

NIelsen MEDIA SYNDICATED REPORT

MALAYSIA'S MEDIA LANDSCAPE: THEN. NOW. NEXT.

In the last decade, Malaysia has witnessed the ripple effect of technology evolution in the media & entertainment industry, with the increasing internet penetration being the cornerstone to these changes. As media becomes increasingly fragmented, it is more important than ever before to understand the changes in consumer behavior and media trends in order to keep up with what is yet to come.

Taking data from Nielsen's core media solutions, **Nielsen Media Landscape** has been designed to provide a holistic view to highlight the key changes in consumer behavior and media habits in the last decade, helping researchers, advertisers and brands to identify what's next and the potential growth opportunities.



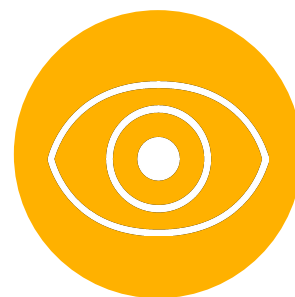
UNDERSTANDING THE "THEN"

Build understanding on **how media consumption and advertising landscape have changed in the last decade.**



KEEP TRACK WITH THE "NOW"

Know how consumers are **consuming media today and where advertisers are spending their money.**



LOOKING AT WHAT'S "NEXT"

Build your next strategy and identify opportunities by **recognizing what is likely to come.**

TO LEARN MORE ABOUT THE 2019 MEDIA LANDSCAPE REPORT, PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE OR EMAIL NIELSEN.MALAYSIA@NIELSEN.COM.