COMMUNICATE@MCMC
RESEARCH SHARING SESSION

Broadcast Talk Series

DSRG
DIGITAL SOCIETY RESEARCH GRANT

Communicate@MCMC and Broadcast Talk Series 1/2024

"**Insights into Malaysian Television Consumption**"

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FREE-TO-AIR BROADCASTING: BACKGROUND

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DEVELOPMENT OF TV BROADCASTING IN MALAYSIA

COMMUNICATE@MCMC
RESEARCH SHARING SESSION

Broadcast Talk Series

1946 — Radio Broadcasting

1963 — Analogue TV Broadcasting

1978 — 1st Colour TV introduced in stages

1982 — Full-time colour transmission

1984 — 1st Private TV station

1995 — 1st Cable Pay-TV via Terrestrial network

1996 — First Satellite Pay-TV

2010

- 1st Full HD FTA TV station
- 1st IPTV
- 1st local OTT

2013 — RTM OTT

2014 — 1st Digital Terrestrial TV Platform Operator

2019 — Analogue Switch Off (ASO) to Digital Broadcasting

ANALOGUE

DIGITAL

BROADCASTING PLATFORMS

ANALOGUE

DIGITAL

RADIO

Radio channels in which transmitted via FM or SW signal over the air.

TERRESTRIAL TV

Terrestrial TV is the traditional method transmitted Free-to-Air (FTA) channels over the air and received through indoor or outdoor antennae without any subscription. In Malaysia, it currently broadcasts digital signals using the DVB-T2 standard.

SATELLITE TV

Satellite TV delivers TV channels via satellite signals to a satellite dish installed at your home. Astro is the main provider of satellite TV services in Malaysia, offering a wide range of channels and packages.

INTERNET PROTOCOL TV (IPTV)

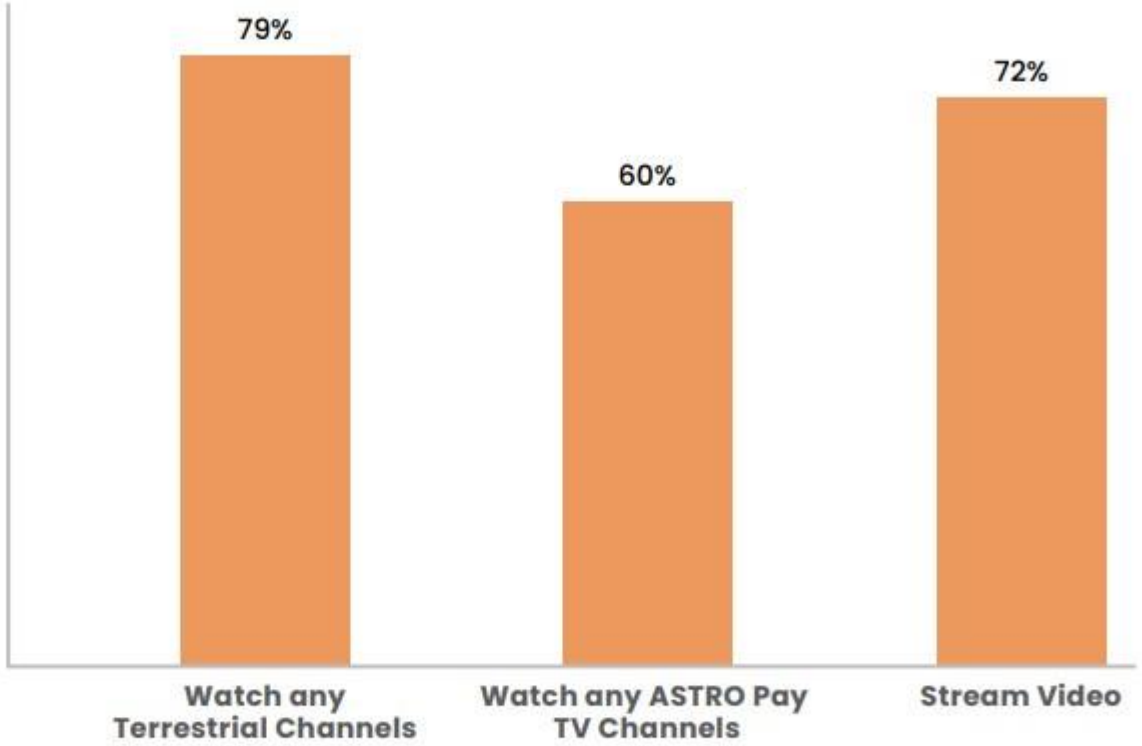
IPTV delivers TV channels and video content over the dedicated IP based networks. It requires a subscription and a set-top box or smart TV that can connect to the internet.

OVER-THE-TOP (OTT)

OTT platforms deliver TV shows and movies via Smartphone or Smart TV Application over the internet. In Malaysia, some OTT apps require a subscription or without any subscription.

MCMC INDUSTRY PERFORMANCE REPORT 2022

WATCHED FTA VS ASTRO VS STREAMING VIDEO IN MALAYSIA



Note: Coverage: Peninsular Malaysia; Base: Individuals aged 15+ years; Number of respondents: 18,500

Source: Nielsen Consumer & Media View

INDUSTRY ECONOMIC PERFORMANCE - 2022

MARKET CAPITALISATION

4.5%

RM140.38 billion
(2021: RM146.93 billion)

8.1% of Bursa Malaysia market capitalisation of RM1,736.21 billion (2021: 8.2%)

TELECOMMUNICATIONS SECTOR

3.0% **RM134.99 billion**
(2021: RM139.19 billion)

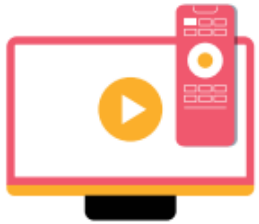
BROADCASTING SECTOR

27.7% **RM4.08 billion**
(2020: RM5.64 billion)

POSTAL & COURIER SECTOR

37.6% **RM1.31 billion**
(2021: RM2.10 billion)

Source: Bloomberg



REVENUE

3.1%

RM49.69 billion
(2021: RM48.20 billion)

TELECOMMUNICATIONS SECTOR

5.6% **RM42.56 billion**
(2021: RM40.31 billion)

BROADCASTING SECTOR

9.3% **RM4.79 billion**
(2021: RM5.28 billion)

POSTAL & COURIER SECTOR

10.3% **RM2.34 billion**
(2021: RM2.61 billion)

Source: Industry

Source: MCMC Industry Performance Report 2022

RESEARCH OBJECTIVES

1. To validate some of the Market Research Agencies numbers
2. To gauge a feel on the viewership for Sabah and Sarawak
3. Research Objectives :
    i. To identify audience demographic profiles
    ii. To examine audience viewing pattern of FTA TV channels
    iii. To identify audience gratification levels in using FTA TV channels
    iv. To identify the advertising potentials (from the perspectives of the audiences and SMEs)

THANK YOU