



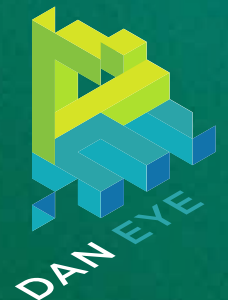
OCTOBER 2017

## BUDGET TIME IS HAPPY TIME

SINK OR SWIM?  
HOW LARGE MEDIA GROUPS  
ARE COPING WITH THE  
INTERNET

CRYPTO WARS: MALAYSIA,  
JAPAN, AUSTRALIA  
EMBRACE BITCOINS BUT  
CHINA CLAMPS DOWN

TOP YOUTH CONCERN  
TODAY? THE ECONOMY  
(NOT CORRUPTION,  
RACE)



# BUDGET 2018: EXPECT MORE HARDSHIP CUSHIONING

However, the **govt has denied inheritance tax rumours** BUT has indicated **women-friendly policies and agro-food opportunities to benefit low-income groups** WILL be included.

2

TAX



3

A total of 13,837 ideas and proposals were received during the 2018 Budget public feedback campaign, including for Klang River to be turned into a major waterway linking surrounding townships.

**13,837**  
IDEAS & PROPOSALS  
RECEIVED

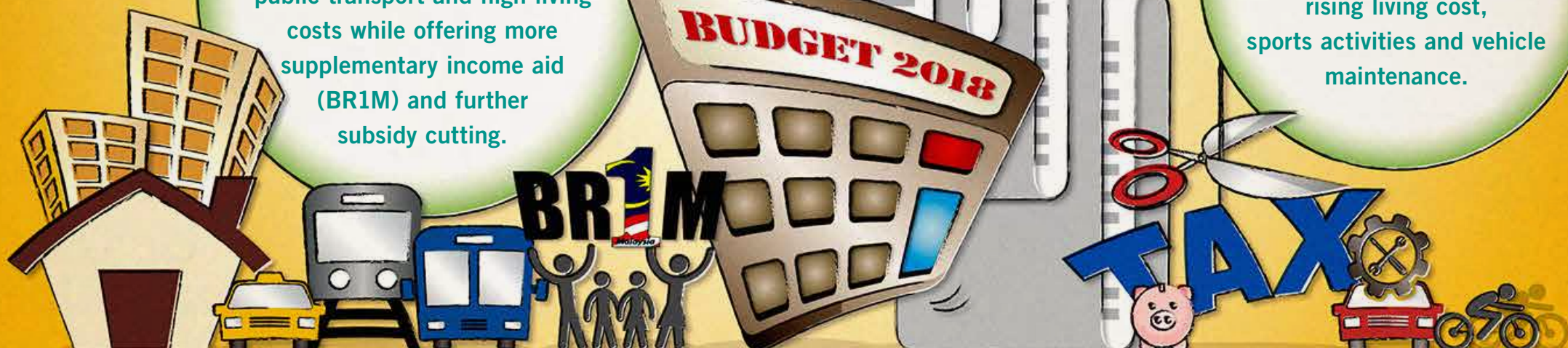
**2018 BUDGET  
PUBLIC FEEDBACK  
CAMPAIGN**

1

Budget 2018, due Oct 27, likely to emphasise more solutions to affordable housing, public transport and high living costs while offering more supplementary income aid (BR1M) and further subsidy cutting.

4

Other requests: to develop public transport in high-population states, more tax relief to help with rising living cost, sports activities and vehicle maintenance.



# MALAYSIAN TRAVELLERS ARE CONNECTED AND COST-CONSCIOUS

**1** Four out of five Asian travellers say travel is no longer a luxury, it's a necessity, while over one in three say they would travel for leisure three or more times annually.

64%

**2**

64% of APAC travellers will share personal information with travel service providers for more relevant offers and personalised services.

**3**

Malaysian travellers prefer recommendations that help:

save money

plan itineraries

identify the best sightseeing options

**4**

Malaysian, Hong Kong and Singapore travellers favour booking accommodation only AFTER booking their flights.

**5**

To stay connected, Malaysians, like Indonesians and Singaporeans, prefer to use a local SIM card bought at the destination and WhatsApp, Google Maps and Facebook are the most-used apps.



# SINK OR SWIM? HOW LARGE MEDIA GROUPS ARE COPING WITH THE INTERNET

1 Star Media will raise RM360m from Cityneon sale, the first phase of its digital strategy, giving it cash to buy fresh digital assets to complement **dimsum.my**, its Asian-focused video-on-demand service in its second phase.

**Star**  
MEDIA GROUP

RM360m

**dimsum**

2 **media prima**

Media Prima has bought REV Asia's digital assets (OH BULAN!, SAYS and Viral Cham) to mitigate flat-to-slowing FTA TV and newspaper profits, though home shopping (CJ Wow), the regionalisation of video streaming platform Tonton and content creation (Pineworks) are also helping.

**REV ASIA**

3

At Astro, home shopping (Go Shop) and original vernacular Malay and Mandarin content (deals with Turner, Karangkraf) are boosting flagging PayTV sales, while signing with Amazon Web Services promotes analytics capabilities and customer intelligence for its mobile customers.

**GO SHOP**

**astro**

**amazon**  
webservices

4

The Big Three's digital plans are not overly concentrated in online versions of their titles, as plans to capture advertisers feature diverse plans including home shopping, millennial sites and audience analytics.

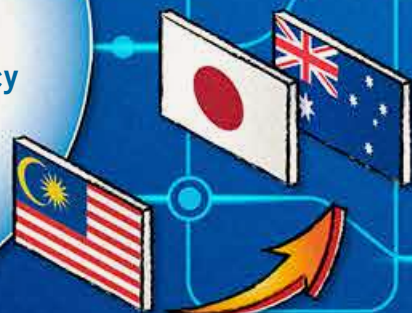
# CRYPTO WARS: MALAYSIA, JAPAN, AUSTRALIA EMBRACE BITCOINS BUT CHINA CLAMPS DOWN

**1** China is moving toward a broad clampdown on bitcoin trading, with many Chinese largely using it to circumvent Chinese capital controls, helping price surge to over \$4,000 per Bitcoin, a 4x gain in nine months.



**3** Malaysia is concerned that Bitcoin will be used for money laundering and terrorist financing but there are as yet no clear signs the government will legalize Bitcoin as a currency.

**2** But Malaysia has joined Japan and Australia in embracing it, with Bank Negara working on cryptocurrency guidelines that will be ready by the end of 2017.



**4** Bitcoin is most-traded in Japanese Yen, US dollar, South Korean Won and Chinese Yuan (in that order), as research shows that a tiny 4% of the market owns 95% of the \$60 billion bitcoin market.



# TOP YOUTH CONCERN TODAY? THE ECONOMY (NOT CORRUPTION, RACE)

**1.2%**  
**POLITICS**  
instability

**2.5%**  
**RACE**  
inequality, prejudice,  
disunity

**2.3%**  
**CORRUPTION**

**3.1%**  
**SOCIAL & PUBLIC SAFETY**  
crime, social problems,  
drugs

**74.2%**  
**ECONOMY**

**1.0%**  
**ADMINISTRATION**  
inefficiency

**GST**

**2**

70% said they are **NOT** interested in politics, with a quarter **NEVER** discussing the subject at home.

**1**

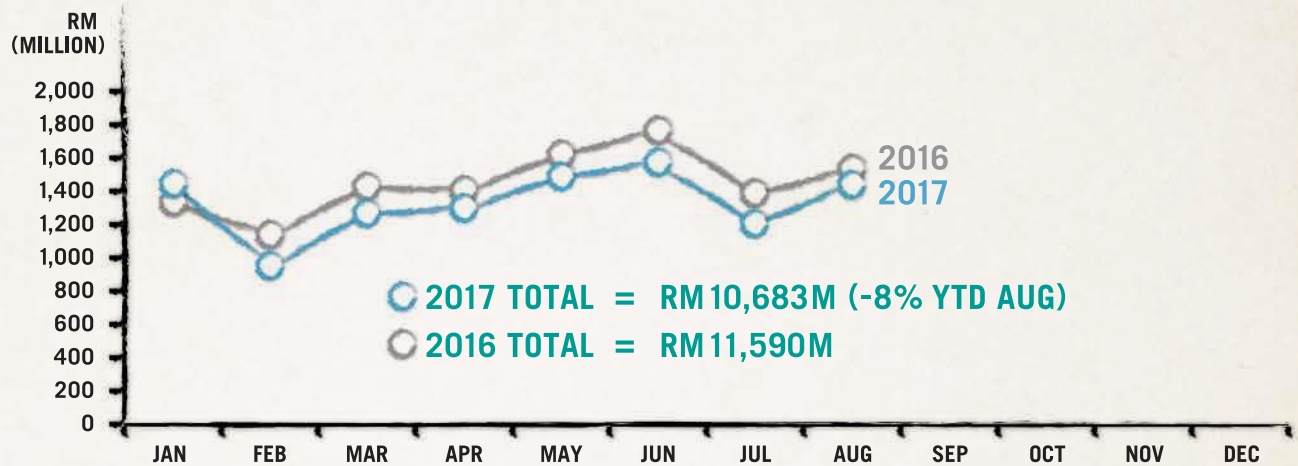
**A MASSIVE**  
74.2% of Malaysia's youth cited **THE ECONOMY** (costs, conditions, income, jobs, GST, RM, housing, petrol) as their **NO. 1 PROBLEM** today.

**3**

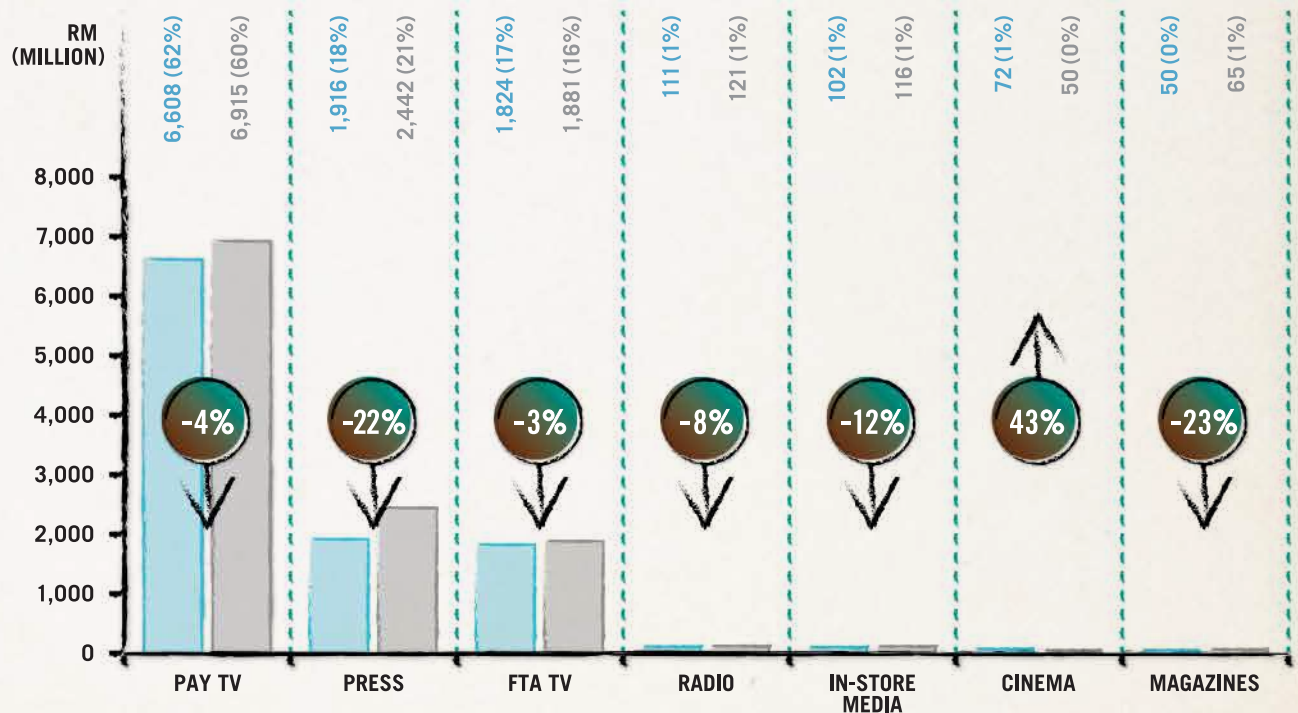
71% feel they have **NO** influence on govt, 69% feel public officials **DO NOT** care what they think and 75% say politics is too **COMPLICATED**.

# ADEX: CINEMA REMAINS ONLY GAINER, RADIO HAS SURPRISE BOUNCE

- For a fourth-straight month, only Cinema grew on a Year-to-Date (YTD) basis (+43%) as at August.
- Again, there were broad-based declines in all other segments of Magazines (-23%), Newspapers (-22%), In-Store Media (-12%), Radio (-8%), Pay-TV (-4%) and FTA TV (-3%).
- \* Govt remains top in category, spending **RM376.3m**, a tad (-1.4%) lower from a year earlier, while **Internet Service Providers disappeared from the charts** (Aug 2016 spend: RM158.7m).
- \* Nestle was biggest spender in August (but -16% YoY); next was Unilever, which more than doubled spend (to RM73m), followed by Beiersdorf (+16%) to RM68.4m.



COMPARING JAN - AUG 2017 WITH JAN - AUG 2016



\* ADSPEND EXCLUDED PAY TV AND ASTRO RADIO.

SOURCE: DUE TO RECENT MEDIA MONITORING CHANGES, THE ABOVE ADSPEND FOR PAY TV IS EXTRACTED FROM KANTARMEDIA DTAM, OTHER MEDIA ADSPEND FROM NIELSEN AIS WHILE ASTRO RADIO FIGURES HAVE BEEN REMOVED FOR CONSISTENCY.



**DAN EYE** is a monthly snapshot that captures the most current and essential macroeconomic, social and technological influences driving industry change. Our 'eye on everything' approach aims to provide clients with the most relevant, innovative and integrated solutions in addressing their marketing challenges today.

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**CARAT MALAYSIA** is

**Malaysian Media Awards**

– Agency of the Year 2015

**A+M Magazine's Agency of the Year Awards**

– Media Agency of the Year 2015 (*Gold Winner*)

– Media Agency of the Year 2016 (*Silver Winner*)

**Campaign Asia-Pacific Agency of the Year Awards**

– Malaysian Media Agency of the Year 2014 (*Gold Winner*)

– SEA Media Agency of the Year 2014 (*Gold Winner*)

**RECMA**

– #1 Global, #1 APAC & #1 SEA Network in 2015

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