

# media UPDATE

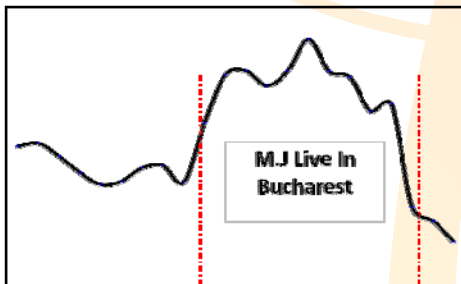
BY CARAT MEDIA SERVICES (M) SDN BHD

## Death of Michael Jackson sends media into a frenzy



- News of Michael Jackson's passing caused big problems for a lot of huge websites.
- *Twitter* struggled as hundreds of thousands of tweets came in nearly at once.
- *TMZ.com*, an AOL-owned celebrity gossip website which broke the story had difficulties coping with the overwhelming interest and was down more often than not.
- *Perez Hilton*, an American blogger cum TV personality and Hollywood's most hated website succumbed to the weight of the occasion.
- At the same time *The Los Angeles Times* site went down reporting Jackson was in a coma rather than dead.
- *CNN* went down after reporting Jackson was revived before going to the hospital.
- For the media, speed of delivering news is imperative even though the quality of the news is compromised as in this case.

## 8TV rakes in Michael Jackson's ratings



- 8TV treated fans of Michael Jackson with a 2-hour plus *MJ Live in Bucharest*

special programme on the evening after the announcement of his passing.

- Viewership of all individuals aged 6 and above according to *AGBNMR* soared to a peak of 796,000. The entire programme delivered an average audience of 659,000 (3.5 TVR). It is the most watched programme for 8TV. The second most watched programme (TVB drama serials) had 560,000 viewers.
- Michael Jackson and his brand of entertainment appeals to both the younger and older segments of the population according to *AGBNMR*. The biggest portion of viewers came from the 15-19 and 45-49 years brackets with each accounting for 12% of the total audience.
- More than half (56%) of the viewers are Chinese followed by the Malays (39%) and Indian/others account for 5%.
- The majority (77%) of them reside in the urban areas with market centres accounting for 42%.

Profile of viewers for MJ Live in Bucharest  
8TV 26 June 2009 22.30-25.15

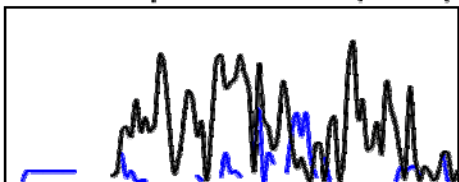
<b>Base</b>	<b>659,000</b>
<b>Sex</b>	
Male	50%
<b>Race</b>	
Malay	39%
Chinese	56%
Indian/others	5%
<b>Location</b>	
Market Centre	42%
Other Urban	35%
Rural	23%
<b>Age</b>	
6-9	6%
10-14	8%
15-19	12%
20-24	11%
25-29	7%
30-34	5%
35-39	8%
40-44	9%
45-49	12%
50-54	8%
55-59	7%
60 & above	7%

Data sourced from *AGBNMR*

- A jump in viewers was recorded on Astro's *CNN* on 26 June, the day Jackson's death was announced.
- A viewership comparison from a week ago (indicated by the black line in the chart below), showed the news of the death of Jackson delivered an increased average audience of more than five-fold

- from 2,000 to 11,000. Viewership exceeded 30,000 at one point.

CNN Viewership of Jackson's Death (Black Line)



## Malaysian Mirror enters cyberspace

- News portal Malaysian Mirror was launched on 30 June 2009.
- The news portal aims to be the pulse of the nation with a pledge to offer more coverage for Sabah and Sarawak.
- Key staff includes people from Malaysiakini, Malaysia's first online news portal.

## Malay Mail awaits official announcement of its new owner

- Staff of the Malay Mail awaits for an announcement of a new ownership and possibly new business model to steer the Malay Mail back to its glorious days.
- A check with Wikipedia revealed that Redberry, a media company is poised to acquire 75% of the Malay Mail which has been struggling with continued losses despite a change of ownership more than a year ago.
- The last audited (by Audited Bureau of Circulations Malaysia) circulation dated 2007 for the Malay Mail was 20,816 copies, down from a high of 67,137 copies in 1994.
- The voice of the Klang Valley in its last makeover in May 2008 has apparently fallen short of its expectations.

## Malaysian consumers experience the full impact of the global downturn

- According to Nielsen's Shopper Trends 2009 at least 8 in 10 (84%) of Malaysian consumers are experiencing the effects of the economic slowdown by cutting back on shopping.

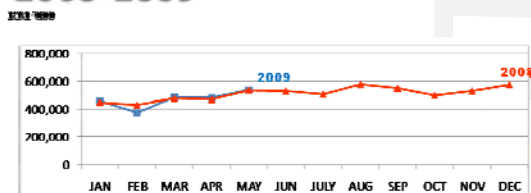
- Most affected shopping habits cutbacks include the following:

Impulse items	86%
Big ticket items	82%
Out-of-home dining	80%

- Grocery purchasing habits saw 8 in 10 Malaysians buying only *essentials*; and at least a third (40%) *buying the same product in lesser quantity*.
- Nearly all (96%) grocery shoppers notice price changes.

## May adex clings on

### Monthly Adex Comparison 2008-2009



Source: Media Media Research Agency

Medium	Ytd May 2008 RM mil	Ytd May 2009 RM mil	Ytd May +-%	M-0-M +-%
FTV	756.9	796.5	5	17
Radio	110.9	120.3	8	23
Mag	59.7	53.5	-10	22
Press	1,355.2	1,277.0	-6	7
Cinema	9.1	8.1	-11	-1
Outdoor	40.2	46.2	15	-2
P.O.S.	32.3	34.0	5	3
Internet	11.2	13.5	20	0
<b>Total</b>	<b>2,375.6</b>	<b>2,349.0</b>	<b>-1</b>	<b>11</b>

Source: Data sourced from Nieslen

- May 2009 monitored adex of RM538 million continues to cling on to previous year's level. In light of the current economic slowdown such a performance is commendable.
- Month-on-month May adex growth of 11% is encouraging when compared with a month ago where it registered a 1% contraction.
- M-o-m TV adex growth in percentage and absolute terms have out-performed newspaper.

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