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TOURNAMENT REVIEW





NJ RYAN TROPHY



EXECUTIVE SUMMARY



In this 7th edition of MCKK Rugby Premier 7s, 20 local teams and four foreign teams participated in this annual tournament. This year sees a new foreign team to this tournament that is Sekolah Agama Darunnajah from Indonesia. The other three foreign teams that participated were Vajiravudh College of Thailand, Hong Kong Sports School (HKSS) and Australian International School (AIS) Singapore.

As usual, the teams were divided into six groups of four teams each.

On the first day of the tournament, Friday, 24 February 2017, twelve teams played in six matches. SAS beat KGV 12-5, SCKK beat SMK ABI 26-7, MCKK beat SHOAW 29-5, STAR beat SAINA 33-7, KE VII beat INTEGOMB 14-12, and VI beat EC 12-10.

Later on the Friday evening, the coaches' and managers' meeting cum dinner was held at the Sayong Resort, Kuala Kangsar.

The remaining group matches were played on the second day, Saturday, 25 February 2017. This year also sees a new local team that is Sekolah Menengah Kebangsaan Sri Mersing (SMSM) from Mersing, Johor. By the end of the 2nd day, the teams that led their respective groups were SMSM, MCKK, SSTMI, HKSS, KE(VII) and EC. All teams obtained 9 table points except EC which obtained 6 table points. These six teams were qualified to enter the Cup/Plate knockout rounds. The other two teams that made to the Cup/Plate knockout rounds were SHOAW (7th rank) and STAR (8th rank).

This edition saw a surprise royal visit on Saturday morning by HRH Sultan of Perak, Sultan Nazrin Muhibuddin Shah Ibni Almarhum Sultan Azlan Shah, to the tournament grounds. He arrived just in time for the match MCKK vs INTEK. With such royal support, MCKK played with a spring in their step and comfortably came out winners by 29-7.

At the end of the 2nd day, two teams scored over one hundred points in the group matches, i.e. SMSM and MCKK. SMSM scored a total of 131 points against 12 points with all their opponents. Second highest scoring went to MCKK with 116 points scored against 12 points also. The team with the most formidable defence was SSTMI which scored 97 points with zero score against them in all the 3 matches they played in group A.

SMSM looked set to give a very strong challenge for the NJ Ryan Cup this year.

On Saturday night, the royal dinner was hosted by the Sultan of Perak, Sultan Nazrin Muhibuddin Shah Ibni Almarhum Sultan Azlan Shah, at the Istana Bukit Chandan (the royal palace) in Kuala Kangsar. All the participating team players with their accompanying officials attended the dinner.

On the final day, Sunday, 26 February 2017, the final of the Shield category was between SMSS and KGV which KGV won 31-15. (SMSS was runner-up of the Bowl category for the previous 2 consecutive editions of P7s.)

The final of the Bowl category was between SAS and VC which was won by SAS 31-10.

The final of the Plate category was between KEVII and EC where KE won 17-0.

In the Cup category, the challenge for the final sees a repeat of last year's semi-final match between MCKK and SSTMI. MCKK lost 0-27. In the other Cup semi-final, HKSS met SMSM. SMSM lost 5-28. The promising strength of SMSM team displayed earlier in the tournament ended here.

The Cup final contest for the NJ Ryan Trophy was also a repeat of last year's Cup final between defending champion SSTMI and previous year champion HKSS. SSTMI put up a fierce play to defend the championship and won with a 33-10 score.

For the third and fourth placings, SMSM beat MCKK 22-5 for third placing.

Congratulations to SSTMI players for their display of good rugby and winning the MCKK Premier 7s 2017 tournament and the NJ Ryan Trophy for the fourth time.

Live streaming on the internet for all the games played on the final day of the tournament was made available on www.premier7s.com.

We thank all those who have contributed to the success of this tournament and hope to meet again in the next edition.







2017
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CATEGORY

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- Mohd Saleh Ahmad
- Megat Horairi Yeop Ahmad
- Hasnan Hussain
- Mohd Fadzli Zakaria
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GROUP A

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GROUP A

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3. Muhammad Farhan Mohd Norzal
4. Arif Hakimi Mohd Nazil
5. Izz Taufiq Mohd Zawawi
6. Faris Danial Mazhanash
7. Nik Iman Mikhael Abdul Rahim
8. Muhammad Akmal Irfan Mazlan
9. Muhammad Fikri Abdul Hamid
10. Muhammad Danial Haziq Zulkifli
11. Mohamad Zimam Rifky Mohd Tarmizi
12. Muhammad Laksamana Mohd Zaki

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2. Muhammad Fuad Mohd Saleh
3. Muhammad Hafizan Fadil
4. Nur Syahmi Raziq Hamidan
5. Adeen Irfan Md Baharuddin
6. Ahmad Iskandar Kamil
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7. Ryan Walker
8. James Gostick
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11. Justin Trent
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11. Muhammad Iqbal Zulkarnain
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3. Awang Muhammad Hafiz Awang Wainee
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3. Farzwan Syafique Mat Lazim
4. Mohammad Azri Kamal Rosnan
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3. Kritsnapong Yodmanee
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6. Warakorn Chawalikit
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8. Kerdkao Wechokittikorn
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10. Supagun Petkhong
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11. Nifael Azman
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2. Muhammad Syahmi Irfan
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4. Muhammad Haikal
5. Muhammad Farhan Ubaidillah
6. Hilfy Danish Hairulazizi
7. Muhammad Khairi Kharis
8. Farhan Haziq Asyraf Johan
9. Mohamad Asrul Idham
10. Muhammad Najmuddin
11. 'Eizzul 'Eizmie Rozaireen
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6. Julien Nair
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8. Antony Elazzi
9. Liam Fernandez
10. Angus Strong
11. James Wilcox
12. Christian Hall

GROUP F

ENGLISH COLLEGE (EC) JOHOR



Manager : Mr. Najmulhuda Mokhtaruddin
Coach : Mr. Abdul Hanis Mokhta

1. Mohamad Taufik Aman
2. Ahmad Zulhelmi Azizad
3. Mohamad Fauzie Buhari
4. Mohd Harith Hakimi Khanafi
5. Muhammad Akmal Hakim Nordin
6. Muhammad Syahzanee Ma'azam
7. Ahmad Hasmawi Ahmad Tajudin
8. Mohamd Ilman Nahar
9. Hakim Muhd Rafi
10. Mohamad Faiz Amir Pae
11. Muhamad Adni Azhar
12. Noor Hidayad Md Shukor

VICTORIA INSTITUTION (VI) KUALA LUMPUR



Manager : Mr. Leekky Michin
Coach : Mr. Nik Mohd Sidek Nik Jaafar

1. Muhammad Afif Norazha
2. Amir Haziq Mohd Fauzi
3. Aiman Hakim Puad
4. Wasi Hakeemy Siza
5. Ameer Imran Jaitani
6. Ali Rahman Hasim
7. Muhammad Arief Arham Muhd Radzi
8. Muhammad Naufal Qayyim Khairulnizam
9. Muhammad Haziq Akmal Jamaluddin
10. Muhammad Fikri Abdulamin
11. Muhammad Zamir Zariff Mohd Nor
12. Khairil Izad Syawal Kaswadi

FIXTURES & GROUPINGS

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
 SSTMI	 HKRFU HKSS	 SMAD	 SMSM	 SSYP1	 SEMASHUR
 SAS	 SCKK	 MCKK	 SAINA	 INTEGOMB	 EC
 SMSS	 SDAR	 INTEK	 SESMA	 VC	 AIS
 KGV	 SMK ABI	 SHOAW	 STAR	 KE VII	 VI

SMK ABI	SEKOLAH MENENGAH KEBANGSAAN ABI	SMSM	SEKOLAH MENENGAH KEBANGSAAN SRI MERSING
SAINA	SEKOLAH MENENGAH SAINS POKOK SENJA	SSTMI	SEKOLAH SUKAN TUNKU MAHKOTA ISMAIL
MCKK	THE MALAY COLLEGE KUALA KANGSAR	EC	ENGLISH COLLEGE
STAR	SEKOLAH TUANKU ABDUL RAHMAN	INTEK	SEKOLAH BERASRAMA PENUH INTEGRASI KUANTAN
KE VII	SEKOLAH MENENGAH KEBANGSAAN KING EDWARD VII	SESMA	SEKOLAH MENENGAH SAINS SULTAN MAHMUD
SEMASHUR	SEKOLAH MENENGAH SAINS HULU SELANGOR	SMYP1	SEKOLAH MENENGAH KEBANGSAAN SULTAN YAHYA PETRA 1
INTEGOMB	SEKOLAH BERASRAMA PENUH INTEGRASI GOMBAK	SHOAW	SMKA SHEIKH HAJI OTHMAN ABDUL WAHAB
VI	VICTORIA INSTITUTION	SCKK	SABAH COLLEGE
SMSS	SEKOLAH MENENGAH SAINS SELANGOR	AIS	AUSTRALIAN INTERNATIONAL SCHOOL
SAS	SEKOLAH SULTAN ALAM SHAH	HKSS	HONG KONG SPORTS SCHOOL
SDAR	SEKOLAH DATO' ABDUL RAZAK	SMAD	SMA DARUNNAJAH
KGV	SMK KING GEORGE V	VC	VAJIRAVUDH COLLEGE

GROUP STAGE MATCHES RESULT

DAY 1 - FRIDAY 24 FEBRUARY						
MATCH	TIME	GROUP	TEAM	SCORE		TEAM
1	4.00	A	SAS	12	5	KGV
2	4.18	B	SCKK	26	7	SMK ABI
3	4.36	C	MCKK	29	5	SHOAW
4	4.54	D	SAINA	7	33	STAR
5	5.12	E	INTEGOMB	12	14	KE VII
6	5.30	F	EC	10	12	VI
DAY 2 - SATURDAY 25 FEBRUARY						
MATCH	TIME	GROUP	TEAM	SCORE		TEAM
1	8.30	A	SSTMI	24	0	SMSS
2	8.48	B	HKSS	24	0	SDAR
3	9.06	C	SMAD	5	62	INTEK
4	9.24	D	SMSM	55	0	SESMA
5	9.42	E	SSYP1	17	14	VC
6	10.00	F	SEMASHUR	29	12	AIS
7	10.18	A	SAS	24	5	SMSS
8	10.36	A	SSTMI	44	0	KGV
9	10.54	B	SCKK	10	36	SDAR
10	11.12	B	HKSS	12	7	SMK ABI
11	11.30	C	MCKK	29	7	INTEK
12	11.48	C	SMAD	0	52	SHOAW
13	12.06	D	SAINA	17	17	SESMA
14	12.24	D	SMSM	21	12	STAR
15	12.42	E	INTEGOMB	17	19	VC
16	1.00	E	SSYP1	0	5	KE VII
17	1.18	F	EC	34	0	AIS
18	1.36	F	SEMASHUR	19	17	VI
BREAK						
19	2.00	A	SMSS	15	12	KGV
20	2.18	A	SSTMI	29	0	SAS
21	2.36	B	SDAR	29	0	SMK ABI
22	2.54	B	HKSS	19	5	SCKK
23	3.12	C	INTEK	17	22	SHOAW
24	3.30	C	SMAD	0	58	MCKK
25	3.48	D	SESMA	14	28	STAR
26	4.06	D	SMSM	55	0	SAINA
27	4.24	E	VC	0	19	KE VII
28	4.42	E	SSYP1	17	0	INTEGOMB
29	5.00	F	AIS	0	19	VI
30	5.18	F	SEMASHUR	19	22	EC

OVERALL RANKINGS

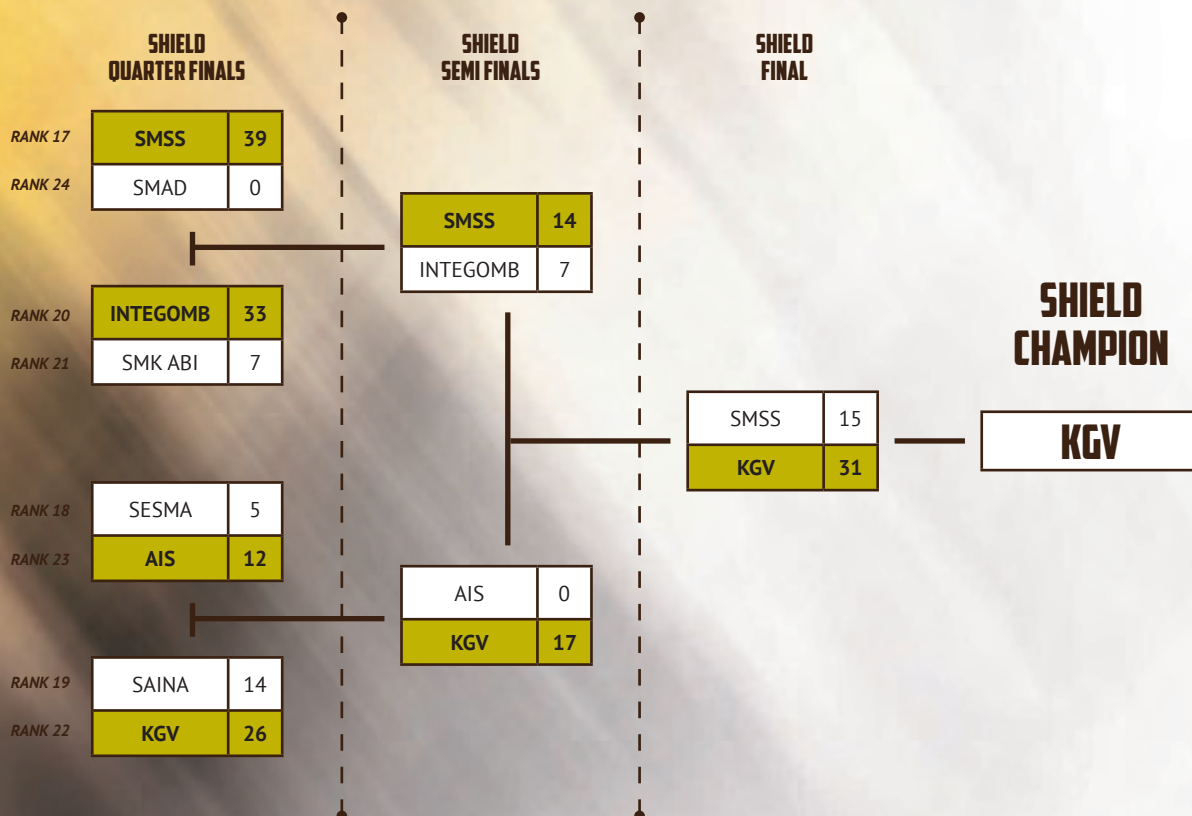
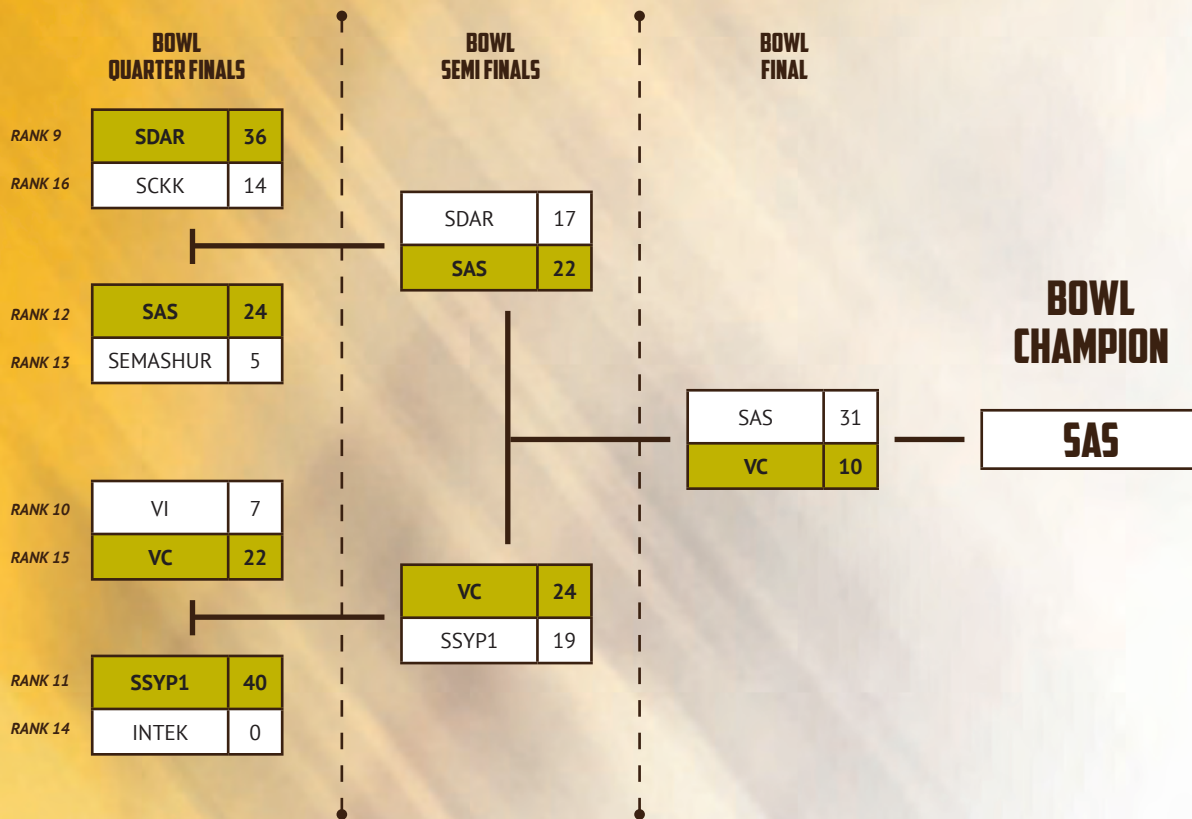
RANK	TEAM	GP	W	D	L	PF	PA	PD	POINTS
1	SMSM	3	3	0	0	131	12	119	9
2	MCKK	3	3	0	0	116	12	104	9
3	SSTMI	3	3	0	0	97	0	97	9
4	HKSS	3	3	0	0	55	12	43	9
5	KE VII	3	3	0	0	38	12	26	9
6	EC	3	2	0	1	66	31	35	6
7	SHOAW	3	2	0	1	79	46	33	6
8	STAR	3	2	0	1	73	42	31	6
9	SDAR	3	2	0	1	65	34	31	6
10	VI	3	2	0	1	48	29	19	6
11	SSYP1	3	2	0	1	34	19	15	6
12	SAS	3	2	0	1	36	39	-3	6
13	SEMASHUR	3	2	0	1	67	51	16	6
14	INTEK	3	1	0	2	86	56	30	3
15	VC	3	1	0	2	33	53	-20	3
16	SCKK	3	1	0	2	41	62	-21	3
17	SMSS	3	1	0	2	20	60	-40	3
18	SESMA	3	0	1	2	31	100	-69	1
19	SAINA	3	0	1	2	24	105	-81	1
20	INTEGOMB	3	0	0	3	29	50	-21	0
21	SMK ABI	3	0	0	3	14	67	-53	0
22	KGV	3	0	0	3	17	71	-54	0
23	AIS	3	0	0	3	12	82	-70	0
24	SMAD	3	0	0	3	5	172	-167	0

GP=Games Played; W=Won; D=Draw; L=Lost; PF=Points For; PA=Points Against; PD=Points Difference

KNOCK-OUT MATCHES RESULT

DAY 3 - SATURDAY 26 FEBRUARY						
MATCH	TIME	CATEGORY	TEAM	SCORE		TEAM
1	8:30	SHIELD Quarter Final 1	SMSS	39	0	SMAD
2	8:50	SHIELD Quarter Final 2	INTEGOMB	33	7	SMK ABI
3	9:10	SHIELD Quarter Final 3	SESMA	5	12	AIS
4	9:30	SHIELD Quarter Final 4	SAINA	14	26	KGV
5	9:50	BOWL Quarter Final 1	SDAR	36	14	SCKK
6	10:10	BOWL Quarter Final 2	SAS	24	5	SEMASHUR
7	10:30	BOWL Quarter Final 3	VI	7	22	VC
8	10:50	BOWL Quarter Final 4	SSYP1	40	0	INTEK
9	11:10	CUP/PLATE Quarter Final 1	SMSM	12	5	STAR
10	11:30	CUP/PLATE Quarter Final 2	HKSS	26	5	KE VII
11	11:50	CUP/PLATE Quarter Final 3	MCKK	14	0	SHOAW
12	12:10	CUP/PLATE Quarter Final 4	SSTMI	38	7	EC
13	12:30	SHIELD Semi Final 1	SMSS	14	7	INTEGOMB
14	12:50	SHIELD Semi Final 2	AIS	0	17	KGV
15	13:10	BOWL Semi Final 1	SDAR	17	22	SAS
16	13:30	BOWL Semi Final 2	VC	24	19	SSYP1
17	13:50	PLATE Semi Final 1	STAR	5	14	KE VII
18	14:10	PLATE Semi Final 2	SHOAW	5	31	EC
19	14:30	CUP Semi Final 1	SMSM	5	28	HKSS
20	14:50	CUP Semi Final 2	MCKK	0	27	SSTMI
21	15:10	SHIELD FINAL	SMSS	15	31	KGV
22	15:40	BOWL FINAL	SAS	31	10	VC
23	16:10	PLATE FINAL	KE VII	17	0	EC
24	16:40	3RD/4TH PLACE	SMSM	22	5	MCKK
25	17:15	CUP FINAL	HKSS	10	33	SSTMI

KNOCK-OUT STAGE CHARTS



CUP CHAMPION

SSTMI

HKSS	10
SSTMI	33

CUP FINAL

SMSM	22
MCKK	5

3RD/4TH PLACE

CUP SEMI FINALS

SMSM	5
HKSS	28

MCKK	0
SSTMI	27

RANK 1

SMSM	12
STAR	5

RANK 8

RANK 4

HKSS	26
KE VII	5

RANK 5

RANK 2

MCKK	14
SHOAW	0

RANK 7

RANK 3

SSTMI	38
EC	7

RANK 6

QUARTER FINALS

PLATE SEMI FINALS

STAR	5
KE VII	14

SHOAW	5
EC	31

PLATE FINAL

KE VII	17
EC	0

KE VII

PLATE CHAMPION



PRIZE WINNERS

CUP CHAMPION



SEKOLAH SUKAN TUNKU MAHKOTA ISMAIL (SSTMI) JOHOR

Preliminary Round
beat SMSS (24-0)
beat KGV (44-0)
beat SAS (29-0)

Cup/Plate QF
beat EC (38-7)

Cup SF
beat MCKK (27-0)

Cup Final
beat HKSS (33-10)



PLATE CHAMPION



SEKOLAH MENENGAH KEBANGSAAN KING EDWARD VII (KE VII) PERAK

Preliminary Round
beat INTEGOMB (14-12)
beat SSYP1 (5-0)
beat VC (19-0)

Cup/Plate QF
lost to HKSS (5-26)

Plate SF
beat STAR (14-5)

Plate Final
beat EC (17-0)





PRIZE WINNERS

BOWL CHAMPION



SEKOLAH SULTAN ALAM SHAH (VI) PUTRAJAYA

Preliminary Round
beat KGV (12-5)
beat SMSS (24-5)
lost to SSTMI (0-29)

Bowl QF
beat SEMASHUR (24-5)

Bowl SF
beat SDAR (22-17)

Bowl Final
beat VC (31-10)



SHIELD CHAMPION



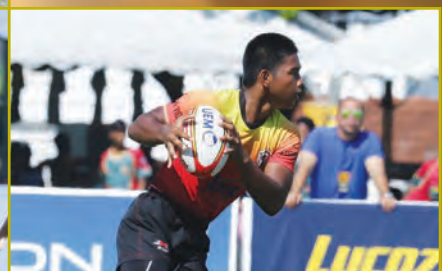
SEKOLAH MENENGAH KEBANGSAAN KING GEORGE V (KGV) NEGERI SEMBILAN

Preliminary Round
lost to SAS (5-12)
lost to SSTMI (0-44)
lost to SMSS (12-15)

Shield QF
beat SAINA (26-14)

Shield SF
beat AIS (17-0)

Shield Final
beat SMSS (31-15)



MULTIMEDIA







MEDIA COVERAGE VALUE : PRINT MEDIA

DATE	MEDIA	HEADLINE	AD VALUE	PR VALUE
8/2/2017	Utusan Malaysia	Skuad Ragbi Negara Perlu Mula Awal	RM 5,062.60	RM 20250.40
8/2/2017	New Straits Times	MCKK tournament set to be more challenging	RM11,115.00	RM 44,460.00
8/2/2017	Harian Metro	Dua pencabar baru MCKK 7's	RM17,304.60	RM 69,218.40
8/2/2017	Berita Harian	Premier 7's MCKK medan cari bakat	RM12,066.31	RM 48,265.24
9/2/2017	Sinar Harian	Pentas cungskil bakat untuk skuad B-18 kebangsaan	RM1,472.82	RM 5,891.28
9/2/2017	Kosmo	Ragbi MCKK Premier 7s medan untuk cungskil bakat baharu	RM2,150.59	RM 8,602.36
10/2/2017	The Star	Tougher and more exciting meet ahead	RM31,787.03	RM 127,148.12
18/2/2017	Berita Harian	SSTMI berazam kekalkan kejuaraan	RM2,673.00	RM 10,692.00
18/2/2017	Kosmo	MCKK 7s: SSTMI tekad mahu kekalkan kejuaraan	RM10,837.33	RM 43,349.32
24/2/2017	Berita Harian	Premier 7's MCKK: SSTMI Tsunami tekad pertahan kejuaraan	RM7,701.33	RM 30,805.32
24/2/2017	Harian Metro	Misi rampas trofi	RM18,673.99	RM 74,695.96
24/2/2017	New Straits Times	SSTMI eye fourth Premier 7s title	RM8,517.24	RM 34,068.96
25/2/2017	New Straits Times	MCKK off to a flyer	RM11,172.15	RM 44,688.60
25/2/2017	Kosmo	MCKK All Blacks bermula garang	RM7,075.41	RM 28,301.64
25/2/2017	Harian Metro	LANGKAH KANAN	RM16,207.67	RM 64,830.68
25/2/2017	Berita Harian	MCKK mula langkah kanan	RM9,463.77	RM 37,855.08
26/2/2017	New Straits Times	NETWORKING AT ITS BEST	RM31,350.00	RM 125,400.00
26/2/2017	New Straits Times	SSTMI mean business	RM3,221.87	RM 12,887.48
26/2/2017	Kosmo	SSTMI mahu pertahan kejuaraan	RM6,213.04	RM 24,852.16
26/2/2017	Harian Metro	SSTMI TERUS MARA	RM29,513.49	RM 118,053.96
26/2/2017	Berita Harian	Premier 7s MCKK: SSTMI mara ke suku akhir	RM9,147.83	RM 36,591.32
27/2/2017	Kosmo	SSTMI pertahan kejuaraan ragbi	RM9,739.59	RM 38,958.36
27/2/2017	Harian Metro	Trofi ke-4	RM20,193.96	RM 80,775.84
27/2/2017	New Straits Times	SSTMI simply a class above	RM12,825.00	RM 51,300.00
27/2/2017	Berita Harian	SSTMI gah raih trofi kali keempat	RM7,793.78	RM 31,175.12
27/2/2017	Berita Harian	Premier 7's capai objektif	RM14,704.15	RM 58,816.60
27/2/2017	The Star	Johor lads retain title in style	RM30,539.44	RM 122,157.76



MEDIA COVERAGE VALUE : BROADCAST MEDIA

DATE	STATION	AIRTIME	DURATION	TITLE	AD VALUE	PR VALUE
7/2/2017	Astro Arena - Nadi Arena	7.30pm	2mins 5secs	Ragbi MCKK Premier7 Sepasukan: Penampilan Indonesia Curi Tumpuan – Interviewed Amirul Hazarin Hamidon (Pengarah Kejohanan Ragbi MCKK Premier 7s) & Tunku Datuk Ahmad Burhanuddin (Prsiden MCOBA)	RM 69,600.00	RM 278,400.00
7/2/2017	Astro Awani - Sukan Awani	7.30pm	2min 12secs	Indonesia Curi Tumpuan Di Kejohanan Edisi 7 –Interviewed Amirul Hazarin Hamidon & Tunku Datuk Ahmad Burhanuddin	RM 38,700.00	RM 154,800.00
8/2/2017	Bernamea News Channel – Buletin Bernama	7.00am	1min 31secs	MCKK Premier 7s Jadi Platform Pilih Pemain Baru–Interviewed Datuk Shahrul Zaman Yahya (Presiden KRM)	RM 28,000.00	RM 112,000.00
10/2/2017	Astro Arena – FORUM	1.15pm	12mins 10secs	MCKK Premier 7s –Interviewed Amrul Hazarin Hamidon (Pengarah Kejohanan MCKK Premier 7s) & Adam Azman (AJK Kejohanan MCKK Premier 7s)	RM 145,000.00	RM 580,000.00
16/2/2017	TV1 – Selamat Pagi Malaysia	8.00am	12mins 47secs	Kejohanan Ragbi Antarabangsa–Interviewed Amrul Hazarin Hamidon (Pengarah Kejohanan) & Abdullah Munzir Mohd Fauzi (Media & Perhubungan Awam)	RM 151,200.00	RM 604,800.00
1/3/2017	TV1-LIVE Planet Sukan	10.30pm	3mins 57secs	Kejohanan Ragbi MCKK Premier 7s 2017 Final Day (Interviewed Pengarah Kejohanan: Encik Amrul Hazarin Hamidon dan jurulatih SSTMI, Syed Shazril Syed Mahadzir)	RM 135,000.00	RM 540,000.00
16/2/2017	Radio Nasional FM	5.00pm	48secs	Kejohanan Ragbi Premier 7 Pasukan Kolej Melayu Kuala Kangsar 2017 menjadi medan untuk mencungkil bakat	RM 25,000.00	RM 100,000.00



MEDIA COVERAGE VALUE : ONLINE MEDIA

DATE	LINK	WEBSITE	HEADLINE	AD VALUE	PR VALUE
7/2/2017	http://www.stadiumastro.com/ms/article/2017/02/07/saingan-ragbi-mckk-premier-7s-dijangka-sengit	stadiumastro.com	Saingan Ragbi MCKK Premier 7s Dijangka Sengit	RM 5,000.00	RM 5,000.00
7/2/2017	http://www.hmetro.com.my/node/204240	hmetro.com.my	Dua pencabar baru MCKK 7's	RM 5,000.00	RM 20,000.00
7/2/2017	http://www.bernama.com/bernama/v8/bm/sp/newssports.php?id=1327101	bernama.com	Premier 7's MCKK Medan Cari Bakat Skuad B-18 Kebangsaan - KRM	RM 5,000.00	RM 20,000.00
23/2/2017	https://www.bharian.com.my/node/252047	bharian.com.my	SSTMI intai kejuaraan ke-4 ragbi Premier 7s MCKK	RM 5,000.00	RM 20,000.00
23/2/2017	http://www.hmetro.com.my/node/208466	hmetro.com.my	Misi rampas trofi	RM 5,000.00	RM 20,000.00
24/2/2017	https://www.hmetro.com.my/node/208753	hmetro.com.my	Langkah kanan	RM 5,000.00	RM 20,000.00
24/2/2017	https://www.bharian.com.my/node/252499	bharian.com.my	MCKK buka tirai kejohanan dengan bergaya	RM 5,000.00	RM 20,000.00
24/2/2017	http://www.theborneopost.com/2017/02/25/shoaw-gunning-for-top-two-spots-at-mckk-7s/	theborneopost.com	SHOAW gunning for top two spots at MCKK 7s	RM 5,000.00	RM 20,000.00
25/2/2017	https://www.nst.com.my/news/2017/02/215478/sunday-chat-mckk-premier-7s-networking-its-best	nst.com.my	Sunday Chat: MCKK Premier 7s - Networking at its best	RM 5,000.00	RM 20,000.00
25/2/2017	https://www.hmetro.com.my/node/209004	hmetro.com.my	SSTMI terus mara	RM 5,000.00	RM 20,000.00
25/2/2017	http://www.bharian.com.my/node/252959	bharian.com.my	SSTMI, MCKK mara suku akhir	RM 5,000.00	RM 20,000.00
26/2/2017	http://www.bharian.com.my/node/253377	bharian.com.my	SSTMI kekal kejuaraan ragbi Premier 7's MCKK	RM 5,000.00	RM 20,000.00
26/2/2017	http://kosmo.com.my/kosmo/content.asp?y=2017&dt=0227&pub=Kosmo&sec=Sukan&pg=su_06.htm	kosmo.com.my	SSTMI pertahan kejuaraan ragbi MCKK	RM 5,000.00	RM 20,000.00
26/2/2017	http://www.theborneopost.com/2017/02/27/shoaw-packs-a-punch-among-nations-best/	theborneopost.com	SHOAW packs a punch among nation's best	RM 5,000.00	RM 20,000.00
6/3/2017	http://www.theborneopost.com/2017/02/27/shoaw-packs-a-punch-among-nations-best/	thestar.com	Johor lads retain title in style	RM 5,000.00	RM 20,000.00



VISM
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T.M.

MEDIA COVERAGE VALUE

TOTAL MEDIA
COVERAGE VALUE
FOR PRINT MEDIA

RM 1,794,091.96

TOTAL MEDIA
COVERAGE VALUE
FOR BROADCAST MEDIA

RM 2,370,000.00



TOTAL MEDIA
COVERAGE VALUE
FOR ONLINE MEDIA

RM 300,000.00

**GRAND TOTAL
MEDIA COVERAGE VALUE**

RM 4,464,091.96



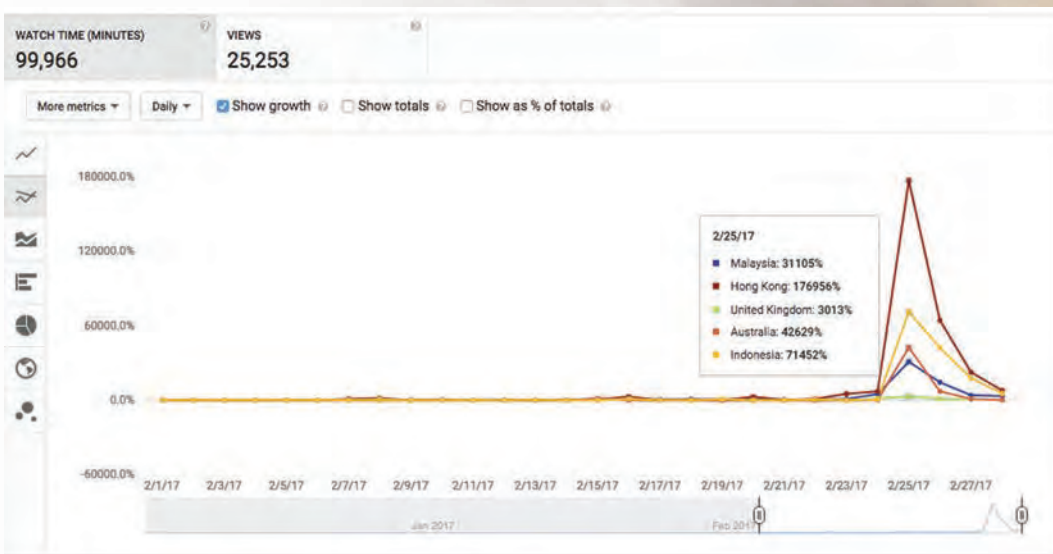
YOUTUBE CHANNEL EXPOSURE

Top level > YouTube watch page

Geography Date Subscription status Device type More ▾

Device type	Watch time (minutes)	Views	Average view duration	Average percentage viewed
Mobile phone	57,525 (58%)	18,428 (73%)	3:07	8.0%
Computer	33,040 (33%)	5,186 (21%)	6:22	10%
Tablet	4,819 (4.8%)	1,253 (5.0%)	3:50	11%
TV	4,133 (4.1%)	324 (1.3%)	12:45	20%
Game console	237 (0.2%)	28 (0.1%)	8:27	23%
Unknown	212 (0.2%)	34 (0.1%)	6:14	31%

1-6 of 6



Video Geography Date More ▾

Geography	Watch time (minutes)	Views	Average view duration	Average percentage viewed
Malaysia	136,763 (90%)	28,316 (93%)	4:49	7.7%
Hong Kong	8,161 (5.4%)	953 (3.1%)	8:33	8.7%
United Kingdom	1,433 (0.9%)	239 (0.8%)	5:59	8.6%
Australia	839 (0.6%)	59 (0.2%)	14:12	21%
United States	760 (0.5%)	126 (0.4%)	6:02	7.9%
Singapore	690 (0.5%)	116 (0.4%)	5:56	13%
Indonesia	589 (0.4%)	310 (1.0%)	1:54	4.9%
New Zealand	514 (0.3%)	70 (0.2%)	7:20	13%
Thailand	437 (0.3%)	84 (0.3%)	5:12	7.3%
Egypt	316 (0.2%)	82 (0.3%)	3:51	4.8%
South Korea	258 (0.2%)	19 (0.1%)	13:34	8.6%
Japan	197 (0.1%)	18 (0.1%)	10:57	4.7%
Jordan	95 (0.1%)	25 (0.1%)	3:46	24%
India	93 (0.1%)	35 (0.1%)	2:39	2.8%
Saudi Arabia	79 (0.1%)	10 (0.0%)	7:54	6.7%
Ireland	46 (0.0%)	7 (0.0%)	6:35	6.4%
Unknown region	44 (0.0%)	14 (0.0%)	3:10	8.3%
Netherlands	42 (0.0%)	17 (0.1%)	2:29	9.3%
Canada	26 (0.0%)	12 (0.0%)	2:09	2.4%
Italy	21 (0.0%)	2 (0.0%)	10:24	72%
Denmark	16 (0.0%)	2 (0.0%)	7:52	4.3%
Kazakhstan	14 (0.0%)	17 (0.1%)	0:50	61%

MCKK 7s: SSTMI tekad mahu kekalkan kejuaan



NIASA, ANWAR (dua) bersama anggota pasukan SSTMI dan pasukan Sekolah Sultan Hilang Klang (SJK) muncul juara final MCKK Premier 7s Rugby Championship tahun ini.

JUARA bertahan, Sekolah Sultan Tunas Melayu (SSTMI) bertekad untuk mempertahankan kejayaan pada edisi MCKK Premier 7s 2017 yang akan berlangsung di Kuala Lumpur. Pengerusi SSTMI, Niaz Ahmad, berkata pasukan SSTMI akan berusaha mempertahankan kejayaan mereka pada edisi MCKK Premier 7s 2017 yang akan berlangsung di Kuala Lumpur. Niaz berkata, SSTMI akan berusaha mempertahankan kejayaan mereka pada edisi MCKK Premier 7s 2017 yang akan berlangsung di Kuala Lumpur.

NewSunday Times | 52 | SPORT | Sunday

NETWORKING AT ITS BEST

THE MCKK Premier 7s Rugby Championship is into its seventh edition as organisers Malay College Old Boys Association (MCOBA) continue in their bid to help develop the sport. Timesport's FABIAN PETER gets a clearer picture from MCOBA president Tunku Datuk Ahmad Burhanuddin Tunku Datuk Seri Adnan.



Over the years, it has been a common sight to see the members of MCOBA networking at the MCKK Premier 7s Rugby Championship. The members of MCOBA are always seen networking at the MCKK Premier 7s Rugby Championship. They are always seen networking at the MCKK Premier 7s Rugby Championship.

RUGBY SSTMI eye fourth Premier 7s title



HUNGRY for success, Tengku Maklana Ismail Sports School (SSTMI) have set their sights on a fourth Malay College Kuala Kangsar (MCKK) Premier 7s Rugby Championship title. SSTMI coach Syed Shahid Syed Mubtahir said the school's boys are best on defending the 7s title trophy after being crowned champions in 2014, 2015 and last year. "We are the defending champions and that is what we want to defend our title."

MCKK All Blacks bermula garang



Penyerang SSTMI (dua) beraksi dalam perlawanan MCKK Premier 7s Rugby Championship.

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Johor lads retain title in style

Defending champions SSTMI show their might at MCKK Premier 7s Rugby tournament

UNIKU Malacca's Ismail Sports School (SSTMI) retained their MCKK Premier 7s Rugby Championship title after defeating Sekolah Sultan Hilang Klang (SJK) in the final. SSTMI coach Syed Shahid Syed Mubtahir said the school's boys are best on defending the 7s title trophy after being crowned champions in 2014, 2015 and last year. "We are the defending champions and that is what we want to defend our title."



Anggota pasukan SSTMI (dua) beraksi dalam perlawanan MCKK Premier 7s Rugby Championship.

MCKK dalam saingan Kumpulan C



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Misi rampas trofi



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Premier 7's capai objektif



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WERE ALL CHAMPIONS



Anggota pasukan SSTMI (dua) beraksi dalam perlawanan MCKK Premier 7s Rugby Championship.

FACEBOOK POSTINGS

Tab Amad Burn
February 24 · 🌐

Spending the weekend with the future of Malaysia. #MCKKp7s2017 #premier7s



👍 Hamdi Abdullah and 35 others · 3 Shares

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The Malay College Old Boys' Association of Malaysia added 4 new photos.
February 25 · 🌐

HRH Paduka Seri Sultan Perak Darul Ridzuan, Sultan Nazrin Muizzuddin Shah ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfurlah and HRH Raja Permaisuri Perak Darul Ridzuan Tuanku Zara Salim graced MCKK vs. Intek match this morning at the MCKK Premier 7s. Tuanku had an event nearby and when he found out MCKK was playing at 11.30, he decided to drop by and cheer our All Blacks. Our boys won 29-7. Daulat Tuanku.
#MCKKp7s2017 #premier7s



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The Malay College Old Boys' Association of Malaysia with Tab Amad Burn.
February 24 · 🌐

MCOPA President being interviewed by Fabian of NST on the #MCKKp7s2017 #premier7s for their Sunday edition



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Azril Hafiz
February 25 · Instagram · 🌐

Day 2
#mckkp7s2017



👍 Munzir Fauzi and 42 others · 3 Comments

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King Edward VII School, Taiping shared MCKK Premier 7s's photo.
February 26 · 🌐

Well Done Tigers...
Champion Plate MCKK 7
Final Result
KEVII vs English College 14-0... See More



👍 13 · 1 Share

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Munzir Fauzi at MCOPA Building.
February 22 · Instagram · 🌐

Get your copy of our Exclusive Souvenir Programme Book in Kuala Kangsar.
#mckkpremier7s2017 #mckkpremier7s #mcoba... See More



👍 Van Tauf Faal and 10 others · 1 Share

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MCKK Premier 7s
February 25 · 🌐

Setting up for tomorrow's LIVE STREAMING at www.premier7s.com
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MCKK Premier 7s
February 26 · 🌐

MCKK P7s 2017 PLATE CHAMPION - KEVII
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See More



👍 13 · 1 Share

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Mohamad Muhaizat feeling thankful.
February 27 · 🌐

My eldest nephew spotted @nazmie_aliff .proud uncle 🥰🥰
...congratulations Boy n ur great Team #sstmi 🙌🙌🙌🙌
@Regrann from @mckkpremier7s - Congratulations to Sekolah Sukan Tunku Mahkota Ismail for winning the 7th Edition of The MCKK Premier 7s Tournament
#mckkp7s2017



👍 15 · 1 Comment

Like Comment Share

The Malay College Old Boys' Association of Malaysia with Wan Kamaruddin and 3 others.
February 26 · 🌐

Thank you to everyone who helped make the 2017 MCKK Premier 7s a success! You guys certainly raised the bar and demonstrated the greatness of teamwork, creativity and good management. Well done! Bungwak! -Tab
#MCKKp7s2017 #premier7s



👍 Hisham Badul Hashim and 72 others · 1 Comment · 1 Share

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#MCKK7s2017



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#MCKK7s2017 #premier7s

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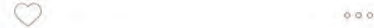
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ON-GROUND BENEFITS







ADVERTISING BOARDS & FIELD LAYOUT



FIELD LAYOUT	POSITION	SPONSORS A-BOARD
North Stand	Royal Box and VIP hospitality area	TM, Ranhill, TNB, UEM, Big Tree, KPJ, BS2M, Handal, Tourism Perak, Tackle, Apex, Nestle, Casuarina, FGV
South Stand	Spectators Stand	Ranhill, TM, Cyberview, FGV, Casuarina, MOTAC, BS2M, Nestle, SA Kargo, SLW, Tourism Perak, Apex, TNB, NSTP, Handal, KBS
East Wing	Behind Goal Post	Handal, BH, BS2M, TNB, TM, Nestle, Tourism Perak, NST, UEM, MOTAC, Ranhill, Harian Metro
West Wing	Behind Goal Post	Big Tree, Proton, KBS, BS2M, TM, Metro, MOTAC, Lucozade, UEM, Apex, Nestle





OUTDOOR & OTHER EXPOSURE





MERCHANDISE & DISPLAY

MERCHANDISE

As compared to previous years, this year saw an increase in participation of sponsors showcasing their products & services during the three-day tournament, utilizing almost all the available spaces at the venue.

BOOTH	PRODUCTS	BOOTH LOCATION
Telekom Malaysia Berhad	Product Display, Interactive Games, Sales and Lucky Draw	Football Field North
KPJ Healthcare Berhad	Product Display & Medical Check-up	Big Tree
Jacsport	Product Display and Sales	Big Tree
FGV	Product Display and Sales	Big Tree
Proton	Product Display and Sales	Football Field North
MCOBA Merchandise	Official Tournament Merchandise	Football Field North
MCKK	MCKK Souvenirs	Football Field North
Tackle Asia	Rugby Apparel Sales	Football Field North
Carisbrook	Rugby Apparel Sales	Football Field South
Strike	Rugby Apparel Sales	Football Field South
Gilbert	Rugby Equipment Sales	Football Field South
Cantebury of New Zealand	Rugby Apparel Sales	Football Field South





MERCHANDISE & DISPLAY

FOOD STALLS

The local food operators were also given the opportunity to promote famous Kuala Kangsar delicacies. Fast food operators, Pizza Hut, KFC and others were also present as per the previous years due to the big crowd.

BOOTH	PRODUCTS	BOOTH LOCATION
Pizza Hut	Pizza	East Wing Courts
KFC	Fried Chicken, Burgers, etc	East Wing Courts
Keow Teow Kerang (Zack)	Char Kuey Teow	East Wing Courts
Nora's Delight Bakery	Pastries	East Wing Courts
MCKK Cricket Team	Fritters & Drinks	East Wing Courts
KPKM & MCRU	Ice Blended Drinks	East Wing Courts
Drinks Stall	Drinks	East Wing Courts





MARKETING COLLATERALS & PRINTED MATERIALS



SUPPORTING EVENTS







PRESS CONFERENCE









APPRECIATION CEREMONY





LIVE STREAMING



2017 ROYAL DINNER

The Royal Dinner was held on Saturday 25th of February 2017 at Istana Iskandariah. The dinner has been an annual affair graced and hosted by HRH Sultan Nazrin Muizzuddin Shah, the Sultan of Perak Darul Ridzuan to welcome the participants of the MCKK P7's Rugby Tournament. The ambience at the Istana was matched with the presence of the State dignitaries, the Perak Rugby Team, the Sponsors, 400 participants and 200 officials and guest involved in the tournament. Dressed in batiks and some in uniforms, the participants were entertained by the wind orchestra quartet and a food spread fit for a king.



Judging from the happy chatters, the clinking of cutleries and smiling faces, the event must have been an occasion to remember. The sweat and tears of the dinner committee was well rewarded by merely the happy faces and satisfied boys, camera in hand, posing for photographs within the picturesque setting. For everyone else, it was a function that they look forward to attend again at the next MCKK P7's Rugby Tournament, the following year.





TEAM MANAGERS BRIEFING



2017 PHOTO GALLERY





2017 PHOTO GALLERY





2017 PHOTO GALLERY





2017 PHOTO GALLERY





MEDICAL TEAM REPORT



This year's medical team enjoyed the same privileges as the years before with two medical ambulances on stand-by, a team of nurses and paramedics plus a medical buggy to transport players on the field. It has been the principle to get players back on their feet or get them off the field as quickly as possible so as not to delay the game too much in the interest of the tight schedule of the tournament. This year the size and physique of the players are bigger and stronger and through previous years experience, the risk of injury is higher due to stronger contact and collision.

True enough, within the first 2 minutes of the first game the medic team had already been seen running into the field to attend to an injury.

Over the weekend the medical team was kept busy with various injuries.

This year we also had a physiotherapist with specialty in kinetic taping which benefited a lot of players who came for it.

There were 3 major hand injuries (including one from MCKK vs Seri Mersing) and one leg injury which required hospital referral. There were no major head injuries or bleeding injuries.

The advent of the new IRB ruling on high tackle and also the good knowledge on rules exhibited by the players this year helped keep injuries to a minimum.

I would like to express gratitude to the ABR committee who has entrusted my team all these years and years to come.

*Prepared by:
Dr. Zarin Zain (C'83)
KPJ Tawakkal Specialist Hospital*

-Honours Board-



2017

Sekolah Sukan Tunku Mahkota Ismail



2016

Sekolah Sukan Tunku Mahkota Ismail



2015

Hong Kong Sports School



2014

Scots College New Zealand



2013

The Malay College Kuala Kangsar



2012

Sekolah Sukan Tunku Mahkota Ismail



2011

Sekolah Sukan Bandar Penawar





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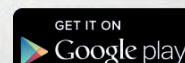
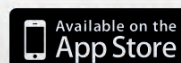
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