

# YOUTUBE UNVEILS ROADSHOW FOR VIDEOMAKERS

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THE STAR



Adam sharing his experience with Su-Zen during the introduction of YouTube Broadcast Box in Kuching.

**KOTA SAMARAHAN:** The Malaysian YouTube Broadcast Box roadshow, to help budding digital creators get a running start, is now at Universiti Malaysia Sarawak (Unimas).

Organised by YouTube Malaysia in collaboration with the university, the three-day East Malaysia leg of the tour that ends tomorrow, is open to all Unimas students and members of the public.

The YouTube Broadcast Box is a specially made mobile studio equipped with cameras, a green screen and editing equipment tuned to help new creators shoot and upload videos on YouTube.

Aspiring digital content creators are able to utilise the broadcast box at the university's Faculty of Applied and Creative Arts from 10am till 6pm.

“Video shooting is only one part of creating a quality product. A team of professionals is available to guide digital creators to utilise software to edit their work and add effects before churning out the final product.

“They will be given a personalised video making and editing experience to create a video based on a chosen theme.

“Through this roadshow, we want to find talent and hope to find the next generation of filmmakers,” YouTube partner manager for Online Partnerships South-East Asia, Su-Zen Low, said at the launch at Unimas here.

She added that research conducted by TNS Research and Google Malaysia earlier this year found that 16 to 34-year-old Malaysians watched more YouTube than television on a monthly basis.

Half of the 55 to 64-year-olds surveyed are also avid YouTube watchers, making the popular video platform very much a mass media destination.

“Although we are seeing amazing growth for video uploads on YouTube Malaysia at around 40% year-on-year, there is still a huge relatively untapped potential in Malaysia for current and potential local creators to thrive on YouTube,” she added.

Low mentioned that since the 2012 launch of YouTube Malaysia, the platform has been a favourite destination for anyone to broadcast their creativity to the world.

It not only hosts videos online, YouTube builds interactive communities that allow fans and artistes to share, comment and contribute.

“Malaysia has produced many great YouTube creators and channels from Cartoon Hooligans, Jinnyboy TV, Ling Big Yong to Malaysia’s number one pranksters, Maxman.TV, and will continue to produce many more,” she said.

Popular Sabahan YouTube creator Adam Shamil, discussed his inspiration and challenges in producing digital content, experience and future projects with the students.

Kota Samarahan, some 25km from Kuching, is the final leg of the tour after previously being held in Kuala Lumpur and Penang.