

ADVISORY

MYTV Broadcasting Sdn Bhd (MYTV) is a provider of Terrestrial Digital TV Broadcasting infrastructure in Malaysia that provides services to **Free-To-Air** (FTA) broadcasters. There are several other TV digital broadcasting infrastructure service platforms such as satellite and cable broadcasting. Broadcasters in Malaysia can choose to broadcast on any platform based on their commercial needs.

The service access fee rate charged to all FTA broadcasters is based on the channel format either High Definition or Standard Definition and Service Level Availability. The access fee charged for each private FTA broadcaster is the same, based on the Mandatory Standard on Access Pricing (MSAP) which is regulated by the Malaysian Communications and Multimedia Commission (MCMC) where a ceiling rate has been set for each service provided.

Broadcasters who are on MYTV platform get direct access to a total of 6.4 million viewers. This is the outcome of aggressive promotional activities that have resulted in a significant increase in the number of viewers number of viewers over a four-year period, from 5.1 million in 2019 to 6.4 million viewers in 2022, a 25% increase according to Nielsen research.

With the continuous promotion implemented by MYTV, this number is expected to continue to increase in the future. Nevertheless, the main factor that affects the number of viewers of a TV channel is the content broadcast by the broadcasters themselves.

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