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## News Release

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**FOR IMMEDIATE RELEASE**

### **MALAYSIA SEES BUOYANT 22% ADVERTISING GROWTH FOR FIRST HALF, 2008: NIELSEN**

**August 8, 2008, Kuala Lumpur :** The Malaysian advertising market enjoyed buoyant growth of 22 percent in the first half of 2008, hitting RM 2.9 billion<sup>1</sup> compared to the same period in 2007. According to the latest report from Nielsen Advertising Information Services, the growth was mainly driven by Terrestrial TV (+37%), Point-Of-Sale (+33%), Radio (+22%) and Newspapers (+16%).

Newspapers and Terrestrial TV continue to command the bulk of total advertising across the mediums measured, at 56 percent and 33 percent respectively, followed by Radio (5%), Magazines (2%), Outdoor (2%), Point-Of-Sale, Internet<sup>2</sup> and Cinema (1% each) (see Table 1).

[Nielsen began monitoring internet advertising in January 2008 with the support of website publishers Microsoft, Yahoo, Forbes, Utusan and Sin Chew. An increase in the number of participating websites will expand coverage of online advertising reporting].

Hitting RM1.6 billion in ad revenues, the growth in newspapers advertising was mainly attributed to increased spending by airlines, political parties, universities and television, while the growth of TV advertising (RM 948 MM) was the result of spending by mobile line services, mobile interactive services, political parties, local government institutions, production house and tonic & vitamins.

Radio grew 22 percent to RM 135 million, in line with the total market. The increase was attributed to growth in spending by grocery retail, local government and fast food categories. While coming off a

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<sup>1</sup> All advertising figures are based on published rate card, except outdoor which is based on actual billings.

<sup>2</sup> Nielsen is pleased to have the support of website publishers such as Microsoft, Yahoo, Forbes, Utusan and Sin Chew to help kick-start internet adspend tracking this year.



smaller base, Point of Sale saw the second biggest growth in advertising in the first half with beer, kids milk and phone cards the top growth categories.

By category, the major contributors to overall growth were mobile line services, local government, face care, hair shampoo & conditioner, and cinema advertising (see Table 2 & 3).

"The growth in Malaysia's advertising market in the first half has been as impressive as it was in the 2<sup>nd</sup> half of 2007. This is mainly due to the on-flow from last year of new product and service launch campaigns and also local market events like the General Election and Euro 2008 - particularly in categories such as political parties, airlines, local government institutions, universities and tonic & vitamins," commented Andrea Douglas, Executive Director, Nielsen Media, The Nielsen Company, Malaysia.

Among the top advertising categories in the first half, Classified Ads continue to dominate at RM 359 million, followed by mobile line services (RM 177 million) and local government institutions (RM 95 million). Airlines moved into 9<sup>th</sup> position in the top category ranking, with spending doubling compared to the same time last year as competition heats up between Malaysia's national carrier and low fare competitors.

Meanwhile, Telecommunications brands continue to be the biggest spenders in the top 10. Celcom, one of the official sponsors of Euro 2008, grew its advertising budget by 98 percent to hit RM 95 million and assumed top brand position. With the General Election in March 2008, Barisan Nasional spent an estimated RM 28 million to take 4<sup>th</sup> place. Grand Brilliance entered the top 10 brand ranking in 5<sup>th</sup> position, mainly driven by movie campaigns on television. Another new entrant, in 10<sup>th</sup> position, was Giant, which increased its supermarket and hypermarket promotional advertising with a spending of RM 18 million (see Table 4).

"Challenged by the increasing oil prices and a slower global economy, all sectors including the advertising market are facing a tougher business environment and so we may not see this level of advertising growth sustained for the remainder of 2008," added Ms. Douglas. "However, upcoming events such as the 2008 Beijing Olympics and local festivals will help support a good growth for the entire year of 2008."

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company is active in more than 100 countries, with headquarters New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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**Table 1**

Ad spending by Media*	H1 2007		H1 2008		Growth vs H1 2007 (%)
	(RM'000)	Share (%)	(RM'000)	Share (%)	
Newspapers	1,420,725	59.4%	1,640,552	56.4%	15.5%
Terrestrial TV <sup>1</sup>	691,338	28.9%	947,552	32.6%	37.1%
Radio	110,833	4.6%	135,034	4.6%	21.8%
Magazines	73,309	3.1%	72,330	2.5%	-1.3%
Outdoor <sup>2</sup>	52,399	2.2%	47,378	1.6%	-9.6%
Point Of Sale	28,626	1.2%	38,168	1.3%	33.3%
Internet <sup>3</sup>	N/A	N/A	14,920	0.5%	-
Cinema	12,778	0.5%	11,536	0.4%	-9.7%
<b>Total</b>	<b>2,390,008</b>	<b>100.0</b>	<b>2,907,469</b>	<b>100.0</b>	<b>21.7%</b>

**Notes:**

\*Nielsen Media Research measures advertising expenditure based on published rate cards, except for Outdoor AdEx which is based on actual spending.

<sup>1</sup> Nielsen Media Research monitors advertising expenditure on terrestrial television only.

<sup>2</sup> Outdoor AdEx is based on actual spending by five media operators.

<sup>3</sup> Internet AdEx measurement began in 2008, based on website spending from Yahoo, MSN, Forbes, Utusan's sites and Sin Chew's sites

**Table 2**

Top category in H1 2008	Rank	H1 2007 (RM'000)	H1 2008 (RM'000)	Growth vs H1 2007
Classifieds	1	331,923	358,792	8%
Mobile Line Services	2	170,765	177,268	4%
Government Institutions-Local	3	74,386	95,470	28%
Face Care-Woman	4	60,410	71,801	19%
Hair Shampoo & Conditioner	5	52,916	56,361	7%
Cinema Advertising	6	38,222	48,617	27%
Mobile Interactive Services	7	41,328	46,615	13%
Residential Estate	8	52,116	46,115	-12%
Airline	9	21,543	45,259	110%
Tonic & Vitamin	10	27,057	42,480	57%

**Table 3**

<b>Top Growth Category in H1 2008</b>	<b>Rank</b>	<b>H1 2007 (RM'000)</b>	<b>H1 2008 (RM'000)</b>	<b>Increase vs. H1 2007 (RM'000)</b>
Political Parties	1	480	30,750	30,270
Airline	2	21,543	45,259	23,717
Government Institutions-Local	3	74,386	95,470	21,084
University	4	26,068	41,816	15,748
Tonic & Vitamin	5	27,057	42,480	15,423
Production House	6	9,803	24,847	15,044
Vehicle-Passenger Car 1,001-2000cc	7	17,030	30,349	13,319
Bank/Finance-Corporate	8	29,612	42,377	12,765
Face Care-Woman	9	60,410	71,801	11,391
Dairy-Kids Growing Up Milk	10	21,513	32,321	10,808

**Table 4**

<b>Top Brand in H1 2008</b>	<b>Rank</b>	<b>H1 2007 (RM'000)</b>	<b>H1 2008 (RM'000)</b>	<b>Growth vs. H1 2007</b>
Celcom	1	48,069	94,984	98%
Digi	2	74,181	51,004	-31%
Maxis	3	52,403	44,711	-15%
Barisan Nasional	4	47	27,893	58900%
Grand Brilliance	5	5,387	22,932	326%
TM	6	27,367	22,530	-18%
Petronas	7	21,503	21,175	-2%
KFC	8	15,688	20,166	29%
Air Asia	9	10,146	18,992	87%
Giant	10	13,668	18,018	32%