

**FREQUENTLY ASKED QUESTIONS (FAQ)
FOR
FREE TV ADVERTISING ON unifi TV CAMPAIGN**

NO	QUESTION	ANSWER
FREE TV ADVERTISING ON unifi TV CAMPAIGN		
Info on the Campaign		
1	What is Free TV Advertising on unifi TV Campaign?	<ul style="list-style-type: none"> • Free TV Advertising on unifi TV Campaign is one of the privileges offered for unifi Business Club (uBC) members. • uBC members are entitled to get a FREE TV Advertisement slot on unifi TV.
2	How can I sign up for this promo?	<ul style="list-style-type: none"> • This is an exclusive offer for uBC members only. • Members can sign up through the following steps: <ol style="list-style-type: none"> a. Respond to the email received from uBC (ubc@unifi.com.my) by completing the details required in the online form; OR b. Visit unifi.com.my/business/ubc and sign up for the promo under “Marketing Solutions” > “unifi TV TV advertising”
3	How do I know if I/my business is a unifi Business Club Member?	<ul style="list-style-type: none"> • If you are a unifi Biz and/or business broadband (streamyx) subscriber, you are automatically a member of unifi Business Club (uBC). • To start enjoying the privileges, all you need to do is activate your membership by completing your profile at the following link: www.unifi.com.my/business/ubc.
4	When will my TV Commercial (TVC) be aired on unifi TV?	<ul style="list-style-type: none"> • Your TV Commercial (TVC) will be aired on unifi TV based on the media schedule which we will share with you within 10 working days upon the complete submission of the TVC material and relevant documents.
5	Which channel will my TVC run on?	<ul style="list-style-type: none"> • Your TVC will run on your chosen channel. However, the allocation is on first come first serve basis. In the case where all spots on the chosen channel are fully utilised, unifi TV team will choose a relevant channel for your TVC.
6	How many times will my TVC be aired?	<ul style="list-style-type: none"> • Your TVC will be aired for 40 times (40 spots) on the chosen channel over seven (7) days.
7	How many seconds should the TVC be?	<ul style="list-style-type: none"> • The duration of your TVC should only be 15 seconds long.

8	What channels are there for me to choose from?	<ul style="list-style-type: none"> • The selection of channels are as below: <ol style="list-style-type: none"> 1. Salam HD <i>An Islamic learning channel for the whole family</i> <i>Language: Bahasa Malaysia</i> <i>Audience: Family with kids, mass, predominantly Malay</i> 2. HyppSensasi HD <i>Local general entertainment channel featuring original movies and series</i> <i>Language: Bahasa Malaysia</i> <i>Audience: Family with kids, mass, predominantly Malay</i> 3. Pesona <i>Favourite Indonesian channels featuring entertainment programmes such as Sinetron, reality shows and more.</i> <i>Language: Indonesia</i> <i>Audience: Family, mass, predominantly Malay</i> 4. Blue Ant Extreme HD <i>A channel dedicated for top rated extreme content. Top shows such as Cosentino and Criss Angel, Fear Factor and many more.</i> <i>Language: English</i> <i>Audience: Young adults, urban, predominantly Malay and Chinese</i> 5. Blue Ant Entertainment HD <i>An entertainment channel that brings the best of Hollywood entertainment from the US - Top dramas, reality and entertainment shows</i> <i>Language: English</i> <i>Audience: Family, urban, predominantly Malay and Chinese</i> 6. Warner TV HD <i>"The World's Best Television" - Top US TV channel featuring award winning TV series such as The Big Bang Theory and leading box-office movies from Warner Bros.</i> <i>Language: English</i> <i>Audience: Family with kids, urban, predominantly Malay and Chinese</i>
9	Will my TVC be aired on the channel I choose?	<ul style="list-style-type: none"> • We will prioritise the channel that you have chosen. However, the slotting will be done based on first come first serve basis. Should there be no more slots available on your chosen channel, unifi TV team will choose a relevant channel for you.
10	When will I be informed of the schedule of my TVC slotting?	<ul style="list-style-type: none"> • You will be informed on the media schedule of your TVC within 10 working days upon full submission of the relevant documents and the TVC material.
11	What are the required items that I need to prepare for the submission?	<ul style="list-style-type: none"> • The items required for the submission are as below: <ol style="list-style-type: none"> a. Completed Media Order Form (attached in the email from uBC) b. The TVC material c. Made In Malaysia certification from Finas and Lembaga Penapisan Filem (LPF) Certification

12	Do I need to provide the TVC to unifi TV?	<ul style="list-style-type: none"> Yes, the TVC should be from the business owner and the TVC provided must always follow the unifi TV Material Specifications which will be attached in the email from uBC. The summary of the specifications are as follows: Digital File-based Content Delivery <table border="1" data-bbox="560 286 1313 535"> <thead> <tr> <th data-bbox="560 286 868 331">HD (High Definition)</th> <th data-bbox="873 286 1313 331">Technical Specs</th> </tr> </thead> <tbody> <tr> <td data-bbox="560 331 868 353">Codec</td> <td data-bbox="873 331 1313 353">DVCPRO HD</td> </tr> <tr> <td data-bbox="560 353 868 376">Wrapper (file extension)</td> <td data-bbox="873 353 1313 376">QuickTime (.mov)</td> </tr> <tr> <td data-bbox="560 376 868 398">Resolution</td> <td data-bbox="873 376 1313 398">1920 x 1080</td> </tr> <tr> <td data-bbox="560 398 868 421">Aspect Ratio</td> <td data-bbox="873 398 1313 421">16:9</td> </tr> <tr> <td data-bbox="560 421 868 443">Frames per Second (fps)</td> <td data-bbox="873 421 1313 443">25</td> </tr> <tr> <td data-bbox="560 443 868 465">Audio</td> <td data-bbox="873 443 1313 465">PCM 16 bit 48KHz stereo 1.5Mbps</td> </tr> <tr> <td data-bbox="560 465 868 488">Maximum Audio Level</td> <td data-bbox="873 465 1313 488">-12dBFS</td> </tr> <tr> <td data-bbox="560 488 868 535">Export Option (Final Cut Pro only)</td> <td data-bbox="873 488 1313 535">Export as QuickTime movie, DVCPro HD 1080i50. No QuickTime conversion.</td> </tr> </tbody> </table> 	HD (High Definition)	Technical Specs	Codec	DVCPRO HD	Wrapper (file extension)	QuickTime (.mov)	Resolution	1920 x 1080	Aspect Ratio	16:9	Frames per Second (fps)	25	Audio	PCM 16 bit 48KHz stereo 1.5Mbps	Maximum Audio Level	-12dBFS	Export Option (Final Cut Pro only)	Export as QuickTime movie, DVCPro HD 1080i50. No QuickTime conversion.
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13	Can I use the same material or video, which I use to promote in social media or digital platform?	<ul style="list-style-type: none"> Yes, however the material needs to be adjusted to cater for unifi TV platform, as per the video specification stated in the unifi TV Material Specification appendix. The video commercial to be used as TVC must also obtain LPF certification. 																		
14	Can I measure my campaign?	<ul style="list-style-type: none"> Yes, unifi TV will provide the post campaign report for you to evaluate and measure your campaign. The post campaign report will be provided to you within one (1) month from your campaign end-date. 																		
15	The T&C says that my unifi biz/Biz Broadband subscriptions contract will be refreshed for 24 months. What does that mean?	<ul style="list-style-type: none"> Once you have agreed to take up the free TV advertising on unifi TV and your TVC has been aired on unifi TV, your current unifi biz/biz broadband contract will be renewed for a period of 24 months. 																		
16	When will my contract be refreshed?	<ul style="list-style-type: none"> Your unifi Biz/ Biz Broadband contract will be refreshed on the first day your TVC is aired on unifi TV. 																		
17	What if I still have remaining months from my first 24 months contract and wish to take the free TV advertising on unifi TV?	<ul style="list-style-type: none"> Your unifi Biz / Biz Broadband contract will be refreshed upon the airing of your TVC regardless of how many remaining months left from your existing contract. 																		
18	What if I disagree with the assigned TV channel	<ul style="list-style-type: none"> The assignment of channel for the TVC will be finalised upon communication with you, however the channel assignment for this promo will be subject to channel availability on first come first served basis. You can purchase airtime to have your TVC to be broadcast on your preferred channel if the channel is not available for free airtime via contacting mediasales@tm.com.my. 																		

19	What if I need more airtime for my TVC? How can I buy more air time after this campaign?	<ul style="list-style-type: none"> You can purchase airtime further on from here via contacting mediasales@tm.com.my
20	Who should I contact if I still need further inquiry on the free TV advertising on unifi TV campaign?	<ul style="list-style-type: none"> For any inquiries on FREE TV Advertising on unifi TV campaign, you can contact us at uBC@unifi.com.my.
On the process to obtain TV Commercial licensing and approval		
21	Does the TVC require Lembaga Penapisan Filem (LPF) certification?	<ul style="list-style-type: none"> Yes, the TVC must come with LPF certification. The TVC needs to follow the required standard as stipulated in the Malaysia Communications and Multimedia Content Code ("CMCF").
22	How do I acquire the LPF certification?	<ul style="list-style-type: none"> The LPF certification can be applied via online at the following URL: https://ilpf.moha.gov.my/login. Please take note that in order to apply for LPF certification, the application must be accompanied by Made in Malaysia (MIM) certification from FINAS.
23	How do I acquire the MIM certification from FINAS?	<ul style="list-style-type: none"> The application process can be made at the following address: Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) Kompleks Studio Merdeka Jalan Hulu Kelang 68000 Ampang, Selangor MALAYSIA No. Tel: 603-41041300 No. Fax: 603-41075216 E-mail: info@finas.my Further information: https://www.finas.gov.my/en/services/licensing-application-of-mim-certificate/
24	Would there be any cost incurred when applying for these certifications?	<ul style="list-style-type: none"> The cost for acquiring the LPF Cert A is RM50. While, the MIM certification from FINAS costs RM100.
25	Where can I get more information on the regulations as well as the do's and don'ts	<ul style="list-style-type: none"> You may get further information at the following URL: https://ehome.kpkt.gov.my/resources/index/fileupload/GP%20PENGIKLANAN_0011ded.pdf. <p><i>(Garis panduan untuk mengelakkan iklan palsu dan mengelirukan)</i></p>

	of producing a TVC?	
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