

MDA Releases Rankings of Top Web Entities in Malaysia for September 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 September 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 the previous month, MAYBANK2U.COM.MY held the top position in the 20 local domains ranking in September 2018, with over 4.6 million unique visitors. Both OHBULAN.COM and NST.COM.MY entered the top 20 ranking, featuring in position #16 and #17, respectively.

Top 20 Local Domains visited in Malaysia^ September 2018 Total Malaysia – Desktop population age 6+, Mobile population age 18+ Source: Comscore MMX Multi-Platform						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	MAYBANK2U.COM.MY	4,661		11	CHINAPRESS.COM.MY	2,644
2	THESTAR.COM.MY	3,705		12	CIMBCLICKS.COM.MY	2,260
3	DIGI.COM.MY	3,671		13	SAYS.COM	2,240
4	HMETRO.COM.MY	3,543		14	ORIENTALDAILY.COM.MY	2,202
5	MUDAH.MY	3,445		15	UTUSAN.COM.MY	1,966
6	BHARIAN.COM.MY	3,396		16	OHBULAN.COM	1,849
7	SINARHARIAN.COM.MY	3,264		17	NST.COM.MY	1,789
8	MALAYSIAKINI.COM	3,106		18	AIRASIA.COM	1,600
9	ASTROAWANI.COM	2,819		19	PAULTAN.ORG	1,500
10	SINCHEW.COM.MY	2,774		20	CARI.COM.MY	1,464

^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

Compared with the previous month, the top five properties (i.e. Google Sites, Facebook, Media Prima Group, Astro Group, and Microsoft Sites) held on to their position in the rankings.

Telegram.org also entered the ranking, featuring in position #18.

Top 20 Properties visited in Malaysia^ September 2018 Total Malaysia – Desktop population age 6+, Mobile population age 18+ Source: Comscore MMX Multi-Platform						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	Google Sites	17,334		11	MCIL Multimedia	4,736
2	Facebook	15,928		12	The Star Media Group	4,666
3	Media Prima Group	10,667		13	Tencent Inc	4,329
4	Astro Group	7,674		14	Maxis Group	3,968
5	Microsoft Sites	6,808		15	Telenor	3,692
6	Lazada Sites	6,643		16	Karangkraf Media Group	3,546
7	Oath	6,272		17	Mudah.my	3,445
8	Ushareit.com	5,573		18	Telegram.org	3,359
9	Shopee.com.my	4,924		19	Malaysiakini Sites	3,332
10	Maybank Group	4,767		20	Wikimedia Foundation Sites	3,294

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

Top 20 Game-Related Entities Visited from Malaysia

Game-related entities consist of websites and mobile apps that provide games or gaming information. Activision Blizzard, which owns games such as Call of Duty, World of Warcraft, and Candy Crush Saga, tops the chart with over 1.3 million visitors.

Top 20 Game-Related Entities Visited from Desktop or Mobile Devices in Malaysia ^{^^^}						
September 2018						
Total Malaysia – Desktop population age 6+, Mobile population age 18+						
Source: comScore MMX Multi-Platform, Sep 2018, Malaysia						
Rank	Entity	Unique Visitors (000)		Rank	Entity	Unique Visitors (000)
1	Activision Blizzard	1,374		11	STEAMCOMMUNITY.COM	376
2	Garena Online	911		12	Skyunion Co., Ltd.	338
3	Y8.com	712		13	PLAYTIKA.COM	328
4	EA Games - Media Network	667		14	FANDOM Games powered By Wikia	278
5	Curse	661		15	Mojang	271
6	GameSpot	616		16	EPICGAMES.COM	228
7	Miniclip.com	615		17	Ubisoft Entertainment	225
8	Zynga	568		18	IGN Entertainment	225
9	Gameloft	479		19	OCEANOFGAMES.COM	219
10	Twitch.tv	406		20	GTARCADE.COM	212

^{^^^} 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 or request a live product demonstration [here](#).

For more information about Comscore Mobile Metrix, please visit www.comscore.com/mobilemetrix 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](https://www.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 or contact Zati Azami at the MDA Secretariat at Telephone: +603-7660-8535 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.