



# Malaysian Website Audience Ranking January 2011

# Malaysian Site Rankings – International Sites

Rank	Site		Rank	Site
1	facebook.com		16	Answers.com
2	Google Sites		17	conduit.com
3	Mail.yahoo.com		18	linkwithin.com
4	youtube.com		19	scribd.com
5	MSN Sites		20	amazon.com
6	Yahoo.com		21	myspace.com
7	Blogspot.com		22	hotfile.com
8	wikipedia.org		23	friendster.com
9	blogger.com		24	adobe.com
10	Search.yahoo.com		25	ask.com
11	Wordpress.com		26	mediafire.com
12	Tagged.com		27	apple.com
13	4shared.com		28	gsmarena.com
14	Mozilla.com		29	cnet.com
15	ehow.com		30	alibaba.com

# Malaysian Site Rankings – Local Sites

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

# Malaysian Site Rankings – combined

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

Rank	Site
16	blogger.com
17	kosmo.com.my
18	bharian.com.my
19	search.yahoo.com
20	cari.com.my
21	lelong.com.my
22	wordpress.com
23	maybank2u.com.my
24	themalaysianinsider.com
25	biz.thestar.com.my
26	fooyoh.com
27	tagged.com
28	4shared.com
29	mozilla.com
30	ohbulan.com



# Malaysia Market Insights January 2011

# Audience Insights for January, 2011

---

This month we take a look at the consumption of the internet via mobile devices by the Malaysian Audience. We measure the percentage of users that visit our census websites from a smart phone. While it's not an indication of the total Internet mobile audience, it is a good way to detect trends in mobile internet consumption. In November and December 2010, the mobile access was 1.29% or 178,742 users and 1.61% or 342,379 users respectively. January 2011 recorded 2.02% or 454,505 users. There has been a consistent increase in mobile consumption over the last 3 months.

In addition to site census based measurement, we also have surveyed over 150,000 Malaysian's across the entire 17 million total internet audience population. Over 27.04% polled in Malaysia said "Yes, they have accessed the Internet from their mobile device in the last 30 days." Based on a total internet population of 17 million, this equates to 4.6 million consumers. An impressive number and proof that the opportunity for Mobile based advertising has truly arrived.

Malaysian property websites also have a high percentage of users who access their sites via mobile devices. iLuxuryAsia.com has 5.8%, iProperty.com.my has 5.02% and StarProperty.my has 4.87% of their total audience access from a mobile device.