

A MEMBER OF WFA

World Federation of Advertisers www.wfanet.org

Annual Report

2021

MAA Annual Report 2021

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Malaysia ADEX

President



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President's Report

The adverse impact of the ongoing pandemic quantified the challenges faced by multiple economic sectors across the world that continually hindered human productivity and trade.

The combination of health and economic situations demanded strategies that banked on fresh resilience and sustainable development for Members to experience revenue growth and maintain their positions.



En. Mohamed Kadri Mohamed Taib COCA-COLA FAR EAST LIMITED

The Council too was not spared of the effects of Covid-19 infections and measures to contain them though this spurred it on to extend its platform to help foster a vibrant environment for Members to thrive amidst very difficult times.



As much as the restrictions that were imposed to curb the spread of the virus halted or delayed the resolution of various issues in the last two years, the Council did not allow them to prevent the achievement of progress.

At the same time, the Council continued the search for opportunities for the betterment of Members, whether these concerned self-improvement or for the interest of industry. The details are contained in the ensuing reports.

I thank our Council Members for their perseverance in tracking the issues that had formed the core of the work and for their time in attempting to drive them forward. It is my sincere wish that this report justifies the determination of my council.

MEMBER RELATIONS

Several members expressed their wish to withdraw from the Association due to budget constraints, restructuring exercises as well cease of operations.

While such efforts were successful to a degree, there was nothing much the Council could avail to when Members pointed to budgetary constraints that were exacerbated by the various restrictions to their operations as reasons for their reluctance to renew memberships.

These were also the causes that were frequently cited in the delay of remitting the membership dues. Though the generously discounted membership fees for 2021 did lessen the burden, the uncertainties engendered by the prolonged pandemic led many Members to sacrifice their links with the Association.

REGULATORY AND GOVERNMENT RELATIONS

Ministry of Health



The movement control order (MCO) that was halted and later reinstated did not assist the Council in its desire to seek closure to pressing matters. The high sugar, salt and /or fat content (HSSF) content agenda was transferred to the Communications and Multimedia Content Forum of Malaysia (CMCF).

As for the sugar tax proposal, there was nothing concrete from the authorities on how the industry should move forward apart from regional developments on these topics that served as mere indications.

There was, however, a positive outcome on the issue of marketing to children when the Ministry opted to share guidelines on advertising to this group instead of imposing an outright ban as was originally proposed.

Advertising Standards Malaysia (ASA)



The revamp of the ASA – which was important to reintroduce the body to the wider public – commenced in earnest. The 6th edition of the Malaysian Code of Advertising Practice was launched. The ASA presented a new logo and overhauled its website as well as embarked on a publicity campaigns..

asa.org.my/the-code/list-of-code/

Communications and Multimedia Content Forum (CMCF)

The revamp of the Content Code gathered great momentum in 2021. The Council had managed to set up a townhall meeting between Members and the CMCF to pose their queries and obtain clarifications from the body on a wide range of subjects affecting the industry.

CONTENT

This discussion and the feedback that the CMCF had gained from similar other sessions with the public and stakeholders across the country were codified into the Public Consultation Report. The registration of the updated Code is expected to follow in the coming months.

INDUSTRY RELATIONS

Single Television Audience Measurement (STAM)

The timeline for the implementation of the Single Television Audience Measurement (STAM) project was now subjected to the roll out by the Malaysian Communications and Multimedia Commission (MCMC). Currently MCMC was waiting for the tender exercise to be approved by the Ministry Of Finance.

Single Out of Home Measurement

The Joint Industry Committee (JIC) put out a request for information (RFI) for the digital outdoor single currency audience measurement and shortlisted three companies for the initiative. However the costings were exorbitant and the JIC was now looking at alternative solutions that was within a reasonable cost.

World Federation of Advertisers (WFA)

Members were constantly urged to maximise the use of the series of impactful live webinars that were offered by the WFA. The Council also reminded Members who had missed them that a number of these talks, which cover relevant and current marketing issues, were also archived on the WFA website for them to acquire up-to-date information and expert opinions.

The Association also participated in the WFA's inaugural global research project on Diversity, Equity & Inclusion, which strove to provide insight into workplace practices and policies around the world

The views of 315 respondents from Malaysia allowed Members to gain an understanding of the application of such values in the working environment here..



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TRAINING & EVENTS

Last year, due to the ongoing pandemic, the Association partnered with TIKTok and Sustainable Brands Conference Kuala Lumpur supporting their virtual conferences where members were given preferential rates and free access to some sessions.

However, as now we move into the endemic phase with a huge section of the population being largely vaccinated, the Council plans to gradually revive its events on reasonable scale.





Member Relations

Improving the quality and knowledge of Members

MEMBERSHIP:

Increase in Membership

As of December 2021, the Association had a membership strength of 59 Ordinary Members, 36 Associate Members and 1,663 Affiliate Members from the Business Network International (BNI), Malaysian Gifts and Premium Association (MGPA), Malaysian Retailers Chain Association (MRCA), BrandThe Affiliate category, strengthened by the Malaysian Retailers Chain Association (MRCA), Branding Association



Malaysia, Business Network International Sdn. Bhd. (BNI) and Malaysian Gifts and Premium Association (MGPA), contributed 1,701 Members.

The Council viewed this as a very positive development in another enormously strenuous year for the industry and nation. It is also a testament to the efforts of the Association to extend its presence and assistance to its Members, in particular, and industry, in general, to alleviate their concerns and weight throughout the year.

New Members

In 2021, three new Members representing businesses ranging from sectors ranging from eCommerce, eSports and marketing technology were recruited:

- Delivery Hero Malaysia Sdn. Bhd. (Ordinary Membership)
- 2) DFGI Dreamfyre Group Inc (Associate Membership)
- 3) Insider Global (Associate Membership)

Training, Administration & Finance

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

Sustainable Brands Conference Kuala Lumpur

The Sustainable Brands Conference Kuala Lumpur intends to inspire business and brand leaders to build and embed sustainability into their culture. The theme for SB'21 KL was Regenerative Sustainability. The Session covered regenerative sustainability as a design philosophy and delved into the applications to various sectors, including agriculture, business & economy, organizations & leadership, culture and development.

The organisers of this conference,
Acacia Blue Sdn. Bhd., had approached
the Council to share it to Members.
The company offered a revenue
share arrangement for the sale of
tickets to Members and to include the
Association as a "partner" of the event.
The Council agreed to support this
virtual session.



The conference was held between March 23 and 24. Over 250 participants attended this session were drawn from multinational corporations (MNCs); government-linked companies; non-government organistions (NGOs); enterprises, advertising and media agencies, media companies, universities and government.



TIKTOK FOR BUSINESS AT TIKTOK: THE STAGE

In Southeast Asia, TikTok together with the Malaysian Advertisers Association as one of its partners. Organised a 2 days virtual conference and exhibition which was held on 29-30 September 2021 brought together a vibrant community of creators, brands, agencies, and marketing professionals from across Southeast Asia. The event was free for members.

Human Resources Development Fund (HRDF)

The Council was briefed on a new set of rules to claim training-related HRDF funds that was introduced in May. One of the regulations required the Association to apply as a training provider for each training session that it planned to conduct if it intended to submit claims for it under the HRDF scheme.

Each training must last for at least four hours and the HRDF would also investigate if the participants' companies had sufficient HRDF funds before the issuance of approval.

The trainer provider will be the party to claim from the HRDF on behalf of the companies and, upon the receipt of the claim, would dispense it to the participating companies. HRDF will only release the funds after the training had been conducted.

Industry Relations

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

MEDIA SPECIALISTS ASSOCIATION OF MALAYSIA (MSA)



Joint Industry Committee on Television Audience Measurement (JICTAM)

In June, the Malaysian Communications and Multimedia Commission (MCMC) appointed an independent consultant R- Squared/Pure X Media to oversee the pitch for the Single Television Audience Measurement (TAM) currency.

The targeted timeline for the STAM rollout in Peninsular Malaysia was set for December 2022 and March 2023 in East Malaysia. The complete STAM data, which covers television and digital channels, is expected to be available by June 2023.

The change in government in August required a review of the schedule. The MCMC also informed the Council that the new Minister of Communications and Multimedia will determine if the project still proceeded under the MCMC.

A revised timeline was shared with the Council: full STAM data will only be tested in 2022 and the data roll-out is pencilled in towards the end of 2023. In December, the MCMC continued its re-evaluation of the importance and the necessity of a STAM currency.

The MCMC had advised that the Ministry of Finance must approve funding for the implementation of this project. The spectre of a general election in 2022 could also further delay the rollout to 2023 or 2024.

In the meantime, the MCMC had conducted a Malaysian Broadcasting Industry Lab (MBIL) with all key stakeholders between November 8 and 19 to develop guidelines on the regulatory, developmental and institutional frameworks which cover content and privacy issues.

Digital Outdoor Single Currency Audience Measurement

The Joint Industry Committee (JIC) – comprising representatives of the MSA, Outdoor Advertising Association of Malaysia (OAAM) and the Association – developed a request for information (RFI) for the single currency audience measurement in March.

It was agreed that the decision on key matters, such as the cost sharing structure, will be determined after a review of the quotations submitted by the research companies in the RFI in the second quarter of 2021.

Following an evaluation, a longlist of five – extracted from a pool of 18 companies that expressed interest in the pitch – were invited to tender their proposals to the JIC in October.

Ipsos Sdn. Bhd., Moving Walls Sdn. Bhd. and The Nielsen Company Malaysia Sdn. Bhd. were finally shortlisted for the project. The JIC undertook a thorough assessment of the submissions and concluded not to proceed with it.

The prohibitive valuation of the project – which ranged from RM3 million to RM5 million – were concerns that could not be satisfactorily addressed. The JIC was now exploring alternative solution which were cost effective.

On the Out of Home Adex, the JIC resolved to collaborate to produce an Out of Home (DOOH) Adex report which will be shared with participating members. The data gathering mechanism will be similar to that utilised for the Digital Adex Reporting. The reporting template was currently being determined.

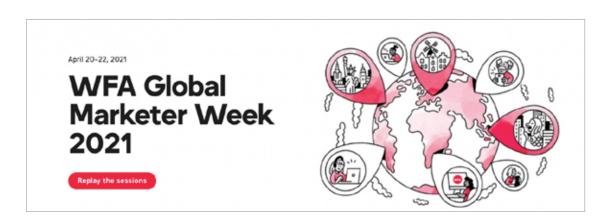
MALAYSIAN RECYCLING ALLIANCE (MAREA)

The Council was briefed that a number of Members are part of the newly established Malaysian Recycling Alliance (MAREA). The primary objective of this group – which consists of 10 companies as its pioneers – is to enhance collection, promoting the use of recycled and renewable materials as well as minimising post-consumer packaging leakage into the environment.

WORLD FEDERATION OF ADVERTISERS (WFA):

Global Marketer Week 2021





The WFA had admitted brand Members of the Association to participate in the Global Marketer Week 2021 for free. Members were informed of and encouraged to participate on the session that was held remotely between April 20 and 22.

The conference – which was originally scheduled to be hosted in Singapore – was deemed informative and featured speakers from the the United States, Europe and Asia-Pacific. A recording of this conference was made available on WFA's YouTube channel for Members who had missed it.



The Global Marketer Week 2022 is lined up for early April 2022 in Athens as a physical event and the Global CMO Award will be presented during the week.

As there were restrictions on the entry of foreigners into Greece due to the pandemic, the event may migrate to the online platform again or be presented as a hybrid conference in accordance with heath advisory of the day.

Webinars

As social distancing and home 'lock-downs' continue in 2021, the WFA continued to host webinars, which provide opportunity to gain insights on relevant and current marketing issues, and made available to its national associations and its members.

Media Contract Guideline

The Association continues to work with WFA on the dynamics of the framework Media Contract Guideline which is targeted to be launched in 2022. The Association was of the opinion that developing a general version in collaboration with WFA will benefit the industry. The objective of the guideline was to facilitate a sustainable marketing investment in order to;

- Ensure full transparency and fair remuneration
- Protect the Advertisers best interest
- Aspire toward best practice

Survey on Diversity, Equity & Inclusion





DOWNLOAD THE REPORT

wfanet.org/knowledge/diversity-and-inclusion/ the-global-dei-census/the-global-dei-census-report

The Association joined its peers around the world to participate in WFA's first-ever global survey on Diversity, Equity & Inclusion that aimed to gather an understanding on where the industry stands in diversity, equity and inclusion.

The results of the survey, which was conducted across 22 markets between June 21 and July 2, would be used to help develop a plan to address these issues. The Association invited other industry bodies such as the MSA, OAAM, Malaysian Digital Association (MDA), Malaysia Retail Chain Association (MRCA) and Commercial Radio Malaysia (CRM) to participate in this survey.

A total of 315 respondents from Malaysia participated in the survey, which was more than thrice of the Council's target of 100. The top three respondent groups comprised Creative Agencies (30%), Media Owners (21%) and Advertisers (21%).

The rest consisted of Media Agencies (13%), Media/Tech Companies (5%), Publishers (2%), Research Companies (2%), Industry Associations / Bodies (1%) and Others (6%).

The key findings of the survey were:

- Malaysia scored 60% which is below the global Inclusion Index benchmark of 64%
- Women were dominant at the total level, but contributed a higher proportion of lower-paying roles and made up 70% and 45% of the most junior and senior roles
- Men received a higher average pay across most levels of seniority
- The global average for "company sense of belonging" was 68% but this concealed a wide range of performance, with Malaysia scoring on 59%

- No respondents with disabilities had experienced discrimination based on their attributes. However, 47% of respondents with disabilities believed that they had a sense of belonging at their company, compared to 57% of their counterparts without disabilities
- 34% of respondents did not believe that their company treated all employees equally regardless of age
- 26% of respondents did not believe that their company treated all employees equally regardless of family status whereas 29% of respondents believed that family status can hinder one's career at their company
- 53% of the respondents believed that their company was working hard to become more diverse and inclusive

Regulatory

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

MINISTRY OF HEALTH (MOH):



Nutrition Promotion Technical Working Group:

The level of engagement with the Ministry understandably declined in 2021 due to its overwhelming focus on pandemic-related matters as well as the imposition of restrictive standard operating procedures (SOPs).

The Ministry also welcomed a new Secretary-General in Datuk Mohd. Shafiq Abdullah. The Council, nevertheless, endeavoured to resolve pending matters such as the nutrition profiling model.

The Federation of Malaysian Manufacturers (FMM) had collaborated with the Ministry and stakeholders involved in the National Nutrition Plan in advocating exercises.

The high sugar, salt and /or fat content (HSSF) content exercise will now be guided by self-regulation and placed under the scope of the Communications and Multimedia Content Forum Of Malaysia (CMCF).

ADVERTISING STANDARDS MALAYSIA (ASA)



The Association was the founding a constituent member of ASA since 1977 and continues to co-fund its operation along with the other constituent members. The Advertising Standards Malaysia (ASA), the industry's self-regulatory body that sets rules and regulates advertisement content over the non-broadcast and non-networked mediums such as print, outdoor, POS, packaging and cinema mediums.

Revamp & Publicity Campaign

The ASA underwent a re-branding exercise. The launch of a new logo and website revamp was followed by the development of a television programme on Media Prima TV that will help educate viewers on the ASA and its role while OAAM members will be featuring ASA's awareness campaign on their outdoor sites.







Malaysian Code of Advertising Practise

The Malaysian Code of
Advertising Practice (ASA
Code) has been updated to its
6th Edition. Members have an
obligation to uphold and comply
with the Malaysian Code of
Advertising Practice to ensure



advertisements conform to the principles of fair competition, not to bring advertising into disrepute nor reduce confidence in advertising as a service to the industry and consumer.

Proposed Caveats for Media Owners

The Association spearheaded meetings with MNPA members along with the ASA to discuss the inclusion of caveat clauses for compliance to the Malaysian Code of Advertising Practice in the Terms and Conditions for placement of advertisements in newspapers.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



The Association was a founding member of the Communications and Multimedia Content Forum(CMCF). CMCF is a self regulatory organization established in 2001 is empowered by the Communications and Multimedia Act 1998(CMA '98) to set standards and act on matters related to content over the content over the broadcast and networked mediums. This includes amongst others, advertisements on TV, Radio, Websites, Digital Billboards, Digital news publications and mobile phone services.

Content Code

The CMCF had held a meeting with the Chairman of the MCMC In the first quarter of the year to discuss the revamp of the Content Code which will require various working groups to be established to investigate different areas covered by the Code.

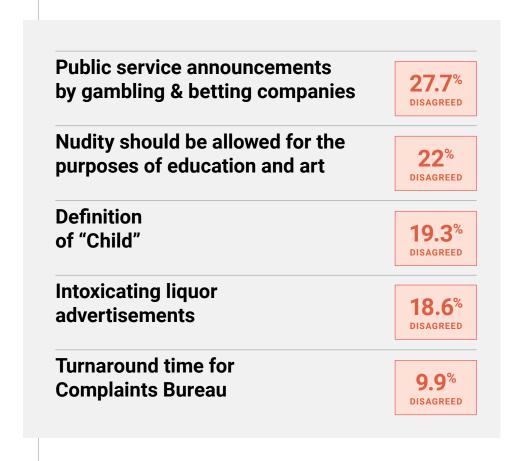
The revision of the Code was underway in the second quarter and a legal consultant was appointed to oversee the revision with the working committees. The revamp plans for the Code were submitted to the MCMC in midyear for its feedback and approval.

The revamp will also look into new media. The CMCF is working with the Ministry of Domestic Trade and Consumer Affairs to prepare a criteria list to identify websites that infringed the Code which will then be submitted to the ministry for further action.

In August, the lawyer acted on the MCMC's feedback and proposed changes on the draft of the Code while the consultations to engage the public on the proposed changes to the Code were initiated.

The Association had also arranged for the CMCF to hold a town hall session with members for the CMCF to share the proposed changes to the Code and clarify on various issues concerning the industry in October.

The public consultations that were scheduled to be concluded on December 10 were extended into January 2022. It was noted that the top five issues with high "disagree" votes from the public consultations were:



After the publication of the Public Consultation Report – which was anticipated to be in the first quarter – the MCMC will register the new Content Code and follow it up with its dissemination.

Complaints Bureau Orders 2007- 2017 A Decade of Decisions

The CMCF's Complaints Bureau compiled all of its judgements over the years into a book as a reference source for advertisers. A copy of "Complaints Bureau Orders 2007- 2017 A Decade of Decisions" was uploaded on the Association's website as a useful educational and reference material for Members in the production of their own content.

Financal Report

The Income and Expenditure for the year ended 31st December 2021 was RM97,395 and RM187,295 respectively which resulted in a Deficit of Income over Expenditure of RM90,240 for the financial year ended on that date.

The deficit for the financial year ended 31st December 2021 was due to the continuous impact of Covid-19 pandemic and there was no event occur during the year.

As for Expenditure, there has been decreasing of RM45, 206 in 2021.

The Council has managed the funds of the Association prudently to ensure that the Association remained in a healthy state despite of the lack of interest from fixed deposit income. The bank and fixed deposit balances remained strong as at 31st December 2021 with a total of RM1, 494,793 (2020: RM1,565,634).

In 2021, the value of investments remained to RM143,429. Total assets is RM1,660.751, whilst liabilities only amounts to RM35,781.

Mohamed Kadri Mohamed Taib

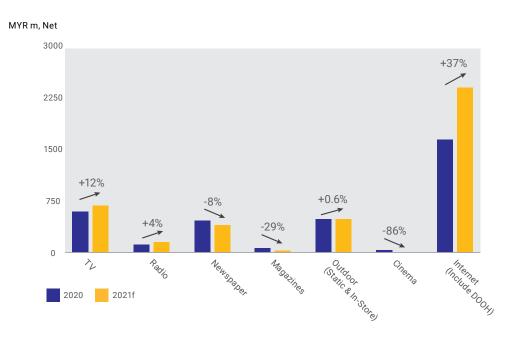
President

Malaysia Adex

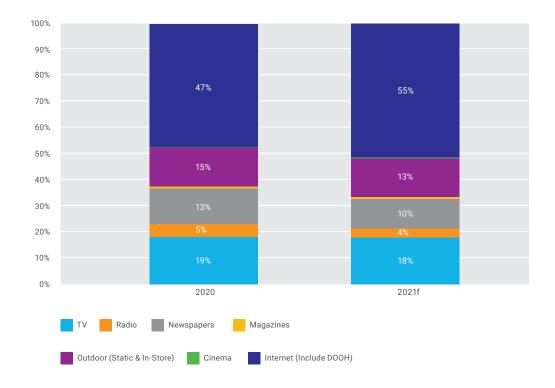
Y2021 vs. Y2020

SOURCE GroupM, TYNY Nov 2021 Report – updated to FY2021 data for relevant media

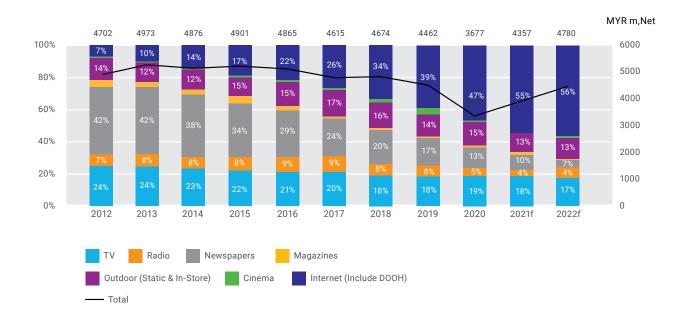
Y2021 vs. Y2020 Total Adex by medium



Y2021 vs. Y2020 Adex SOS% by medium



Multi year growth & SOS% trend



Key Summary & Forecast

- The Malaysia ad market has started to stabilize from the pandemic and has been on a growing trend since March 2021. Therefore, 2021 advertising market is highly anticipated to restore back to the pre-pandemic level.
- Overall, recovery is seen across all media except print & cinema. Digital is expected to close the year at a whooping growth rate of 37% with 55% lion share of spent.
- Whilst its no doubt that Digital will be the frontier in driving industry growth, areas of focus will be getting advertisers ready for the cookieless and the rise of more rigorous privacy standards. Advertiser's roadmap in direct local publishers should start by 2022 to gain learning entering 2023.
- Offline and online integration has become vital moving forward as audience shift their consumption behavior seamlessly.

Ordinary Members

- 1. Alliance Cosmetics Sdn. Bhd.
- 2. Baba Products (M) Sdn. Bhd.
- 3. Bata Primavera Sdn. Bhd.
- Boustead Petroleum Marketing Sdn. Bhd.
- 5. Carlsberg Marketing Sdn. Bhd.
- 6. Celcom Axiata Berhad
- 7. Central Sugar Refinery Sdn Bhd
- 8. CIMB Bank Berhad
- 9. Coca Cola Far East Ltd
- 10. Colgate Palmolive Marketing Sdn. Bhd.
- 11. Cotra Enterprises Sdn. Bhd.
- 12. Danone Dumex (M) Sdn. Bhd.
- 13. Delivery Hero (Malaysia) Sdn Bhd
- 14. Digi Telecommunications Sdn. Bhd.
- Etika Sdn Bhd (formerly known as Permanis Sandilands Sdn. Bhd)
- 16. FFM Marketing Sdn. Bhd.
- 17. Fonterra Brands (M) Sdn. Bhd.
- Genting Malaysia Bhd.
- 19. Glaxosmithkline Consumer Healthcare Sdn. Bhd.
- 20. Gerbang Alaf Restaurants Sdn Bhd (formerly known as Golden Arches Restaurants Sdn. Bhd.)
- 21. Grabtaxi Holdings Pte. Ltd
- 22. Heineken Malaysia Berhad (formerly known as GAB Sdn Bhd)
- 23. Hong Yang Hoo Pharma Sdn Bhd
- 24. HSBC Bank Malaysia Bhd
- 25. Inti Universal Holdings
- 26. Johnson & Johnson Sdn. Bhd.
- 27. Jotun Malaysia Sdn. Bhd.
- 28. Kilang Makanan Mamee Sdn. Bhd.
- 29. L'Oreal Malaysia Sdn. Bhd.

- 30. Maxis Broadband Sdn Bhd
- 31. Malaysian Airlines System Berhad
- 32. MEAD Johnson Nutrition (M) Sdn. Bhd.
- 33. Measat Broadcast System Network Sdn Bhd
- 34. Milestone Productions Sdn Bhd
- 35. Mondelez Malaysia Sales Sdn. Bhd.
- 36. Munchworld Marketing Sdn Bhd
- 37. Nestle Products Sdn. Bhd.
- 38. Nippon Paint (M) Sdn Bhd
- 39. PepsiCo (M) Sdn. Bhd.
- 40. Perodua Sales Sdn. Bhd.
- 41. Petronas Dagangan Berhad
- 42. Projek Lebuhraya Usahasama Berhad
- 43. WaterCo (Far East) Sdn Bhd
- 44. Pizza Hut Restaurants Sdn. Bhd.
- 45. Procter & Gamble (M) Sdn. Bhd.
- 46. Proton Holdings Bhd.
- 47. Prudential Assurance (M) Berhad
- 48. QSR Stores Sdn Bhd
- 49. Reckitt Benckiser (Malaysia) Sdn Bhd
- 50. RHB Bank Berhad
- 51. SC Johnson & Son (M) Sdn. Bhd.
- 52. Shell Malaysia Trading Sdn. Bhd.
- 53. Share Investor Malaysia Sdn Bhd
- 54. Telekom Malaysia Bhd
- 55. Tesco Stores (M) Sdn Bhd
- 56. TUNE Group Sdn. Bhd.
- 57. UEM Sunrise Bhd
- 58. UMW Corporation Sdn Bhd
- 59. Unilever (M) Holdings Sdn. Bhd.
- 60. Wipro Unza (M) Sdn. Bhd.

Associate Members

- 1. 16two Communication Labs Sdn Bhd
- Alakad Management Sdn Bhd
- 3. Antsomi Sdn Bhd
- 4. Anymind Malaysia Sdn Bhd
- 5. Big Tree Outdoor Sdn Bhd
- 6. CD Advertising Sdn Bhd
- 7. Cense Media Sdn Bhd
- 8. Dentsu Holdings Malaysia Sdn Bhd
- 9. Dfgi Dreamfyre Group Inc.
- 10. Doubleverify Pte Ltd
- 11. Entropia (M) Sdn Bhd
- 12. FCB Sdn Bhd
- 13. Golden Screen Cinemas Sdn Bhd
- 14. Google Malaysia Sdn Bhd
- 15. Hi-Q Media (M) Sdn Bhd
- 16. Ink Marketing Sdn Bhd
- 17. Innity Sdn Bhd
- 18. Insider Digital Sdn Bhd

- 19. IPG Mediabrands Sdn Bhd
- 20. Isentia (M) Sdn Bhd
- 21. Mccann-Erickson (M) Sdn Bhd
- 22. Moving Walls Sdn Bhd
- 23. Nielsen Audience Measurement Sdn Bhd
- 24. Perspective Strategies Sdn Bhd
- 25. Phar Partnerships (Malaysia) Sdn Bhd
- 26. Pos Ad Sdn Bhd
- 27. Prs Productions Sdn Bhd
- 28. Redhot Media Sdn Bhd
- 29. Silver Lining 7 Sdn Bhd
- 30. Sin Chew Media Corporation Berhad
- 31. Sistem Televisyen Malaysia Bhd (Tv3)
- 32. Star Media Group Berhad
- 33. Sweb Asia Sdn Bhd
- 34. The New Straits Times Press Group S/B
- 35. Vivaki (Malaysia) Sdn Bhd
- 36. YTL Info Screen Sdn Bhd

Affiliate Members

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

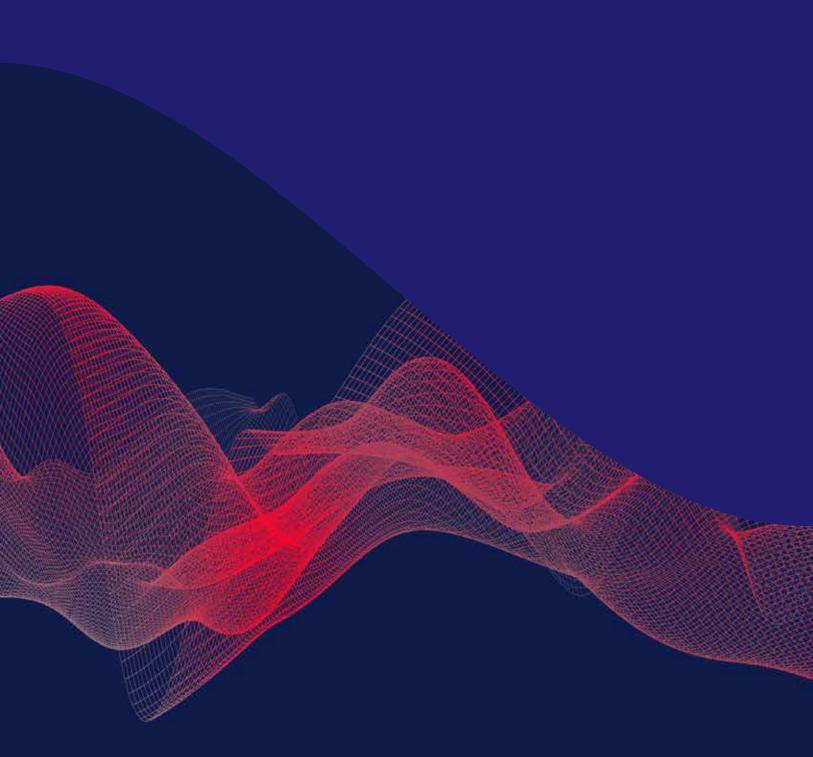
Aims & Objectives

- To enable Members through the Association to speak with one voice and act with one purpose on advertising matters.
- Holding meetings for the discussion of matters of interest to members.
- Promoting or opposing legislative and other measures capable of affecting advertisers as a body.
- 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.
- 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.
- 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.

- 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.
- Advocating the complete and accurate disclosure of circulations figures by proprietors of all printed adverting 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.
- 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.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.
- Being at all times of continual service, and supplying information to members on all matters germane to advertising.
- 14. Investing the funds for the Association in such manner and in investments of such kind and nature as the Council may think fit.
- Acting as arbitrator or mediator in settlement of disputes arising out of advertising transactions.

- 16. 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.
- 17. 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.



For further enquiries, please contact the MAA Secretariat.

MACOMM MANAGEMENT SERVICES SDN. BHD.

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