



Joint Press Release:

Malaysian Website Rankings for February 2011

February 7, Kuala Lumpur, Malaysia

For the month Ending February, 2011, Effective Measure and the Malaysian Digital Association reports the following rankings of websites visited by over 17 million Internet users inside of Malaysia:

Top 30 Combined Websites (International and Local) accessed by Malaysians:

Rank	Site	Rank	Site
1	facebook.com	16	search.yahoo.com
2	Google Sites	17	kosmo.com.my
3	MSN Sites	18	wikipedia.org
4	youtube.com	19	Lelong.com.my
5	Mudah.my	20	bharian.com.my
6	yahoo.com	21	maybank2u.com.my
7	mail.yahoo.com	22	wordpress.com
8	blogspot.com	23	themalaysianinsider.com
9	thestar.com.my	24	biz.thestar.com.my
10	Malaysiakini.com	25	tagged.com
11	hmetro.com.my	26	4shared.com
12	Lowyat.net	27	iProperty.com
13	Mylaunchpad.com.my	28	mozilla.com
14	utusan.com.my	29	paultan.org
15	blogger.com	30	chinapress.com.my

Top 30 Local Websites:

Rank	Site	Rank	Site
1	Mudah.my	16	Chinapress.com.my
2	thestar.com.my	17	Sinchew.com.my
3	Malaysiakini.com	18	Cari.com.my
4	hmetro.com.my	19	lluvislam.com
5	Lowyat.net	20	Ohbulan.com
6	Mylaunchpad.com.my	21	Fooyoh.com
7	utusan.com.my	22	Nst.com.my
8	Kosmo.com.my	23	Sinchew-i.com
9	Lelong.com.my	24	Cimbclicks.com.my
10	Bharian.com.my	25	Mstar.com.my
11	Maybank2u.com.my	26	Beautifulnara.com
12	Themalaysianinsider.com	27	Cinema.com.my
13	Biz.thestar.com.my	28	Murai.com.my
14	iProperty.com	29	Jobstreet.com.my
15	Paultan.org	30	Kwongwah.com.my



www.digital.org.my
www.effectivemeasure.com

This month we take a close look at the audience that consumes content on Business & Finance sites in Malaysia. In our Business & Finance section of the Effective Measure Audience Insight Dashboard, we measured 24,970 demographic profiles in the last 30 days. Following are some of the top line audience trends we see around this content:

- A higher concentration of Male visitors. There are 17% more Male visitors to compared to an average Malaysian site with the Male visitors making up 73.82% of their total traffic.
- Although the largest group of visitors are in the 25-30 age group which contributes 18% of their traffic, visitors aged 30 and above is much higher than an average Malaysian site.
- Over 60% of the audience possess a college / university education and are white collar professionals.
- 45% make above MYR 4,500 per month and 25% make above 9,000 MYR pre month, which is more than double the average site in Malaysia. Nearly 45% of the visitors belong to the Health Conscious group of people.

In summary, the audience consuming business and finance content online are more educated, white collar professionals who have a much higher than average household income and generally health conscious. This type of content presents a consumer base which is suitable for many industries including health care, insurance and financial /investment products.

Effective Measure (www.effectivemeasure.com) was selected to be the Official Internet Measurement currency for Malaysia by the Malaysian Digital Association (MDA) recently. The MDA is a representative body comprising of Digital Publishers, Advertising Agencies, Creative Agencies and Digital Service Providers.

For more information of the Malaysian Digital Association, visit www.digital.org.my

For more information about Effective Measure, visit www.effectivemeasure.com

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