



unifi TV



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UNIVERSITI
TEKNOLOGI
MARA



**INDUSTRIAL REPORT AT TM
TECHNOLOGY SERVICES**

12/8/2024 - 24/1/2025

MUHAMAD ZARITH EZZANI BIN JAWARDI

**BACHELOR'S OF BUSINESS ADMINISTRATION
(Hons.) MARKETING**

2022779707

MADAM JOEAIZA BINTI JUHARI

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Tidak Bersetuju

Tuan/Puan

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Nama Pelajar	MUHAMAD ZARITH EZZAH BINTI JAWARDI		
No. Matriks	2022779707	Nama Program	BUSINESS AND MARKETING
Tajuk Laporan	SWOT ANALYSIS OF UNIFI TV	Nama Syarikat	TM TECHNOLOGY (BAZ40)

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Yang Benar



Cop jabatan/organisasi:

Nama Pegawai : STEPHEN JEHANATHAN a/i LOUIS JEHANATHAN

Jawatan : MANAGER OTT PARTNERSHIP

No. Tel. :

No. Faks :



EXECUTIVE SUMMARY

The internship report covers the student's six-month training period at Unifi Tv TM Technology Sdn. Bhd., I gained hands-on experience in the telecommunications and entertainment industry, focusing on marketing strategies, content management, and customer engagement. I collaborated with various teams to support promotional campaigns, analyze viewer insights, and enhance user experience on the platform. My role allowed me to develop skills in digital marketing, market research, and data analysis while gaining a deeper understanding of the pay-TV and streaming landscape. This experience has strengthened my ability to adapt to a fast-paced environment, work cross-functionally, and contribute to innovative initiatives within the media and entertainment sector.

The report concludes with a detailed SWOT analysis. The company's strengths include a strong brand reputation , such as the Unfi TV platforms, which they have their own program section. Weaknesses identified include high of pricing. Among the competitor, which could make Unifi TV have to compete with their rival such as Time.

The internship experience reinforced the importance of innovation, data-driven decision-making, and customer-centric strategies in sustaining Unifi TV's market position. This internship not only provided a deep understanding of content operations but also honed skills in media strategy, event coordination, and competitive analysis, equipping the intern with valuable industry insights for future career growth in digital marketing and media management.




TABLE OF CONTENTS

i	EXECUTIVE SUMMARY
ii	ACKNOWLEDGMENT
1.0	RESUME
2.0	<p>COMPANY PROFILE</p> <p>2.1 COMPANY NAME, BACKGROUND LOGO, LOCATION AND OPERATING HOURS.</p> <p>2.2 COMPANY'S VISION AND MISSION.</p> <p>2.3 BACKGROUND AND HISTORY OF THE COMPANY</p> <p>2.4 ORGANIZATIONAL STRUCTURE.</p> <p>2.5 PRODUCTS OR SERVICES OFFERED :-</p> <p>2.5.1 UNIFI TV</p> <p>2.5.2 TM GLOBAL</p> <p>2.5.2 TM ONE</p>
3.0	<p>TRAINING REFLECTION :-</p> <p>3.1 DURATION.</p> <p>3.2 DETAILS DIVISION/DEPARTMENT.</p> <p>3.3 ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENT GIVEN.</p>
4.0	<p>SWOT ANALYSIS :-</p> <p>4.1 STRENGTH</p> <p>4.2 WEAKNESSES</p> <p>4.3 OPPORTUNITIES</p> <p>4.4 THREATS</p>
5.0	RECOMMENDATIONS
6.0	CONCLUSION
7.0	REFERENCES



ACKNOWLEDGEMENT

I am Muhamad Ezzani bin Jawardi, currently enrolled as a student at UiTM Melaka Campus, Bandaraya Melaka. I express my gratitude to Allah for giving me the strength and determination to finish my industrial training at TM Technology Services Sdn. Bhd. in the Content division. The training took place over the course of 24 weeks, starting on August 12th, 2024. The timely submission of this report, which completes the industrial training requirements, completes the graduation requirements for the Bachelor of Business Administration (Hons) Marketing degree.

I would like to express my sincere appreciation to the entire team TM Technology Services Sdn. Bhd. is also extended to my supervisor Mr Stephen Jeganathan a/l Louis Jeganathan , He played a crucial part in my educational experience and generously welcomed me as a practical student. Every employee should be acknowledged for their helpful advice and guidance on the complexities of the jobs assigned to me during my industrial training. Their encouragement was important in my successful fulfilment of this training term.

Furthermore, I want to convey my dAeepest thanks to my advisor, Madam Joeaiza binti Juhari for her constant supervision and assistance during the internship and the following preparation of this final report. I would also want to express my gratitude to my parents, whose support and encouragement were essential during this industry training time. Finally, I would like to express my deepest thanks to everyone who helped, whether either directly or indirectly, for their efforts during the training period and for making my industrial training report a success.

RESUME



MUHAMAD ZARITH EZZANI BIN JAWARDI

Address :
Mobile :
Email :
LinkedIn :

OBJECTIVE

A Bachelor of Business and Administration majoring in Marketing student that seeking for an internship in Business Administration, Sales, and Marketing with your organisation. Ready to learn and contribute to marketing projects while gaining valuable industry experience. **Available for Internship from August 12, 2024, to January 24, 2025.**

EDUCATIONAL BACKGROUND

University of Technology Mara

Bachelor of Business Administration in Marketing with Honours

March 2022 - July 2024

University of Technology Mara

Diploma in Office Management and Technology
GPA: 3.40

July 2019 - February 2022

Sijil Pelajaran Malaysia

2017

EXTRACURRICULAR INVOLVEMENT

Head Project, "WasteLess Future" Social Marketing Campaign

April - June 2024

- High committee member of Social Marketing Campaign on Recycling and Environment at SMK St Francis, Melaka
- Led a team in planning, executing, and evaluating a social marketing campaign focused on recycling and environmental awareness.
- Conducted outreach activities to engage the school community, such as talks, assemblies, and interactive events to promote recycling practices and environmental stewardship.
- Managed campaign budget and expenditures, ensuring cost-effectiveness and accountability.
- Monitored campaign progress and effectiveness through data collection, surveys, and feedback analysis, and adjusted strategies accordingly to maximize impact.
- Fostered partnerships with SW Corp, a local organization and government agencies to enhance campaign reach and sustainability.
- Provided leadership and guidance to team members, delegating tasks and fostering a collaborative and supportive work environment to achieve campaign goals.

Marketing Students Association

11-19 May 2024

- Represent for doubles men badminton- qualify for quarter final
- Represent for football team- Grouping

Marketing Students Association

June - December 2023

- Committee member of team building for all marketing students
- Participant of Campus to Digital Corporate at Maybank Islamic, Bangsar
- Learn and listening to their speaker about Maybank Islamic

RESUME

Service Learning Malaysia - University for Society

12 December 2023

- Committee member of event at SMK Infant Jesus Convent, Melaka
- Established booth and explained regarding 'Debt' in Personal Financial Planning to students
- Multimedia Designer and Photographer

Committee Member, Marketing Students Association : MASAVENGERS

7 July 2023

- Committee member of team building for all marketing students
- Organized and facilitated team building events for marketing students, ensuring smooth execution and positive outcomes.
- Collaborated with team members to develop innovative event ideas and execute them effectively.
- Provided support and guidance to team members to enhance their performance and contribute to a cohesive team environment.

Youth Edupreneurs Society

13 January 2023

- Team Building Programme - to enhance teamwork skills

Corporate Social Responsibility (CSR)

7 January 2023

- High Committee Member & Event Organizer - Pertubuhan Kebajikan Anak-Anak Harapan

Finger Rush "Speed Typing Competition"

23 November 2019

- Programme from part 5 Office Management at UiTM Merbok, Kedah

WORK EXPERIENCES

12 August 2024 - January 2025

Internship in Content Strategy, Unifi

- Assist to update the schedule time for TV channel.
- Assist to update the channels performance by month
- Assist to monitoring the title appear on TV
- Assist to promote the OAP for every movie

August - October 2022, July 2023

RIUH EVENT - Promoter, Logistic Assistant

- Coordinated the setup and dismantling of the Cookies booth at local event festivals, ensuring attractive displays and effective signage to attract customers.
- Operated cash register and processed transactions accurately, handling cash, credit, and debit payments for purchases.

January - February 2020

VR KIOSK GAME - Promoter

- Promoted virtual reality experiences and products to customers, explaining features, benefits, and pricing to generate interest and drive sales.
- Educated customers on how to use VR equipment and software, ensuring they had a positive and enjoyable experience.

January - June 2019

SUBWAY Food and Beverages - Cashier

- Operated cash register and processed transactions accurately and efficiently, handling cash, credit, and debit payments.
- Prepared food items according to Subway's standards and customer preferences, ensuring quality and freshness.
- Managed food inventory levels, restocking ingredients as needed to maintain smooth operations.

REFERENCE

- Dr Fadhlur Rahim bin Azmi

2.0 COMPANY'S PROFILE

2.1 Company name, Background Logo, Location and Operating Hours

This is the official logo for Unifi TV. The new logo was introduced in January 2018. Unifi TV is an IPTV service operated by Unifi. It was launched in 2010 as part of Unifi's bundled service offering of VoIP telephone, Internet and IPTV. Unifi TV was located at Bangsar, Kuala Lumpur where there is got two places which is at Menara TM and TM Annexe 2. The company start the operating from 8:30 am to 5:30 pm, Monday to Friday.



Figure 2.1.1 Company's Logo



2.1.2 Location of Menara TM, Bangsar



2.1.2 Location of TM Annexe, Bangsar



2.2 Company's Vision and Mission

For the vision, to shape a digital Malaysia through technology that empowers communities, businesses and government. About the mission, humanising technology and making it accessible to all Malaysians in a sustainable manner. For communities, we enrich everyday moments by enabling converged lifestyle solutions. Other than that, for businesses, we enable growth by providing integrated solutions & strategic collaborations that accelerate business transformation and for Government, we accelerate the nation's aspiration towards becoming a Digital Malaysia with holistic connectivity, platform and digital solutions.


2.3 Background and history of the company

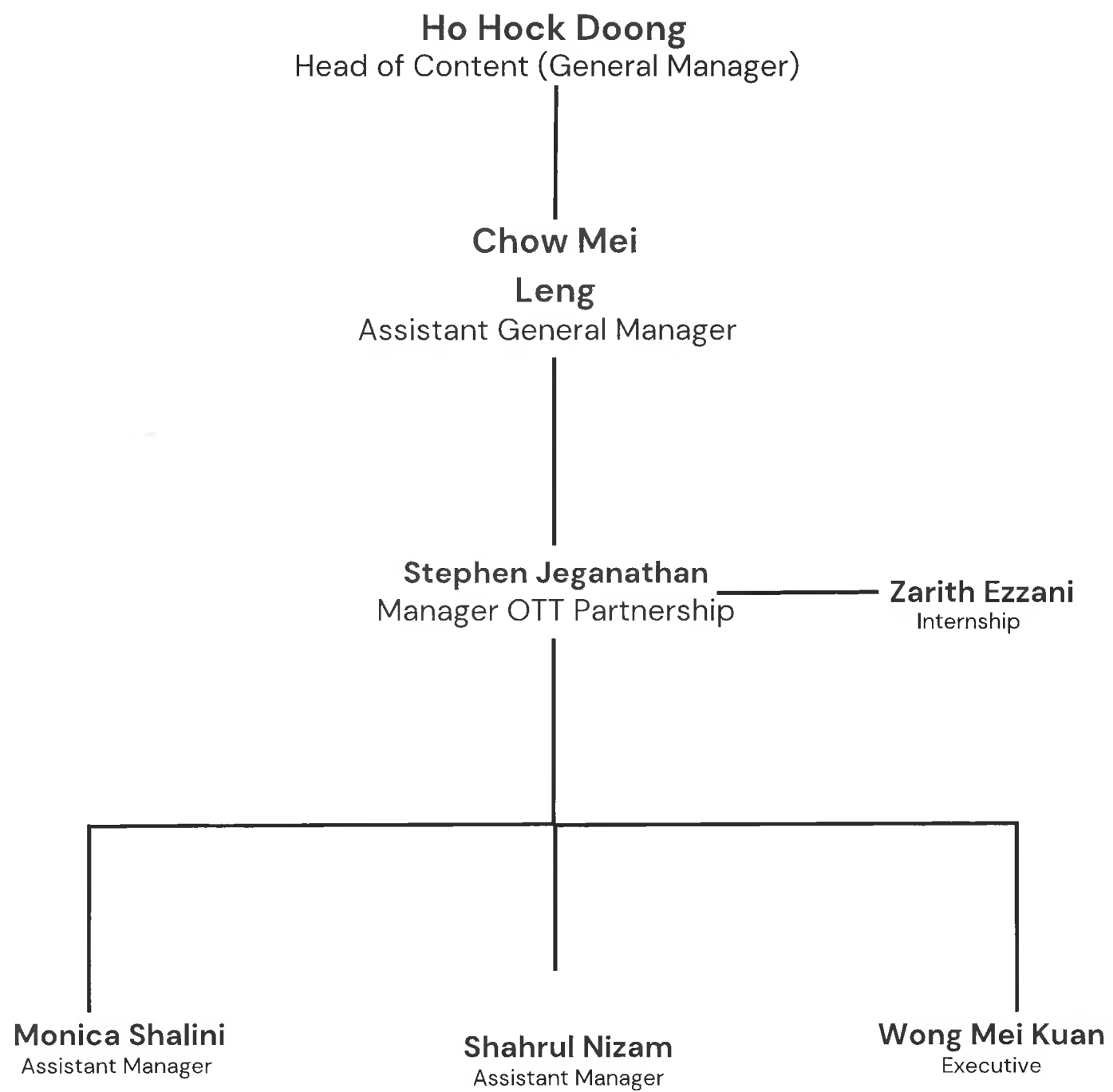
Unifi TV, an IPTV service run by Unifi, was originally known as hyppTV and was structured as Unifi tv until January 2018. It was introduced in 2010 as a component of Unifi's Internet, VoIP phone, and IPTV package. In September 2004, a beta version of Hypp TV was introduced in the Klang Valley via TM's Streamyx broadband service. Considering increasing consumer habits of consuming content on the move and the growing popularity of OTT streaming, TM temporarily discontinued giving new unifi Home and internet subscribers free unifi TV set-top boxes in January 2019 in favour of free access to unifi playTV.

However, this prevented new customers from taking use of the advantages that the unifi TV set-top box offered, such better picture quality and the ability to view channels that were only available on the set-top box like most of the channels from The Walt Disney Company Asia Pacific, participating in contests, and utilising TV applications.

The unifi Plus Box, which was powered by Android TV, was introduced by unifi TV on January 15, 2020. Skyworth Digital was the manufacturer of the box. New capabilities including 4K video delivery via the UniFi TV app were added, and as of 2022, a number of streaming applications, including Viu, YuppTV, BBC Player, and Netflix, are pre-installed. SPOTV NOW, BBC Player, Disney+ Hotstar, and beIN Sports Plus are all free for Ultimate Pack customers.

The unifi TV app was upgraded on June 30, 2020, so users may download it to other Android TV devices without a Plus Box. The app is accessible to moved users and on Google-certified devices.





2.5 PRODUCTS OR SERVICES OFFERED

2.5.1 UNIFI TV

The service is provided to residential and corporate users in Malaysia via an optical fibre network, including Fibre. This IPTV service eventually became available to Streamy formerly known as "Broadband" users. However, because of the technical constraints of ADSL over copper lines, Streamy subscribers do not have access to some services such as picture-in-picture (PiP) and high-definition (HD) that unifi customers can. Streamy subscribers get access to combined infrastructure for both Internet and IPTV.



2.5.2 TM GLOBAL

TM Global is Telekom Malaysia Berhad's wholesale domestic and international commercial arm, providing a wide variety of wholesale communication products and solutions in connectivity across the globe. We are a trusted partner in providing smooth integrated solutions and limitless options to speed clients' connectivity and coverage to the digital world, enabling innovations. As the national digital infrastructure stimulant, TM Global is dedicated to propelling Malaysia's digital economy goals by providing end-to-end and customised wholesale data, connectivity, and infrastructure services solutions to Malaysian licensed service providers, allowing them to provide a high-quality digital experience to end customers.



2.5.3 TM ONE

TM One, the company's business solutions division, collaborates with businesses to provide them with advanced technologies including cybersecurity, data centres, and managed services. TM One supports the use of big data and IR 4.0 with an emphasis on sustainable and value-based solutions, which is consistent with TM's goal of creating a forward-thinking Digital Malaysia.



3.0 TRAINING REFLECTION

3.1 DURATION

The internship period start with 12th August 2024 until 24th January 2025. The internship journey will be for 24 weeks which is 6 months. The working hours start from 8:30 am to 5.30 am from monday to friday.

3.2 DETAILS DIVISION/DEPARTMENT

I am Muhamad Zarith Ezzani bin Jawardi, currently enrolled as student at UiTM Melaka Campus Bandaraya Melaka. I was assigned in section Content Strategy and Operations, Division Content, Unifi. To be more specific, in Indian Channel.

3.3 ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENT GIVEN.

I managed to handle Indian channel on Unifi TV such as Colors Tamil, Colors Cineplax. For example, I must updated the schedule prgoram if got any changes that will be appeared on television for "catch up". "catch up" here stands for platform in Unifi app for users who missed a live program on television and they can watch the program in another day.

For the three months, despite from handle the schedule program, I also handle the Indian channel performance, I have to update the number of viewers in Indian channel for every new month.

Other than that, my responsibilities for every new month, i have to put the new eight titles to put in our data for "catch up" purpose. I have to make sure that i choose the 8 new movies which is 2 movies in two weeks. So that each weeks has 2 movies.

Apart from that, I also help another team channel such as sports team. The task given to me like I must do sports channel analysis, where I have to put top 10 program with the most viewer for every month. For example channel sports that i have to covered is Unifi sports, SPOTV and BeINsports.

Furthermore, early December, team marketing asked me to help them for their event to promote their upcoming movie which is the movie is originally produced by Unifi TV. The title is Larian Terakhir who starred by Fattah Amin, Fahrin Ahmad and Amyra Rosly. By that, my task and role in their team as person in charge to the winner who has joined to contest.

I have to email the winner and brief them about the prize that they will win. Also i have to make sure that the winner will say yes or no for come to the event. Before the event start at night, I also have another event at the same day, which the event happened at 2:00 pm at Menara TM. They asked me to help and set up the booth for celebrities make a meet and greet. At the same time, me and several from marketing team wearing Squid Game suit, intended for promotion Squid Game season 2 that will come out on 26 December 2024.

During the even where held at Degup cinema, Pavillion KL. My role as person in charge, i have to take care about the winners, make sure all the winners have arrive or not, brief to them about like do's and dont's during the event. Also, I must bring the winners to the place that called "freshment" before the winners go to the cinema hall.



4.0 SWOT ANALYSIS POINT

STRENGTHS

1. LEVERAGING A WELL-ESTABLISHED BRAND REPUTATION FOR SUCCESS.
2. DELIVERING EXCELLENCE THROUGH HIGH-QUALITY SERVICES.

S

WEAKNESSES

1. IMPACT OF HIGH PRICING ON CONSUMER CHOICES.
2. CHALLENGES OF RESTRICTED COVERAGE AREAS IN SERVICE ACCESSIBILITY.

W

O

OPPORTUNITIES

1. INCREASING DEMAND FOR HIGH SPEED-INTERNET.
2. ABILITY TO PROVIDE DIVERSE OPTIONS FOR CONSUMERS.

T

THREATS

1. NAVIGATING CHALLENGES IN AN INTENSELY COMPETITIVE MARKET.
2. OVER THE TIME, PEOPLE STOPPED WATCHING TELEVISION.

4.1.1 LEVERAGING A WELL-ESTABLISHED BRAND REPUTATION

TM has been known to encase its reputation for many years of success. Strong brand recognition is one of the biggest plus points for UniFi TV in the highly competitive digital TV industry. Backed by the main telecommunication giant in Malaysia, TM, or Telekom Malaysia, it has built an excellent reputation through the years as one of the most reliable telecommunication providers in Malaysia. Since TM is the largest and most sought-after service provider of telecommunications in the country, it assures that Unifi TV commands a high level of customer confidence and brand awareness.

With TM's reputation for reliability and growing service quality, UniFi TV is positioned as the platform on which customers can rely to enjoy television seamlessly with their internet. Telekom Malaysia Annual Report, 2023. With the entry of other players into the market, it would mean that by then, UniFi TV will have had ample time to build brand awareness, giving it an advantage in an increasingly competitive industry, thus enabling it to win and retain customers.

Being the continued leader in Malaysia's broadband sector, according to Statista in 2023, TM is uniquely positioned to effectively cross-sell and bundle services such as UniFi TV with its internet package. This presumes that the trust already exists due to TM's reputation and brand equity, reducing customer distrust and therefore facilitating the use of UniFi TV.

4.1.2 DELIVERING EXCELLENCE THROUGH HIGH-QUALITY SERVICES

For **Delivering Excellence Through High-Quality Services**, Compared to many of its rivals, UniFi TV offers better image and sound quality and offers HD and 4K programming. In a time when customers have high expectations for digital media services, this emphasis on quality guarantees a more engaging viewing experience for subscribers.

This indeed affirms its commitment to excellent service delivery, where further investment has been done in network architecture and technology upgrades to support high-definition and Ultra HD distribution. The UniFi TV platform was designed to be easy and comprehensively powerful to ensure a seamless viewing experience any time of the day, even during peak hours. These elements of service quality make UniFi TV attractive for any customer in pursuit of a reliable and premium digital entertainment service, since such factors enhance not only customer satisfaction but also result in brand loyalty and retention.

UniFi TV will invest more in the latest technologies and enhance the delivery methods of its contents to maintain the competitive advantage in the digital TV industry. While HD and 4K form the backbone of UniFi TV sales, the company needs to invest in both 5G technology and further upgrades in streaming solutions that can provide next-generation services if it is to keep up with rapidly changing technology and assure seamless, high-resolution television even during peak usage periods. UniFi TV can further work on enhancing customer satisfaction and engagement by developing their user experience with the use of artificial intelligence, whereby the user gets recommendations regarding customized content.

4.2.1 IMPACT OF HIGH PRICING ON CONSUMER

UniFi TV, as highlighted in the SWOT analysis, is its **Impact of High Pricing on Consumer Choices**. In comparison to a few of its rivals in the Malaysian market. Even while UniFi TV provides a premium service with excellent content, many potential consumers may find the cost structure prohibitive, particularly when contrasted with alternative streaming services that are more reasonably priced, such as Netflix, Astro, or regional over-the-top platforms like iQIYI or Tonton.

This is further exacerbated by the increasing popularity of OTT services, which allow users to pay for only what they want to watch, with no set-top box fees or long-term commitments. Due to this fact, in spite of excellent services and a large material library, the price of UniFi TV may turn off budget-conscious customers, thus making access and competition even more difficult compared to OTT platforms offering subscription models with lower entry rates or more flexible payment options.

This might, therefore, make this price of UniFi TV less attractive for customers who would prefer standalone and cheaper alternatives of entertainment. In such a price-sensitive environment, potential growth in market share for UniFi TV can thus be constrained, especially among the young or budget-sensitive users for whom flexibility and low upfront costs are the keys.

4.2.2 CHALLENGES OF RESTRICTED COVERAGE AREAS IN SERVICE ACCESSIBILITY.

Another weaknesses are **Challenges of Restricted Coverage Areas in Service Accessibility**. It restricts its capacity to connect with more people around Malaysia. Despite being a component of Telekom Malaysia's massive broadband network, UniFi TV is mostly only available in urban and a few suburban locations where TM already has high-speed internet infrastructure. Consumers in far away or less developed locations find it difficult to obtain the service because of this restriction.

The MCMC study in 2021 showed that the internet infrastructure in Malaysia is constantly getting better. Nonetheless, there are still a number of coverage gaps, especially in the rural areas which greatly limits geographic reach. This challenge still exists even as TM seeks out different partnerships and expanding the network to improve the coverage to grow UniFi TV. This challenge is more devastating when compared to other competitive services like Netflix or iQIYI, as these services can be used in almost any internet covered area.

4.3.1 INCREASING DEMAND FOR HIGH SPEED- INTERNET.

For the opportunities, as highlighted in the SWOT analysis is **Increasing demand for high speed- internet**. Consumer expectations for faster, more dependable internet connections are developing as a result of our increasing reliance on digital services for business, education, and leisure. Cloud-based apps, the growing popularity of online gaming and streaming services, and the broad acceptance of 4K and HD content are the main drivers of this trend. With its vast broadband network and existing high-speed internet options for customers, Telekom Malaysia (TM), the parent company of UniFi TV, is well-positioned to take advantage of this demand.

UniFi TV stands a good chance because it can mix top TV shows with TM's speedy internet plans to give users a seamless entertainment setup. By tapping into TM's strong broadband network, UniFi TV might carve out a spot as a joint digital media and internet provider pulling in folks who want both quick web access and great shows to watch. As more people jump on the smart home bandwagon, UniFi TV can also make use of Internet and smart home tech to offer all-in-one services like beefed-up security or ways to control your home. By meeting the growing need for high-speed internet and rolling out complete high-value packages, UniFi TV can grow its customer base, make its brand stick, and stay on top in Malaysia's digital entertainment and broadband scene.

4.3.2 ABILITY TO PROVIDE DIVERSE OPTIONS FOR CONSUMERS.

Next, for the other opportunities are **ability to provide diverse options for consumers**. Personalized and adaptable service offerings are becoming more and more in demand as consumer preferences in the online entertainment sector continue to change. By increasing its content library, providing more subscription options, and launching a la carte packages that let users choose particular channels or genres of content based on their interests, UniFi TV may be able to meet this demand.

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4.4.1 NAVIGATING CHALLENGES IN AN INTENSELY COMPETITIVE MARKET.

As goes by this section for threats which is the first one is **Navigating Challenges in an Intensely Competitive Market**. The competitive situation has become much more intense due to the rise of OTT platforms like Netflix, iQIYI, Disney+, these platforms frequently provide flexible payment choices, large content libraries, and inexpensive subscription models, which makes it harder for UniFi TV to draw in new customers and keep existing ones, particularly in a market where consumers are price conscious. UniFi TV needs to compete not just on content but also on price, convenience, and flexibility as customers grow more used to on-demand programming and the availability of a large selection of genres.

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4.4.2 OVER THE TIME, PEOPLE STOPPED WATCHING TELEVISION

Last but not least, for the threats, by saying the threats is **over the time, people stopped watching television**. Younger audiences in particular have switched from traditional broadcast TV to on-demand streaming services due to the growth of digital streaming platforms like Netflix, iQIYI, and Disney+. This tendency is driven by the ease of viewing content at any time and from any location, as well as the versatility that traditional TV frequently lacks in terms of choosing particular series or films based on personal tastes. The increasing use of mobile devices, including tablets, smartphones, and smart TVs, has also increased accessibility to streaming, which lessens the need for traditional TV sets and pre-planned programs.

Now that viewers aren't stuck with fixed schedules and limits of regular TV old-school pay-TV companies like UniFi TV need to adapt to a fast-changing entertainment world. This shift in how people watch TV puts UniFi TV in a tough spot. It has been pitted against global streaming services, as well as other traditional cable TV providers, offering them more flexible and more appealing options for today's audience. For UniFi TV to stay in the game, continuous improvement of services is a must. It should focus on digital strategies and scale up its streaming capabilities to meet customer demand nowadays.

**5.1 ENHANCE SOCIAL MEDIA
PRESENCE AND MARKETING
STRATEGIES**

Unifi TV should concentrate on producing engaging, platform-specific content tailored to its target audience to enhance its social media presence and marketing strategies. This includes dynamic posts such as live updates on upcoming events or new releases, interactive surveys, current memes, and behind-the-scenes content from popular shows (Smith, 2023). Partnering with regional influencers and celebrities for content promotion can further help Unifi TV reach a broader and more diverse audience, thereby increasing brand awareness (Johnson & Lee, 2022).

In an effort to enhance the status of its social media and marketing strategies, Unifi TV should accord the highest priority to creating interesting, platform-specific content suited to tastes and actions across its audience segments in each platform. That includes dynamic, interactive forms in real-time information about events or new releases, including participation-engaging polls and surveys, and related material-popular memes that complement the brand.

In addition, running targeted advertising campaigns based on data-driven insights will ensure that the content is relevant to the audience segments: professionals, families, or students. By being active and engaging on social media platforms such as Facebook, Instagram, TikTok, and Twitter, Unifi TV will be closer to its audience, increase viewer engagement, and, in turn, increase subscriptions and viewer loyalty.

**5.2 IMPROVE CUSTOMER
ENGAGEMENT AND
FEEDBACK MECHANISMS**

Customer-centric initiatives for increasing contact and trust in Unifi TV should be put into place to engage with customers for constructive feedback. For example, preferences, issues, or suggestions of users could be made known by the provision of a community forum, in-app feedback form, or online survey for receiving user feedback. If one interacts well with the audience on a routine basis through live Q&A sessions, webinars, or social media live broadcasts, one can secure a platform to answer questions, present new features, or updates.

Loyalty programs retain clients through benefits that include early access, discount pricing, and exclusive content, among other direct benefits. Thus, in engaging directly with its viewers through their comments and interactions, Unifi TV aims to foster a deeper connection with its viewers and make them a lot happier about it, so as to reinforce the status of it as a service oriented toward its consumers.

Furthermore, fostering a sense of community by involving users in enhanced activities, exclusive rewards, or chat rooms can encourage regular interaction (Taylor, 2024). By prioritizing responsiveness and transparent communication, Unifi TV can create a consumer-centered environment that not only meets but exceeds viewer expectations (Wilson, 2023).

5.3 PROVIDE FOR STUDENT PRICE

For students, Unifi TV may provide a specific pricing plan. By providing a cheap student plan, the provider may reach a younger audience, who are frequently affordable but active users of streaming services. Unifi TV may draw in a sizable portion of the audience that appreciates on-demand content but might not give it priority because of budgetary limitations by offering reasonably priced access to high-quality entertainment.

Given that students are likely to use the service after they graduate from college, this approach not only builds brand loyalty early on but also presents a chance for long-term retention of consumers. Additionally, Unifi TV can successfully convey the value of this product and grow its market share among younger consumers by using collaborations with educational institutions and student-focused digital marketing campaigns. Research indicates that consumers who are price conscious, like students, are more inclined to choose services that meet their budgetary requirements while maintaining perceived value (Smith, 2020).

Targeted marketing campaigns on student-friendly platforms like YouTube, Instagram, and TikTok can increase the impact of this initiative. By implementing a student-friendly pricing model, Unifi TV not only solves the problem of high pricing but also obtains a competitive advantage in the market, increasing user base and customer loyalty.

**5.3 EXPANDING COVERAGE
AREAS THROUGH STRATEGIC
PARTNERSHIPS**

The major drawback for Unifi TV is that it is not very accessible because of its small coverage area, especially when trying to reach out to prospective clients in the underprivileged or remote areas. This is something that Unifi TV can work on by forging strategic partnerships with local telecom companies and internet service providers. These include co-investing in infrastructure construction to expand network coverage or sharing resources, such as utilizing existing fiber-optic cables.

With such collaboration, Unifi TV can aggressively expand its coverage without having to fully incur infrastructure development costs. Besides helping them overcome regional restrictions, the above strategy will ensure that the services enter new areas and reach audience sections that were unimaginable earlier. Increased coverage extends the competitive edge to Unifi TV, establishing it among the best service providers in this industry.

Research has indicated that telecoms strategic partnerships greatly increase customer satisfaction and service accessibility (Johnson & Smith, 2021). In addition to addressing its present issues, Unifi TV may also provide prospects for sustained expansion and improved market visibility by putting this suggestion into practice.

**5.4 DEVELOP EXCLUSIVE
HIGH-SPEED-OPTIMIZED
CONTENT**

Unifi can surge and attain a differential advantage by churning out be spoke, high-speed-optimized offerings or utilities leveraging sophisticated internet technology considering the increasing interest in high-speed service offers. These will include 4K Ultra HD film content, Internet live streaming like in-concert events and games, esports, and active applications such as events with live-audience-participative shows.

In addition, Unifi TV could also offer immersive experiences for a more digitally savvy and younger audience by integrating advanced technologies like virtual and augmented reality into the platform. VR might allow consumers to watch live events from the comfort of their homes virtually, while AR content might enhance live sports broadcasts with interactive graphics and real-time statistics. Add these cutting-edge content offers to the leveraging of the high-speed internet trend that's on the rise, and Unifi TV cements its place as one of the leading lights for truly future-ready entertainment experiences.

The differentiation offered would be such that, with uniquely technology-driven content like this, Unifi TV will be positioned differently from existing ones targeting the high-value audience seeking ultra-modern home entertainment. Besides assuring the ability to exploit these new functions fully, which is only made possible by a reliable and speedy link, the approach will lure clients toward upgrades of higher internet speed packages. Further, it reinforces client retention for which currently there might not be competing matches.

According to research, one of the main factors influencing consumer happiness and loyalty in the streaming business is unique and exclusive content (Smith & Jones, 2021). By using this strategy, Unifi TV may successfully match customer demand with its products, generate additional income, and maintain its position as the market leader.

**5.4 INTRODUCE
CUSTOMIZABLE
SUBSCRIPTION PLANS**

It may provide the launch of customized subscription plans so as to let customers enjoy the autonomy to choose based on their freedom. Customer demands for personalized experiences are growing, and Unifi TV might offer a slew of preferences in order to enable its customers to design and subscribe to customized plans. For different packages of content, such as news, sports, or family, users may choose, adding in options for premium content like exclusive series, documentaries, or films. Also plans can be customized for a little more money to add in things like offline watching, streaming on multiple devices, or the ability to access video in 4K or HD. Therefore, by this approach, Unifi TV will be well positioned to respond to several consumer niches, whether content driven, price sensitive, or desiring an increased level of service.

In the field of digital entertainment, personalisation is quickly emerging as a major factor in customer loyalty and happiness. Various studies have indicated that subscribers with customized subscription plans result in better customer retention; customers will have more control over their expenditure and are willing to continue service usage that can be tailored according to their specific needs and preference (Taylor and Brown 2020). With added flexibility, Unifi TV would also be able to reach those very niche audiences of families, singles, and such viewers who are interested in certain genres that could get lost because of standardized packages. A more personalized approach by Unifi TV can help a wider range of potential customers and thus increase its market share, too besides better customer satisfaction. This would ultimately be very beneficial to Unifi TV in trying to keep up with the fast evolving streaming marketplace and increasingly demanding customers who want choice and flexibility in how they acquire and pay for programming.

**5.5 STRENGTHEN CUSTOMER
SUPPORT AND COMMUNITY
ENGAGEMENT**

This might also mean that Unifi TV will invest more in its customer care and community development projects to differentiate its brand in the highly competitive industry. Customer service could be the big differentiator in the entertainment industry where customers often look for quick responses and reliable technical support. Unifi TV can upgrade the customer experience by providing around-the-clock support; using chatbots to answer consumers' questions instantly; specialized help for the administration of their accounts and troubleshooting. By encouraging consumer participation through activities on social networks, online forums, or exclusive events, it may be much easier for Unifi TV to build community. Customers would be able to participate in interactive marketing, polls, or special incentives whereby Unifi TV can establish deeper emotional connections with its audiences.

Better customer service and community involvement will lead to trust and loyalty through reduced conversion rates and increased subscriber retention in the long run. A strong reputation for timely customer service and support will contribute to positive word-of-mouth, which is important in a very competitive field. It is supported through studies that a customer is going to be attached more to an organization that approaches and serves it, therefore increasing brand loyalty and ultimately satisfying customers, according to Smith & Liu, 2021. Through paying attention to such areas, Unifi TV can establish for itself a great distance with competitors offering much better focused experiences in customers other than the actual programmings.

**5.5 FOCUS ON TARGETING
YOUNGER GENERATIONS
WITH DIGITAL-FIRST
CONTENT AND SOCIAL MEDIA
ENGAGEMENT**

While more audiences shift to digital and on-demand streaming platforms, the viewership of conventional television is going down, which is very threatening to Unifi TV. Since internet platforms such as Netflix, YouTube, and TikTok offer more flexibility and personalization of experiences, most young viewers prefer using such channels for viewing (Statista, 2023). Existing in the era of mobile entertainment, getting information via the filter of social media, the very notion of traditional TV is extinct, and here lies a challenge to Unifi TV for continued retention and attraction of subscribers.

What will counter this, though, is that Unifi TV needs to redefine itself in putting more emphasis on digital content to reach younger audiences and establish a strong social media presence. This will mean creating creative, short-form interactive content optimized for mobile consumption, building a strong presence on the popular platforms like YouTube, Instagram, and TikTok, better targeting the native digital audiences. Moreover, the collaboration with esports communities, influencers, and content creators will further extend the reach to more young viewers. Features such as gamification elements, live streaming of events, and personalized recommendations would further enhance user engagement with and differentiate Unifi TV from competitors in a cluttered streaming landscape. This is a plan to ensure Unifi TV stays relevant within a media landscape where consumer demand is growing for adaptable entertainment on the go, as demonstrated by PwC in 2024.




6.0 CONCLUSION

The internship at TM Technology Services offers significant insights into the workings of one of Malaysia's top digital and telecommunications companies, according to the industrial report. The trainee was placed in the Content Strategy and Operations department, with a particular emphasis on Unifi TV's Indian channel. Managing program schedules, evaluating channel performance, and assisting with promotional events were among the main duties.

The SWOT analysis identifies TM's restricted coverage regions and price issues as weaknesses, while the company's strong brand recognition and high-quality services are highlighted as major assets. Offering a variety of customer-focused alternatives and capitalising on the need for high-speed internet present opportunities. OTT platforms' strong competition and consumers' growing inclination for on-demand streaming services, however, create significant risks.

The report emphasises how crucial innovation, customer involvement, and strategic alliances are to preserving development and competitiveness in Malaysia's ever-changing digital media market. It is recommended that TM Technology Services concentrate on improving its services through the use of contemporary technology and individualised client interactions.





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