

## MDA Releases Rankings of Top Web Entities in Malaysia for August 2018

**Kuala Lumpur, Malaysia, November 29th, 2018** – The Malaysian Digital Association (MDA), the apex representative body for online publishers, advertising agencies and digital service providers in Malaysia, today released monthly rankings of web activity for the top online entities in Malaysia for August 2018 based on data from [Comscore MMX Multi-Platform®](#). Comscore MMX Multi-Platform provides an unduplicated view of total audience behavior across desktops, smartphones and tablets to give a deep look at audience size, demographic composition, engagement, and behavioral trends.

### Top 20 Malaysia-based Domains Visited in Malaysia

Similar to July 2018, MAYBANK2U.COM.MY held the top position in the 20 local domains ranking in August 2018, with nearly 5 million unique visitors. Both CINEMA.COM.MY and LOWYAT.NET entered the top 20 ranking, featuring in position #17 and #20, respectively.

<b>Top 20 Local Domains visited in Malaysia^</b> <b>August 2018</b> <b>Total Malaysia – Desktop population age 6+, Mobile population age 18+</b> <b>Source: Comscore MMX Multi-Platform</b>						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	MAYBANK2U.COM.MY	4,974		11	CHINAPRESS.COM.MY	2,531
2	DIGI.COM.MY	3,815		12	UTUSAN.COM.MY	2,256
3	THESTAR.COM.MY	3,667		13	SAYS.COM	2,254
4	MUDAH.MY	3,551		14	MALAYSIAAIRLINES.COM	2,248
5	HMETRO.COM.MY	3,438		15	CIMBCLICKS.COM.MY	2,221
6	MALAYSIAKINI.COM	3,431		16	ORIENTALDAILY.COM.MY	1,826
7	BHARIAN.COM.MY	3,335		17	CINEMA.COM.MY	1,714
8	SINARHARIAN.COM.MY	3,022		18	AIRASIA.COM	1,689
9	SINCHEW.COM.MY	2,730		19	CARI.COM.MY	1,641
10	ASTROAWANI.COM	2,640		20	LOWYAT.NET	1,584

*^According to MDA's custom-defined ranking based on Comscore MMX Multi-Platform data. This ranking covers the top Malaysia-only domains and/or Malaysia-owned/based companies as defined by MDA, from a list of top 200 global web domains in Malaysia which is reviewed every 6 months. Web domains which are illegal or with illegal content according to Malaysia law are excluded.*

## Top 20 Properties Visited in Malaysia

Google Sites and Facebook held the top 2 spots in the top 20 properties ranking in August 2018. They are followed by two Malaysian properties: Media Prima Group and Astro Group.

<b>Top 20 Properties visited in Malaysia^</b> <b>Aug 2018</b> <b>Total Malaysia – Desktop population age 6+, Mobile population age 18+</b> <b>Source: Comscore MMX Multi-Platform</b>						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	Google Sites	16,612		11	The Star Media Group	4,700
2	Facebook	15,312		12	Tencent Inc	4,677
3	Media Prima Group	10,312		13	Maxis Group	4,076
4	Astro Group	7,588		14	Telenor	3,843
5	Microsoft Sites	7,183		15	Malaysiakini Sites	3,829
6	Oath	6,756		16	MCIL Multimedia	3,598
7	Ushareit.com	6,031		17	Wikimedia Foundation Sites	3,560
8	Lazada Sites	5,712		18	Mudah.my	3,551
9	Maybank Group	5,107		19	Samsung Group	3,342
10	Shopee.com.my	4,993		20	Karangkraf Media Group	3,301

^^ Properties which are illegal or with illegal content according to Malaysia law are excluded.

## Top 20 Banking Entities from Desktop and Mobile Devices in Malaysia

Within the banking category, Maybank Group ranked as the #1 web domain in August 2018 with 5.1 million unique visitors, followed by CIMB Group with 2.5 million unique visitors and Public Bank Group with 1.4 million unique visitors.

Top 20 Banking entities Visited from Desktop or Mobile Devices in Malaysia <sup>^^^</sup> August 2018 Total Malaysia – Desktop population age 6+, Mobile population age 18+ Source: comScore MMX Multi-Platform, Aug 2018, Malaysia						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	Maybank Group	5,107		11	BANKRAKYAT.COM.MY	253
2	CIMB Group	2,524		12	HSBC	247
3	Public Bank Group	1,369		13	BANKISLAM.COM.MY	221
4	Hong Leong Bank	823		14	Standard Chartered PLC	180
5	RHB Group	774		15	AFFINONLINE.COM	141
6	BANKISLAM.BIZ	727		16	OCBC.COM	129
7	MYBSN.COM.MY	679		17	OCBC.COM.MY	117
8	AMBANKGROUP.COM	344		18	AFFINBANK.COM.MY	103
9	Citigroup	323		19	ALLIANCEBANK.COM.MY	76
10	United Overseas Bank Group	259		20	DBS.COM.SG	65

<sup>^^^</sup> Domains which are illegal or with illegal content according to Malaysia law are excluded.

For more information about Comscore MMX Multi-Platform, please visit [www.comscore.com](http://www.comscore.com) or request a live product demonstration [here](#).

### Editors' Note

This report highlights how Internet users in Malaysia consume online content. International traffic is not counted in this report.

### 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](http://comscore.com).

### **About MDA**

The Malaysian Digital Association (MDA) is a representative body which 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 is committed to driving it forward with innovative initiatives, like the endorsement of a standardised measurement currency for the industry, Digital Wednesday, MDA School, Best Practices Report & d Awards.

For more information about MDA, please visit [www.malaysiandigitalassociation.org.my](http://www.malaysiandigitalassociation.org.my) or contact Zati Azami at the MDA Secretariat at Telephone: +603-7660-8535 or [zati@macomm.com.my](mailto: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.