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MDA & Pulse Group to Check Adoption Rate of Online Advertising amongst Advertisers

The Malaysian Digital Association (MDA) is working alongside digital research company, Pulse Group to conduct a survey involving over 200 advertisers and agencies to establish the adoption rate of online media and advertising.

Malaysia's advertising expenditure (ADEX) grew by 16% to RM7.66 billion in 2010 from RM6.61 billion in 2009. According to figures by Nielsen Advertising Information Services, Internet advertising grew approximately 29% to RM52.15million. While other tracking specialists have recorded RM148 million in 2010 and they are predicting to hit RM222 million in 2011. The digital advertising expenditure (Adex) in Malaysia is expected to grow by three to seven per cent in the next three to five years, according to audience measurement providers, Effective Measure.

In an interview with the MDA President, Mr. Terence Dorairaj in October 2010, he indicated that "Malaysia is expected to have 25 million Internet users by 2015, covering more than 75 per cent of the population..."

The survey sets out to establish the penetration of online campaigns currently being run by advertisers and media agencies, gauge the attitudes and appetites of advertisers and media agencies towards online advertising and to identify the key motivators and stumbling blocks to growth of online advertising.

The survey aims to get a minimum sample-size of 200 respondents from the combined databases of the Malaysian Digital Association (MDA), Malaysian Advertisers Association (MAA) and Pulse Group PLC.

Respondents stand to win a DiGi-sponsored BlackBerry Torch, a Garmin phone or an iPad.

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

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For more information of the Malaysian Digital Association, please visit www.digital.org.my or contact MDA secretariat – Ms. ShuLing Lau of Macomm Management Services @ Tel: 03-7660 8535

The Malaysian Digital Association (MDA) is a representative body comprising of Online Publishers, Advertising Agencies, Creative Agencies and Digital Service Providers. MDA was formed in 2009 to unify and act as the watchdog for the digital advertising and marketing industry in Malaysia.