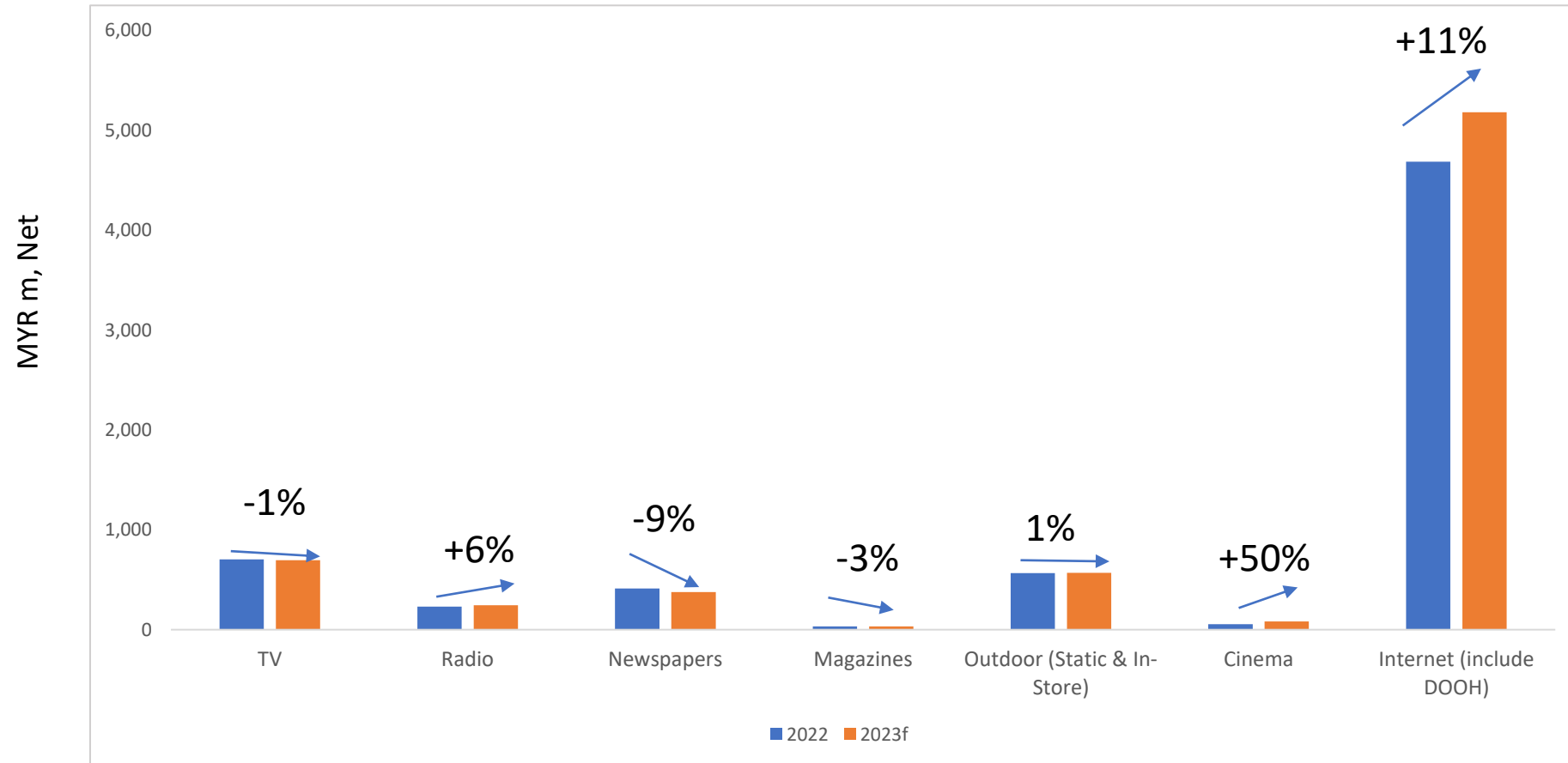


Malaysia Adex

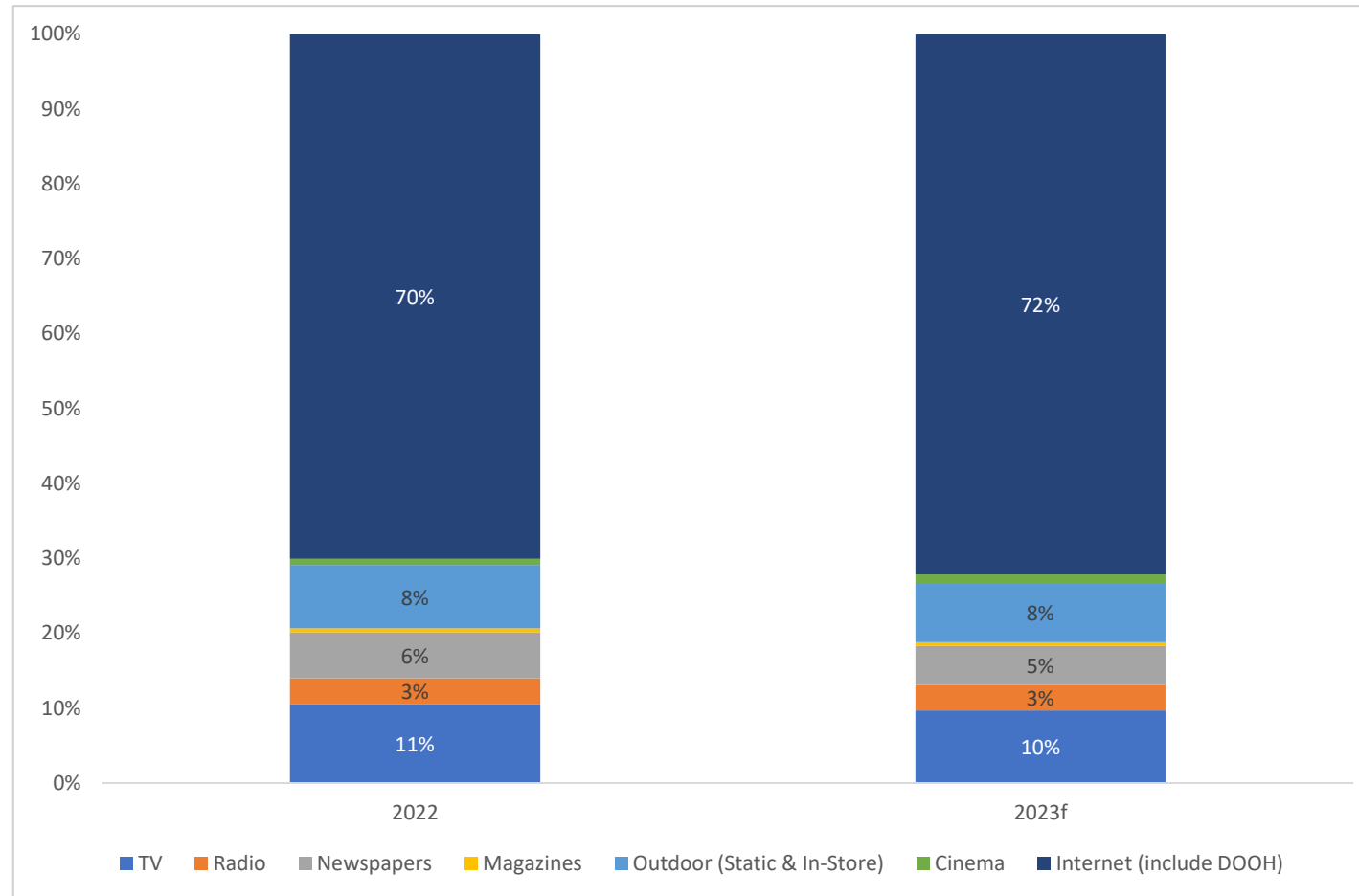
Y2023f vs. Y2022 Report

Y2023f vs. Y2022 Total Adex by medium



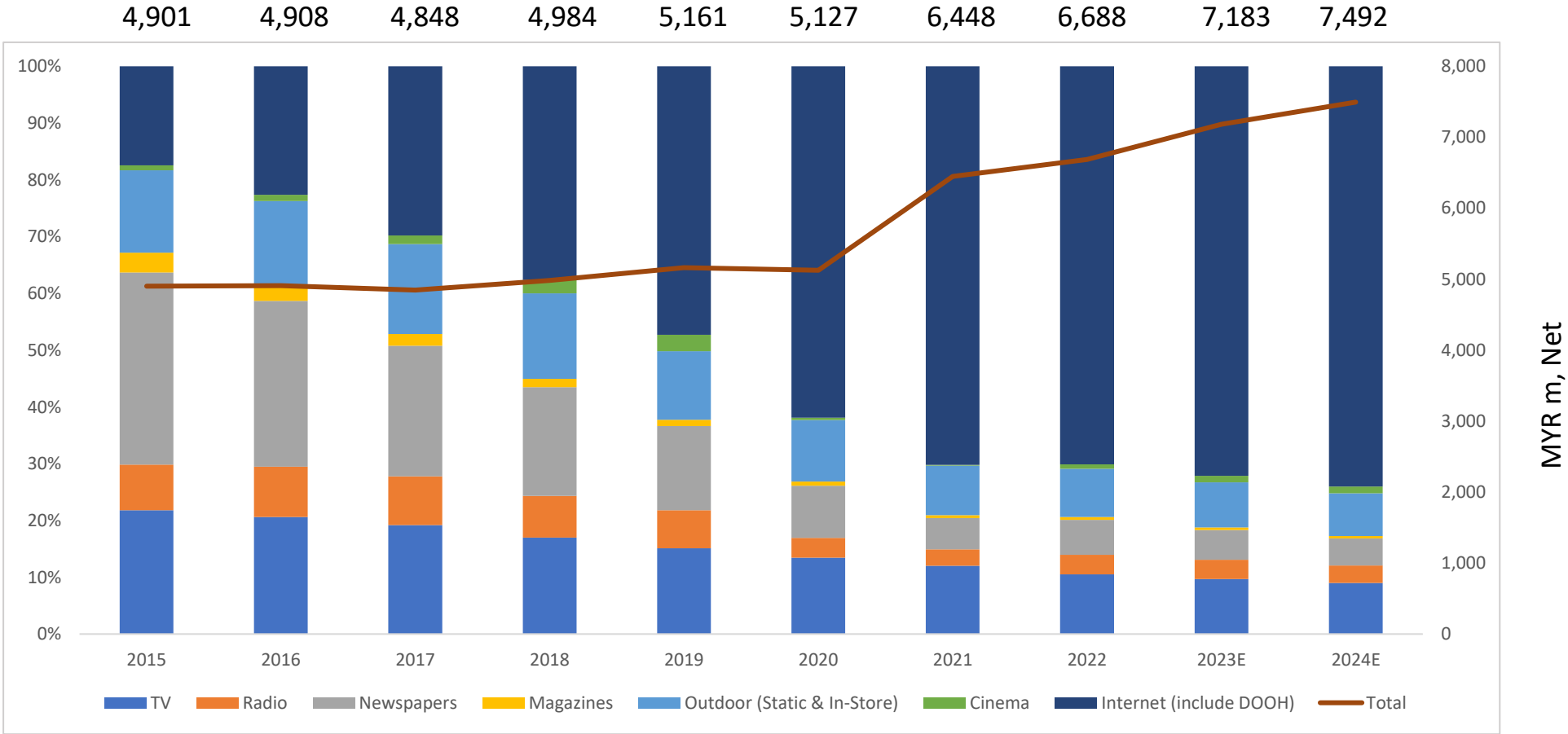
Source : GroupM, Tyny Jun 2023 Report. Year 2023 is forecast number

Y2023f vs. Y2022 Adex SOS% by medium



Source : GroupM, Tyny Jun 2023 Report. Year 2023 is forecast number

Multi year growth & SOS% trend



Source : GroupM, Tyny Jun 2023 Report. Year 2023 is forecast number

Key Summary & Forecast

- Inline with GDP growth, Malaysia ADEX is projected to grow by 7.4%. Key revenue growth driver is Digital as advertisers continue to prioritize performance & lower funnel channels while offline media will continue its struggle to grow.
- Digital advertising (inclusive of DOOH) is forecasted to reach RM5.18 billion making up to 72% of the overall expenditure of media ads by end of 2023 and at growth rate of 10.6%. Digital advertising is showing no signs of stopping albeit with a slight slowdown in its pace in the next 5 years.
- In 2023, TV is projected at RM697mil ; -1% and will further decline over the years as Linear TV audiences continue to decrease especially Pay TV. Viewership is shifting towards on-demand services and connected TV. CTV adoption will only increase overtime, replacing linear TV consumption.
- The massive growth in cinema was projected due to receptivity of people going back to the cinema and back to business as usual in the movie industry releases front.
- Radio is expected to decline in the long run, except in 2023 where we are expecting a 6% growth (RM244mil) mainly due low base after the major impact during the pandemic although it will unlikely return to pre-pandemic revenue.
- Print, including both newspapers and magazines, continue its decline. In 2023, its forecasted that newspaper to further decline by -8.7% (RM376mil) and magazine by -3% (RM33mil).
- OOH media source of growth will come from Digital OOH, where Static is on stagnant or decline mode.