TOP IN TECH

“Technology Innovation Post Covid-19”

Jointly Curated By

DNA DIGITAL NEWS ASIA

malaysiakini news and views that matter

kiniEvents

scaleUP MALAYSIA

INTRODUCTION

COVID-19 has forced us to innovate and change the way we work and live.

The global pandemic might be taxing our systems and patience, but it's also building our resilience and allowing us to develop new and innovative solutions out of necessity.

As new technologies and solutions are introduced in this environment, we look to governments, companies and people to play an active role in shaping future frameworks.

TOP IN TECH *is an online forum series that seeks to offer an in-depth understanding on technology transformation and innovation post Covid.*

Website: https://kitamalaysia.com/tag/Top%20in%20Tech

Jointly curated by Malaysiakini, Kini Events, Digital News Asia and ScaleUp Malaysia, this series will bring together **industry players from government and private sectors** who will share their **insights and predictions** on the importance to strengthen the digital infrastructure and increase interconnectivity to co-exist.

Series: Technology Innovation Post Covid-19

Topics (Proposed)

- Online Gaming (eSport)
- Telecommunication Technology
- E-Commerce
- Drones
- Cloud & Cybersecurity
- EduTech, InsurTech

Industries (To explore)

- Construction Tech
- Telecommunication & Information Tech
- Transportation Tech
- Health Tech
- Education
- Insurance

Topics (TBC)	Proposed Speakers	Topic Outline (Draft)
Online Gaming	Proposed speakers: - MDEC (LevelUpKL) - Malaysia E-Sports Federation - e-sports channel platform - e-sports companies	Gaming is a form of escapism, where players get immersed in the story and control the protagonists. The online gaming industry sees a spike in its interest especially since the alot more people are at home. Online streaming platforms have jumped in viewership with many sports fans turn to e-sports as the closest alternative. With the growing trend regionally, what are the business opportunities in the next few years? • Regional Trends • Business Opportunities • Connectivity
Telecommunication Technology	Proposed speakers: - MCMC - Telco - Network providers	The 5G network is expected to revolutionise our lives, as the varied technologies will enable autonomous cars, autonomous robotics, remote healthcare services and drone deliveries, to name a few. • Narrowing the Digital Divide • Reliable Connectivity • Investment
e-Commerce	Proposed speakers: - MDEC - eWallets - Banks - Telco - Rising Startups	The most commonly used forms of fintech in the country include digital payments and mobile wallets. The activities of buying & selling, money transfers and digital payments rely heavily on technology in finance. • Digital Payments • Digital Bank • Platform offerings • Cloud Technology

Topics (TBC)	Proposed Speakers	Topic Outline (Draft)
The Rise in Drones	Proposed Speakers: - MDEC - Drone companies - Regulatory Body - TVET Association	Drone related industries is seeing an extensive growth, especially in recent times Drones and robots aren't susceptible to viruses. Whether they are used to deliver groceries, take vitals in a healthcare system or to keep a factory running, companies realize how AI, IoT and Big Data could support us today and play an important role to provide accurate and real time data in a pandemic era. A digitally savvy workforce needs to be addressed to address this growing demand. Are we ready? • Technology Applications (UAV, Artificial Intelligence, IoT, Big Data) • Industry Applications (i.e construction, agriculture, healthcare, logistics..) • The Ecosystem • Talent Skills • Regulatory
Cloud & Cybersecurity	Proposed Speakers: - MCMC - Internet Alliance - IoT Association of Malaysia - Cloud providers	Covid-19 pandemic plays a significant catalytic role — one that will help to sharpen business continuity measures and transform the way they do business. • Adoption • Cloud Framework • Security • Investment

PROPOSED AGENDA

- **Duration: < 60min** per topic
  - 30 minutes talk session
  - 30 minutes of Q&A
- **Language**: English / BM / CN
- **Format: Webinar + FB Cross Live**
- **Moderator**:
  - Karamjit Singh, CEO of Digital News Asia
- **Panelist:**
  - Government, Corporate, SMEs, Entrepreneurs

Programme (Preferable Weekdays)

- 2.45 pm Audience Log-In
- **3.00 pm** Welcome Note by Mkini & Introduction by Moderator
- **3.10 pm** Talkshow Session
- **3.40 pm** Q&A Session
- **4.10 pm** Closing Remarks
- **4.30 pm** Talkshow Ends

TARGET AUDIENCE

- Readers & Subscribers from:
  Malaysiakini & KiniTV (5mil unique visitors per month)
  Digital News Asia (100k unique visitors per month)

- Senior level figures within the ICT field and its related sectors

- Readers with an interest in technology, finance, business and politic news

- **Target Audience Profile:**
  - Entrepreneurs, Technopreneurs in the Tech industry
  - CEOs, CFOs, CTOs and CIOs
  - Policy makers and bureaucrats
  - Senior business leaders in the technology and telecommunications space
  - People working in MSC status companies, entrepreneurs and startups.

Past Online Forum Series *Website*

(Webinar + FB Live Steam)

April - October 2020

Ep 1: **Better Monitoring Using IoT & Big Data**
- Xperanti IoT

Ep 2: **Future of Work**
- GD Express Berhad, Green & Natural Industries

Ep 3:**Telehealth**
- Doctor On Call, Thomson Hospital

Ep 4: **The New Way Of Working**
- KPMG, RHB Bank, ScaleUp Malaysia

Ep 5: **Stay Calm and Just Cloud It**
- Exabytes, Malacca Securities, SME Association

Ep 6: **Attention Talent…Reboot or get the Boot**
- Malaysia IoT Association, BAC Education Group, Green Packet Bhd

Special Ad Package for TALKSHOW Partner & Speaker *(Valid until 31 December 2021)*

No.	Ad Item	Inventories	Normal Cost	Special Cost
1. **Branded Article**	**Article Write up** **Included: Article writeup, article page design & hosting* Article Publication: **Malaysiakini** (Desktop + Mobile) **Homepage Branded Content** (EN/BM/CN)	**2 Articles** (any language) **2 Weeks**	**RM 2,000** **RM 20,000**	**RM 30,000** *(Total worth: RM77K)* *(Discounted >60%)*
2. **Online Banner**	**Malaysiakini** (EN/BM/CN) (Desktop + Mobile) • Desktop **LeaderBoard / Medium Rectangle** • Mobile **Medium Rectangle**	**1,000,000 impressions** (any language site)	**RM 20,000**	
3. **Social Media Postings**	**Malaysiakini** (EN/BM/CN) **Facebook, Instagram, Twitter** Posting Format: • **Article, Video, Images** with message, URL, #hashtag • **Handshake** with advertiser's SocMed page	**10 Posts** (any SocMed page)	**RM 20,000**	
4. **Value Added**	**Top In Tech: Speaker Slot** Entitlements: • (Pre-event) Logo Placement in A&Ps (Banners, EDM, SM Post) • (During-event) Pre-roll & Overlay • (During-event) Cross Live with Sponsor's FB • (Post-event) Full Recorded Video	**Speaking slot** (One Topic)	**RM 15,000**	

AUDIENCE PROFILE & STATISTICS

- Malaysiakini (Desktop & Mobile & Social Media Pages)
- KiniEvents Demographics (Job Title & Industry)
- Digital News Asia (Desktop & Mobile)

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 July-September 2020**
  (Source: SimilarWeb)

malaysiakini

Desktop + Mobile + Social Media:

4 Languages (EN, BM, CN, Tamil)

Facebook (EN, BM, CN) > **5.1 mil Fans**

Instagram (EN, CN) > **261k Followers**

Twitter (EN, BM) > **1.7 mil Followers**

(rm20k)

kini TV

Desktop + Mobile + Social Meida:

3 Languages (EN, BM, CN)

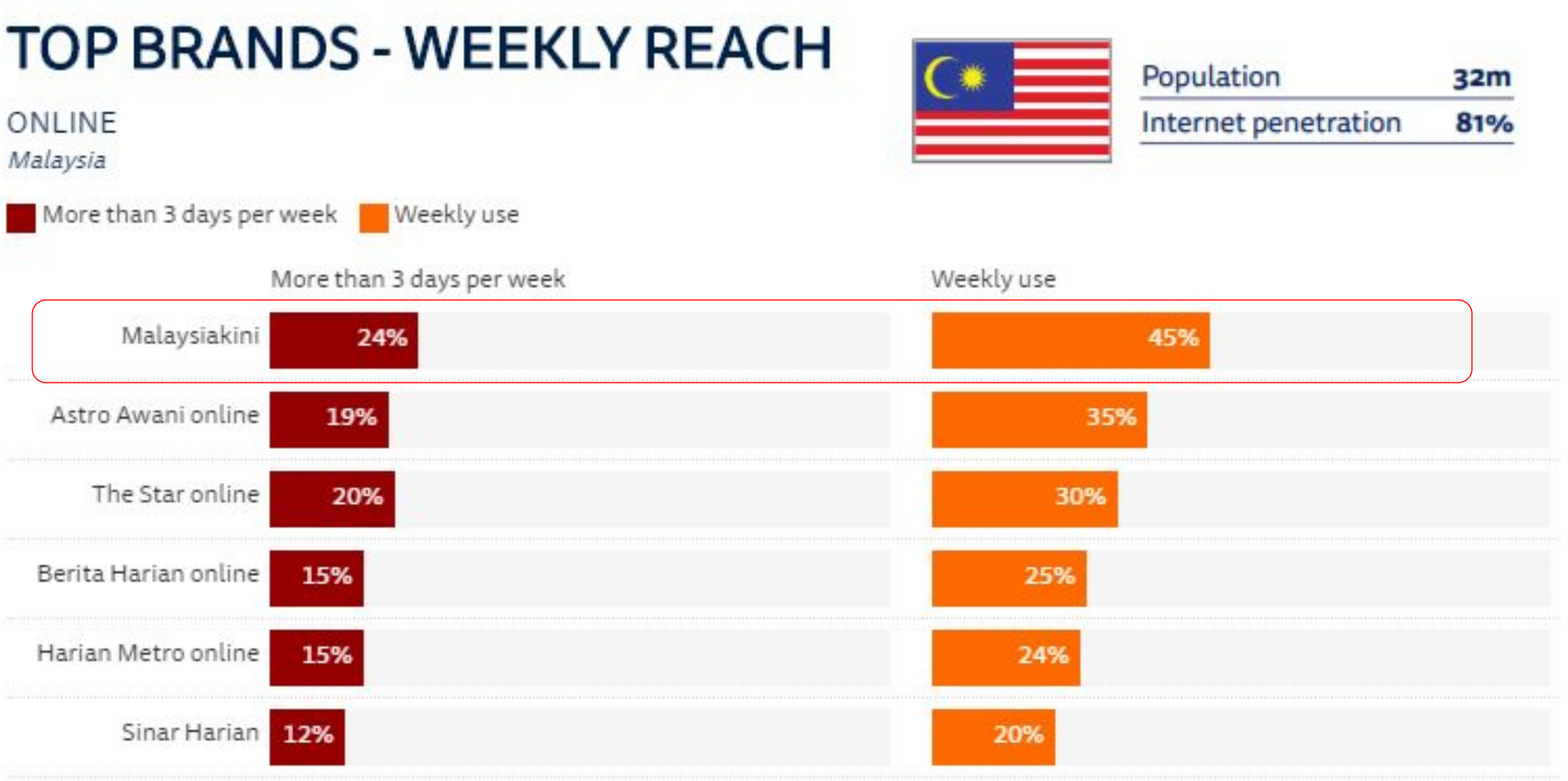
Facebook (EN, BM, CN) > **1.9 mil Fans**

Youtube > **1.31 mil Subscribers**

Daily Motion > **2.9k Followers**

malaysiakini | ***Digital News Report***

Source: Reuters Digital News Report 2020 for Malaysia, April 2020



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%).**

malaysiakini

Website Analysis

Source: SimilarWeb, July - September 2020

Global rank

Jul 2020 - Sep 2020, Worldwide

malaysiakini.com	#2,453
thestar.com.my	#3,885
nst.com.my	#11,576
hmetro.com.my	#4,215
freemalaysiatoday.com	#8,194

Country rank

Jul 2020 - Sep 2020, Malaysia

malaysiakini.com	#12
thestar.com.my	#22
nst.com.my	#71
hmetro.com.my	#14
freemalaysiatoday.com	#40

Total visits

Jul 2020 - Sep 2020 Malaysia

Domain	
malaysiakini.com	54.17M
thestar.com.my	35.85M
nst.com.my	12.97M
hmetro.com.my	40.57M
freemalaysiatoday.com	21.40M

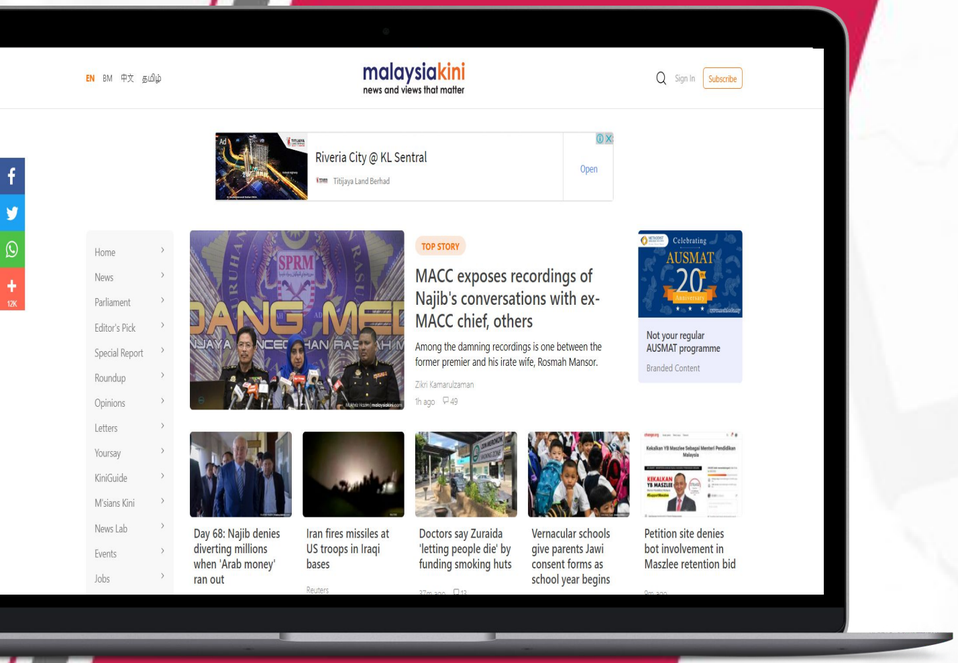
Device distribution

Jul 2020 - Sep 2020 Malaysia

Domain		
malaysiakini.com	20.86%	79.14%
thestar.com.my	26.93%	73.07%
nst.com.my	22.30%	77.70%
hmetro.com.my	12.93%	87.07%
freemalaysiatoday.com	17.12%	82.88%

AUDIENCE FIGURES

DESKTOP



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
Unique Visitors	**405,148**	215,998	71,280	16,721
Page Views	**4,835,709**	3,892,630	1,212,290	55,155
Session Duration	00:06:06	**00:07:48**	00:06:31	00:03:00

INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
Unique Visitors	**453,017**	352,704	81,062	12,316
Page Views	3,435,697	**3,379,915**	789,291	34,688
Session Duration	00:02:56	**00:03:30**	00:03:06	00:02:58

Source: *Google Analytics, September 2020*

AUDIENCE FIGURES

MOBILE

HOME PAGE

	ENGLISH	MALAY	CHINESE
Unique Visitors	521,336	**721,213**	129,543
Page Views	8,754,393	**21,598,798**	2,720,035
Session Duration	00:04:35	**00:05:40**	00:04:42

INSIDE PAGE

	ENGLISH	MALAY	CHINESE
Unique Visitors	2,309,633	**2,555,716**	330,890
Page Views	17,087,349	**30,831,428**	2,689,326
Session Duration	00:01:55	**00:03:07**	00:02:07

Source: *Google Analytics, September 2020*

AUDIENCE INTERESTS OVERVIEW (Desktop & Mobile) MAY 2020

Key Metric: Users

Affinity Category (reach)

41.98% of total users

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

In-Market Segment

32.59% of total users

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

Other Category

40.96% of total users

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

Source: *Google Analytics, May 2020*

DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP

Male

53.2% **(D)**

62.8% **(M)**

Around 60% of the audience are male readers

Female

46.8% **(D)**

37.2% **(M)**

AGE GROUP

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
12.89% (D)	**20.65%** (D)	**18.56%** (D)	**19.05%** (D)	**16.23%** (D)	**12.63%** (D)
7.95% (M)	**17.84%** (M)	**20.78%** (M)	**15.89%** (M)	**23.02%** (M)	**14.53%** (M)

Source: *Google Analytics, September 2020*

MALAYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM

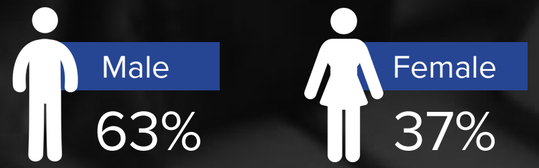
facebook ENGLISH

www.facebook.com/malaysiakini

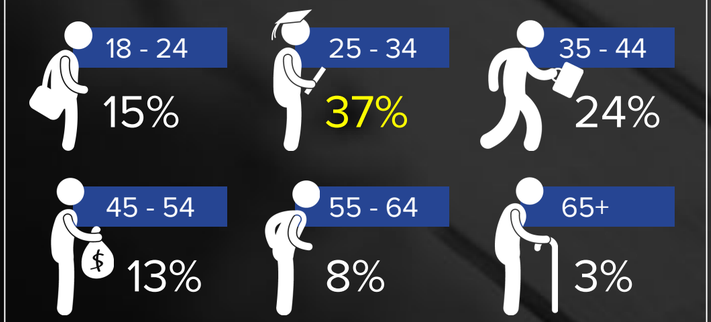
>1.79 Mil Likes

11 mil Post Reach in Sept 2020
1.2 mil Video Views in Sept 2020

GENDER



AGE (OVERALL)



facebook MALAY

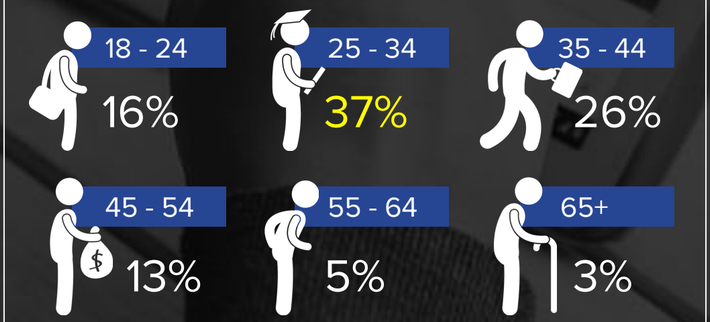
www.facebook.com/mkinibm

>2.36 Mil Likes

22 mil Post Reach in Sept 2020
2.2 mil Video Views in Sept 2020

GENDER

AGE (OVERALL)



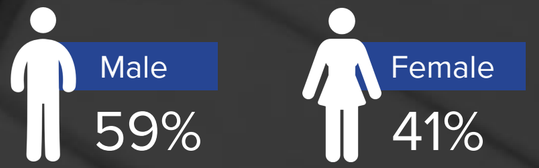
facebook CHINESE

www.facebook.com/mkinicn

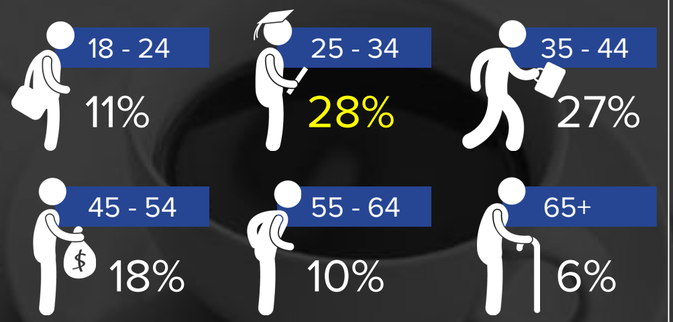
>960 K Likes

12 mil Post Reach in Sept 2020
4.9 mil Video Views in Sept 2020

GENDER



AGE (OVERALL)



Social Media Platforms [as of September 2020]

MALAYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM

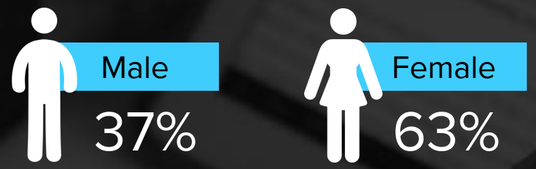
twitter

Malaysiakini **ENGLISH**

http://twitter.com/malaysiakini

>1.36 Mil Followers

GENDER



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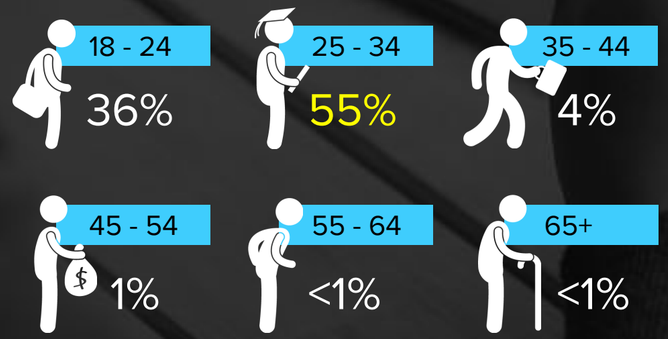


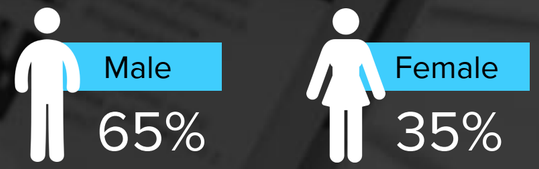
twitter

Malaysiakini **MALAY**

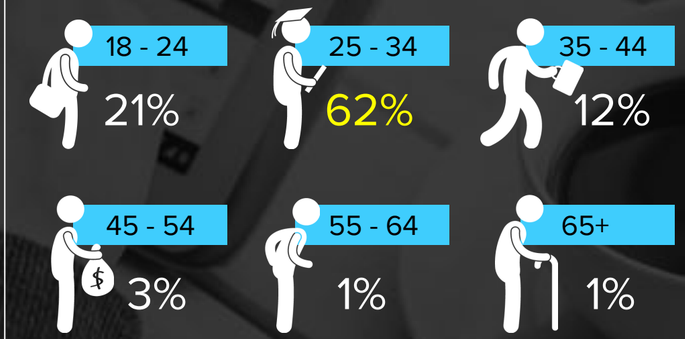
http://twitter.com/mkini_bm

>334 K Followers

GENDER



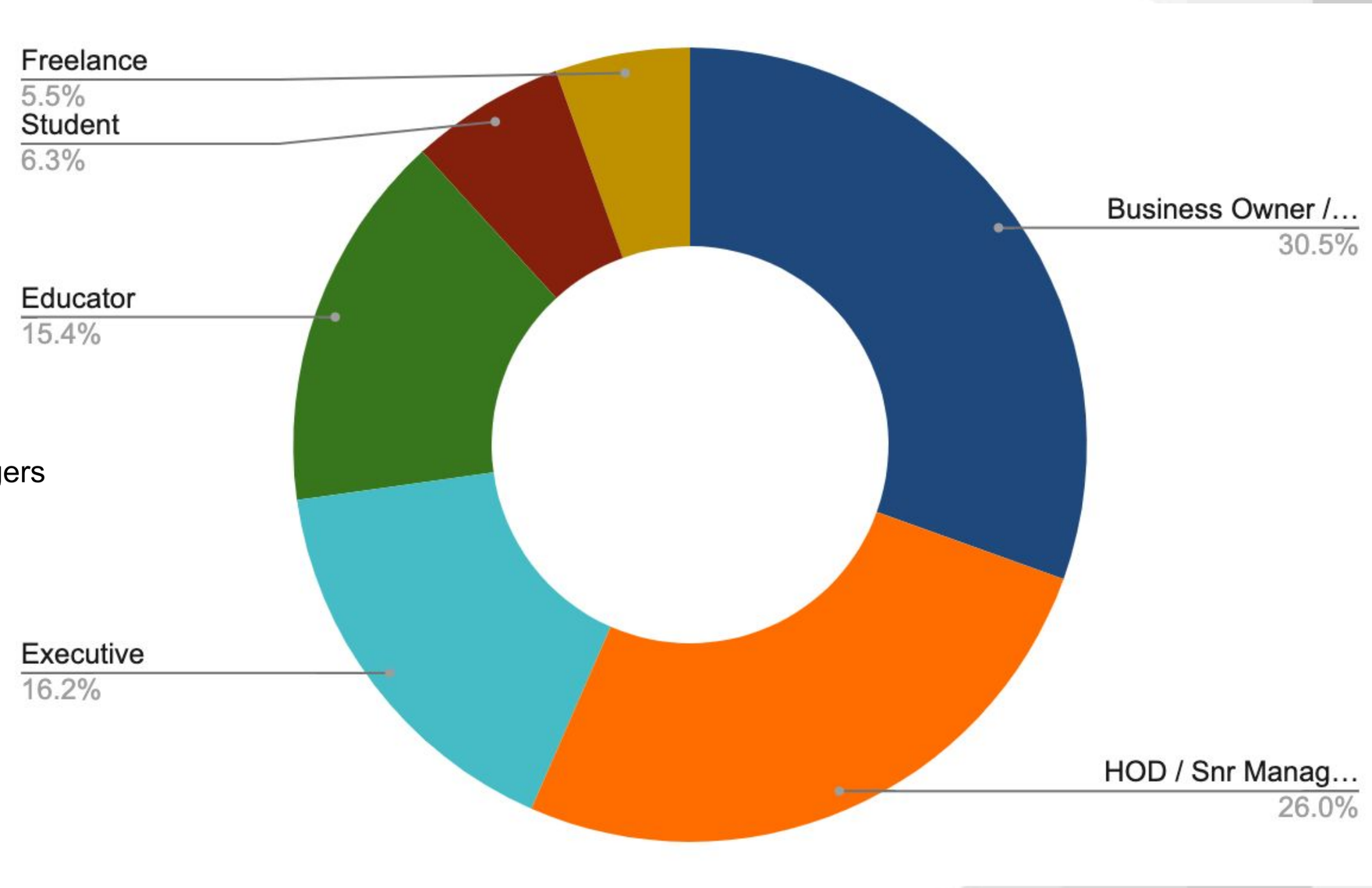
AGE (OVERALL)



Social Media Platforms [as of September 2020]

KiniEvents

as at October 2020
Database size: > 9,000



Top 3 Job Titles :

1. Business Owners / C-Suites
2. HODs / Senior Managers, Managers
3. Executives

kiniEvents

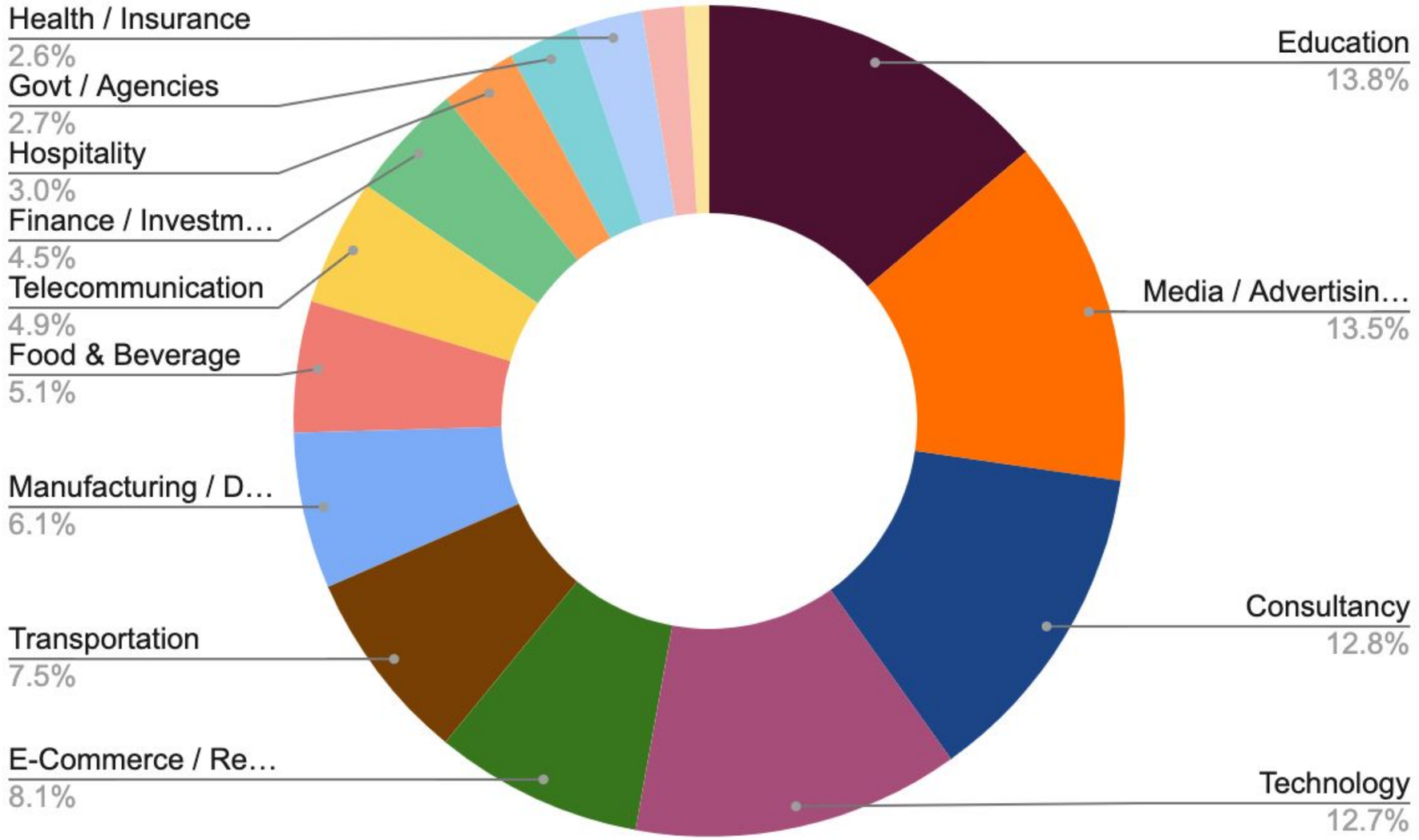
KiniEvents

as at October 2020

Database size: > 9,000

Top 5 Industries:

1. Education
2. Media/Advertising/Entertainment
3. Consultancy
4. Technology
5. E-Commerce/Retail

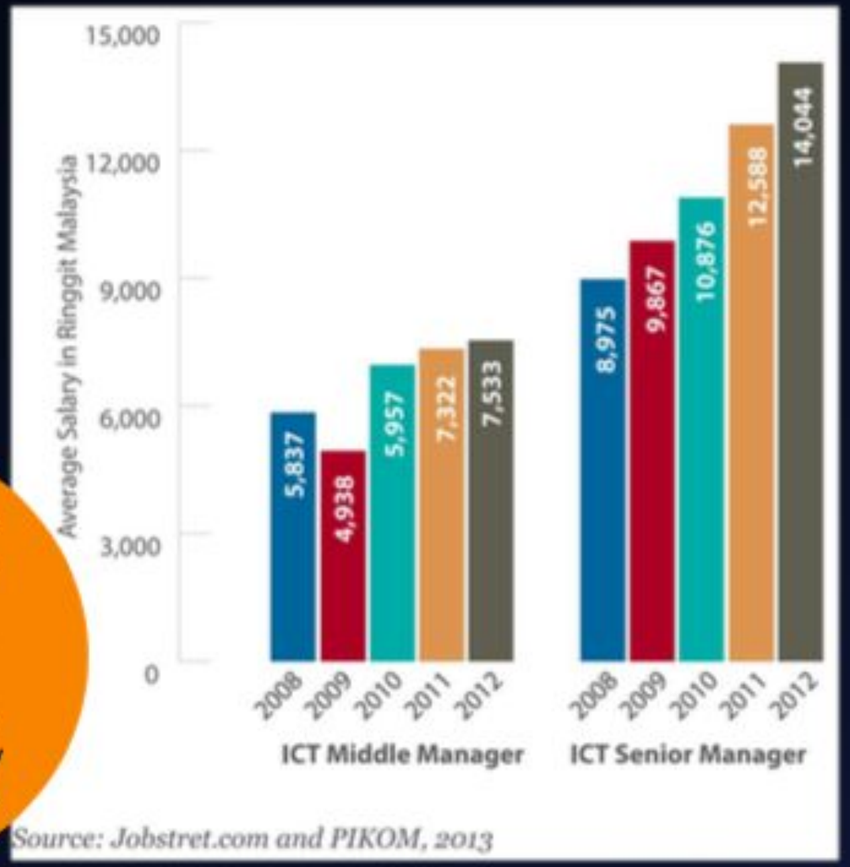


Digital News Asia

Target Audience

- CEOs, CFOs, CTOs and CIOs across all industries where technology adoption is a competitive necessity and where smart adoption can be a competitive differentiator.
- Policy makers and bureaucrats.
- Senior business leaders in the technology and telecommunications space.
- The 151,000 people working in MSC status companies, as well as entrepreneurs and start-ups.
- The 50,000 people working in the telco sector.
- While DNA caters mainly to senior level figures within the ICT field and its related sectors, anyone with an interest in technology news and developments will find value in our content.

Our content speaks to medium-to-high net worth individuals, where increasing disposable income displays a propensity towards investment



Source: Jobstret.com and PIKOM, 2013

Thank You

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