

# MSN Widens Gap With Yahoo! In Malaysia

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MSN Malaysia's record high web traffic in December 2010 has seen it extend its lead over arch rival Yahoo! Malaysia with a staggering 67% jump in unique visitors.

According to comScore, MSN Malaysia saw a year-on-year growth of 67% to record 3.61 million unique visitors to the portal in December 2010.

In the past four months, the portal, which was also revamped to accommodate site visitors, introduced three new channels to the internet audience - MSN Travel, MSN Going Out and MSN Finance which contain local content produced through in-house production and strategic tie-ups.

Ken Tsurumaru (pictured), CEO of Catcha Media, which operates all of Microsoft's online properties in Malaysia, including the MSN portal, Windows Live Messenger and Hotmail, said localising content has been one of its key strengths.

"These initiatives allowed us to deliver content that is close to the hearts of Malaysian audience and separates us clearly from competition."

By: Staff Writer, Malaysia Â

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