



THE INSTITUTION OF ENGINEERS, MALAYSIA

Bangunan Ingenieur, Lots 60/62, Jalan 52/4, Peti Surat 223, 46720 Petaling Jaya, Selangor Darul Ehsan
Tel: 03-79684001/2 Fax: 03-79577678 E-mail: roselein@iem.org.my IEM Homepage: <http://www.myiem.org.my>

Technical Visit to Media Prima Berhad (Organized by the Electrical Engineering Technical Division)

Date : 22nd July 2016 (Friday)
Time : 9.00am – 12.30pm (Assemble at Sri Pentas by 9.00am)
(Coach is not available for this technical visit)
Venue : Sri Pentas, No. 3, Persiaran Bandar Utama, Bandar Utama, 47800 Petaling, Selangor

BEM Approved: CPD/PDP Hours: 3
Ref No: IEM16/HQ/283/V

SYNOPSIS

Media Prima Berhad is a fully integrated media company that spans full range of media (TV, Radio, Newspaper, Outdoor Advertising, Content Production, and Digital/Online Media). A Malaysian conglomerate that operates Malaysia's four leading namely TV3, Malaysia's No. 1 television station in the country; TV9, popular amongst Young Fresh Mass Malays; as well as 8TV and ntv7, No.1 and No.2 leading channels for the Chinese and Urban demographics. TV3 was established in 1984 as Malaysia's first free to air television network, and it has consistently retained its position as Malaysia's No. 1 television channel and the most watched channel of the country. In total, Media Prima estimates that it reaches out to a daily audience of 24 million, across the country and beyond, from all ages and walks of life. The objective of visiting Media Prima is to provide exposure to the practicing engineers related to video broadcasting in Malaysia.



COMMITMENT FEE (INCLUSIVE OF GST)
(Non refundable & Non transferable)
IEM Member: RM50.00
Non Member: RM80.00

Time	Tentative Itinerary
9.15 am – 9.30 am	Registration
9.30 am – 10.00 am	Introduction by GGM Engineering Department
10.00 am – 10.45 am	Visit Newsroom Area (PCR, Studio, Editing, Ingest, Server Room)
10.45 am – 11.30 pm	Visit Transmission Area (Conty, MCR, Graphic, Server Room)
11.30 am – 12.00 pm	Visit Production Studios
12.00 pm – 12.30 pm	Visit HBBTV Lab
12.30 pm	Adjourn

PERSONAL DATA PROTECTION ACT
I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.

- The visit is strictly limited to only **ten (10) participants** registered on a first come first pay basis.
- Interested members could register and pay online at IEM website (<http://www.myiem.org.my>); OR register by returning the appended registration form by **15th July 2016** together with the payment.
- Cheques are to be made payable to "The Institution of Engineers, Malaysia".
- **The commitment fee must be settled prior to the visit.**
- After this closing date, IEM reserves the right to allocate seats on first come first pay basis.
- Members are also reminded that if a place is reserved, IEM may cancel the reservation if payment is not received.
- If IEM maintained the reserved seat and the intending participant failed to attend the visit on the date of the event, the fee will still have to be settled in full.

Ir. Yau Chau Fong
Chairman, Electrical Engineering Technical Division

- REPLY SLIP – Phone No: 03-79684001/02 Fax: 03-7957 7678

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I wish to participate in the above visit on **15th July 2016**. I enclosed herewith a cheque No.....for the amount of RM..... as my commitment fee for the visit.

Name: Membership:
Grade: Contact Number:
Company Name:
Address :

I will be participating in the visit on my own risk and hereby indemnify fully the IEM from all claims arising from any injury, damage or loss that may be sustained by me.

.....
Date

.....
Signature