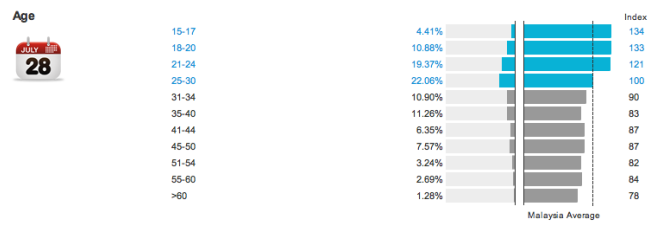




Malaysia Market Insights October 2010

Member Communities and Social Networking

- Member Communities and social networking is the top activity online in Malaysia.
- Facebook leads the way, with over 8 million Malaysians
- 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.
- The average person visits a community site 2 times per day
- Member Communities are predominantly popular with 15 - 30 year olds.



News Content Sites

- News is the number one category for Content Sites attracting more than half of Malaysia's audience per week.
- Malaysia's 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.
- English News content attracts an older and wealthier audience than Local language News sites.

Accessing From



Home
Work
Internet café
Education institution
On the move

50.53%
36.33%
1.61%
5.15%
6.38%



Index
97
107
88
99
95

Malaysia Average

Automotive

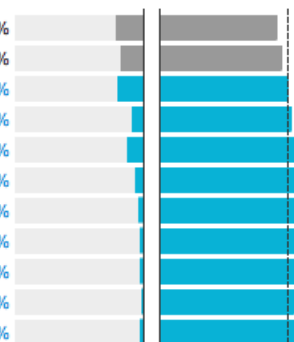
- Visitors to sites of Automotive content are predominantly male, over 75%, and
- Attract individuals with a higher than average monthly income.

Monthly Household Income (\$US)



\$0 - \$500
\$501 - \$1,000
\$1,001 - \$1,500
\$1,501 - \$2,000
\$2,001 - \$3,000
\$3,001 - \$4,000
\$4,001 - \$5,000
\$5,001 - \$7,500
\$7,501 - \$10,000
\$10,001 - \$15,000
\$15,000 +

21.62%
18.03%
20.41%
8.70%
12.54%
6.02%
3.92%
2.72%
1.94%
1.48%
2.64%



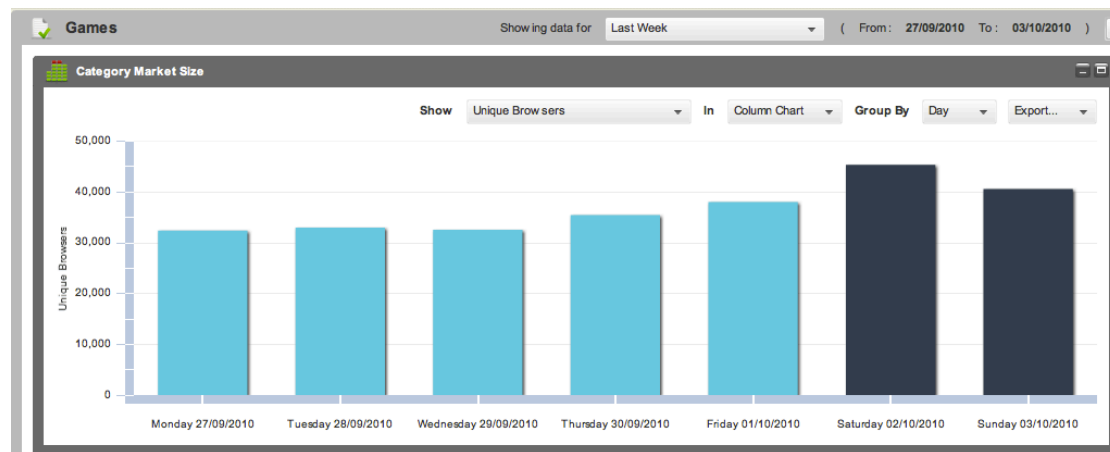
Index

91
95
100
102
108
110
109
107
116
105
129

Malaysia Average

Games

- Weekends see a significant drop in Malaysian online browsers, however Games have a significant increase
- 27.54% more visitors 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.



Mobile Consumption

- Mobile browsing is steadily growing.
- 43.6% of users polled said they have accessed the internet via their mobile device in the last 30 days.
- Mobile browsers are most commonly viewing Entertainment, English News and Member Communities.
- Apple products dominate the share of Page views



brand	Percentage
Apple	63%
Nokia	26.34%
Sony Erricson	3.61%
HTC	3.10%
RIM	1.71%
Samsung	0.56%
motorola	0.44%