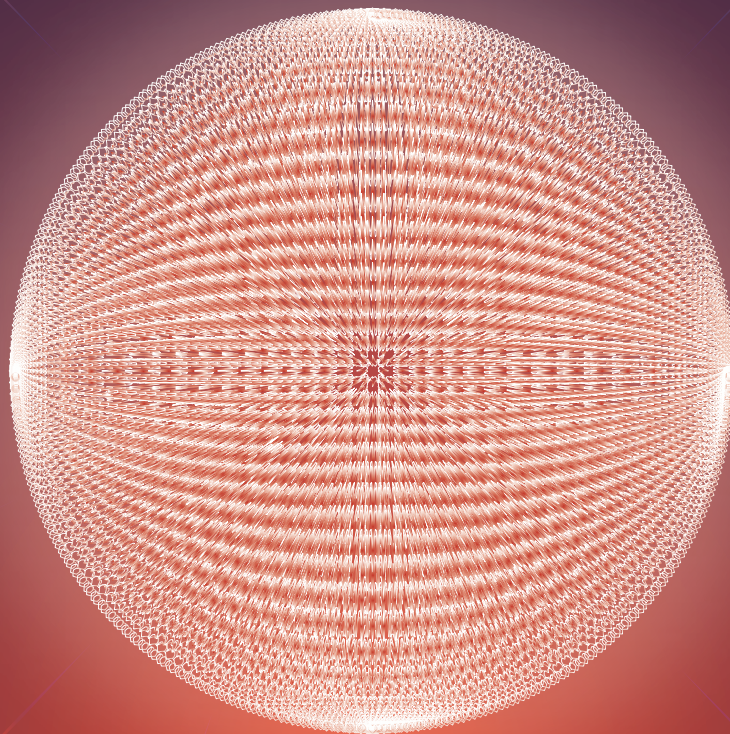


LOOK IN LOOK OUT LOOK BEYOND

Malaysian Advertisers Association | Annual Report 2018



A member of WFA:
World Federation of Advertisers
www.wfanet.org

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MAA Financial

president



**En. Mohamed Kadri
Mohamed Taib**
Coca-Cola Far East Limited

advisor



**Ms. Margaret
Au-Yong**
Tune Group

council members



Ms. Chew Lee Min
Heineken Malaysia



Ms. Foong Ai Peng
Maxis Broadband



Mr. Javed Jafri
Unilever (M) Holdings



Mr. Eugene Chan
Nestlé Products



**Pn. Raja Zalina
Raja Safran**
Mondelez Malaysia Sales



**En. Adam
Wee Abdullah**
CIMB Bank



Ms. Diana Wong
Bata Primavera



Ms. Gladys Goh
Nippon Paint (M)
Sdn. Bhd.

vice president



**Mr. Claudian
Navin Stanislaus**
BABA Products

alternate members



Mr. Ganesan Narayanan
BABA Products



Ms. Chan Mey Fung
Heineken Malaysia



Ms. Anna Kee
Maxis Broadband



Mr. Jason Wong
Unilever (M) Holdings



Ms. Jessica Tan
Nestlé Products



**Ms. Kairin Romeena
Abdul Rauf**
Mondelez Malaysia Sales



Ms. Chayenne Tan
CIMB Bank



Dato' James Selvaraj
Bata Primavera



Datin Wong Meng Lee
Nippon Paint (M)
Sdn. Bhd.



It would be an underestimation to claim that the industry was in a flux last year. The nation rose from her late sleep in May to find a new coalition government after 60 years and, with it, attendant expectancy and rearranging of almost every aspect of the advertising industry.

As with any business across the globe, such a seismic alteration engenders a period of adjustment and a trickle down impact. It was no different with all of us at the Association.

FURTHER



The Council reviewed relationships and welcomed new ones. This applied to every matter from approaching government affairs with a renewed sense of optimism to preparing our Members to face up to a new parcel of practices and priorities.

The intention to resume the sterling work of the previous Council could not be stressed enough. It is imperative that the image of the Association is meticulously nurtured as befitting its standing as a leading trade body by continuing the Association's flagship activities.

Council will identify new and relevant programmes that are advantageous to Members in addition to retaining past and present activities that have constructively served Members. The Council will also redouble its efforts in deploying activities that generate additional funds for the Association.

MEMBERS RELATIONS

The move to extend membership to Business Network International Sdn. Bhd. (BNI); Malaysian Gifts and Premium Association (MGPA); Malaysian Retailers Chain Association (MRCA) and Branding Association Malaysia (BAM) served yet again to strengthen the Association.

A membership of 1,670 now comprises 68 Ordinary Members, 51 Associate Members and 1,551 Affiliate Members. The significant size of this base allows the Association a far more authoritative voice in effectively managing industry issues.

INDUSTRY RELATIONS

The Council records its satisfaction in the development of the JIC for Digital Standards (JIC Digital) under the Audit Bureau of Circulation (ABC). This joint industry undertaking to streamline digital standards and best practice for online advertising trading is nearing completion and await its debut in 2019.

The importance of this initiative is accentuated by the decrease in newspaper circulation numbers and the increase in digital spending. The rise of the digital media segment falls neatly with the Council's existing collaboration with the Malaysian Digital Association (MDA)'s Digital ADEX Report project, which will be unveiled before the midway point of the year.

The Media Specialists Association of Malaysia (MSA)'s Joint Industry Committee on Television Audience Measurement (JICTAM) is also nearing fruition. The Malaysian Communications and Multimedia Commission (MCMC) was roped in to convince the nation's two largest broadcasters to co-direct the project. This resulted in a Working Group formed by MCMC to spearhead the exercise.

The affiliation with the World Federation of Advertisers (WFA) prospered even more in 2018. The successful organisation of the WFA & MAA Conference was the highlight of this affiliation and the Council is planning to further leverage its affiliation with the global body in 2019 to the benefit of Members. A significant session to be highlighted was the WFA & MAA Digital Governance Forum- The Future of Digital Advertising in a Privacy First World where our Communication and Multimedia Minister, YB Tuan Gobind Singh Deo had delivered a keynote speech on "Decoding the Personal Protection Act".



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REGULATORY AND GOVERNMENT RELATIONS

The introduction of "Sugar Tax" and a proposed prohibition on the advertising of "unhealthy foods" to children – which were deferred last year – is imminent. The Council remains convinced that education of consumers and a realignment of their dietary habits represent exceedingly viable solutions than the imposition of taxes and an outright advertising ban.

The Council worked closely with peer bodies – especially the Federation of Malaysian Manufacturers' Food Manufacturing Group (FMM MAFMAG) – to persuade the Ministry of Health to consider the option of industry self-regulation prior to finalising any policy decision.

The perseverance of Advertising Standard Authority Malaysia (ASA) in soliciting the support of the government to retain its influence could yet yield handsome rewards.

The Ministry of Domestic Trade and Consumer Affairs are keen on merging industry codes into a single document and, if tasked with fronting this scheme, the ASA's role will flourish.

FUND RAISING

The end of the Effie Awards rotation arrangement with the Association of Accredited Advertising Agencies (4As) has obliged the Council to identify a fresh revenue stream. The consensus pointed at the revival of a signature event- Malaysian Ad Congress.

The principal goal of the Ad Congress is the generation of supplementary income as much as providing an invaluable platform for Members to enhance their comprehension of the needs of an evolving marketplace.

THANK YOU

A huge debt of gratitude is owed to Coca-Cola Far East Limited, Bata Primavera Sdn. Bhd., Mondelez Malaysia Sales Sdn. Bhd. and Nestlé Products Sdn. Bhd. for extending their office space for Council meetings last year as well as to Council Members who have untiringly worked for the betterment of the Association.

Ordinary Members

68

Associate Members

51

Affiliate Members

1,551

Total Members

1,670

WITHIN

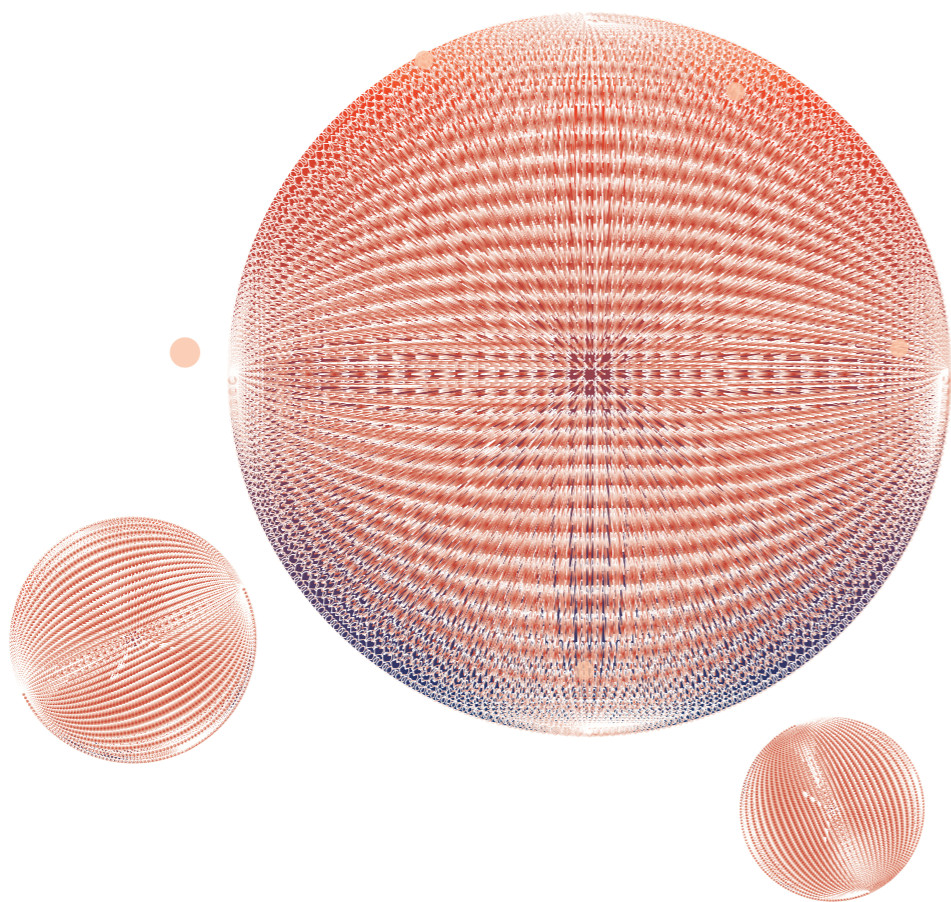


Objectives

- Improving the quality and knowledge of members

Scope

- **Membership & Recruitment Drive**
Led by the President



MEMBERSHIP:

The Association's members come in organizations of different sizes and represent some of the most powerful and influential brands. Members comprise of client side Advertisers and marketing solution providers who address the changing needs of Advertisers and those who support brands to grow.

As of December 2018, the Association's membership tallied at 1,670. This number includes 68 Ordinary Members, 51 Associate Members and 1,551 Affiliate Members.

The size of the membership is always crucial. A larger base allows the Association to rest on it in negotiations with government bodies on improving the welfare of members.

A strong membership also opens-up the Association's activities to a substantial number of individuals, who could only contribute towards cultivating the industry.

The Association is keen on implementing tailor-made programmes for the different categories of Members and did engage the previous government on proposals to assist smaller member companies to no avail.

The change in national leadership in May 2019 has afforded all a hope that government policies will be revised to promote the growth of Members and, in effect, the industry.

At present, the existence of multiple codes hampers a clear understanding of regulations and the lopsided interpretation and enforcement of these rules tend to discriminate advertisers.

New Membership & Recruitment Drive

7 new Members joined in 2018, comprising 4 Associate Members and 3 Ordinary Members. Below is the breakdown:

Ordinary Members:

- Berjaya Sampo Insurance Bhd.
- Milestone Production Sdn. Bhd.
- Cavemen Global Sdn. Bhd.

Associate Members:

- Adrenaline Communications Sdn. Bhd.
- AnyMind (Malaysia) Sdn. Bhd.
- IPG Mediabrand Sdn. Bhd.
- Rapidpro Consulting Sdn. Bhd.

Withdrawal

The Council implements every measure to understand the reasons for the resignation of Members – specifically that under Ordinary membership – and address them to curb more withdrawals.

In the past, Council Members have personally engaged with Members who were on the brink of retreating from the Association and persuaded them to stay on and contribute towards the development of the industry.

The following withdrew from the Association;

Ordinary Members:

- Aladdin Street Dotcom (M) Sdn. Bhd.
The Iclif Leadership and Governance Centre
- The House of Mod Sdn. Bhd.
- Continental Tyre (PJ) Malaysia Sdn. Bhd.
- Adriel Optometry Consultants Sdn. Bhd.

Associate Members:

- Gigagigs Sdn. Bhd.
- AETN All Asia Networks Pvt. Ltd Bhd.
- Michael's Badminton Academy and Sports Sdn. Bhd.
- Navigator Asia Business Sdn. Bhd.

DEEPER



Objectives

- To maintain constant engagement with all the advertising related groups
- To ensure transparent and fair deliveries
- To regularly engage key associations to maintain close collaboration on issues of mutual interest
- To enhance networking and business development

Scope

- **Audit Bureau of Circulation (ABC)**
Led by Ms. Foong Ai Peng and supported by Ms. Chayenne Tan, Ms. Chan Mey Fung
- **World Federation of Advertisers (WFA)**
Led by the President and supported by Ms. Margaret Au-Yong
- **Media Specialists Association of Malaysia (MSA)**
Led by Mr. Javed Jafri and supported by the Vice President and Carol Ng
- **Malaysian Digital Association (MDA)**
Led by Ms. Margaret Au-Yong and supported by Ms. Foong Ai Peng and Mr. Javed Jafri
- **Advertising Standards Advisory (ASA)**
Led by President and supported by the Vice President and Pn. Raja Zalina Raja Safran



AUDIT BUREAU OF CIRCULATIONS

AUDIT BUREAU OF CIRCULATION (ABC)

Board Composition

The Association was represented by Maxis Mobile Services Bhd., CIMB Bank Bhd., Bata Primavera Sdn. Bhd., Heineken Malaysia Bhd. and L'Oreal Malaysia Sdn. Bhd.

Circulation Requirement Standards

After a Consultative Meeting on November 1, the Members approved the below amendments to the Circulation Reporting Standards and agreed that the new rules will take effect from the January – June 2019 audit period onwards.

- Multiple Copy / Bulk Sales
- Circulation To Be Included
- Circulation To Be Excluded
- Time Limit for Submission of ABC Returns
- Comparison of Audited Circulation Figures

A new section "Part IV Registered Product: Digital Publication" was introduced to capture the reporting for Digital Publication. This new reporting was introduced in anticipation of many titles will be moving to online platforms and to attract new online titles in the future.

Audit Committee

The Circulation submissions for the period January – June 2018 was released in November. The Board noted that Print circulation dropped by 5.8% while Digital replicas increased by 39%.

IFABC General Assembly 2018

Ms. Foong Ai Peng, the ABC Chairman attended the IFABC General Assembly between November 13 and 15, shared the highlights of the gathering held in San Francisco (United States of America) as follows;

- ABCs facing pressure from decline of print, and looking at new products
- Pressure on IFABC with other industry body – IAB, MRC setting standards
- Relooking at brand positioning
- Ad Fraud is a major issue – opportunity for 3rd party audits enable advertising in fraud-free environments (commit to audit, review business process, consistently monitor quality and quantity)

It was noted that other market also faced challenges in the digital sphere due to ad fraud. A subject matter expert, Dr. Augustine Fou, an Independent Ad Fraud Researcher cited that globally 2/3 of the of digital ad revenue went to fake sites and the only way to solve the ad fraud phenomena was through;

- Digital Assurance
- Publisher Audits
- Continuous Assurance

JIC Digital

ABC had completed the Request for Information exercise and four verification providers were shortlisted to spearhead the project to measure Viewability, Ad Fraud and Brand Safety.

The selection was based on their ability to verify display for mobile web, mobile in-application and in-desktop environments to address issues on Viewability, Ad fraud and Brand Safety.

The next step will be to call for a Request For Proposal where only a single verification provider will be selected. Currently the Committee was compiling the total impressions volume for display and outstream video from major online publishers.

THE ASSOCIATION OF ACCREDITED ADVERTISING AGENCIES (4AS)

The 4As raised their concern to the Association on unethical pitch practices by Advertisers who include a clause in their Request For Proposals (RFPs) that exerts ownership rights to ideas presented by advertising agencies in the pitches. This even applies to content in the RFPs submitted by agencies that were unsuccessful in pitches. It was noted that none of the current MAA Members practised such unethical conduct.

Although the Association was against unethical pitch practices, the Council was of the opinion that a “willing buyer, willing seller” policy should be allowed. It is up to agencies to agree or decline to participate in pitches based on the stated terms and conditions in RFPs. However, it would be best for agencies to refrain from participating in any pitches where the conditions outlined by the Advertisers were unethical.

MEDIA SPECIALISTS ASSOCIATION OF MALAYSIA (MSA)**Joint Industry Committee on Television Audience Measurement (JICTAM)**

A Working Group under the Malaysian Communications and Multimedia Commission (MCMC) assumed the reigns of this project towards establishing a single television audience measurement, which is due to be launched in 2020.

The funding for this initiative has not been finalised though the proposed pricing model has media owners contributing 70% of the resources. The Council believes that the Association should not be contributing to this funding, as not only other non-Members would benefit but also the fact that the MSA Members were the main beneficiary of this exercise and, as such, must help drive it.

It was brought to the Council's knowledge that Media Prima Berhad (MPB) and All-Asian Satellite Television and Radio Operator (Astro) have agreed to share the responsibility to lead the project.

In December, the Working Group agreed to include video viewability measurement separately from TV. It was also decided that Google and Facebook will be invited to be part of this group.

Sales and Services Tax (SST)

The Royal Malaysian Customs issued the Advertising Services Guidelines under the SST 2.0 stating that the treatment of third party costs (or pass-through costs) were subject to Service Tax regardless whether Service Tax had been previously charged. The implications of this cascading tax effect meant that tax rate on third-party costs was doubled which will eventually affect Advertisers.

The Association subsequently met with the other industry bodies – 4As Malaysia and Media Specialists Association (MSA) where a decision was made to individually appeal to the Ministry of Finance to address the concerns.

Subsequently, effective 1 January 2019, the Royal Malaysian Customs (RMC) announced the following amendment to service tax treatment; Exemption From Payment Of Service Tax Under The Service Tax (Persons Exempted From Payment Of Tax) Order 2018.

- a. The exemption is applicable for service tax registered person in Group G who acquires taxable services under Group G item (a), (b), (c), (d), (e), (f), (g), (h) and (i) from another service tax registered person in Group G. The exemption is not applicable for taxable services under item (j) and (k) of Group G.
- b. This exemption is also applicable for service tax registered person in item 8 of Group I who acquires taxable services under item 8 of Group I (advertising services) from another service tax registered person in item 8 of Group I.

Malaysian Media Awards

Ms. Diana Wong of Bata Primavera who was part of the jury at the MMA Final judging, informed the Council that the judging was well organised compared to 2017 and that this year's entries were of a higher quality.

MALAYSIAN DIGITAL ASSOCIATION (MDA)

Digital ADEX Report

The Association is in support of the MDA's proposed Digital ADEX Reports that present periodic data on the advertising spend on the digital platforms in the Malaysian market.

The MDA has compiled the feedback from stakeholders on the template for these reports, which will be furnished by a third-party auditor appointed by the MDA. The template will be reviewed every six months and the reporting period will begin with the digital spends in the first halves of 2017 and 2018.

MDA and MSA to determine the selection and funding of the independent auditor. The first-ever Digital Adex Report is targeted to be launched by mid-2019.

d Awards 2018

The Council assigned Ms. Jessica Lim of Nestlé Products Sdn. Bhd., Mr. Darren Loo of Maxis Mobile Services Bhd., Ms. Liew Wai Fun of Tune Group Sdn. Bhd., Ms. Chew Lee Min of Heineken Malaysia Bhd. and Datin Wong Meng Lee of Nippon Paint Malaysia Sdn. Bhd. as the Association's representatives in the jury for the d Awards 2019.



WORLD FEDERATION OF ADVERTISERS (WFA)

WFA National Advertisers Conference – Tokyo

The Association was among the 21 national advertiser associations that was part of the National Advertisers Conference in Tokyo on May 18, 2018 where the delegations shared insights and ideas on driving the Advertiser agenda through leadership initiatives. The session was attended by the President.

WFA presented the overview to two global initiatives – WFA Global Media Charter and the WFA Manifesto for Online Data Transparency to address the biggest industry issues.

The WFA Global Media Charter was published to rally for the digital ecosystem to partner with Advertisers to form a safer, more transparent and consumer-friendly environment. The eight Principles for Partnership are outlined as follows;

- a. Zero tolerance to ad fraud with compensation for any breach
- b. Strict brand safety protection
- c. Minimum viewability thresholds
- d. Transparency throughout the supply-chain
- e. Third-party verification and measurement as a minimum requirement
- f. Removal of 'walled garden' issues
- g. Improving standards with data transparency
- h. Take steps to improve the consumer experience

The WFA Manifesto for Online Data Transparency was published to strongly encourage Advertisers to pledge to a structured data ecosystem that respects consumer choices and the right of the consumer to control their own data. This is to create trust amongst consumers towards digital marketing. The Manifesto requires Advertisers;

- a. To create strong data governance
- b. To minimise data collection
- c. To provide consumers with real control of their data
- d. To provide choice over how their data is used and take more active control of their data supply chain



BEYOND



Objectives

- To guide and motivate Members to be a part of a knowledgeable workforce
- To develop an employment development strategy
- To create a diverse environment that allows Members to meet current and future business challenges

Scope

- **WFA/MAA sessions**
Led By President and Ms. Margaret Au-Yong
- **Innovation Café**
Led by Ms. Margaret Au-Yong
- **Website**
Led by Ms. Margaret Au-Yong



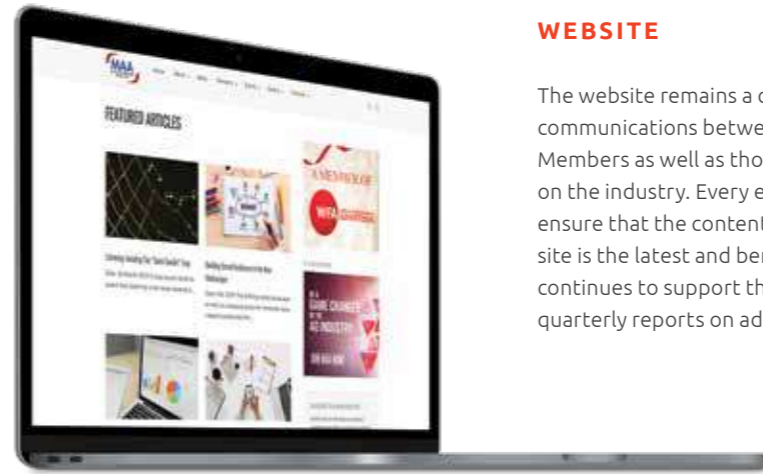
2018 GLOBAL MARKETER WEEK AND GLOBAL MARKETER CONFERENCE

The WFA Global Marketer Week 2018 was held on 15–18 May 2018 in Tokyo, Japan. The session was co-hosted by the Japan Advertising Association and was held in partnership with Advertising Week Asia. The session brought together a pool of veteran marketers and thought-leaders to share strategies for growth in a fast-changing, digital age. The Malaysian delegation was led by the President at the session.



THE WFA & MAA DIGITAL GOVERNANCE FORUM – THE FUTURE OF DIGITAL ADVERTISING IN A PRIVACY FIRST WORLD

The Association in collaboration with the WFA organized a half day industry talk for Members on “The Future of Digital Advertising in a Privacy First World”. This was in line with the enforcement of the EU General Data Protection Regulation in May 2018. The objective of the talk was to have the experts from WFA to share their insights to help multinational and homegrown Members to understand GDPR and how it relates to their day-to-day work as it is essential for them to be/are aware of their responsibilities. The Minister of Communications and Multimedia, YB Gobind Singh Deo delivered his keynote – “Decoding the Personal Data Protection Act” at this session. The new Chairman for the Malaysian Communication and Multimedia Commission, En. Al-Ishsal Ishak was also present at the session.



WEBSITE

The website remains a crucial channel of communications between the Association and Members as well as those who require information on the industry. Every effort has been made to ensure that the content made available on the site is the latest and benefits Members. GroupM continues to support the Association by providing quarterly reports on adex.



HIGHER



Objectives

- To establish a strong relationship with key government and industry bodies through the initiation of regular dialogues
- To manage regulatory issues
- To be a key contributor to industry policies

Scope

- **Ministry of Health**
Led by Pn. Raja Zalina Raja Safran and supported by President
- **Advertising Standards Advisory Malaysia (ASA)**
Led by President supported by the Vice President and Pn. Raja Zalina Raja Safran
- **Communication and Multimedia Forum of Malaysia (CMCF)**
Led by the Vice President and supported by En. Mohd Zurairi Mustafa

MINISTRY OF HEALTH (MOH)

The MOH is concerned over health issues affecting Malaysians and are looking at introducing policies that prohibit high levels of sugar, salt and fat in food vended to children. This includes the introduction of a sugar tax by the Ministry of Finance (MOF) and a restriction on “unhealthy foods” advertising to children.

MOH have shared their proposed policies on prohibiting the advertising of “unhealthy foods” with broadcasters. The latter are concerned that this would reduce their revenues and have requested for clearer guidelines.

In November, the Federation of Malaysian Manufacturers Food Manufacturing Group (FMM MAFMAG) received a letter from MOH that outlined their proposal to implement a nutrition profiling of products.

This is in an attempt to restrict advertising of “unhealthy food” to combat rising diabetes and other health issues attributed to “unhealthy” food. The MOH is planning to restrict advertising on media that has high exposure to kids such as television, radio, cinema and outdoors.

The FMM MAFMAG voiced their disagreement in writing to the MOH and have requested support from all stakeholders such as the Association, Media Specialists Association of Malaysia (MSA), The Association of Accredited Advertising Agencies (4As) and media owners to write to the MOH to voice their concerns.

The Association strongly advocates self-regulation to be the backbone of the industry and that the MOH must engage all stakeholders in the industry before implementing any new taxes or policies on sugared drinks (sugar tax) and on packaged goods using plastic (packing tax).

FINANCIAL REPORT

ADVERTISING STANDARDS ADVISORY MALAYSIA (ASA)

The ASA have been proactive in engaging the Minister of Domestic Trade and Consumer Affairs, YB Datuk Sri Saifuddin Nasution Ismail, to discuss how the body could be the “hands and legs” of the government.

The Minister has expressed interest to unify all the codes into a single entity so that consumers are protected with consistently regulated advertising. This would also create a better environment for businesses to conduct their affairs.

This development points at a good opportunity for the ASA to play a much more significant role to initiate a master plan where parties with their respective tables of codes could convene and contribute to an integrated article.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)

As of December 2018, the CMCF had received 401 total cases. Internet content (284) topped the complaints, followed by Mobile content and services (101) and Advertising Content (3). Most of these complaints were lodged by members of the public (393) while the rest were filed by government agencies (6) members of the industry (2).

The Advertising Section of the Content Code has been completed and was included in the final draft t sent to the Malaysian Communication and Multimedia Commission (MCMC) for their final approval. The CMCF was also waiting for the approval for the “Industry Guideline for Marketing Communications by a Company in the Business of Gambling or Betting” from the MCMC.

EUROPEAN UNION’S GENERAL DATA PROTECTION REGULATION (GDPR)

The GDPR is Europe's new framework for data protection laws which replaces the previous 1995 data protection directive. As of May 2018, the launch of GDPR will require multinational companies to make major changes to the way they collect, handle and process consumer data which likely to have a big impact on our Members who rely on consumer data for carrying out targeted and effective marketing campaigns.

The GDPR applies to any company which offers goods or services to consumers in the European Union/European Economic Area or monitors their behaviour. This means that most global companies will be affected, even if their headquarters are not based in Europe. This development will change the Personal Data Protection Act for many countries including Malaysia in the near future.

The Income and Expenditure for the year ended 31st December 2018 was RM176,516 and RM228,242 respectively which resulted in a Deficit of Income over Expenditure of RM51,726 for the financial year ended on that date.

The deficit for the financial year ended 31st December 2018 was due to no dividend received from Macomm Management Services Sdn. Bhd. whilst we received RM90,000 in 2017. As for other income, the amount has remained constant for both years.

As for Expenditure, there has been a significant reduction of RM54,798 in 2018. Total administrative and general expenses have fallen from RM283,040 to RM228,242 mainly due to fewer events being organised and those organised were more cost-effective. The Council has managed the funds of the Association prudently to ensure that the Association remained in a healthy state despite a lack of dividend income. The bank and fixed deposit balances remained strong as at 31st December 2018 with a total of RM1,723,626 (2017: RM1,816,073).

In 2018, the Association has also increased its shareholding of Macomm Management Services Sdn. Bhd. from 44% to 50%. Hence the value of investments has increased to RM143,429. Total assets is RM1,914,814 whilst liabilities only amounts to RM39,367.

In 2018 MAA representatives of the Council have attended the WFA Exco Meeting in Paris and the Global Marketer Conference in Tokyo. It aims to get widespread exposure in the field of marketing and advertising at the international level.

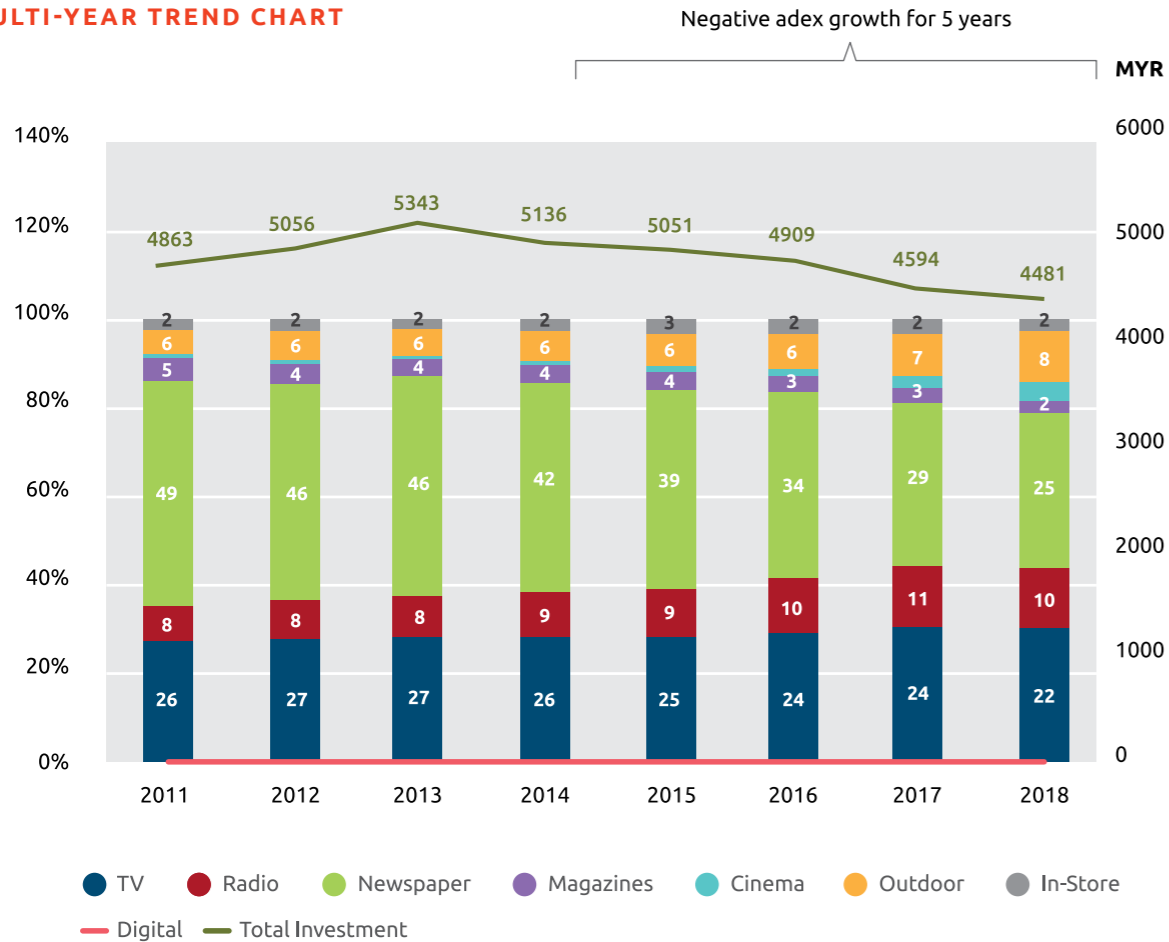


Mohamed Kadri Mohamed Taib
President

MALAYSIA ADEX: FY 2018 REPORT

Analysis and Figures courtesy of GroupM

MULTI-YEAR TREND CHART



MALAYSIA ADEX COMMENTARY AND FORECAST

Malaysia saw its 5th consecutive year of declining adex in 2018, with a 2.5% yoy decline vs. 2017. As a result, Malaysia adex dipped under the RM5 billion mark for third consecutive year since 2016.

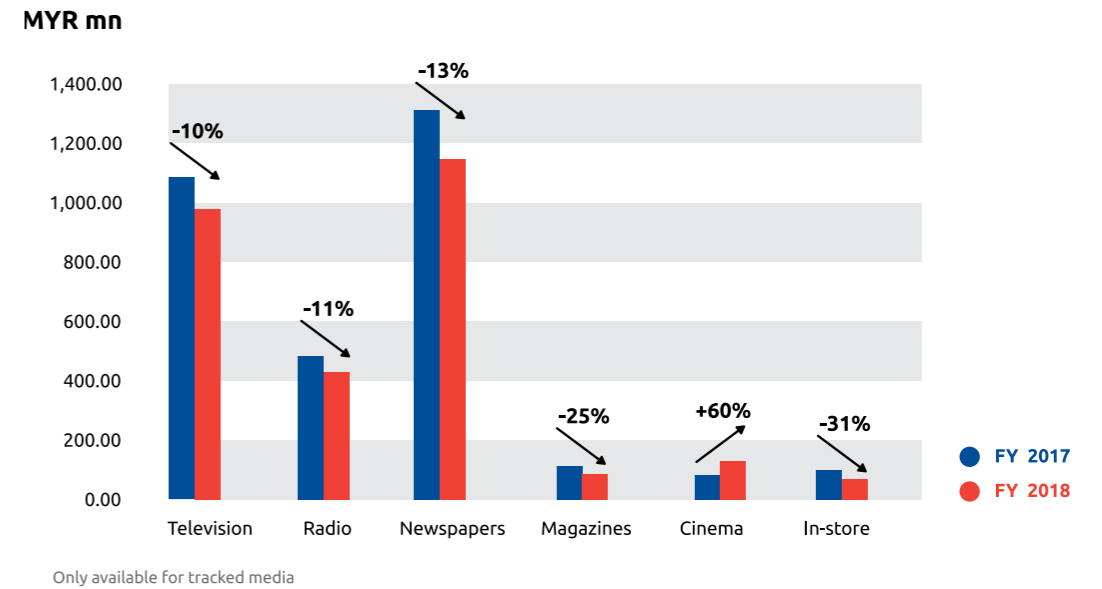
In 2017, the only media to experience significant increases in adex were Digital and Cinema, with Digital growing most aggressively at 18% p.a.

Digital share of adex overtook TV share of adex at 2018.

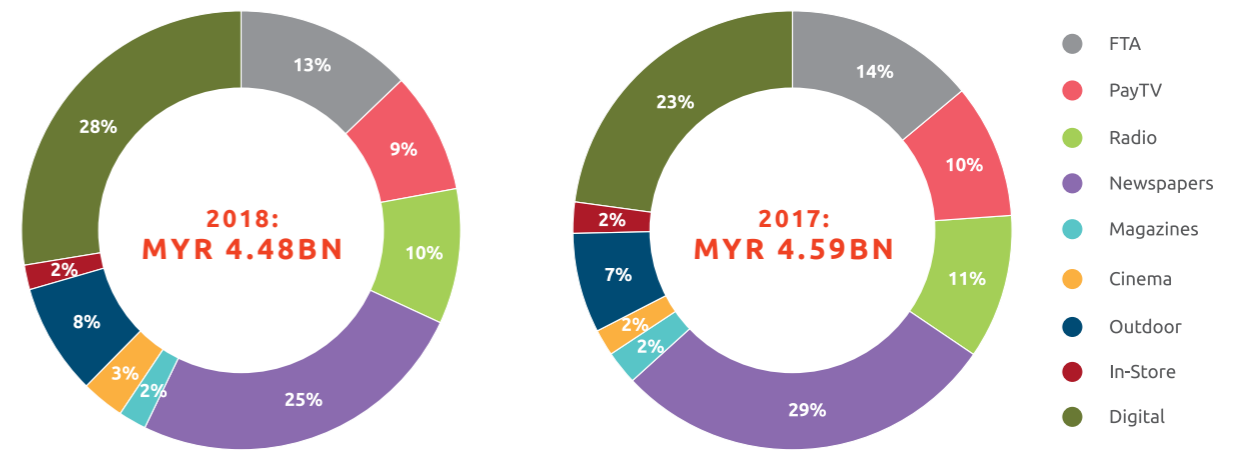
Adex does not increase with the event of General Election 14,

FIFA World Cup, Commonwealth and Asian Games. Newspaper no longer a main choice for advertisers during General Election. Radio adex is expected to fall 7.8% partly due to loss of audience (Nielsen).

FY 2018 ADEX REPORT



ADEX PROVISIONAL:



GLOBAL ADVERTISING OVERVIEW 2018 AND FORECAST 2019

Our new forecast for 2018 advertising investment growth is 4.3% and for 2019 3.6%.

Digital media investment will rise 12.6% in 2018 and 9.7% in 2019, much as before, with

digital's share of ad investment rising from 39% this year to 42% in 2019.

The other big focus is, of course, traditional TV, where we expect minimal growth of 1.2% in 2018 (prior prediction 2.2%) and an almost unchanged 1.1% for 2019.

Among the smaller media, radio is slowly losing share of measured media investment, but measurement is not good at capturing ads in streams.

Out-of-home is similarly fighting to maintain share, which it has sustained at around 6% since the millennium.

Ordinary members

1. Air Asia Bhd.
2. Alliance Cosmetics Sdn. Bhd.
3. Baba Products (M) Sdn. Bhd.
4. Bata Primavera Sdn. Bhd.
5. Berjaya Sompo Insurance Sdn. Bhd.
6. Boustead Petroleum Marketing Sdn. Bhd.
7. Carlsberg Marketing Sdn. Bhd.
8. Cavemen Global Sdn. Bhd.
9. Celcom Axiata Bhd.
10. CIMB Bank Bhd.
11. Coca-Cola Far East Ltd.
12. Colgate Palmolive Marketing Sdn. Bhd.
13. Cotra Enterprises Sdn. Bhd.
14. Danone Dumex (M) Sdn. Bhd.
15. Digi Telecommunications Sdn. Bhd.
16. Disposable Soft Goods (M) Sdn. Bhd.
17. Dutch Lady Industries Bhd.
18. Etika Sdn. Bhd. (formerly known as Permanis Sandilands Sdn. Bhd.)
19. FFM Marketing Sdn. Bhd.
20. Fonterra Brands (M) Sdn. Bhd.
21. Genting Malaysia Bhd.
22. Gerbang Alaf Restaurants Sdn. Bhd. (formerly known as Golden Arches Restaurants Sdn. Bhd.)
23. Glaxosmithkline Consumer Healthcare Sdn. Bhd.
24. Goodyear Malaysia Bhd.
25. Heineken Malaysia Bhd. (formerly known as GAB Sdn. Bhd.)
26. Hong Yang Hoo Pharma Sdn. Bhd.
27. HSBC Bank Malaysia Bhd.
28. Inti Universal Holdings
29. Johnson & Johnson Sdn. Bhd.
30. Jotun Malaysia Sdn. Bhd.
31. Julie's Promotion Sdn. Bhd.
32. Kilang Makanan Mamee Sdn. Bhd.
33. Kimberly Clark Trading (M) Sdn. Bhd.
34. L'Oreal Malaysia Sdn. Bhd.
35. Malaysian Airlines System Bhd.
36. Maxis Broadband Sdn. Bhd.
37. MEAD Johnson Nutrition (M) Sdn. Bhd.
38. Milestone Production Sdn. Bhd.
39. Mondelez Malaysia Sales Sdn. Bhd.
40. Munchworld Marketing Sdn. Bhd.
41. MyNews Retail Sdn. Bhd.
42. Nasim Sdn. Bhd.
43. Nestlé Products Sdn. Bhd.
44. Nippon Paint (M) Sdn. Bhd.
45. Pensonic Holdings Bhd.
46. PepsiCo (M) Sdn. Bhd.
47. Perodua Sales Sdn. Bhd.
48. Petronas Dagangan Bhd.
49. Pizza Hut Restaurants Sdn. Bhd.
50. Pokka Corporation (S) Pte Ltd.
51. Pos Malaysia Bhd.
52. Procter & Gamble (M) Sdn. Bhd.
53. Projek Lebuhraya Utara Selatan Bhd.
54. Proton Holdings Bhd.
55. Prudential Assurance (M) Bhd.
56. QSR Stores Sdn. Bhd.
57. RHB Bank Bhd.
58. SC Johnson & Son (M) Sdn. Bhd.
59. Shell Malaysia Trading Sdn. Bhd.
60. Sime Darby Property Bhd.
61. TCRS Restaurants Sdn. Bhd.
62. Telekom Malaysia Bhd.
63. Tesco Stores (M) Sdn. Bhd.
64. TUNE Group Sdn. Bhd.
65. UMW Corporation Sdn. Bhd.
66. Unilever (M) Holdings Sdn. Bhd.
67. WaterCo (Far East) Sdn. Bhd.
68. Wipro Unza (M) Sdn. Bhd.


Associate members

1. Acorn Marketing & Research Consultants
2. Adrenaline Communications Sdn. Bhd.
3. Alakad Management Sdn. Bhd.
4. Anymind (Malaysia) Sdn. Bhd.
5. Astro-Media Sales
6. Bates (M) Sdn. Bhd.
7. BBDO (M) Sdn. Bhd.
8. Big Tree Outdoor Sdn. Bhd.
9. Capslock Pixel Sdn. Bhd.
10. CD Advertising Sdn. Bhd.
11. Cense Media Sdn. Bhd.
12. Clickacademy Asia Sdn. Bhd.
13. CtrlShift Malaysia Sdn. Bhd.
14. Dentsu Aegis Network Malaysia Sdn. Bhd.
15. Dragon Rouge Singapore Pte. Ltd.
16. Entropia (M) Sdn. Bhd.
17. Expomal International Sdn. Bhd.
18. FCB Sdn. Bhd.
19. Fox Sports Sdn. Bhd.
20. Golden Screen Cinemas Sdn. Bhd.
21. Google Malaysia Sdn. Bhd.
22. Havas Media Kuala Lumpur Sdn. Bhd.
23. Hi-Q Media (M) Sdn. Bhd.
24. Innity Sdn. Bhd.
25. IPG Mediabrands Sdn. Bhd.
26. Isentia (M) Sdn. Bhd.
27. Johor International Skills Hub Sdn. Bhd.
28. Lion Digital Malaysia Sdn. Bhd.
29. Lunch Communiactions Sdn. Bhd.
30. McCann-Erickson (M) Sdn. Bhd.
31. Nielsen Audience Measurement Sdn. Bhd.
32. Ogilvy & Mathar (M) Sdn. Bhd.
33. Perspective Strategies Sdn. Bhd.
34. Phar Partnerships (Malaysia) Sdn. Bhd.
35. Pos Ad Sdn. Bhd.
36. PRS Productions Sdn. Bhd.
37. Publicis Communications Malaysia Sdn. Bhd.
38. Rapidpro Consulting Sdn. Bhd.
39. Reader's Digest Asia Pte. Ltd.
40. Redhot Media Sdn. Bhd.
41. Rev Media Equity Holdings Sdn. Bhd.
42. Runcit Media Sdn. Bhd.
43. Sabah Publishing House Sdn. Bhd.
44. Silver Lining 7 Sdn. Bhd.
45. Sin Chew Media Corporation Bhd.
46. Sistem Televisyen Malaysia Bhd.
47. Star Publications (M) Bhd.
48. The New Straits Times Press (M) Bhd.
49. Utusan Melayu (M) Bhd.
50. YTL InfoScreen Sdn. Bhd.
51. 16Two Communication Labs Sdn. Bhd.

Affiliate members

1. Malaysia Retail Chain Association (MRCA)
2. Branding Association Malaysia (BAM)
3. Business Network International — Malaysia (BNI)
4. BFM Edge Advancing Malaysia (BFM)
5. Malaysian Gift & Premium Association

Aims and objectives

1. To enable Members through the Association to speak with one voice and act with one purpose on advertising matters.
 2. Holding meetings for the discussion of matters of interest to members.
 3. Promoting or opposing legislative and other measures capable of affecting advertisers as a body.
 4. Providing an official voice whereby members can collectively make known their wishes to media owners and advertising agents (either as individuals or associations) and thereby seek recognition of just claims.
 5. To maintain good relations with all other bodies and organisations connected with advertising as a whole or for any particular purpose and to cooperate with them for the benefit of advertising.
 6. Prosecuting or defending any suits, applications and proceedings before any court or tribunal whatsoever as may be deemed necessary or expedient in the interests of the Association or its members.
 7. To raise funds by means of subscriptions of Members and levies on Members or otherwise for all the purpose and objects of the Association in such amounts and in such manner as is provided for in the Rules.
 8. To promote, hold, sponsor or assist in the promoting, holding or sponsoring of Exhibitions of advertising matter or connected with such other objects as may be considered by the Council to be allied to or in conformity with all or any of the objects of the Association.
 9. Advocating the complete and accurate disclosure of circulations figures by proprietors of all printed advertising media and of audience or viewers by the proprietors of radio, film, theatre slide and outdoor media; and supporting the establishment of an Audit Bureau of Circulations and Circulations Audit Board.
 10. Promoting the elimination of fraudulent, untruthful, misleading or otherwise objectionable advertising, increasing thereby the public confidence in advertising and in advertised goods and services.
 11. Advocating the standardisation and simplifications of advertising rate cards.
 12. Entering into any affiliation with, or promoting or assisting in the promotion of any association, having objects similar to those of the Association, or calculated to benefit generally the members of the Association.
 13. Printing and publishing newspapers, magazines, periodicals, newsletters and memoranda for the spreading of information on any matters related to the objects of this Association, and for other like purposes.
 14. Being at all times of continual service, and supplying information to members on all matters germane to advertising.
 15. Investing the funds for the Association in such manner and in investments of such kind and nature as the Council may think fit.
 16. Acting as arbitrator or mediator in settlement of disputes arising out of advertising transactions.
 17. To organise, promote, sponsor and participate in educational and training programmes in advertising and related fields, either on its own or jointly with academic, vocational, cultural and professional organisations.
 18. Generally to promote further and protect the mutual interest of Members and to do all such other lawful things as are or may be incidental or conducive to the attainment of the above objects or any of them.
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For further enquiries,
please contact the MAA Secretariat.

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