

Malaysian Website Rankings for January 2012

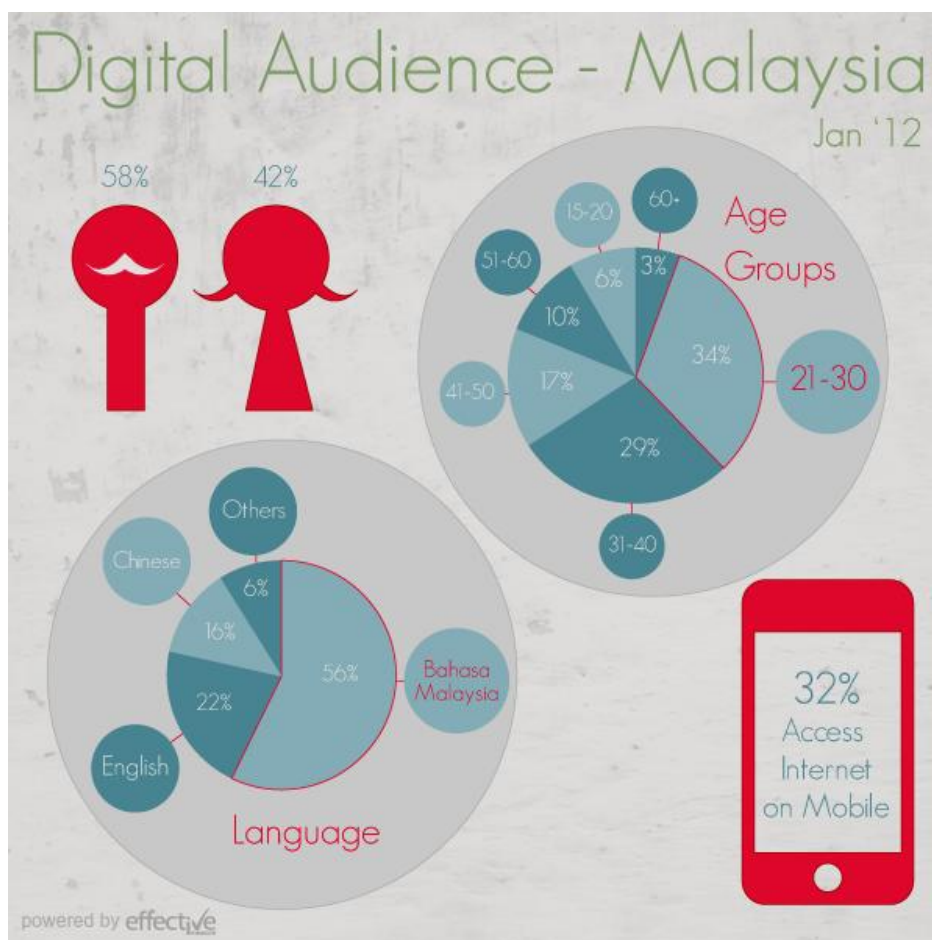
March 19th, Kuala Lumpur, Malaysia

Summary: All Categories, Jan 2012

25.3 million unique browsers, attributing to a 4.4 percent increase compared to the previous month, were collected on websites across All Categories Malaysia in the month ending January 2012. Over 1.3 billion web pages were viewed in this time, with mobile acquiring 9.4 percent share. Highest activity was recorded on Monday 9 January 2012, with 2.8 million unique browsers collected, while lowest activity was on Monday 23 January 2012, with 1.7 million unique browsers collected.

Daily Average

- Unique Browsers: **25.3 million UB**
- Page Views: **1.3 billion**
- Mobile % Page Views: **9.4 %**
- Average Page Duration: **01:17**



This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

For the month ending January 2012, Effective Measure and the Malaysian Digital Association reports the following rankings of websites visited by Internet users inside of Malaysia:

Top 30 International Websites accessed by Malaysians

Rank	Site	UB	PV	ASD	APVPS
1	facebook.com	6,513,177	4,230,279,216	36:36	25.39
2	google.com.my	5,347,995	1,270,138,408	18:51	8.97
3	Mudah.my	5,039,923	432,244,162	14:45	21.1
4	yahoo.com	4,690,033	1,026,512,086	29:40	11.66
5	youtube.com	4,229,751	1,275,422,839	35:47	21.19
6	blogspot.com	3,802,415	367,380,921	17:47	8.78
7	google.com	3,481,671	362,030,254	12:43	8.79
8	malaysia.msn.com	2,967,559	31,604,771	04:15	1.7
9	wikipedia.org	1,872,137	63,562,503	10:47	7.31
10	wordpress.com	1,344,993	28,605,678	09:13	6.3
11	maps.google.com.my	1,332,396	19,007,254	08:23	5.9
12	shoppinglifestyle.com	1,308,024	2,388,375	00:13	1.16
13	translate.google.com.my	1,226,773	37,259,486	09:08	6.25
14	live.com	1,107,584	103,860,800	18:41	8.79
15	4shared.com	980,643	76,854,537	24:11	22.27
16	twitter.com	879,866	91,702,388	21:45	10.58
17	blogger.com	764,553	88,436,839	23:45	16.37
18	mediafire.com	579,471	32,630,089	12:31	8.08
19	BBC Sites	570,269	5,268,415	05:04	3.27
20	linkwithin.com	536,834	20,994,757	10:21	5.91

.....

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

JOINT PRESS RELEASE



21	cnet.com	503,888	7,729,088	09:33	9.43
22	microsoft.com	494,198	9,167,683	10:32	8.37
23	mywebsearch.com	492,259	37,618,017	12:46	5.4
24	bing.com	488,383	21,191,330	11:17	6.7

25	conduit.com	473,848	34,885,126	09:02	5.06
26	tagged.com	442,840	978,926,041	54:15	140.55
27	plus.google.com	435,088	5,201,118	07:34	4.51
28	scribd.com	433,150	7,546,388	10:19	8.16
29	Goal.com	431,849	5,678,297	05:50	3.57
30	apple.com	410,862	11,678,026	10:38	11.54

UB: Unique Browsers, **PV:** Page Views, **ASD:** Average Session Duration, **APVPS:** Average Page Views Per Session

Top 30 Local Websites accessed by Malaysians

Rank	Site	UB	PV	ASD	APVPS
1	Mudah.my	5,039,923	432,244,162	14:45	21.1
2	thestar.com.my	2,401,381	30,543,046	05:51	3.91
3	Mylaunchpad.com.my	2,052,853	17,802,535	01:50	1.52
4	Malaysiakini.com	1,942,295	33,658,136	06:03	3.23
5	maybank2u.com.my	1,860,509	68,554,738	09:53	6.36
6	lowyat.net	1,846,500	52,482,239	11:41	9.21
7	hmetro.com.my	1,740,583	29,123,446	08:06	5.49
8	utusan.com.my	1,351,952	18,837,101	06:07	3.92
9	lelong.com.my	1,347,912	23,554,715	08:46	8.52
10	beautifulnara.com	1,316,977	14,148,182	05:53	3.14
11	themalaysianinsider.com	1,201,022	13,957,208	05:59	3.19

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

JOINT PRESS RELEASE



12	1tube.my	1,183,790	12,351,031	04:28	2.93
13	airasia.com	1,093,630	134,939,913	07:18	28.74
14	jobstreet.com.my	1,064,172	60,623,569	11:01	14.71
15	kosmo.com.my	1,039,937	17,129,602	06:59	5.12
16	fooyoh.com	989,732	9,900,758	03:48	3.71
17	cimbclicks.com.my	928,316	21,457,917	04:39	4.92
18	bharian.com.my	891,227	4,216,446	02:23	1.57
19	maxis.com.my	725,792	27,397,573	04:47	4.92

Visit MDA at www.digital.org.my

20	iProperty.com Malaysia	624,178	14,281,438	11:20	11.11
21	701panduan.com	601,799	1,889,091	02:32	2.66
22	groupon.my	559,122	18,422,420	08:35	6.52
23	ohbulan.com	550,980	6,970,453	04:44	4.84
24	celcom.com.my	548,462	41,858,521	18:52	23.13
25	astro.com.my	548,246	4,363,026	05:52	4.98
26	sinchew.com.my	544,159	7,034,659	06:16	4.21
27	cari.com.my	519,392	79,974,830	28:09	21.44
28	paultan.org	503,968	3,939,264	03:29	2.85
29	anm.gov.my	502,919	30,233,168	10:26	16.96
30	chinapress.com.my	477,827	9,362,164	07:28	5.9

UB: Unique Browsers, **PV:** Page Views, **ASD:** Average Session Duration, **APVPS:** Average Page Views Per Session

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

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

Rank	Site	UB	PV	ASD	APVPS
1	facebook.com	6,513,177	4,230,279,216	36:36	25.39
2	google.com.my	5,347,995	1,270,138,408	18:51	8.97
3	Mudah.my	5,039,923	432,244,162	14:45	21.1
4	yahoo.com	4,690,033	1,026,512,086	29:40	11.66
5	youtube.com	4,229,751	1,275,422,839	35:47	21.19
6	blogspot.com	3,802,415	367,380,921	17:47	8.78
7	google.com	3,481,671	362,030,254	12:43	8.79
8	malaysia.msn.com	2,967,559	31,604,771	04:15	1.7
9	thestar.com.my	2,401,381	30,543,046	05:51	3.91
10	Mylaunchpad.com.my	2,052,853	17,802,535	01:50	1.52
11	Malaysiakini.com	1,942,295	33,658,136	06:03	3.23
12	wikipedia.org	1,872,137	63,562,503	10:47	7.31
13	maybank2u.com.my	1,860,509	68,554,738	09:53	6.36
14	lowyat.net	1,846,500	52,482,239	11:41	9.21

15	hmetro.com.my	1,740,583	29,123,446	08:06	5.49
16	utusan.com.my	1,351,952	18,837,101	06:07	3.92
17	lelong.com.my	1,347,912	23,554,715	08:46	8.52
18	wordpress.com	1,344,993	28,605,678	09:13	6.3
19	maps.google.com.my	1,332,396	19,007,254	08:23	5.9
20	beautifulnara.com	1,316,977	14,148,182	05:53	3.14
21	shoppinglifestyle.com	1,308,024	2,388,375	00:13	1.16

.....

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

JOINT PRESS RELEASE



22	translate.google.com.my	1,226,773	37,259,486	09:08	6.25
23	themalaysianinsider.com	1,201,022	13,957,208	05:59	3.19
24	1tube.my	1,183,790	12,351,031	04:28	2.93
25	live.com	1,107,584	103,860,800	18:41	8.79
26	airasia.com	1,093,630	134,939,913	07:18	28.74
27	jobstreet.com.my	1,064,172	60,623,569	11:01	14.71
28	kosmo.com.my	1,039,937	17,129,602	06:59	5.12
29	fooyoh.com	989,732	9,900,758	03:48	3.71
30	4shared.com	980,643	76,854,537	24:11	22.27

MALAYSIAN DIGITAL ASSOCIATION
 Visit MDA at
www.digital.org.my

UB: Unique Browsers, **PV:** Page Views, **ASD:** Average Session Duration, **APVPS:** Average Page Views Per Session



This report is generated with data from



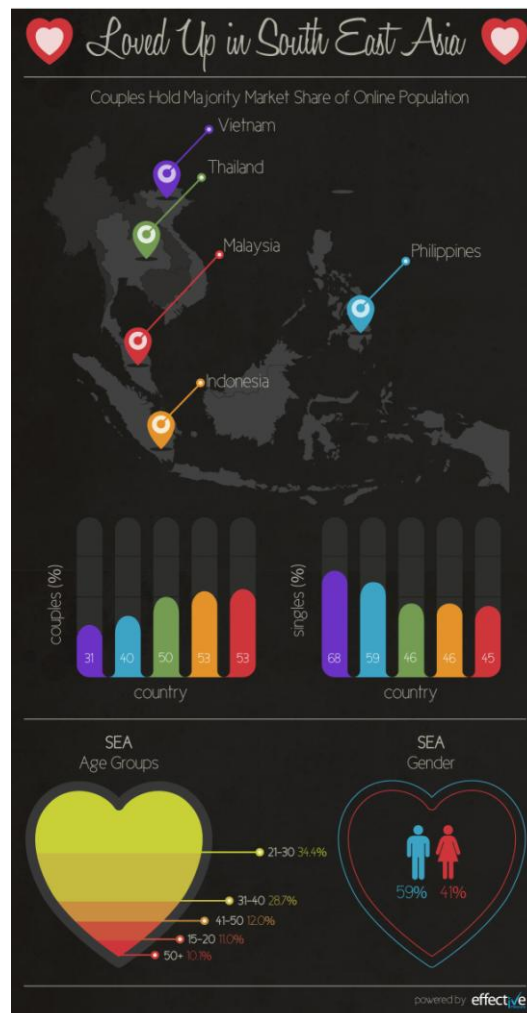
Visit Effective Measure at www.effectivemeasure.com



Loved Up: South East Asia's Digital Landscape Awash With Couples

Over 49% of the region's Internet population is in a relationship

SINGAPORE, 10 February 2012 - Effective Measure, the leading provider of digital media planning solutions in emerging markets, today released data reporting on the significance of the large market share of South East Asia's (SEA) Internet audience who are in romantic relationships to Valentine's Day. The data showed 49.2 percent of the overall SEA Internet audience are either married (41.4 percent) or in live-in relationships (7.7 percent) in the month of January and presented an opportunity for targeted online engagement over this celebrated season of love.



This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

- **Market Share of Couples per Country**

73.1 million Internet users, attributing to 49.2 percent of the SEA online population, are either married or in a live-in relationship in the month ending January 2012. Malaysia had the greatest market share with 53.0 percent share, followed closely by Indonesia at 52.4 percent share, while Vietnam concluded at 30.7 percent share. Philippines had the lowest share of divorced or separated audience at 1.0 percent, while Thailand was largest with 4.2 percent market share.

Market Share of Couples per Country			
Month Ending January 2012			
Source: Effective Measure			
SEA Countries	Couples – Married or De Facto	Single	Other – Divorced or Separated
Indonesia	52.4%	45.8%	1.7%
Malaysia	53.0%	44.7%	2.2%
Philippines	39.5%	59.4%	1.0%
Thailand	50.0%	45.6%	4.2%
Vietnam	30.7%	67.4%	1.8%

With an encouraging 0.80 percent increase in unique browsers in the first week of February across SEA, advertisers and content producers looking to promote Valentine’s Day in the region may want to consider a stronger push online to optimize their campaign’s performance.

Notes

Information generated for this document is based on Effective Measure’s data on SEA’s online population in time specified. Advertisers used this targeted demographic data to increase reach and brand engagement.

The SEA countries measured included:

- Indonesia, Malaysia, Philippines, Thailand and Vietnam

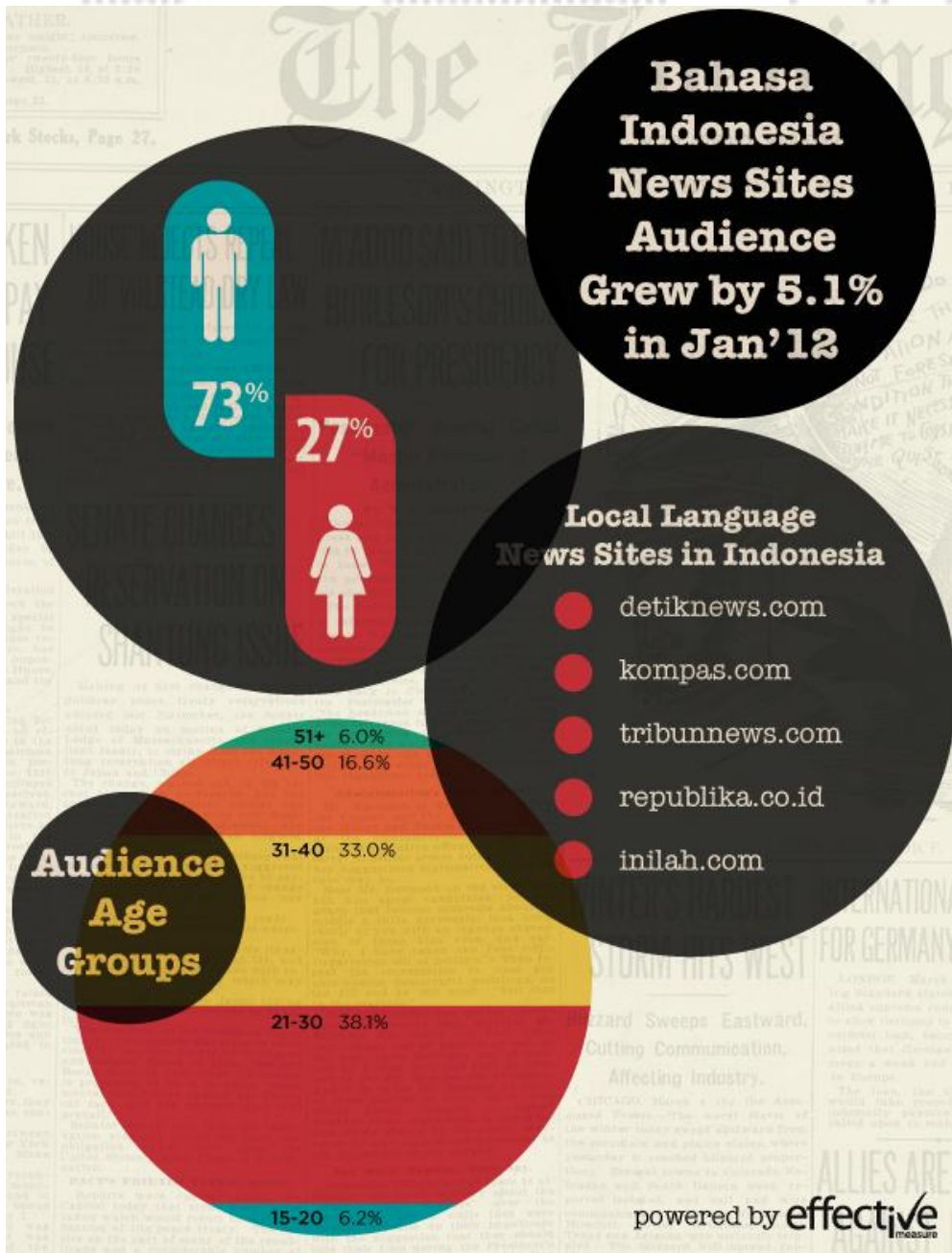
.....

This report is generated with data from



Preview of the Digital Space in South East Asia

Indonesia: Demographic Preview of Indonesian News Websites



This report is generated with data from

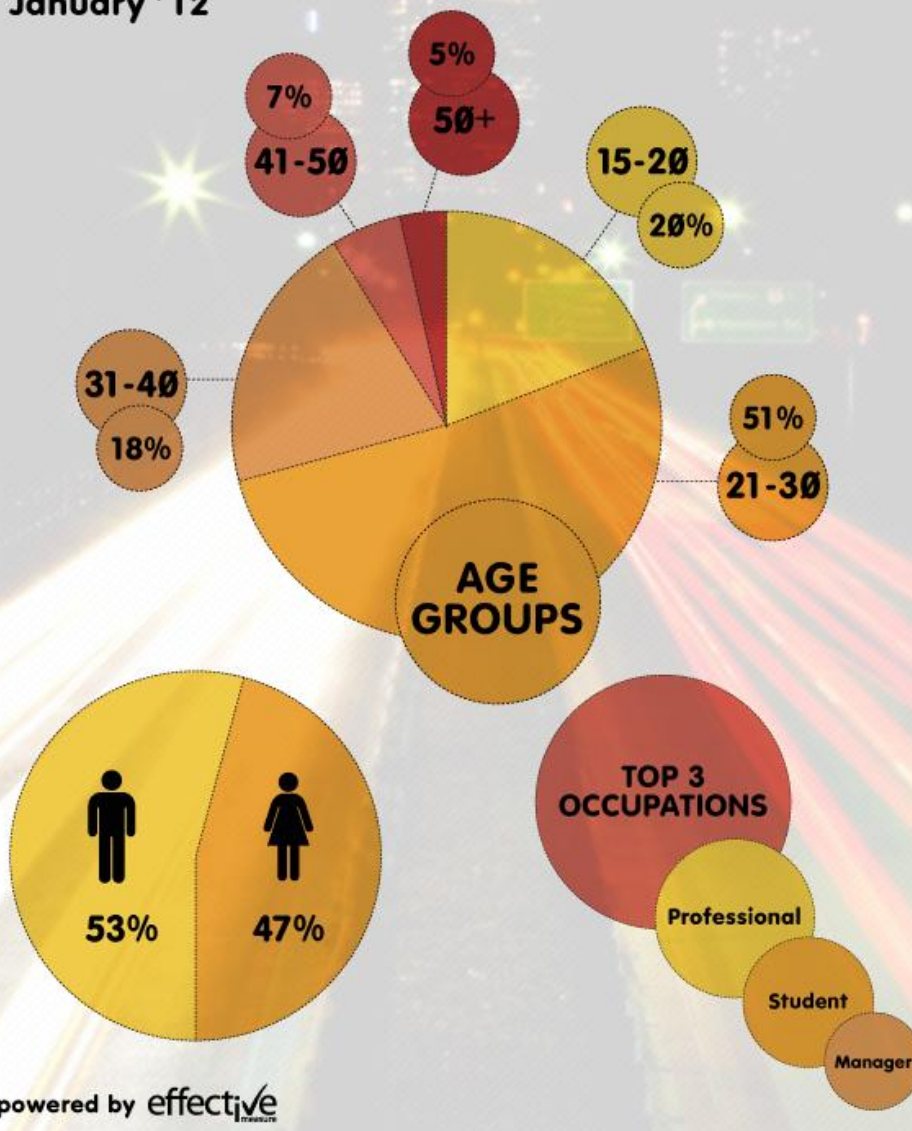


Visit Effective Measure at www.effectivemeasure.com

Vietnam: Basic Overview of Current Online Population

Vietnam's Digital Audience Today

January '12

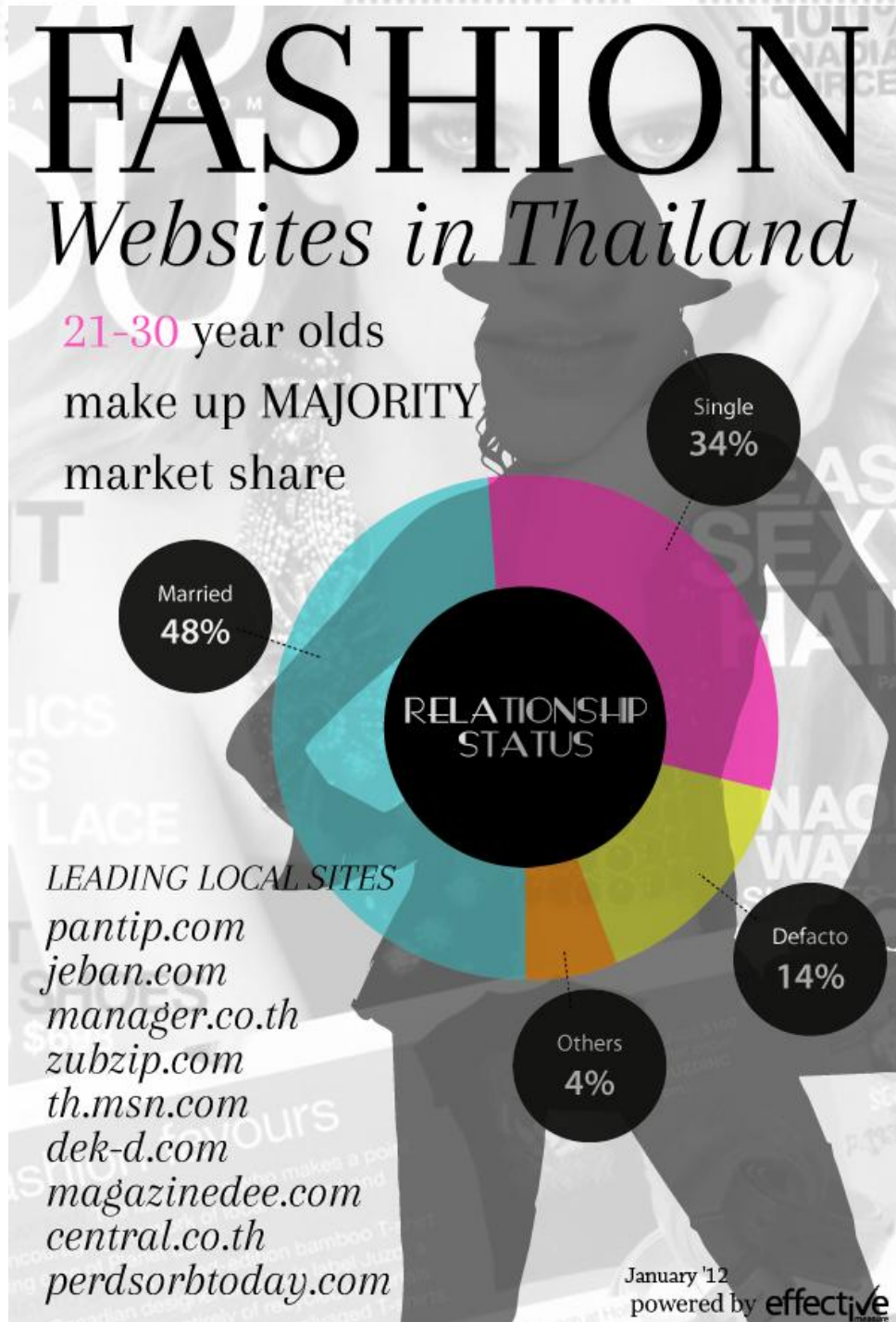


This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

Thailand: Profile of Online Audience on Fashion Websites



This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

Frequently Asked Questions

What is the Methodology used to Obtain Data?

Effective Measure relies primarily on collection of local website market data through an on-page tag. This universal JavaScript tag provides the best coverage of all browser combinations, as it also includes a backup option for web browsers that do not support JavaScript on some mobile platforms.

A website tags with Effective Measure by including this JavaScript code on the footer of all pages in the site, and then as their visitors browse around the site each Page View triggers a tracking call to EM, where cookies for the user are retrieved and set (when needed), and detailed information about that particular Page View is recorded into our collection servers.

This method provides direct measurement of visitors visitation to a website and is aggregated into "Verified" statistics for UBs, UVs, Sessions, Page Views and Duration in the EM Dashboard.

In addition, we recruit a randomly sampled demographic pool from the users visiting this site by means of an onsite survey. The invitation for this survey slides up from the bottom left of a page by default, and is controlled at an appropriate rate per

website. Once a user accepts the invitation to this survey and completes the demographic profile, we can then footprint that user on any site in the

Effective Measure network and present accurate, highly detailed demographic data in the EM Dashboard.

Our EM OpenView panel is recruited from these sampled users, who are invited to install plugin panel software into their Firefox, Internet Explorer or Chrome browser. Once they install this plugin, we append exactly the same tag to each and every page they visit – thus representing true "hybrid" measurement, as the measurement methodologies and code are exactly the same for both tagged and panel based measurement.

During the month, the selected panel of users who are selected based on consistency activity for the month are weighted to account for different demographic biases, shared computer use, Internet Cafes and many other factors. These weighted panelists are then aggregated and scaled to the Total Internet Population to form a comprehensive view of the browsing habits of local Internet users.

Why is Demographic Data Important?

Demographic data provides those invested in the digital media industry with deep market intelligence that increases the effectiveness of marketing initiatives.

We are acutely aware that online behaviour should directly reflect on real-life habits. In comparison to existing digital audience measurement providers

that typically offer data that is based on either tagged sites or panelists, we avoid inaccuracy by minimising estimation.

With our capability to generate in-depth profiling of the online population on specific tagged websites, countries or regions, we offer our clients objective, unbiased intelligence that is of real value.

.....

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

How Does Effective Measure Rank Websites?

Effective Measure ranks websites on the number of Unique Browsers (UB) aggregated. However, we do not subscribe to the 'one size fits all' approach. The Effective Measure dashboard gives users the freedom to compare our standard measurement (UB) with Unique Visitors (UV).

We measure the absolute visitors to your site in the specified date range, according to the Unique

Browser that came to your site. This is the most accurate methodology.

In general, the Effective Measure numbers are slightly different from other analytic tools such as Google Analytics, due to addressing cookie deletion. Because of this, the absolute monthly Unique Visitors may be up to 30% lower.

What is UV?

UV is a less accurate representation of website visitors typically based only on a Third Party Cookie, that is used by other common providers for users to compare against.

It is a form of measurement that is a less strict measure of site visits and includes people without

reliable cookie support in their browser, who may generate multiple visitor IDs and be over counted.

UV is more in line with other systems, as many do not scrutinize the level of trust in cookies the same way Effective Measure does.

Why Should we Trust UB?

Our UB data, using Digital Helix™ tag methodology, is the most precise representation of Unique Machines / Browsers accessing Publisher websites available. Digital Helix™, an industry first, has both

First Party Cookie and Third Party Cookie working harmoniously to produce unrivalled accuracy in tagged numbers.

Why do we Rank Sites based on Malaysian Audience instead of Worldwide Audience?

We rank sites based on a Local Audience instead of a Worldwide Audience to ensure that our data is the most relevant to advertisers and agencies keen on targeting the local market.

However, we offer Worldwide Audience data over all the categories that we cover in Australia, South East Asia, Middle East and Africa.

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com

JOINT PRESS RELEASE



About Effective Measure

Effective Measure is the leading provider of digital media planning solutions in the emerging markets, bringing best practice online measurement data to premium publishers, platforms, agencies and advertisers. Our products and services offer media planners invested in Oceania, South East Asia, Middle East North Africa and South Africa, a clear insight into the state of the Internet and the ever-growing digital population.

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

Keep up to date with our latest news on this and other exciting updates by following us on our official [Twitter page #e_measure](#) now!

- ends -

Issued by: **Malaysian Digital Association**

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

MDA office is located at Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9 Jalan 16/11 Jalan Damansara, 43650 Petaling Jaya, Selangor DE, Malaysia.

This report is generated with data from



Visit Effective Measure at www.effectivemeasure.com