

Media Prima Berhad

Malaysian Media company eyes international expansion

With content creation a core strategic priority, Malaysia's leading integrated media group is using Unit4 Business World to track production spending and increase productivity.

The situation

Media Prima is a successful Malaysian company, whose activities span a full range of media (TV, Radio, Newspapers, Outdoor advertising and Online/Digital). In total, the Group estimates that it reaches out to a daily audience of 24 million people, across the country and beyond, from all ages and walks of life.

With its audience numbers growing steadily and its range of multimedia outlets becoming ever more diverse, the Group recognised and focused on content creation, as a major priority for the future of its business. Each year, the Group's in-house creative resources develop and produce approximately 5,000 hours of content for TV, new media and cinema. Most of this is for use by its own channels but it has also successfully branched out into producing content for a number of major international clients.

Now, Media Prima's content has to compete not only for its share of the domestic audience but also for demanding international buyers and commissioners. The key to producing this good quality but cost-effective content – consistently and on schedule – is to ensure that the Group stays properly equipped to project manage each production efficiently.

The need

Due to the complex nature of Production Management, resources such as talents, venue, and equipment have to be monitored very closely to ensure that each production team is keeping within their budget and timeline. In addition, some of the productions stretch over an extended period of

time and often overlap, running simultaneously with other productions. This makes it difficult for both the Production and Finance teams to keep track of the actual expenses, as well as the resources used for each production. Media prima is a public company and is required to itemise production costs as part of its annual audit.

At the time, many of the critical components of each production were monitored and managed manually. A few of the major challenges were:

- budget tracking
- production timeline tracking
- efficient real-time allocation of resources such as talents (actors/actresses), equipment and venues
- production project-related procurement.

Furthermore, this manual management meant that the financial accounts for each production could only be closed after its completion. This often led to a mismatch between actual spend and what had been budgeted. Without the ability to generate dynamic reports on the budget expenditure and commitment expenditure, managers had only limited visibility of the project progress and budget status. This often reduced the profitability of the production.

The solution

Media Prima looked into a myriad of software solutions, in order to help its Production and Finance teams to address the various challenges of managing the productions as effectively and efficiently as possible. In the end, it short-listed just two solutions for final



evaluation: Unit4 Business World Project Management and SAP Project System. The Group chose Business World as the best match for its needs, to support its teams in managing each production project, monitoring the project timeline and optimising resource allocation.

The benefit

Business World Project Management is an ideal complement to Media Prima's existing best-of-class finance system, Unit4 Financials. It enables the Group not only to fully account for each production after completion but also to gain unrivalled visibility, while it is still in progress.

In the past, it would have taken the Finance team a few days to produce final reports and only after project had closed; this did not allow managers to know if the project was overspending, in time to take action! Now, using Business World, the teams can easily generate the reports they need, at the click of a button, and have instant access to vital information for planning and coordinating productions more efficiently and profitably.

The new system will ensure full control over resources and will enable senior production staff to focus on their core duties rather than trying to track projects with insufficient data. By integrating Business World Project with Unit4 Financials, all project data recording

“ We chose Unit4 Business World because of the seamless integration with Unit4 Financials, and the functionalities fully address our requirements. The fact that we have the advantage of direct consultants from Unit4 instead of external partners' consultants also helped in the decision. From the time when we were unable to know whether we were within the budget for each Production, to currently being able to track the status of each Production with a click of a few buttons, we are now much more in control of our project management – both in terms of costs and resources.”

**Ms. Zuraidah Atan, Chief Technology Officer,
Media Prima Berhad**

and analysis will be streamlined and automated, to help the company better meet compliance and corporate governance requirements. Business World's comprehensive functionality, coupled with its ability to easily integrate with other systems, including Unit4 Financials, were the key factors behind the selection.

UNIT4

About Media Prima

Media Prima Berhad (Media Prima), a company listed on the Main Market of Bursa Malaysia, is Malaysia's leading integrated media investment group. The Group currently wholly owns interests in TV3, 8TV, ntv7 and TV9. In addition, the Group also owns more than 98 percent equity interest in The New Straits Times Press (Malaysia) Berhad (NSTP), Malaysia's largest publisher which publishes three national newspapers; New Straits Times, Berita Harian and Harian Metro.

The Group has strong online presence through its digital communications and broadcasting subsidiary, Alt Media, via the Lifestyle Portal gua.com.my and tonton.com.my, a cutting-edge video portal with HD-ready quality viewing experience that offers the individualism of customised content and interactivity of social networking which now has more than two (2) million unique registered users. Emas, is the first retro channel in Malaysia showcasing Media Prima's production of popular TV programmes of the yesteryears via Internet Protocol TV (IPTV) on HyppTV, Unifi TM.

The Group also owns three radio stations, Fly FM, Hot FM and One FM. Other cross media interests of Media Prima include content creation; event and talent management.

The Group's leadership position in the Outdoor business is represented by Big Tree Outdoor Sdn. Bhd., UPD Sdn. Bhd., The Right Channel Sdn. Bhd., Kurnia Outdoor Sdn. Bhd. and Jupiter Outdoor Network Sdn. Bhd.

The Group also owns a content creation subsidiary, Primeworks Studios Sdn Bhd, Malaysia's largest production company. Producing TV content since 1984 and feature films since 1994, it generates approximately 5,000 hours of TV content and 10 movies annually.



About Unit4

Unit4 is a leading provider of enterprise applications, empowering people in service organizations. With annual revenue of 500M Euro and more than 4000 employees worldwide, Unit4 delivers ERP, industry-focused and best-in-class applications. Thousands of organizations from sectors including professional services, education, public services, not-for-profit, real estate, wholesale, and financial services benefit from Unit4 solutions.

Unit4 is in business for people.

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