

APPENDIX A (Telco X - TV advertisements)

Source	Verbal transcription	Visual description
<p>Tape 1 0:19:50  (X#1)</p>	<p>VO(m) : How your phone can do more than just talk <i>Scene:</i> R : most people know just as .... many other things /  M : like me I teach at the university, management consultant, social activist /  R : since I love to juggle right but with SMS technology its so easy M : even when you're super busy we can be kept informed of potential jobs and what's going <i>on</i> around us / Excuse me R : sorry M : hey who change tomorrow shoot time to 3 pm. R : you know already ah .. M : never mind R : now with predictive text input / I can also save time when typing / I don't have to press the button 3 or 4 times / I press it once and the phone can ... what it means / M : what's this at the end ? R : 'CYL8R TQ' – see you later thank you M : see even if people can't spell / they can still SMS .. (<i>phone rings</i>) Oh, excuse me / What's this ?  R : It's an emoticon / you turn it side ways you can see a face ... M : and what does it says ? (<i>R - make facial expressions – jutting tongue</i>)</p>	<p>Music -- 1<sup>st</sup> image – full screen with VO- 'Mobile Tips / from / X... nTV7'  2 male characters from Kopitiam- a young Malay (Rashid) and an mature Indian (Mano Maniam) – dress casual  backdrop – blank =&gt; idea of a studio (i.e. no pictures/ design or indication of their location)  NO music when they are talking  Full screen – camera forward and backward (zoom in and out i.e. full body)  With information (key words/ steps) printed on screen beside them – 'How to send SMS to many' – linked to boxes as in step by step (flow chart)  R use mobile to demonstrate--- completing the verbal instructions  <i>Underlying message – how your phone with X.. make your life easier</i>  <i>Technique : testimonial from people and celebrities in every</i></p>

	VO(m) : Look out for the next episode “How your phone can do more than just talk”	<p><i>situation where using mobile phone and services have helped them</i></p> <p>Vis text: (1<sup>st</sup> screen)  ...next episode – “X... How your phone ... -  ‘Mobile Tips / from / X... nTV7’</p>
Tape 1 0:35:27  (X#2)	VO (m) : Call home while roaming from just 80 sen with ROAM *120*	<p>Image : a red point from earth (UK) spreading (ripple effect) through out the whole globe + music  (note: recall logo of X... – round/ sphere shaped)</p> <p>Text + VO :  Call home while Roaming from just 80 sen with ROAM  * 120*</p> <p>Text: ‘sign up / For International roaming /  at your nearest X... centre now’</p> <p>Vis: (<i>end with</i> ) logo and word “X...”</p>
Tape 1 1:35:35  (X#3)	VO (m) : How your phone can do more than just talk <i>Scene:</i> KR : ... crash / crash / the way you are playing / you’re never going to beat my score / ( <i>talking to brother whose playing game on ph</i> ) LR : you wish KR : ( <i>turn to camera – talk to audience</i> ) I just love this enhanced games / I can download mobile games play them anytime, anywhere LR : ... you wish ... I’m getting so good at it / soon I’ll be representing Malaysia for mobile games .. 200 more KR : These games help to keep us alert and quick on our reflexes /	<p>Music -- 1<sup>st</sup> image – full screen with VO -  ‘Mobile Tips / from/ X... nTV7’</p> <p>spokespersons  - 2 hockey players , Keevan Raj and Logan Raj , playing race  car game on game on mobile (dress- casual)</p> <p>-- playing with race-car while trying to avoid being disturb by  brother while said brother eyeing the progress and then turn to  camera and talk to audience</p> <p>backdrop – blank =&gt; idea of a studio (i.e. no pictures/ design  or indication of their location)</p>

	<p>we get as much training as we do for hockey because we spend so much time traveling and waiting for buses /</p> <p>LR : YES! *Let's see you try and beat that bro (to bro, then turn to camera) not only that (continue with bro's dialogue) / it helps me entertain while I wait for my girlfriend when she shops / there are all kinds of games : sports games / arcade style games / puzzle games / you can download all these games in a X...mobile portal by using your hand phone</p> <p>KR : but don't forget to sign up / and activate your GPRS first /</p> <p>LR : it's like carrying your own video arcade with you all the time / all your favourite games / G mode rally / (turn to look at bro's ph) huh you got a long way to go</p> <p>VO(m) : Look out for the next episode "How your phone can do more than just talk"</p>	<p>NO music - only sometimes full screen of the race car game = mobile screen enlarged.</p> <p>Full screen – forward or backward (technique of zooming in &amp; out –i.e. full body &amp; close up)</p> <p>Vis text: (1<sup>st</sup> screen) ...next episode – "X..." ... How ... - 'Mobile Tips / from / X... nTV7'</p>
<p>Tape 2 0:27:25 0:39:43</p> <p>Tape 3 0:16:57</p> <p>(X#4)</p>	<p>Music / song : "sugar pie honey bun / you know that I love you / I can't help myself / I love you and nobody else "</p> <p>Vis – <i>Perkhidmatan canggih ; (rpt chorus)</i> + various services in graphics &amp; text</p> <p>any ..... come and go</p>	<p>Guy at LRT station playing with mobile, sitting next to old couple Hear music/ polyphonic ring tone, saw girl on mobile, girl glance &amp; look away Guy chase after, but she got on train – while door closing he managed to take a snapshot of girl. He sends to friends asking them to help find her, from his bed [bubbles branching out from him to 5 (3M, 2F friends receiving his picture message &amp; their reactions – smiling, head shaking]</p>

	<p>you know I'm waiting for you / I can't help myself / I love you and nobody else</p> <p><i>(text in BM – nada dering polifonik)</i></p> <p>VO (f) : enhanced services from X (prepaid)</p> <p>Text – in Eng – VO(f) - Activate X(<i>prepaid</i>)... the hottest prepaid in town</p>	<p>&amp; day dreaming of <i>the day he'll meet her again.</i></p> <p>Got message text that girl found, guy went to search – look into restaurants – can't find (girl dressed in bear costume)</p> <p>Guy almost giving up – heard polyphonic tone – found girl (took of the head part of her bear costume, talking – heart blow out from her 4x)</p> <p>+ services within hexagon</p> <p>Both sitting down talking and seem to discuss about mobile/ services (Guy holding mobile looking &amp; talking about it, girl pays attention – look at mobile)</p>
<p>Tape 2 0:45:02 / 0:46:01/ 0:59:28</p> <p>(X#5)</p>	<p>VO (m) : How your phone can do more than just talk</p> <p>CF : you know / I'm really really really bad at sending greeting cards / I can't seem to remember on time but now all that's changed/ thanks to MMS from X... / I can send video and greetings instantly from my mobile phone / they have a whole library of cool videos to choose from / just go to the X... warp portal / click on <b>enhanced games</b> , etc / select video clips / select festive greetings and choose / the best thing is / you can send to any e-mail address or any X... mobile number / you can even send to mobile numbers in Singapore, Hong Kong and the Philippines / and that's not all / if you want / you can record and send your own short video /“Hi mum, this is your son. / Happy Birthday to you” / with so many options to choose from / I'll definitely be on time with my greetings this year /</p>	<p>Music - “Mobile Tips / from / X... nTV7”</p> <p>spokesperson : - guy forgetful about dates/ festive</p> <p>Craig Fong – actor/ writer, holding a mobile; casual dress; holding ph (young and trendy)</p> <p>backdrop – blank =&gt; idea of a studio (i.e. no pictures/ design or indication of his location)</p> <p>NO music when he talks</p> <p>Craig gives step by step – emphasis by text on TV screen of mobile screen - i.e. information (key words/ steps) printed on screen beside him</p> <p>text : Video greetings on your / X...mobile</p> <p>Full screen – camera forward and backward (zoom in – close up &amp; zoom out –full body)</p> <p>- closeness – important – intimate ? sincere ? eagerness ?</p> <p>Text: ‘<i>For more information call 1 800...</i>’</p> <p>Vis- bottom screen: ‘<i>Also available to X (prepaid)...</i>’</p> <p>CF -show &amp; tell – turn mobile screen to face audience</p>

	<p>if only it were that easy to buy presents // (<i>talking to self – wondering if...</i>)</p> <p>VO (m) : Look out for the next episode “How your phone can do more than just talk”</p>	<p>Vis text: (1<sup>st</sup> screen) ...next episode – “X...” ... How ... - ‘Mobile Tips / from / X... nTV7’</p>
<p>Tape 2 1:06:00  (X#6)</p>	<p>VO (m) : How your phone can do more than just talk</p> <p>KL : Hi ! I’m Keith Liu, anchor at CNBC / our channel provide news and analysis / that will impact your business and investments/</p> <p>thanks to video live streaming from X.../ you can get CNBC directly on your mobile phones Mondays to Fridays to programmes such as Asia Square Box, Business Centre and Asia Market wrap / it’s simple /</p> <p>just go to the warp portal and select video live / click on CNBC / and in no time at all you’ll be tuned into to the latest in the world news and of course catch me with “e”...Asia’s premier source of technology news // you know, I find video live streaming particularly useful when I’m waiting at the airport / or in between meetings /</p> <p>I get to keep a pulse on the market and see the movement in the exchange rate and regional pause/ pulse ??? / don’t you wish your financial advisor be that available ? //</p> <p>VO (m) : Look out for the next episode “How your phone</p>	<p>Music -- 1<sup>st</sup> image – full screen with VO - ‘Mobile Tips / from/ X... nTV7’ spokesperson : – Keith Liu, anchor at CNBC holding mobile phone (dress – suit and tie), - dress – power /position of authority?</p> <p>backdrop – blank =&gt; idea of a studio (i.e. no pictures/ design or indication of his location)</p> <p>Text: Video live on your / X...mobile</p> <p>NO music when he talks</p> <p>Full screen – camera forward and backward (zoom &amp; full body)</p> <p>With information (key words/ steps) printed on screen beside him – info on right &amp; left of KL</p> <p>Text bottom screen: ‘X (<i>prepaid</i>)...’, ‘Also available to X (<i>prepaid</i>)...’</p>

	can do more than just talk”	Vis text: (1 <sup>st</sup> screen) ...next episode – “X...” ... How ... - ‘Mobile Tips / from / X... nTV7’
Tape 2 1:07:44/ 1:09:06  (X#7)  Text: Video live on your X...mob ile	VO (m) : How your phone can do more than just talk  SC : Hello I’m Serena C, radio Hitz.FM DJ and now VJ on Hitz.TV/ many of you watch Hitz.TV on your sets right ? / now you can even watch it on your mobile / the best part is it’s totally live / how to do it you ask me / well its’ <u>very</u> simple / just go to ..... warp portal / that’s X... warp portal and then select video live and select Hitz.TV/ and in no time at all you’ll get the latest bits of celebrity gossips / hip interviews / and the best part of all / you get to watch me on your phone/ isn’t that cool ? / after all music is my life / I listen to music <u>all</u> the time / <u>now</u> I can listen and watch my favourite artists / with video live streaming I’m glad I can tune in just about <u>anytime</u> I want / like when I’m waiting for my friends to arrive / when we go shopping / you’ve got to excuse me now / I got to <u>BUG</u> everyone I know / SMS them and get them to get video streaming //	“Mobile Tips” spokesperson : -- Serena C – radio DJ, VJ, holding mobile phone  backdrop – blank => idea of a studio (i.e. no pictures/ design or indication of her location)  NO music  Full screen – camera forward and backward (zoom & full body)  With information (key words/ steps) printed on screen beside her - show audience mobile screen herself - demo  Note- underline – stressed words
	VO (m) : Look out for the next episode “How your phone can do more than just talk”	Vis text: (1 <sup>st</sup> screen) ...next episode – “X...” ... How ... - ‘Mobile Tips / from / X... nTV7’

Source	Verbal transcription	Visual description
<p>Tape 2 1:16:50 1:19:38/ 1:25:40  (X#8)  text: ROAM with X...</p>	<p>VO (m) : How your phone can do more than just talk</p> <p>PMA : my mobile phone is the centre of my world / (<i>show phone</i>) I travel a lot, at least twice a month / now people think that because I roam so much my phone bill must be phenomenal / <u>and</u> actually it's not / (<i>walk closer to screen – half body</i>) my secret / X... roam *120* with rates from 80 sen per minute for overseas call to Malaysia / I can save up to 76% off /of all my phone calls/ whenever I arrive at a foreign airport / the first thing I do / is turn my phone on/ I can call my husband or my family back home/ and have no worries about the cost // but sometimes talking is just not enough / and that is when video messaging comes in handy / when I'm traveling abroad / I can send a video message to my husband like this “Hi! I'll be home soon. I miss you. Be good ! Bye!” / my X... mobile and I have a very <u>GOOD</u> relationship / I can't leave home without it //</p> <p>VO(m) : Look out for the next episode “How your phone can do more than just talk”</p>	<p>“Mobile Tips”</p> <p>Spokesperson : -- Paula Malai Ali, model; DJ; VJ; Emcee; holding mobile phone</p> <p>backdrop – blank =&gt; idea of a studio (i.e. no pictures/ design or indication of her location)</p> <p>NO music</p> <p>Full screen – camera forward and backward (zoom &amp; full body) PMA moves forward – closer to camera/audience</p> <p>With information (key words/ steps) printed on screen beside her</p> <p>Note- underline – stressed words</p> <p><i>Bottom screen text – ‘Enjoy Hitz.TV’ ... sample of compatible phones ‘X (prepaid) also available’, ‘ You can also enjoy video live, activate your GPRS &amp; MMS call now to ... ’</i></p> <p>- demo – show mobile to audience</p> <p>Vis text: (1<sup>st</sup> screen) ...next episode – “X...” ... How ... ‘Mobile Tips / from / X... nTV7’</p>

Source	Verbal transcription	Visual description
Tape 3 0:18:21  (X#9)	VO(m) : UEFA 2004 instant SMS and MMS alerts / cool exclusive downloads / and for the first time ever video streaming on your X... mobile UEFA Euro 2004 live on TV3 // world class football / top class mobile action ... / proudly brought to you by X...	Texts : 'SMS & MMS ALERTS' (and football scenes – scores, fans) 'EXCLUSIVE DOWNLOADS' 'VIDEO STREAMING'
Tape 3 0:57:01 0:59:06  (X#10)	VO(m): “unleash your speed master on your X... mobile” (girl with mobile) / - <i>zoom in on mobile - texts</i> : play the EURO Big master frenzy/ type SPEED E for English and send to 26200 / X... Speed Master / : Can you beat the speed  “X ( <i>prepaid</i> )... ” ... X...	Traffic policeman holding speed meter follow something moving at high speed – not from road beeping sound normal - located the speeding object – coming from overhead bridge  -- high speed at sending SMS – people walking across bridge & sending SMS – blurry figures – ‘speed’  Vis - guy with mobile walking away
Tape 3 0:57:33  (X#11)	Sp(f) : It’s hard to talk when u 1 <sup>st</sup> meet s/one / so I switched my X ( <i>prepaid</i> )... talk plan to X ( <i>prepaid</i> )... SMS plan / & you know what we went SMS crazy / he would SMS back & that got us talking / & since we can’t stop talking nowadays I switched back to X ( <i>prepaid</i> )... talk plan (phone rings - “Hey it’s Nik” softly to herself) Excuse me / ‘Hi Nik’ ( <i>on mobile</i> )  VO(m) : when you buy a X ( <i>prepaid</i> )... starter kit/ you’ll automatically start on a X( <i>prepaid</i> )... talk plan but if messaging suits you better / use the new X ( <i>prepaid</i> )...SMS plan	X ( <i>prepaid</i> ) Vis – Talk plan // ( <i>new</i> ) SMS plan – interchanging- rotating - Nik small side bottom right screen, with talk bubble on mobile  Switching plans (girl start talking to boy – use plan A then change to plan B coz talk more or longer – Nik)  text: ‘2 great prepaid plans’ Vis – showing switching of plans : Text : ‘Talk plan’, ‘ new SMS plan’( rotating) & at bottom stationary text- ‘change anytime you want’  text: ‘Call 122 from your mobile phone’



	<p>VO(f) : to switch plans call 122 fr your mobile ph ---</p> <p>VO(f) &amp; text : <i>What activates you ?</i></p> <p>Text &amp; logo : “X (prepaid)...” X...</p>	
<p>Tape 3 1:02:32</p> <p>(X#12)</p>	<p>VO(m) : new X (prepaid)... SMS plan / you don't need a reason to SMS / if message suits you better / choose the new X (prepaid)... SMS / 2 great prepaid plans / in one X (prepaid)... SIM card</p> <p>VO(m) : What activates you</p>	<p>Guy-girl SMS – new X (prepaid)... 7 sen per sms / 2 great prepaid plans in 1 SIM card</p> <p><i>Young man send SMS : ‘birds’ – written on screen, in air</i> <i>Young lady read : birds ; and add – ‘WHY ?’</i> <i>text – from guy : ‘siMply’</i> <i>next image : guy drop to sit properly on a bench in a park, both next to each other</i></p> <p>Vis – ‘new SMS plan’ – ‘talk plan’</p> <p>Text – ‘ sen per SMS’ Vis – ‘X (prepaid)...’</p>
<p>Tape 3 1:43:47 1:46:20 1:48:25 1:50:14* 1:52:35* *</p> <p>Tape 4 1:05:20</p> <p>(X#13)</p>	<p>Music – song - Beautiful world Using technology to <u>enhance</u> the way we live, &amp; play</p> <p>“Happy Birthday”</p> <p><i>Different scenes – daily activities – friends and family, work, etc.</i> <i>- three people (2 guys and 1 girl) dancing in 3 portions (TV screen in 3 sections)</i> <i>- parents at child's school play; grandmother and grandson</i> <i>- girls on swing, mother working, looking at mobile map/</i></p>	<p>Start – 2 guys in street, 1 girl elsewhere, put together 3 images on TV screen in 3 vertical sections with girl in middle – all 3 dancing- synchronized <i>Text in BM – ‘di sini di sana...,’ etc.</i></p> <p>Different scenes and people doing diff things at different places – young &amp; old, business &amp; pleasure Parents at child's school play – taping event – take photo with mobile; Grandmother with grandson (young adult) – kid show image on ph Mother with mug checks on kids playing on swing in garden-</p>

	<p><i>traffic</i>  - end with person on horse back along a countryside road-horse ranch ?</p> <p><i>Music – “beautiful world”</i></p> <p><i>Text in Malay – di sini di sana ...</i></p> <p>VO(m):  Using technology to enrich the way we live, work and play</p> <p><i>Version 2:</i>  <i>Different scenes – daily activities – friends and family, work, etc.</i>  - guy at office singing Happy Birthday on phone to daughter, other colleagues/ boss/ clients sing together</p>	<p>kitchen,  Same lady checks mobile –map ? text- ‘dari mana jua’  Man in Hawaiian shirt – on beach, guy outside – swimming pool, guy indoor – get drink (female hand pass drink) – in office</p> <p>- evoke emotions – importance of family  grandfather with small grandchild walking in the garden (leafy arch)</p> <p>vis - “X...” [end of ad]</p> <p>Guy sitting down behind desk, in office/meeting trying to sing Birthday song quietly on mobile to daughter  a lady – standing next to man sitting – she looks like assistant/PA ?</p> <p>Boss + 3 guys, standing a short distance away, sing out loud too – join in  - family is important</p>
<p>Tape 3  1:54:19  1:54:50  (X#14)</p>	<p>Sp(R) : Music activates me (Reshmonu)  <i>X (prepaid)...</i> activates my life with true tunes / my favourite songs right to my phone / it’s not a ringtone / it’s a SIM tone / with true tune I keep ... whenever wherever whatever / <i>X (prepaid)...</i> keeps me activated  .... GPRS and send to 22333</p>	<p>Text – <i>X (prepaid)...</i> activates  Vis - Reshmonu with mobile – listening – outside, in street  Text – activate 017/012 on <i>X (prepaid)...</i>  Last vis – activate your life - <i>X (prepaid)...</i></p> <p>Reshmonu – middle age man in shop – medicine hall – looking out at R</p>

	<i>X (prepaid)... activates my life</i>	- hand with finger pointing at R, pull back hand – fist – beat at heart R nods his head
Tape 4 0:21:33 (X#15)	<p>Sps : 3R star – Tini, Selena, Azam</p> <p>Sp(T) – (cock cooing) there’s something wrong with Selena’s Phone..</p> <p>Sp(A) – what ? let me try Selena, let’s put it on speaker ph (music)</p> <p>Sp(T) – there / what’s that ?</p> <p>Sp(A) - that’s the new caller ring tone from Hotlink / nobody wants to hear the toot toot sound anymore / it’s boring</p> <p>Sp(S) – (walks in) Tini ! 21 miss calls !</p> <p>Sp(T) – I thought I had the wrong no. ah I kept getting chicken cooing every time I call you</p> <p>Sp(S) – the caller ringtone / whoever calls get to hear my choice of caller ringtone / there’s music, voice clips &amp; sound effects to choose from</p> <p>Sp(T) – (takes out phone from bag pass to friend) – activate for me please</p> <p>Sp(S) – Just dial *131# &amp; press send wait for a while &amp; you’ll receive confirmation via SMS together with password</p> <p>Sp(T) – password ?</p> <p>Sp(A) – it’s a security feature when u want to buy caller ringtone on <i>X (prepaid)</i>...</p> <p>Sp(S) – Look ! it’s activated / Azam try to call Tini</p>	<p><i>X (prepaid)</i>... caller ring tone</p> <p>1<sup>st</sup> scene : 2 girls on sofa</p> <p><i>3R personalities:</i> “<i>something wrong with Selena’s phone</i>” – caller ring tone – cow mooing -- other friend show and explain how to get caller ring tone (<i>demonstrate</i>)</p> <p>3<sup>rd</sup> girl (S) comes in complaining</p> <p>all 3 girls indoor – on sofa</p> <p>Phone rings – cow mooing – all 3 girls laugh</p>

Source	Verbal transcription	Visual description
<p>Tape 4 1:49:54 1:50:56 1:52:05* 1:53:08 (X#24)</p>	<p>Sp (R): ...affects my music / I'm sure it's the same for you/ that's exactly how the new now music portal from X... functions / the music zone at X... is Asia's first mood sensitive mobile music portal / all you've got to do is to tell it how you feel &amp; it ... songs for you / so whatever your moods are / the portal personalize your music content according to your interest / it even remembers you next time you login / it's like ... making a new friend / you know what I'm saying ?! ok / let's just say I'm feeling very very very happy / all I have to do is just click 'happy' and (music on) the fun just doesn't end here / as you can access your music phone through your X... mobile / all you've got to do / go to ... to indicate your mood / you can even send a song to a friend through the send to a friend feature / so remember the next time you want to add some excitement to your moods / get into the X... music zone / either through here (laptop) or here (mobile) / and turn your moods to music</p>	<p>Sp – Reshmonu - musician/ singer . composer, in door – living room (modern décor) on blue sofa with bright green cushions.</p> <p>Demonstrate steps – screen of laptop filling TV screen – pictures, windows, Interchange with Reshmonu in rectangular frame/box (<i>reflection of PC window?</i>)</p> <p>Green ball – 'X...' , 'X (<i>prepaid</i>)...' , 'X...'</p>
<p>Tape 5 (X#26)</p>	<p>.... Sp(T): 15 sen with campus zone / remember ? Sp(S): Tini but you're out of campus zone &amp; in my house ! Sp(T): yeah but there's always my Activ 5 Sp(M): Hello sayang Sp(T): mum / the laksa sarawak's not happening Sp(M): Listen, this is how you do it ...</p>	<p>Sp(T) with mobile dialing, Sp(A) stirring something in the pot, All 3 ladies in kitchen, Sp(s) are within smaller frame, text of services bellow the frame</p> <p>Text: '6.5 million friends . 39 sen', 'now you can call anywhere in</p>

	<p>Sp(M): you must forget the ginger bud          Sp(T): ginger bud ?          Sp(A): in the fridge</p> <p>Sp(S): hmm not bad          Sp(A): you've got talent girl          Sp(T): check out my mum's message          Sp(S): <u>So Cute</u> !</p>	<p>Malaysia with great rate'          'Activ 5 15 sen',          '1 sen SMS' 'Enjoy 1 sen SMS with Activ 5'</p> <p>scenes of girls tasting &amp; cooking, intersperse with T calling mum..., on &amp; off phone.</p> <p>At table, enjoying , T SMS mum, got a reply ...</p>
<p>Tape 5  (X#28)</p>	<p>VO(m): get yourself activated with X (<i>prepaid</i>)...          celebration pack          for only 10 ringgit          now with 24 ringgit free airtime</p>	<p>Young man (YM) in red t-shirt walking/ squeezing through a crowd,          Image stop text superimposed across screen          Text: 'get together' (white in red box)          YM continues , freeze, text-'get connected' (no electricity)          YM reaches counter – ask for SIM pack.. counter table lit up,          Behind counter man working on power, salesman pass SIM pack to YM, he takes, whole place lit up- electricity back on          Everyone's happy, place like disco, everyone's dancing,          YM dances too</p> <p>Text: 'Community of over 6.6 million'          Vis – SIM pack + 'RM24 free airtime'</p>
<p>Tape 5  (X#29)</p>	<p>VO(m): get reward even more when you stay with          X (<i>prepaid</i>)...          the longer you stay the more reward points you get          free airtime and firm discounts          X (<i>prepaid</i>)... rewards</p>	<p>2 birds blue and red in nest – chirping,...&amp; pushing each other, one fell out &amp; came back to the nest</p> <p>birds/chicks being fed</p> <p>X (<i>prepaid</i>)... rewards          Text: 'activate your life' 'X (<i>prepaid</i>)...'</p>

APPENDIX B (Telco Y – TV advertisements)

Source	Verbal transcription	Visual description
<p>Tape 1 0:04:50/ 0:12:30/  (Y#1)</p>	<p>VO (m) : do you see a bird as just a bird / r do you see freedom / <i>Vis- ballerina under arch</i></p> <p>do pilots see a plane as just a plane / or a stage for their spirits to soar /</p> <p>do children see a box as just a box / or a playground for the mind /</p> <p>do you see Internet as just the Internet / or do you see an infinite library of knowledge //</p> <p>at Y... we do not see a phone as just a phone / we see a power tool to manage your life /</p> <p>because we believe in placing control where it belongs right in your hands //</p> <p>VO(m) : Y... / it's in your hands</p>	<p>Girl kissed bird, birds fly off Birds fly off from a spreading dress/caftan and a field,</p> <p>Girl in red pilot suit laughing with background turning like she's in plane doing summersault (turning in the sky) – plane making heart shape in the sky</p> <p>Boy + box on bench, boy in red suit with blue cape – boy in box racing down hill slope, another boy with race car helmet with race car in background , animation of a boy in a spaceship flying away from other/ enemy spacecrafts shooting laser beam at him, boy avoid by zigzagging through asteroids Back to boy in box</p> <p>Man in front of computer – Internet – becomes part of the screen and moving back – smaller, being overlapped/ superimposed by other images in rectangle shapes (Computer screen/ phone card – showing various services/ activities – Individual card size images -- guy playing games on phone, lady looking at phone checking directions, a group of men &amp; women talking on phone)</p> <p><i>[Different pictures of people in square screen doing different things : read/send message / check map]</i></p> <p>Phone card – SIM card come out – pictures of people</p> <p><i>[male hand grab hold of phone; 3 dolphins jumped over jetty- bridge,</i></p>

		<p><i>man in suit on bridge waiting]</i></p> <p>Text : Y... it's in your hands  <i>[Guy holding girl who's looking up at him, smiling]</i></p>
<p>Tape 2  0:54:29  0:56:02  1:18:17</p> <p>(Y#2)</p>	<p>VO (m) : Y... proudly brings u / broadcast of /  English FA cup  on nTV7</p> <p>Music – upbeat / suspense – reminds of football – speed,  etc.</p> <p>VO(m) : catch all the action on EPL weekly highlights. /  This program is proudly brought to u ...  Y... in-play / <i>[company slogan]</i></p>	<p>Image : football scenes with different key words  flashing on screen – strategy / skill/ stamina/ speed</p> <p>Text at bottom screen coming in from right to left:-  ‘Join the Y... in play Euro football SMS challenge /  stand to win a BMW Z23 from Cartrade when you type  EURO and send to 26700’</p>
<p>Tape 2  1:26:52  1:27:54</p> <p>(Y#3)</p>	<p>Sp(m1) : do want to get your hands on this baby ?  Sp(m2) : we can help you/  Sp(m1) : he's right / all you have to do is join Y... in-play  Euro football SMS challenge  Sp(m2) : and we will give you tips on how to win this  BMW Z23 from Cartrade</p> <p><i>from Y... in-play</i></p> <p>Sp(m2) : hey / what do we get ?</p> <p>Music</p>	<p>Image : interior of car –dashboard – sound – start engine of car –  sound of powerful engine; luxury car  see whole car – a BMW convertible  2 guys in the car with roof down</p> <p><i>Vis text: step by step:</i>  how to take part – Y... – type &amp; send ....</p> <p>the guys moving in &amp; out and posing outside the car;  choose to see who drives car (child game)</p> <p><i>Vis: Sp(m1) – ‘huh’ &amp; shrug shoulder ...</i>  logo + slogan – “ Y... <i>[company slogan]</i> ”  -- Y... – it's in your hands</p>

Source	Verbal transcription	Visual description
Tape 3 0:17:30 (Y#4)	V1 - VO(m) : see football in everything ? V2 - VO(m) : feed your passion for soccer alerts, updates & forecasts / type 'bola' & send to 26060  VO(m) - Y... in play / [company slogan]	Text : 'See football in everything ?' – <i>shaking</i> Roti canai – different activities remind football <i>Vis :- girl typing 'BOLA' and sending, then results of match</i>  text : Y... in play / [company slogan]
Tape 3 0:23:47 0:33:13 0:56:30 0:59:37		Text: Corner kick – street corner; Girl with phone checking football match results; bus stop 3 guys waiting – text: 'penalty shot ?' ; 'see football in everything ?' ;  Roti canai, different scenes & activities  Y... in play / Y... in passion
Tape 3 1:00:15 1:03:17 (Y#5)	Sound of in coming SMS messages – beep.. beep  VO(m): Enjoy free SMS each time you recharge your Y..(prepaid) Get 10 ringgit free airtime now	Msg on phone – text msgs – (to & fro) Text – get RM10 free airtime with any Y... prepaid  Y..(prepaid)- Get up to <b>320 FREE SMS</b> / every time you recharge Get extra RM10 Free airtime now / www.Y....com.my
Tape 3 1:19:40 1:20:40 1:37:31 1:42:18 (Y#6)	Song - life is fun ... where's the fun / show me the money / that's how its done / give me give me what I want  VO(m): get Y..(prepaid)now at reduced price of RM38 only from Y...	Y... '5 sen' + sweets / '5 sen SMS' Text : 'sending message'; 'message sent' ; '5 sen' Text : 'lowest SMS rate ever!' 'Y..(prepaid)' 'RM38' (on SIM card package) ; 'only from 'Y..(prepaid)'  <i>Vis text: enjoy free GPRS/ until 31 Aug 2004</i>



Source	Verbal transcription	Visual description
Tape 3 1:47:14 1:49:37* 1: 52:07*  (Y#7)	VO(m): Customize your phone menu with Y... Smart Sim Song – <i>come on come on / it's in your hands</i> : Put the power in your hand phone / with Malaysia's 1 <sup>st</sup> 128k SIM card / ( <i>vis: mobile in hand</i> )  : Y... Smart Sim / ( <i>vis- SIM card</i> ) / upgrade today	Guy with “window” = Project X Guy pull & set aside preferred services (in box- sport/ news) from a rubic/ cube like 3 dimensional pivotal services gallery  Note: key words/services in Malay
Tape 3 1:50:42  (Y#8)	VO(m): Enjoy load of freebies & discounts when you're powered by Y... Smart Sim Y... Smart Sim / upgrade today	Vis :- guy with lots of shopping bags in both hands  Camera zoom out – more bags on floor around him Song – come on come on...
Tape 4 0:22:32 0:23:44 0:24:50*  (Y#9)	Song - I SMS my pals for only 5 sen (background music/song - give me give me...) - get bonus airtime with every recharge / talk to the world with IDD rate / while MMS makes my life great (song - give me give me what I want)  VO(m): get the limited edition Y..( <i>prepaid</i> )/ festive starter pack / get the limited ... Now at only at RM20	Text : 5 sen SMS Text : RM38 – get connected w the best prepaid Vis :- prepaid SIM pack Vis :- (services) – ‘value’, ‘bonus’, ‘Budget IDD’, ‘Wap’, ‘WEB browsing’, ‘MMS’ in between screen-like boxes  text : Y.../ it's in your hands
Tape 4 0:41:34 0:56:02 1:07:30	Music – no voice over Song - I want my Y..( <i>prepaid</i> ) for nothing / I wanna be free At the end - “wanna be free”	Guy (Shamsir) moving from scene to scene – cool – hippy ; words sliding into screen in wavy – ribbon like pattern Touch base/ chit chat / hand signal with others – mini groups

<p>1:16:25* (Y#10)</p>	<p><i>Text - mid plan/ life plan</i> - flexible plans / - exciting new services</p> <p>VO(m): <i>Y (prepaid)</i> prepaid / gives you the power of true connection</p>	<p>Text: ‘easy GPRS’, ‘Airtime share’, ‘Call me tones’, ‘SIM card rescue’</p> <p>Play with phone – accidentally bump it into aquarium, fish (company colour – purple &amp; blue) swim up and turn to phone – Shamsir caught the new phone = replacement of SIM card/ phone</p> <p>Text: <i>Y... prepaid</i></p>
<p>Tape 4 0:55:37 1:09:43 1:17:25* (Y#11)</p>	<p>Sp : “yeah , hold on a second” (looking for earrings/ shoes under bed ?) (Text - and talk .. and talk ...and talk )</p> <p>(Text : <i>putting ... in your hands – the rest is up to you</i>) VO(m): we give you the power of true connection</p>	<p>Girl taking on phone whole time – get ready to go out, meet boyfriend &amp; go out, -- in car, use phone to help boy friend find hole to key to start car – guy looks silly (smiling embarrassed?) -- at cinema girl use phone to look for seats , guy looks silly and apologetic ... -- whole time guy tried to talk to her -- girl – switch off phone only when film’s starting</p>
<p>Tape 4 1:14:23 1:19:38* (Y#12)</p>	<p>Sp(S) : I’m surfing the net right now ...// cool / no way ! / (<i>S talk to himself</i>) sorry I got carried away ... easy GPRS Song – ‘I wanna be free’</p> <p>VO(m): <i>Y (prepaid)</i> / gives u the power of true connection</p>	<p>Shamsir on screen – on phone – SMS Text : ‘automatically configures GPRS capabilities every time you change phone’ Text (bottom of screen): ‘Easy GPRS’, ‘013/019 enjoy the same benefits &amp; coverage’</p>
<p>Tape 4 1:17:06 1:17:54* 1:22:52 (Y#13)</p>	<p>Sp(S): when I can call my friends / I use <i>Y(prepaid)</i> prepaid I can hear their cool tunes ... oh yeah ! Type CMT... send to 22990</p>	<p>Shamsir – on phone – call &amp; listen to ring tone Sh –dancing- moves with music heard on mobile</p> <p>Text : ‘013/019 enjoy the same benefits &amp; coverage’</p>

Source	Verbal transcription	Visual description
Tape 4 1:25:30  (Y#14)	Song – sharing is easy when u can transfer it too - you’ve got a beautiful thing to share - It’s time to share what you’ve got / a little or a lot it’s time to share what you’ve got	Images – boy on public phone Text: ‘Easy transfer’, ‘airtime share’ -- guy – at barber, Shamsir, -- young lady reading message – surprise with news – looked amazed & accept transfer (nods her head) with a happy smile
Tape 4 1:32:21  (Y#15)	Sp(S) : .. frequently call numbers / here’s my favourite 2 / ... Call my favourite 8 for family & friends / cool huh ! to activate my favourite ... just type FAV & send to 28882	Shamsir juggling 8 balls in one hand and 2 balls in other Put all together – turned into one big golden ball – throw at audience  Text : ‘favorite 2’, ‘25 sen’ ‘fav 8 nos. at 35 sen’, ‘SMS at 2 sen’, ‘1 flat rate’ ‘nationwide’  Vis text : ‘my fav 2’ change any time ‘my fav 8’
Tape 4 1:54:06  (Y#16)	Song & Text : ‘30 sen/min nationwide’ ‘day & nite’ / forget the rest / ‘free SMS’/ everything feels alright / give me give me what I want  VO(m): <i>Y (prepaid)</i> gives you everything / get 50% more airtime with free downloads exclusively with 013 starter pack : Now that’s the power of true connection	
Tape 5 0:22:25  (Y#17)	VO(m): ...keep in contact even when you are not there / Y...’s 3G / Malaysia’s widest broadband coverage	Office – 2 guys – sleeping on the job, wake up surprised -- lady secretary ? come out of room/ -- boss in car looking at mobile

Source	Verbal transcription	Visual description
T6 V1 0:01:54 0:10:34  (Y#27)	VO(m): SMS contest now (Fear Factor Contest )  Sp(S): catch Fear Factor Malaysia / type FEAR & send to .../ you get to win lots of weekly prizes / you'll also be on the running to win ... / hurry before fear gets to you  Music - from Fear Factor	Text: 'Fear Factor', 'SMS weekly contest'  Shamsir call to audience to take part in Fear Factor contest , he lists prizes ...accompanied by pictures  Vis text: Y...
T6 0:35:18 0:36:26  (Y#31)	VO(m): Tasha has a date ... Jerry (hairstylist) wants to make her look like Gwen Tasha freaking out / she calls her 8 most important people / James doesn't care / David's taking the penalty  <i>[Elder(big) in bathrobe on weighing scale = screams]</i>  <i>[Younger sis yell "Go blond girl"]</i>  Fiona thinks get afro May be not / better ask dad  but at 10 sen a minute / she could save while calling / and calling / and calling / and calling her 8 most important people / and result seriously gorgeous hair for one hot date life's always easier when you have the lowest rate from Y ( <i>prepaid</i> )...	Young woman – happy at hair salon Sit down in front of mirror, hairstylist hovering behind her with scissors  James –  David watching TV & crying over what he sees - football  Lady with towel wrapped around hair/head, step on weighing scale & listening to mobile – screams Younger girl on mobile – show Tasha with blond hair  Tasha with afro hairstyle Dad answer phone with hand over mouth & phone – can't talk now in meeting (as Text at bottom of TV screen in BM)  Images of talking to diff people (same people just now)  Hair done – Tasha very happy With Jerry hovering behind her

APPENDIX C (Telco Z - TV advertisements)

Source	Verbal transcription	Visual description
<p>Tape 1 0:13:49/ 0:58:50/  (Z#1)</p>	<p>VO(m) : What if your prepaid plan was designed to understand you / automatically giving you the best rates the more you call / automatically rewarding you with bonuses / automatically reloading your credit / automatically letting you stay in touch with your 6 most favourite people at the best rates //</p> <p>Welcome to <i>Z (prepaid)</i> prepaid from <i>Z...</i> / the prepaid plan that does the thinking for you</p>	<p>Image – various scenes – outside shops : Man asking for direction from a delivery man, on the wall face of a woman and a yellow asterisk,  Man meets other people sitting outside Café on the terrace – greet &amp; shake hands, man move away and woman comes towards him Man and woman meet and continue the rest of the way together, direction the man was heading,  They pass in front of grocery glass window with a yellow ribbon like banner, pass in front of shop entrance with same yellow banner on the glass door  Last scene - Signboard – ‘<i>Z(prepaid)</i>’ above doorway, under roof Vis: Words- ‘perkhidmatan prabayar Yang sentiasa di hadapan’</p>
<p>Tape 1 0:38:56/ 1:09:29/ 1:37:55  Tape 2 0:28:25  (Z#2)</p>	<p>VO(m) : instant <i>Z...</i> thank you give away/ We’re giving away RM50 000 in cash and airtime credit or rebates / everyday for 91 days / just reload your prepaid mobile phone or / pay your postpaid bill</p> <p>VO(f) : get a <i>Z (prepaid)</i> Prepaid SIM pack for only 38RM/ and get a free gift today/</p>	<p>Text of keywords in yellow rectangle (image of mobile screen) – coming forward &amp; going to back to make way for next ‘slide’  Text : ‘RM50 000’, ‘cash’, ‘airtime credit’, ‘rebates’, ‘91 days’ ‘reload prepaid’, ‘pay postpaid bill’</p>

Source	Verbal transcription	Visual description
<p>Tape 2 0:29:40/ 0:29:50/ 0:30:27  (Z#3)</p>	<p>VO(m) : Z... SMS STORM SHOWDOWN Z... and ntv7 are giving away a Storm / just type STM and send to 32322 / you could be one of the 7 lucky people short listed for Z... SMS Storm showdown/ then you have to tell the world why you should get the Storm / and SMS vote will decide who drives away with the Storm / enter now because there could be a Storm coming your way  brought to you by Z... and ntv7 //</p> <p>Music –</p>	<p>Text : Z... 's logo 'Z...SMS STORM SHOWDOWN'</p> <p>Storm vehicle – bright yellow , dominating the Screen – registration plate – 'STORM'</p> <p>Car jutting out of a screen (=mobile screen) with black background and flashes of lightning streaking across screen behind the car</p> <p>Vis: Z... 's logo at bottom right corner the screen whole time</p> <p>Vis: Z... 's logo</p>
<p>Tape 2 1:07:26/ 1:14:02  (Z#4)</p>	<p>VO(m) : Z... at ntv7 are going to sell this brand new Mitsubishi Storm at RM1 / For your chance to be the lucky person that buys at RM1 just type VOTE STM send to 32322</p>	<p>Storm – vehicle in bright yellow dominating TV screen with lightning flashes in the background of the car Text : 'VOTE STM' , '32322'</p> <p>Vis: Z... 's logo at bottom right corner the screen whole time</p>
<p>Tape 3 0:19:55/ 0:21:06/ 0:33:10/ 0:56:10</p>	<p>VO(m): get ready for Z... Storm showdown Z... &amp; ntv7 are giving one more Mitsubishi Storm / just type "STORM" and send to 32322 / you could be one of 7 lucky people short listed for Z... 's SMS Storm showdown/</p>	<p>Text : 'Z...SMS STORM SHOWDOWN'</p> <p>Text : 'STORM' , '32322'</p> <p>Mini screen interchange with keywords</p> <p>Bottom of screen :</p>

(Z#5)	<p>then tell us why you should get the Storm / and SMS vote will decide who drives away with the Storm / enter the Z... SMS STORM showdown 2 <u>NOW!</u> And drive away with the <u>last</u> Storm / brought to you by Z... &amp; ntv7</p>	<p>'open to all 016, 012, 013, 017, 019 users. RM1 per SMS'          Vis: Z... 's logo at bottom right corner the screen whole time</p>
<p>Tape 3 Apr- May 2004</p> <p>(Z#6)</p>	<p>VO(f): save on SMS or save on calls          Save on SMS or save on calls          Argh !</p> <p>VO(m): why compromise / get the lowest call &amp; SMS rebates around / all in one plan either way you look at it / it's the smarter choice get the SIM pack / and enjoy the great saving today</p>	<p>Vis: Screen divided into 2 black &amp; red :          left – rates for calls; right - rates for SMS          Rates rotating – amount goes up and down and stop          Eg. 60se/min - 7 se/SMS ; 40se/min – 10 sen/SMS</p> <p>Screen changed to yellow tones, still 2 portions          Vis: '30 se/min', '7 sen/SMS'          Text : ' Z.. (prepaid) Prepaid'          Vis: company logo , SIM pack          Text: 'all in 1 plan RM30'</p>
<p>Tape 3 1:12:25 1:18:41</p> <p>(Z#7)</p> <p>Apr- May 2004</p>	<p>VO(m) – SMS all you like from 7 sen anytime for all Z... customers automatically</p>	<p>Guy in casual clothes with two sore thumbs(wrapped in bandage) tying shoe laces, walking on the street, behind him yellow car, girl in light yellow blouse on roller skates comes from behind-his left behind in the distance –above heads – LRT in yellow movement forward and backwards – like rewind &amp; forward</p> <p>on motorbike; open door, get water from tape, drink water with two hands holding glass 2 sore thumbs pointing out</p> <p>move to join gang of friends in sitting room – all with sore thumbs</p>

		<p>everyone busy sending SMS – can't use thumbs, use index finger</p> <p>Text: 'SMS all you like from 7 sen/ Anytime Automatically' words in black except &amp; in blue – over whole screen, background of screen - yellow</p>
<p>Tape 3 1:44:13 1:50:55  (Z#8)</p>	<p>VO(m) : Have you got Mobile TV on your mobile phone</p> <p>or avoiding traffic jam from miles away</p> <p>does your mobile phone let you play with others world wide</p> <p>Malaysia's first HighSpeed mobile network</p> <p>Z... always the smarter choice</p>	<p>Text: 'Mobile TV' Mobile screen showing female newsreader, zoom out into hand and man in suit in a car</p> <p>Text: 'Live traffic info' Zoom out of mobile to female hand in a convertible, shut off mobile drop on passenger seat, drives off – car –yellow</p> <p>When car moves away – young man sitting on bench with mobile in hand, bicycle leaning against bench behind him, casual / sporty wear Text: 'multiplayer games', 'worldwide' Text on whole screen, no other image: 'Why not ?' Vis : Company logo Text: 'Malaysia's first HighSpeed mobile network' + text of the services (Mobile TV, Multiplayer games) around it</p> <p>Vis: Company logo , 'time to change' [slogan]</p>
<p>Tape 4 0:13:00  0:16:32* 0:17:48</p>	<p>Sp(m): this is breaking news / there has been a revolution / a prepaid revolution / Z... now lets you stay connected for any amount/ anytime / anywhere/</p>	<p>Back screen : 'EDISI ISTIMEWA' in blue, similar to 'Edisi 7', look like an actual news report from TV channel</p> <p>Man – 30s in suit, stage like newsroom, big screen behind him</p>



(Z#9)	<p>there are 2 methods /  the 1<sup>st</sup> Z... 's flexi e-load /  it's so flexible / you can reload any amount/  from only 5 ringgit  at any dealer with this logo  the 2<sup>nd</sup> Z... talk time transfer /  lets prepaid customer share talk time /  experience the Z... revolution /  get a Z...prepaid pack today</p>	<p>Screen with <i>new offer/package</i> logo (yellow) on his right</p> <p>Text on screen on his right – ‘Talktime Transfer’</p> <p>Vis: Company logo</p>
<p>Tape 4  0:30:59  (Z#10)</p>	<p>Sp(f) : Can I help you sir ?</p> <p>Sp(m) : I'd like to use flexi e-load / my number is  016 255 5000</p> <p>Sp(f): eh, how much would you like to reload for ?</p> <p>V(m1): brother ! brother ! pick me  V(m2): handsome pick me please</p> <p>Sp(m): eh...</p> <p>Sp(f) : smile at client  Sp(m): eh 5 ringgit ?!</p> <p>VO(m) – 1<sup>st</sup> to let you reload from any amount /  from RM5  Z... always the smarter choice</p>	<p>Male client walks in  Lady/ receptionist sitting at table (both very presentable – beautiful people)  Lady with mobile</p> <p>RM18 – shouting at man jumping up &amp; down on table- left of girl  RM6 – on the right of girl near the <i>new offer/package</i> logo- cut out</p> <p>Girl shoo away RM 6 &amp; RM18 – both fell off table, other voices shouting behind table,  Man looks down over table – various amount (all in yellow) jumping  RM 5 jumped up from bottom of TV screen shouting with joy ‘ha ha!’  Man walking out &amp; looking at mobile screen  Text on screen : ‘reload successful RM5’  Man put mobile to ear – can’t move – camera on pant leg – being pulled by RM9  Vis: <i>new offer/package</i> logo</p>

Source	Verbal transcription	Visual description
Tape 4 0:31:52 0:36:18* 0:43:38  (Z#11)	Sp(m): ooh ! RM8 : 'Hi !' in sexy tone  VO(m): Z... flexi e-load / 1 <sup>st</sup> in Malaysia to let you reload any amount from RM5	Guy driving in dark blue mini cooper on deserted he road , passed a number/person (hitch hiker) reverse car , look at person/number -RM62 holding flexi e-load logo cut out - and shakes his head & drives on drives past RM11 with such speed that RM11 went twirling, guy looks at it from rearview mirror and smiles Slows down for next number – RM8 Stops and open door, invite hitch hiker to get in car with hand motion RM11 pulls out eyes & throw on ground – angry/ frustrated
Tape 4 0:33:07 (D#12)	Song – SMS at 1 sen / its nationwide / All day / all nite / Z ( <i>prepaid</i> ) prepaid/ One smart plan  Song – we will we will rock you  VO(m): Just 1 sen per SMS and 15 sen per min calls to friends & family / you can also MMS at only 10 sen  Song – ...rock you VO(m): Z... always the smarter choice Song – ... rock you	Text : 'SMS at 1 sen' , 'nationwide', icons: sun & crescent moon with star – keywords expand out with song 'Z ( <i>prepaid</i> ) Prepaid', '1'. '1 smart' , '1 smart plan'  Vis: Company logo - multiplied and end with 1 in center of screen
Tape 5 0:51:19  (Z#13)		Girl in bus in pant suit– back bench, sitting between 2 people, playing on mobile – car racing – 'Putrajaya' – move left & right disturbing female to the left and male to the right

	<p>VO(m): ... multiplayer game / any where in the world / you can when you have Malaysia's Widest HighSpeed Mobile network coverage</p> <p>from Z...(logo + 'time to change') always the smarter choice</p>	<p>Competing with 2 others (boys) : in boat fishing 'Pulau Pinang'; camping 'Kota Kinabalu' with a yellow tent</p> <p>Girl wins jump up &amp; hit head on ceiling of bus Boy in boat, fell backwards, boy at camping scrunch up face Text: 'Malaysia's Widest HighSpeed Mobile network coverage'</p> <p>Company logo – 'time to change' [<i>company slogan</i>]</p>
<p>Tape 5 (Z#14)</p>	<p>Sp(f): number 1 .. your mobile service provider's book / then you should choose Z...</p> <p>Sp(m): it's hassle free</p> <p>Sp(f): the most out of the way place I've made a call from / was from a train ride from Brussels to Amsterdam / to another Z... number here in Malaysia...</p> <p>Sp(m) sings – "Happy birthday to you" Z... you're the best</p> <p>Sp(f): it's been a decade &amp; here's to the next &amp; many</p> <p>Sp(m): always the smarter choice</p>	<p>Lady – late 20s on dark orange sofa within a frame, Company logo – right bottom corner outside frame left top corner – '10 weeks Fantastic offers' within yellow star left bottom corner – '10<sup>th</sup> anniversary' in yellow box Man in shirt and tie (yellow) – same sofa but not together with lady – like 2 separate sessions/ interviews</p> <p>Company logo</p>
<p>Tape 6 1:24:04 1:29:23</p> <p>Tape 7 0:42:23 0:45:50 0:47:51</p>	<p>Song – I love you... / .. not yet begun / everything's quiet &amp; it's always you &amp; me / always .... Forever you &amp; me always as forever</p>	<p>Group of men at coffee shop, one pass his mobile (1<sup>st</sup> generation - bulky) to an older man at the table, man looks surprise, takes phone, listens &amp; smile, look across shop, his caller on fix line (friend ?) Text: superimposed across screen – 'My first hello'</p> <p>Teenage boy got SMS – surprised, look up sees teenage girl smiling at him, both with braces, at fun fair</p>

(Z#17)	<p>V(m) – hey bro I know you can do it</p> <p>VO(m): at Z... we've come a long ways since our first hello / and we have many more first to come</p>	<p>Text: 'My first SMS'</p> <p>Mother in uniform (maid/ waitress?) cooking on stove, son at table listen to walkman – back to back, mum turns around with pan to serve, son stood up &amp; left Mum sitting at table – sad, tired, got message on mobile Text: 'My first bubble talk', on mobile – 'hello ma, thanks for breakfast' next visual on mobile – bouquet of flowers with text on screen: 'My first XMS'</p> <p>boy in spaceman costume waiting behind stage, looks worried/ scared, holding prop laser gun looking at behind moving around, waiting for his turn Text: 'My first video message' from brother with image of brother on mobile screen brandishing a toy gun &amp; in costume</p> <p>End with two boys sitting at pavement holding tin phone, pushing at each other Below boys on screen – 'always first to bring you the latest communication' Company logo + slogan</p>
<p>Tape 6 1:30:29 May- June 06  (Z#18)</p>	<p>VO(m): Z... brings you the football event of the year with 100 SMS and free downloads</p> <p>VO(m): Z...(logo + 'time to change') / always the smarter choice</p>	<p>Vis text : Z... Destination Germany 06 Cards of football players (reload cards) Colour of cards – yellow &amp; green</p> <p>Vis text: 'Free 100 SMS' 'free downloads'</p> <p>Text: 'time to change' , soccer ball chip the words, next vis : company logo + slogan</p>

Source	Verbal transcription	Visual description
Tape 7 0:18:07 (Z#22)	VO(m): behind the fame & glory is the unsung heroes of football / this is a tribute to them V(m1): my grandmother can kick better than that V(m2): football is...(stuck) V(m3): kayu ! V(m4): tell me what he's doing / tell me  V(m4,5): I think he has .. problems...  VO(m): allow us at Z... to reward you for your contribution to the game / because without you / football just won't make sense	Text & voiced Images of different fans – complaining/ talking ... superimposed on every person commenting –  m1 – m2 – ‘sports commentator’ m3 – ‘team doctor’ m4 – ‘team manager’ / ‘sport analysts’- two young men in uniform – stall ? ‘coach’ – man at barber getting a shave  text: ‘super low rates’ , ‘free unlimited bubble talk MMS’ ‘free SMS’ ‘time to change’ + logo Vis: man with tears rolling down his cheek : company logo + slogan
Tape 7 1:05:18 (Z#28)	VO(m): .. help you locate the people you're looking for / Friend finder can help you find them/ Wherever they are V(f): now I know where my boy friend is all the time /  VO(m): and it's only 10 sen friend finder Friday/ Saturday / Sunday Life's more fun with Z...	Cartoon like images – caricature: Plan of a district (view from the sky) Magnifying glass with and without an eye looking through it  Lady, blond, with big mouth, thick lips – head only Boyfriend – handsome & cool  Young man, blond, casual attire, left hand thumb's up, right hand holding mobile