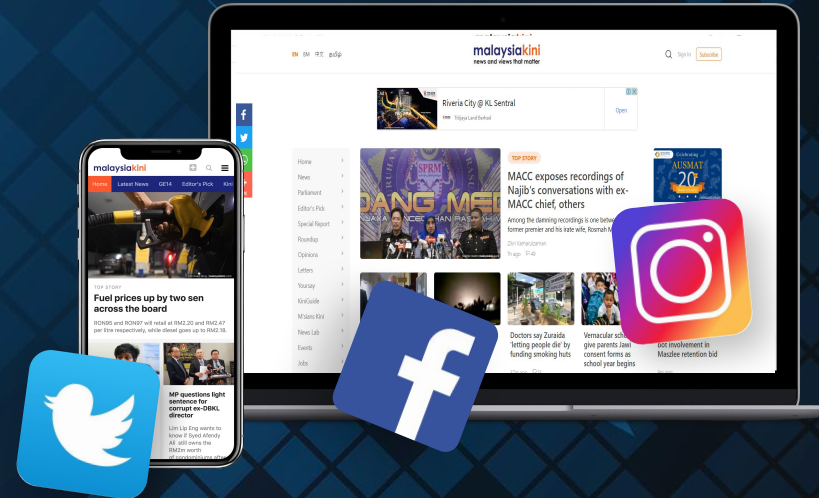


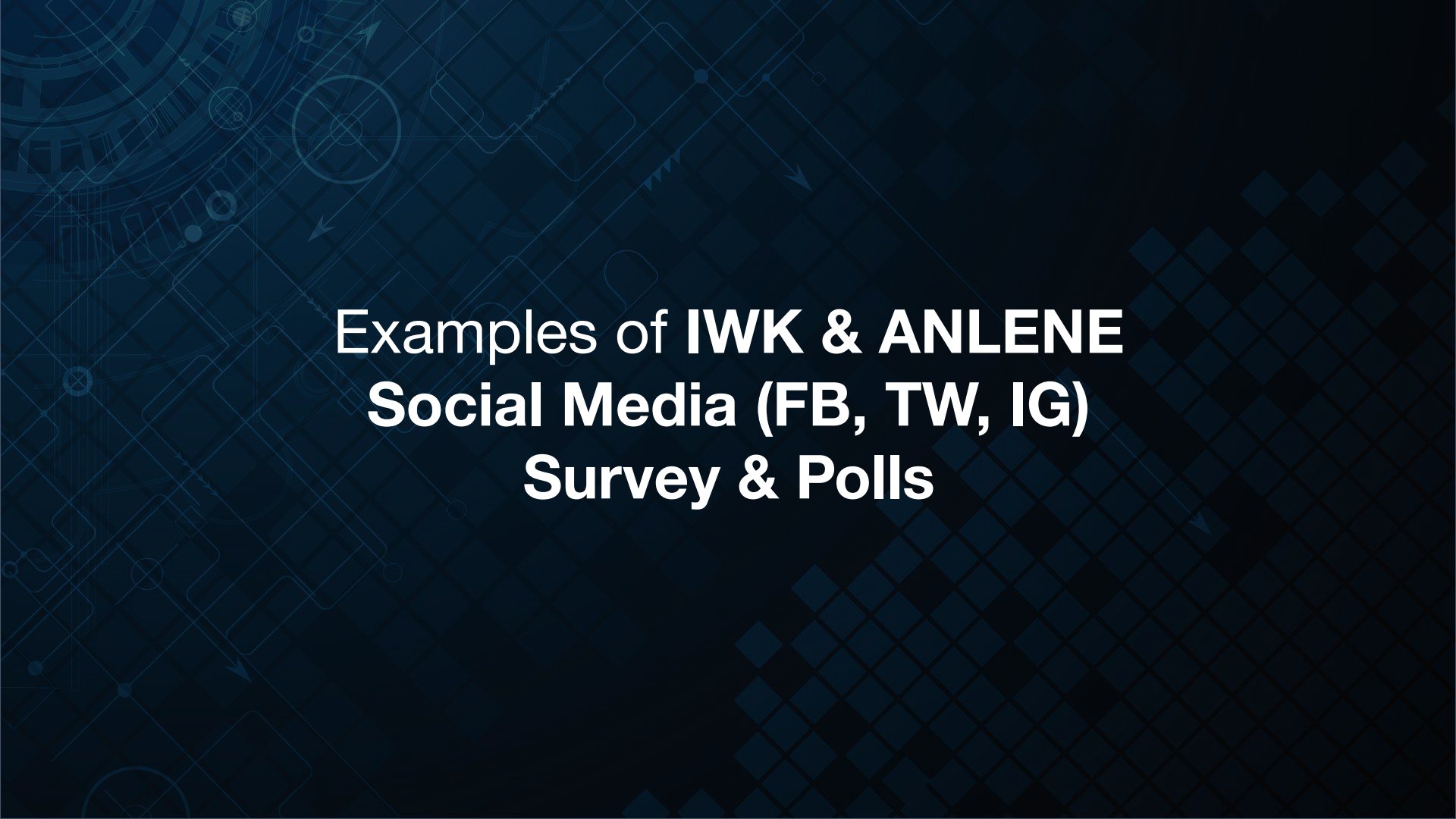
malaysiakini

Social Media Online Survey

**[Market Research, Brand Awareness,
Customer Satisfaction]**



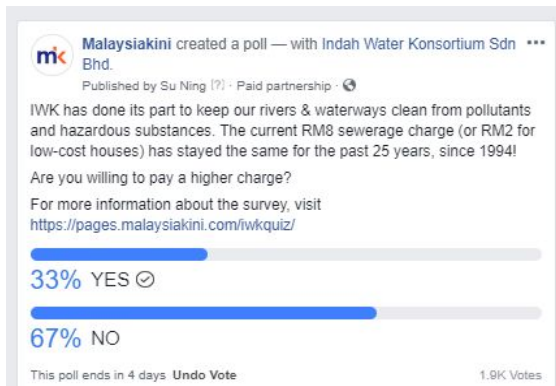
Prepared by  **MEDIA**

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 digital or engineering theme.

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

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

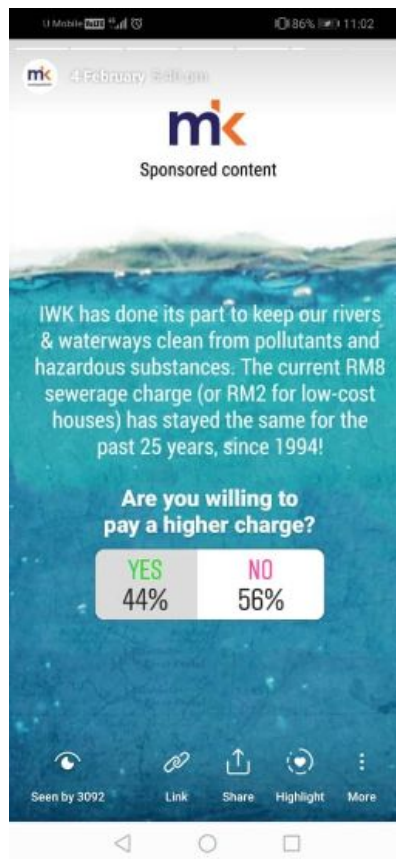
Malaysiakini EN Facebook



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)

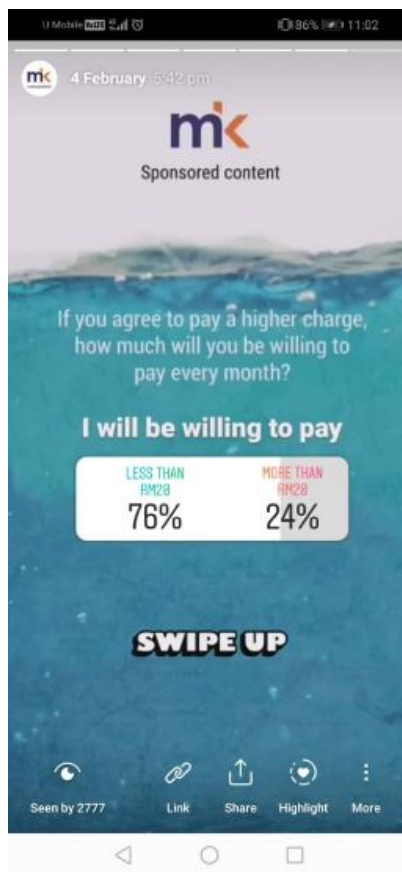
Malaysiakini EN Facebook



Malaysiakini EN Twitter



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)

Malysiakini EN Facebook



Malysiakini EN Twitter



Malysiakini 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">• 5,304 Votes• 454 Likes• 92 Shares• 31 Comments

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

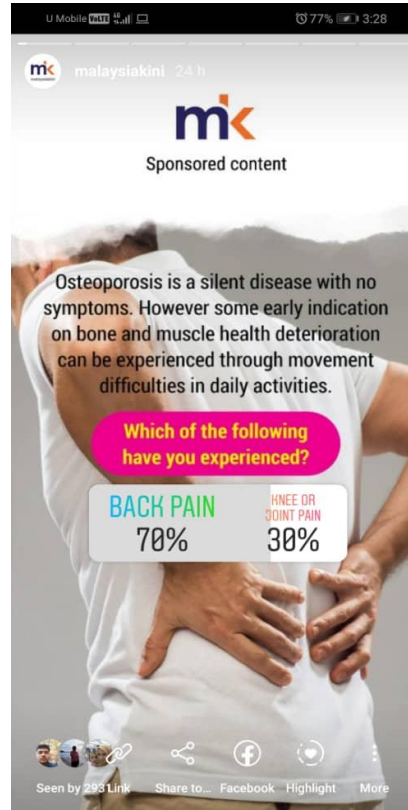
Malysiakini EN Facebook



Malysiakini EN Twitter



Malysiakini Instagram Story



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"> • 1,979 Votes • 283 Likes • 53 Shares • 56 Comments

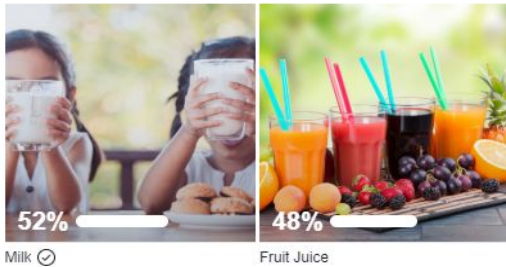
Anlene Gold (5th Poll @ FB, TW, IG)

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?



This poll has ended.

1K Votes

Malaysiakini EN Twitter

malaysiakini.com
@malaysiakini

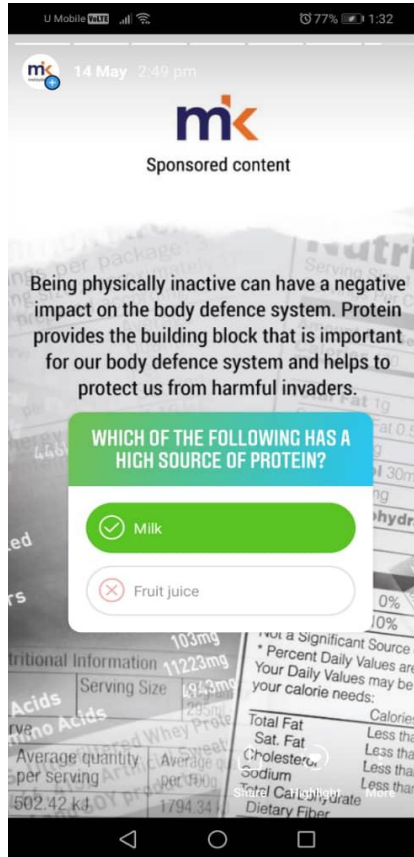
[AD] Being physically inactive can have a negative impact on the body defence system. Protein provides the building block that is important for our body defence system and helps to protect us from harmful invaders.

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"> • 1,749 Votes • 112 Likes • 21 Shares • 13 Comments

Special Package Cost (Social Media Survey/Poll Campaign)

Item	Ad Inventories	Option 1	Option 2
<p>1. Production of Survey / Poll</p>	<p>Format: Survey / Poll Language: EN / BM / CN (or mix language) Campaign Period: Q2 - Q3, 2020</p> <p><i>*Services including by MKini:</i></p> <ul style="list-style-type: none"> • Creative design • Survey message copywriting • Translations to 3 languages <p><i>*Survey questions provided by client</i> <i>*All Survey/Poll materials are mutually owned by client & MKini</i></p>	<p>Maximum 3 Sets of Survey/Poll</p>	<p>Maximum 5 Sets of Survey/Poll</p>
<p>2. Publication of Survey / Poll</p>	<p>Platform: Social Media Pages: Malaysiakini Facebook (EN, BM, CN) Malaysiakini Twitter (EN, BM) Malaysiakini Instagram (EN, CN)</p> <p><i>*Posting features including by MKini:</i></p> <ul style="list-style-type: none"> • <i>Handshake/tag with client's social media pages</i> • <i>#hashtag (max 3)</i> • <i>URL</i> <p><i>*Cross Posting on IWK Social Media pages is allowed</i></p>	<p>30 - 40 Posts</p> <p>Est. Result: 2,000 Respondents</p>	<p>50 - 60 Posts</p> <p>Est. Result: 4,000 Respondents</p>
		<p>RM 50,000 gross (Total Worth: RM90K)</p>	<p>RM 70,000 gross (Total Worth: RM150K)</p>



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

About MALAYSIAKINI and KINITV

www.malaysiakini.com

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



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& Support Press Freedom

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