

 **INSPIRE**

 **IGNITE**

 **IMPART**

 **INFLUENCE**

CONTENT

COUNCIL MEMBERS	01
PRESIDENT'S REPORT	03
MEMBERS RELATION COMMITTEE REPORT	11
INDUSTRY RELATION COMMITTEE REPORT	13
TRAINING, ADMINISTRATION & FINANCE COMMITTEE REPORT	20
REGULATORY COMMITTEE REPORT	26
MAA FINANCIAL REPORT	32
MALAYSIA ADEX COMMENTARY AND FORECAST	34
MALAYSIA MEDIA LANDSCAPE 2017	38
ORDINARY & ASSOCIATES MEMBER	41
AIM & OBJECTIVES OF MAA	43

PRESIDENT



Ms. Margaret Au-Yong
Tune Group

VICE-PRESIDENT



**Mr. Claudian Navin
Stanislaus**
BABA Products Sdn. Bhd.

COUNCIL MEMBERS



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



Ms. Chew Lee Min
Heineken Malaysia
Bhd



Ms. Jean Loh
L'Oreal Malaysia
Sdn. Bhd.



Ms. Foong Ai Peng
Maxis Broadband
Sdn. Bhd.

ALTERNATE MEMBERS



**Mr. Khairul Anwar
Bin Ab. Ghani**
Coca-Cola Far East
Limited



Ms. Chan Mey Fung
Heineken Malaysia Bhd



Ms. Noelle Wong
P&G Malaysia



Ms. Carol Ng
L'Oreal Malaysia
Sdn. Bhd.



Mr. Anirban Ganguly
Digi Telecommunications
Sdn. Bhd.



Mr. Javed Jafri
Unilever (M)
Holdings Bhd



Ms. Zeba Khan
P&G Malaysia



Mr. Eugene Chan
Nestlé Products
Sdn. Bhd.



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



Ms. Anna Kee
Maxis Broadband
Sdn. Bhd.



**Mr. Ganesan
Narayanan**
BABA Products
Sdn. Bhd.



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



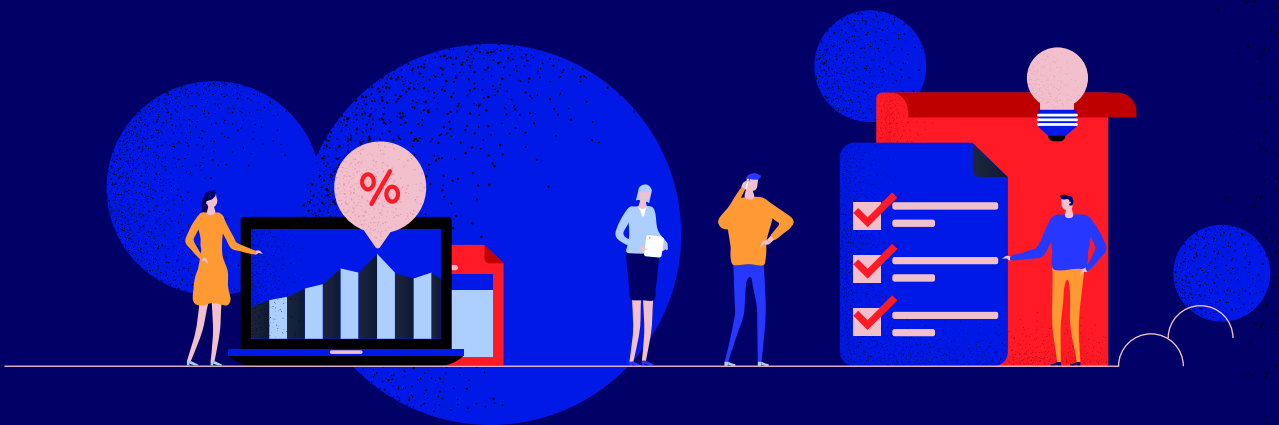
Mr. Jason Wong
Unilever (M)
Holdings Bhd



Ms. Jessica Tan
Nestlé Products
Sdn. Bhd.

The last two years commanded our full resources and resolve in weathering an unrelenting economic storm.

It is fair to say that industries across the spectrum have managed to gradually overwhelm the hurdles to remain forceful and build for a robust future.



The advertising industry is no different. If anything, advertisers and marketers have the recourse to a large creative and talent pool to defy the challenges that were thrown at them.

This is where the Council also draws its strength and tenacity.

These anxious times demanded the Association's guidance more than ever in a decade and the Council responded with clarity and farsightedness. A range of programmes and initiatives were implemented between 2016 and 2017 to arm Members with diverse skills that would be vital in withstanding uncertainties and in preparing for an industry that is churning with disruptions.

Peer-to-peer industry cooperation and government relations were strengthened. The Council weighed in where and when it was needed to preserve and promote the interests of Members.

The Council also stepped forward to provide expertise when called upon by their peer bodies and authorities to assist in industry developments and the Association was especially strengthened by the membership of the World Federation of Advertisers (WFA).

This report will outline the above. Detailed accounts of the same are contained in the respective Committee Reports that have been meticulously put together by my colleagues in the Council.

I owe them an abundant debt for not only this task but also for their invaluable input and contribution that made the Association stride along on a firmer footing to achieve the goals that were set since 2014.



— Ms. Margaret Au-Yong

COUNCIL COMPOSITION

Vice-President Chan May Ling vacated her seat after confirming a posting overseas and the Council nominated and accepted Mr. Claudian Navin Stanislaus (Baba Products) as the new Vice-President.

Ms. Chan also informed the Council that her colleague Mr. Anirban Ganguly will be representing Digi Telecommunications on the Council. The Chairman thanked the outgoing Vice-Chairman for her service.

This was not the only change to the make-up of the Council. Dato Sri Dr. Vincent Tiew's resignation from Andaman Property necessitated an appointment. Clause 13(c) states, "A casual vacancy may be filled by the Council but the person so appointed shall only hold office till the term of the Council expires."



— Council Members

Chairman proposed Procter & Gamble (Malaysia) Sdn. Bhd. and the Council welcomed Ms. Zeba Khan (Commercial Director of P&G) and her alternate Ms. Sharifah Nadiah (Communications and Government Relations Leader) to their first meeting in July.

Ms. Jean Loh (Corporate Communications Director) replaced Ms. Connie Ng from of L'Oreal Malaysia Sdn. Bhd. joined the Council in the same month while Heineken Malaysia Berhad's Ms. Chew Lee Min (Consumer Market Intelligence Manager) took over from Ms. Maud Meijboom, in August.

In December, Ms. Noelle Wong succeeded Ms. Sharifah Nadiah and Mr. Jason Wong as the alternate to Mr. Javed Jafri. Mr. Lim Kean Yew was made the alternate to En. Mohd Kadri Mohd Taib, who was appointed as the Macomm Director in place of Ms. Chan May Ling.



— MAA AGM 2017 Attendees

MEMBERS RELATIONS

This time last year, the Association had expanded the base to 60 Ordinary Members, 51 Associate Members and 3 Affiliate Members in the form of the Malaysian Retailers Chain Association (MRCA), Business Network International Sdn. Bhd (BNI) and Branding Association Malaysia (BAM).

The inclusion of the MRCA, BNI and BAM as part of the membership was a major coup for the Association, as it allowed Members to fasten their learning and opportunities on to the wide networks that these bodies, that mainly represented the SMEs, which is the backbone of the country, offered.

At the end of February 2018, the Association counted a roll call of 69 Ordinary Members, 52 Associate Members and 1,617 under Affiliate Membership, which includes the Malaysian Gifts and Premium Association (MGPA).

As has been the case in the last two years, Council Members personally engaged key Members to retain their involvement and contribute to the cause of the Association. This hands-on approach yielded positive results as well as kudos from Members.

The communications with Members improved tremendously with the regularly updated Association website. The site is the first portal of call for existing and potential Members and has become indispensable in disseminating updates on the Association — especially ADEX reports and insights from the WFA — activities and a trove of benefits.

The President (Tune Group) led this Committee.



MEMBERSHIP AS OF FEBRUARY 2018

69
ORDINARY
MEMBERS

52
ASSOCIATE
MEMBERS

1,617
AFFILIATE
MEMBERS

1,738
TOTAL OF
NEW MEMBERS



UNDER THE POPULAR GOOGLE IGNITE TRAINING, MEMBERS HAVE GAINED FIRST-HAND KNOWLEDGE OF THE QUALITY OF THE TALENT THAT WOULD BE STREAMING INTO THE INDUSTRY IN ADDITION TO THE OPPORTUNITY TO MENTOR THEM TO BE PRIMED FOR THE CHALLENGES AHEAD.

4,000

**PARTICIPATED
IN THE CAREER
FAIR 2017.**

120

**MARKETEERS
PARTICIPATED IN
THE INNOVATION
CAFÉ SERIES,
MAA/WFA TALK
SERIES AND OTHER
INITIATIVES.**

TRAINING

Central to the Council's thrust to understand and exploit the digitisation of the industry is the burgeoning rapport with Google Malaysia. The undertakings with the technology titan are not only underpinned by dialogues but also early efforts in shaping the next batch of talent for the industry.

Under the popular Google Ignite Training, Members have gained first-hand knowledge of the quality of the talent that would be streaming into the industry in addition to the opportunity to mentor them to be primed for the challenges ahead.

Member' participation in this initiative, as well as in the Career Fair, increased yet again. In 2017, the Career Fair witnessed the involvement of 6 institutes of higher education that integrated 11 of their campuses nationwide. The increase in student participation from 2,000 to 4,000 in a span of two years is an uplifting testament of its value and importance.



The Innovation Café Series, MAA/WFA Talk Series are other initiative that has garnered appreciation of Members. Last year, the two sessions again revolved around the digital landscape and grounded over 120 marketers on the latest trends in online customer engagement and the consumer developments that the industry could expect in 2030.

Ms. Jean Loh (L'Oreal Malaysia) led this Committee.

— Innovation Café: Technology Saves The Human Touch



— Innovation Café: Workplace and Brand Culture

INDUSTRY RELATIONS

The Council recorded significant progress for the JIC for Digital Standards (JIC Digital) industry initiative under the Audit Bureau of Circulations (ABC), which was driven by Ms. Foong Ai Peng (Maxis Broadband).

As a partner with fellow bodies to advocate digital standards and best practice for online advertising trading, the Council is pleased to note the impending formation of the taskforce in the coming months.

In a similar vein, the Council continues to help drive the ABC to enlarge its audit services to include data such as viewability and digital advertising expenditure (ADEX), which has a need and huge potential in Malaysia.

A list of recommendations was tabled for the Council's perusal. The role of JIC Digital is to ensure independent development of standards and benchmarking of best practice for online advertisement trading in Malaysia.

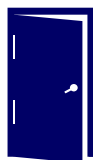
The JIC Digital's ultimate goals are to provide ABC's Certification in accordance with the JIC Digital Principles and to deliver a stamp

of trust for the media industry in Malaysia. This would require the cooperation of all industry stakeholders.

The fellowship with the Malaysian Digital Association of (MDA) and Media Specialists Association of Malaysia (MSA) flourished in 2017 as the Council lent its support for the common desire of generating a Digital ADEX.

This enterprise, which is expected to bear fulfillment in the second quarter of 2018, would narrow the gap in knowledge in relation to the total advertising spending on digital platforms and supply data that would frame an increasing important media segment. Mr. Anirban Ganguly (Digi Telecommunications) led this initiative with support from Mr. Javed Jafri (Unilever (M) Holdings).

The MSA-led Joint Industry Committee on Television Audience Measurement (TAM) — which was founded in 2016 to introduce a single currency for television audience measurement — withstood a number of trials as they determined the feasibility of the mission.



THE WFA VIEWS ASIA – IN PARTICULAR ASEAN NATIONS – AS AN AREA OF EXPANSION FOR THE BODY AND HAVE SOUGHT THE ASSISTANCE OF THE ASSOCIATION TO OUTSPREAD THEIR NETWORK INTO THESE MARKETS.

The Malaysian Communications and Multimedia Commission (MCMC) subsequently assumed leadership of TAM with support from the Media Specialists Association of Malaysia (MSA) and the broadcasters. Ms. Carol Ng (L'Oreal) and Mr. Javed Jafri represented the Association in this Committee, with support from the Vice-President.

In 2016, the Association towered above their contemporaries in South East Asia when Kuala Lumpur was selected to host the inaugural WFA Global Marketer Conference Week in the region.

The affiliation with the WFA did not cease after the end of the event and continued throughout 2017. Encik Mohd. Kadri Mohd. Taib joined the WFA's Council on Advertising Self-Regulation while I was nominated to the WFA Executive Committee.

The WFA views Asia — in particular Asean nations — as an area of expansion for the body and have sought the assistance of the Association to outspread their network into these markets.

REGULATORY AND GOVERNMENT RELATIONS

The introductions of the Healthy Choice Logo (HCL) and Sugar Tax — which was scheduled to be in April 2017 — and Sugar Tax were postponed. These were the two major concerns that the Council — led by Encik Mohd. Kadri and supported by the Vice-President and Pn. Raja Zalina Raja Safran (Mondelez Malaysia Sales) — pursued with the Ministry of Health (MOH).

This, however, does not preclude the Association and industry at large from bracing for its eventual rollout and impact in 2018. While the Council fully comprehends the issues that the HCL and Sugar Tax aim to tackle under the guidance of the MOH, it is established that a holistic solution that encompasses lifestyle and diet choices of consumers must be addressed first before the introduction of the HCL.

The Council was contented to observe the Advertising Standards Advisory (ASA)'s inclusion into the Consumer Forum Malaysia as a Council Member to impart their knowledge in the protection of consumer rights the communications and multimedia industry.

The funding of the ASA remains a thorny issue and the body is planning to meet constituent heads to discuss a proposition to rearrange their operating model in line with those in other Asean nations.

The Council engaged the Film Censorship Board (LPF) and Dewan Bahasa & Pustaka (DBP) on restrictive guidelines that have been hampering advertisers. In a Town Hall Meeting with the LPF — which followed the Council's meeting with its Chairman — Members sought clarifications on the rules while Council are awaiting additional information on DBP's compliance regulations before addressing the approval process for outdoor advertising.

MACOMM MANAGEMENT SERVICES

The Council would like to thank the MAA Secretariat for their continuous support and services to the Association.

COMMITTEE REPORT

MEMBER RELATIONS

A stylized illustration of a woman in a yellow dress standing next to a blue door with a white handle. The door is slightly ajar, and the woman is looking towards it. The illustration is positioned between the words 'RELATIONS' and 'IONS' in the main title.

OBJECTIVES

- Improving the quality and knowledge of members.

SCOPE

Membership & Recruitment Drive
Led by the President

MEMBERSHIP

New Membership & Recruitment Drive

As of December 2017, the Association drew upon a base of 69 Ordinary Members, 52 Associate Members and 1,417 under Affiliate Members (BNI — 800; MRCA — 200 and BAM — 200). Nineteen (19) new Members joined in 2017, comprising nine (9) Associate Members and ten (10) Ordinary Members).

Below is the breakdown:

Associate Members:

- a. 16Two Communication Labs Sdn. Bhd.
- b. Adriel Optometry Consultants Sdn. Bhd.
- c. Alakad Management Sdn. Bhd.
- d. Clickacademy Asia Sdn. Bhd.
- e. CtrlShift Malaysia Sdn. Bhd.
- f. Dentsu Aegis Network Malaysia Sdn. Bhd.
- g. Giga Gigs Sdn. Bhd.
- h. Havas Media Kuala Lumpur Sdn. Bhd.
- i. Lunch Communications Sdn. Bhd.
- j. Perspective Strategies Sdn. Bhd.

Ordinary Members:

- a. Aladdin Street Sdn. Bhd.
- b. Hong Yang Hoo Pharma Sdn. Bhd.
- c. Pokka Corporation (S) Pte Ltd
- d. RHB Bank Berhad
- e. Sime Darby Property Berhad
- f. Tesco Stores (M) Sdn. Bhd.
- g. The House of MOD Sdn. Bhd.
- h. The Iclif Leadership and Governance Centre
- i. TCRS Restaurants Sdn. Bhd.

Resignation & Termination

The Council approved resignation of Dynamic Search Sdn. Bhd., Vision Four Media Group, Maybank Berhad and IBM as well as the termination of Screenmedia Sdn. Bhd., United Borneo Press Group Sdn. Bhd., Unilink Platform Sdn. Bhd., YTL Infoscreen Sdn. Bhd., IBM Malaysia Sdn. Bhd. and Diwazz International Sdn. Bhd..

The Council agreed to the Secretaries writing to the debtors to seek the arrears due to the Association and, failing which, their membership status for 2018 would be reviewed in line with the Constitution.


Under the Associate Member category, the Council approved the termination of the following Members:

- a. 59 Motorads Sdn. Bhd.
- b. Mongoose Publishing Sdn. Bhd.
- c. Nanyang Siang Pau Sdn. Bhd.
- d. Runcit Media Sdn. Bhd.
- e. TMI Media House



COMMITTEE REPORT

INDUSTRY RELATIONS



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.
- To position the Association as a global body.

SCOPE

Audit Bureau of Circulations (ABC)

Led by Ms. Foong Ai Peng and supported by Ms Christine Thong, Ms Carol Ng and Ms Chayenne Tan

World Federation of Advertisers (WFA)

Led by the President and supported by Encik Mohamed Kadri Mohamed Taib

Media Specialists Associations of Malaysia (MSA)

Led by Mr. Javed Jafri and supported by the Vice-President and Carol Ng

Malaysian Digital Association (MDA)

Led by the President and supported by Ms. Foong Ai Peng, Mr. Anirban Ganguly and Mr. Javed Jafri

Advertising Standards Advisory (ASA)

Led by Encik Mohamed Kadri Mohamed Taib and supported by the Vice-President and Pn. Raja Zalina Raja Safran



AUDIT BUREAU OF
CIRCULATIONS

AUDIT BUREAU OF CIRCULATIONS (ABC)

Board Composition

The Board, at the 42nd Annual General Meeting of ABC on June 19, 2017, resolved that no changes be made to the Composition of the Board of Directors. The status quo was retained:

- a. Five representatives from the Association
- b. Two representatives from the Association of Accredited Advertising Agencies Malaysia (4As)
- c. Three representatives from the Media Specialists Associations (MSA)

Ms. Foong Ai Peng and Mr. Jasmin Omar of the 4As Malaysia were elected Chairman and Vice Chairman respectively for the 2017/2019 term. Ms. Chayenne Tan Chia Yen from CIMB replaced Ms. Aiko Tan from Genting Berhad as the Association's representative on the ABC Board from mid-2017. Christine Thong (AirAsia) remained as a Member of the Board.

New Direction

Ms. Foong Ai Peng said that ABC needs to evolve in order to stay relevant and part of is to expand its audit services, reviewed the subscriptions and memberships status to ensure the Body is sustainable. In April, she tabled a brief presentation on this to the Council and forwarded a number of recommendations:

The first was a name change. It was suggested that ABC replace "Circulations" with "Certification." At present, the ABC only administers Print and Digital Replica circulations and have rallied the industry to agree on audit measurement and process Reporting Standards. These standards define the data markers and determine best practice.



— Ms. Foong Ai Peng

The name change, however, would enable the to use independent audit and compliance services and delivering certification which verifies that data and process while maintaining industry reporting standards.

The change from “Circulations ” to “Certification” is also in line with the changing nature of media verification in today’s market and the necessity for the body to expand into other forms of audit verification.

- Malaysia Viewability Display (51.8%) is below the US viewability standards (53%) and is second lowest after Vietnam
- Malaysia is also below Global Viewability Video (45.2%) benchmark (Source: IAS Viewability Report)
- Lack of understanding and education of the importance of Viewability, Ad Fraud and Brand Safety
- The availability of “viewability” data is an opportunity for improvement with premium publishers in Malaysia and this sparked the formation of the JIC Digital Committee.

51.8%

**MALAYSIA
VIEWABILITY
DISPLAY**

53%

**UNITED STATES
VIEWABILITY
DISPLAY**

JIC Digital

ABC, is currently looking at creating a “like’-for-like” comparison on measuring viewability by working with verification providers. The ABC were in consultations with ABC UK and JICWEBS UK to look at their best practices and their point of view on viewability audit which they established several years ago.

As this is an industry-wide project, it is imperative to have different representatives from MDA, MSA, 4As and Publishers. Hence, the Joint Industry Committee for Digital Standards is mooted.

JIC for Digital Standards (JIC Digital)

The purpose for setting up the Joint Industry Committee for Digital Standards (JIC Digital) was to develop independent standards and benchmarking of best practice for online advertisement trading — especially in the areas of viewability, advertising fraud and brand safety.

The 15-member committee — comprising three representatives from the Association, 4As, MSA, MNPA and MDA — would appoint a single verification provider from the 15 service providers endorsed by the Media Rating Council (MRC).

A meeting was called — upon the confirmation of these representatives — to discuss:

- a. The formation of the body
- b. The review of the RFI
- c. Teleconference meetings with JICWEBS UK, Audited Media Australia and Digital Measurements of Philippines on their learnings

Several meetings were organised to gather feedback and information. Representatives for the second JIC Digital preliminary meeting in May included those from the Association (Unilever, Maxis, Heineken, Lóreal, Digi Tune), MSA (Dentsu, Consider IProspect, Group M), Malaysian Digital Association (CtrlShift) and Accredited Advertising Agencies Malaysia (Archanid and Isohar).

The meeting contemplated a single or multiple verification providers through a RFI and RFP process to resolve the problem of too many currencies. For the purpose of determining the best approach on the criterias, the meeting was divided into three groups: Advertisers, Media/Creative Agency and Publishers.

ABC presented to The Malaysia Newspaper Publishers Association (MNPA) — which was chaired by Datuk Seri Abdul Jalil Abdul Hamid — followed in the same month.

An endorsement letter was secured from the MNPA to support and join JIC Digital to support and join the JIC Digital Committee. Subsequently, publishers including Astro, Media Prima, The Edge, Star Media Group, Utusan Melayu, The Sun, Phar Partnership and Sin Chew attended the meeting in August.

Work in progress is currently underway to develop the RFIs.

Circulations Requirement Standards

The revision recommendations for the Circulations Requirement Standards were in progress and the Consultative Meeting with ABC Members was targeted for the first quarter of 2018.

The changes for CRS were made to the following:

- 2.1.8 Multiple Copy / Bulk Sales
- 2.1.16 Circulations To Be Included
- 2.1.17 Circulations To Be Excluded
- 2.2.6 Time Limit For Submission Of ABC Returns
- 7.1.6 Comparison Of Audited Circulations Figures
- 3.1.1 Introduction of Digital Replica

MALAYSIAN DIGITAL ASSOCIATION (MDA)

Digital ADEX

The MSA was supportive of the request from the Malaysian Digital Association (MDA) to supply digital ADEX data to a third-party auditor appointed by the latter. The objective was to aggregate the data to provide the market reflection on the total advertising spend on the digital platforms in Malaysia.

The MSA was certain that it will reduce the gap in knowledge in respect of the total advertising spending on digital platforms. The data will only be accessed by the auditor and was completely secured as assured by MDA.

The report generated will only reflect top-line data by channels and product categories — for example Telco, Automotive and so forth. The final report was targeted to be released in 2018.

The MSA sought support from the Association by allowing their respective agencies to release the required data to the MDA for this activity. In October, the Council invited Mr. Serm Teck Choon, the President of the MDA to deliver his presentation.

Mr. Serm Teck Choon explained that the MDA was aware of the gap in information for Digital Adex in Malaysia and that numerous advertisers are spending more than 50% of their budgets on digital platforms.

He pointed out that the report from IAB Singapore had forecast the Digital Adex to be US\$256 million and, in addressing the matter, the MDA Council has developed two options to determine the Adex in Malaysia.

The first option was to approach a technology solution provider to specifically identify and tag the demand or publisher side. As this has not been rolled out locally, the MDA was of the opinion that this would take considerable time to execute due to the demand of many processes.

An alternate option was to use the Thailand model where data was obtained from leading MSA agencies and submitted to a third party auditor appointed by the MDA to aggregate the data. He said the data would be reported only based on platforms such as Display, Search and Video and under industry categories such as Telco, Automotive and Aviation.

Mr. Javed Jafri hailed it as a good initiative and that it was reasonable to share the data while Ms. Chew Lee Min opined that the approval from the brand partners must be acquired for the release of the data.

Mr. Serm Teck Choon added that the MSA members would require the Association's approval to release the figures and that the MDA were working on a reporting template. As for the cost of the activity, he revealed that the MDA would engage the MDEC for funding once the framework was complete.

The deadline to release the figures for 2016/2017 was set for early 2018. The Council was aligned with the initiative but stressed that the cost should be finalised and, if required, a working group to be formed to move the initiative forward.

MEDIA SPECIALISTS ASSOCIATION OF MALAYSIA (MSA)

Joint Industry Committee on Television Audience Measurement (JICTAM)

The JICTAM was formed in 2016 to establish a single currency for television audience measurement as well as to address other industry matters. This Joint Industry Committee (JIC) — a unique cooperation between broadcasters, associations and data measurement companies — aims to have the right model, fund the initial cost and allow the advertisers to set the scale for audience measurement.

In the course of the discussion last year, Astro informed the JIC that there are legal issues to be managed in their continued participation in the committee due to their status as a public listed company and the ensuing matter of compliance with numerous internal policies.

These matters need to be resolved if Astro were to assume directorship of the company, in which they would hold one-third of the shares with Media Prima and MSA.

The satellite broadcaster planned to have their involvement in abeyance until MYTV — the free digital terrestrial television is launched. In the meantime, Media Prima were keen on having a single currency.

The MSA, which have been spearheading this initiative, resolved to call for a meeting to decide if the JIC should continue to function with the objective of securing a single audience measurement currency or to be completely disbanded.

The Council, while agreeing to this move, proposed to pursue the matter with Media Prima and a meeting was held with Datuk Kamal Khalid, the Group Managing Director of Media Prima, MSA office bearers and our representative Mr. Javed Jafri .

Media Prima stood firm on working with a single source provider provided:

- a. The JIC presents a proven solution
- b. Accuracy is maintained in reporting of the data
- c. An independent service provider supplies the data

A meeting between Kantar and representatives of Media Specialists Associations (MSA) and Malaysian Advertisers Association (MAA) was scheduled for January 2018, and, after which, the direction for the JIC will be determined.

Withholding Tax

It was reported that effective January 17, 2017, the Finance Act 2017 will be expanding the scope of Withholding Tax to include a 10% levy on payments remitted by a Malaysian resident taxpayer to a non-resident taxpayer for technical services, regardless of where the services are physically performed.

The MSA had lodged an appeal with the Ministry of Finance to not classify media placements as technical services and exclude them from the Withholding Tax list.

The consensus amongst tax advisors, meanwhile, was the Withholding Tax regime did not affect advertisers as it only imposed on the party that directly transacts with the Non-Resident which were the media agencies. As of December, the MSA were still awaiting a response from the Ministry of Finance.

INTERNATIONAL RELATIONS

Asian Federation of Advertising Associations (AFAA)

The Council agreed not to renew the Association's membership of the AFAA. The Asian body is no longer relevant to the Association, as they are made up of mainly advertising agencies and not advertisers. As such, it would be conducive for the 4As to be the Malaysian representative under the AFAA.



World Federation of Advertisers (WFA) WFA Global Conference 2017

The event assembles the most prominent names in marketing to share insights into how they have built their brands, where they have found their inspiration and how they have overcome challenges. The President and En. Mohamed Kadri Mohamed Taib attended it between April 24 and 28 in Toronto.

The President, representing the Air Asia Tune Group, was appointed to the WFA Executive Committee while En. Kadri (Coca Cola Far East Limited) was invited to join the WFA's Council on Advertising Self-Regulation.

The President reported that it was a productive learning week on the latest marketing trends, great interaction, peer-to-peer networking with marketers and associations from all four continents.

There will be continuity in building the relationship with WFA to leverage on their knowledge with regards to advertising fraud, programmatic buy, viewability audit and on self-regulation. The President added that WFA is keen to learn on how to penetrate ASEAN markets and the partnership with the Association would be mutually beneficial.

COMMITTEE REPORT

TRAINING, ADMINISTRATION & FINANCE



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

Google Ignite

Led by Ms. Jean Loh and supported by Ms. Carol Ng

MRCA / BNI Training Programmes

Led by the President and Vice-President

Innovation Café

Led by President

Website

Led by President

Co-Create

Led by President

Administration & Finance

Led by President

TRAINING

Google Ignite Training

This is the Association's third year of collaborating with Google to develop digital talents for the industry. A Member registered for this programme will be declared as partner employer and, as a partner employer, the Member will have access to a pool of students to join the organisation as digital marketing interns.

The benefits of participating in this programme will also enable a Member to access both an online and offline Career Fair to interview and select the best intern candidate for the organisation.

Below are the university partners that Google Ignite worked with for the programme in 2017:

- a. INTI International University in Subang, Nilai, Kuala Lumpur, Penang and Sabah
- b. Multimedia University in Cyberjaya
- c. Sunway Monash University
- d. Tunku Abdul Rahman University College in Setapak
- e. Universiti Teknologi MARA in Shah Alam
- f. Universiti Tunku Abdul Rahman in Sungai Long, Kampar

Career Fair

Google had sought the Association's support to increase participation in the offline Career Fair in October and the Council encouraged Members to leverage on this opportunity to engage with more students to build their talent pool.

A number of new features were introduced for last year's edition, including allowing participating Advertisers to "speed" interview Google AdWords certified graduates.

Over 1,000 students and almost 20 Members attended the event at Hilton Kuala Lumpur while mentors from various industries were engaged to hold 15-minute one-on-one mentoring session with students.



Innovation Café Series

The Innovation Café Series, a partnership between MAA and Dragon Rouge Consultancy continued to lure earnest response from Members and the industry in general. The first of the year, Technology Saves the Human Touch — Innovation in E-commerce and Online Customer Engagement Through Personalised Interactive Video Technology, attracted 60 participants.

The final Series of the year, entitled Consumers in 2030 and helmed by CIMB Group Chief Marketing Officer, En. Adam Wee Abdullah, in November drew 60 participants.

The topic narrated the transformation of the way brands will engage with consumers in the sharing economy using mobility, AI, personalisation and contextual marketing.



— Innovation Café Series: Workplace and Brand Culture



— Innovation Café: Technology Saves the Human Touch

Innity Presentation

In December, the Council invited Mr. Sean Ter of Innity to share insights on the topic of How GooBook is Shaping the Future of Malaysian Media. Innity Malaysia has been in operations since 1999 with office in the Asia Pacific region and offer a full-stack digital media solution for:

- a. Platform and creative
- b. Premium display and marketplace
- c. Content and Influencer marketing
- d. Performance marketing

Mr. Sean stated that Global media monoliths, Google and Facebook (GooBook), have already captured the lion's share of the global digital advertising. The duopoly will continue in the digital sphere in the foreseeable future.

Although growth of the GooBook has alarmed traditional media players, the duopoly has also its advantages such as creating opportunity for local start-up publishers and talents and influencers.

Mr. Sean said many marketers were under the impression that Goobook was conveniently the cheapest platform and drives the best reach. He cautioned that there were other elements such as content and brand safety that marketers must look into as well.

Innity's forecast for trends in digital advertising in 2018 was as follows:

- a. Continued growth for content marketing, in articles, videos, infographics, polls and quizzes
- b. Continued growth for influencer marketing, with micro influencers a rising media segment
- c. Arrival of more AI, from chatbots to content creation, content suggestions and audience segment creation, maybe even starting to stretch to strategic marketing decisions
- d. Privacy protection will be an increasing priority across the globe increasing the challenge for targeting individuals
- e. Attention may become an alternate means to measure campaign effectiveness
- f. Blockchain could start to disrupt adtech and martech and lead to the introduction of Internet 3.0

In winding down his presentation, Mr Sean appealed for marketers to open up more opportunities to start-ups and local online publishers to encourage their growth in the digital sphere. This would directly improve and help the local economy too.

Innity proposed to organise a workshop and asked the Council to determine the type of workshop format that would be preferred and the topic that Members would be keen to learn.

WFA-MAA Interactive Workshop: Digital Governance

The interactive workshop was held in November with the objective of sharing the understanding and tools to create higher transparency for media investments.

The speakers were from Firm Decisions and Ebiquity SEA and 60 participants attended the workshop at the Hotel Royalé Chulan in Damansara. A negligible deficit was reported for the session.



— WFA-MAA Interactive Workshop: Digital Governance

**MDEC LEAD Seminar:
Freelance Economy for Advertisers**

MDEC in partnership with Malaysian Advertisers Association (MAA), Malaysian Digital Association (MDA) and Media Specialists Association (MSA) organized an half-day conference exploring all of the most pressing aspects of the rapidly evolving on-demand sector. The objective was to promote the opportunities of Freelance Economy to advertising and marketing professionals. The session provided an open forum for advertising and marketing professionals to connect and for MDEC’s crowdsourcing industry platform partners to share knowledge on Freelance Economy. This session was attended by over 60 industry delegates.

**Context & Control—
Maximizing Impact With Private Market Places**

The Association together with CTRL SHIFT Malaysia organised a session to share the benefits of private market places which has become an important part of the programmatic landscape. Speakers shared further on the transparency by a publisher and advertiser on what kind of inventory they are buying. PMP also enables advertisers to promptly and effectively buy live on top tier websites and save the costs and time. In short, PMPs offer access to valuable publisher data and quality inventory that may not be otherwise available, with greater transparency. Over 80 industry delegates attended the session.



— MDEC Seminar



— Private Market Place

ADMINISTRATION

MAA Digital Conference

The ABC, MDA and MAA collectively agreed to shelve the plan to postpone this conference — one that was skewed towards digital content — until a later date. The project coordinator, Ms. Vivian Tong, will be paid for the work that was carried out.

MAA Website

The site remains a crucial channel of communications between the Association and Members. Every effort has been made to ensure that the content made available on the site is the latest and benefits Members.

The frequently visited pages are on the site are Home, About MAA and Members. Annual Report 2017, the WFA Banner, Chairman's Speech and images from all events in 2017, which included those from the AGM and Innovation Café, were uploaded in a prompt fashion. The Council considered a handful of ideas to improve the site.

The mobile navigation menu would be made more visible while Google Search engine optimisation will be updated for members to be directed to the site more speedily. The Council would also contact Group M for the submission of quarterly reports on Digital Adex to increase the traffic to the site.

FINANCE

The Council agreed to proceed on the following resolution:

- a. The Resolution:
The Council be and hereby approves the Persatuan to open Current Account and FD Account with CIMB Bank Bhd located in Damansara Uptown
- b. The Committee be and hereby authorises the President and Vice-President to execute all documents required for the opening of these accounts for and on behalf of the Persatuan
- c. CIMB bank offer a high rate for Fixed Deposit Account and the rates provided were exclusively for account holder
- d. The period approved was for six months and the approved amount to be transferred to the Fixed Deposit Account was RM100,000.00
- e. Signatories to be present at the bank to formalise the opening of the account
- f. Secretaries added that as per the Clause 13 (c) and (d) of the Constitution: The Funds of the Associations shall be under the control of the Council, who shall cause an account to be opened with a Bank in Malaysia into which all monies belonging to the Association shall be paid, and all cheques drawn on the said acct shall be signed by the President or Vice-President and counter-signed by the Secretary.

COMMITTEE REPORT

REG LATORY

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 supported by Encik Mohamed Kadri Mohamed Taib and Vice-President

Advertising Standards Advisory Malaysia (ASA)

Led by Encik Mohamed Kadri Mohamed Taib and supported by Vice-President and Pn. Raja Zalina Raja Safran

Communication and Multimedia Forum of Malaysia (CMCF)

Led by Vice-President

MINISTRY OF HEALTH (MOH)

Healthier Choice Logo

The Ministry's plan to place Healthy Choice Logo (HCL) in April 2017 on packaging of products was put on hold, as there were doubts over the effectiveness of its meaning to public.

The HCL logo was aimed at assisting consumers in identifying healthy products in each food category to combat obesity and non-communicable diseases in Malaysia.

The message, however, was vague on whether the logo represented a "Healthy Choice" or "Healthier Choice." The Ministry was struggling with the implementation of the logo, which would be provided for products that meet the stringent nutrition criteria that they have set.

The Council noted that Singapore too had the similar initiative but the key tactic to its implementation was education and, after numerous years and effort, a change amongst consumers materialised.

The industry too has raised several concerns to the Ministry, which included the harmonisation of the logo with other countries such as Singapore. The Council believed that the industry should submit a common nutrition criteria proposal to the Ministry to determine the logo's effect on the advertising of products.

The Council also opined that there was a pressing need to demonstrate support for the initiative and endorse the logo in the industry. The Council nominated Pn. Raja Zalina to promote the HCL and Association's stance on its implementation in the media.

Sugar Tax Proposal

The Ministry were contemplating an increase in the tax on sugar content as a source of revenue. The Council was informed that a Draft Policy has been tabled to the Ministry and discussion with other Government Agencies had also commenced.

Though the increase was not announced during the tabling of the national budget in October, the Council is anticipating its roll out in 2018. Southeast Asian nations such as the Philippines, Vietnam and Thailand were already considering implementing this and it was only a matter of time before the other Asean countries obliged.

A sugar tax would significantly impact the food and beverage industry. The position of the industry has remained intact in that the tax is not the all-encompassing answer to health issues that are also governed by consumers' lifestyle practices and uncontrolled diets.

Harmful Impact of Food Marketing

A meeting hosted by the World Health Organization (WHO) Regional Committee for the Western Pacific sought a resolution for a potential regional action plan to restrict food and beverage marketing to children.

The session in Brisbane (Australia) — which involved health officials and experts from 37 member nations including Malaysia's Minister of Health — called for the protection of children from the harmful impact of food marketing.



ADVERTISING STANDARDS ADVISORY MALAYSIA (ASA)

Council Appointments

The ASA Council has requested the Association to nominate two more representative to be on the ASA Council, as En. Mohd Kadri, in his capacity as the Deputy Chairman of ASA, will not be able to represent the Association.

Only the Vice-President sits as the representative and the Council endorsed Pn. Raja Zalina and Pn. Sharifah Nadiah as the alternate Association representatives on the ASA Council.

Ad Monitoring

Due to limited resources, the ASA engaged UiTM to work with their Mass Communication students to monitor misleading advertisements on platforms regulated by the Malaysian Code of Advertising Practice.

This trial period with UiTM will be for a period of six months before ASA evaluates its effectiveness. ASA will pay an honorarium of RM 1,000.00 if they continue with the collaboration with the university. The first batch of submission from UiTM's Mass Communication students was due in mid-December.

Consumer Forum Malaysia (CFM)

The CFM invited ASA to be a Member in view of the latter's standing as experts in the area of advertising. CFM is a body mandated by the Malaysian Communications and Multimedia Commission (MCMC) to protect the rights of consumers in the communications and multimedia industry. This is also in line with the requirements of the Communications and Multimedia Act (CMA) 1998 to facilitate industry self-regulation.

ASA were subsequently elected to the CFM Council at their AGM. En. Kadri represented the ASA on the CFM Council and observed, following the CMF Council meeting, that there were many complaints on charges by telecommunications companies.

The ASA had approached the CMCF on the consumer complaints regarding advertisements that are misleading and the CMCF would like to seek the support of ASA on their expertise and recommendation before proposing to MCMC on the action to be taken on these types of advertisements.

The Land Public Transport Commission (SPAD)

SPAD, the central authority for managing all aspects of public transport, had invited ASA for a meeting to seek the body's advice on the implementation of control measure on advertising on commercial transportations. SPAD were advised to adopt the Malaysian Code of Advertising Practice for this purpose.

Asia Pacific Economic Cooperation (APEC) Advertising Standards Conference

ASA participated in the APEC Advertising Standards Conference in August in Ho Chi Minh City (Vietnam), which proposed to work with governments in producing a set of advertisement standards across the Asia-Pacific region. The Philippines and New Zealand shared their operating models and were willing to guide the ASA.

It was noted that governments funded most of the other self-regulatory organisations and the Council viewed co-regulation similar to CMCF as a realistic model in the absence of such assistance. ASA will be meeting with all the constituent heads to discuss the restructuring of their operating and funding model.

WFA Global Conference 2017

During the Conference in Toronto (Canada), the Head of the International Council on Advertising Self-Regulation invited En. Kadri to join their Council, on behalf of the ASA, and assist in self-regulatory matters.

The ASA Council agreed on this collaboration, as the appointment would serve the interests of the ASA and Association while the Council assured its support for En. Kadri's new role.

International Council of Advertising Self-Regulation

The International Council of Advertising Self-Regulation had approached ASA Malaysia to join as an Associate Member and En. Kadri was of the opinion that ASA Malaysia would benefit as a member of this body.

The membership fee €1600 per-annum proved to be an impediment and the Council was briefed that several ASA constituent members were not in favour of accepting the invitation due to financial constraints.

Public Awareness

In a meeting with the Malaysian Newspaper Publishers Association (MNPA), the ASA presented a case on self-regulation to create awareness of the body amongst the public. Members of the MNPA — New Straits Times, Berita Harian, Harian Metro and six others — agreed to provide free space for corporate advertisements.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)

Complaint Management

As of February, the CMCF had received 79 total cases. Mobile content and services topped the complaints with 37, followed by Internet content (36) and Advertising Content (5). Most of these complaints were lodged by members of the public (76) while the rest were filed by government agencies (1) members of the industry (2).

The trend was maintained throughout the year. By the end of December 2017, the CMCF had received a total of 395 complaints and only 13 were related to advertising content. It was noted that 383 complaints were received from members of the public.



COMMUNICATIONS AND MULTIMEDIA
CONTENT FORUM OF MALAYSIA

Film Censorship Board (Lembaga Penapisan Filem — LPF)

A meeting was held with Dato' Abd Halim bin Abdul Hamid, the Chairman of the LPF, and his officers in July to gain a better understanding on the Board's requirements.

It was noted that LPF was currently enforcing the regulations in accordance with the Codes and guidelines available. Dato' Abd Halim explained that LPF was the gatekeeper to ensure TV advertisements were fair and not misleading.

He added that all claims made must be substantiated and that LPF was drafting their own guidelines for TV advertisements and will be implementing a 70% local content rule for these advertisements.

The Council learned that the LPF would be hosting a town hall session with industry stakeholders on rules, prohibitions and pre-approval requirements. The 4As urged the Council for their input to align and list out the challenges the industry faced in preparation for the session in October.

A number of Council Members revealed that they had attended the previous session facilitated by CMCF in August and it failed to meet their expectations, as there was not much time given for Members to seek clarifications from the Government agencies in attendance.

The Council assured Members that the October session was solely with LPF and hence Members will have more opportunity to seek any clarifications in an endeavour to establish a stronger working relationship with LPF.

Dewan Bahasa & Pustaka (DBP) and Outdoor Advertising Association of Malaysia (OAAM)

The DBP will be imposing a backdated fee on advertisements — depending on their type — effective June 1, 2017. The body also stated that the space provided for advertisements would be subject to compliance with governmental approvals, the code of advertising practices and other relevant authorisations.

All visual of final artwork bound for the out-of-home, static and digital billboards must be approved by the DBP before its submission to OAAM members. The cost incurred during the submission and application from DBP will be borne by the advertisers. The Council agreed to address these issues.

Content Code

The Vice-President reported that the draft for Advertising Section of the Content Code has been completed. However, the CMCF Council had learned that the Singapore Code had incorporated regulations on the use of “Key Opinion Leaders” and, therefore, the CMCF Council decided to introduce similar regulations to the Advertising Section of the Content Code.

JIC Digital

The Council agreed to assist the CMCF to obtain funds for the JIC Digital (Joint Industry Body comprising of the Association, ABC, 4As, MSA and Publishers) from the MCMC.

This project is vital to ensure the independent development of standards of online viewability measurement and benchmarking best practice for online advertising trading in Malaysia.

The Council was advised that the project’s main objective is to provide ABC’s Certification in accordance with the JIC Digital Principles in Malaysia and to deliver a stamp of trust for Malaysian online publishers.

MAA FINANCIAL REPORT 2017



FINANCIAL REPORT

The Income and Expenditure for the year ended 31st December 2017 was RM243,645 and RM258,742 respectively which resulted in a Deficit of Income over Expenditure of RM15,188 for the financial year ended on that date.

The Deficit for the financial year ended 31st December 2017 was mainly attributable to a material decrease in Dividends received from Macomm Management Services Sdn. Bhd. (Macomm). In 2016, the Dividends received from Macomm was exceptionally high as it distributed the gain from sale of property and investments in its subsidiary back to the Association. MAA also enjoyed a substantial surplus from organizing the Global Marketeer Conference in 2016.

In 2017, representatives of the Council attended the WFA Conference to have a better understanding on global ad spend trends as the media landscape is rapidly moving away from traditional media platforms such as Print, TV, OOH and Radio to a translucent/opaque digital sphere. This prompted the Chairman of ABC, who is also a Council Member, to initiate the formation of a Joint Industry Committee to formulate standards for traffic measurement and its certification. The standards will be drafted to address Ad Fraud, Brand Safety and to distinguish between artificial intelligence clicks with human viewership of advertisements.

The Council managed the funds of the Association prudently to ensure that the Cash and Cash Equivalents of the Association remained in a healthy state as at 31st December 2017, despite a material dip in Income from Investing and Fund Raising Activities in 2017. Net Cash and Cash Equivalents as at 31st December 2017 was RM1,791,333 (grew by almost RM11,000 compared to end of 2016 which enjoyed a Funds Inflow of RM1,082,501).



Ms. Margaret Au-Yong
President

MALAYSIA



ADEX

COMMENTARY

AND

FORECAST

MALAYSIA ADEX COMMENTARY AND FORECAST

Malaysia saw its 4th consecutive year of declining Adex in 2017, with a 2.4% yoy decline vs. 2016. As a result, Malaysia adex dipped under the RM 5 billion mark for second consecutive year since 2016.

In 2017, the only media to experience significant increases in adex were Digital, Pay TV, Outdoor and Cinema, with Digital growing most aggressively at 22% p.a.

At the current rates of growth, Digital share of adex will overtake TV share of adex towards the end of 2018 or by early 2019.

By the middle of 2019, Digital media, Newspapers and TV (Free-to-Air and PayTV combined) will each command approximately 25% of adex. By comparison, in 2009, Digital share of adex was 4% and Newspaper share was 48%, while TV has remained relatively unchanged at 25% through the past few years (although share has shifted away from FTA to PayTV).

GLOBAL ADVERTISING OVERVIEW 2017 AND FORECAST 2018

Global ad growth continues to shadow nominal GDP at 3.1% in 2017 and is projected to be at 4.3% in 2018.

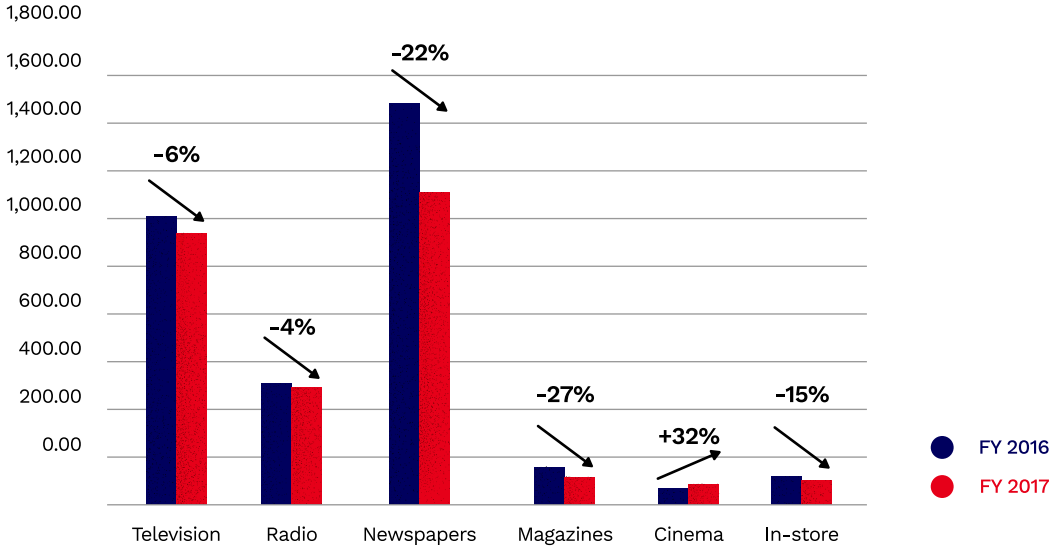
We have digital's share of all global adex at 34.1% in 2017, rising to 36.4% in 2018. Most significantly, digital's share of adex in the high-growth developing world (i.e. APAC and LATAM) will catch up with the share in the developed world.

We have digital growth at 11.5% in 2017 and 11.3% in 2018. Google and Facebook, with blended Q3 growth of 28%, are taking a share from nearly everyone else in the sector outside China.

The top contributors in 2018 will, we think, be the US, China, Argentina, Japan, India and the UK. Russia is growing strongly but is not enough to break into this list.

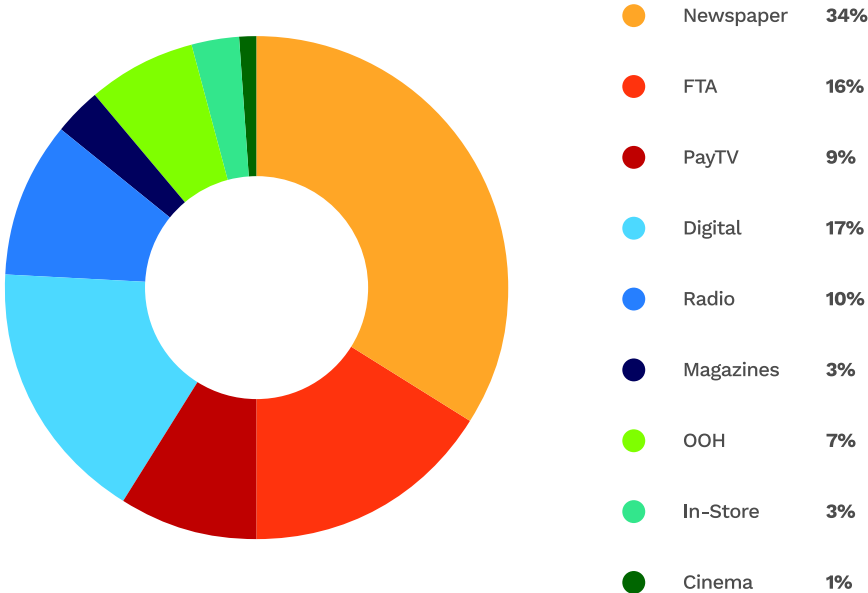
FY 2017 ADEX REPORT

MYR mn

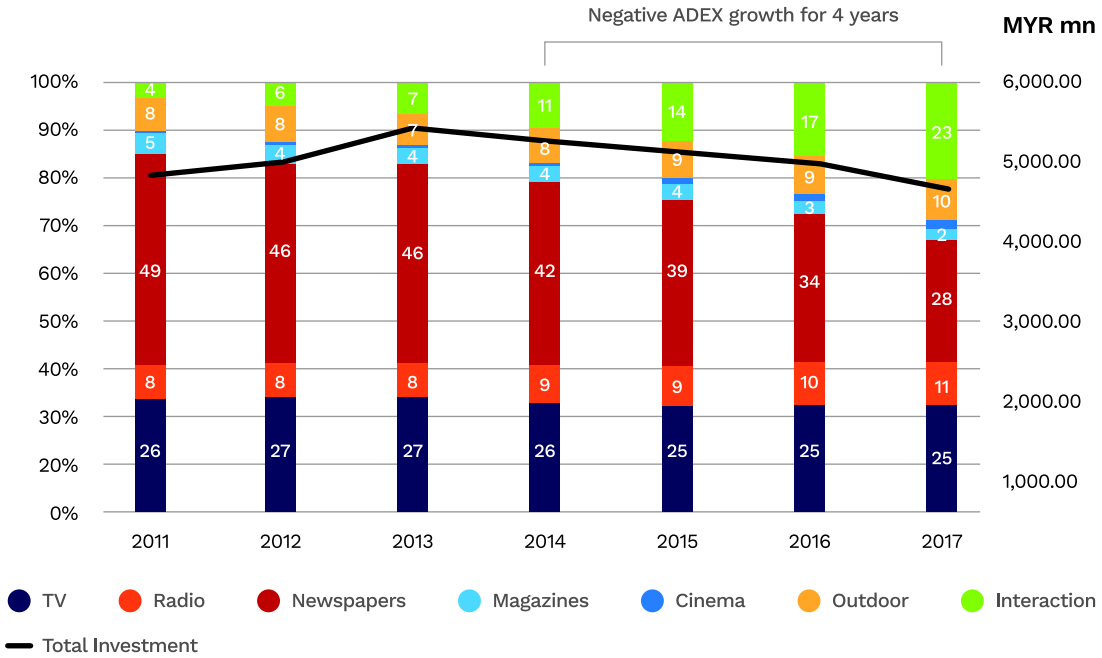


Only available for tracked media

2016 ADEX PROVISIONAL: MYR 4.96BN

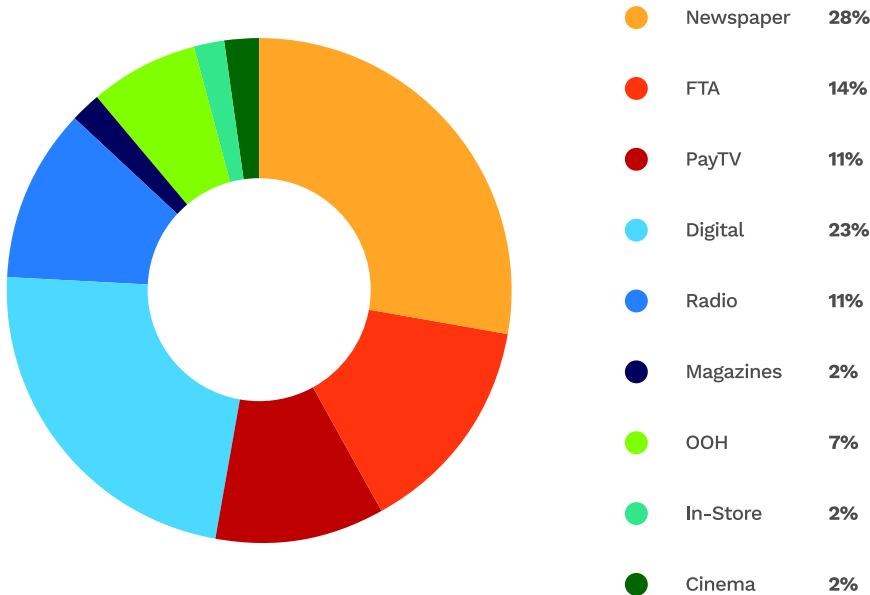


MULTI-YEAR TREND CHART



Outdoor in this chart includes OOH + In-store spends which are shown separately in the preceding pie charts

2017 ADEX PROVISIONAL: MYR 4.65BN



MALAYSIA MEDIA LANDSCAPE 2017



Sources:

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

Nielsen Consumer & Media View Jul' 16 — Jul' 17

Nielsen Ad Intel (Jan' 17 — Dec' 17)

Nielsen Cross-platform Study, 2017

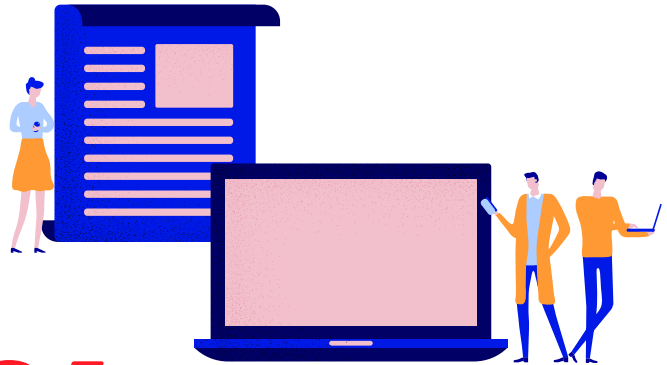
Copyright © 2018 The Nielsen Company (US), LLC, All Right Reserved.

TOP WEEKLY REACH

>80%
TV & OUTDOOR

73%
INTERNET &
DAILIES/E-NEWS

76%
RADIO



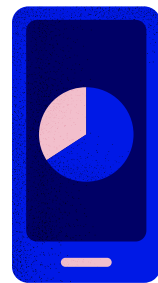
94%
OF YOUNG ADULTS BETWEEN
15-24 CONSUME BOTH
TRADITIONAL AND DIGITAL MEDIA

19%
READ
E-NEWS
DAILY

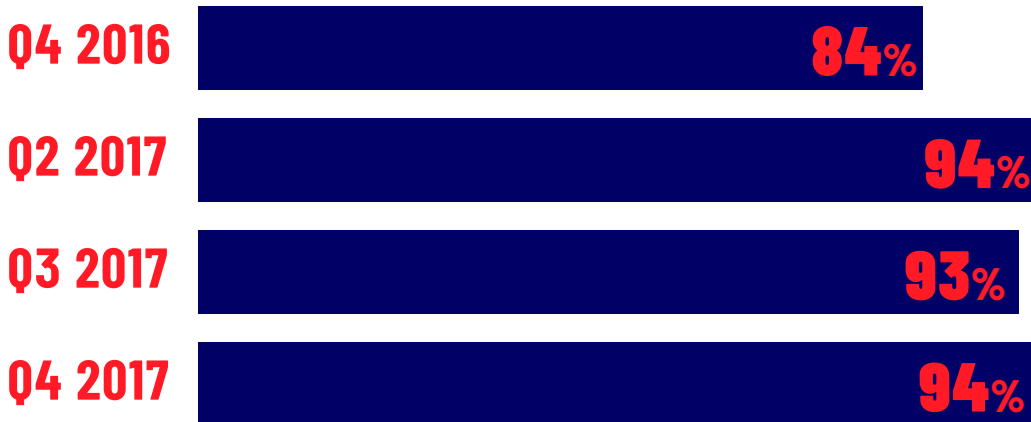
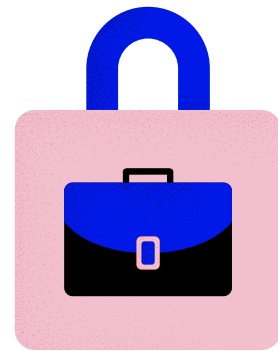
73%
TV VIEWERS
ARE PAY TV
SUBSCRIBERS



15.8 hrs
AVERAGE WEEKLY
TIME SPENT ON
SMART PHONES BY
INTERNET USERS



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



82%

SEEN LARGE POSTERS ON BOARDS AT THE ROAD SIDE/ BUILDINGS

>60%

RADIO LISTENERS ARE WORKING ADULTS

94%

OF OUTDOOR ADVERTISING AUDIENCES' MAIN MODE OF TRANSPORTATION IS CAR

ORDINARY MEMBERS

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

ASSOCIATE MEMBERS

1. Acorn Marketing & Research Consultants
2. Adriel Optometry Consultants Sdn. Bhd.
3. A+E Network Asia
4. Alakad Management Sdn. Bhd.
5. Astro- Media Sales
6. Bates (M) Sdn. Bhd.
7. Big Tree Outdoor Sdn. Bhd.
8. BBDO (M) 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. GigaGigs Sdn. Bhd.
21. Google Malaysia Sdn. Bhd.
22. Golden Screen Cinemas Sdn. Bhd.
23. Havas Media Kuala Lumpur Sdn. Bhd.
24. Hi-Q Media (M) Sdn. Bhd.
25. Lion Digital Malaysia Sdn. Bhd.
26. Lunch Communiactions Sdn. Bhd.
27. Innity Sdn. Bhd.
28. Isentia (M) Sdn. Bhd.
29. Johor International Skills Hub Sdn. Bhd.
30. McCann-Erickson (M) Sdn. Bhd.
31. Michael's Badminton Academy & Sports Sdn. Bhd.
32. Navigator Asia Business Sdn. Bhd.
33. Nielsen Audience Measurement Sdn. Bhd.
34. Ogilvy & Mathar (M) Sdn. Bhd.
35. Perspective Strategies Sdn. Bhd.
36. Phar Partnerships (Malaysia) Sdn. Bhd.
37. Pos Ad Sdn. Bhd.
38. PRS Productions Sdn. Bhd.
39. Publicis Communications Malaysia Sdn. Bhd.
40. Reader's Digest Asia Pte. Ltd.
41. Redhot Media Sdn. Bhd.
42. Rev Media Equity Holdings Sdn. Bhd.
43. Runcit Media Sdn. Bhd.
44. Sabah Publishing House Sdn. Bhd.
45. Silver Lining 7 Sdn. Bhd.
46. Sin Chew Media Corporation Bhd.
47. Sistem Televisyen Malaysia Bhd.
48. Star Publications (M) Bhd.
49. The New Straits Times Press (M) Bhd.
50. Utusan Melayu (M) Bhd.
51. YTL InfoScreen Sdn. Bhd.
52. 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.

MACOMM MANAGEMENT SERVICES SDN. BHD.

Unit 706, Block B
Pusat Dagangan Phileo Damansara 1
No. 9, Jalan 16/11, Off Jalan Damansara
46350 Petaling Jaya, Selangor, Malaysia

Tel 603 7660 8535
Fax 603 7660 8532
Email maa@macomm.com.my

MALAYSIAADVERTISERS.COM.MY