

Social networking accounts for one third of all time spent online in Malaysia

KUALA LUMPUR, MALAYSIA: comScore, Inc, a leader in measuring the digital world, has released the latest report on Internet usage in Malaysia including insights into the top online destinations, content categories and video viewing behaviours.



The report found that Social Networking accounted for one third of all time spent online in Malaysia in August 2011, ranking as the top online activity for the market. The report also found that online video viewing continues to grow in Malaysia with the viewing audience climbing 8% in the past year, while average viewing minutes increased 19%, representing an additional hour of monthly viewing time.

"Social networking has become the central activity in Malaysians' digital lives, accounting for 1 in every 3 minutes spent online," said Joe Nguyen, comScore vice president for Southeast Asia. "Given its importance today, brands and marketers need to ensure that social media is addressed in their digital strategies - whether that means having a dedicated social media plan or simply monitoring consumer sentiment towards your brand."

Mudah.my, Media Prima Group and Maybank Group among top properties

In August, more than 11 million people age 15 and older accessed the Internet from a home or work location in Malaysia. Among this audience, 92.4% visited Google Sites, which ranked as the top online property for the market with 10.4 million visitors. Facebook.com ranked as the second most-visited property with nearly 9.9 million visitors, up 15% in the past year, as the social networking giant continues to attract more users.

Among local properties, classifieds destination Mudah.my ranked as the most visited with 2.5 million visitors in August. Media Prima Group, which includes Hmetro.com.my (Harian Metro), Bharian.com.my (Berita Harian), Tonton.com.my and others, reached 2.2 million visitors. Maybank Group drew nearly 1.9 million visitors in August 2011, growing 20% from the previous year, as Malaysians continue to adopt online banking.

Top Online Properties by Unique Visitors August 2011 Total Malaysia - Visitors Age 15+ Home/Work Locations (Source: comScore Media Metrix)		
	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	11,236	100.0%
Google Sites	10,381	92.4%

Facebook.com	9,879	87.9%
Yahoo! Sites	8,231	73.3%
Microsoft Sites	7,222	64.3%
Wikimedia Foundation Sites	3,246	28.9%
WordPress	3,004	26.7%
Mudah.my	2,528	22.5%
Media Prima Group	2,225	19.8%
4Shared.com	2,170	19.3%
CBS Interactive	2,167	19.3%
VEVO	2,144	19.1%
NetShelter Technology Media	1,931	17.2%
Maybank Group	1,878	16.7%
Shoutmix.com	1,842	16.4%
AOL, Inc.	1,835	16.3%

Social networking tops list as most engaging online activity

An analysis of how Internet users are spending their time found that Social Networking led as the most-engaging content category in Malaysia. In the past year, Social Networking has increased 5 percentage points to 32.1% of all time spent online as it becomes increasingly important in people's daily lives and to digital marketing strategies.

A critical component of brands' social marketing strategies is leveraging Facebook brand fan pages to reach fans and friends of fans with social media impressions. An analysis using [comScore Social Essentials](#), comScore's social measurement product, found that AirAsia and My.McDonalds managed to double the reach of Facebook brand impressions by reaching friends of fans. These findings highlight the importance of leveraging brands' fan bases to extend the reach of their brands and deliver impressions at scale and without additional marketing expense.

Other top categories by share of time spent online included Entertainment (11.5%) and Portals, (11.0%). Instant Messengers and Email represented 5.3% and 4.2% of total minutes, respectively.

Top Online Categories by Share of Total Minutes August 2011 Total Malaysia - Visitors Age 15+ Home/Work Locations (Source: comScore Media Metrix)	
	% Share of
Total Online Minutes	
Total Internet: Total Audience	100.0%
Social Networking	32.1%
Entertainment	11.5%
Portals	11.0%
Instant Messengers	5.3%
e-mail*	4.2%

*Defined as web-based email.

YouTube accounts for 67% of all videos viewed in Malaysia

Online video viewing continues to be a growing activity in Malaysia. The total online video viewing audience grew to nearly 9.3 million viewers in August 2011, up 8% from the previous year. Growth in online video engagement was even more pronounced, as average minutes per viewer increased 19% to 6.2 hours in August 2011.

Google Sites ranked as the top video property in Malaysia with 8.8 million viewers and 457 million videos during August 2011 driven largely by YouTube.com, which accounted for 99% of viewers and videos to the Google Sites property. Facebook.com ranked second with 4.1 million viewers watching a total of 30.5 million videos during the month, while VEVO saw nearly 3 million viewers watch 26.5 million videos ranking as the third largest online video property in Malaysia.

Top Video Properties by Unique Viewers August 2011 Total Malaysia - Visitors Age 15+ Home/Work Locations (Source: comScore Video Metrix)

	Total Unique Viewers (000)	Videos (000)	Mnutes per Viewer
Total Internet : Total Audience	9,256	675,440	372.6
Google Sites	8,782	457,138	187.8
Facebook.com	4,108	30,547	28.6
VEVO	2,983	26,458	37.8
Viacom Digital	1,553	6,545	17.7
Dailymotion.com	830	8,279	65.2
Yahoo! Sites	775	8,020	29.3
Metacafe	602	4,947	32.5
Vimeo.com	416	944	26.6
Youku Inc.	377	3,165	50.7
Microsoft Sites	325	3,521	21.1

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