MEDIA PLATFORMS IN MALAYSIA

RADIO
- 67 Stations

MAGAZINE
- 448 Magazines

NEWSPAPERS
- 55 Newspapers

TV
- 250 + Channels

Out-Of-Home
- 228 Platforms

DIGITAL
- 118 Categories

RETAIL MEDIA
- 12 Retail Chains

MALAYSIA MEDIA LANDSCAPE
MEDIA PLATFORMS IN MALAYSIA

PUBLIC RADIO STATION (GOVERNMENT STATIONS)

National Coverage
- Klasik Nasional (BM)
- Asyik FM (BM)
- Muzik (BM)
- Al-FM (Chi)
- Traxx (Eng)
- Minnal (Tamil)

Pen. M’sia
- KL FM
- T’ggunu FM
- Kelantan FM
- Perlis FM
- Melaka FM
- JB FM
- Negeri FM
- Kedah FM
- S’gor FM
- Perak FM
- Pahang FM
- Mutiara FM
- Johor FM
- Langkawi FM

Sabah
- Sabah FM
- Sandakan FM
- Perak FM
- Sabah FM
- Labuan FM
- Kenigau FM

Sarawak
- Sarawak FM
- Miri FM
- Bintulu FM
- Limbang FM
- Sibu FM
- Red FM
- Wai FM
- Rasa FM

Regional Station
MEDIA PLATFORMS IN MALAYSIA

AUTOMOBILE
18 Magazines

BUSINESS
35 Magazines

CARS AND CLUBS
7 Magazines

SPORTS
92 Magazines

MEN
15 Magazines

WOMEN, HOME & HEALTH
23 Magazines

COMPUTER & TECHNOLOGY
21 Magazines

TRAVEL & FLIGHT
30 Magazines

EDUCATION, STUDENT & CHILDREN
56 Magazines

GENERAL INTEREST, LIFESTYLE & OTHERS
7 Magazines

PROFESSIONAL, TRADE & MARKETING
18 Magazines

ENTERTAINMENT
34 Magazines

GENERAL INTEREST, LIFESTYLE & OTHERS
96 Magazines

MEN
18 Magazines

WOMEN, HOME & HEALTH
96 Magazines

ENTERTAINMENT
34 Magazines

PROFESSIONAL, TRADE & MARKETING
30 Magazines

EDUCATION, STUDENT & CHILDREN
56 Magazines

CARS AND CLUBS
7 Magazines

SPORTS
92 Magazines

BUSINESS
35 Magazines

AUTOMOBILE
18 Magazines

MAGAZINE
MEDIA PLATFORMS IN MALAYSIA

**NEWSPAPER**

**Pen.M’sia**
- English
  - New Straits Times
  - The Malay Mail
  - The Star
  - Sun
  - The Edge
  - Financial Daily
  - The Malaysia Reserve
  - Selangor Times
  - Focus Malaysia
- Bahasa
  - Utusan Malaysia
  - Berita Harian
  - Harian Metro
  - Harakah
  - Kosmo
  - Sinar Harian
- Chinese
  - Kwong Wah
  - Nanyang
  - Sin Chew Daily
  - China Press
  - New Life Post
  - Mun Sang Poh
  - Guang Ming
  - Oriental Daily News
  - Busy Weekly
  - Red Tomato
  - Big Orange
- Tamil
  - Tamil Nesan
  - Tamil Malar
  - Malaysia Nanban
  - Makkal Osai
  - Thina Kural
  - Nam Naadu

**Sabah & Sarawak**
- English
  - New Sabah Times
  - Daily Express
  - The Borneo Post
  - The Sunday Post
- Chinese
  - Overseas Chinese Daily News
  - See Hua Daily News
  - Merdeka Daily News
  - Asia Times
  - Morning Post
- Bahasa
  - The Borneo Post
  - Utusan Borneo
  - Utusan Sarawak

**Sabah**
- English
- Chinese
- Bahasa
- Chinese
- English
- Bahasa
- Chinese

**Sarawak**
- English
- Bahasa
- Chinese
- English
- Bahasa
- Chinese

**NEWSPAPER**
MEDIA PLATFORMS IN MALAYSIA

TELEVISION

FTA TELEVISION
- MEDIA PRIMA
  - TV3
  - NTV7
  - 8TV
  - TV9
- MINISTRY OF INFORMATION
  - TV1
  - TV2
- ALHIJRAH CORP
  - TV ALHIJRAH

PAY TV
- DTH TV
  - ASTRO
  - HyppTV
  - Fine TV
  - Amilin TV
- IPTV
  - ABN
- DIGITAL CABLE TV
MEDIA PLATFORMS IN MALAYSIA

Source: COMSCORE

Digital

Malaysia Digital Media

No of Category: 118

Below 50% Reach

No of Category: 100

1. Retail
2. Downloads
3. Games
4. Business/Finance
5. Reference
6. General News
7. Entertainment - Music
8. Online Gaming
9. XXX Adult
10. Technology - News
11. Newspapers
12. Banking
13. Travel
14. Photos
15. TV
16. Classifieds
17. Entertainment - Movies
18. Entertainment - News
19. Gaming Information
20. Education

50-60% Reach

No of Category: 5

1. Publisher
2. Email
3. Technology
4. Lifestyles
5. Platform

61-70% Reach

No of Category: 4

1. Distributed Content
2. Directories/Resources
3. News/Information
4. Blogs

71-80% Reach

No of Category: 2

1. Promotional Servers
2. Multimedia

81-90% Reach

No of Category: 2

1. Portals
2. Social Networking

About 91% Reach

No of Category: 5

1. Corporate Presence
2. Services
3. Entertainment
4. Social Media
5. Search/Navigation

Category Distribution:

- Family & Youth: 36
- Maps: 37
- Sports: 38
- Technology: 39
- Entertainment: 40
- Career Service: 41
- Business to Business: 42
- Humor: 43
- Telecommunications: 44
- Coupons: 45
- Radio: 46
- Health - Information: 47
- Health Care: 48
- Beauty/Fashion/Style: 49
- Apparel: 50
- Information: 51
- Lifestyle - Food: 52
- Government: 53
- Computer Hardware: 54
- Family & Parenting: 55
- Business News: 56
- Politics: 57
- Regional/Local: 58
- Career Resources: 59
- Religion/Spirituality: 60
- Manufacturer: 61
- Comparison Shopping: 62
- Resources: 63
- Instant Messengers: 64
- Mall: 65
- ISP: 66
- Online Gambling: 67
- Consumer Electronics: 68
- Kids: 69
- Real Estate: 70
- Personal Finance: 71
- Books: 72
- Personal: 73
- Home: 74
- Green: 75
- Financial Information/Advice: 76
- Health Care: 77
- Teens: 78
- Jewelry/Luxury Goods: 79
- Accessories: 80
- e-cards: 81
- Fragrances/Cosmetics: 82
- Sports/Outdoor: 83
- Home Furnishings: 84
- Lotto/Sweepstakes: 85
- Pets: 86
- Ground/Cruise: 87
- Retail - Food: 88
- Toys: 89
- Consumer Goods: 90
- Shipping: 91
- Transactions: 92
- Tickets: 93
- Retail - Music: 94
- Retail - Movies: 95
- Department Stores: 96
- Flowers/Gifts/Greetings: 97
- Job Search: 98
- Pharmacy: 99
- Car Rental: 100
- Texas: 101
MEDIA PLATFORMS IN MALAYSIA

RETAIL CHAIN

HYPERMARKET
- TESCO
- GIANT
- AEON
- MYDIN
- AEON BIG
- ECONSAVE

SUPERMARKET
- THE STORE
- COLD STORAGE
- 99SPEEDMART
- EVERRISE

CONVIENCE STORE
- GUARDIAN
- 7-ELEVEN