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TV3' 30 and still No. 1

The country's top private TV station remains close to its audience, reports

Bibi Nurshuhada Ramli

TTV3 turns 30 this year. Since its inception on June 1, 1984, it has remained the country's No. One private TV station in terms of content and viewer experience.

Today, it continues to offer programmes that are relevant to the changing times.

"TV3 prides itself as a channel that maintains a close relationship with its viewers," says Sherina Nordin, TV3 and TV9 group general manager. "We make it a point to find out what they want to see and experience."

Among its efforts to remain close to its audience are campaigns, programmes and award ceremonies. The Media Prima channel is also known for several drama series which have garnered high ratings and award shows such as *Anugerah Juara Lagu* which sees record-breaking viewership every year.

A notable drama series is *Nur Kasih* in 2009, directed by Kabir Bhatia and starring Tiz Zaqyah, Remy Ishak and Fizz Fairuz. Its final episode drew

five million viewers and spawned a hit movie too.

Other successful series include *Natasya* in 2005, *Vanila Coklat* in 2011 for Lestary slot and *Love You Mr Arrogant* in the Akasia slot in 2012. *Love You Mr Arrogant* reached 4.2 million viewers per episode during its 7pm slot, further strengthening TV3 as "prime time, all the time" channel.

"We don't only provide entertainment but we also offer assistance for those in need through our various corporate social responsibility efforts," Sherina says, citing TV3's most impactful show *Bersamamu*, which had spawned spinoffs such as *Bersamamu Penuhi Impian* and *Potret Bersamamu*.

There are also special segments which focus on the plight of the people in other programmes

such as *Aduan Rakyat* on *Buletin Utama* and *Kami Endah* on *Malaysia*

Hari Ini.

"We frequently get calls for help. We also get help from other parties who want to be part of the charitable work. We aim to provide solutions by offering help as a mediator," says Sherina.

"TV3 has something for everyone. Other than entertainment, we aim to enrich the audience's lives. We will continue to do this and this is how we remain No. One."

The station also obtains feedback via social media including Facebook, Instagram and Twitter as well as from roadshows such as the Jom Heboh carnivals.

"Apart from having artistes mingle with the crowd at our big events, those involved in the production of our programmes will

also meet the public. Here, we encourage our viewers to come up to us and tell us how they feel about TV3 and our shows. Of course, we get accolades and criticisms. It's perfectly all right, as long as they keep communicating with us. The bond that we have created with our viewers is very important to us," says Sherina.

CELEBRATING 30 YEARS

In conjunction with its 30th anniversary, TV3 will undergo a makeover with a new jingle, more exciting promos and a new look for its official vehicles.

"Every year we try to offer something different and exciting, but since we're turning 30, it will be extra special," she says.

TV3 will sponsor 30 people to perform the haj later this year in partnership with Tabung Haji. "Performing the haj is a once-in-a-lifetime opportunity and I am very happy for

the deserving individuals," says Sherina, adding that Tabung Haji has helped select the candidates which include the poor, the disabled, single mothers who are senior citizens and Muslim convert couples from Lahad Datu.

Their journey will be briefly documented and telecast on Hari Raya Haji, in two separate programmes. "We will focus on getting the candidates to perform their haj rituals and this includes making sure they stay in good health," says Sherina.

TV3 started the year with the much-applauded Drama Festival KL and its roadshows in February as part of the anniversary celebration.

Some of the programmes to be introduced this year include Malay drama *Cerita Cinta Kita* starring Aerial Zafrel and Wawa Zainal, set to premiere on Wednesday (9pm).

Set in the 1980s, the story is about forbidden love due to different social back-

grounds. Salmah is separated from her beloved Adam and is forced by her parents to marry the more successful Dr Khairuddin.

Coming soon to TV3 in August is the drama *Kasih Berbisik*, which marks the first collaboration between Media Prima's Primeworks Studios and Singapore's Media Corp.

It features artistes from Malaysia, Singapore and Indonesia including Remy Ishak, Keith Foo and Tasha Shila (Malaysia), Nurul Aini and Nick Mikhail (Singapore) and Karmilla (Indonesia).

It is about a love triangle involving Imran, his first wife Tina and Sulastri, whom he married secretly in Indonesia. Sulastri's former lover, Dharna, seeks revenge by causing misery in Imran and Tina's lives.

"The series is filmed in Kuala Lumpur, Perlis, Singapore and Bali. It has a prominent cast as well so hopefully it will be a big hit," says

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Meanwhile, *Anugerah Melodi Galaksi* is the combination of TV3 and TV9's respective entertainment programmes *Melodi* and *Galaksi*. The event in August recognises local artistes' popularity based on viewers votes on TV3 and TV9's websites.

Among the categories are The Most Sensational Artiste, The Most Sensational New Artiste, Melodi Galaksi Special Award, The Most Sensational Dialogue, The Most Sensational Online Personality, The Most Sensational Entertainment Reporting and The Most Sensational Theme Song.

For Ramadan, it will air the four-episode *Saham-Saham Akhirat* which highlights Syria's refugee camps (in co-operation with International Humanitarian Organisation). It is inspired by *Misi K*, which highlights the humanitarian efforts of local NGOs (non-government organisations) in helping displaced people worldwide.

"TV3's catchphrase, *Sentiasa Bersamamu* (Always With You), resonates well with the station's spirit and soul. It encapsulates what we are all about," Sherina says.

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