MALAYSIAN DIGITAL ASSOCIATION

MDA Releases Rankings of Top Web Entities in Malaysia for March 2018

Kuala Lumpur, Malaysia, July 27, 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 March 2018 based on data from the comScore MMX® and comScore Mobile Metrix® services.

Top 20 Local Brand Web Domains Visited from Desktop Computers in Malaysia

MAYBANK2U.COM.MY, CIMBCLICKS.COM.MY, AIRASIA.COM, MUDAH.MY and PBEBANK.COM held their top positions in the top 20 local web domains ranking in March 2018. CARI.COM.MY and UTUSAN.COM.MY entered the top 20 chart to #15 and #19 respectively.

Top 20 Local Web Domains from Desktop Computers in Malaysia^
March 2018
Total Malaysia – Age 6+, Home and Work Locations
Source: comScore MMX

Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	MAYBANK2U.COM.MY	3,698		11	MOBILE88.COM	664
2	CIMBCLICKS.COM.MY	2,139		12	HONGLEONGCONNECT.MY	643
3	AIRASIA.COM	1,572		13	RHB.COM.MY	504
4	MUDAH.MY	1,427		14	MALAYSIAKINI.COM	503
5	PBEBANK.COM	1,206		15	CARI.COM.MY	445
6	KWSP.GOV.MY	826		16	HMETRO.COM.MY	443
7	THESTAR.COM.MY	800		17	BHARIAN.COM.MY	438
8	JOBSTREET.COM	712		18	TM.COM.MY	416
9	MALAYSIAAIRLINES.COM	706		19	UTUSAN.COM.MY	416
10	LOWYAT.NET	669		20	LELONG.COM.MY	408

^According to MDA's custom-defined ranking based on comScore MMX 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.

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Top 20 Web Properties Visited from Desktop Computers in Malaysia

Google Sites and Facebook held their respective top 2 spots in the top 20 web properties ranking in March 2018, compared to February 2018. Alibaba.com was new entrant to the top 20 ranking compared to the previous month.

Top 20 Local Web Properties from Desktop Computers in Malaysia^
March 2018
Total Malaysia – Age 6+, Home and Work Locations
Source: comScore MMX

Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	Google Sites	11,694		11	Valve Corporation	1,919
2	Facebook	7,599		12	WORDPRESS.COM*	1,774
3	Microsoft Sites	6,758		13	LinkedIn	1,759
4	Oath	5,010		14	Media Prima Group	1,726
5	Lazada Sites	4,941		15	Tune Group	1,581
6	Maybank Group	3,799		16	ROBLOX.COM	1,549
7	Wikimedia Foundation Sites	2,447		17	Alibaba.com Corporation	1,475
8	CIMB Group	2,308		18	MUDAH.MY	1,427
9	Ask Network	2,019		19	SHOPEE.COM.MY	1,399
10	Dropbox Sites	1,925		20	Public Bank Group	1,243

^^According to MDA's custom-defined ranking based on comScore MMX data. Web properties which are illegal or with illegal content according to Malaysia law are excluded.

**Entity has assigned traffic to certain pages in the domain to other entities.*

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Top 20 Local Brand Web Domains Visited from Mobile Devices in Malaysia

HMETRO.COM.MY ranked as the #1 web domain in March 2018 with 3.5 million unique visitors, followed by SINARHARIAN.COM.MY with 3.1 million and BHARIAN.COM.MY with 3 million. MALAYSIAKINI.COM and SINCHEW.COM.MY had the largest tablet audience, both with 125 thousand unique visitors visiting their site through an iOS or Android tablet devices.

Top 20 Local Web Domains from Mobile Devices in Malaysia^
March 2018
Total Malaysia – Age 18+, All Smartphones, iPhone, Android Phone, All Tablets, Mobile Web only
Source: comScore Mobile Metrix

Rank	Entity	Unique Visitors (000)			
		All smartphones	% iPhone	% Android Phone	All tablets (000)
1	HMETRO.COM.MY	3,539	18%	82%	100
2	SINARHARIAN.COM.MY	3,061	20%	80%	65
3	BHARIAN.COM.MY	2,956	15%	85%	71
4	THESTAR.COM.MY	2,741	27%	73%	123
5	MALAYSIAKINI.COM	2,459	22%	78%	125
6	SINCHEW.COM.MY	2,304	31%	69%	125
7	MUDAH.MY	1,919	34%	66%	82
8	MAYBANK2U.COM.MY	1,862	0%	100%	
9	ASTROAWANI.COM	1,783	15%	85%	52
10	SAYS.COM	1,747	29%	71%	47
11	CHINAPRESS.COM.MY	1,735	19%	81%	76
12	CARI.COM.MY	1,728	38%	62%	34
13	ORIENTALDAILY.COM.MY	1,572	29%	71%	66
14	OHBULAN.COM	1,514	16%	84%	30
15	KINITV.COM	1,443	15%	85%	48
16	PAULTAN.ORG	1,333	33%	67%	38
17	THEMALAYMAILONLINE.COM	1,237	35%	65%	61
18	NST.COM.MY	1,221	36%	64%	45
19	UTUSAN.COM.MY	1,107	17%	83%	37
20	LOWYAT.NET	1,044	42%	58%	40

^According to MDA's custom-defined ranking based on comScore Mobile Metrix 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.

For more information about comScore MMX, please visit www.comscore.com/MMX or request for a live product demonstration here.

For more information about comScore Mobile Metrix, please visit www.comscore.com/MobileMetrix or request for 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 leading cross-platform measurement company that measures audiences, brands and consumer behavior everywhere. Built on precision and innovation, comScore's data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and a global footprint in 70 countries, comScore is delivering the future of measurement. For more information on comScore, please visit 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 committed to driving it forward with innovative initiatives, like the endorsement of a standardised measurement currency for the industry – the first time such an endorsement was made anywhere in the region.

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

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