



MEMORANDUM

To: Ong Chin Liang
Head of Equity Markets

From: Amanina Binti Zakaria,
Senior Executive
Retail Marketing,
Retail Business

☐ **For Your Information**

☐ **For Your Action**

☒ **For Your Approval / Endorsement**

☐ **Others**

Ref ID : EM/RB/MKT/2024/M022

Date: 19 July 2024

Subject : Transforming Research Reports into Dynamic and Interactive Videos

1. Purposed

- a) The purpose of this memorandum is to seek approval from management to allocate a total budget of RM10,000 for the development of an AI-generated video for Equity Markets.
- b) To appoint our panel vendor, Infotrade Solutions Pte Ltd (Infotrade) to produce the AI-generated videos for a period of 3 months (August – October 2024).

2. Background

Our in-house research team provides several research reports to remisiers through email, and to clients via Telegram on a daily basis. These reports contain valuable insights and comprehensive analysis of the Malaysian market in a PDF format. To improve the engagement with our remisiers and clients, we would like to propose a more dynamic and interactive way of presenting the research reports by creating an AI-generated video which is a summarized version of the research reports with voice-over and graphics elements.

Currently, we are engaging with our panel vendor, Infotrade on developing a platform designed to facilitate the creation of AI-generated videos. This innovative platform allows us to create an unlimited number of videos. Tailored to specific video content based on research report prepared by our in-house research team.

The duration of the video will be around 2 minutes and will be narrated by an AI voice-over. The video will also include graphics, charts, and animations to illustrate the data and analysis. The video is available in both English and Chinese versions, the Chinese version will use a Mandarin voice-over and display the text and graphics in simplified Chinese characters. The video content will be aligned with the original research report but translated into Chinese by an AI system. The translation quality will be checked and verified by our bilingual team members before publishing the video. The Chinese version will have the same duration and format as the English version and will be distributed through the same channels.

3. Objectives

- a) To enhance our digital engagement and to provide valuable insights to our remisier and clients
- b) To expand our reach and potentially attract new clients

4. Functions & Features of the Platform

A detailed description of the platform's functions and features can be found in appendix A.

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5. Budget

The breakdown of the requested budget of **RM 10,000** is as follows: -

No.	Description	Total Cost (RM)
1	Video Generation	4,000
2	Video Content Editing - Editing on text formatting, colour, style, and video material	2,500
3	Text-to-Speech - Voice synthesis in both English & Chinese	2,500
4	Contingency	1,000
	Total	10,000

7. Approval Sought

- The purpose of this memorandum is to seek approval from management to allocate a total budget of RM10,000 for the development of an AI-generated video for Equity Markets.
- To appoint our panel vendor, Infotrade Solutions Pte Ltd (Infotrade) to produce the AI videos for a period of 3 months.

Thank you.

	Name	Signature
Prepared by	Amanina Binti Zakaria Senior Executive, Retail Marketing Retail Business, Equity Markets	
Reviewed by	Gan See Yee, Angel VP, Retail Marketing Retail Business, Equity Markets	
Reviewed by	Foo Wei Fang, Shanice Head of Retail Business Equity Markets	
Concurred by	Sim Siew Shan Business Finance Controller IB Group Finance.	
Approved by	Ong Chin Liang Head Equity Markets	