

Advertising Revenue

MALAYSIA : MEDIA ADVERTISING REVENUE (RM)

Adex Trends By Annual Y2014 - Y2019

Media	Source	Y2014 ('000)	Y2015 ('000)	Y2016 ('000)	Y2017 ('000)	Y2018 ('000)	Y2019 ('000)
FTA TV	Nielsen	3,209,805	2,858,498	2,907,515	2,787,597	2,800,875	2,494,997
Pay TV	Astro	318,000	336,000	377,000	398,000	367,000	338,000
Newspaper	Nielsen	4,652,784	4,153,223	3,597,165	2,819,054	2,247,283	1,873,592
Magazine	MPA	123,727	156,600	122,532	88,268	65,736	45,921
Radio	Nielsen	460,879	473,061	418,844	486,984	435,289	439,055
Cinema	Nielsen	43,739	60,164	82,206	107,045	193,498	219,662
Instore Media	Nielsen	156,151	182,492	170,889	145,917	88,551	82,758
Out of Home	AIM Research	0	1,277,091	1,271,464	1,345,748	1,288,291	1,267,026
Digital Out of Home	AIM Research	0	0	0	206,287	238,020	338,161
Digital/ Internet Media	Global Webindex	960,000	940,000	1,138,000	1,330,000	1,837,000	2,099,000
Total		9,925,085	10,437,129	10,085,615	9,714,900	9,561,543	9,198,172

10.AUGUST.2020

Advertising Quarterly Revenue

MALAYSIA : ADEX TRENDS BY QUARTERLY 2019

Media	Source	Q1 2019	Q2 2019	Q3 2019	Q4 2019
FTA TV	Nielsen	536,931,723	646,078,415	612,837,095	699,150,091
Newspaper	Nielsen	457,329,066	490,219,169	461,266,313	464,777,475
Magazine	MPA	9,742,264	12,871,252	11,443,915	11,863,579
Radio	Nielsen	93,619,748	102,186,954	108,392,334	134,856,855
Cinema	Nielsen	44,011,084	57,641,107	57,937,248	60,073,076
Retail Media	Nielsen	18,000,994	24,863,279	20,883,845	19,010,310
Out of Home	AIM Research	322,430,000	322,036,000	312,318,000	310,242,000
DOOH	AIM Research	67,760,000	82,526,000	86,663,000	101,212,000

MALAYSIA : ADEX TRENDS BY QUARTERLY 2018

Media	Source	Q1 2018	Q2 2018	Q3 2018	Q4 2018
FTA TV	Nielsen	587,831,971	784,239,748	685,078,308	744,851,961
Newspaper	Nielsen	585,374,535	597,082,628	532,601,940	531,677,977
Magazine	MPA	16,793,721	14,417,100	14,905,265	16,793,055
Radio	Nielsen	97,231,876	117,700,439	101,466,407	121,152,390
Cinema	Nielsen	36,428,191	50,243,190	47,142,522	57,594,402
Retail Media	Nielsen	22,710,080	22,266,043	21,000,009	22,575,062
Out of Home	AIM Research	325,280,000	324,615,000	317,421,000	320,975,000
DOOH	AIM Research	44,366,000	61,038,000	62,331,000	70,285,000