

## MALAYSIA : MEDIA ADVERTISING REVENUE (RM)

Adex Trends By Annual Y2013-Y2018

| Media                   | Source          | Y2013                | Y2014                | Y2015                | Y2016                | Y2017                | Y2018                |
|-------------------------|-----------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| FTA Television          | Nielsen         | 3,178,581,268        | 3,209,805,053        | 2,858,498,345        | 2,907,515,061        | 2,787,597,330        | 2,800,875,801        |
| PAY Television Holdings | Astro           | 325,000,000          | 318,000,000          | 336,000,000          | 377,000,000          | 398,000,000          | 367,000,000          |
| Newspapers              | Nielsen         | 4,574,305,791        | 4,652,784,661        | 4,153,223,714        | 3,597,165,696        | 2,819,054,518        | 2,247,283,604        |
| Magazines               | MPA/<br>Nielsen | 129,967,172          | 123,727,533          | 156,600,463          | 122,532,467          | 88,268,035           | 65,736,377           |
| Radio                   | Nielsen         | 468,602,823          | 460,879,177          | 473,061,073          | 418,844,339          | 486,984,626          | 435,289,184          |
| Cinema                  | Nielsen         | 37,456,799           | 43,739,708           | 60,164,642           | 82,206,788           | 107,045,966          | 193,498,529          |
| Retail Media            | Nielsen         | 136,558,480          | 156,151,488          | 182,492,172          | 170,889,416          | 145,917,387          | 88,551,194           |
| Out of Home             | AIM Research    | 129,392,880          | 0                    | 1,277,091,000        | 1,271,464,000        | 1,345,748,000        | 1,312,865,000        |
| Digital Out of Home     | AIM Research    | 0                    | 0                    | 0                    | 0                    | 206,287,000          | 243,963,000          |
| <b>Grand Total</b>      |                 | <b>8,979,865,213</b> | <b>8,965,087,620</b> | <b>9,497,131,409</b> | <b>8,947,617,767</b> | <b>8,384,902,862</b> | <b>7,755,062,689</b> |

- OOH Adex by Nielsen for Y2013
- Astro Annual Report Y2014-Y2018

# Advertising Quarterly Revenue

## 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 /Nielsen | 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      | 2,271,080            | 2,266,043            | 21,000,009           | 22,575,062           |
| Out of Home  | AIM Research | 332,524,000          | 331,570,000          | 322,951,000          | 326,220,000          |
| <b>Total</b> |              | <b>1,658,455,374</b> | <b>1,897,519,148</b> | <b>1,725,145,451</b> | <b>1,820,864,847</b> |

## MALAYSIA: ADEX TRENDS BY QUARTERLY 2017

| Media        | Source       | Q1 2017              | Q2 2017              | Q3 2017              | Q4 2017              |
|--------------|--------------|----------------------|----------------------|----------------------|----------------------|
| FTA TV       | Nielsen      | 619,767,392          | 768,270,238          | 668,453,081          | 731,106,619          |
| Newspaper    | Nielsen      | 694,057,731          | 742,165,833          | 718,660,890          | 664,170,064          |
| Magazine     | MPA /Nielsen | 18,775,333           | 21,005,651           | 23,073,108           | 25,413,943           |
| Radio        | Nielsen      | 101,422,197          | 126,968,096          | 127,462,719          | 131,131,614          |
| Cinema       | Nielsen      | 30,204,039           | 25,443,845           | 22,899,758           | 28,498,324           |
| Retail Media | Nielsen      | 37,945,804           | 39,241,984           | 35,780,746           | 32,948,853           |
| Out of Home  | AIM Research | 314,289,000          | 344,507,000          | 347,120,000          | 339,832,000          |
| <b>Total</b> |              | <b>1,816,461,496</b> | <b>2,067,602,647</b> | <b>1,943,450,302</b> | <b>1,953,101,417</b> |