



# malaysiakini kiniTV

*Limited 2020 SME Ad Package  
to boost your digital business*

**[SME Digitisation Grant]**

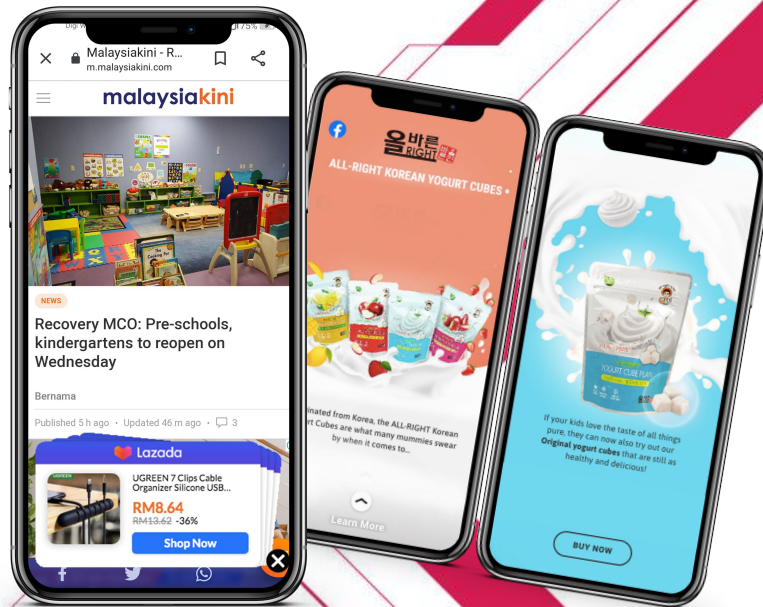
By



Tech Solution Provider



Proposal by



# About SME Digitisation Grant



**APPLY NOW**

<http://smegrant.fgmedia.my/>

**Application Form**



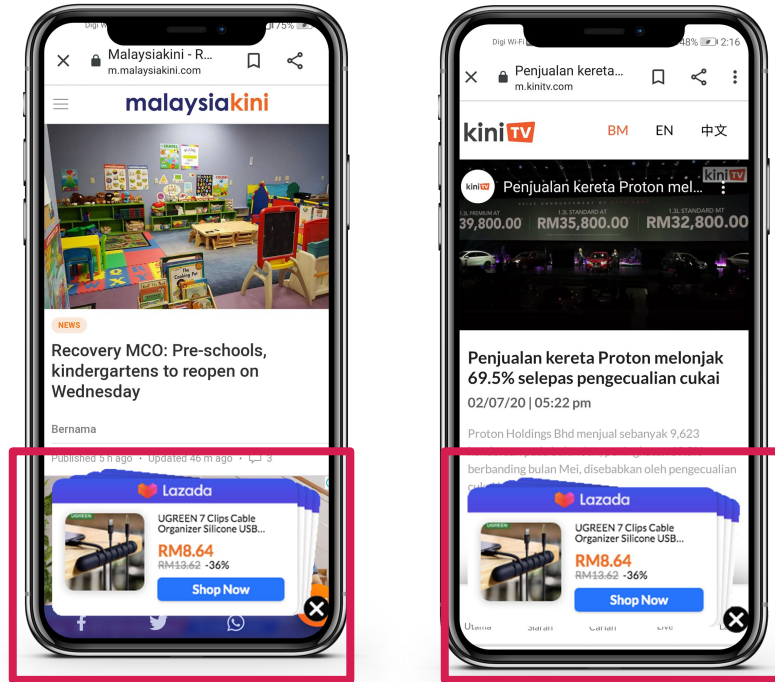
## Strategic Collaboration Efforts

The government through the Ministry of Finance (MOF) is working together with Bank Simpanan Nasional, SME Bank and Malaysia Digital Economy Corporation (MDEC) in managing grants for Small & Medium Enterprises (SMEs) to adopt digitalisation in daily operations.

Innity is appointed as one of the Digital Marketing / TSPs (Technology Solution Providers) for BSN's SME Digitisation grant.

# Ad Item 1. Mobile Card

**Mobile Card** placement for shoppable campaign on **Malaysiakini & KiniTV** Mobile Websites



Mobile Websites:

**Malaysiakini (EN/BM/CN)**

**KiniTV (EN/BM/CN)**

**Preview Link:**

[https://network.innity.com/adtech/demo/mobile.php?adformat=cards&title=Mobile\\_Cards&template=homepage&campaign=lazada](https://network.innity.com/adtech/demo/mobile.php?adformat=cards&title=Mobile_Cards&template=homepage&campaign=lazada)

\*Mobile Card ad is available across **Malaysiakini (EN, BM, CN)** and **KiniTV (EN, BM, CN)** Mobile Websites

## Ad Item 2. One-Page-Microsite

### One-Page-Microsite on Mobile



**One Page Microsite** that allows **audiences to interact with the content** (swipe up to learn more, buy now and etc) and ends with a **form to collect user information**.

**Preview Link:**

<https://all-right.greenwellnessasia.com/story/all-right-yogurt-cubes/>

## 2.0 Special Packages for SME (Mobile Ad Campaign)

| Ad Item   | Platform  | Inventory & Duration  | Total Ad Cost                                  | Grant by MDEC | Pay by Advertiser | ROI  |
|---|---|---|--|---------------|-------------------|------|
| (1)<br>Mobile Card  | <b>Malaysiakini / KiniTV</b><br>Homepage<br><b>EN Mobile Web</b><br><b>BM Mobile Web</b><br><b>CN Mobile Web</b>  | <b>500,000 Impressions</b><br>(2 Weeks)   | <b>RM 5,000</b><br><i>(Total Worth RM20K)</i>  | RM 2,500      | RM 2,500          | 8x   |
|   |   | <b>1,000,000 Impressions</b><br>(4 Weeks)   | <b>RM 10,000</b><br><i>(Total Worth RM40K)</i> | RM 5,000      | RM 5,000          | 8x   |
| (1)<br>Mobile Card<br><br>+<br>(2)<br>One Page<br>Microsite | <b>Malaysiakini / KiniTV</b><br>Homepage<br><b>EN Mobile Web</b><br><b>BM Mobile Web</b><br><b>CN Mobile Web</b><br>+<br><i>Designed &amp; Hosting by Innity/Voiz</i> | <b>1,500,000 Impressions</b><br>(6 Weeks)<br><br>+<br>Hosting Duration<br><b>1 Year</b> | <b>RM 20,000</b><br><i>(Total Worth RM80K)</i> | RM 5,000      | RM 15,000         | 5.3x |

## TOP BRANDS - WEEKLY REACH

ONLINE

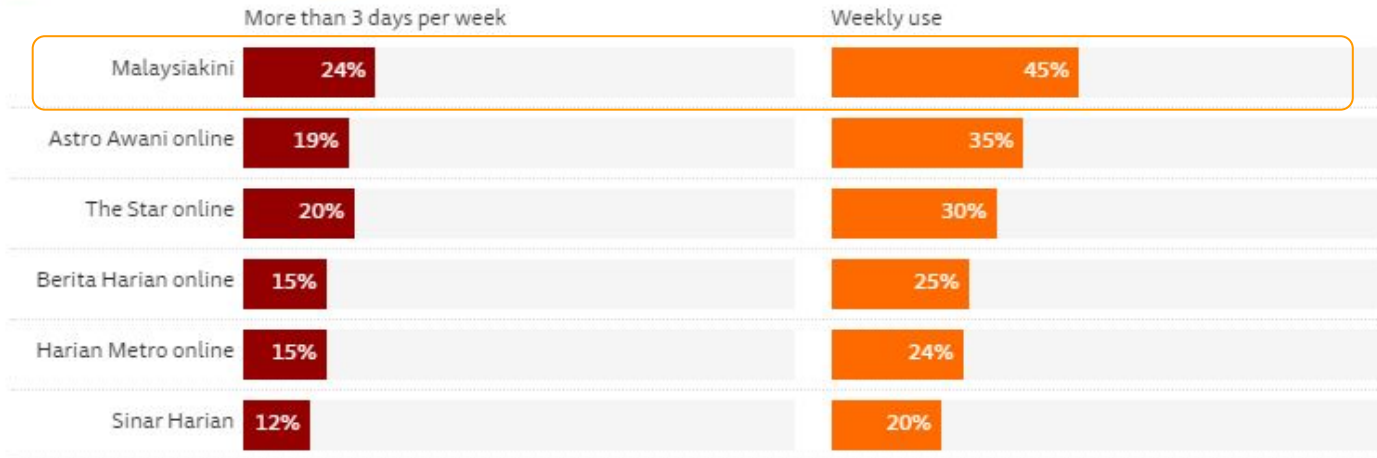
Malaysia



Population 32m

Internet penetration 81%

More than 3 days per week Weekly use



As online and social media remain as the predominant sources of news for Malaysian users, **Malaysiakini has once again achieved the top position in weekly reach in Malaysia (45%).**

## 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

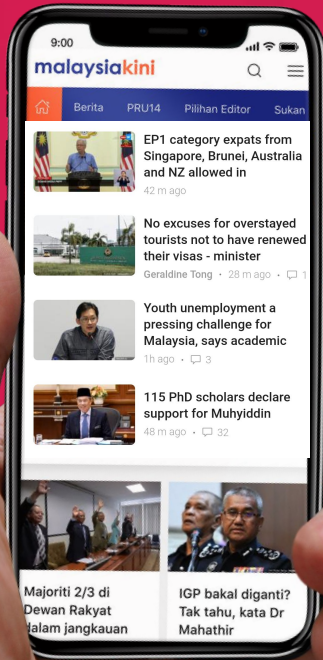
Apr 2020, 🇲🇾 All Traffic

|  |  |  |  |   |
|--|--|--|--|---|
| <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   |



# malaysiakini AUDIENCE FIGURES

## MOBILE



## HOME PAGE



Unique  
Visitors

### ENGLISH

626,200

### MALAY

**760,390**

### CHINESE

145,198



Page  
Views

10,855,835

**23,202,193**

2,873,974



Session  
Duration

00:04:57

**00:06:21**

00:04:17

## INSIDE PAGE



Unique  
Visitors

### ENGLISH

2,997,648

### MALAY

**2,998,266**

### CHINESE

852,971



Page  
Views

23,765,237

**36,064,403**

5,239,321



Session  
Duration

00:01:57

**00:02:59**

00:01:11

Source: Google Analytics, April 2020



# DEMOGRAPHIC (Desktop vs Mobile)

## GENDER GROUP



Male

56.1% (D)

59.3% (M)

Around 60% of the audience  
are male readers



Female

43.9% (D)

40.7% (M)

## AGE GROUP



18 - 24

14.37% (D)

6.50% (M)



25 - 34

23.72% (D)

21.22% (M)



35 - 44

21.10% (D)

21.17% (M)



45 - 54

14.56% (D)

15.75% (M)



55 - 64

15.50% (D)

22.61% (M)



65+

10.76% (D)

12.73% (M)

Source: Google Analytics, April 2020

# malaysia**ini** AUDIENCE INTERESTS OVERVIEW (Desktop & Mobile)

Key Metric: Users ▾

## Affinity Category (reach)

41.98% of total users

|       |             |  |
|-------|-------------|--|
| 4.47% | <div></div> | News & Politics/Avid News Readers                                |
| 3.97% | <div></div> | Food & Dining/Cooking Enthusiasts/30 Minute Chefs                |
| 3.73% | <div></div> | Shoppers/Value Shoppers  |
| 3.39% | <div></div> | Travel/Travel Buffs  |
| 3.32% | <div></div> | Lifestyles & Hobbies/Business Professionals                      |
| 3.06% | <div></div> | Shoppers/Bargain Hunters   |
| 2.88% | <div></div> | Shoppers/Luxury Shoppers   |
| 2.83% | <div></div> | Beauty & Wellness/Frequently Visits Salons                       |
| 2.65% | <div></div> | Media & Entertainment/Book Lovers                                |
| 2.54% | <div></div> | News & Politics/Avid News Readers/Entertainment News Enthusiasts |

## In-Market Segment

32.59% of total users

|       |             |  |
|-------|-------------|--|
| 3.13% | <div></div> | Financial Services/Banking Services          |
| 3.09% | <div></div> | Financial Services/Investment Services       |
| 2.82% | <div></div> | Real Estate/Residential Properties           |
| 2.24% | <div></div> | Employment                                   |
| 2.24% | <div></div> | Education/Primary & Secondary Schools (K-12) |
| 2.08% | <div></div> | Gifts & Occasions/Wedding Planning           |
| 1.79% | <div></div> | Education/Post-Secondary Education           |
| 1.75% | <div></div> | Telecom/Mobile Phone Service Providers       |
| 1.74% | <div></div> | Travel/Air Travel                            |
| 1.67% | <div></div> | Consumer Electronics/Mobile Phones           |

## Other Category

40.96% of total users

|       |             |   |
|-------|-------------|---|
| 7.53% | <div></div> | News/Politics   |
| 6.09% | <div></div> | Arts & Entertainment/Celebrities & Entertainment News           |
| 2.34% | <div></div> | Arts & Entertainment/TV & Video/Online Video                    |
| 2.26% | <div></div> | Books & Literature/E-Books                                      |
| 2.00% | <div></div> | Sports/Team Sports/Soccer                                       |
| 1.97% | <div></div> | News/Newspapers   |
| 1.76% | <div></div> | Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine |
| 1.67% | <div></div> | Food & Drink/Cooking & Recipes/Desserts                         |
| 1.66% | <div></div> | Finance/Investing/Stocks & Bonds                                |
| 1.46% | <div></div> | Travel & Transportation/Transportation/Air Travel               |

**Source:** Google Analytics, May 2020



## JOIN THE EFFORT

to Build an Independent Media Organization  
& Support Press Freedom

[www.fgmedia.my](http://www.fgmedia.my)



**Name** HASHVNE @ SHASHAH

**Email** hashvne@malaysiakini.com

**Phone** 013-359 2776

**Address** No 9, Jalan 51/250a, Off Jalan  
Tandang, 46050 Petaling Jaya,  
Selangor