



Malaysian Website Audience Ranking November 2010

Malaysian Site Rankings – International Sites

| Rank | Site | | Rank | Site |
|------|---------------|--|------|-----------------|
| 1 | facebook.com | | 16 | scribd.com |
| 2 | Yahoo Sites | | 17 | amazon.com |
| 3 | Google sites | | 18 | friendster.com |
| 4 | youtube.com | | 19 | mediafire.com |
| 5 | blogspot.com | | 20 | adobe.com |
| 6 | MSN Sites | | 21 | hotfile.com |
| 7 | blogger.com | | 22 | apple.com |
| 8 | wikipedia.org | | 23 | cnet.com |
| 9 | wordpress.com | | 24 | skype.com |
| 10 | 4shared.com | | 25 | ask.com |
| 11 | tagged.com | | 26 | alibaba.com |
| 12 | mozilla.com | | 27 | ebay.com |
| 13 | conduit.com | | 28 | twitter.com |
| 14 | myspace.com | | 67 | ning.com |
| 15 | answers.com | | 68 | metrolyrics.com |

Malaysian Site Rankings – Local Sites

| Rank | Site | | Rank | Site |
|------|-------------------------|--|------|----------------------|
| 1 | Mudah.my | | 16 | sinchew.com.my |
| 2 | Lowyat.net | | 17 | sinchew-i.com |
| 3 | Thestar.com.my | | 18 | mstar.com.my |
| 4 | Mylaunchpad.com.my | | 19 | murai.com.my |
| 5 | Malaysiakini.com | | 20 | nst.com.my |
| 6 | Hmetro.com.my | | 21 | cimbclicks.com.my |
| 7 | Utusan.com.my | | 22 | biz.thestar.com.my |
| 8 | Bharian.com.my | | 23 | beautifulnara.com |
| 9 | Cari.com.my | | 24 | malaysiaairlines.com |
| 10 | Kosmo.com.my | | 25 | iproperty.com.my |
| 11 | Maybank2u.com.my | | 26 | rhb.com.my |
| 12 | Lelong.com.my | | 27 | iluvislam.com |
| 13 | Fooyoh.com | | 28 | jobstreet.com.my |
| 14 | Themalaysianinsider.com | | 29 | astro.com.my |
| 15 | Paultan.org | | 30 | kwongwah.com.my |

Malaysian Site Rankings – combined

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

| Rank | Site |
|------|-------------------------|
| 16 | bharian.com.my |
| 17 | cari.com.my |
| 18 | wordpress.com |
| 19 | kosmo.com.my |
| 20 | maybank2u.com.my |
| 21 | lelong.com.my |
| 22 | fooyoh.com |
| 23 | themalaysianinsider.com |
| 24 | 4shared.com |
| 25 | paultan.org |
| 26 | tagged.com |
| 27 | mozilla.com |
| 28 | sinchew.com.my |
| 29 | ehow.com |
| 30 | conduit.com |



Malaysia Market Insights November 2010

Audience Insights for November, 2010

This month we take a closer look at the audience of music and entertainment sites. In general Entertainment sites that feature music, gossip and articles on entertainment news, tend to attract a younger audience with a higher percentage of female users than other types of content sites.

This includes sites such as hitz.fm, Cari Entertainment, Manggaonline, Murai.com.my and MSN Entertainment. Entertainment sites such as these, range from 55% to 75% female audience, which is much higher than the Malaysian average. Music sites, and in particular radio sites, tend to have a younger user base with over 50% of the audience under the age of 25.