

# 2018 MEDIA LANDSCAPE

## NIelsen SYNDICATED STUDIES

With increasing media fragmentation it's now more important than ever to understand consumer behaviour and media trends. Taking data from Nielsen's core media products, [Nielsen Media Landscape](#) has been designed to highlight the key changes in consumer and media habits, helping researchers, advertisers and brands identify potential growth opportunities.

### Highlights



- ✓ Consumer confidence was at an all-time high in 2018
- ✓ Internet reach grew, but traditional media still dominate
- ✓ 1 in 10 Malaysians have shopped online in the past month

Our report contains information from a variety of Nielsen proprietary studies, including:



Consumer &  
Media View  
(CMV)



Television  
Audience  
Measurement  
(TAM)



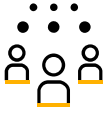
Ad Intel



Digital  
Consumer

# A COMPREHENSIVE LOOK AT MALAYSIAN MEDIA CONSUMPTION

DEEP DIVE INTO:



MEDIA REACH



AD SPEND



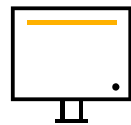
NEWSPAPERS



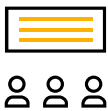
MAGAZINES



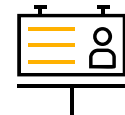
RADIO



TELEVISION



CINEMA



OUTDOOR ADVERTISING



DIGITAL CONSUMPTION



SHOPPING HABITS

## DID YOU KNOW?

Smartphone ownership among Malaysian internet users is at 90%. These smartphone users spend an average of 21 hours per week accessing the internet using their device.

TO LEARN MORE ABOUT THE MEDIA LANDSCAPE REPORT, PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE OR EMAIL [NIELSEN.MALAYSIA@NIELSEN.COM](mailto:NIELSEN.MALAYSIA@NIELSEN.COM).