

TVS LAUNCHING SPEECH
THE RIGHT HONOURABLE
DATUK PATINGGI (DR) ABANG HAJI
ABDUL RAHMAN ZOHARI
BIN TUN DATUK ABANG HAJI OPENG

ADDRESS TO TYT

Assalamualaikum, Salam Sejahtera dan Salam Ibu Pertiwiku.

1. Tuan Yang Terutama, Yang di-Pertua Negeri Sarawak, Pehin Sri Haji Abdul Taib Mahmud,
2. Serta Yang Amat Berbahagia, Toh Puan Datuk Patinggi Hajjah Ragad Kurdi Taib.
3. Bagi pihak hadirin sekalian, kola mengalukan-alukan kehadiran Tun dan Toh Puan ke majlis bersejarah pada malam yang berbahagia ini, iaitu pelancaran Stesen TV Sarawak.

4. Kola percaya inilah ketika yang dinanti-nantikan oleh rakyat Sarawak, iaitu impian menjadi kenyataan bahawa Sarawak sudah mempunyai stesen TV sendiri yang memberi makna yang begitu penting kepada usaha untuk mengangkat tahap industri kreatif di Sarawak kepada satu tahap yang lebih tinggi.

5. Sudah tiba masanya martabat negeri Sarawak diperkasakan di persada nasional dan seterusnya di arena antarabangsa melalui platform penyiaran dan saya yakin TVS akan mempermudah usaha ini.

6. Saya juga amat yakin naungan payung keharmonian Tun sebagai Ketua Negeri akan terus menyediakan suasana kondusif kepada anak Sarawak untuk berkarya, terutamanya para penggiat dan pemain dalam dunia kreatif.

7. Kola serta rakyat sama-sama berdoa agar Tun dan Toh Puan terus dikurniakan kesihatan dan dilindungi oleh Allah SWT dan kami amat berbesar hati untuk memberi penghormatan kepada Tun untuk melancarkan TV Sarawak sebentar lagi.

8. Tun sekarang Kola memohon untuk berucap kepada hadirin.

ADDRESS TO PEOPLE

TVS the pride of Sarawakians

9. Today is another historic day for the people of Sarawak as we gather for the launch of TVS by Tuan Yang Terutama Yang di-Pertua Negeri Sarawak, Pehin Sri Haji Abdul Taib Mahmud. TVS is the first state-owned TV station in Malaysia. *Stesen kepunyaan dan kebanggaan rakyat Sarawak.*

10. It has been quite a long and arduous journey for us to get TVS to be up and standing. Thank you to all the people who have made TVS possible, especially those in the Sarawak Media Group (SMG) for being able to weather all the challenges and today proudly present TVS to all Sarawakians and Malaysians.

Fulfilling the promise

11. TVS started airing programmes yesterday afternoon in conjunction with our TYT's 84th birthday celebration. It's a great gift for the people of Sarawak but more importantly, it is a platform to promote the works of players in our local creative scene and giving them the opportunity to monetise their talents.

12. Setting up Sarawak's own TV station was among the first few promises that I made when I took over from the late Pehin Sri Adenan. This evening, thanks God, I feel glad that I have fulfilled one more of my promises to the people of Sarawak, within a space of three years or so.

TVS flagship of Sarawak's creative industry

Ladies and gentlemen,

13. TVS no doubt will be a platform for our content creators, producers and performers to showcase their work. TVS is a dream come true for all Sarawakians that will become the flagship of Sarawak's endeavour to tap the potentials of the creative industry

and ultimately to develop an economy centred on the creative industry. It is a tall order but I do not want to underestimate the capability of Sarawakians to rise to the challenge.

14. I am very encouraged as I tend to believe that Sarawak is not short of talents and content materials to showcase to national and even world audience. Most of Sarawak's own talent have to find stages somewhere else in order to be known to a larger audience.

15. Siapa yang tidak kenal dengan Dayang Nurfaezah, Bob, Miss Malaysia World, Dewi Liana dan terbaru Fransisca Luhong, iaitu Miss Universe Malaysia, semuanya Anak Sarawak. Saya percaya banyak lagi bakat di luar sana yang belum digilap dan diberi peluang untuk menonjolkan diri.

16. I sincerely hope that TVS with its 'Fresh & Inspiring' concept will provide an alternative avenue for our local talents to reach to the national and world stage.

Digitalising Sarawak

17. Sarawak is on the right track in digitalising the various sectors of its economy in the last three years. In the just concluded fourth IDECS, we were also given insight into how digitalisation through the media industry could present tremendous potential to Sarawak.

18. The media industry has a lot to gain in the digital economy through compelling content. With the right differentiation strategy and clear unique selling propositions, I am confident TVS will stand out from the rest in the national broadcasting scene. TVS will not be confined to the local scene but looking forward to be a regional player and setting sights on the rest of the world.

19. To do this, the creative people must invest in new knowledge and state of the art technology. The only way for us to go is up and we have started. I invite all our creative people to continue the great journey together with TVS.

20. With the existence of TVS, I am sure there will be more opportunities for Sarawakians to excel in various fields through content. In turn, more jobs opportunities will be created which means more revenue streams for content creators in the digital economy ecosystem.

21. TVS is not only a platform for the community to get official local, national and global news, but also a platform that encourages national integration between the multiple races and cultures. The bond that we have, must not only be preserved but shared as we move forward.

22. I would like to congratulate the Sarawak Media Group (SMG), the people behind TVS for bringing Sarawak to a whole new level.

23. With the existence of TVS, I hope this will open more doors for Sarawak to be better known in other parts of the world and hype up our tourism potentials.

24. I would like to congratulate the SMG team for working relentlessly in making TVS a reality. I hope SMG will continue to produce exciting content and develop more talents in the near future.

Of trial run & technical stability

25. This year TVS is on TRIAL RUN with Astro. As a new station it is necessary for TVS to be on trial run for a certain period of time to ensure all technical stability and workflow are up to industry standards.

26. Siaran berbentuk analog seperti RTM sebelum ini sudah dihentikan. Semua siaran percuma yang mengguna menara untuk menghantar isyarat di Malaysia kini menggunakan teknologi digital di bawah satu platform sahaja iaitu MyTV. MyTV memerlukan *setup box* yang telah diedarkan percuma oleh Kementerian Komunikasi dan Multi-media (KKMM) percuma sebelum ini.

27. Next year we do plan to expand TVS to DTT (digital terrestrial television) platform, which is under MYTV that is freeview and free of monthly subscriptions.

Closing

28. And with that, I would like to congratulate Sarawak Media Group (SMG) and TVS once again to put Sarawak one up above

the rest of the states that will certainly go down as history in the annals of Sarawak.

29. Akhir sekali, saya mengucapkan setinggi-tinggi terima kasih kepada Tun, ditemani oleh Yang Amat Berbahagia Toh Puan, yang akan melancarkan TV Sarawak sebentar sahaja lagi.

Sekian. Assalammualaikum warahmatullahi wabarakatuh dan salam sejahtera.