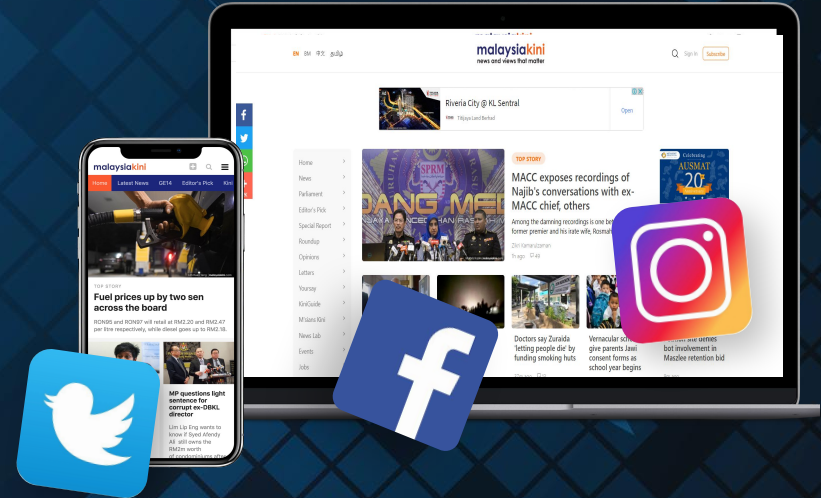


malaysiakini

# Social Media Online Survey

[Market Research, Brand Awareness,  
Customer Satisfaction]



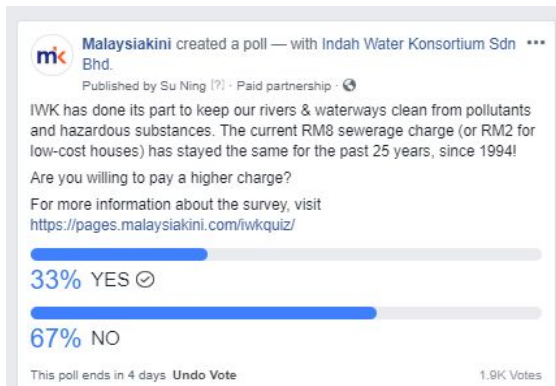
Prepared by  FL MEDIA

The background is a dark blue gradient with a complex technical pattern. On the left side, there are faint, light blue circuit board traces and circular components. On the right side, there is a grid of small, dark blue squares. The overall aesthetic is that of a technical or digital environment.

**Examples of IWK & ANLENE  
Social Media (FB, TW, IG)  
Survey & Polls**

# IWK (1st Poll @ FB, TW & IG)

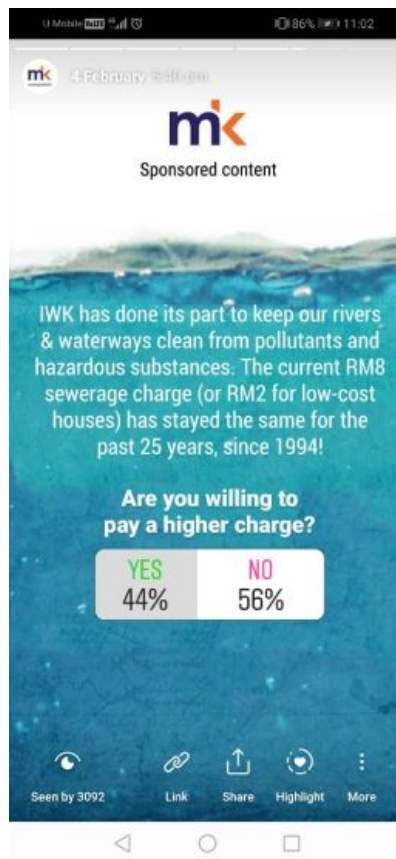
## Malaysiakini EN Facebook



## Malaysiakini EN Twitter



## Malaysiakini Instagram Story



Total Votes for YES	910 Votes
Total Votes for NO	1,602 Votes
Total Votes	2,512 Votes
Total Reach	58,363 Reach
Total Post Clicks	2,026 Clicks

# IWK (2nd Poll @ FB, TW & IG)

## Malaysiakini EN Facebook

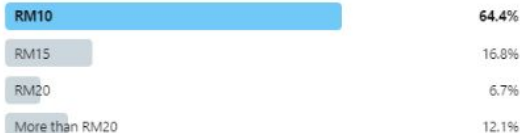


## Malaysiakini EN Twitter



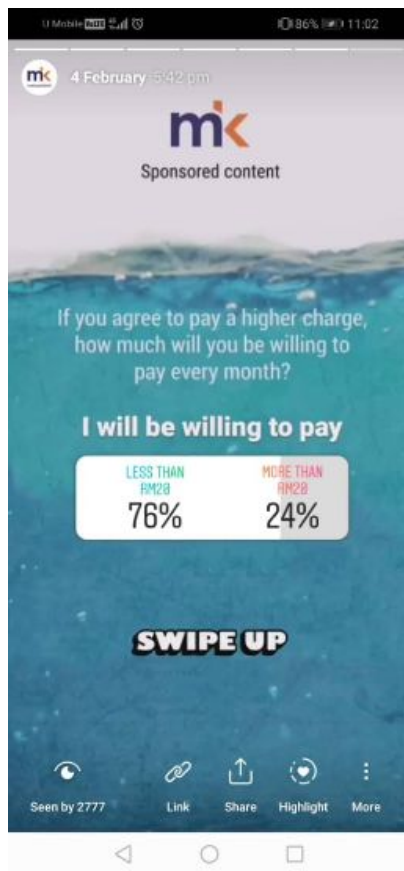
[AD] If you agree to pay a higher charge, how much will you be willing to pay every month?

For more information about the @iwkcomms survey, visit [pages.malaysiakini.com/iwkquiz/](https://pages.malaysiakini.com/iwkquiz/)



149 votes · Final results

## Malaysiakini Instagram Story



Total Votes for LESS Than RM20	1,071 Votes
Total Votes for MORE Than RM20	207 Votes
Total Votes	1,278 Votes
Total Reach	31,260 Reach
Total Post Clicks	1,375 Clicks

# Anlene Gold (1st Poll @ FB, TW, IG)

## Malaysiakini EN Facebook



## Malaysiakini EN Twitter



## Malaysiakini Instagram Story



Total Votes for YES	2,679 Votes
Total Votes for NO	2,625 Votes
Total Votes	5,304 Votes
Total Reach	56,385 Reach
Total Engagement	5,881 Engagement <ul style="list-style-type: none"><li>• 5,304 Votes</li><li>• 454 Likes</li><li>• 92 Shares</li><li>• 31 Comments</li></ul>

# Anlene Gold (3rd Poll @ FB, TW, IG)

## Malysiakini EN Facebook

malysiakini created a poll — with Anlene Malaysia.  
Published by Su Ning · 191 · Paid partnership ·

Osteoporosis is a silent disease with no symptoms. However, some early indication on bone and muscle health deterioration can be experienced through movement difficulties in daily activities.

Which of the following have you experienced? Comment and share with us if you have other movement difficulties.



66% Back pain

34% Knee or joint pain

This poll has ended. 1.2K Votes

## Malysiakini EN Twitter

malysiakini.com @malysiakini

[AD] Osteoporosis is a silent disease with no symptoms. However, some early indication on bone and muscle health deterioration can be experienced through movement difficulties in daily activities.

Which of the following have you experienced?



53.5% Back pain

46.5% Knee or joint pain

520 votes · Final results

6:44 PM · Apr 27, 2020 · Twitter Web App

## Malysiakini Instagram Story

malysiakini 24 h

Sponsored content

Osteoporosis is a silent disease with no symptoms. However some early indication on bone and muscle health deterioration can be experienced through movement difficulties in daily activities.

Which of the following have you experienced?

70% BACK PAIN

30% KNEE OR JOINT PAIN

Seen by 293 Link Share to... Facebook Highlight More

Total Votes for Back Pain	1,256 Votes
Total Votes for Knee/Joint Pain	723 Votes
Total Votes	1,979 Votes
Total Reach	161,341 Reach
Total Engagement	2,371 Engagement <ul style="list-style-type: none"> <li>1,979 Votes</li> <li>283 Likes</li> <li>53 Shares</li> <li>56 Comments</li> </ul>

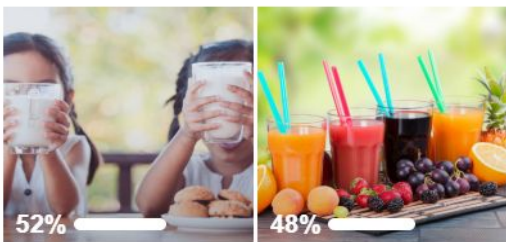
# Anlene Gold (5th Poll @ FB, TW, IG)

## Malaysiakini EN Facebook

Malaysiakini created a poll — with Anlene Malaysia.  
Published by Su Ning · Paid partnership ·

Being physically inactive can have a negative impact on the body defence system. Protein provides the building block that is important for our body defence system and helps to protect us from harmful invaders.

Which of the following contains a high source of protein?



Milk  Fruit Juice

This poll has ended. 1K Votes

## Malaysiakini EN Twitter

malaysiakini.com @malaysiakini

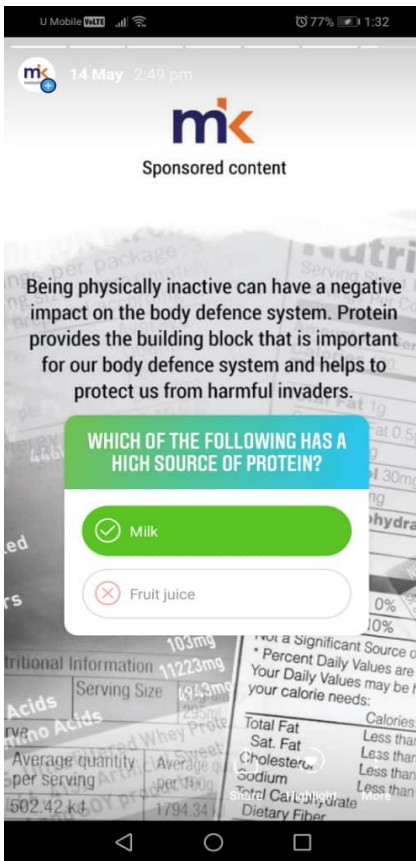
[AD] Being physically inactive can have a negative impact on the body defence system. Protein provides the building block that is important for our body defence system and helps to protect us from harmful invaders.

Which of the following contains a high source of protein?



278 votes · Final results

## Malaysiakini Instagram Story



Total Votes for Milk	1,116 Votes
Total Votes for Fruit Juice	633 Votes
Total Votes	1,749 Votes
Total Reach	89,241 Reach
Total Engagement	1,895 Engagement <ul style="list-style-type: none"> <li>• 1,749 Votes</li> <li>• 112 Likes</li> <li>• 21 Shares</li> <li>• 13 Comments</li> </ul>

# Special Package Cost (Social Media Survey/Poll Campaign)

Item	Ad Inventories	Option 1	Option 2
<p><b>1. Production of Survey / Poll</b></p>	<p>Format: <b>Survey / Poll</b>            Language: <b>EN / BM / CN</b> (or mix language)            Campaign Period: <b>Q2 - Q3, 2020</b></p> <p><i>*Services including by MKini:</i></p> <ul style="list-style-type: none"> <li>• Creative design</li> <li>• Survey message copywriting</li> <li>• Translations to 3 languages</li> </ul> <p><i>*Survey questions provided by client</i>  <i>*All Survey/Poll materials are mutually owned by client &amp; MKini</i></p>	<p>Maximum <b>3 Sets</b> of Survey/Poll</p>	<p>Maximum <b>5 Sets</b> of Survey/Poll</p>
<p><b>2. Publication of Survey / Poll</b></p>	<p>Platform: <b>Social Media</b>            Pages: <b>Malaysiakini Facebook</b> (EN, BM, CN)  <b>Malaysiakini Twitter</b> (EN, BM)  <b>Malaysiakini Instagram</b> (EN, CN)</p> <p><i>*Posting features including by MKini:</i></p> <ul style="list-style-type: none"> <li>• <i>Handshake/tag with client's social media pages</i></li> <li>• <i>#hashtag (max 3)</i></li> <li>• <i>URL</i></li> </ul> <p><i>*Cross Posting on IWK Social Media pages is allowed</i></p>	<p><b>30 - 40 Posts</b></p> <p>Est. Result:  <b>2,000 Respondents</b></p>	<p><b>50 - 60 Posts</b></p> <p>Est. Result:  <b>4,000 Respondents</b></p>
		<p><b>RM 40,000 gross</b>            (Total Worth: RM90K)</p>	<p><b>RM 60,000 gross</b>            (Total Worth: RM150K)</p>





**Statistic Report & Audience Profile  
of  
Malaysiakini  
Social Media (FB, TW, IG)**

# About **MALAYSIAKINI** and **KINITV**

[www.malaysiakini.com](http://www.malaysiakini.com)

[www.kinitv.com](http://www.kinitv.com)

- **Total 10 Million Subscribers & Followers** across Malaysiakini digital & social media platforms.
- **Top online news choice in Malaysia for third consecutive year** (Source: Reuters Institute & DN Report 2019)  
44% of survey respondents used Malaysiakini as news source in frequency of a week  
23% in frequency of three days or more
- Malaysiakini is Top #1 News Media site with **highest Traffic and Engagement in Feb-Apr 2020**  
(Source: SimilarWeb)

## malaysiakini

**Desktop + Mobile + Social Media:**

**4 Languages** (EN, BM, CN, Tamil)

Facebook (EN, BM, CN) > **4.9 mil Fans**

Instagram (EN, CN) > **255k Followers**

Twitter (EN, BM) > **1.6 mil Followers**

(rm20k)  
**kiniTV**

**Desktop + Mobile + Social Media:**

**3 Languages** (EN, BM, CN)

Facebook (EN, BM, CN) > **1.8 mil Fans**

Youtube > **1.21 mil Subscribers**

Daily Motion > **2.8k Followers**

### Global Rank (i)

Apr 2020, Worldwide

malaysiakini.com	#2,418
thestar.com.my	#2,084
nst.com.my	#9,474
freemalaysiatoday.com	#7,518
hmetro.com.my	#4,544

### Country Rank (i)

Apr 2020, Malaysia

malaysiakini.com	#14
thestar.com.my	#18
nst.com.my	#64
freemalaysiatoday.com	#44
hmetro.com.my	#21

### Category Rank (i)

In News and Media

malaysiakini.com	#1
thestar.com.my	#3
nst.com.my	#11
freemalaysiatoday.com	#8
hmetro.com.my	#4

### Total Visits (i)

Apr 2020 Malaysia

#### Domain

malaysiakini.com		22.14M
hmetro.com.my		14.40M
thestar.com.my		21.67M
nst.com.my		6.074M
freemalaysiatoday.com		9.296M

### Device Distribution (i)

Apr 2020 Malaysia

#### Domain

malaysiakini.com		22.53%		77.47%
thestar.com.my		29.00%		71.00%
nst.com.my		27.12%		72.88%
freemalaysiatoday.com		19.16%		80.84%
hmetro.com.my		12.78%		87.22%

Engagement ⓘApr 2020  Malaysia

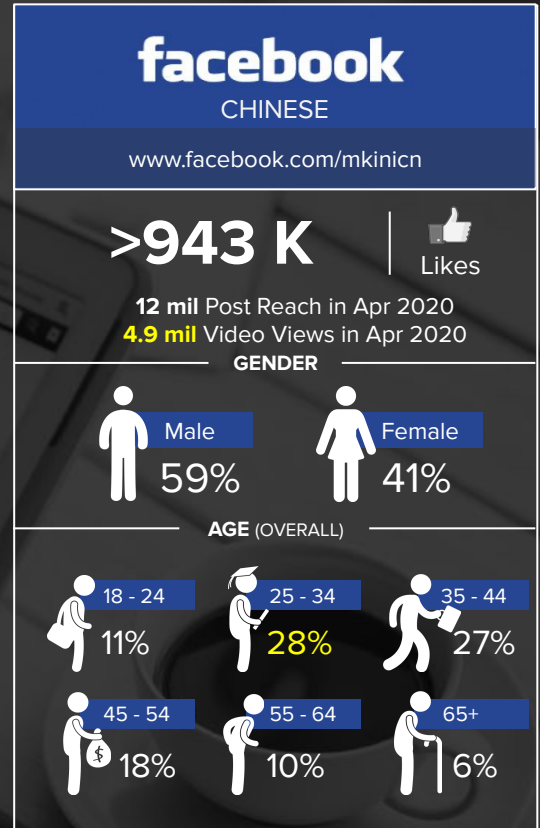
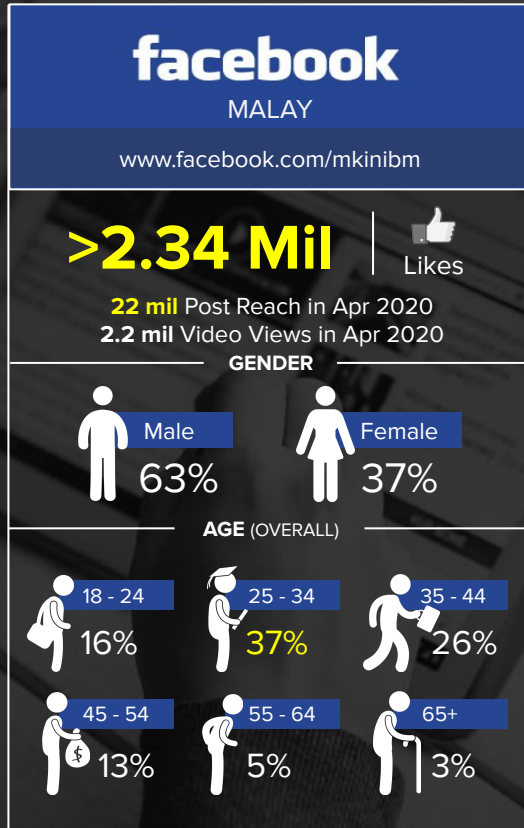
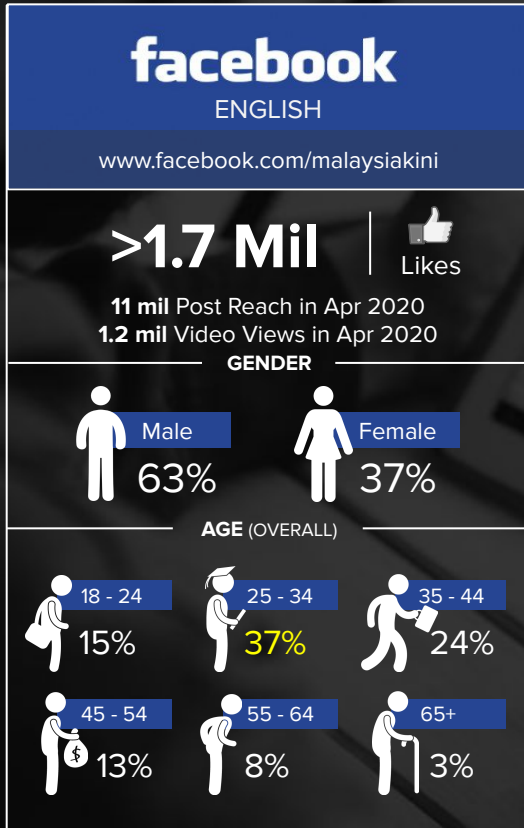
Domain	 Monthly Visits	 Unique Visitors	 Visits / Unique Visitors	 Visit Duration	 Pages/Visit	 Bounce Rate
 malaysiakini.com	 22.14M	2.548M	 8.69	 00:05:16	 4.28	 39.05%
 thestar.com.my	21.67M	 3.662M	5.92	00:03:38	2.50	56.54%
 nst.com.my	6.074M	1.995M	3.04	00:01:44	1.79	60.94%
 freemalaysiatoday.com	9.296M	2.454M	3.79	00:02:37	1.99	66.35%
 hmetro.com.my	14.40M	3.193M	4.51	00:03:24	2.72	54.57%

## Visits over time

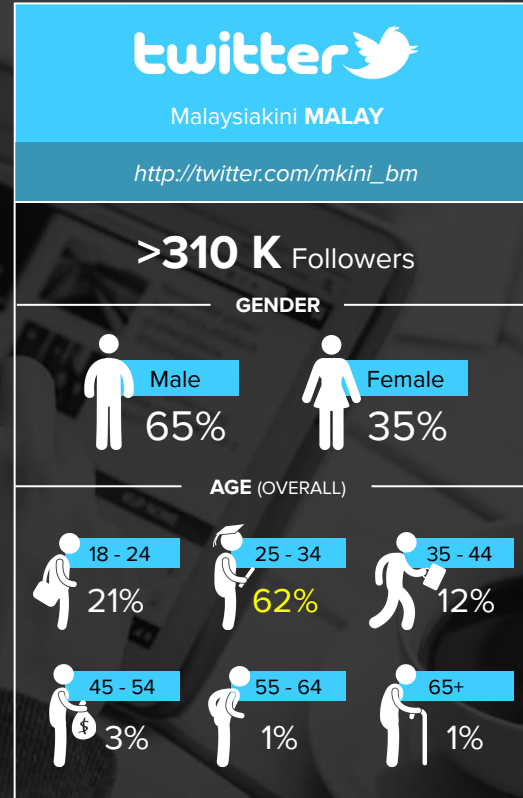
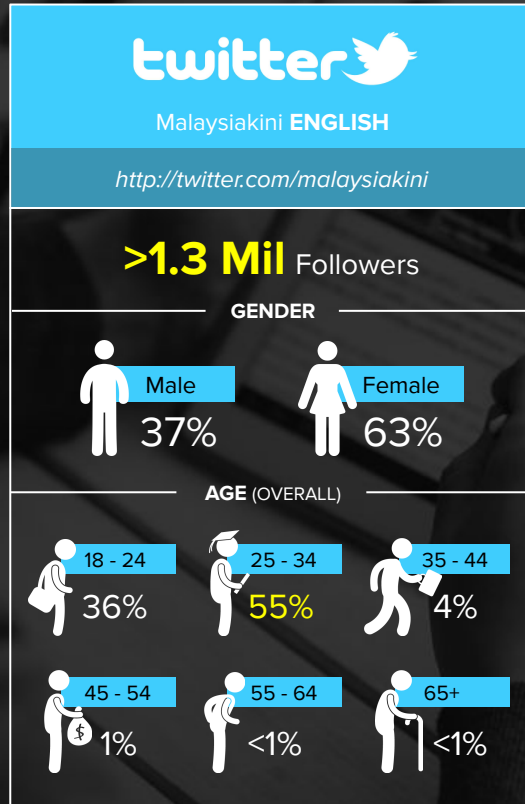
Apr 2020,  All Traffic

<input checked="" type="checkbox"/> malaysiakini.com	<input checked="" type="checkbox"/> thestar.com.my	<input checked="" type="checkbox"/> nst.com.my	<input checked="" type="checkbox"/> freemalaysiatoday.c...	<input checked="" type="checkbox"/> hmetro.com.my
22.1M	21.7M	6.1M	9.3M	14.4M

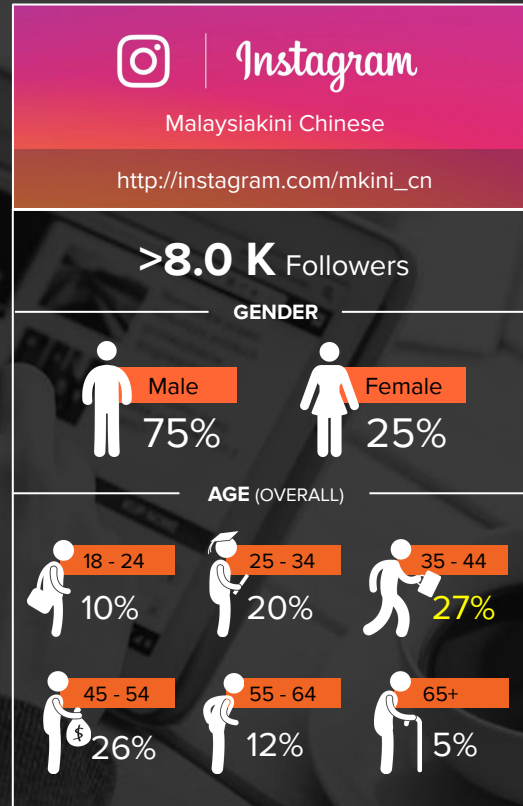
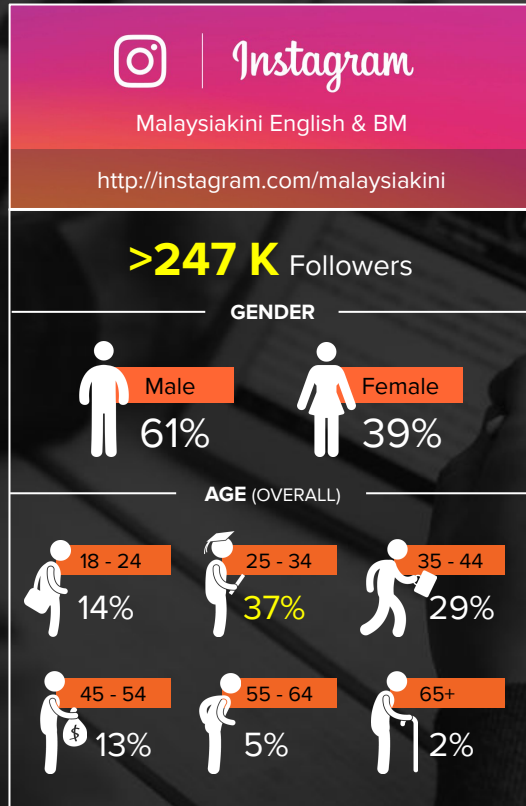
# MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM



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