# Pay-TV Debuts In 2010 Nielsen Adex

Contributed by Marketing Interactive
Tuesday, 08 February 2011

With Nielsen tracking pay-TV ad spend for the first time, 2010 saw the category command a 20% share of the Adex pie, taking more than RM 1.9 billion in advertising dollars.

According to figures compiled by the research company, both free-to-air and pay-TV advertising put together totaled RM 4,84 billion, outdoing newspaper spending which came close to RM 3.9 billion. Free-to-air TV still outpaces pay-TV with a 30% share.

Overall, the Nielsen shows spending across all media jumped to RM 7,66 billion in December 2010 compared to 2009's RM 6,61 billion.

The numbers exclude the amount spent for advertising via Astro's pay-TV platform with newspapers leading the charts at RM 3,890,824,000 (commanding 40.5% of the Adex pie) and FTA television not too far behind at RM 2,892,472,000.

The table below offers a breakdown of the ad-spend dollars by brands which were measured according the various media channels engaged from Q1 to Q4 of last year.

Meanwhile, the top-three advertisers for 2010 excluding pay-TV ad-spend include Celcom (RM 131,490,000), DiGi (RM 106,587,000), and Maxis (RM 92,060,000).

Nielsen measures advertising spending based on published rate cards. Outdoor advertising is based on actual billings by six media operators and reported at category level only.

Ad spend for selected Pay-TV channels began in 2010 based on actual broadcast times and commercial spots for the following channels: Zee TV, Astro Ria, Astro Prima, Astro Wah Lai Toi, Astro Hua Hee Dai, AXN, Star World, National Geographic, Discovery, Diva Universal and Asia Food Channel.

In addition, In-Store Media previously known as Pos AD is now inclusive of MagiqADs while online ad spend was based on submissions from the portals including MSN Malaysia, Yahoo! Malaysia, Forbes Malaysia, Utusan Online and Kosmo Online.

By: Deborah Joy, Malaysia

Malaysia â€“ 24 January 2011