RTM marks its 66th birthday with mobile phone broadcast

TANJUNG MALIM: Radio Televisyen Malaysia (RTM) celebrated its 66th anniversary Wednesday with the launch of its direct streaming application on smartphones known as "RTM Mobile."

Information, Communications and Culture Minister Datuk Seri Dr Rais Yatim said RTM Mobile was a special service which enables smartphone users to watch television and listen to radio programmes broadcast by RTM.

"The system which uses Internet Protocol Television (IPTV) broadcasts to 2G and 3G mobile phones the signals of the TV1, TV2 and TVi channels."

"It is a service for the people," he told reporters after launching 'RTM Mobile' in conjunction with its RTM's 66th anniversary at Universiti Pendidikan Sultan Idris (UPSRI), here, Wednesday.

He said smartphone owners could access four television channels and nine radio networks broadcast by RTM through RTM Mobile anywhere and anytime to meet the current trend of its loyal audience and listeners.

The four television channels which could be surfed through RTM Mobile were TV1, TV2, TVi and Muzik Aktif while the radio networks were Klasik Nasional FM, AI FM, Minnal FM, Traxx FM, Asyik FM, Voice of Malaysia, KL FM, Muzik FM and Nasional FM, he said.

The television and radio broadcasts can be accessed directly at www.rtm.gov.my.

Meanwhile, Broadcasting Department director-general Datuk Norhayati Ismail said the launch of RTM Mobile would strengthen RTM's branding in the digital realm in line with current development.

"RTM Mobile gives a variety of choices to the people and can help increase its audience and listener base," she said.

At the ceremony, Rais also received the 5S certificate from the Malaysian Productivity Corporation for the department's compliance in workplace and housekeeping standards.