

## VISIT TO NSTP'S BALAI BERITA

# PM: Take DidikTV to another level

**KUALA LUMPUR:** Prime Minister Datuk Seri Anwar Ibrahim has hailed *DidikTV*'s impact on students, especially those in rural areas, and wants the service to be taken to the next level.

Anwar said this in a social media post on his visit to Balai Berita, New Straits Times Press (NSTP), where he met with Media Prima Bhd's top management.

Anwar visited NSTP's headquarters in Jalan Riong and was

briefed on Media Prima Group's television, newspaper, radio, advertising and digital operations.

"The briefing also touched on developments related to *DidikTV* since the channel began broadcasting in collaboration with the Education Ministry.

"I stressed the need for us to keep looking for new ways to improve the quality of education for children, including improving the quality of *DidikTV*."

Originally a television pro-

gramme, *DidikTV* was refocused into an educational channel known as DidikTV KPM and now broadcasts 24 hours a day.

Present were Media Prima Group managing director Rafiq Razali, Media Prima Television Networks and Primeworks Studios chief executive officer Nini Yusof, Media Prima Omnia chief operating officer Datuk Mohd Effendi Omar and NSTP group managing editor Datuk Ahmad Zaini Kamaruzzaman.