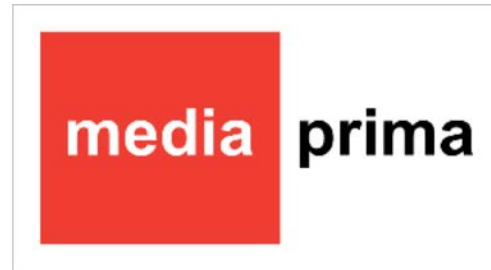


Navigating through the Wave of Digital Disruption



media prima



100%	100%	100%	100%	51%	
Sistem Televisyen Malaysia Berhad	Ch-9 Media Sdn Bhd	Metropolitan TV Sdn Bhd	Natseven TV Sdn Bhd	MP CJ ENM Sdn Bhd	



100%	100%	100%	100%	100%	60%
Big Tree Outdoor Sdn Bhd	Kurnia Outdoor Sdn Bhd	Gotcha Sdn Bhd	The Right Channel Sdn Bhd	UPD Sdn Bhd	Big Tree Seni Jaya Sdn Bhd



98%				
The New Straits Times Press (Malaysia) Berhad	NEW STRAITS TIMES ONLINE	BH TV	Metro	GALERI



100%	100%	100%	100%	
Primeworks Studios Sdn Bhd	Primeworks Distribution Sdn Bhd	Alternate Records Sdn Bhd	The Talent Unit Sdn Bhd	grand brilliance



100%	100%	99%	100%		
Max - Airplay Sdn Bhd	Synchrosound Studio Sdn Bhd	One FM Radio Sdn Bhd	Kool FM Radio Sdn Bhd	CHAPTERS	THELAKI WAKERE



100%	100%	52%	25%	20%			
Media Prima Digital Sdn Bhd	Rev Asia Holdings Sdn. Bhd.	The Vocket Sdn. Bhd.	Monster Scape Sdn. Bhd.	Maxoom* Sdn. Bhd.	JUICE	BULANI	Myresipi

All entities are 100% owned, unless otherwise stated.
*Transaction completed in Nov 2019.



What digital was in 2016

- < 1% of Group ADEX revenues
- Loss making
- Combined reach of 6 million Malaysians
- Separate platforms for each product

Our transformation focus areas

Transformation to
a data driven
business

Expand audience
base

Focus on content
– be where the
audience are

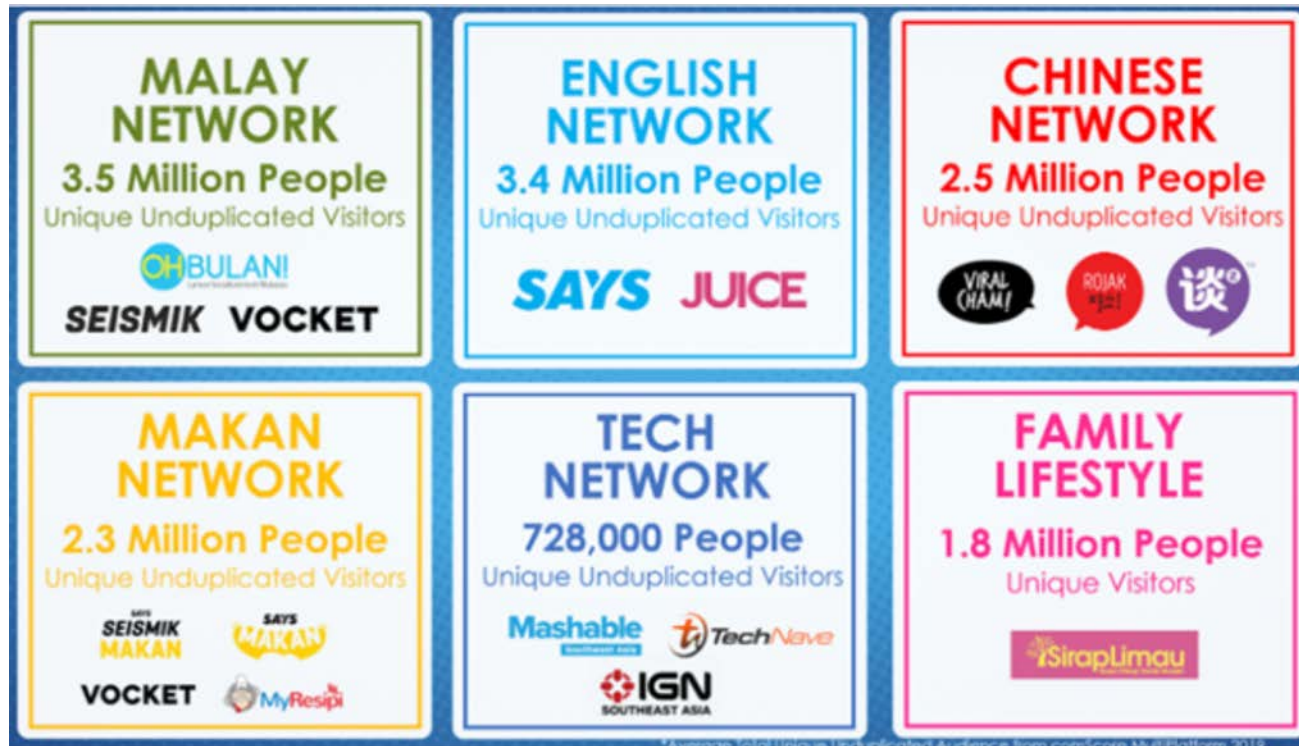
Our transformation focus areas

Transformation to a data driven business



Our transformation focus areas

Expand audience base



*Average total Unique Unduplicated Audience from comScore MultiPlatform 2019

Our transformation focus areas

Focus on content – be where the audience are



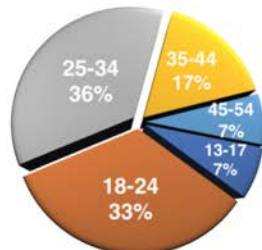
Emerging Channels



Subscribers

> 4 million

Demographic



Age Breakdown

● 13-17 ● 18-24 ● 25-34 ● 35-44 ● 45-54

Monthly Average View

170 million video views.

Watch Time



Video Assets

300,000+ videos



Our transformation focus areas

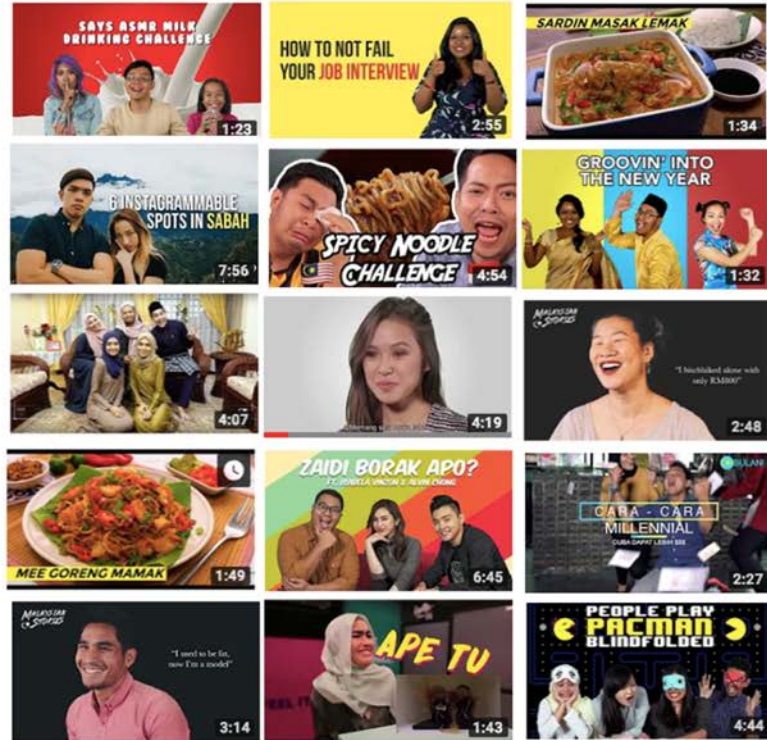
Focus on content – be where the audience are

People Engage With Content, Not Platform

Our audience engage and form an **affinity with our content**.

We are able to form **success recipes** for each **audience segments**.

This affinity is then lend to advertisers via **Sponsored Content**.



media

prima

Our investments are bearing fruit



We are #1

on mobile devices
in Malaysia!

Our digital assets recorded 13.6 million total unique visitors on mobile devices in Malaysia, a 62% increase from 2017.

Thank you for making this happen. Together, we can reach new heights.

media prima

Source: Comscore Mobile Metrix®.
Top 100 Properties, Total Audience,
Dec 2018, Malaysia.

media prima DIGITAL

Our investments are bearing fruit

- 10% of Group ADEX revenues
- Profitable
- Combined reach of > 14 million Malaysians
- Largest mobile audience in Malaysia
- 8x growth in revenues

MEDIA PRIMA

ESPORTS 2020

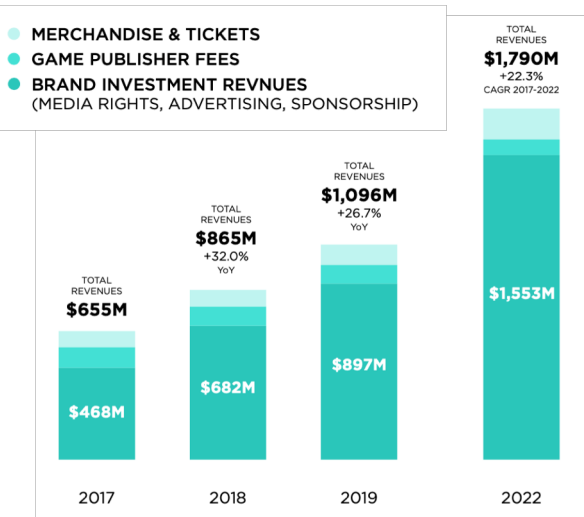
ATLET
DEMI MAJUQUAN KAMPUS

ATLET
DEMI MAJUQUAN KAMPUS

Growth trajectory of the Esports industry

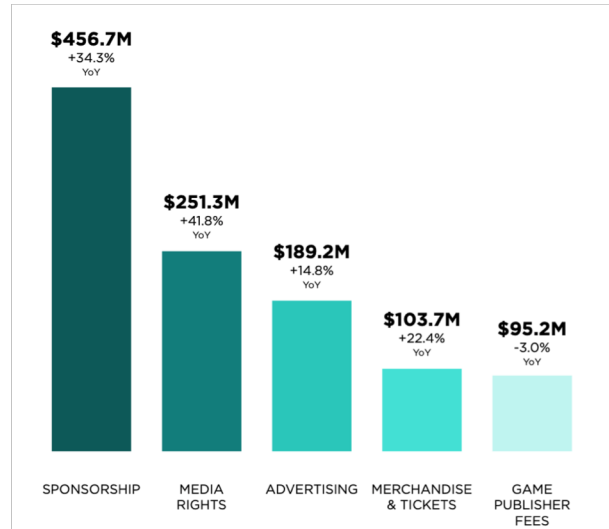
ESPORTS REVENUE GROWTH

GLOBAL | 2017, 2018, 2019, 2022



ESPORTS REVENUE STREAM

GLOBAL - 2019





REVENUE MODEL

- **Publisher** - Games Advertising / IAP transaction & IP / Media Rights
- **Organiser, platform & media** - Sponsorship & tickets
- **Teams & Athlete** - Sponsorship & prize money



BUSINESS ECONOMICS OF ESPORTS

FUTURE GROWTH

- More local sponsor involve in esports
- Grow the esports community both player & audience through ...
 - consistent tournament format (i.e. KEK or up coming national league)
 - access to quality facilities (connectivity, equipment, training) for balance opportunity for player outside urban market

AUDIENCE

- Player & casual audience
- Core audience between age of 19 - 24 years old*
- 10.6m (out of 20m) total game audience in Malaysia**

MARKET POTENTIAL

- Mobile gaming remains the largest segment globally & fastest growing especially Asia Pacific
- 2018 - RM720 million IAP transaction (only on Google & Apple store!) in Malaysia (30% YOY growth)* lead by games like MLBB (Moonton), PUBG (Tencent) & Free Fire (Garena)
- Youtube Malaysia reported in 2018, Gaming content is 3X bigger than all sports combined!

*source - App Annie

**source - Comscore

ESPORTS SPONSORSHIP IS STILL GROWING!

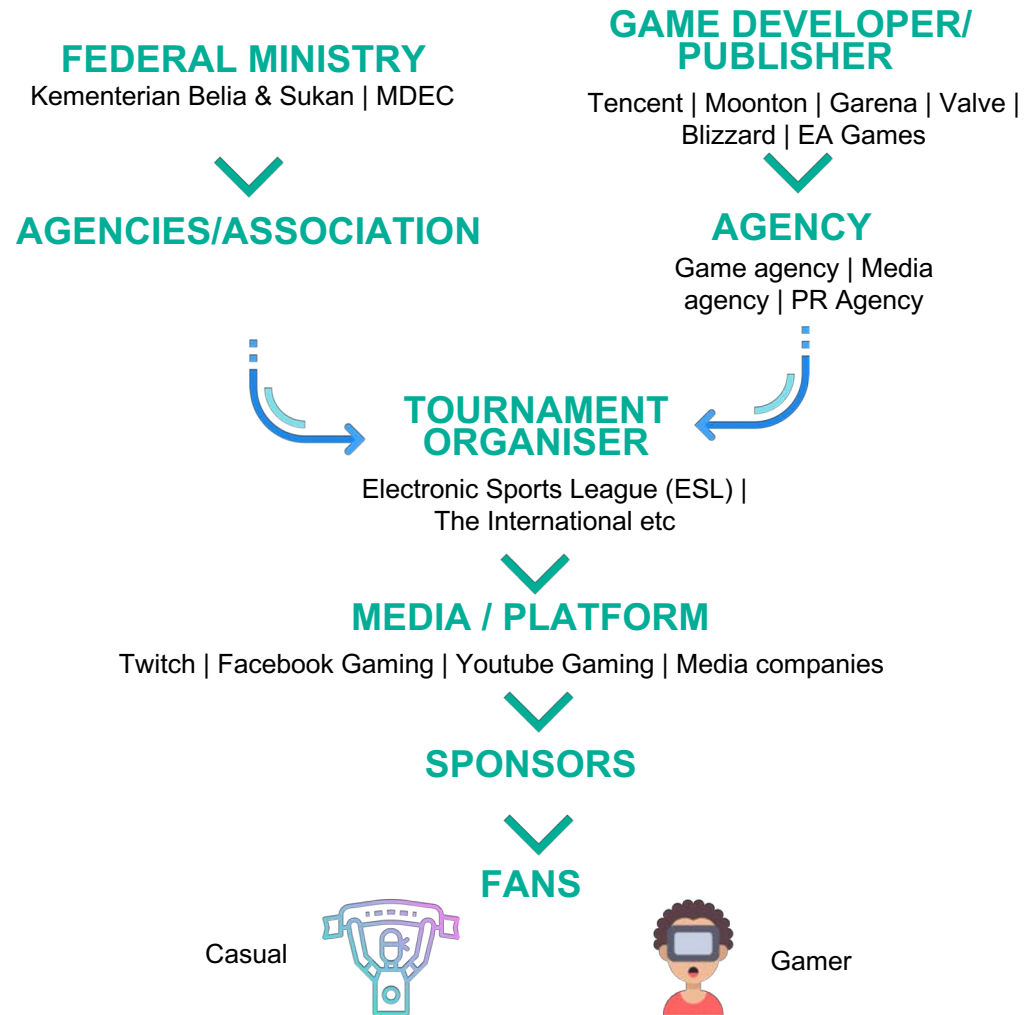
OVERVIEW OF ESPORTS SPONSOR FOR TOP LEAGUE TOURNAMENT 1H 2019

	Apparel & Retail	Hardware	Peripheral	Automotive	Telecom	Finance & Payment Provider	Food & Beverage	Gaming Furniture	Music	Oil & Gas	Electronics	Cosmetics	Social Media	FMCG
			Open		Open	Open			Open	Open				Open
					Open				Open		Open	Open	Open	Open
			Open	Open	Open				Open	Open	Open	Open	Open	Open
			Open					Open		Open	Open	Open	Open	Open
		Open	Open		Open	Open		Open	Open	Open		Open	Open	

- Esports provide more segment for brands to get involve versus other sports or other events (i.e concert, carnival etc)
- Media Prima's Kejohanan E-Sukan Kampus (KEK) has attracted 10 sponsors for its season 2 from only 5 sponsors in season 1



Structure and current outlook of the Esports landscape





OUR ROLE AS A MEDIA COMPANY FOR THE INDUSTRY.

TO SHINE A HEALTHIER LIGHT TOWARDS THE NEXT BIGGEST SPORT AFTER FOOTBALL.

To push positive side of gaming.

Educating the mass on esports industry, the career and the future path – beyond gaming.

Working with private and government to create a healthy and professional infrastructure starting from University level.

SUPPORTING GOVERNMENT'S INITIATIVE

As a media company we deliver and support government's campaigns, projects and initiative to further thrust the esports and gaming industry.

AS THE CHAMPION FOR GOOD COVERAGE

Pushing esports to mass.

9.8 Million daily views on our TV channels.

4 Million readership on our print news yearly.

5 Million listeners yearly.

CONNECTING THE MISSING DOTS

To become the bridge between organisers, brands, media, community and the mass.

Helping the grow and nurture the esports scene in Malaysia.



MEDIA PRIMA ESPORTS FOUNDATION



EDUCATION

Educational elements in Esport tournaments.
To ensure that participants and also visitors could gain more knowledge and be more exposed towards the industry.



EXPLORATORY

To explore working with different game titles and also segment of Esports.
To work closely with internal staffs and provide a hands on Esports experience and training.
Explore working with new clients and partners.



GRASSROOT

Tournaments for people in the outskirts and also grassroots.
To ensure that Esports is spread widely and also equally to everyone in Malaysia.



SUPPORT

Supporting Government's and partner's Esports initiative.
Event support or coverage support.



KEJOHANAN E-SUKAN KAMPUS



A full esports and entertainment experience..



Tournament

Top tier:
COD Mobile
MLBB

Lower tier:
FIFA19
CS:GO

Entry level:
KEK Arked



Education

Sembang
Gamers

KEK Soft Skill

Esports
educational
experience



Entertainment

KEK Jam

JJCM Food
Trucks

KEK Arked:
Gaming
experience

Giveaways



KEK 2019 GROWTH STORY SO FAR!



MORE THAN

5.0M

Livestream views in 2019



ATTENDEES

125K

Foot traffic in 2019



ATTRACTS

26M

Total reach on social media platforms



REACHING OUT TO

266

Campuses in Malaysia covering more than 51% of the total campuses.



INCREMENT

27%

From 2,995 athletes participation in Sem 1, to 3,828 in Sem 2.



PRODUCTION

68

Live stream have been produced by MPD x Prime Works Studios.

20

VIDEO CONTENTS PRODUCED

286

TOTAL SOCIAL MEDIA POSTINGS

248

CREATIVE VISUALS DEVELOPED (OVERALL)

37

ARTICLES WRITTEN IN MGO!

182

ITEMS GIVEN OUT FOR GIVEAWAYS AND KEK TRIALS!

1

HONDA JAZZ HYBRID GIVEAWAY!

Media Prima Digital – Esports 2020

Digital Content



Local Games & Esports Champion



Regional Games & Esports Portal

Esports Activation & Content



Malaysia's biggest esports campus event mixed with entertainment & education content

Powered by Media Prima platforms i.e Digital, TV & Radio



Media and marketing arm to support and further amplify the talkability of campaigns.



A fully equipped event and tournament management for esports and creative gaming activation.



Professional esports production works with full broadcast by Media Prima's very own sports division.



Thank you!

