

First-half advertising spending on media

(%)

Media type	H1 2011 share	H1 2012 share	Growth
Newspapers	41.7	40.8	-0.4
Free-to-air TV	28.5	26.9	-3.8
Pay TV	21.8	23.9	11.7
Radio	4.0	4.0	2.1
Magazines	1.3	1.3	2.6
In-store media	1.4	1.4	4.9
Outdoor	1.1	1.4	23.3
Cinema	0.2	0.2	21.4
Total	100 (RM4.99 bil)	100 (RM5.08 bil)	1.8

Note: Excludes internet spending. Ad spending is measured on published rate cards except outdoor, which is based on actual spending of six operators.

Source: Nielsen