

Joint Press Release:

Malaysian Website Rankings for September 2011

October 27, Kuala Lumpur, Malaysia

For the month ending September 2011, Effective Measure and the Malaysian Digital Association reports the following rankings of websites visited by over 17 million Internet users inside of Malaysia:

Top 30 Combined Websites (International and Local) accessed by Malaysians:

Rank	Site	UB	Rank	Site	UB
1	facebook.com	7,239,010	16	Lowyat.net	1,545,612
2	google.com.my	4,725,520	17	Maps.google.com.my	1,314,734
3	Mudah.my	4,544,055	18	Utusan.com.my	1,268,710
4	yahoo.com	4,403,476	19	Lelong.com.my	1,266,011
5	malaysia.msn.com	3,933,935	20	Shoppinglifesyle.com	1,228,992
6	youtube.com	3,663,108	21	Wordpress.com	1,206,280
7	Blogspot.com	3,377,585	22	Live.com	1,184,146
8	Google.com	3,300,117	23	Jobstreet.com.my	1,177,506
9	Thestar.com.my	2,126,049	24	Kosmo.com.my	1,036,119
10	Mylaunchpad.com.my	2,076,046	25	Themalaysianinsider.com	996,640
11	Malaysiakini.com	2,027,522	26	Cimbclicks.com.my	970,557
12	Airasia.com	1,977,856	27	Translate.google.com.my	922,970
13	Maybank2u.com.my	1,893,528	28	4shared.com	878,703
14	Wikipedia.org	1,687,685	29	Bharian.com.my	864,054
15	Hmetro.com.my	1,585,701	30	Maxis.com.my	769,141

Top 30 Local Websites:

Rank	Site	UB	Rank	Site	UB
1	Mudah.my	4,544,055	16	Maxis.com.my	769,141
2	thestar.com.my	2,126,049	17	Fooyoh.com	714,036
3	Mylaunchpad.com.my	2,076,046	18	701panduan.com	666,453
4	Malaysiakini.com	2,027,522	19	Iproperty.com Malaysia	636,306
5	Airasia.com	1,977,856	20	Paultan.org	528,406
6	Maybank2u.com.my	1,893,528	21	Onbulan.com	525,498
7	Hmetro.com.my	1,585,701	22	Myresipi.com	514,965
8	Lowyat.net	1,545,612	23	Astro.com.my	492,989
9	Utusan.com.my	1,268,710	24	Sinchew.com.my	490,159
10	Lelong.com.my	1,266,011	25	Cari.com.my	451,524
11	Jobstreet.com.my	1,177,506	26	Malaysiaairlines.com	440,458
12	Kosmo.com.my	1,036,119	27	Pbebank.com	427,178
13	Themalaysianinsider.com	996,640	28	Anm.gov.my	426,071
14	Cimbclicks.com.my	970,557	29	Chinapress.com.my	418,346
15	Bharian.com.my	864,054	30	Cinema.com.my	409,915

Effective Measure Insight
Embargo: 24 October 2011

Mobile Views of Websites See Strong Growth

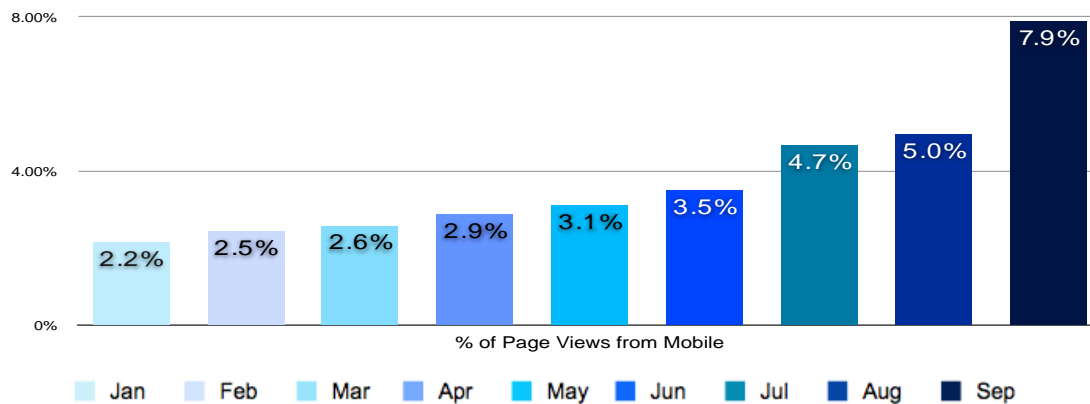
Malaysian audience view over 115 million web pages monthly on mobile

KUALA LUMPUR, MALAYSIA 24 October 2011 - Effective Measure, the leading provider of digital media planning solutions in emerging markets, today reported that over 115 million web pages are viewed on mobile devices in the month of September 2011 in Malaysia – attributing to a 6% increase in mobile page views from the start of the year.

Effective Measure SEA Regional Director, Russell Conrad, said, “The increasing number of web pages being viewed on mobile points to a growing, tech-savvy Malaysian audience.

“With over 30% of Malaysians polled saying they access the Internet from their mobile phones, we expect to see a steady increase in page views from mobile looking ahead- in line with the introduction of better broadband connectivity and low price point smartphones.

Effective Measure Mobile Access to Web Pages Trend, January – September 2011



Number of Page Views from Mobile in other South East Asian countries in September:

- Indonesia: 85 million
- Philippines: 25 million
- Singapore: 26 million
- Thailand: 69 million
- Vietnam: 22 million

“The Internet knows no boundaries - advertisers and online publishers should explore the opportunities in producing mobile-friendly content, if they have not done so already,” said Conrad.

Effective Measure is the leading provider of digital media planning solutions in the emerging markets, bringing best practice online measurement data to agencies, advertisers and publishers. Our products and services offers media planners invested in South East Asia, Middle East North Africa and South Africa, a clear insight into online traffic and demographic trends on a local or global scale.

For more information on this topic, or an interview request with our local spokesperson, contact Effective Measure Marketing Executive, Sheeda Cheng at media@effectivemeasure.com



www.digital.org.my
www.effectivemeasure.com

Top 5 sites:

The top 5 sites and sections in the month of September, respectively, are Mudah.my, thestar.com.my, Mylaunchpad.com.my, Malaysiakini.com and Airasia.com.

Effective Measure (www.effectivemeasure.com) was selected to be the Official Internet Measurement currency for Malaysia by the Malaysian Digital Association (MDA) recently. The MDA is a representative body comprising of Digital Publishers, Advertising Agencies, Creative Agencies and Digital Service Providers. For more information about Effective Measure, visit www.effectivemeasure.com

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Issued by: Malaysian Digital Association

For more information on the Malaysian Digital Association, please visit www.digital.org.my or contact Ms. ShuLing Lau at MDA secretariat tel: 03-7660 8535 or email shuling@macomm.com.my