



# Malaysian Website Audience Ranking February 2011

# Malaysian Site Rankings – International Sites

Rank	Site		Rank	Site
1	facebook.com		16	linkwithin.com
2	Google Sites		17	scribd.com
3	MSN Sites		18	Conduit.com
4	youtube.com		19	Answers.com
5	Yahoo.com		20	Amazon.com
6	Mail.yahoo.com		21	myspace.com
7	Blogspot.com		22	Adobe.com
8	blogger.com		23	Hotfile.com
9	Search.yahoo.com		24	Friendster.com
10	Wikipedia.org		25	ask.com
11	Wordpress.com		26	mediafire.com
12	Tagged.com		27	Twitter.com
13	4shared.com		28	Ning.com
14	Mozilla.com		29	Thefreedictionary.com
15	ehow.com		30	cnet.com

# Malaysian Site Rankings – Local Sites

Rank	Site		Rank	Site
1	Mudah.my		16	Chinapress.com.my
2	thestar.com.my		17	Sinchew.com.my
3	Malaysiakini.com		18	Cari.com.my
4	hmetro.com.my		19	Iluvislam.com
5	lowyat.net		20	Ohbulan.com
6	Mylaunchpad.com.my		21	Fooyoh.com
7	utusan.com.my		22	Nst.com.my
8	Kosmo.com.my		23	Sinchew-i.com
9	Lelong.com.my		24	Cimbclicks.com.my
10	Bharian.com.my		25	Mstar.com.my
11	Maybank2u.com.my		26	Beautifulnara.com
12	Themalaysianinsider.com		27	Cinema.com.my
13	Biz.thestar.com.my		28	Murai.com.my
14	iProperty.com		29	Jobstreet.com.my
15	Paultan.org		30	Kwongwah.com.my

# Malaysian Site Rankings – combined

Rank	Site
1	facebook.com
2	Google Sites
3	MSN Sites
4	youtube.com
5	Mudah.my
6	yahoo.com
7	mail.yahoo.com
8	blogspot.com
9	thestar.com.my
10	Malaysiakini.com
11	hmetro.com.my
12	lowyat.net
13	Mylaunchpad.com.my
14	utusan.com.my
15	blogger.com

Rank	Site
16	search.yahoo.com
17	kosmo.com.my
18	wikipedia.org
19	lelong.com.my
20	bharian.com.my
21	maybank2u.com.my
22	wordpress.com
23	themalaysianinsider.com
24	biz.thestar.com.my
25	tagged.com
26	4shared.com
27	iProperty.com
28	mozilla.com
29	paultan.org
30	chinapress.com.my



# Malaysia Market Insights February 2011

# Audience Insights for February, 2011

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This month we take a look at the demographics of Malaysian Audience in the Business & Finance sites. We measured 24,970 footprints in the last 30 days. There are 17% more Male visitors compared to an average Malaysian site with the Male visitors making up 73.82% of their total traffic. Although the largest group of visitors are in the 25-30 age group which contributes 18% of their traffic, visitors aged 30 and above is much higher than an average Malaysian site.

Over 60% of the audience possess a college / university education and are white collar professionals. The range of monthly household income increases steadily from MYR 4,500 onwards compared to an average Malaysian site. Nearly 45% of the visitors belong to the Health Conscious group of people. Over 80% of the visitors are from Large Cities and the Capital.

The audience are mostly educated, white collar professionals who has a mid-high household income and health conscious, which makes it a suitable target market for health care, insurance and financial investment industry.

The top 5 sites and sections (ranked accordingly) in the month of February are Biz.TheStar.com.my, BTimes.com.my, Utusan – business & finance, TheMalaysianInsider.com – business and SinChew-i/business.