
GLOSSARY OF TERMS

To facilitate better understanding of the business of our Group, the following glossary contains an explanation and description of certain terms used in this Prospectus in connection with our Group. The terms and their meanings may not correspond to standard industry meanings or usage of these terms.

Advertisers	:	Organisations or person who pay for the production, execution and placement of advertisements in the media
Advertising agency	:	An organisation, on behalf of its customers, produces advertisements and places advertisement in the media
AMTV	:	Asia Media TV, our Company's flagship channel that uses LCD-TV screens to display information and entertainment programs, advertisements, community-driven messages and public bulletins in public transport
AMTV Exp	:	Asia Media TV operated for long journey buses
AMTV JB	:	Asia Media TV operated for buses in the region of Johor Bahru
AMTV KL	:	Asia Media TV operated for buses in the region of Klang Valley
Content provider	:	Organisations or person which supply contents on particular topics or subject matters for our AMTV
DOOH	:	Digital-out-of-home, one of the modern broadcasting media where content is broadcasted through digital screens in public areas, including transit vehicle
DTTB	:	Digital Terrestrial Television Broadcasting, a type of infrastructure that employs digital broadcasting to transmit TV signal from terrestrial transmission towers to a conventional aerial
DVB-T	:	Digital Video Broadcasting-Terrestrial, a system that transmits compressed digital audio, video and other data in an transport stream
DVB-T2	:	Digital Video Broadcasting-Terrestrial-2 nd Generation, an extension of the TV standard DVB-T. A system that transmits compressed digital audio, video and other data in physical layer pipes
External production house	:	A third party who provides us with ideas, proposals and its expertise in producing more complex productions with additional technical effects
Gap filler(s)	:	A repeater that takes the signal off the air from the broadcast transmitter and retransmit. It is used to connect signals between transmitters in poor coverage area that is usually blocked by hills or large buildings
In-house production	:	Our creative department which assists our advertising customers in producing advertisements and produces contents and programmes for our AMTV
LCD	:	Liquid crystal display, a thin, flat electronic visual display that uses the light modulating properties of liquid crystals. It is used in a wide range of applications including computer monitors, TV signage and etc.
LED	:	Light Emitting Diode, a display and lighting technology used in various electrical and electronic products, from a tiny on/off light to digital readouts, flashlights, traffic lights and perimeter lighting
MPEG-4	:	Moving Picture Expert Group, a patented collection of methods defining compression of audio and visual digital data

GLOSSARY OF TERMS (*Cont'd*)

Narrowcast	:	The transmission of data to a specific group of recipients. Cable TV is an example of narrowcasting since the signals of cable TV are only sent to those that have subscribed to the cable service. In contrast, terrestrial TV uses a broadcast model in which the signals are transmitted to anywhere with the receiver's antenna
Plasma screen	:	A flat panel display consisting of two flat glass panels that sandwich plasma cells. Each plasma cell contains a mixture of gases, mainly the noble gases xenon, neon, and helium. When the flat panel display is electrically charged, the plasma becomes electrically excited and will emit coloured lights
Transit media owners	:	The owners of DOOH transit media and the digital equipment used in transmitting both contents and advertisements to an audience
Transit-TV Network (Bus)	:	Our integrated network system used for the broadcasting of contents and advertisements via our AMTV which are installed on RapidKL Buses and Causeway Link Buses
Transit-TV Network System	:	Our integrated network system used for the broadcasting of contents and advertisements via our AMTV
WAP	:	Wireless Access Protocol

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