



kumpulan axiata

SIARAN BERITA

PENGUMUMAN BARISAN PENYAMPAI DAN ARTIS PERSEMBAHAN *AIM18 - Persada Bergermelapan dan Glamor*

20 Oktober 2011, Kuala Lumpur - Bahang Anugerah Industri Muzik ke-18 (AIM18) semakin terasa dengan pengumuman barisan penyampai dan artis persembahan yang menarik. Senarai penyampai dan artis persembahan yang bakal menghiburkan penonton ini telah diumumkan hari ini oleh pemilik francais anugerah tersebut, **Persatuan Industri Rakaman Malaysia (RIM)**.

Bertemakan “Bergermelapan dan Glamor”, AIM18 bersedia untuk menggegarkan dunia hiburan muzik dengan persembahan pelbagai artis berbakat, dari Yuna, Nashrin, Jaclyn Victor dan Shila Amzah hinggalah ke Ella, AXL, Mega, 6ixth Sense, Azlan and the Typewriter, dan Meet Uncle Hussain bersama Hazama dan ramai lagi - penonton tentu akan teruja sepanjang acara anugerah 2 ½ jam ini di Stadium Putra, 12hb November, yang turut disiarkan secara langsung oleh Astro Ria.

“Anugerah Industri Muzik semestinya rancangan anugerah yang dinanti-nantikan semua setiap tahun dan pihak RIM meneruskan usaha untuk mempersembahkan barisan artis terunggul untuk rakyat Malaysia,” kata En Adrian Lim, Pengerusi Bersama Jawatankuasa Penganjur AIM18. “Pihak jawatankuasa AIM dan rakan penyiaran, Astro Ria, telah bersama menentukan senarai penyampai dan artis untuk persembahan yang terbaik untuk hiburan penonton.

“AIM terus menjadi paksi untuk segala yang berkenaan muzik di Malaysia dan kami berharap kepelbagaian dan pemilihan mantap barisan persembahan pada malam kemuncak segala-galanya nanti akan menghiburkan seluruh lapisan masyarakat,” tambah beliau.

Hos untuk malam anugerah ialah pelakon dan juruacara popular Zizan Razak dan AC Mizal. Pasangan celoteh dan pandai berseloka ini tentunya akan menghidupkan lagi malam anugerah bergemerlapan ini. Gadis manis, Diana Danielle, dan jejaka tampan, Awal Ashaari, pula akan mewawancara secara langsung orang kenamaan dan artis yang menyusuri Blue Carpet.

Dato M. Nasir, Zainal Abidin, Search, Nora, Sarimah, Tony Eusoff, Ziana Zain, Fauziah Latiff, Remy Ishak, Ramlah Ram, Adi, Reza dan Dina adalah di kalangan penyampai untuk malam anugerah.

Salah sebuah persembahan yang wajib ditonton nanti ialah kombo penyanyi YouTube tempatan, Najwa Latif, dan sensasi YouTube dari Amerika Syarikat, Greyson Chance, dalam segmen persembahan khas. Ia merupakan usahasama yang julung kalinya oleh kedua-dua artis-artis, dan simbolik tentang pengaruh revolusi digital muzik.

“Tahun ini, buat julung kalinya sejak AIM dianjurkan 18 tahun lepas, Celcom amat berbangga dan berbesar hati untuk menjadi syarikat telekomunikasi pertama di negara ini untuk menawarkan kandungan ‘live’ AIM18 eksklusif kepada pelanggan-pelanggan kami. Kandungan ‘live’ AIM18 yang istimewa ini merupakan persembahan secara langsung di AIM18 di mana lagu-lagu akan dinyanyikan oleh penyanyi-penyanyi lain sebagai tanda penghormatan kepada penyanyi asal lagu tersebut. Selain itu, lagu-lagu tersebut turut akan digubah khas untuk acara AIM18 ini. Kandungan ‘live’ AIM18 yang unik ini dapat dimuat turun dalam format *Call Me Tones*, *Full Songs*, *True Tones* dan video muzik bermula dari 15 November 2011 melalui portal WAP baru Celcom, *The Cube*,” kata **Zalman Aefendy Zainal Abidin, Ketua Pegawai Pemasaran, Celcom Axiata Berhad**, tambahan lagi, Celcom sebagai penganjur utama AIM18 turut memberi peluang keemasan untuk para pelanggan duduk bersebelahan artis kegemaran mereka pada acara muzik AIM yang glamor ini dengan menyertai kempen *Be A Star at AIM18*. Untuk menyertai, pelanggan hanya perlu menaip *888# daripada telefon bimbit mereka dan muat turun mana-mana eksklusif AIM *Call Me Tones*. Selain itu, muat turun atau langgan mana-mana *Full Songs*, *True Tones*, *X Tunes*, video muzik, *Celebrity Fanpage*, teka-teki MMS, permainan, rangkaian sosial mobil dan banyak lagi melalui *The Cube* untuk memenangi pas AIM18. Sertai kegemaran AIM18 dengan jeritan paling kreatif “Saya mahu ke Anugerah Industri Muzik....”. Dial *2299009 dan jerit sekuat-kuatnya dalam cara yang paling kreatif untuk memenangi pas ke AIM18.

The Cube merupakan sebuah portal komuniti mudah alih eksklusif bagi pelanggan-pelanggan Celcom buat masa ini. Melalui *The Cube* pelanggan dapat akses pelbagai kandungan muat turun dan tawaran Celcom yang menarik melalui *The Cube* daripada telefon bimbit ataupun sebarang peranti yang mempunyai perkhidmatan Internet biarpun komputer riba, tablet atau komputer biasa. WAP portal ini mengintegrasikan perkhidmatan rangkaian sosial seperti *Facebook* dan *Twitter* dan pada masa sama, menawarkan kemudahan emel dengan *Gmail*, *Yahoo!*, *MSN* dan *Nokia Ovi*. Pelanggan boleh mengakses portal WAP ini melalui <http://m.thecube.my> daripada telefon bimbit atau pada skrin besar melalui laman web *The Cube* www.thecube.my.

Tawaran-tawaran istimewa dan aktiviti-aktiviti berkaitan dengan AIM18 di samping peluang untuk memenangi pas percuma ke acara AIM18 yang akan berlangsung pada 12 November 2011 bakal menanti para pengunjung ke siri jelajah terakhir AIM18 yang dicetus khas oleh Celcom. Siri jelajah yang bakal berlangsung pada 22 dan 23 Oktober 2011 di Kluang Mall, Johor turut akan menonjolkan barisan artis yang terdiri daripada calon-calon AIM18 di mana para artis ini akan menghiburkan pengunjung-pengunjung dengan persembahan secara langsung. Datanglah beramai-ramai ke tapak siri jelajah promosi di Kluang Mall, Johor untuk menyaksikan

persembahan secara langsung artis kegemaran anda dan juga peluang untuk menyertai sesi bersua kenal bersama artis (*Meet & Greet session*).

“Celcom telah memperkenalkan satu kategori baru yang dikenali sebagai *Mobile Artiste of the Year Award* bagi memberi pengiktirafan kepada artis yang mempunyai jumlah muat turun lagu melalui telefon bimbit tertinggi dan pembaharuan dalam *Ringback Tones* khususnya pada masa kini di mana muzik merupakan sebahagian penting dalam ekosistem pengguna-pengguna telefon bimbit. Jumlah muat turun akan merangkumi angka-angka dari semua syarikat telekomunikasi di Malaysia. Kategori baru ini turut mendemonstrasikan sokongan padu Celcom terhadap arena muzik tempatan,” sambung beliau.

Menurut Naib Presiden Bahagian Perniagaan Melayu Astro; Encik Khairul Anwar Salleh berkata, “Sebagai penyiar televisyen rasmi kepada AIM18, kami diberi tanggungjawab untuk sama-sama memikul aspirasi, visi dan sasaran penganjurannya untuk memperhebatkan lagi promosi acara anugerah yang berprestij ini menerusi platform Astro supaya para penonton tidak ketinggalan untuk menyaksikan acara gilang gemilang yang akan dibawa secara langsung pada 12 November kelak.

Kepercayaan yang diberikan oleh pihak penganjur kepada kami untuk menggalas tanggungjawab sebagai penyiar rasmi merupakan satu penghargaan terhadap kemampuan Astro dalam memberi bukan saja promosi yang efektif tapi juga pancaran siaran yang terbaik untuk acara yang telah lama mendapat tempat di hati rakyat Malaysia ini.

Pihak Astro akan sentiasa memberi sokongan padu kepada penganjur acara berprestij seperti ini yang sentiasa mendapat tempat di hati peminat seni di tanah air kerana ia memberi peluang kepada kami untuk bersama-sama berjuang memartabatkan industri hiburan tanah air. Kerjasama berterusan seperti ini mampu menghasilkan satu produk bermutu tinggi yang boleh membantu mengukuhkan kedudukan Astro selaku pembekal kandungan pengisian utama di negara ini.

Pada hari berkenaan, Astro Ria akan bersiaran secara langsung dari Stadium Putra, Bukit Jalil, bermula dengan Karpét Biru tepat jam 8.30 malam dan diikuti dengan Siaran Langsung AIM18 yang bertemakan “Bergemerlapan & Glamour” yang akan disiarkan selama dua jam setengah bermula jam 9.00 malam. Di samping itu, kami juga turut menyiarkan program-program khas sempena promosi AIM18 iaitu Gerbang AIM serta Akustik AIM yang dirakam khas khusus buat tontonan semua.”

AIM 18 akan diadakan pada hari **Sabtu, 12 November 2011 di Stadium Putra, Bukit Jalil, Kuala Lumpur**, bermula dengan siaran langsung ‘Blue Carpet’ di 8.30 malam diikuti dengan siaran langsung AIM18 pada pukul 9.00 malam, eksklusif di Astro Ria (Channel 104).

Sila rujuk kepada lampiran untuk senarai penyampai dan artis persembahan.

Untuk maklumat lebih tentang RIM, sila rujuk ke laman web www.rim.org.my. Untuk maklumat mengenai AIM, sila rujuk ke laman web <http://aim.org.my>.

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About the Recording Industry Association of Malaysia

The Recording Industry Association of Malaysia (RIM) is a non-profit organization that currently represents over 210 locally incorporated recording companies and businesses, all of which are involved in the production, manufacturing and distribution of local and international sound, music video and karaoke recording. This accounts for around 95% of all legitimate recordings commercially available in the music market of Malaysia.

Since its formation on 12 December 1978, RIM (initially known as the Malaysian Association of Phonogram and Videogram Producers and Distributors or (MAPV)) has been and continues to be the frontline organisation of the music industry in Malaysia in addressing various industry problems, foremost of which is piracy in the copyrighted recordings of RIM's members and the development of new businesses such as distribution of music via online and mobile channels. RIM's responsibilities have further been extended recently to cover the territory of Brunei Darussalam.

With its subsidiary companies, Public Performance Malaysia Sdn Bhd, RIM Digital Music Sdn Bhd and BRUCorp Sdn Bhd, RIM provides valuable services to its members, which ultimately contributes towards developing better business conditions and legal recourse for the members.

RIM also celebrates quality and encourages industry unity by organizing several annual events for its members, with "Anugerah Industri Muzik" ('AIM') as the main annual music award event in Malaysia.



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MEDIA RELEASE

AIM18 PRESENTERS AND PERFORMERS

AIM18 - Where glamour and glitter reign

20 October 2011, Kuala Lumpur - A sizzling show awaits viewers and music fans with the presenters and performers lineup at the 18th installation of the country's premier music awards show, 'Anugerah Industri Muzik' (AIM). The entertaining lineup was revealed today by the awards franchise owner, Recording Industry Association of Malaysia (RIM).

Themed "Lights, Glamour and Glitter", AIM18 is set to entertain with an explosive lineup consisting of new and established artistes. From Yuna, Nashrin, Jaclyn Victor and Shila Amzah to Ella, AXL, Mega, 6sixth Sense, Azlan and the Typewriter, and Meet Uncle Hussain with Hazama - the performances will keep viewers at the edge of their seats throughout the 2 ½ hour live show at Putra Stadium, 12th November, broadcasted by Astro Ria.

"AIM has been the show to look out for every year and we seek to continue bringing the best music acts to Malaysians," said Adrian Lim, RIM AIM 18 Organising Co-Chairman. "The list of performers and presenters has been exhaustively jointly examined by the AIM committee and broadcaster to ensure that viewers will be truly entertained."

"AIM continues to be the axis for the celebration of music in the country and we are looking forward to bring an entertaining yet diverse lineup for all to enjoy," added Lim.

Hosts for the main event are popular actors and emcees Zizan Razak and AC Mizal. The witty duo is certainly set to enliven the glittery awards show. Charming ingénue Diana Danielle and the dashing Awal Ashaari will bring in live interviews of glamorous guests walking the famed Blue Carpet.

Dato M. Nasir, Zainal Abidin, Search, Nora, Sarimah, Tony Eusoff, Ziana Zain, Fauziah Latiff, Remy Ishak, Ramlah Ram, Adi, Reza and Dina are among the presenters for the awards night.

An interesting act to watch out for will be the musical combo of local YouTube sweetheart, Najwa Latif, and American YouTube boy wonder, Greyson Chance, in the special act segment. A first of its kind for both artistes, the performance is symbolic of the digital revolution of music.

“This year, for the very first time since the introduction of AIM 18 years ago, Celcom is proud to be the one and only telco thus far to offer AIM18 live version content exclusively to Celcom customers. These distinctive live AIM content are the renditions performed during the AIM18 which will be sung by another artiste as tribute to the original artiste. Apart from that, these renditions will have their composition rearranged especially for this occasion. These unique live content will be downloadable in the form of Call Me Tones, Full Songs, True Tones and music videos starting 15 November 2011 via Celcom’s brand new WAP mobile portal, The Cube,” said **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad**, adding that Celcom, being the title sponsor of the AIM18, is awarding its customers ‘an experience of a lifetime’ to be seated next to their favourite artiste during the award show. To stand a chance, just join the Be A Star at AIM18 campaign by simply typing *888# from the mobile phones and download any exclusive AIM-related Call Me Tones. Additionally, download or subscribe Full Songs, True Tones, X Tunes, music videos, wallpapers, Celebrity Fanpage, MMS puzzle, games, mobile social networking and more via The Cube to get your AIM18 passes. Join the excitement with your most creative scream “Saya mahu ke Anugerah Industri Muzik.....”. Dial *2299009 and scream yourself an AIM18 pass.

The Cube is a one stop mobile and community portal, currently exclusive to all Celcom customers. Customers will be able to access incredible content and Celcom offerings via The Cube on their mobile phones and any connected device, be it a laptop, tablet or desktop. The mobile WAP portal integrates social networking services such as Facebook and Twitter, and also provides email convenience with Gmail, Yahoo!, MSN and Nokia Ovi. Customers can experience The Cube mobile portal via <http://m.thecube.my> or on a larger screen via The Cube website www.thecube.my.

Additionally, special offerings and activities related to AIM18 plus the chance to win free passes to catch the AIM18 live on 12 November 2011 are awaiting visitors to the last and final AIM18 roadshow specially ignited by Celcom. This roadshow happening at Kluang Mall, Johor on 22 and 23 October 2011 also features a great lineup of artistes comprising the AIM18 nominees who will be performing live! So hurry up, block your diary to catch your favourite artiste live in action and stand a chance to join the Meet & Greet session.

“Celcom has also introduced a new category known as the Mobile Artiste of the Year Award to give recognition to the artiste with the highest number of mobile downloads, including renewals, for Ringback Tone especially when music has become an essential part of mobile phone users’ ecosystem these days. The download result is collated from all telecommunication companies in Malaysia. This Award demonstrates Celcom’s staunch support of the local music scene as well,” commented Zalman.

According to Astro’s Malay Business Vice President, Khairul Anwar Salleh, “As the official broadcaster for AIM 18, we have been given the responsibility to together uphold the aspiration, vision and the organizer’s target to promote this prestigious event to a higher level via Astro’s platform. This is to ensure a good number of viewers for the much anticipated event live on 12 November.

The faith given to us by the organizers to carry on this responsibility as the official broadcaster is definitely a great honor to Astro. It shows that Astro not only provide effective

promotions but also highlights the broadcast quality we have for an annual event which has captured the heart of Malaysians for a very long time.

Astro will always give full support to the organization of this prestigious event which will always have a place in the hearts of local entertainment enthusiasts as it provides an opportunity for the industry unite and strive to uphold the local entertainment industry. Continued efforts such as AIM will yield a high quality programme that can help strengthen the position of Astro being a key content provider in the country.

On that day, Astro RIA will be broadcasting live from the Putra Stadium in Bukit Jalil from 8.30PM onwards for the Blue Carpet followed by AIM18 LIVE with this year's theme of "Glitz & Glamour" broadcasted from 9.00PM. In addition, Astro will also broadcast special programs in as part of the promotions for AIM such as 'Gerbang AIM' serta 'Akustik AIM' specifically for our viewers."

The AIM18 awards show will be held on Saturday, 12 November 2011 at Putra Stadium, Bukit Jalil, Kuala Lumpur, with the LIVE telecast of the 'Blue Carpet' at 8.30pm in the lead up to the LIVE AIM18 telecast at 9.00 p.m. exclusively on Astro Ria (Channel 104). The official TV and radio broadcaster for AIM18 are Astro Ria and Radio ERA, with Celcom as main sponsor.

Kindly refer to the attachment listing the AIM18 performers and presenters.

For more information on RIM and its activities, please log on to www.rim.org.my. For AIM, kindly log on to <http://aim.org.my>.

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