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TV3 to reward viewers

MORE WATCHABLE: Station promises more innovative, refreshed content line-up

SISTEM Televisyen Malaysia Bhd (TV3), which celebrates its 30th anniversary this year, will continue to pay homage to its audiences by rewarding viewers with innovative content line-ups, special programmes and refreshed content packaging.

In the last 30 years, Malaysia's first free-to-air private television channel has always been at the forefront of showcasing strong content that appeals to a wide range of demographics.

Media Prima Bhd chief executive officer for television network Ahmad Izham Omar said as a leader in innovative content, TV3 continues to manifest unwavering commitment by fulfilling its viewers' demands with new and exciting original content and initiatives.

"We have built a strong viewership base for 30 years across Malaysia and we are striving to further amplify our audiences' interest through special focused programmes, entertaining documentaries and top-rated drama series in addition to Hollywood blockbusters," he said.

Since its transmission debut on June 1 1984, TV3 has moved ahead to captivate viewers in Malaysia and become an essential part of their lives.

As the Malaysian TV industry grew more dynamic, TV3 adapted

with the current technology and trends, introducing new features and content.

Until today, TV3 continues to hold its position as the No. 1 mass premium channel with key time-slots that are setting new standards in the industry.

"Of creating hits and building programmes that accurately capture the demands and aspirations of our different audience segments; we are focused on bringing content

that is relevant, informational and wholesome," Izham said.

"To celebrate the channel's 30th birthday, the TV3 team will fulfil 30 wishes from 30 selected viewers be it dining with the stars or even to present an award during the Anugerah Melodi Galaksi. This is a momentous occasion for us and with that, we will continue to deliver high-quality content across all our platforms," he said.

TV3, as a channel strives to bring content onto its other platforms while enabling audiences to capitalise on the growing online viewer base on Media Prima's primary video portal, tonton (www.tonton.com.my), which draws up to 3.8 million registered viewers to date.

As a TV station that makes a difference, TV3 launched its festive programming to commemorate the Haj celebration day (Hari Raya Haji) with religious programmes that

explores themes related to faith and devotion.

The lineup includes Selangkah Haji, a 30-minute programme to be featured in October highlighting 30 individuals as they prepare for their haj journey and 30 Jemaah Haji, a special one-hour segment that will document the actual journey of these 30 candidates as they perform the haj, the pilgrimage to Mecca.

As part of its corporate social responsibility initiative, TV3 collaborated with Lembaga Tabung Haji to fund the 30 selected pilgrims to a journey of a lifetime as they perform a series of rituals.

In honour of the year-long celebration of Transformers' 30th anniversary, TV3 recently collaborated with United International Pictures, a joint venture of Paramount Pictures, and aired all three movies from the franchise leading up the cinema release of the highly-anticipated fourth instalment Transformers 4: Age of Extinction.

Paramount Pictures even produced a special TV3 anniversary ident which was embedded together with the Transformers logo.

This is part of Media Prima's larger strategy to incorporate both international and local channel offerings and bring the best of Hollywood to Malaysia with exclusive licensing deals.

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