



Media Prima Bhd news and current affairs television networks group managing editor **Datuk Seri Ashraf Abdullah** (back row, third from right), Media Prima Bhd news and current affairs television networks deputy group managing editor **Datuk Manja Ismail** (back row, third from left) and I-Berhad executive chairman **Tan Sri Lim Kim Hong** (back row, second from right) with winners of the Media Prima Bhd Video Project Malaysia (Provim 2016) at Sri Pentas, Petaling Jaya, yesterday. Pic by Sairien Nafis

UPM student comes out tops in MPB's inaugural Provim 2016

PETALING JAYA: A Universiti Putra Malaysia (UPM) student, who created a music video titled *Sejuta Cinta*, has won the first prize in the inaugural Media Prima Bhd (MPB) Video Project Malaysia (Provim 2016).

"The video was my assignment in the nationality (Kenegaraan) class. It was my brainchild, but my classmates sang and produced the music video," said Farahis Nur Azreen Mohd Ramli, 23, who received a RM8,000 prize at Sri Pentas here yesterday.

Muhammad Salam Jumiran, Aiman Khalid and Mohd Ibnu Zaid Ithnin won the second prize and took home RM5,000 for their romantic video titled *Cintaku Malaysia*.

They created it with drone technology and recited a poem as the background audio for the video.

Winston Lim Choon Yee, from Sabah, and Kelson Tan Khai Hsein won third-place and received RM3,000 for their video titled *Merdeka59 — Love and Unity*.

"The video was a compilation of videos that we took around the city using the Jalur Gemilang as our main subject," Lim said.

Five groups won consolation prizes and walked away with RM1,000 each.

MPB news and current affairs television networks group managing editor Datuk Seri Ashraf Abdullah said the event would be held annually as Provim 2016 had received a good response. There were 232 entries.

Contestants were given 15 days to produce a three-minute video with the theme of unity and patriotism.

MPB digital news executive editor Azura Zainal Ratin said the videos were judged based on the message,

quality and public opinion.

She said participants in next year's event could be given more time to produce their videos.

"It will be held around the same time as the National Day celebrations and the theme may be similar to what it is this year," she said.

Azura said I-Berhad had agreed to increase sponsorship for the competition next year and had promised better gifts.

Provim 2016 project manager Pang Chinn Fei said the competition was held because the MPB news and digital team was looking for ways to engage with the public and increase audience traffic on the division's Facebook page.

"When participants submit their videos, they must promote them to the public to gain more 'likes' and comments. Indirectly they promote our Facebook page," she said.