

Malaysian Youth Like Web, Love TV

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Malaysian youth to spend more time online but still love TV

Online and TV viewing strong, newspapers down.

33% of Malaysians say they cannot live without TV.

Malaysia - As marketers slowly realise that building brands amongst the young will generate loyalty for the future, it should also dawn upon them the increasingly clearer option of interactive marketing.

Synovate's Young Asians study revealed 45% of the 900 Malaysian youth aged between 8 and 24 years said they were planning to opt for the worldwide web more than other media.

"Young Malaysians are definitely turning to the internet more for their information and entertainment needs and it's not surprising that the internet is slowly becoming the medium of choice," Steve Murphy, managing director of Synovate Malaysia, said.

However, Malaysian youth voted that they still love their TV as they spend about 5 hours in a day with the idiot box, 3.3 hours on the internet, about an hour with newspapers, followed by magazine, radio and their DVDs/VCDs and videos.

Reinforcing their love for the TV, 33% of the 906 people polled said they could not live without TV, 19% chose the internet, 18% said their mobile phones were what they couldn't live without, 2% said newspaper and 1% radio.

However, 45% said they would use the internet more often compared to the TV (22%), mobile phones (11%), newspapers (7%), radio (3%) and magazines (2%).

Malaysian youths were also discovered to be active bloggers as 48% spent some of their time blogging and 38% said they read blogs and 22% read blogs and made comments on them.

"A total of 21% of Malaysian youngsters create and update their blogs regularly and this figure is expected to rise," Murphy said, adding that social networking was also a popular online activity with the youth here.

He also noted that 25% of the 13,256 youths surveyed in 12 Asian markets admitted they "just couldn't live without the Internet" whilst adding that the percentage is expected to grow.

On the regional basis, the survey which was co-sponsored with Microsoft Advertising, MTV and Yahoo! looked into the youth's media consumption, purchase and online habits, attitudes, favourite singers and cartoons, covering Japan and Vietnam for the first time too.