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News Feed Item Community IPTV Channel, Cyberjaya TV agora AO VIVO através da rede da Cuzzy

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Principal cidade cibernética da Malásia – a cidade de Cyberjaya lança seu próprio canal de IPTV comunitária. O canal foi chamado Cyberjaya TV. É um canal IPTV original, com primeira transmissão de conteúdo mostrando

por que o investimento estrangeiro direto escolhe Cyberjaya, Malásia, como seu "Vale do Silício" preferido na Ásia.

A existência da Cyberjaya TV foi concretizada através de uma série de comerciais de televisão na CNBC, MSNBC, FOX NEWS e TV GUIDE veiculados atualmente na América do Norte. Simultaneamente, uma campanha online também está sendo veiculada no YouTube, Yahoo, Daily Motion e em outros sites de compartilhamento de vídeos que comandam 89% de todos os espectadores de vídeos online. A TRANSMISSÃO AO VIVO do canal é feita na Cyberjaya TV e simultaneamente através de uma rede de onze sites pertencentes e operados pela Cuzzy Media Network. Os onze sites são: Total Football Madness, Extreme Broadband Broadcast (XBB.TV), Camera Review, 10 Free Host, Relações Públicas, Agência de propaganda, Vídeos corporativos, Web Design, Word Press Plugin, English Premier League e www.cuzzy.com.

Cyberjaya TV atende à Comunidade Cyberjaya atuando como voz da comunidade, oferecendo ao mesmo tempo informações detalhadas, em tempo real, sobre as funções internas (vida, estudo, trabalho e diversão) da Cyberjaya. Cyberjaya é uma comunidade de rápido crescimento composta por cidadãos corporativos multinacionais que trabalham com os melhores do país. São referências comerciais para empresas futuras que desejam estabelecer negócios lá. A Cuzzy Media Network é uma dessas empresas. Tem 13 anos de sucesso e vem operando na cidade de Cyberjaya praticamente desde o início. O ecossistema de Cyberjaya foi fundamental para a empresa. Empresas como a Cuzzy Media Network e cerca de outras 468 empresas são testemunhas do seu sucesso.

A Cyberjaya TV mostra também que os "Cyberians" tomaram a liderança como exemplo para outras comunidades na Malásia e internacionalmente sobre como aproveitar as oportunidades de uma economia baseada em conhecimento como fonte essencial de novo crescimento econômico.

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No começo do ano, Cyberview Sdn. Bhd. mereceu destaque no artigo "Cyberjaya, a cidade auto-sustentada que está destinada a crescer (The Edge, segunda-feira, 03 de janeiro de 2011 - Negócios & Finanças - página 26) Por: Laura Lee". Em 2010, Cyberjaya recebeu RM 3,19 bilhões em investimentos, o que é um aumento considerável em relação ao RM 1,29 bilhão recebido em 2009.

Toda a campanha híbrida de mídia tradicional combinada da IPTV é uma criação bem sucedida da Cuzzy Media Network, consagrada empresa especializada em mídia integrada, num empreendimento com a proprietária de terras de Cyberjaya, Cyberview Sdn. Bhd. A Cyberview Sdn. Bhd. tem a tarefa de comandar o sucesso da Cyberjaya como a principal cidade cibernética da Malásia. A Cuzzy Media é uma empresa com status MSC (Super corredor de mídia da Malásia), com sede em Cyberjaya.

Galeria de Fotos/Multimídia disponível em: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6735444&lang=pt

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