www.tvsarawak.my

CHANNEL 122 | MYTV, Unifi TV & Astro

tvs inspire

Last update: 10 August 2026



tvs | *Additional Full member of* Asia-Pacific Broadcasting Union

As Malaysia's first and only state-owned television station, TVS is a multi-platform media ecosystem dedicated to showcasing regional and national stories, empowering communities and celebrating the nation's rich multicultural heritage with nationwide reach.

From linear television, digital and social media platforms to Digital Out-of-Home, live events coverage and on-ground activations, TVS offers an integrated media network that connects governments, brands and communities with audiences across Malaysia and beyond. By combining the reach and credibility of television with the immediacy and engagement of digital media, TVS delivers culturally relevant content and meaningful brand experiences across every screen and touchpoint.



ONE OF MALAYSIA'S FASTEST GROWING FTA CHANNEL

FIRST HALF 2026 VIEWERSHIP

	Total Unique Reach Viewers	Total Views
Nielsen (Peninsular only)	10.3 MILLION	111.3 MILLION
FIFTY5 BLUE	6.2 MILLION	69.3 MILLION

DIGITAL POWER. SOCIAL SCALE. REAL IMPACT.

3.51 MILLION
SOCIAL MEDIA FOLLOWERS

- 1.89 MIL
- 186.6 K
- 1.09 MIL
- 11.1 K
- 328.7 K

929.0 MILLION
VIEWS MAJORLY CONTRIBUTED BY

- 388.9 MIL
- 88.9 MIL
- 398.3 MIL
- 573.1 K
- 48.9 MIL
- 3.4 MIL

1.94 MILLION
WEBSITE VISITOR





Launch of TVS Inspire OTT application by YAB Premier on 25 October 2025.

tvs inspire

JAN - JUN : 16.4 K
LIFETIME : 41.1 K
DOWNLOADS

Available on Google Play Store, Apple App Store & Huawei App.

As of 30 June 2026

tvs INSPIRES APPS GROWING STRONG WITH UNLIMITED ENTERTAINMENT ACCESS

STARTING APRIL - TAKE A BREAK WITH OUR **MICRO DRAMAS** VIA tvs Shorts











STREAM LIVE PROGRAMS WHEREVER YOU ARE - ALWAYS ON. ALWAYS LIVE. ENJOY UNLIMITED STREAMING AND NEWS, COMPLETELY FREE.











tvs OFFERS SOMETHING FOR EVERYONE, EVERYDAY

PROGRAMME BELT

LIPSTIK
Women Show

Layak Senin
Fun & Comedy

Dramatika
Malay Drama

Night Tales
Foreign Drama

Haha!
Comedy Reality Show

Destinasi Relax
Travelogue & Lifestyle

Reality Show
Reality Show

JURNAL
Documentary & Magazine

Spice and Slice
Food / Cooking Show

MOVIE Dulu-dulu
Retro/ Classic Movies

Teater Klasik
Retro/ Classic Movies

Sunday PREMIER
Modern Movie/ Entertainment/ Concert/ Singing show

COMPREHENSIVE NEWS ROOTED IN SARAWAK, WIRED TO THE WORLD



PRIME BULLETIN

6:30 AM | TVS PAGI
12:00 PM | TVS TENGAHARI
7:40 PM | UTAMA 740

REGIONAL REPORTS

9:00 AM | TVS SANA SINI
5:00 PM | BERITA WILAYAH

GRASSROOT NEWS

11:00 AM | BERITA IBAN
1:00 PM | REBAO
6:00 PM | REBAO
7:00 PM | BERITA IBAN

GLOBAL UPDATES

8:00 AM | WORLD NEWS
8:15 PM | DETIK DUNIA

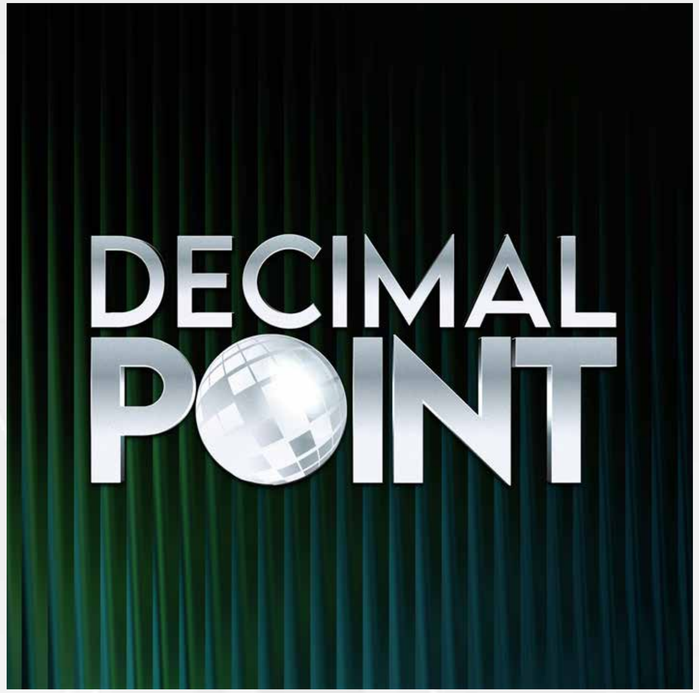
NEWS CAPSULES

10:00 AM | TVS RINGKAS
2:00 PM | TVS RINGKAS
4:00 PM | TVS RINGKAS
7:30 PM | MENARIK SEPULUH
10:30 PM | TVS NIGHTLINE

TRUSTED INTERNATIONAL NEWS SOURCES

BERNAMA · RT RUSSIA TODAY · AFP · REUTERS · DW Deutsche Welle · CCTV 中国中央电视台 CHINA CENTRAL TELEVISION · ABC AUSTRALIA

PURPOSE-DRIVEN CONVERSATIONS SHAPING PUBLIC THOUGHT AND PROGRESS



DECIMAL POINT

Monday, 8:30 PM

Explains finance, economy and technology through clear conversations relevant to businesses and everyday Malaysians.



ANGGUN

Wednesday, 8:30 PM

Highlights inspiring women through empowering stories, practical insights and modern lifestyle and career journeys.



INSPIRASI DUNIAMU

Wednesday, 10:00 PM

Shares uplifting stories of changemakers and communities driving hope and progress across Sarawak and Malaysia.

BIG MOMENTS BROADCAST LIVE AND SEEN NATIONWIDE

2025 LIVE COVERAGE STATISTICS

Total Viewership
366.9 MILLION
(LINEAR + DIGITAL)

Total Events Covered
126 EVENTS

Total Government Events Covered
82 EVENTS

Average Monthly Events Covered
10 EVENTS









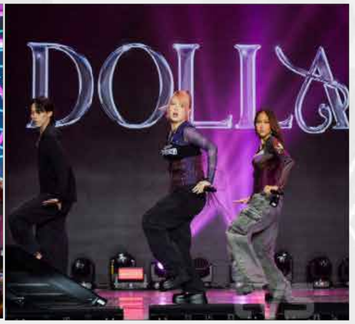






















AIM25 MAKES HISTORY IN SARAWAK - KEMUNCAK SEGALA-GALANYA, ONLY ON TVS!



AWARD WINNING CONTENT AND MUSIC THAT INSPIRE, CONNECT AND DELIVER IMPACT

THE BRANDLAUREATE DIGITECH
BEST BRANDS AWARDS 2024



- Visionary Tech (Digital Media)

BEST
FACTUAL PROGRAMME
MADE IN ASIA
FOR A
SINGLE ASIAN MARKET



- Content Asia Awards 2025 - Bronze Medal (Best Factual Programme Made In Malaysia)
- International KL Eco Film Festival 2023 - Special Merit Award + Feature Film & Long Documentary (Finalist)

ASIA PACIFIC BROADCASTING
AWARDS 2025



- Government Streaming Category – Malaysia: Regatta 2024
- Live Event Streaming Category – Malaysia: SUKMA 2024 & Para SUKMA 2024

Together for
PLANET, PEOPLE,
PEACE

2026
ABU T4P MEDIA AWARDS

ABU T4P
MEDIA AWARDS 2026



- Runner - Up in the Video (Planet) Category ABU T4P Media Awards 2026
- Content Asia Awards 2025 - Bronze Medal (Best Factual Programme Made in Asia for Multiple Asia and/or International Markets

AWARD WINNING CONTENT AND MUSIC THAT INSPIRE, CONNECT AND DELIVER IMPACT

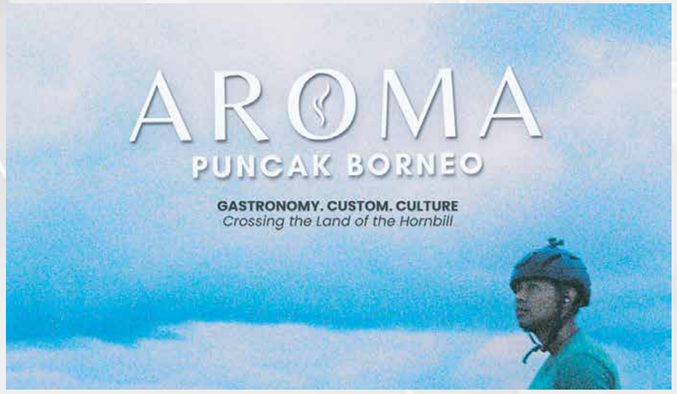
advertising+marketing
THE MARKies AWARDS 2026
MALAYSIA

HAPPY GAWAI KAAMATAN MV
PRODUCED BY TVS FOR PEPSI



- Gold Sonic Branding
- Gold Multicultural Marketing
- Silver Hyperlocal Marketing

ANUGERAH SERI ANGKASA 2024



- Anugerah Sri Angkasa 2024 - Anugerah Khas Juri

VIMA MUSIC AWARDS

VIMA MUSIC AWARDS 2026
SILVER AWARD BEST CHINESE SONG
TOP 5 BEST WORLD/ ETHNIC SONG



- TVS - Echoes Of Prosperity feat. Morris and Raquel
  (Silver Award for the Best Chinese Song)



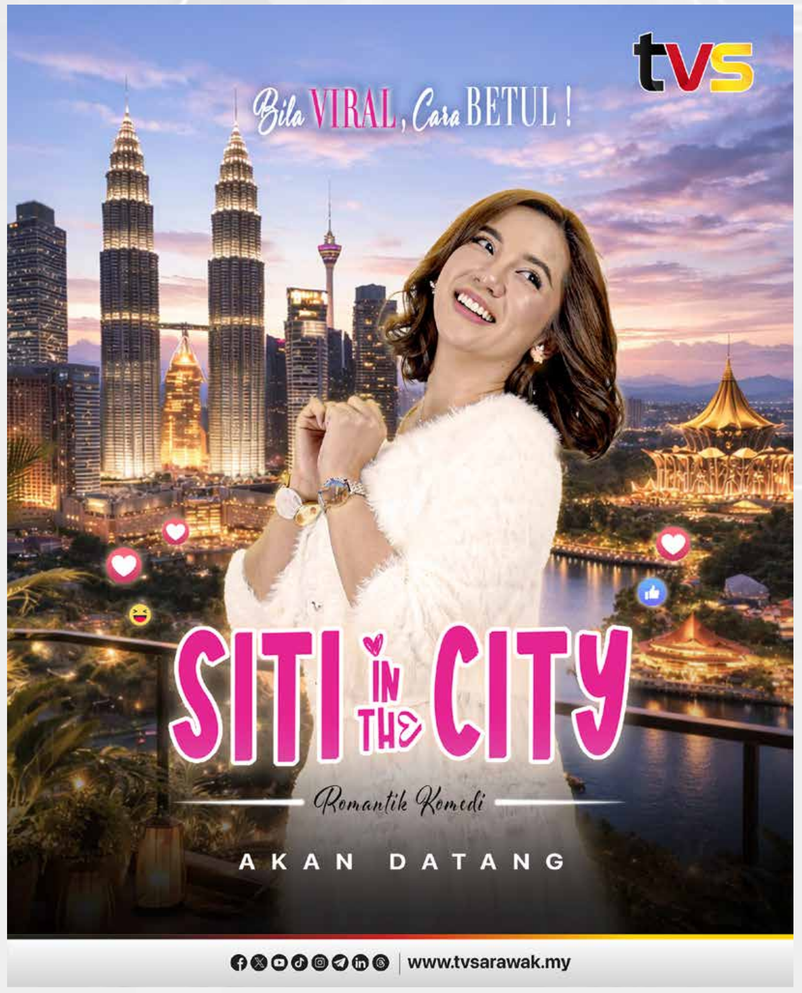
- TVS - Nostalgia Raya feat. Alia Tenor and Bob Yusof
  (Top 5 Best World/Ethnic Song)

GERAK KHAS RETURNS, TVS ‘SITI’ SERIES CONTINUES

TVS x SKOP PRODUCTIONS



TVS x METROWEALTH



NATIONAL REACH THAT FITS YOUR BUDGET

Rate Cards

TVS advertising rates start from **RM600** per spot, making national reach accessible.

TV Commercial (TVC)

Media Entitlement	Duration	Rate
TVC Spot Buy	10 secs	From RM600
	30 secs	From RM1,800
	60 secs	From RM3,600

Terms and Conditions:

1. The rates **exclude** government taxes and other taxes of a similar nature.
2. The airtime rates are subject to change from time to time.
3. Fringe Time: 12:01 am – 5:59 pm, Prime Time: 6:00 pm – 12.00 am.
4. Material to be provided by client and or prepared by the editorial team.
5. Guest appearances airtime maximum to 15 mins and 45 mins for guests.
6. The naming rights deliverables include airtime sponsorship, social media mentions, and optional on-ground or live event association.
7. The live telecast package includes airtime, live production with up to 10 personnel, broadcast transmission, and a 14-day ROS promotional campaign. Additional charges for MCP equipment may apply, subject to the event location and number of deployment days.

TV Airtime

Media Entitlement	Category	Duration	Rate Card	
			Fringe Time	Prime Time
Crawler			RM 2,700	RM 4,500
Graphic Logo Placement			RM 1,800	RM 3,600
Animated Bug		Per Day	RM 3,600	RM 7,200
Bottom Panel / Lower Third			RM 7,200	RM 10, 800
L-Shape Ads			RM 9,000	RM 12,000
Breaker In / Breaker Out			RM 1,200	RM 2,400
Clock Face Slide		10 secs – 20 secs	RM 1,200	RM 1,800
Host Mention (Pre Recorded)			RM 600	RM 1,200
Host Mention (Live)			RM 1,200	RM 2,400
End Credit			RM 600	RM 1,200
Capsule	Info-capsule	2 mins	RM 7,200	RM14,400
Special Report (Prime Time News)	TVS Utama / Berita Iban / Mandarin / Nightline	3 mins		RM 9,000
Fringe Time News (Non-Prime Time News)	Berita Wilayah / Other		RM4,500	
Guest Appearance	Commercial	15 mins	RM4,000	RM8,000
		45 mins	RM12,500	RM25,000
Sponsored Content	Sponsored content	5 mins	RM3,000	RM9,000
	Naming Right	Per Episode	RM9,000	RM18,000
Brand Participation	Script in / Brand Integration	30 secs	RM1,800	RM3,600
Live Telecast		120 mins	RM120,000	

NATIONAL REACH THAT FITS YOUR BUDGET

Rate Cards

TV Airtime

Brand / Product Placement	Details (No. of Segments)	Duration	Rate Card	
			Fringe Time	Prime Time
30 mins program	1	5 mins	RM3,600	RM7,200
	3		RM5,400	RM10,800
60 mins program	5		RM9,000	RM18,000
90 mins program	6		RM10,800	RM21,600
120 mins program	7		RM12,600	RM25,200
Competitor Disallowance	1 category	30 secs	RM3,600	RM7,200
	2-3 categories		RM5,400	RM10,800
Premium Placement Spot Buy	First Spot in First Break	30 secs	RM4,500	RM6,300
	Subsequent Spot in First Other Break		RM1,800	RM3,600

Terms and Conditions:

1. The rates **exclude** government taxes and other taxes of a similar nature.
2. Materials to be provided by client and or prepared by the editorial team.
3. The airtime rates are subject to change from time to time.
4. Fringe time: 12:01AM – 5:59PM | Prime time: 6:00PM – 12:00AM

Social Media

Media Entitlement	Duration	Rate
Facebook / Instagram Post	Per Post	RM 1,500
Instagram Reels / FB Shorts		RM 2,000
TikTok Post		RM 3,000
Facebook / Instagram Story	Per Story	RM 1,000
Branded Article (Website)	Per Article	RM 2,000
Digital Countdown YouTube	90 sec	RM 1,800

Website / OTT

Platform	Ad Placement	Type of Buy	Rate
Website / OTT	Top Leaderboard	Cost Per Mille	RM 65
Website / OTT	Middle Leaderboard		RM 45
Website / OTT	Bottom Leaderboard		RM 30
Website / OTT	Pop-up banner		RM 55
Website	Side Panel 1 & 2		RM 40
OTT	Premium Video (Pre / Mid / Post Roll)		RM 90

AMPLIFYING BRAND PRESENCE THROUGH STRATEGIC BILLBOARDS ACROSS SARAWAK

Digital Billboard

Taman Heritage, Kuching

Operations Time:
6 AM - 12 AM Daily

Operations Hours:
18 Hours

Type of Billboard:
Double Screen

Single Screen			
No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-min cycle)	360	2,520	10,800
Rates	RM 500/day	RM 3,500/week	RM 15,000/month

Double Screen			
No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-min cycle)	720	5,040	21,600
Rates	RM 1,000/day	RM 7,000/week	RM 30,000/month

Terms and Conditions:

1. All advertisement duration is 15-second per screen per slot
2. The advertisement cycle is 3-minute per cycle
3. The above rates **exclude** tax and management charges of RM500.00 per material, if applicable.
4. Subject to change from time to time.





Screen Size	20 ft. x 50 ft [6.133 (h) x 15.36m (w)]
LED Type	P16 Outdoor Full Colour LED Display
Display Resolution	960 px (w) x 384 px (h)
Pixel Pitch	16 mm
Frame Per Second	Below 25 FPS
Colour Capacity	4.4 Trillion Colour
Supported Video Format	MP4

Supported Photo Format	JPEG
Material Duration	15 Seconds
Total Slot	12 Slots
Cycle Time	3 Minutes Per Loop
Viewing Angle	120 Degree (horizontal) X 60 Degree (vertical)
Viewing Distance	16 ft. (ideal)

AMPLIFYING BRAND PRESENCE THROUGH STRATEGIC BILLBOARDS ACROSS SARAWAK







Digital Billboard

Tun Salahuddin, Kuching

Operations Time:
6 AM - 12 AM Daily

Operations Hours:
18 Hours

Type of Billboard:
Double Screen

Single Screen			
No. of Slot	**Appearance / Day**	**Appearance / Week**	**Appearance / Month**
1 (3-min cycle)	360	2,520	10,800
Rates	RM 500/day	RM 3,500/week	RM 15,000/month

Double Screen			
No. of Slot	**Appearance / Day**	**Appearance / Week**	**Appearance / Month**
1 (3-min cycle)	720	5,040	21,600
Rates	RM 1,000/day	RM 7,000/week	RM 30,000/month

Screen Size	40 ft. x 30 ft [12.2 (h) x 9.1m (w)]
LED Type	P10 Outdoor Full Colour LED Display
Display Resolution	864 px (w) x 1248 px (h)
Pixel Pitch	10 mm
Frame Per Second	Below 60 FPS
Colour Capacity	16.7 Million Color
Supported Video Format	MP4

Supported Photo Format	JPEG
Material Duration	15 Seconds
Total Slot	12 Slots
Cycle Time	3 Minutes Per Loop
Viewing Angle	140 Degree (horizontal) X 120 Degree (vertical)
Viewing Distance	10 ft. (ideal)

Terms and Conditions:

1. All advertisement duration is 15-second per screen per slot
2. The advertisement cycle is 3-minute per cycle
3. The above rates **exclude** tax and management charges of RM500.00 per material, if applicable.
4. Subject to change from time to time.

AMPLIFYING BRAND PRESENCE THROUGH STRATEGIC BILLBOARDS ACROSS SARAWAK







Screen Size	40 ft x 30 ft [12.48 (h) x 8.64m (w)]
LED Type	P10 Outdoor Full Colour LED Display
Display Resolution	864 px (w) x 1248 px (h)
Pixel Pitch	10 mm
Frame Per Second	Below 60 FPS
Colour Capacity	16.7 Million Color
Supported Video Format	MP4
Supported Photo Format	JPEG
Material Duration	15 Seconds
Total Slot	12 Slots
Cycle Time	3 Minutes Per Loop
Viewing Angle	140 Degree (horizontal) X 120 Degree (vertical)
Viewing Distance	10 ft. (ideal)

Digital Billboard

Tun Taib, Bintulu

Operations Time:
6 AM - 12 AM Daily

Operations Hours:
18 Hours

Type of Billboard:
Double Screen

Single Screen

No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-min cycle)	360	2,520	10,800
Rates	RM 500/day	RM 3,500/week	RM 15,000/month

Double Screen

No. of Slot	Appearance / Day	Appearance / Week	Appearance / Month
1 (3-min cycle)	720	5,040	21,600
Rates	RM 1,000/day	RM 7,000/week	RM 30,000/month

Terms and Conditions:

1. All advertisement duration is 15-second per screen per slot
2. The advertisement cycle is 3-minute per cycle
3. The above rates **exclude** tax and management charges of RM500.00 per material, if applicable.
4. Subject to change from time to time.

AMPLIFYING BRAND PRESENCE THROUGH STRATEGIC BILLBOARDS ACROSS SARAWAK

JALAN PADANG, MIRI

Landmark:
Opposite Miri Clocktower

Estimated Completion Date:
30 November 2026



DIGITAL AND ELECTRONIC BILLBOARD (BUNDLE PACKAGES 2026)

	No. Of Slot	Daily Rate	Weekly Rate	Monthly Rate
2 Sites	1 (on a 3-min cycle) **Single Screen**	**RM 900**	**RM 6,300**	**RM 27,000**
	1 (on a 3-min cycle) **Double Screen**	**RM 1,800**	**RM 12,600**	**RM 54,000**
3 Sites	1 (on a 3-min cycle) **Single Screen**	**RM 1,275**	**RM 8,925**	**RM 38,250**
	1 (on a 3-min cycle) **Double Screen**	**RM 2,550**	**RM 17,850**	**RM 76,000**

Terms and Conditions:

1. This "Bundle Package" is subject to the selected billboard sites and / or digital media platforms offered at a consolidated promotional rate located in Kuching (Taman Heritage & Tun Salahuddin), and Bintulu (Tun Taib).
2. The above rates are excluding tax and management handling charges of RM500.00 per material, if applicable.
3. The booking shall be confirmed upon receipt of the official Purchase Order (PO) or Booking Form and full payment/deposit.
4. Bookings are subject to site availability at the time of confirmation, and any substitution or reallocation of sites is not permitted once the campaign has commenced.
5. SMG reserves the right to release the sites to other advertisers if confirmation and payment are not received within the stipulated period.

Why partner with tvs?

Nationwide Reach
Extensive audiences across TV and digital platforms.

Powerful Digital Presence
High impact visibility across social, web and digital channels.

Trusted Content
News, signature programmes and flagship events audiences rely on.

Award-Winning Storytelling
Recognised excellence that elevates brand association.

360 Advertising Solutions
Multi-platform options across TV, digital and DOOH.

For more information, contact:

marketing@smg.my **+6019 814 0122**

TVSarawak
TVS Entertainment