

Ad spending in Malaysia by media

Media type	Share (%)		Growth (%)
	2011	2012	
Newspapers	40.7	37.9	-1.2
Free-to-air TV	28.2	27.9	5.2
Pay TV	23.1	26.2	20.6
Radio	4.0	4.0	5.3
Magazines	1.4	1.3	-1.7
Outdoor	1.1	1.2	18.0
In-store media	1.3	1.3	2.7
Cinema	0.2	0.3	72.1
Total	100.0	100.0	6.3
	(RM10.7bil)	(RM11.4bil)	

Note: Except for outdoor, Nielsen measures adspend on published rate cards. Outdoor spend is provided by six media operators.

Source: Nielsen

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