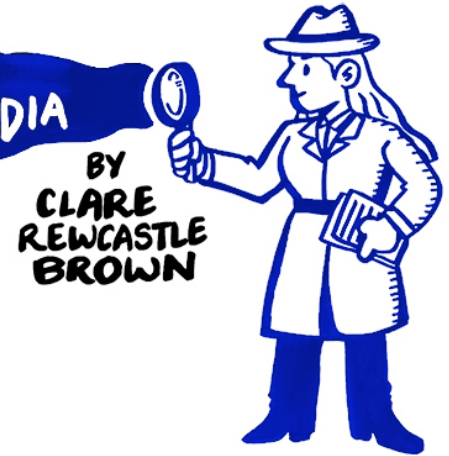


GAME CHANGERS

MALAYSIAN MEDIA AWARDS & CONFERENCE 2019

THE IMPORTANCE OF INDEPENDENT INVESTIGATIVE MEDIA



BY CLARE REWCASTLE BROWN



THE INTERNET PUSHED the BOUNDARIES for INDEPENDENT investigative MEDIA

MY BLOG WAS VILIFIED BUT THE TRUTH PREVAILED

FAKE NEWS IS REAL!



THE PEOPLE VALUE CONSISTENT, HONEST, DIRECT REPORTING

POST GE14

WE NEED TO STAND UP for PUBLIC BROADCASTING



DAVID & GOLIATH TRUTH ON my SIDE,

UNCONSOLING on HIS SIDE



THE START OF A BETTER FUTURE IS HERE, WE NEED TO PUT IN THE WORK FOR IT

AN OPEN BATTLE of IDEAS IS BETTER THAN NONE



WE NEED A SPACE for MEDIA WHERE POLITICAL INTERFERENCE IS KEPT AT BAY

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THE **Grab** BRAND STORY: FROM STOREROOM to SUPERAPP



MISSION:
MAKE TAXIS
GREAT
again

HAVING A
CLEAR
PURPOSE ALLOWED
US TO LEVERAGE ON



BEING HYPERLOCAL
BECAME A BIG PART
of THEIR DNA



GRAB TODAY
IS AN
everyday
SUPER APP.



PARTNERS



PEOPLE

PRESS



REBRANDING OVER THE YEARS:



WHEN
STARTING
UP A
BUSINESS,
YOU HAVE
TO DO

everything

BRAND & BUSINESS:
locally RELEVANT

GRAB REWARDS:

COLLABORATE WITH SMALL
MERCHANTS TO GIVE BACK
TO THE CUSTOMER



WE CONNECT
USERS TO
MULTIPLE EXPERIENCES

Wow!
YOUR
experience
WITH GRAB IS
HIGHLY PERSONALISED
& BASED ON
RELEVANCE

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LEADERSHIP IN THE OPEN SOURCE ERA

BY: LALIT GUPTA



IN THE PAST DECADE...

OUR AVG. ATTENTION SPAN HAS DROPPED from 12 SECS. → 8 SECS.

(A GOLDFISH'S ATTENTION SPAN IS 9 SECONDS...)



WE NEED TO REDEFINE LEADERSHIP IN THE OPEN SOURCE ERA



BEING A LEADER DOESN'T MEAN YOU HAVE TO BE PERFECT



SOURCES OF LEADERSHIP ENERGY:

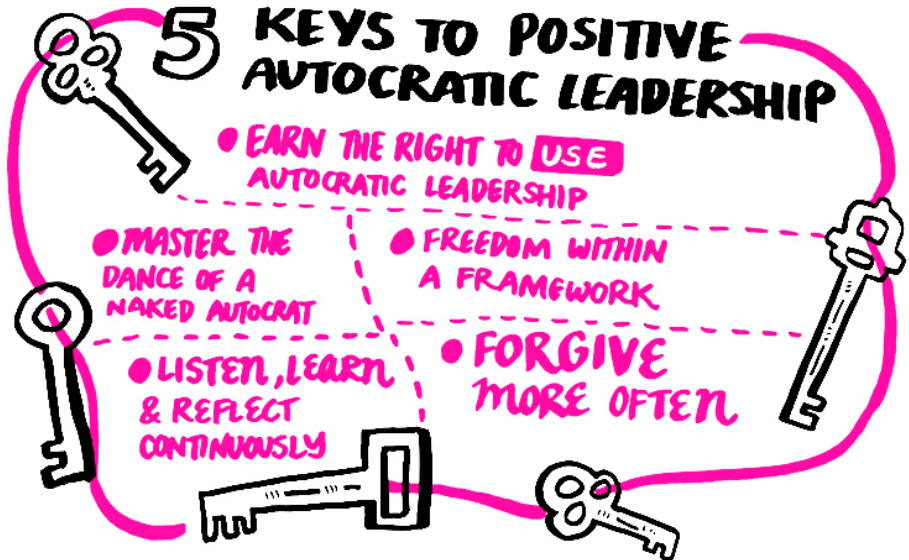
- **VALUES** - MORAL PRINCIPLES YOU DEEPLY BELIEVE IN & LIVE BY
WHO YOU ARE
- **FEARLESS PURPOSE**
WHAT YOU DO
- **MINDFULNESS**
POWER OF THE MIND

LEADERSHIP IS THE ART OF HARNESSING HUMAN ENERGY towards THE CREATION OF A BETTER future

LEADERSHIP IS:

- LEADERSHIP ENERGY
- REFLECTION
- EMOTIONAL INTEGRITY

5 KEYS TO POSITIVE AUTOCRATIC LEADERSHIP



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1 LACK OF SELF-IMPROVEMENT

↳ LOST ITS WAY, BECAME OVERLY-POLITICAL, AND WENT **AFTER** THEIR COMMUNITY RATHER THAN BE **FOR** THEIR COMMUNITY.

2 FREE NEWS & BETTER NEWS WEBSITES

↳ BUT YET TO PROVE IF MONETIZABLE & SUSTAINABLE

THE IMPENDING DEMISE OF NEWS MEDIA COMPANIES AS WE KNOW THEM



IF WE CONTINUE TO LOSE MONEY, AND ALSO NOT MAKE MUCH MONEY, THEN THERE'S NO MONEY TO **BACK JOURNALISM** AT ALL.

BY: DATO' HO KAY TAT

THE COST OF JOURNALISM IS NOT CHEAP AND THE COST OF INVESTIGATIVE JOURNALISM IS EXPENSIVE



TRADITIONALLY, NEWSPAPER REVENUE:
80% IS ADVERTISEMENT
20% CIVILIZATION SCALE



JOURNALISM is a **PUBLIC SERVICE**

WHO'S GOING TO BE THE ONE TO CHECK ON THINGS GOING WRONG IN THE COUNTRY?

THE RESULT:

MARGIN IS COMPRESSED, UNABLE TO RISE DUE TO RISING COST.



Google

FACEBOOK & GOOGLE CONTROL 80% OF DIGITAL ADVERTISING REVENUE.

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DIDI & FRIENDS + OMAR & HANA
360° WAY TO SPREAD JOY & ENGAGE THE HEARTS OF KIDS & PARENTS

BY SINAN ISMAIL



1 CHOOSE DIFFERENT

SOMETHING CHANGED everything



IT'S ABOUT CREATING VALUE+ FOR PEOPLE



TODAY DIDI & FRIENDS HAS 1.8 BILLION VIEWS & 2.1 MILLION SUBS.

IT'S VERY important TO BE OPEN TO FEEDBACK



GOOGLE KEYWORDS & RESEARCH

CHANGED from STORIES TO SONGS FOR DIDI & FRIENDS

IT'S ALL ABOUT MAKING DECISIONS USING DATA

SOCIAL MEDIA WILL BE A KEY factor TO GOING GLOBAL

IT'S IMPORTANT TO STICK TO THE VALUES OF YOUR BRAND

WHEREVER WE GO, THE FANS WILL follow



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TAI KAM LEONG



GAME-CHANGED

HOW MAXIS HAS AND CONTINUES TO BE DISRUPTED

GIVE THEM FREE REIGN ON RESPONSIBILITIES FOR A PROJECT THAT THEY CARE FOR.

THEN

CENTURIES AGO TO SURVIVE, YOU HAVE TO PROVIDE VALUE TO SOCIETY



NOW

ALL THESE YOUNGER GENERATIONS ARE SO LAZY, SELF-CENTRED, AND BREAK DOWN EASY!

IT'S EASY TO BLAME SOMETHING WE DON'T UNDERSTAND.

HANDING THE REIGNS TO THE YOUNGER GENERATION TO TAKE ON PROJECTS THEY'RE **PASSIONATE** ABOUT



GIVING MALAYSIANS GAMERS A CHANCE TO COMPETE IN E-SPORTS IN BERLIN



suckers FOR PAIN

GIVE THEM A BIG CHALLENGE, IF THEY ACCEPT IT, THEY'LL GO **AFTER IT!**



BUT THE STRENGTH OF THIS GENERATION IS

TALENT!



HEEHEEHEE
HEEHEEHEE
HEEHEEHEE
HEEHEEHEE

CREATE CONTENT THAT LOOKS LIKE INDONESIAN CONTENT TO REACH FOREIGN WORKERS

AND THE **KEY** TO GETTING **GOOD TALENT** OUT IS **CULTURE**



DERIA TAKBIR

HARI RAYA CAMPAIGN THAT CONVEY THE VOICE OF DIFFERENTLY ABLED PEOPLE EXPERIENCING TAKBIR RAYA.

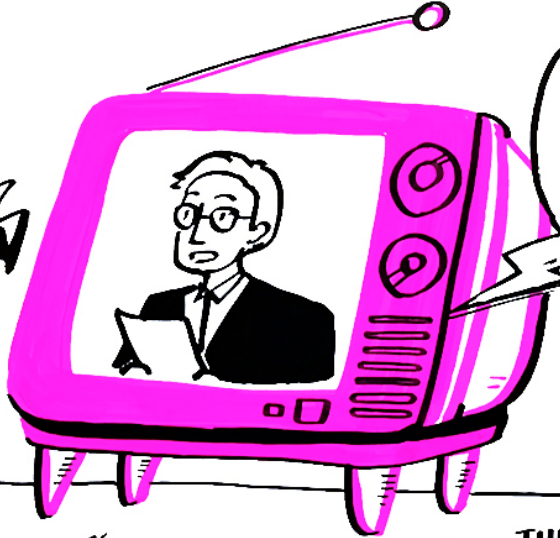
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DON'T THROW THE BABY OUT...



TV isn't the PROBLEM!



IT'S THE WAY IT'S RESEARCHED, TRACKED, AND REPORTED THAT'S THE PROBLEM!

BY HENRY TAN

TECHNOLOGY STRENGTH is becoming CONTENT STRENGTH



DON'T BE DRAMATIC!

GOING DIGITAL ISN'T KILLING THE TV OR RADIO, IT'S GROWING THEM!

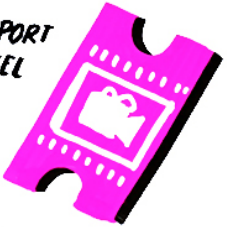


THE FORCE IS WITH THE HANTU (MOVIE)!

THERE IS A RISING DEMAND FOR MALAYSIAN CONTENT!

CHAMPION MALAYSIAN MOVIES!

#SUPPORT LOKEL

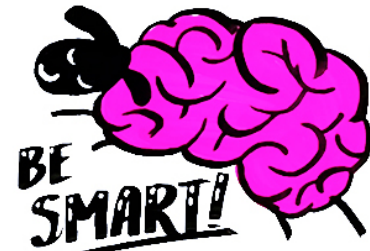


STUDIES SHOW:

TV ADVERTS ARE FOUND TO BE MORE CONVINCING



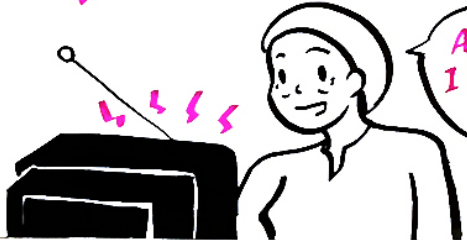
NOT EVERYTHING NEW IS GOOD & NOT EVERYTHING OLD IS BAD



"DON'T HAVE THE HERD MENTALITY!"



AH! I SHOULD BUY!



GAME CHANGERS

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PUTTING ASIA ON THE GLOBAL STAGE

BY HARI VIJAYARAJAN

ONE CHAMPIONSHIP IS A celebration OF ASIA'S CULTURAL TREASURES through MARTIAL ARTS/SPORTS

DEEP-ROOTED ASIAN VALUES:

- INTEGRITY
- HUMILITY
- HONOR
- RESPECT
- COURAGE
- DISCIPLINE
- COMPASSION



ONE CHAMPIONSHIP HAS A UNIQUE FORMULA THAT'S infinitely ∞ **SCALABLE**



"WE'RE IN THE BUSINESS OF INSPIRING PEOPLE"



PLATFORM IS HUMANITY

ONE'S VALUE PROPOSITIONS

- HOME GROWN WITH GLOBAL FOOTPRINT
- DEEPLY ENGAGED GLOBAL AUDIENCE
- STRONG BRAND ATTRIBUTES & VALUES
- ALWAYS ON, OMNI-CHANNEL & DIVERSE

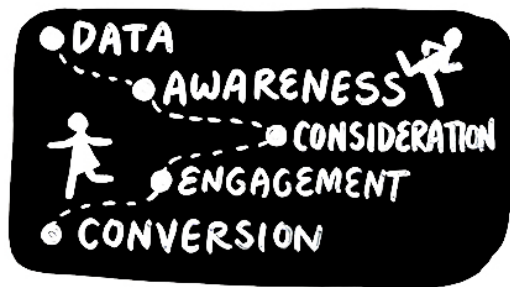
INTELLIGENCE BEHIND O2O (ONLINE & OFFLINE) BUSINESS SOLUTIONS

BY VICTOR TOPOYOSSAKUL

VGi TH'S BUSINESS SEGMENTS:



O2O SOLUTIONS → FREQUENCY, REGENCY, & RELEVANCE



OUT OF HOME MEDIA	
✓ TRANSIT	✓ ACTIVATION
✓ STREET	✓ AIRPORT
✓ OUTDOORS	✓ TRUCK



WE USE DATA TO GET A BETTER UNDERSTANDING OF THE CUSTOMER IN ORDER TO PROVIDE PROOF OF SOLUTIONS TO THEM

GRAPHIC RECORDING BY SKETCHPOST.COM

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DISRUPTION in MARKETING, COMMUNICATIONS & MEDIA

PANELISTS:

- DATUK KAMAL KHALID
- MARC WOO
- DIANA BOO

MODERATOR: LAU SULIN

WHAT is Disruption?


CHANGING CONSUMER BEHAVIOURS & BUSINESS MODELS



NOT **ALL** DISRUPTIONS WREAK HAVOC ON YOUR LIFE



WE NEED TO PAY **ATTENTION** TO DISRUPTIONS THAT MAKE OUR LIVES **BETTER!**

LEARN *always*



OH...

THE BIRTH of TECHNOLOGY ALLOWS BUSINESS OWNERS TO HAVE MEANINGFUL relationships WITH CONSUMERS

