

MEDIA RELEASE

MALAYSIAN DIGITAL ASSOCIATION REAPPOINTS COMSCORE AND APPOINTS SIMILARWEB AS MEASUREMENT PARTNERS FOR AUDIENCE CURRENCY AND MARKET INSIGHT TO QUANTIFY DIGITAL ADVERTISING VALUE

KUALA LUMPUR, NOVEMBER 20, 2019 – The Malaysian Digital Association (MDA) (马来西亚数码协会) have reappointed Comscore as the Measurement Partner for Audience Currency while SimilarWeb is appointed as the body’s first-ever Measurement Partner for Market Insight to provide reliable and holistic industry standards.

The MDA hopes to help the industry to have a deeper understanding in audience currency and market Insight to uncover growth opportunities and power better buying decisions in the digital media with this endorsement and partnership with the selected vendors.

MDA President Mr. Serm Teck Choon (孙德俊) explained that the thorough pitching process to finalise the two partners entailed input from a Selection Committee comprising senior leaders from amongst agencies, publishers and digital service providers, who are also the MDA council members.

“With Comscore as our measurement partner for Audience Currency, we provide a trusted currency to the industry for planning, transacting, and evaluating media across platforms. Meanwhile, SimilarWeb, who is our newly added measurement partner for Market Insight, will give us multi-device granular insights to understand and track digital market share of various brands and publishers.” Serm, the Malaysia Country Head of CtrlShift, added.

The MDA’s endorsement of an audience currency partner stretches back to 10 years ago – when the body was founded – and is a result of an initiative under their Audit and Research Council in 2009.

“As the industry continues to rapidly evolve and churn out so much datasets in such a complex ecosystem, the MDA realise that it is the right time to not only expand the endorsement beyond audience currency but also to include market insight.” Serm said.

Serm asserted that digital consumption trends and all the accompanying data might overwhelm marketers and the solutions being endorsed allow marketers to analyse these trends and data and determine the proper digital advertising plans to achieve high returns. MDA's Audit and Research Council Co-Chair Yee Wing-Tak (余永德) underlined Serm's views.

"In the complex world of digital marketing, we must have data that is insightful and addressable. Every decision has to be measurable and accountable for us to move our digital ambition forward. We are at a stage where we are increasingly hungry for more data measurement sources and for this, we are pleased to have on-board, our measurement partners – Comscore and SimilarWeb." Yee, head of mPlatform of GroupM, said.

Comscore, which extends their association with the MDA into the fourth term, is again eager to lend their pioneering audience measurement expertise and independent reporting capabilities to the MDA and industry in general.

"We are thrilled to be reappointed as the digital audience currency for the Malaysian market. This is a critical market for Comscore and we look forward to continuing to help companies improve their return on investment and make future decisions with confidence." said Kedar Gavane, Senior Vice President, Asia Pacific at Comscore

SimilarWeb, which serves small businesses and leading enterprises across 190 countries, are equally pleased to be embarking on a partnership with the MDA to provide multi-device market intelligence to understand, track and grow digital market share.

"The MDA have taken the lead in the region by endorsing our solution for advanced business intelligence. As the industry matures, companies need to make decisions based on many more data points to ensure that strategies and execution continue to be more efficient and effective. We are honored and excited to work alongside the MDA in this endeavour." Carroll Kee (纪蓓柔), General Manager SEA, SimilarWeb Certified Partner, said.

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ABOUT MALAYSIAN DIGITAL ASSOCIATION

The Malaysian Digital Association (MDA) is a representative body that comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives. Such initiatives include the endorsement of digital measurement partners for the industry, Digital Wednesday events, MDA School, Best Practice Reports, MDA Video Series and d Awards.

For more information about MDA, please visit www.malaysiandigitalassociation.org.my or contact Zati Azami at the MDA Secretariat at Telephone: +6037660-8535 or zati@macomm.com.my.

The MDA office is located at Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9 Jalan 16/11 Off Jalan Damansara, 46350 Petaling Jaya, Selangor DE, Malaysia.

ABOUT COMSCORE

Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence.

A proven leader in measuring digital and set-top box audiences and advertising at scale, Comscore is the industry's emerging, third party source for reliable and comprehensive cross-platform measurement. To learn more about Comscore, please visit comscore.com.

ABOUT SIMILARWEB

SimilarWeb is the industry standard for measuring the digital world. With the largest panel in the world consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website, app, industry and market in over 190 countries and 250 categories. Global brands such as Google, Unilever, Samsung, DHL, adidas and Booking.com rely on SimilarWeb to understand, track and grow their digital market share.

The company has raised \$112M to date, and has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons.

To learn more about SimilarWeb, please visit similarweb.com