a 159-year-old tradition to publish a compact version of the newspaper in the Klang Valley. With the rave reviews the new compact size got from its readers, the *New Straits Times* soon went compact nationwide a month later (on 1 October 2004).

In modern Malaysia, the *New Straits Times* has stood as an authoritative voice that has lent itself to responsible reporting and championed the cause of nationbuilding in all fields. So well has this commitment been received by the public, that the paper has often been described as **The Newspaper of the Nation**.

Today, the *New Straits Times* continues to be an influential force among key government and corporate leaders, the intelligentsia, young professionals and students (the leadership of tomorrow). Its rich editorial content – coupled with the paper's conviction to remain a voice for stable, progressive nationbuilding – has garnered a growing following.



BERITA HARIAN

When the shouts of Merdeka resounded throughout towns and villages in 1957 (the year of Independence), the people of Malaya saw the establishment of an important Malaysian newspaper – the Berita Harian. It was a newspaper of the people, by the people, for the people.

This vernacular daily has served the needs of Malaysians since the nationalistic era that culminated in freedom for Malaya to the progressive nation it is today. And it will continue into the future to promote the dream of a people striving for industrialized nationhood status and the fulfillment of Vision 2020.

Through the years, Berita Harian has moulded itself from a paper reflecting the thoughts and aspirations of a traditional agrarian-based society to a vibrant, exciting newspaper for the thinking person in the information age, an era where knowledge has become the prime resource for economic growth.

Harian Metro

Harian Metro, Malaysia's first Malay daily afternoon tabloid in Klang Valley and morning tabloid in other regions, was established in 1993.

The change in the demographics of urbanites resulted in a growing audience of young people who were looking for entertainment, shopping news, lifestyle features and current news. Harian Metro met those needs in exciting editorial presentations.

Harian Metro's meteoric rise has steadily gained momentum over the past few years. For 2007, Harian Metro maintained for the second year running as the No. 1 daily Bahasa Melayu newspaper as declared by the Audit Bureau of Circulations.

Not content to rest on its laurels, the newspaper underwent a layout revamp to remain fresh and relevant for its readers. New vibrant pullouts were introduced such as "Rap" and "Variasi", and this complemented the main paper further.

The new look has since been well received by its readers, consolidating further the tabloid's position as the leading Bahasa Melayu paper.





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CATCH-UP TV

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Websites for all four of our TV channels have been revamped to let viewers catch up on episodes of their favourite TV shows that they missed during the week for free. It also enables them to explore new programmes and, in future, to download videos on-demand.