MDA Releases Report on

**Malaysians flock to digital media as fight for Government unfolds**

Kuala Lumpur, Malaysia, 3rd March 2020 – The Malaysian Digital Association (MDA), the apex representative body for online publishers, advertising agencies and digital service providers in Malaysia, today released a report on "Malaysians flock to digital media as fight for Government unfolds", which is produced by SimilarWeb. The MDA recently appointed SimilarWeb as its measurement partner for Market Insight. The report provides an overview about recent political turmoil and how the nation consumes digital media without the influence of advertising.

Malaysia has a new Prime Minister and the Internet yet again proved to be the main way the Rakyat kept up-to-date and informed as the chapters of the saga unfolded.

During the past three election cycles, digital media was not merely a source of information and news but also an intense battleground as political parties mobilise advertising campaigns, social content and leverage many of the communication tools such as WhatsApp and Twitter to spread their message and convince the masses.

The Malaysian Digital Association along with its market intelligence partner SimilarWeb set out to take a quick look at the numbers.
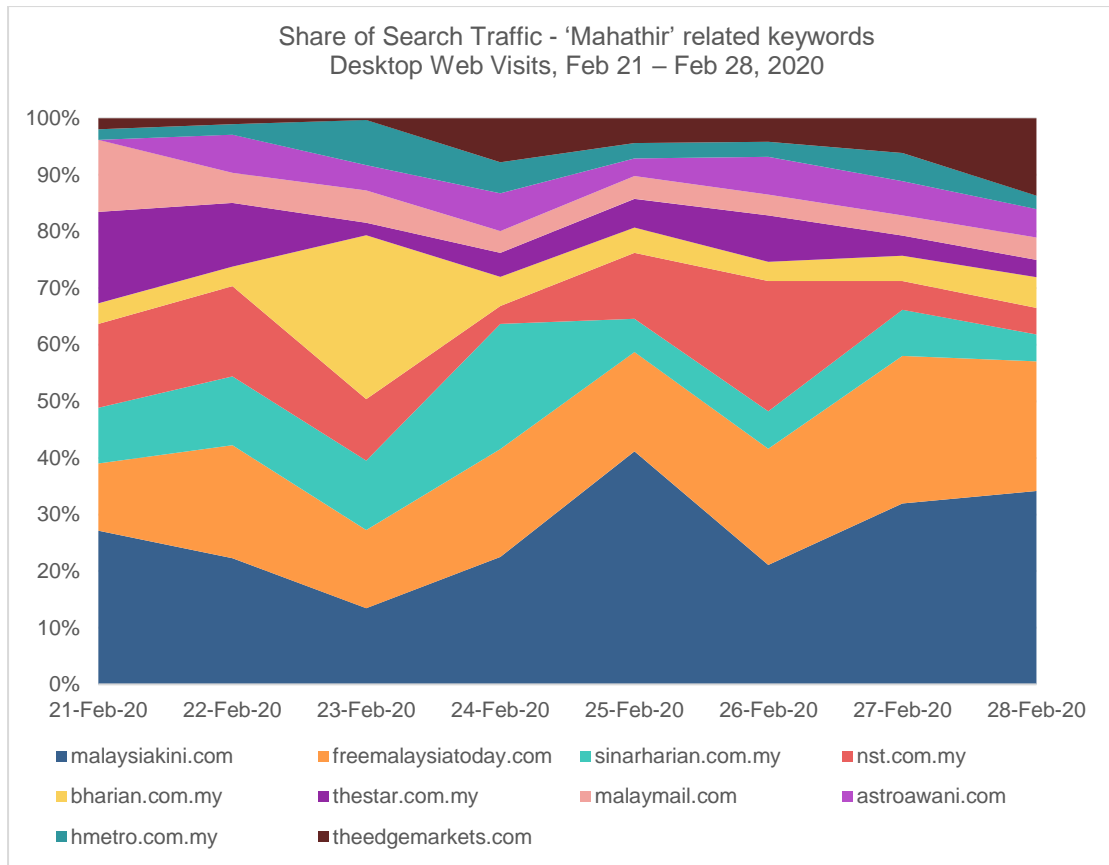
The events of the last eight days unfolded at break-neck speed, which meant that there was no time for any of the parties involved to execute any significant paid media on the Internet or any other medium. This provides a unique opportunity to examine how the nation consumes digital media during situations like this without the influence of advertising.

Traffic of Top 10 Publisher Sites
Desktop & Mobile Web Visits, Last 28 Days (Jan 29 – Feb 28, 2020)
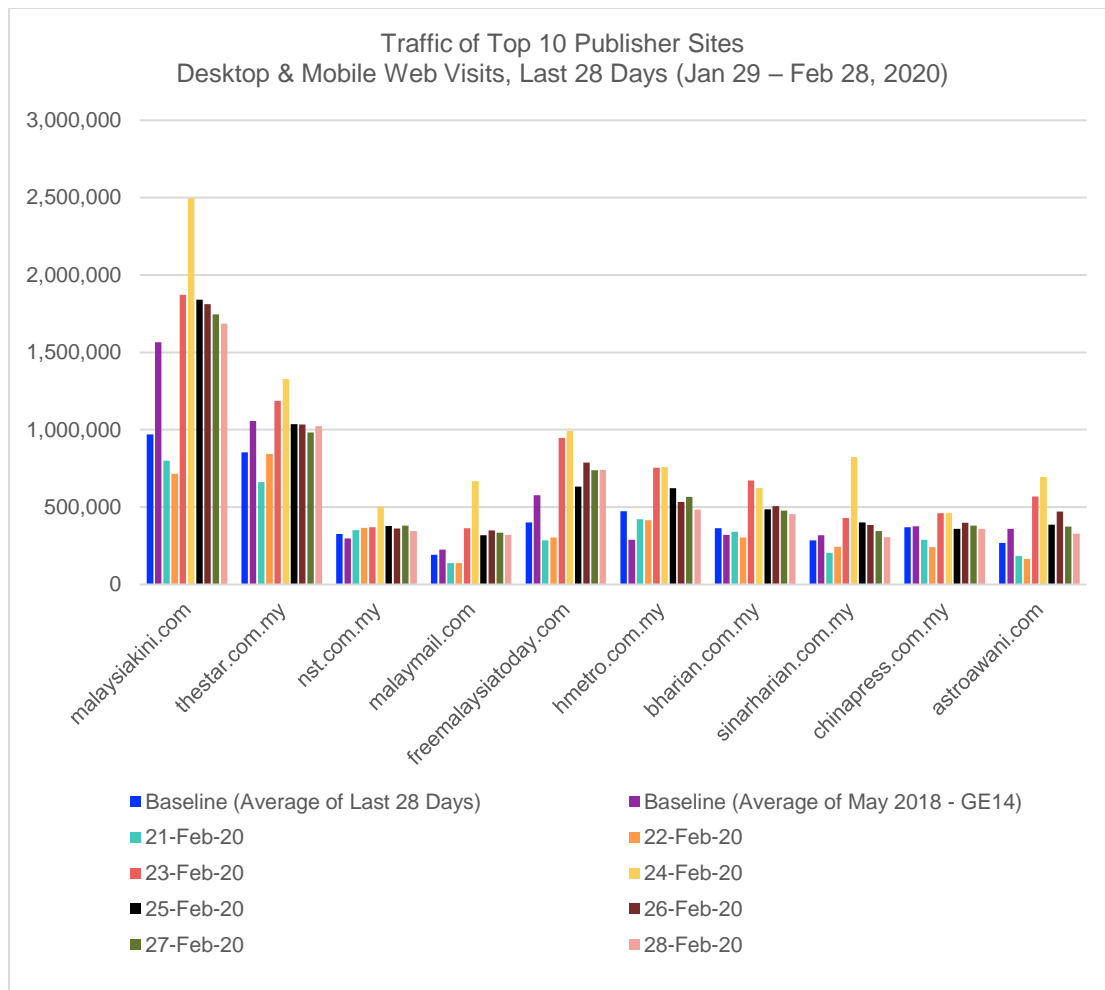
A sample of ten Malaysian digital news outlets were monitored and as expected, every property saw a massive burst of visits from desktop and mobile web beginning on the 23rd of February and hitting its peak on the 24th. All news sites showed visits increasing from 150% right up to 350% in the case of MalayMail.com against the average of the last 28 days.

This growth was phenomenal considering that the previous high point, the 12th of May 2018, where police raided an apartment allegedly linked to the former Prime Minister and the 9th of May 2018, was generally lower than recorded on the 24th of February.

The data also shows that traffic began to reduce by the time the Yang Di-Pertuan Agong began interviewing MPs on the 25th of February and is decreasing steadily as the nation accepts the conclusion of the events and begins to disengage.

Share of Search Traffic - 'Mahathir' related keywords
Desktop Web Visits, Feb 21 – Feb 28, 2020

Legend:
- malaysiakini.com
- freemalaysiatoday.com
- sinarharian.com.my
- nst.com.my
- bharian.com.my
- thestar.com.my
- malaymail.com
- astroawani.com
- hmetro.com.my
- theedgemarkets.com

On a separate note, Malaysiakini.com and freemalaysiatoday.com garnered the most traffic from search words relating to 'Mahathir', 'Anwar' and 'Muhyiddin' during the eight-day period. These two sites captured over 40% of the visits of people searching for these words on all major search engines.

One thing is certain, amidst confusion, chaos and a hunger for news, Malaysians flock to the Internet in massive numbers. The importance of the Internet and these news and content outlets in particular, guarantees that a significant part of the race to govern Malaysia in future will take place digitally.

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About MDA

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 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.

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About SimilarWeb

SimilarWeb provides global multi-device market intelligence to understand, track and grow digital market share. SimilarWeb analyses over 80 million websites and three million mobile apps across the planet. Data used for this study is from the same platform that many publishers and brands in Malaysia and globally rely on to power better decisions.