



Radio Televisyen Brunei  
Kompleks Penyiaran Sungai Akar



# TV Planning and Broadcasting Section

Tv Program Division  
Radio Televisyen Brunei



راديو تيليفيشن بروني  
RADIO TELEVISYEN BRUNEI

**DMD**C  
www.dmdc.com.my

## TELEVISION COMMERCIAL RATES 2014

RATE IN BRUNEI DOLLARS

CATEGORIES	A		AA		B BB		C		CC		D		DD		E		EE	
	BEFORE 6.00 P.M				NEWSPAIRS		PARTICIPATING				PRIME TIME				NEWSBREAK			
			INSIDE PROGRAMME		2ND PAIR BEFORE & AFTER	1ST PAIR			INSIDE PROGRAMME				INSIDE PROGRAMME		INSIDE NEWS			
SECONDS	SLIDE	FILM	SLIDE	FILM	FILM	FILM	SLIDE	FILM	SLIDE	FILM	SLIDE	FILM	SLIDE	FILM	SLIDE	FILM	SLIDE	FILM
15	180	200	220	250			200	240	270	300	240	330	300	410	325	375	375	450
20		230		290	900	1,000		290		360		430		540		500		600
25		290		360	1,130	1,250		370		460		540		680		630		750
30		350		430	1,350	1,500		440		550		650		810		750		900
35		410		470	1,580	1,750		510		640		760		940		880		1,050
40		460		510	1,800	2,000		580		720		860		1,070		1,000		1,200
45		520		650	2,030	2,250		660		820		970		1,210		1,125		1,350
50		570		720	2,250	2,500		720		900		1,080		1,350		1,250		1,500
55		630		790	2,480	2,750		800		1,000		1,190		1,490		1,380		1,650
60		690		860	2,700	3,000		880		1,100		1,300		1,630		1,500		1,800
90		1,030		1,290				1,300		1,650		1,940		2,430		2,250		2,700
TIME SLOTS	MONDAY - SUNDAY 8.00AM - 6.00PM				8.00PM-MALAY NEWS 10.00PM-ENGLISH NEWS [ DAILY ]		MONDAY - SUNDAY 6.00PM - 7.00PM 10.30PM - CLOSE DOWN				MONDAY - SUNDAY 7.00PM - 10.30PM				AFTERNOON MALAY NEWS [ DAILY ]		8.00PM-MALAY NEWS 10.00PM-ENGLISH NEWS [ DAILY ]	

### PRIME TIME (CATEGORY D/DD)

All Commercials for Prime Time have to be in Malay

### SUPER END TITLE

All Super End Titles have to be in either English or Malay.

For Malay commercials only Malay Super End Titles are acceptable.

Malay Super End Title is also acceptable for an English commercial.

### INSIDE PROGRAMME

Inside Break is available for all programmes exceed half an hour

Half Hour - One break

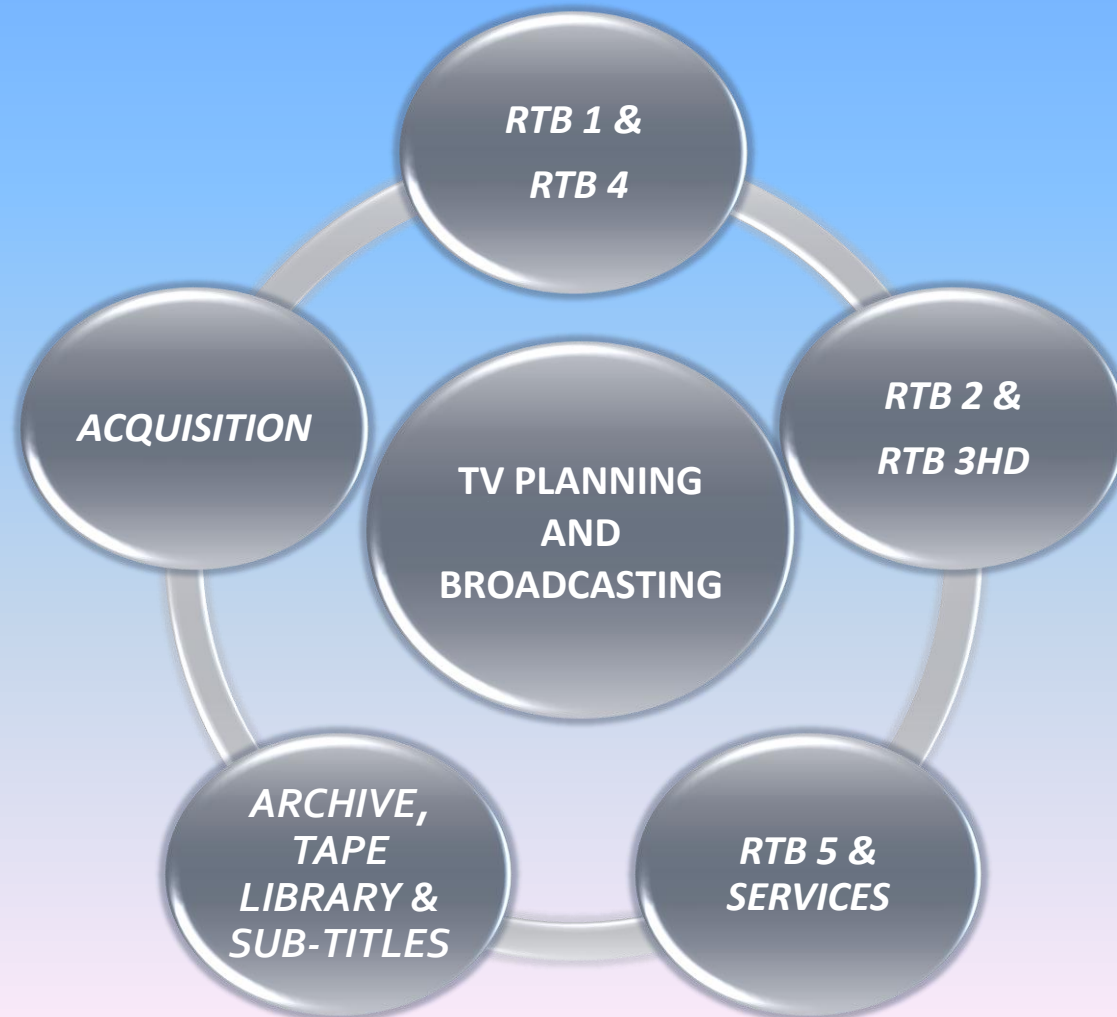
One Hour - Two Breaks

One and Half Hour - Three Breaks

# ORGINASATION



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# BROADCAST HOURS



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CHANNELS & TX HRS		1 <sup>ST</sup> RUN (FRESH PROGRAMS)		2 <sup>ND</sup> RUN (REPEAT PROGRAMS)		SILENT HOURS (PROMO / INFO)	
<b>RTB 1</b>	18 hrs	am	06.00 am – 10.00 am 4 hrs 00 min	10.00 am – 4.00 pm 6 hrs 00 min	-	12.00 M/Night – 06.00 am 6 hrs 00 min	
		pm	4.00 ptg – 12.00 M/Night 8 hrs 00 min			<b>RTB 4 INTERNATIONAL</b>	
<b>RTB 2</b>	14 hrs	am	-	10.00 am – 4.00 pm 6 hrs 00 min	-	6.00 am – 10.00 am 4 hrs 00 min	
		pm	4.00 pm – 12 M/Night 8 hrs 00 min			12.00 M/Night – 10.00 am 10 hrs 00 min	
<b>RTB 3 HD</b>	8 hrs 45 min	am	-	2.00 pm – 6.00 pm 4 hrs 00 min	-	10.45 pm – 2.00 pm 15 hrs 15 min	
		pm	6.00 pm – 10.45 pm 4 hrs 45 min				
<b>RTB 4 Int</b>	24 hrs	am	06.00 am – 10.00 am 4 hrs 00 min	10.00 am – 05.00 pm 7 hrs 00 min	-		
		pm	5.00 pm – 10.00 pm 5 hrs 00 min	10.00 pm – 06.00 am 8 hrs 00 min			
<b>RTB 5</b>	6 hrs	am	-	4.00 pm – 6.00 pm 2 hrs 00 min	-	10.00 pm – 6.00 am 18 hrs 00 min (Captions)	
		pm	6.00 pm – 10.00 pm 4 hrs 00 min				



## MENJANA INSPIRASI



CHANNEL BRAND	TARGET AUDIENCE
News & Information Channel	Government Professional Officers, Corporate & SME – Managers, Executives Age Group 18 & above

### HIGH RATED GENRE

LOCAL	FOREIGN
<ol style="list-style-type: none"><li>1. News</li><li>2. Rampai Pagi</li><li>3. Sports - Fokus Sukan</li><li>4. Documentary</li><li>5. Live State / National Events</li><li>6. Cooking</li><li>7. Talk show</li><li>8. Magazine</li></ol>	<ol style="list-style-type: none"><li>1. Talk Show</li><li>2. Documentary</li><li>3. Magazine</li><li>4. Travelogue</li><li>5. Quiz &amp; Game shows</li><li>6. Docudrama</li><li>7. Cooking</li><li>8. DIY</li></ol>



# VARIA PILIHAN



CHANNEL BRAND	TARGET AUDIENCE
Info-tainment & Education	Children, Teenagers, Youth (Young Planet) Age Group Pre-School and above

## HIGH RATED GENRE

LOCAL	FOREIGN
<ol style="list-style-type: none"> <li>1. Children</li> <li>2. Live Program</li> <li>3. Varsity Shows / Entertainment</li> <li>4. Serial Drama</li> <li>5. Sitcom</li> <li>6. Rec – Berita Nasional</li> <li>7. Telemovies</li> </ol>	<ol style="list-style-type: none"> <li>1. Cartoon / Animation</li> <li>2. Korean Drama</li> <li>3. Top rated Drama TV Series (Sc-fi, Investigation, Suspense /Action)</li> <li>4. Sports (EPL, FA Cup &amp; Formula – 1)</li> <li>5. Reality Shows and Varsity Shows</li> <li>6. Sunday Matinees – Movies</li> <li>7. Serial Drama ( Telenovela / Indonesian / Chinese / Filipino .. Others)</li> </ol>



**HIGH  
DEFINITION**



<b>CHANNEL BRAND</b>	<b>TARGET AUDIENCE</b>
Entertainment	Family

### **HIGH RATED GENRE**

<b>LOCAL</b>	<b>FOREIGN</b>
<ol style="list-style-type: none"><li>1. Musical Programs</li><li>2. Sitcom</li><li>3. Variety</li></ol>	<ol style="list-style-type: none"><li>1. 3D Animation</li><li>2. Movie / Box Office , Block Buster, Classic Theater, Real Stories, Features.</li><li>3. Musical / Variety</li><li>4. Sitcom / Comedy</li><li>5. Top Rated International Serial Drama</li><li>6. Theatrical / Costume Drama</li><li>7. Reality Shows / Fatcual</li></ol>



**INTERNATIONAL**



<b>CHANNEL BRAND</b>	<b>TARGET AUDIENCE</b>
News & Info-tainment Channel	International Audience, Brunei Embassy and overseas Bruneian.

### **HIGH RATED GENRE**

<b>LOCAL</b>	<b>FOREIGN</b>
<ol style="list-style-type: none"><li>1. News</li><li>2. Rampai Pagi</li><li>3. Sports</li><li>4. Documentary</li><li>5. Live State / National Events</li><li>6. Talk shows</li><li>7. Drama</li><li>8. Variety</li><li>9. Magazine</li><li>10. Religious</li></ol>	<ol style="list-style-type: none"><li>1. MoU Programs</li><li>2. ABU programs</li><li>3. Exchange Programs</li></ol> <p>No foreign Programs</p>



## SALURAN KEUGAMAAN



CHANNEL BRAND	TARGET AUDIENCE
National Islamic Channels	Muslim, Muslim Converts

### HIGH RATED GENRE

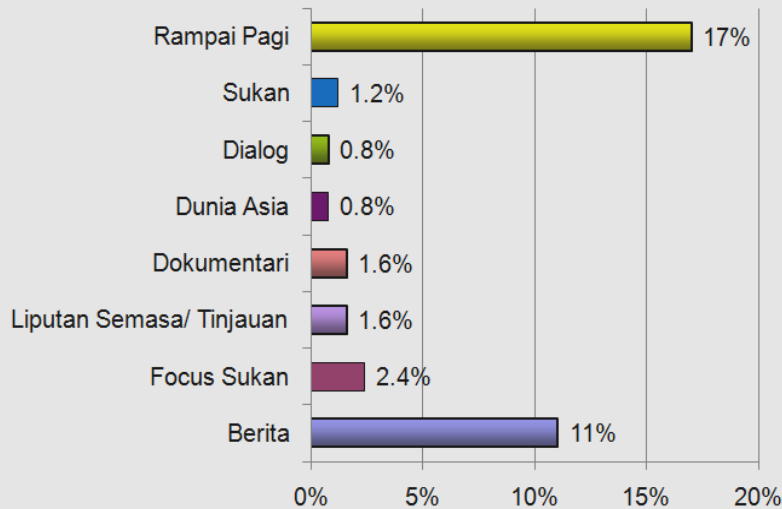
LOCAL	FOREIGN
<ol style="list-style-type: none"><li>1. Talk Shows - Bersama Mufti &amp; An-Nuur</li><li>2. Magazine – Ehwal Islam</li><li>3. Live Friday Prayer</li><li>4. National Religious Events</li><li>5. Religious Programs</li></ol>	<ol style="list-style-type: none"><li>1. Talk Shows (Islamic Perspective)</li><li>2. Documentary (Islamic Perspective)</li><li>3. Magazine (Islamic Perspective)</li><li>4. Travelogue – Jejak Rasul</li><li>5. Live Friday Prayer - Makkah / Madinah</li></ol>

# RTB 1: % PROGRAM PER WEEK

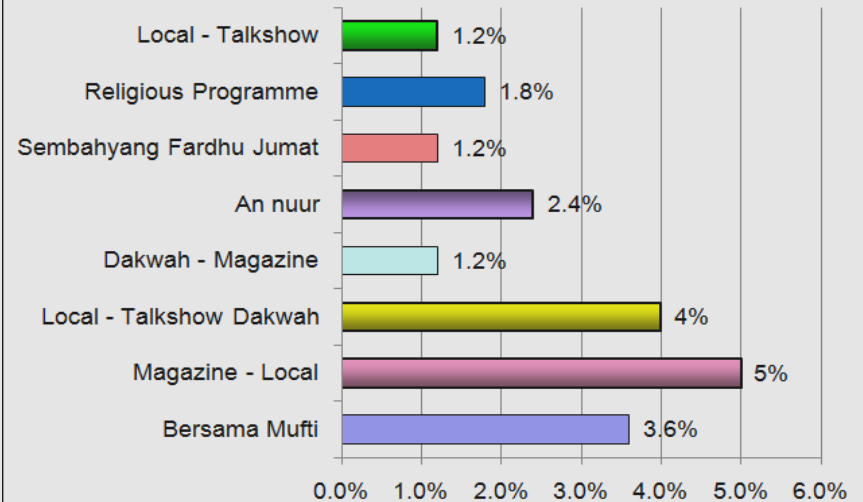


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## Local (News Division) Programs per week



## Local Programs (TV Program Division) per week



PROGRAMMES	PERCENTAGE %
NEWS	36.4%
PRODUCTION	20.4%
FOREIGN	44%

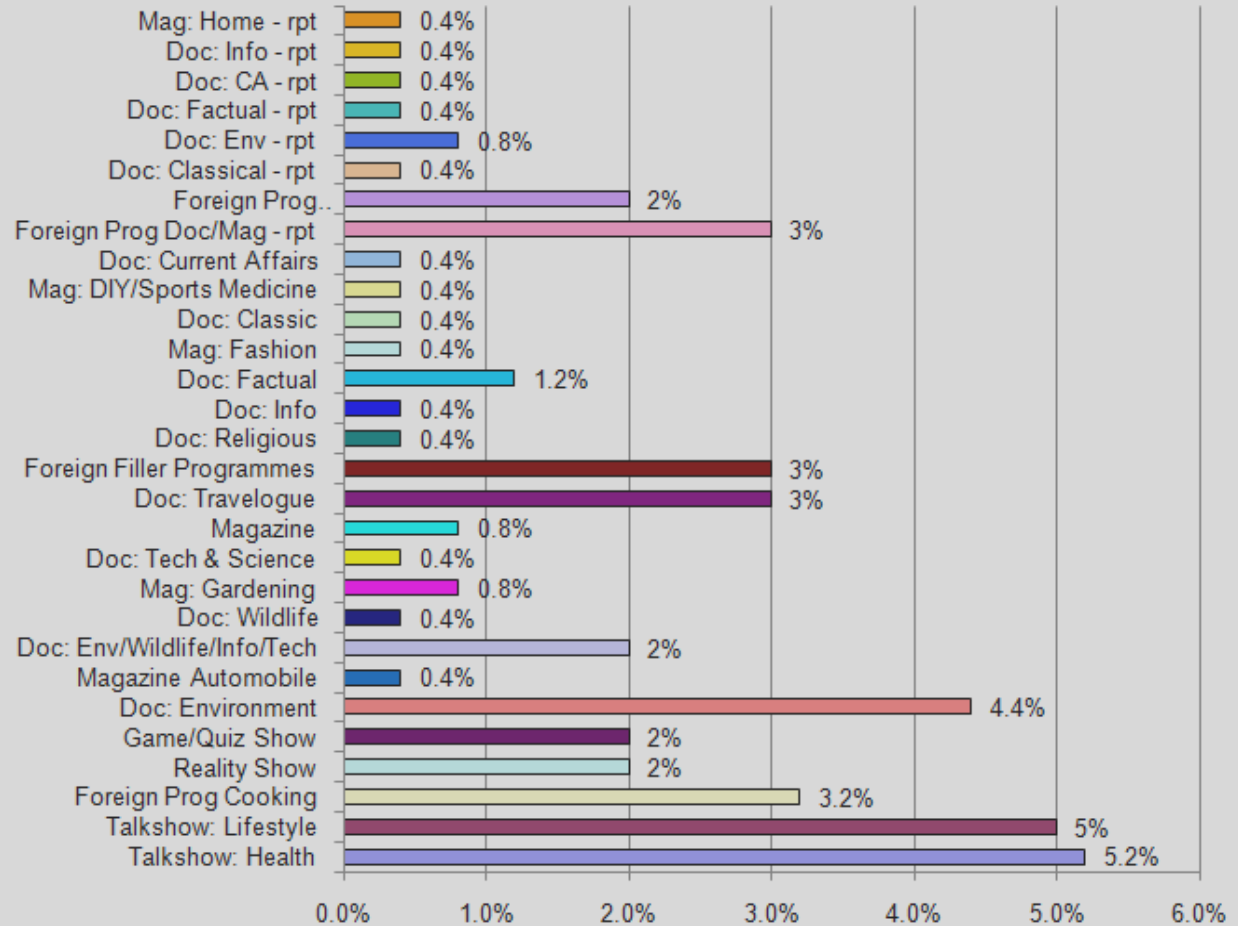
# RTB 1: % MIX GENRE PROGRAM PER WEEK



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## MIX GENRE



# RTB 2: % PROGRAM PER WEEK

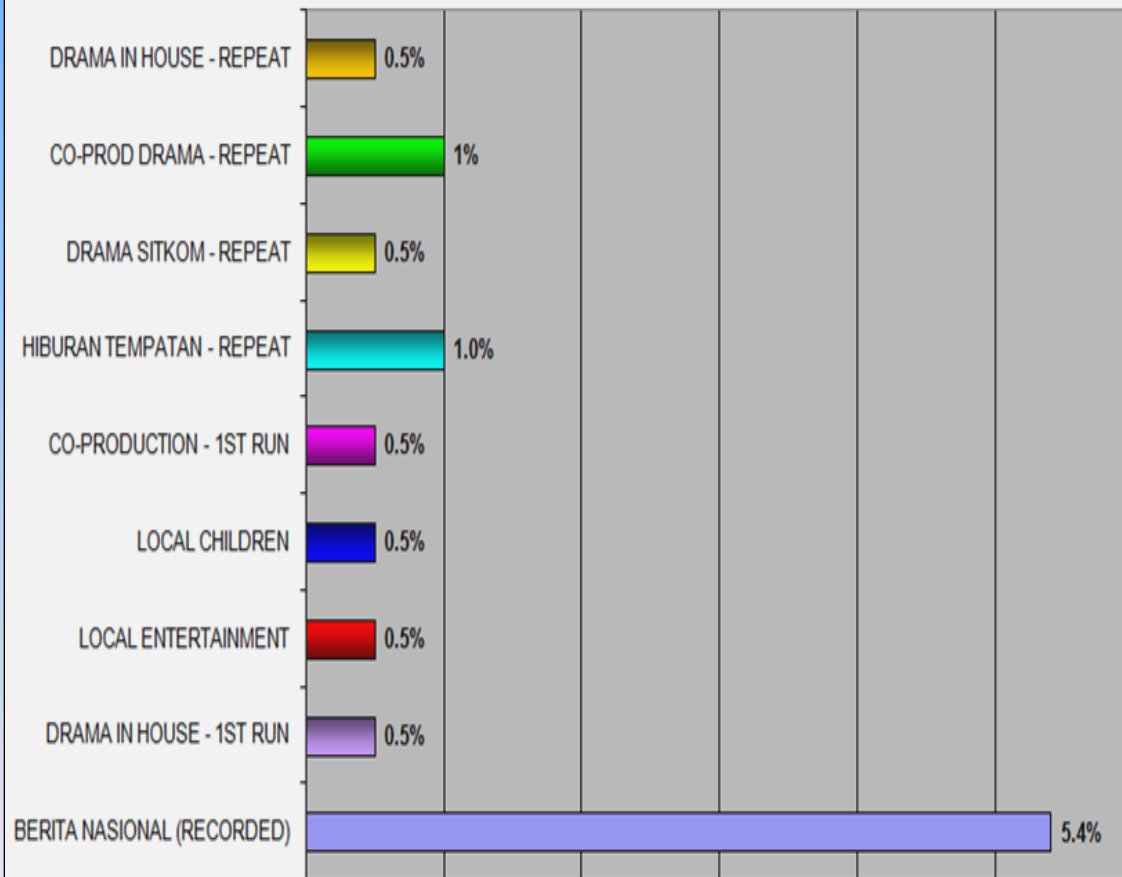


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## TV AND NEWS DIVISION

PROGRAMMES	PERCENTAGE %
LOCAL	11.0%
FOREIGN	89.0%



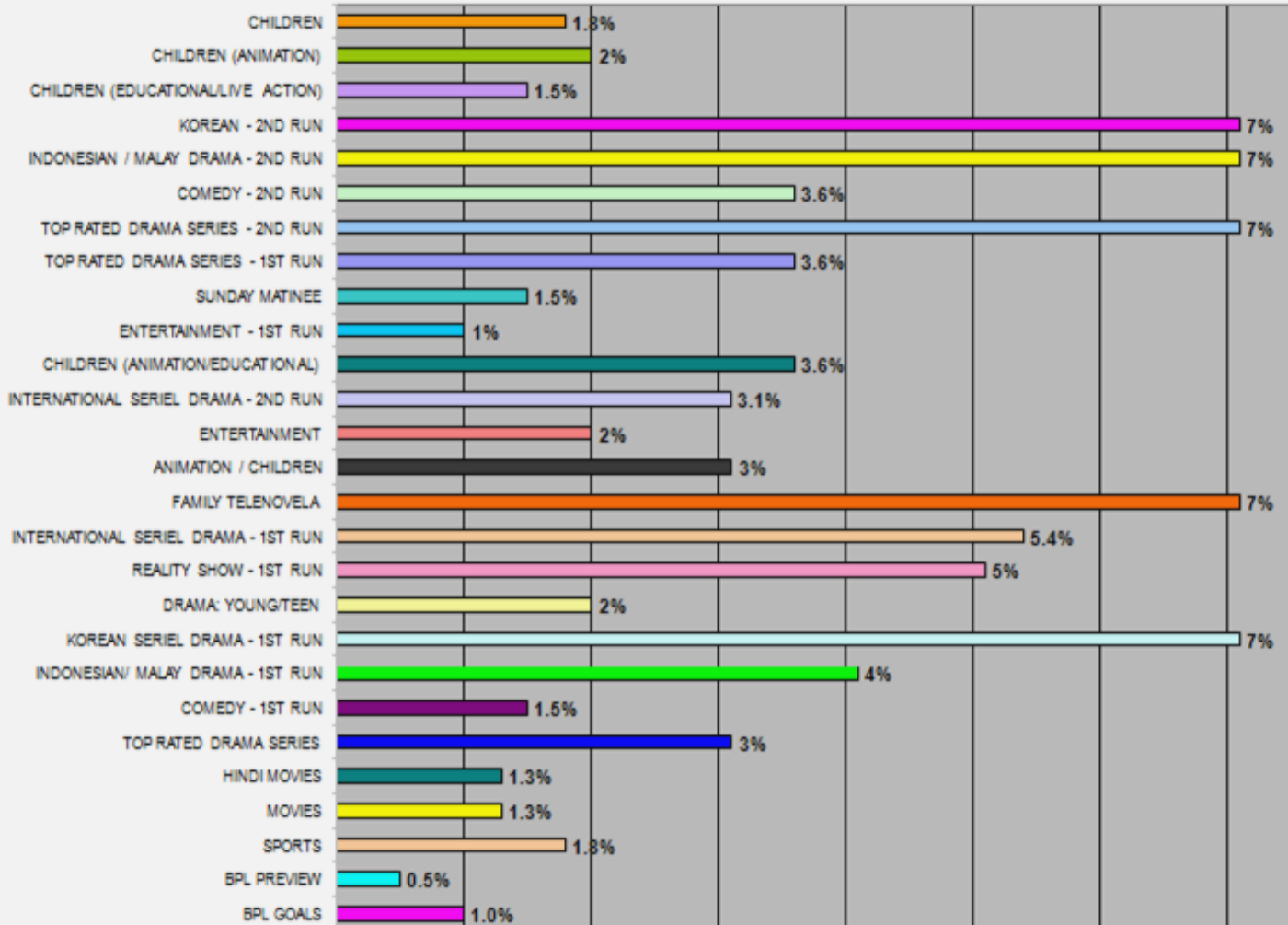
# RTB 2: % PROGRAM PER WEEK



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## MIX GENRE

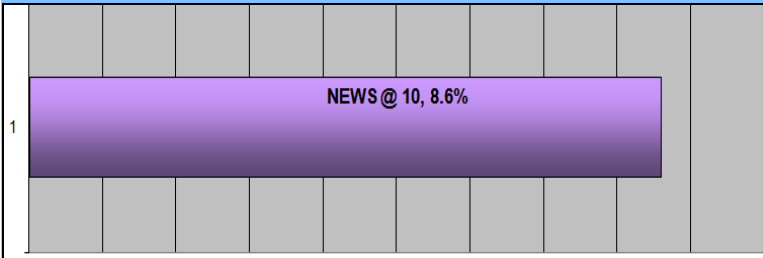


# RTB 3HD: % PROGRAM PER WEEK



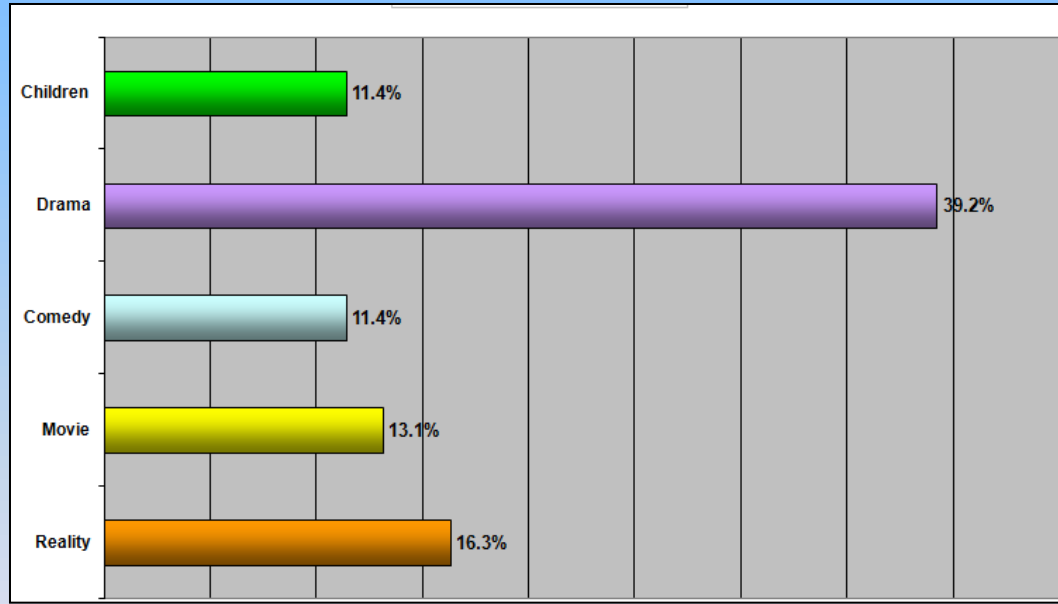
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## NEWS DIVISION



PROGRAMMES	PERCENTAGE %
LOCAL	8.6%
FOREIGN	91.4%

## MIX GENRE

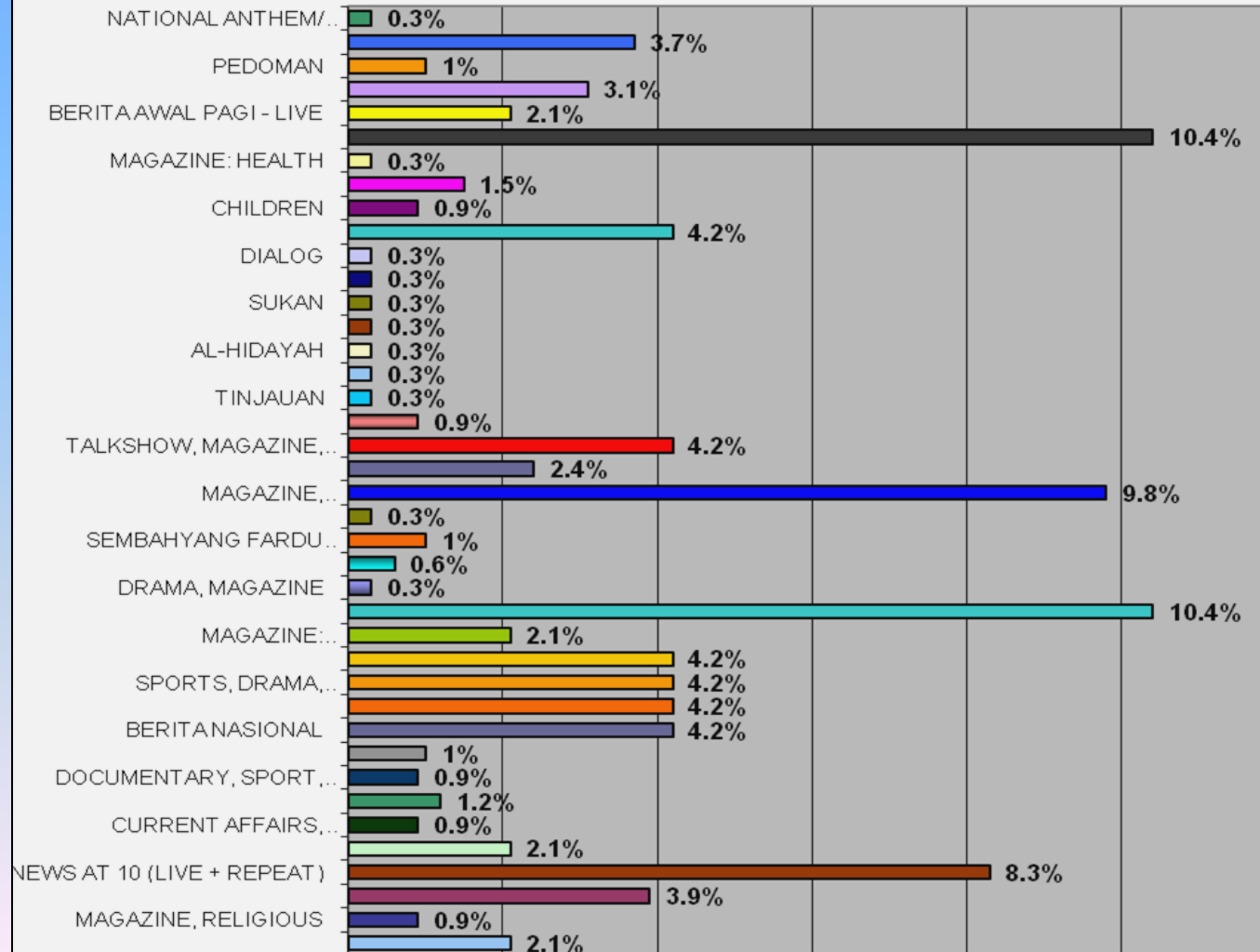


# RTB 4: % LOCAL PROG PER WEEK



## Mix Genre per week News Division vs Program Division

PROGRAMMES	%
NEWS	49%
PRODUCTION	50.7%
TOTAL	99.7%



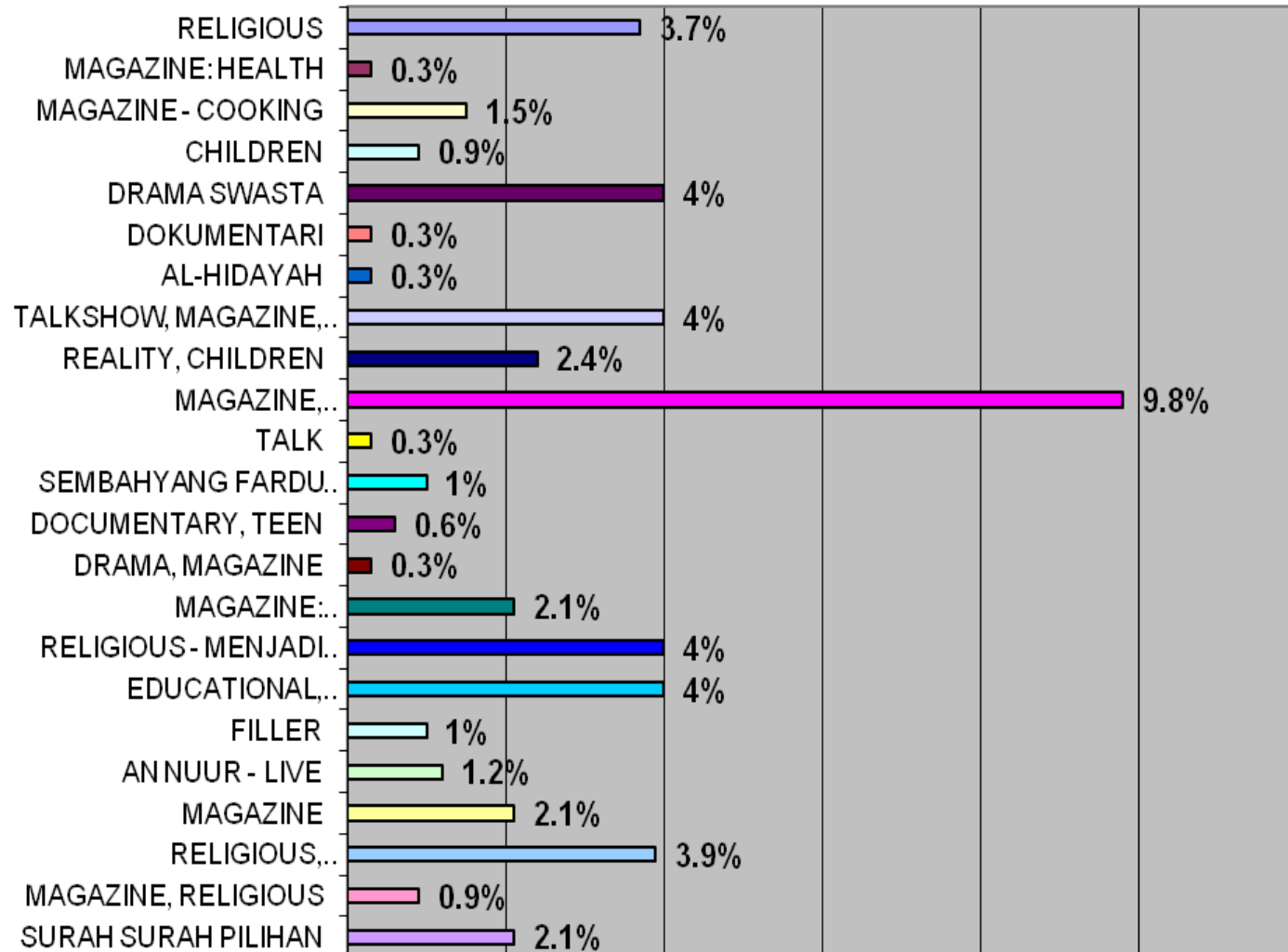
# RTB 4: % LOCAL PROGRAM PER WEEK



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## Mix Genre per week Program Division



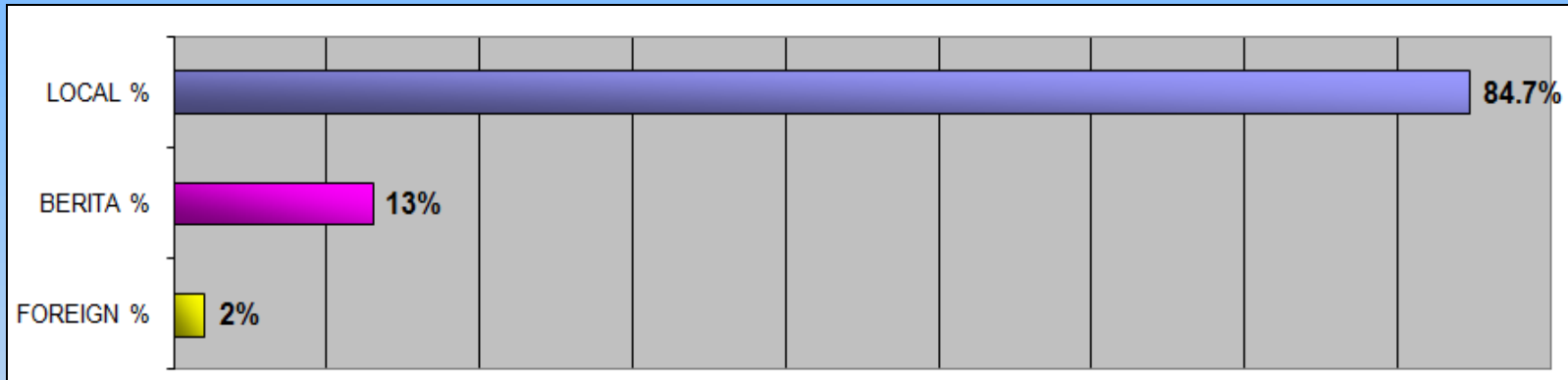
# RTB 5: % PROGRAM PER WEEK



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## MIX GENRE



PROGRAMMES	PERCENTAGE %
LOCAL	84.7%
BERITA	13%
FOREIGN	2%

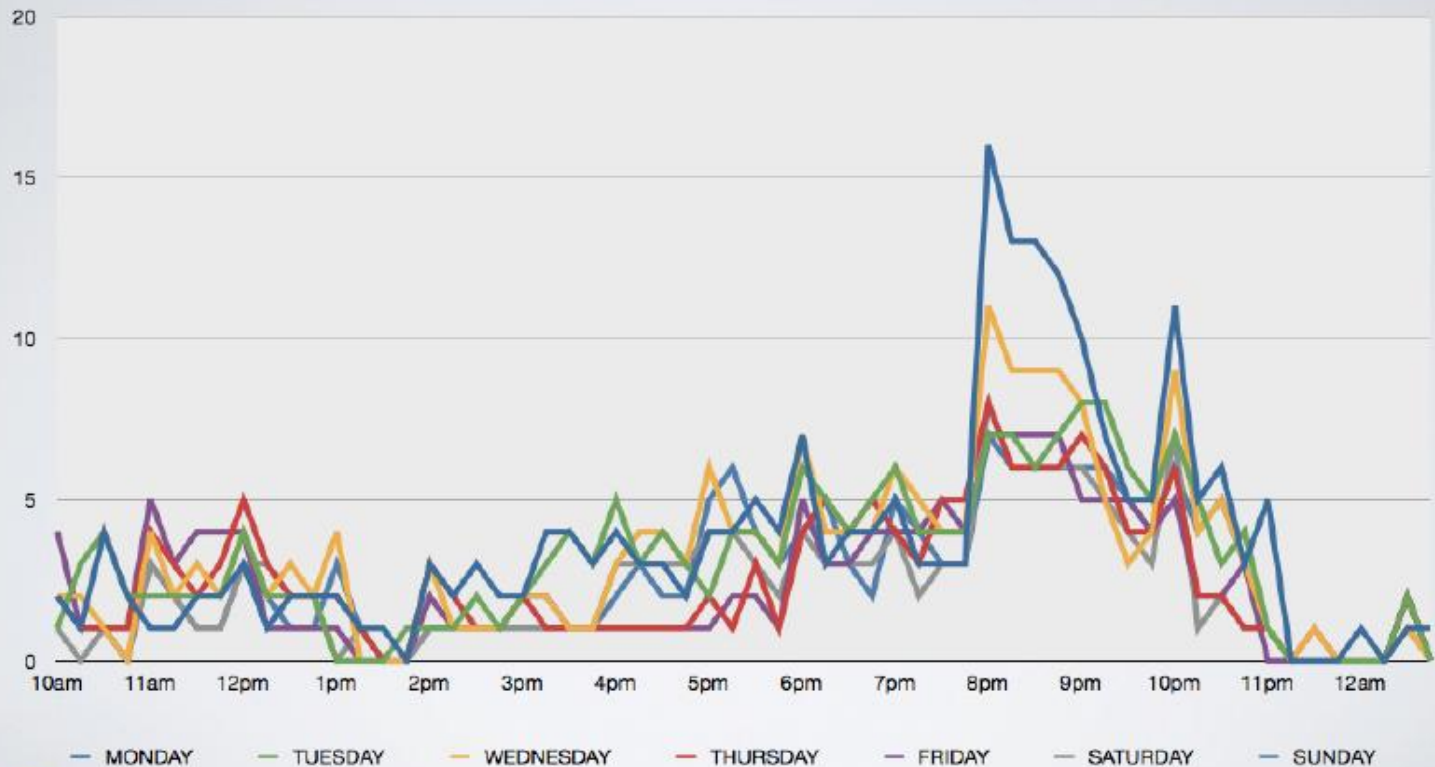
# RTB AUDIENCE SURVEY 2011



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## AVERAGE WEEKLY VIEWERSHIP GRAPH FOR RTB 2



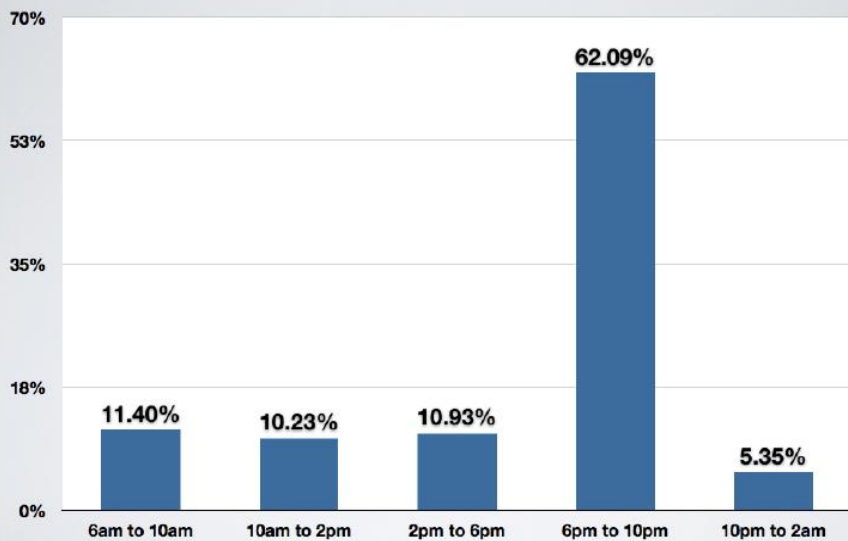
# RTB AUDIENCE SURVEY 2011



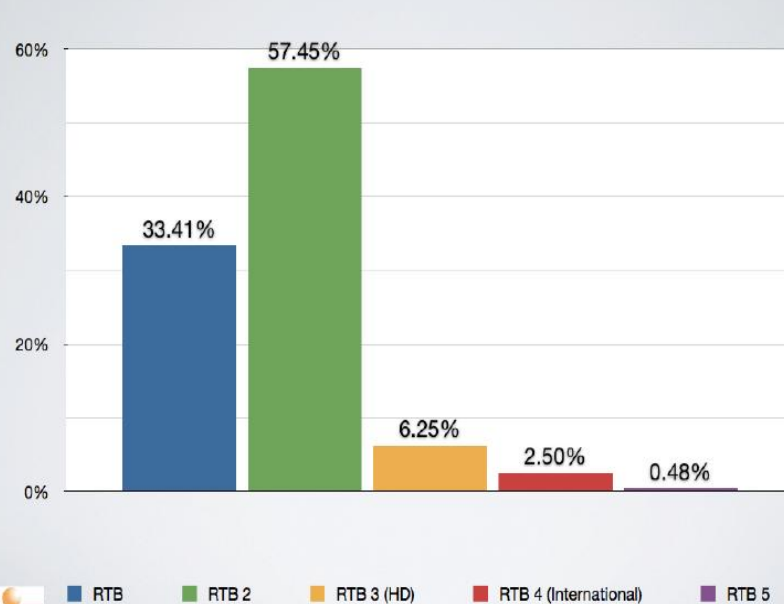
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## USUAL TV WATCHING TIME SLOTS (GENERAL ANALYSIS)



## FAVORITE RTB TV CHANNEL (GENERAL ANALYSIS)



■ RTB ■ RTB 2 ■ RTB 3 (HD) ■ RTB 4 (International) ■ RTB 5

# RTB AUDIENCE SURVEY 2011



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## Bruneian audience watching habit

- **Watching time Slot:** 6pm – 10 pm (consider RTB Prime time)
- **General time spent watching TV:** 1 – 2 hrs
- **More Male watch RTB 1**
- **More Female watch RTB 2**
- **Preferable RTB to create more program choice**
- **Preferable English than Malay language**
- **Preferable dedicated RTB New Channels:**
  1. Movies
  2. Music
  3. TV Series
  4. Documentary
  5. Sports

# Contact Info in KL



[www.dmdc.com.my](http://www.dmdc.com.my)



[facebook.com/DMDCMEDIA](https://facebook.com/DMDCMEDIA)

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