

MDEC's Creative Content Streaming Programme 2021 equips Malaysian content creators with the skills to thrive in the digital content frontier

- *Combination of online workshops and competition provides streamers and video content creators with industry-relevant skills and tips*
- *Garnered 1,430 participants, with top five winners awarded RM2,000 after month-long competition*

CYBERJAYA, 15 JULY 2021: The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, have found the winners of its inaugural Creative Content Streaming Programme 2021.

The top five winners of the competition are Alfredo William, Mohamed Suhardi bin Mohamed Masli, Muhamad Khairul bin Nasir, Ng Jie Xin and Siti Fazimah binti Razak.

The programme, which falls under the Malaysian Creative Industry Stimulus Package (PRISMA) by the Ministry of Communications and Multimedia Malaysia (KKMM), aims to train the next wave of streamers and video content creators to generate new revenue streams through social media platforms.

Conducted through a combination of online workshops and competition, the programme seeks to provide holistic knowledge and digital creative content streaming skills via training under the KKMM-PRISMA project.

It also encourages new live streaming activities to cover more digital games that are made locally in Malaysia, which serves to invigorate the local creative content ecosystem.

"As we move towards making Malaysia a digital content lead in the regional market as aspired under the Malaysia Digital Economy Blueprint (MyDIGITAL), it is vital that we discover new talents and empower them with the necessary skills to create and be creative.

"Through workshops held by industry leaders, the Creative Content Streaming Programme is able to impart industry-relevant skills to aspiring streamers and digital content creators. At the same time, the competition tasks participants to apply their newly acquired skills in a real-world scenario, allowing them to garner the necessary experience in order to better explore the digital content frontier," said Mohan Low Han Sen, Director of Digital Creative Content, Tech Ecosystems & Globalisation, MDEC.

The [Creative Content Streaming Programme 2021](#) opened for registration on 20 March 2021, attracting more than 1,400 applications from across the country. The registered participants first attended a series of online training workshops across two days before given a chance to apply their learnings on a month-long competition.

The robust and detailed workshops covered a range of industry-relevant topics and skillsets from streaming fundamentals and production technical knowledge, to platform-specific tips-and-tricks on popular streaming platforms like TikTok and Facebook Gaming, by experienced industries professionals. Participants were also introduced to Malaysian-made video games such as *Eximius: Seize the Frontline*, *Appxplore Claw Stars* and *Ejen Ali: Agent's Arena* to encourage live streaming activities for locally-made games content.

Participants who fully attended all training classes were then invited to take part in the competition, held from 1 May to 30 May 2021. A total of more than 280 participants took part in the 30 days challenge to produce their content. Streamers were tasked to produce a minimum of five streaming sessions throughout the month, while video content creators have to post a minimum of five videos. From there, five participants with the highest total cumulative viewership from all sessions were chosen as winners.

Live streaming and digital content creation have evolved over the years into a thriving industry, with top video game streamers and content creators collectively making more than US\$120 million in 2019,

according to [Forbes](#). Popular streamers like Tyler 'Ninja' Blevins, who commands more than 16 million subscribers, earned an estimated US\$17 million that year.

Malaysian streaming audiences are also open to spending. In April 2020 alone, Malaysians spent roughly US\$207,000 on various Facebook Gaming content creators. Live streaming and video game content aren't the only top earners – local content creators on TikTok, for instance, [reportedly](#) make between RM4,000 and RM10,000 monthly, making digital content creation a viable source of income.

“The Creative Content Streaming Programme has shown that Malaysia is home to passionate and talented individuals who are ready to make their mark on the digital content frontier. In line with the Shared Prosperity Vision 2030, helping youths and creatives to integrate themselves with technology is just one step – providing them with digital opportunities to thrive in their respective passions is equally important. The Creative Content Streaming Programme is designed to guide them towards that goal,” added Mohan.

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses.

In order to achieve this, we will focus on four key DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign, that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

#Malaysia5.0 #NadiDigital #SayaDigital #MHODA #MyMDEC

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