

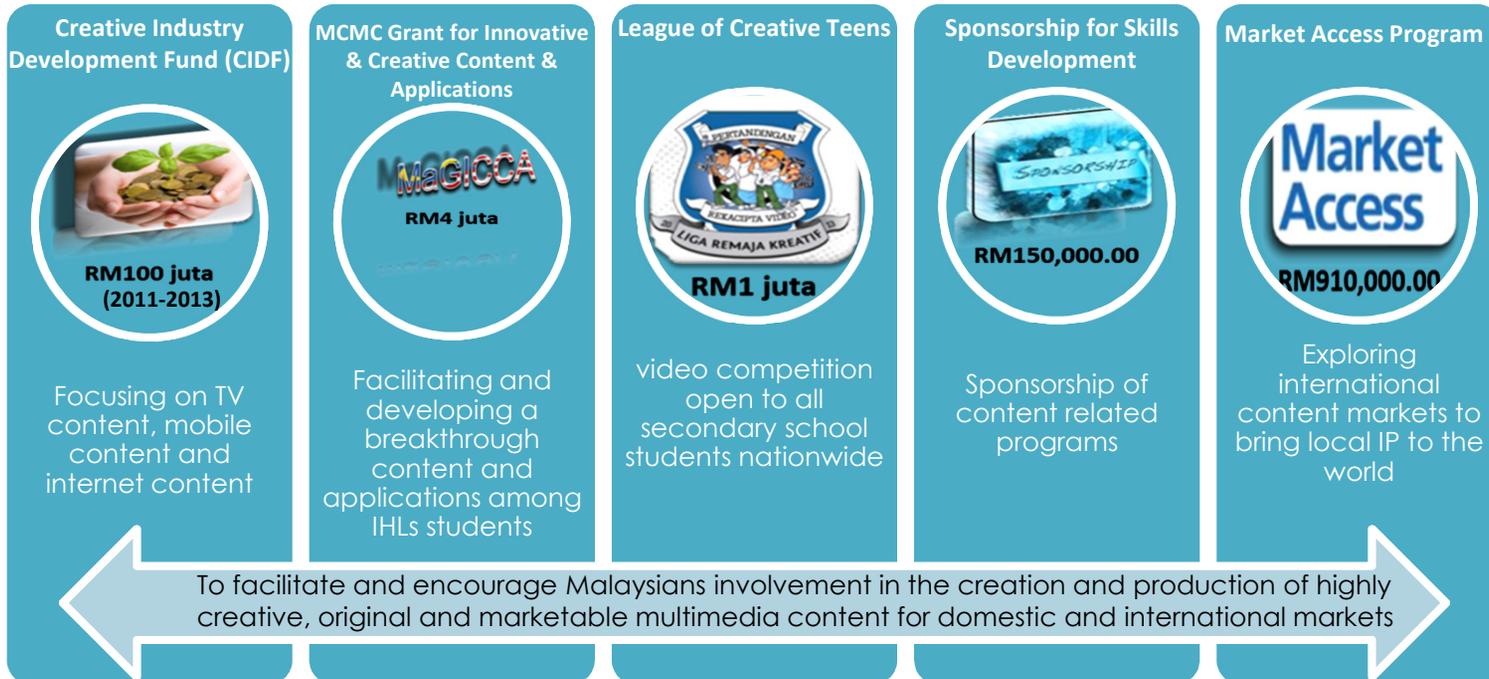


# **CONTENT DEVELOPMENT INITIATIVES**

**NETWORK MEDIA RESEARCH SEMINAR**

**4 November 2014**

# CONTENT DEVELOPMENT INITIATIVES...Cont'd



## CIDF Focus Areas





Mini Liga Remaja Kreatif  
In conjunction with  
Program Penjagaan Alam Sekitar  
25 Jan 2014



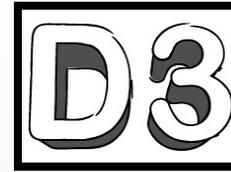
Speaking Engagement  
4 Mar – ICT Seminar Dev  
22 Mar – Mobile Content  
5 Apr – Mobile Content



Liga Remaja Kreatif 2014  
Launching Ceremony  
Cyberjaya, Selangor  
28 May 2014



Mini LRK (KDB)  
Sandakan  
9 – 11 May 2014



D3  
Wakalab, Bangsar  
23-24 Aug 2014



LRK2014 Prize Giving Ceremony at National Level



Imagine Cup 2014 Malaysia  
TMCC  
12 April 2014



Kem Pembangunan Remaja Kreatif 2014  
Cyberjaya, Selangor  
1 – 5 Jun 2014



Content Development Seminar 2014  
23 Jun - Sibul  
27 Jun - Tawau  
5 July – Semenanjung  
21 July - Kedah



MYDD – ASEAN Edition  
17 - 18 Sep

LRK2014  
Mobile Apps Pitching  
18 Sep  
Portal Pitching  
18 Sep



LRK2014 Prize Giving Ceremony at State Level  
30 Sep - MCMC  
3 Oct - Sarawak  
8 Oct – Southern  
10 July – Sabah  
13 Oct - Eastern  
16 Oct - Northern

**10**

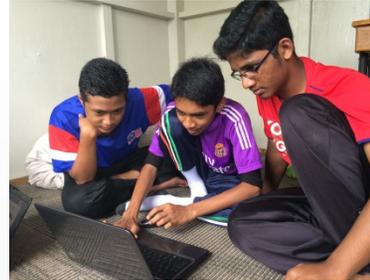
Short Film created

**39**

Participants



Mini Liga Remaja Kreatif  
In conjunction with Program  
Penjagaan Alam Sekitar  
25 Jan 2014



**3 hours**

Short Film Competition



**50**

Short Films created

Mini Liga Remaja Kreatif  
In conjunction with  
KDB-Scout Camping  
Sandakan, Sabah  
9-11 May 2014

**1000**

Participants

**3 hours**

Short Film Competition





# ImagineCup

Imagine Cup 2014 Malaysia  
10 - 12 April 2014

Organized by



In Collaborations with



**3**  
Days event

**15**  
Finalist

**250**  
Guests

**28 May**  
2014



Liga Remaja Kreatif 2014  
Launching Ceremony  
Cyberjaya, Selangor  
28 May 2014

Officiated by  
**YB MINISTER**  
of Communications  
and Multimedia  
YB Dato' Seri Ahmad  
Shabery Cheek



**5**

public service  
announcement  
produced and will be  
air at local stations

**70**

Participants

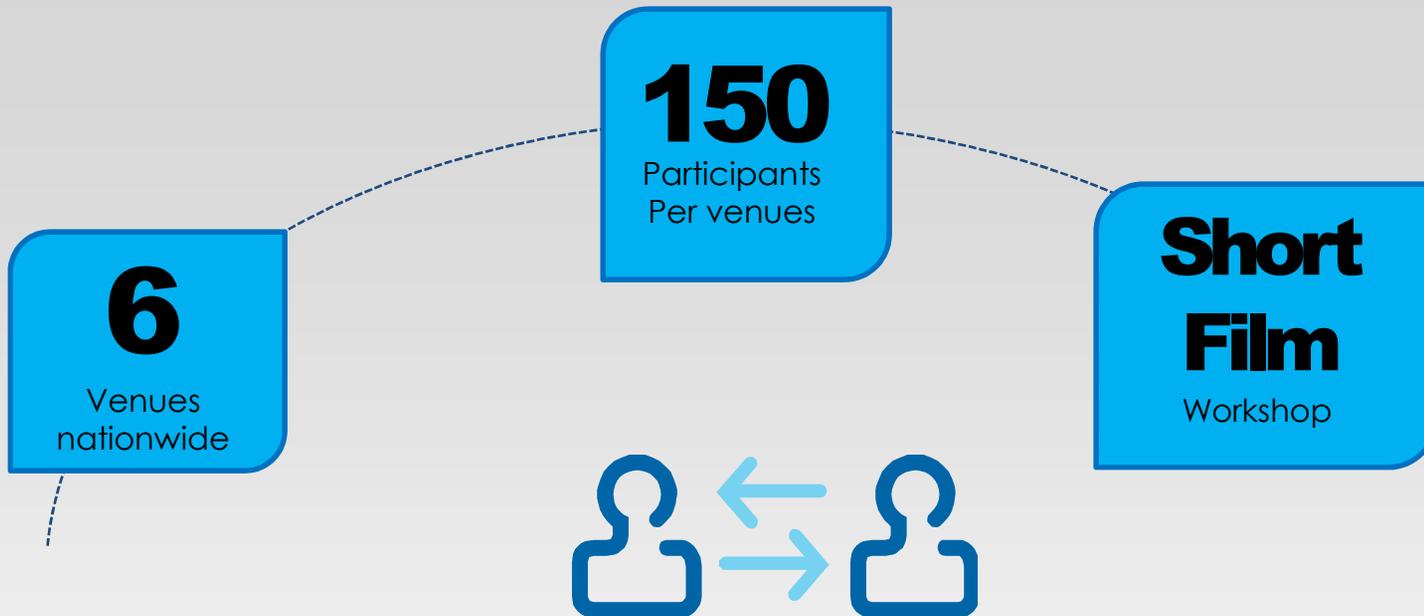
**14**

Schools  
Nationwide



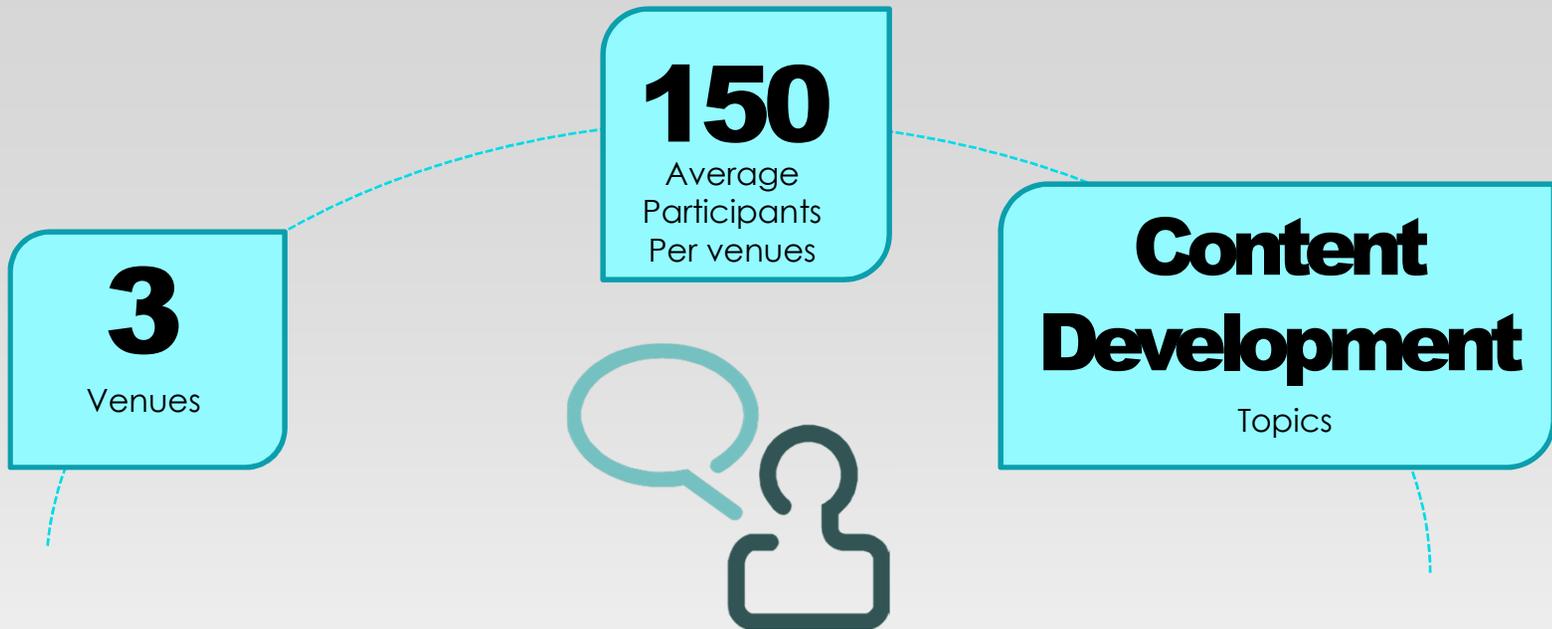
Kem Pembangunan Remaja Kreatif 2014  
#KAMERA2014  
Cyberjaya, Selangor  
1 – 5 Jun 2014





Content Development Seminar  
23 Jun – 15 July 2014





### Speaking Engagement

- 4 March 2014 – ICT Seminar | Ministry of Rural and Regional Development
- 22 March 2014 – Mobile Content | Sarawak United National Youth Organisation
- 5 April 2014 – Mobile Content | Sarawak' Minister of Housing and Tourism





**+ 4,074**  
Total submissions

**1,359**  
Videos Evaluated

**663**  
Schools

**1,263** Video  
**57** Internet  
**39** Mobile



Content  
Develop-  
ment  
Seminars

**620**  
Participants

**4**  
Venues

**210**  
Video Created





**106**  
Participants



**36**  
Teams Created



**31**  
Apps Presented



**RM60k**  
Total Prizes



**118**  
Participants



**26**  
Teams Created



**21**  
Apps Presented



**RM47k**

**THANK YOU**