

## Community IPTV Channel, Cyberjaya TV goes LIVE via Cuzzy's Network

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## Community IPTV Channel, Cyberjaya TV goes LIVE via Cuzzy's Network



Malaysia's Premier Cybercity – The City of Cyberjaya unveils its own community IPTV channel. It is called **Cyberjaya TV**. It is an original IPTV channel with first time airing content that showcases why foreign direct investment chooses Cyberjaya, Malaysia as their preferred "Silicon Valley" in Asia.

The existence of **Cyberjaya TV** is brought to life through a series of television commercials on CNBC, MSNBC, FOX NEWS, & TV GUIDE, currently in progress now in North America. Concurrently, an online campaign is also in progress on YouTube, Yahoo, Daily Motion, and other video sharing sites that command 89% of all online video viewers. **LIVE BROADCAST** of the channel is broadcast on **Cyberjaya TV** and simultaneously through a network of 11 sites owned and operated by Cuzzy Media Network. These 11 sites are: **Total Football Madness**, **Extreme Broadband Broadcast (XBB.TV)**, **Camera Review**, **10 Free Host**, **Public Relations**, **Advertising Agency**, **Corporate Videos**, **Web Design**, **WordPress Rating Plugin**, **English Premier League**, and **www.cuzzy.com**.

**Cyberjaya TV** is of service to the Cyberjaya Community in the form of being a voice for the community and at the same time provide in-depth real-time information about the inner workings (Live, Study, Work & Play) of Cyberjaya. Cyberjaya is a very fast-growing community of multinational corporate citizens working alongside the domestics' best of the best. They are trade reference for future companies who wish to set up shop there. **Cuzzy Media Network** is one such company. It has been 13 successful years now and it has been operating from the city of Cyberjaya almost right from the beginning. The city of Cyberjaya's ecosystem has been catalytic for business. Companies like **Cuzzy Media Network** and about 468 others are a testament to its success.

**Cyberjaya TV** also showcases that "Cyberians" have taken the lead as an example for other communities in Malaysia and internationally on how to harvest opportunities from a knowledge-based economy as a critical source of new economic growth.

At beginning of the year, **Cyberview Sdn. Bhd.** was highlighted in the article, "**Cyberjaya, the self sustaining city that is set to boom** (The Edge, Monday, 3 January 2011 – Business & Finance – Page: 28) By: Laura Lee." In 2010, Cyberjaya received RM3.19 billion in investments, which is a considerable increase from the RM1.29 billion received in 2009.

This entire IPTV combined traditional media hybrid campaign is the brainchild of **Cuzzy Media Network** an established converged media specialist in a venture with the landowner of Cyberjaya, **Cyberview Sdn. Bhd.** **Cyberview Sdn. Bhd.** is tasked with masterminding the success of **Cyberjaya as Malaysia's Premier Cybercity**. **Cuzzy Media** is MSC Status company with its headquarters in Cyberjaya.



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