MDA Releases Rankings of Top Web Entities in Malaysia for March 2023

Kuala Lumpur, Malaysia, May 18, 2023 – The Malaysian Digital Association (MDA), the apex representative body for online publishers, advertising agencies and digital service providers in Malaysia, today released monthly rankings of web activity for the top online entities in Malaysia for March 2023 based on data from Comscore. Comscore MMX Multi-Platform provides an unduplicated view of total audience behavior across desktops, smartphones and tablets to give a deep look at audience size, demographic composition, engagement, and behavioral trends.

Top 10 Properties Visited in Malaysia

Top 10 Multi-Platform Properties (Desktop and Mobile)
Desktop: 6+ Home and Work, Mobile: 18+ Smartphone and Tablets iOS and Android
March 2023 – Malaysia

	Property	Total Unique Visitors (000)	Total Views (MM)	Total Minutes (MM)
1	Google Sites	13,071	2,747	6,770
2	Rev Media Group	11,862	223	294
3	Microsoft Sites	10,792	351	280
4	Facebook	8,210	308	327
5	Astro Group	7,813	73	1,157
6	The Star Media Group	4,571	58	63
7	Spotify	4,565	14	1,849
8	Yahoo	4,245	169	250
9	MCIL Multimedia	3,807	108	225
10	Shopee Pte Ltd	3,077	261	99

For more information about Comscore MMX Multi-Platform, please visit comscore.com or request a live product demonstration here.

Editors' Note

This report highlights how Internet users in Malaysia consume online content. International traffic is not counted in this report.

About Comscore

Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement. To learn more about Comscore, please visit www.comscore.com.

About MDA

The Malaysian Digital Association (MDA) is a representative body that comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives. Such initiatives include the endorsement of digital measurement partners for the industry, Digital Wednesday events, MDA School, Best Practice Reports, MDA Video Series and d Awards.

For more information about MDA, please visit www.malaysiandigitalassociation.org.my or contact Zati Azami at the MDA Secretariat at Telephone: +603 7613 1510 or zati@macomm.com.my.

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