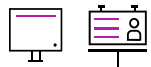


# MALAYSIA MEDIA LANDSCAPE 2017

## TOP WEEKLY REACH



>80%

TV & OUTDOOR



76%

RADIO



73%

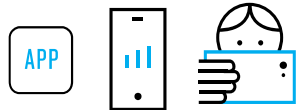
INTERNET &  
DAILIES/ E-NEWS



19%

READ E-NEWS  
DAILY

**94%** OF YOUNG ADULTS  
BETWEEN 15-24  
CONSUME BOTH TRADITIONAL AND  
DIGITAL MEDIA



15.8 HOURS AVERAGE WEEKLY TIME  
SPENT ON SMARTPHONES BY  
INTERNET USERS

**73%** TV VIEWERS

ARE PAY TV SUBSCRIBERS

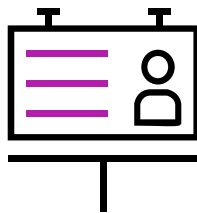


>60%

RADIO LISTENERS ARE WORKING  
ADULTS

**94%**

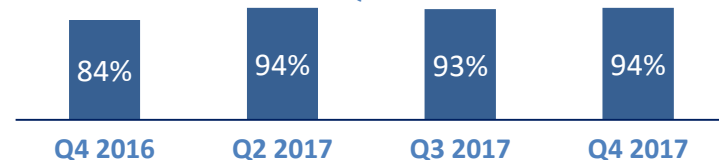
OF OUTDOOR  
ADVERTISING  
AUDIENCES' MAIN MODE  
OF TRANSPORTATION IS  
CAR



**82%**

SEEN LARGE POSTERS  
ON BOARDS AT  
THE ROAD  
SIDE/BUILDINGS

CONCERNS ON THE NATION'S ECONOMIC OUTLOOK,  
JOB SECURITY & DEBT CONTRIBUTED TO MALAYSIA'S PESSIMISTIC  
BUT STABLE CONSUMER CONFIDENCE  
IN Q4 2017



### Sources:

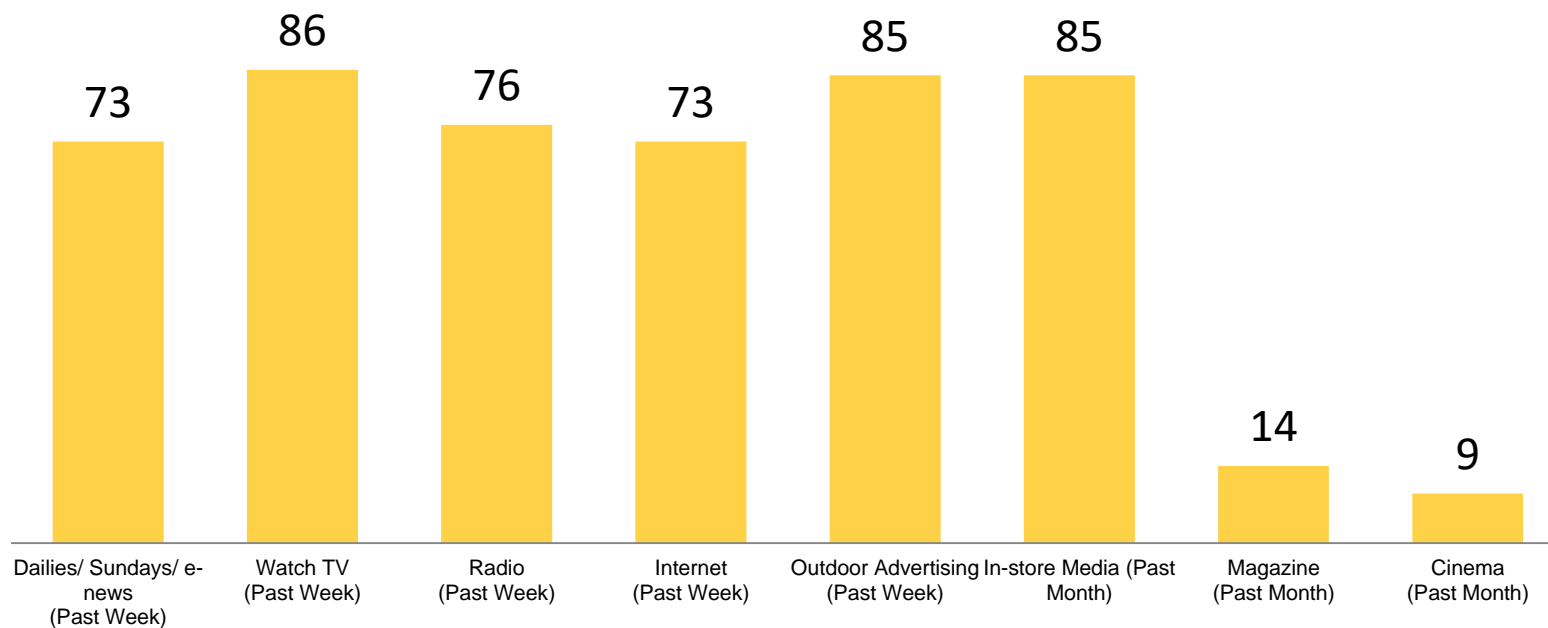
The Conference Board® Global Consumer Confidence™ Survey, in collaboration with Nielsen (Q4 2017)

Nielsen Consumer & Media View Jul'16-Jun'17

Nielsen Ad Intel (Jan'17-Dec'17)

Nielsen Cross-platform Study, 2017

# 2017 MEDIA REACH IN MALAYSIA

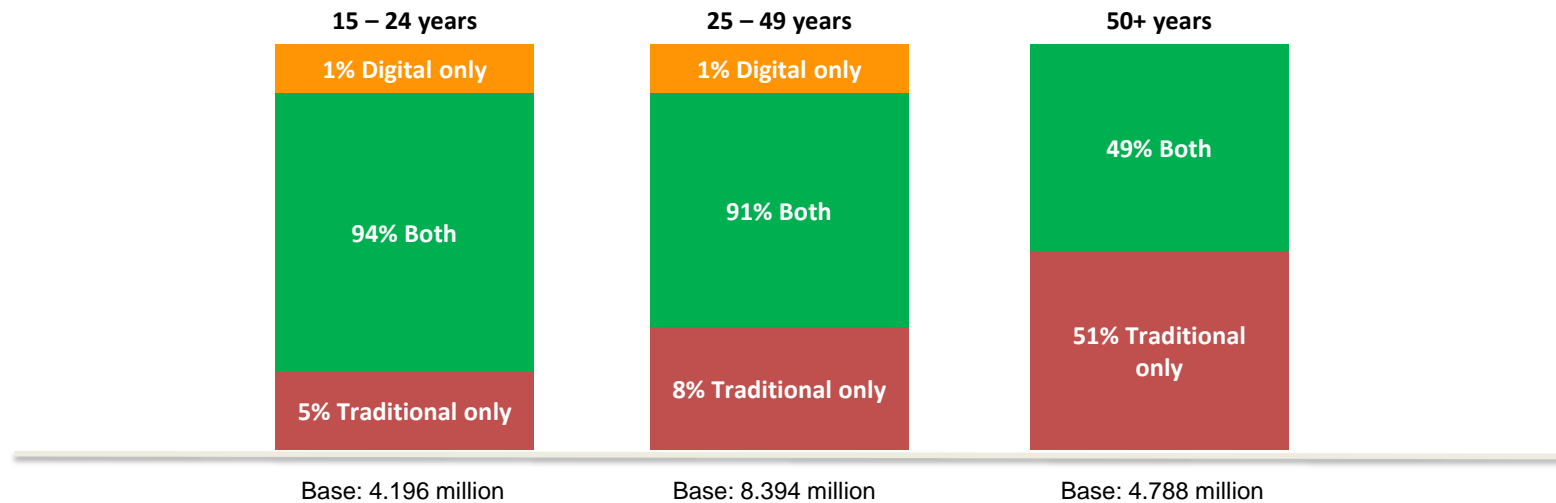


\*There is a break in trend i.e. from radio fused data sourced from RAM (diary) to claimed behaviour

Source: Nielsen Consumer & Media View (Jul'14- Jun'15, Jul'15-Jun'16, Jul'16-Jun'17)

Base: All people aged 15+ years (Jul'16-Jun'17 - 17.378 mil)

# 2017 MEDIA REACH – TRADITIONAL + DIGITAL



Source: Nielsen Consumer & Media View Jul16-Jun'17

Traditional media includes daily newspaper read past week, TV viewing past week, radio listenership past week and non-digital outdoor advertising. Digital media includes internet used past week, e-news (websites/digital replica) read past week and digital video screen viewership past one month