

MEDIA PLANNING GUIDE

**MALAYSIA
2017**



**23rd
edition**

"An essential tool for everybody working
in or with, the media in Malaysia"

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ECONOMIC

04

- 04 Economic Indicators
- 04 Regional Media Companies By Market Cap.
- 06 Malaysia Major Media Operators

THE BUSINESS OF MEDIA

08

- 08 Malaysia Media Advertising
- 10 Per Capita By Media Adex
- 12 Adex Trends By Quarterly
- 14 Malaysia Adex Comparison Y2015 vs 2016
- 18 Malaysia Digital Adex
- 20 Media Market Place
- 28 Newspaper - No Of Titles / Circulation Trends
- 30 Newspaper Advertising Revenue
- 31 Media Reach By Age Group

MEDIA CHANNELS

33 SHOPPER MARKETING INSIGHT

- 36 Shopper360 Steps Into The Future Of Shopper Marketing
- 38 Digitizing Shopper Journey With Shopwave
- 41 Snapshot Of Pos Ad Shopper
- 42 Shopper Marketing Ad Rates

45 MAGAZINE INSIGHT

- 47 Magazine Readership Trends
- 48 Magazine Adex By Publisher
- 49 MPA Magazine Ad Revenue
- 52 Magazine Buying Detail
- 57 Magazine Categories
- 58 Magazine Segmentation
- 67 Magazine Advertising Rates

91 NEWSPAPER INSIGHT

- 93 Newspaper Operational Model
- 94 Analysis Of Newspaper
- 95 Newspaper Milestones
- 96 Newspaper Circulation Trends
- 98 Advertising Rate Trends By Newspaper
- 99 Newspaper Advertisign Rates
- 123 News Agency
- 126 Media Intelligence Co

MEDIA PLANNING GUIDE CONTENTS 2017

127 TELEVISION INSIGHT

- 129 TV Media Review
- 131 TV Segmentation
- 132 TV Milestones
- 134 Malaysia TV Channels Audience
- 135 TV Channels Profile
- 136 TV Landscape
- 137 HyppTV Profile
- 139 Media Prima TV Networks
- 141 Astro Profile

145 RADIO INSIGHT

- 147 Radio Listenership
- 148 Listenership Snapshot
- 150 Radio Milestones
- 152 Radio Landscape
- 154 Astro Radio Profile
- 160 Radio Station Rates (Others)
- 162 Media Prima Radio Profile
- 163 Radio RTM Profile
- 164 Star Radio / TEA Radio Ad Rates

165 CINEMA INSIGHT

- 167 Business Model Of Multiplexes
- 168 Cinema Revenue
- 169 Cinema Admission
- 170 Cinema Admission By States
- 172 Cinema Ad Rates For GSC
- 176 Cinema Ad Rates For TGV

185 DIGITAL/INTERNET INSIGHT

- 188 Social Media Advertising
- 189 Video Advertising
- 190 Banner Advertising
- 191 Direct Ad Buying & Programmatic Buying
- 192 Malaysia Digital Snapshot
- 198 Digital Categories
- 201 Berita Daily Profile
- 202 The Edge Communications Profile
- 206 Malaysia Reserve Profile

209 OUT-OF-HOME INSIGHT

- 211 OOH Media Landscape
- 212 OOH Adex Trends By OOH Media
- 213 MagiqAds Profile
- 214 Redberry Retail Profile
- 215 United 360 Media Profile
- 216 OOH Ad Rates
- 228 OOH Media Owners

MEDIA PLANNING GUIDE CONTENTS 2017

231 DIGITAL OOH INSIGHT

- 234 DOOH Opportunities
- 236 DOOH Media Owners
- 240 Ambi Agency Profile
- 241 Brandavision Profile
- 242 3 Thirds Inc Profile
- 243 Meru Utama Profile
- 245 Moving Walls Profile

251 GUIDE TO MEDIA AD CONTENT REGULATION IN MALAYSIA

PUBLISHER NOTE

Much thought and effort has been put into providing you an invaluable guide to help you navigate the continuously evolving world of media. As we have all come to realize, data drives everything. But to deploy this "weapon," you need strong foundational data. That is true of every recommendation media

planner makes and the only way a marketer should approve such a plan for their ad campaign. It requires fact-based decision-making. Within this guide, you will find a wealth of information to help you start the journey to making those fact-based decisions.

PUBLISHING TEAM



Publisher/CEO : James Selva
Email : jameselva@brandequity.com.my
Mobile : 012 - 2036624



Publishing Co-ordinator : S.Savithiri
Email : savithiri77@yahoo.com



Graphic Designer : Najiah
Email : najiahnifu_1612@yahoo.com



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Segambut, 51200 Kuala Lumpur
Tel : 03 - 6258 3893 | Fax : 03 - 6251 7109

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