

effective
measure

Malaysia

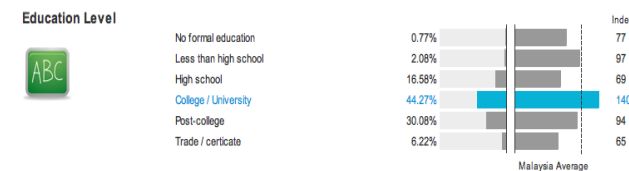
News - Local

The greatest number of Malaysia's online audiences can be found browsing Local News sites, attracting nearly half of Malaysia's unique browsers per week. Malaysia's online browsers of Local news content view these sites on a regular basis, on average 4 times per week. They predominantly access these sites from home, however, more than average are accessing news content from work.



News - English

English News content attracts a much higher than average number of university educated individuals, and also an older audience than Local News sites. Individuals seeking English News content are commonly found in professional or managerial roles, however, English News sites also attract a higher than average number of people in retirement.



Member Communities

Member Communities, such as blogs and forums are becoming increasingly popular not only in Malaysia but worldwide. Blogs and forums occupy Malaysian online browsers attention for the greatest duration, on average 13:38, longer than the average session duration for any other category. Browsers are also viewing these sites with a higher frequency, visiting Member Communities 3.38 times per week. Member Communities are predominantly popular with 15 - 30 year olds and attract a higher than average female presence.



Automotive

Malaysia's online Automotive content recorded a 16.23% increase in unique browsers last week. Browsers are averaging a session duration of 7:50, with an average of 5.24 page views per session. Visitors to sites of Automotive content are predominantly male, over 75%, and they attract individuals with a higher than average monthly income.



Games

Weekends see a significant drop in Malaysian online browsers, however Games have a significant increase, 27.54% more browsers on Saturday than Monday. Browsers accessing online Game content spend on average 12:59 per session, placing it second in regards to duration, behind Member Communities. Online Games are popular among 15-20 and 35-50 year olds and with individuals falling within lower income brackets.



Mobile browsing

Mobile browsing is steadily growing, 6.71% of the Malaysian online audience is viewing online content from a mobile device. Mobile browsers are most commonly viewing Entertainment, English News and Member Communities.

