

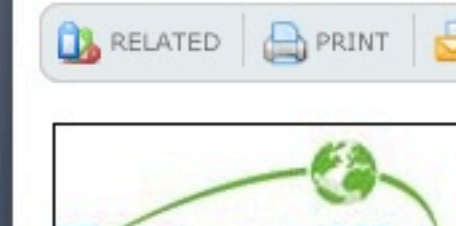
Open Source Authors: CloudCommons 2011, Ignacio M. Llorente, Xenia von Wedel, Robert Davies, Maureen O'Gara

# News Feed Item

## El canal comunitario de IPTV, Cyberjaya TV, transmite EN VIVO a través de la red de Cuzzy

BY BUSINESS WIRE ARTICLE RATING: ☆☆☆☆☆ READS: 113

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Primera ciudad virtual de Malasia: la ciudad de Cyberjaya presenta su propio canal comunitario de televisión por protocolo de Internet (Internet Protocol Television, IPTV). Se llama Cyberjaya TV. Es un canal de IPTV original con contenido que se difunde por primera vez y que muestra por qué los inversionistas directos extranjeros eligen Cyberjaya, Malasia, como el "Silicon Valley" preferido de Asia.

La existencia de Cyberjaya TV cobra vida a través de una serie de comerciales de televisión en CNBC, MSNBC, FOX NEWS y TV GUIDE, actualmente en curso en Norteamérica. En este momento, la campaña en línea también se desarrolla en YouTube, Yahoo, Daily Motion y otros sitios para compartir videos que dominan el 89% de todas las reproducciones de videos. La TRANSMISIÓN EN VIVO del canal se emite en Cyberjaya TV y simultáneamente, a través de una red de 11 sitios que posee y opera la red Cuzzy Media. Estos 11 sitios son los siguientes: Total Football Madness, Extreme Broadband Broadcast (XBB.TV), Camera Review, 10 Free Host, Public Relations, Advertising Agency, Corporate Videos, Web Design, Word Press Plugin, English Premier League [www.cuzzy.com](http://www.cuzzy.com).

Cyberjaya TV brinda servicios a la comunidad de Cyberjaya actuando como voz de la comunidad y, al mismo tiempo, proporcionando información minuciosa y en tiempo real sobre el funcionamiento interno (vida, estudio, trabajo y juego) de Cyberjaya. Cyberjaya es una comunidad en rápido crecimiento de corporaciones multinacionales socialmente responsables que trabajan junto con los mejores empleados locales. Son una referencia comercial para empresas futuras que deseen establecer su negocio allí. La red Cuzzy Media es una de esas empresas. Ha existido durante 13 exitosos años y ha funcionado desde la ciudad de Cyberjaya casi desde el comienzo. El ecosistema de la ciudad de Cyberjaya ha sido un catalizador para el comercio. Las empresas como la red Cuzzy Media y aproximadamente otras 468 empresas son testimonio de su éxito.

Cyberjaya TV también demuestra que los "ciudadanos cibernéticos" han tomado la delantera como ejemplo para otras comunidades, dentro de Malasia y en el ámbito internacional, acerca de cómo obtener oportunidades a partir de una economía basada en el conocimiento como recurso fundamental del nuevo crecimiento económico.

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A principios del año, Cyberview Sdn. Bhd. fue mencionada en el artículo, "Cyberjaya, la ciudad autónoma que está lista para triunfar (The Edge, lunes 3 de enero de 2011 - Negocios y finanzas - Página: 28) Por: Laura Lee". En 2010, Cyberjaya recibió 3,190 millones RM en inversiones, que es un incremento considerable con respecto a los 1,290 millones RM recibidos en el 2009.

Toda esta campaña híbrida de medios tradicionales combinados con IPTV es creación de la red Cuzzy Media, un consolidado especialista en medios unificados que ha formado una empresa conjunta con el dueño de Cyberjaya, Cyberview Sdn. Bhd. Cyberview Sdn. Bhd. tiene la tarea de dirigir el éxito de Cyberjaya como la primera ciudad cibernética de Malasia.. Cuzzy Media es una empresa certificada con el nivel Superconector de Multimedia (Multimedia Super Corridor, MSC) y tiene su sede central en Cyberjaya.

Fotos y galería multimedia disponibles en: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6735444&lang=es>

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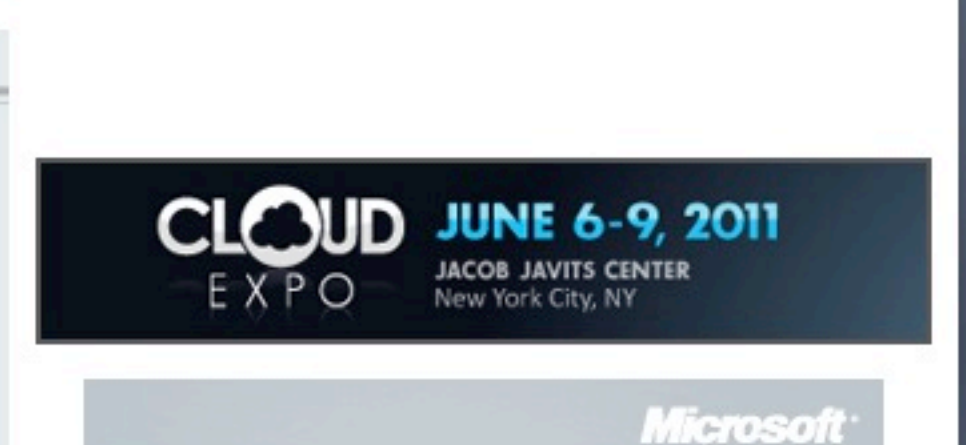
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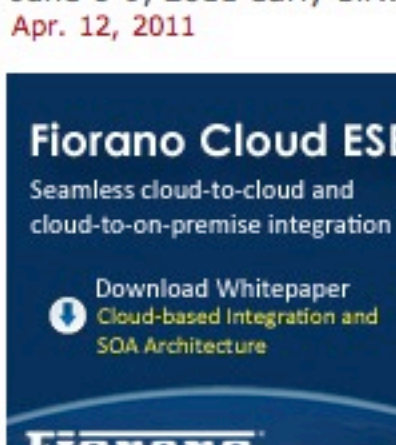
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