

MEDIA KIT 2024



DIGITAL NEWS ASIA
Your Eye on the Tech Ecosystem

Introduction

- Digital News Asia (DNA) is an independent news portal covering the ICT ecosystem driven by respected and award-winning technology and business journalists which went live in May 2012.
- The mission of DNA is to be the Fourth Estate for the tech ecosystem in South-East Asia – first in home base Malaysia, and then expanding into other markets in the region such as Singapore and Indonesia.
- Its founders strongly believe that there is a role and a place for providing insightful and analytical coverage of the ICT ecosystem, without fear nor favour.



The Founders



Karamjit Singh Founder/CEO

Karamjit Singh first joined *The Edge*, Malaysia's premier business publication, in 1995 and covered a number of areas before specialising in the telecommunications sector.

In 2000, with the increasing convergence of computer and telecommunications technologies and the Multimedia Super Corridor's continued expansion, he was transferred to the weekly's nascent [netv@lue2.0](#) pullout. Within seven months, he was appointed editor of the highly-regarded pullout, a position he held until March, 2012. For five years, he was also editor of a bi-monthly pullout, *SMEs Going Global*, in *The Edge*.

Along the way, he has picked up a few awards, starting with the Malaysian Press Institute award for Best Telecommunications Writer (English category) in 2002, the DiGi Telecommunications Journalist of the Year (Magazine Category) 2004, to the most recent one in 2009 from the Malaysian Customer Relationship Management and Contact Centre Association as Journalist of the Year in recognition of his informative and critical coverage of the outsourcing sector since 2000.

Over the course of his career, Karamjit's name has become synonymous with [netv@lue2.0](#). He has come to be regarded by industry and peers as one of the nation's most respected journalists and pundits, and is frequently invited to speak or moderate at conferences and roundtables.

Karamjit founded Digital News Asia with a vision that media should play its role as the Fourth Estate, and on the belief that timely, insightful and analytical coverage can help the tech ecosystem in South-East Asia, especially Malaysia, grow and develop.

Channel Breakdown



Digital Economy

- Explores and analyzes how digital technologies and trends are driving the economy today.



Business

- Enterprise tech news from multinational and home-grown tech vendors.



Sustainability Matters

- News, analysis and latest developments on issues surrounding ESG, from both the corporate side and regulatory issues.



Insights

- No holds barred commentaries, editorials and analyses on a wide range of issues, from business to governance.



Startups

- Funding, news and analysis on startups in Malaysia, Singapore and Indonesia



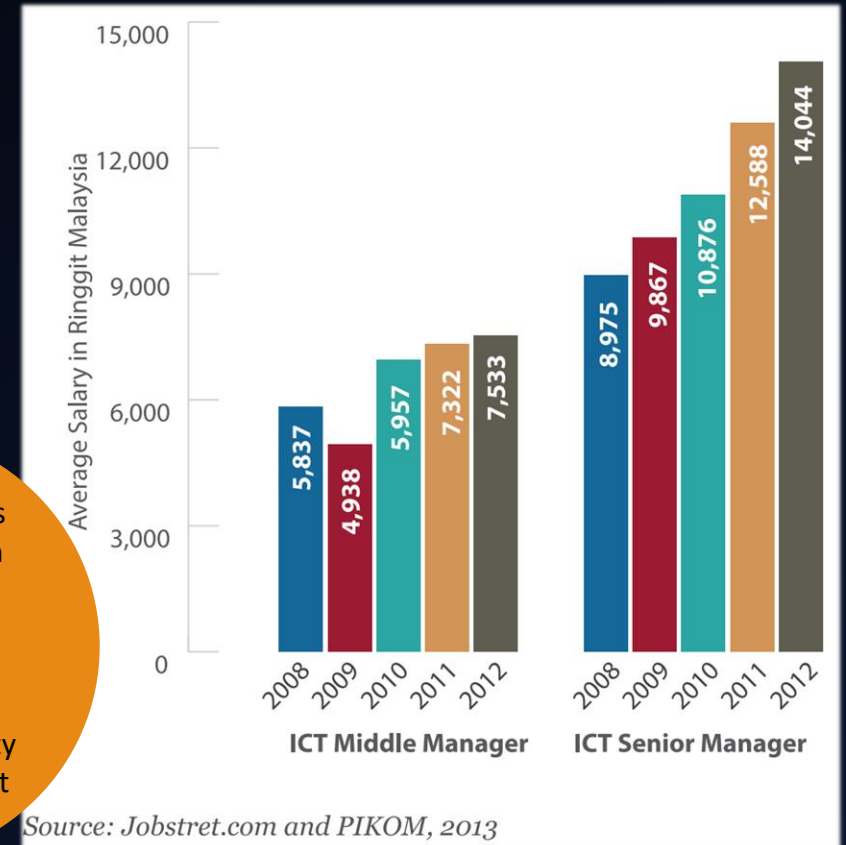
Personal Tech

- Unbiased Reviews and latest updates on productivity apps and gadgets specifically laptops, tablets and especially smartphones.

Target Audience

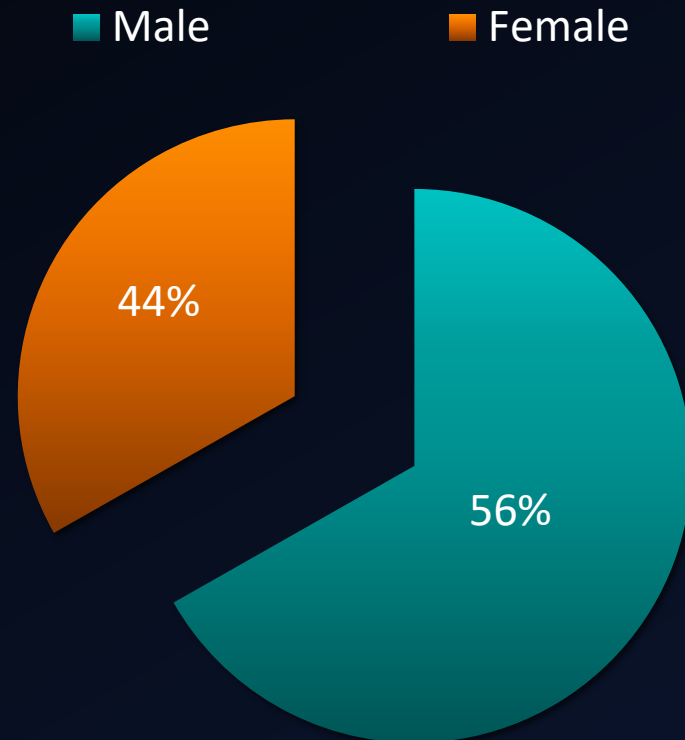
- CEOs, CFOs, CTOs and CIOs across all industries where technology adoption is a competitive necessity and where smart adoption can be a competitive differentiator.
- Policy makers and bureaucrats.
- Senior business leaders in the technology and telecommunications space.
- The 151,000 people working 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



Demographic Profile

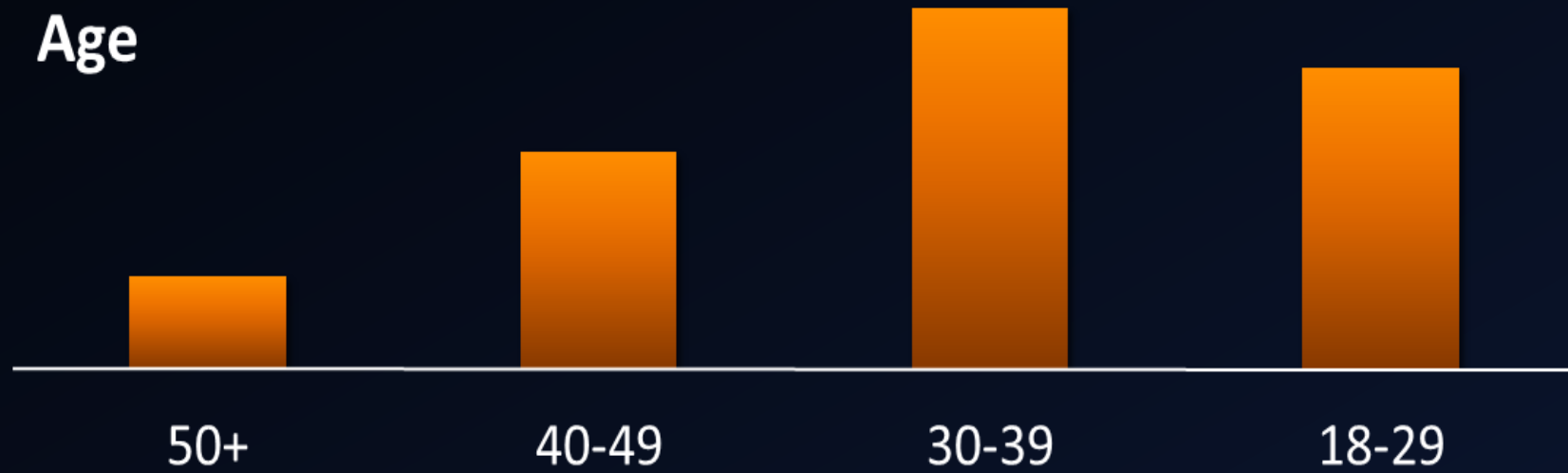
Gender



Data taken from a survey of 3,000 respondents conducted by DNA from Feb 2024 to Nov 2024.

Demographic Profile

Age



Data taken from a survey of 3,000 respondents conducted by DNA from Feb 2024 to Nov 2024.

Demographic Profile

Salary Scale

RM10,001 and above

RM5,001 - RM10,000

RM4,001 - RM5,000

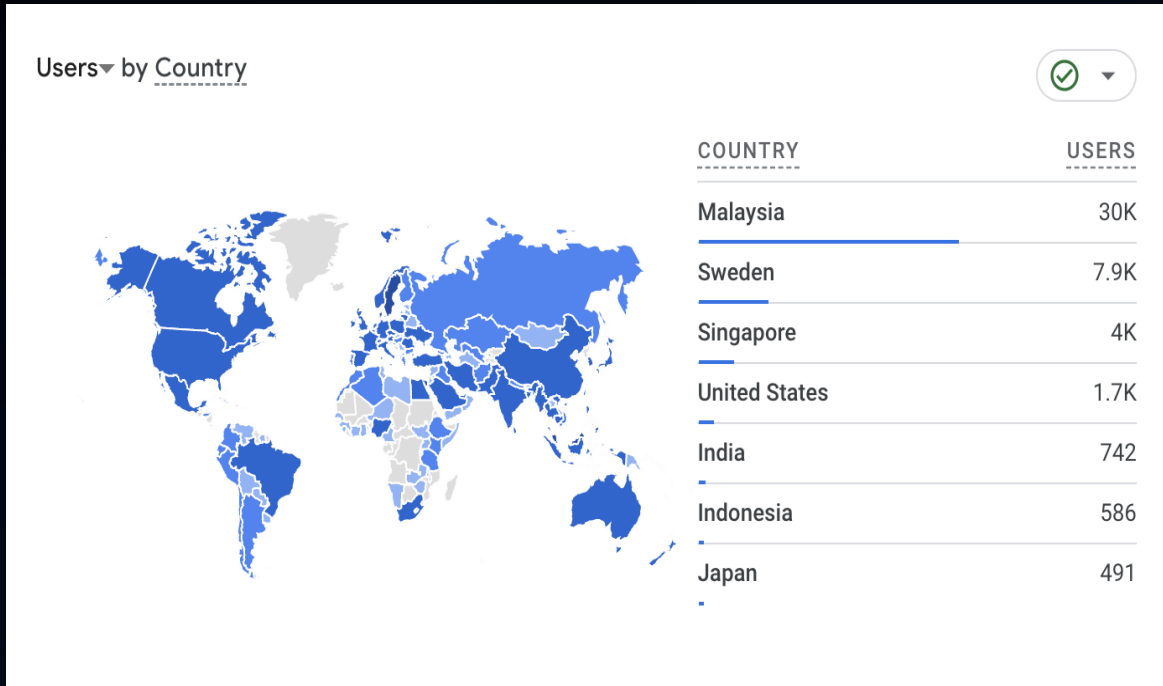
RM3,001 - RM4,000

RM3,000 and below



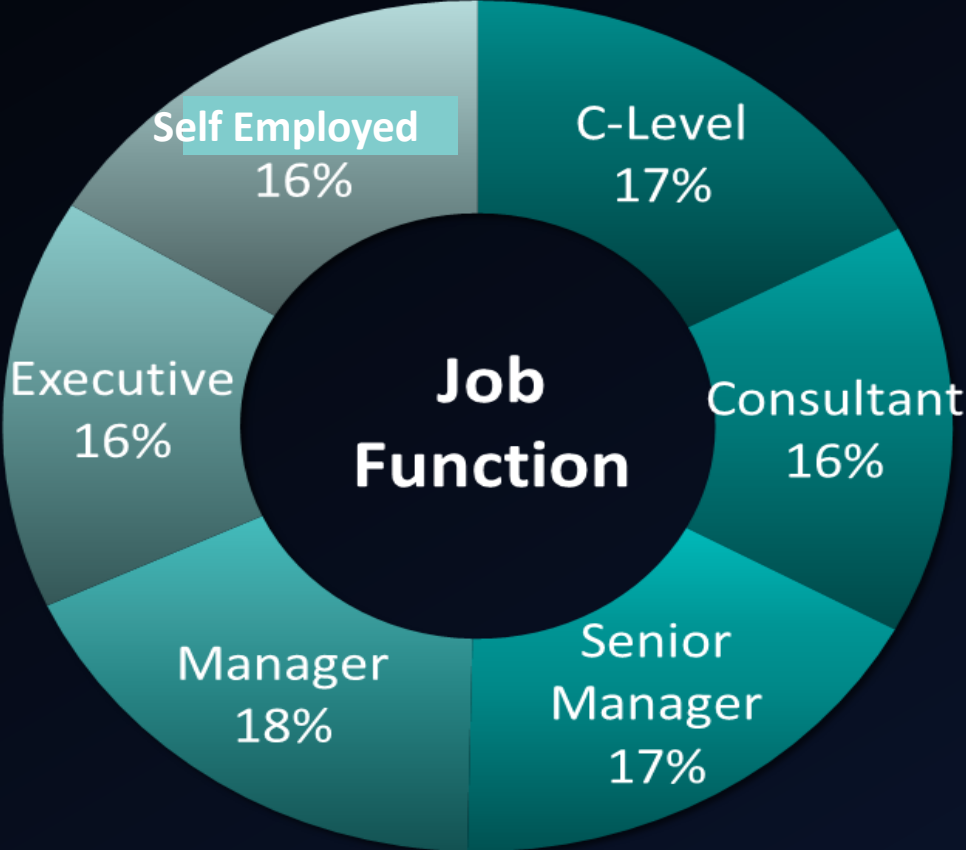
Data taken from a survey of 3,000 respondents conducted by DNA from Feb 2024 to Nov 2024.

Readers by Country



Country	↓ Users	New users	Engaged sessions
	626,957 100% of total	551,157 100% of total	698,241 100% of total
1 Malaysia	317,105	277,664	384,639
2 Sweden	88,425	85,470	92,325
3 Singapore	56,015	47,463	61,331
4 United States	28,289	23,916	25,274
5 (not set)	20,721	15,422	15,324
6 India	16,055	13,526	16,430
7 Indonesia	11,995	10,370	12,574
8 France	8,527	6,448	6,571
9 United Kingdom	8,017	7,260	8,313
10 Philippines	7,638	6,525	7,669

Job Function



Data taken from a survey of 3,000 respondents conducted by DNA from Feb 2024 to Nov 2024.

Stats – DNA's website

Total users (Users + New Users):	1,178,000
Sessions on DNA:	845,411
Number of session per user:	1.11
Page Views:	964,000
Average Time on Page:	2 min 33 sec

User acquisition for DNA:

- 1) Organic search
- 2) Direct
- 3) Social media
- 4) Referrals

Why partner with DNA

Multi Platforms



Exposure on DNA (Desktop, Mobile & Tablet), Facebook, LinkedIn, Twitter & our EDM, DNA Snap

Connect with decision makers



Our content is read by CEOs, CFOs, CTOs, CIOs and senior business leaders across all industries where technology adoption is a competitive necessity and where smart adoption can be a competitive differentiator. DNA is also read and recognised by Policy makers and bureaucrats



Social Footprint

Over 22,000 followers on Facebook, over 11,400 followers on Twitter and 16,650 followers on LinkedIn



Engagement Opportunities

Engage with decision makers at our events: Digerati50 Cocktail, What's Next Conference, Digerati50 print magazine, Malaysia Living Dangerously conference & Digerati50 All Things Tech conference.

Social Media Statistics



Facebook

Likes: 22,958

Followers: 20,000

Post Reach: Avg 290,000 a month

Post Engagements: Avg 32,000 a month



LinkedIn

Followers: 16,650

Page Views: 15,000 a month

Total Impressions: 220k average/month

Unique Visitors: 1.5k average/month

Post Engagement: 4.5k average/month



Twitter

Followers: 11,400

Tweet impressions: Avg 76,000 a month

Profile Visit: Avg of 1,000 a month

Tweet Engagements: Avg of 2.8% engagement per tweet

Avg of 35 link clicks & 4 retweets a day

- Data extracted from DNA's social channels analytics (Jan 2023 – Jan 2024)
- Almost 100% of our growth is a result of organic interactions



FOR MORE INFORMATION, PLEASE CONTACT:

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