



Start



YOUTUBE INDUSTRY IN MALAYSIA

THE OVERVIEW

By:

ZEINOLOVA ALINA



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HIGH INTERNET PENETRATION

Malaysia has a relatively high internet penetration rate. The internet penetration rate stood at 96.8 percent of the total population at the start of 2023.

MOBILE USAGE

Due to the common use of smartphones, a remarkable fragment of Youtube content is consumed on mobile devices. YouTube is responsible for more than one-third of mobile internet traffic.

OVERVIEW OF THE INDUSTRY



CONTENT DIVERSITY

VLOGS

Malaysian YouTubers often share their daily lives, experiences, and adventures through vlogs.

Jane Chuck shares her life updates, Q&A, and talk about her business with her subscribers and viewers.

COMEDY/SKETCH

Many Malaysian YouTubers create entertaining content, including comedy skits, parodies, and humorous videos. So I'm Jenn is an example of someone who provides funny and engaging

content for her subscribers.

BEAUTY/FASHION

Content creators in Malaysia often focus on makeup tutorials, product reviews, and style tips. Winnie Yap is a great example of a Youtube content creator, who has been an eye makeup beauty guru

since 2011.



POPULAR CHANNELS

Alieff Irfan has 5.18 million subscribers, Alieff is known for his romantic comedy skits, prank videos, parodies, and sketches that revolve around the themes of love and friendship.



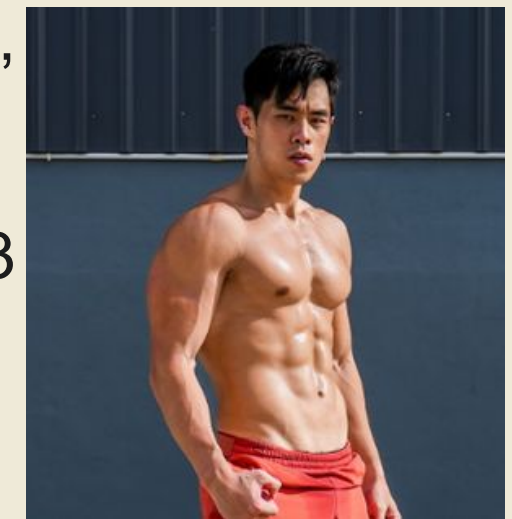
Alyssa Dezek has garnered an impressive following of over 4.64 million subscribers. Her rise to stardom was propelled by her exceptional musical abilities and captivating guitar skills.



The JO Channel has a subscriber base of over 4.06 million viewers. This is a family-friendly channel known for videos about toys, online challenges, and family adventures.



Jordan Yeoh is a fitness enthusiast, a model and an inspiration to millions of Malaysians. He has 3.83 million subscribers. Jordan's content primarily focuses on fitness-related videos.





VIDEO SERVICES

TONTON (MEDIA PRIMA)

Tonton is a streaming service owned by Media Prima, offering a variety of local and international content. Tonton allows their 7.8 million users to watch shows six months before it's broadcasted on TV.



IQIYI MALAYSIA

iQIYI, a popular Chinese streaming platform, has a presence in Malaysia, providing a mix of local and international content. Through iQIYI App Malaysian users get access to iQIYI original dramas, variety shows, films, animations.





Significant positive trends



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COMMERCIAL POTENTIAL OF THE YOUTUBE MARKET IN MALAYSIA

The commercial potential of the YouTube market in Malaysia was significant and exhibited several positive trends.

- YouTube is the 2nd largest social media in Malaysia with 20M users and 40M impressions per day.
- 90% of Internet users aged 18+ in Malaysia watch YouTube videos.
- 7 out of the top 10 YouTube channels watched by Malaysians are local channels as 5. Local YouTube channels and contents are actually quite popular among Malaysians.
- There are more than 36 YouTube Gold Creators in Malaysia as of now. Meanwhile, there were more than 540 Malaysian channels



POTENTIAL

INFLUENCER MARKETING

Influencer marketing is a powerful force on YouTube in Malaysia. Ad spending in the Influencer Advertising market is projected to reach US\$59.40m in 2023. Ad spending is expected to show an annual growth rate of 12.09%, resulting in a projected market volume of US\$93.76m by 2027.

MONETIZATION OPPORTUNITIES

Content creators on YouTube can monetize their channels through the YouTube Partner Program. Most channels have a RPM of between \$0.50 and \$20.00, with an average of around \$3. So YouTube pays most channels in Malaysia between \$500 and \$20,000 for 1 million views (the average being around \$3,000).

REVENUE

JO Channel, which is not even in the top 20 YouTube channels by total subscribers in Malaysia, ranks first with 38.1M views registered, which translates into USD38,100 (RM155K) AdSense earnings in a total of 30 days. Second is Alieff Irfan with estimated revenue of USD22,230 (30 days).





Youtube MCNs In Malaysia

Malaysia-based WebTVAsia currently dominates the MCN marketplace. The company empowers the content creator economy of Asia, is the continent's first YouTube-certified MCN that generates over a billion monthly views across all its channels.

STRENGTHS

Regional Expertise: local presence in nine markets - Malaysia, Thailand, China, Taiwan, Singapore, Indonesia, Japan and Vietnam.

Coverage and content diversity: The only digital media that delivers local content that truly meets the cultural consumption of various audiences.

Production Resources and media fund: Owns a fund to support selected projects of selected content creators, which can be beneficial for content creators looking to enhance the quality of their videos.



WEAKNESSES

Small Market: The domestic market is relatively small compared to their neighbours and very fragmented.

Competition: The MCN space is competitive, so WebTVAsia needs to attract and save creators to face competition from other MCNs like CollabAsia that focuses on helping creators grow their channels and navigate the digital landscape.

Creativity:

Malaysian content creators need to be bolder and take more risks in the originality and creativity of their content.



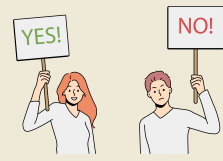
RECOMMENDATIONS

OPPORTUNITIES

- Malaysian Youtube Market offers a diverse range of content, such as music, entertainment and gaming, kids, educational, lifestyle, food, travel, news, and so on.
- YouTube content in Malaysia is available in multiple languages, including Malay, English, Chinese, and Tamil, providing opportunities to appeal to audiences of different backgrounds.
- A very diverse creative talent pool – multilingual, multicultural and very adaptable – that can reach major Asian markets like China, India and Indonesia.

RISKS

- In Malaysia, there aren't many committed creators in the non-entertainment space because commercial demand versus supply isn't as mature as developed countries like the United States or Europe.
- Most subscribed Youtube content creators have a low engagement reach, which means most content creators do not actively engage with their audience through comments, social media, and other platforms, ignoring a sense of connection between fans.
- Most digital creators in Asia need more support to reach mainstream levels of success, seeing as most of the content is repetitive and oversaturated making it hard to stay relevant in the industry.



MY OPINION



Should the team pursue expansion in Malaysia? Yes. seeing as, YouTube has the highest penetration in Malaysia compared to other social media platforms and the potential YouTube ad audience reach in Malaysia is 23.6 million.

It has also been recorded that as of June 2023, influencers on YouTube in Malaysia with a follower count of over one million had the highest engagement rate, at around 250.53 percent, proving local creator's growth and popularity by numbers.

I also believe there is room for growth in the Youtube Market of Malaysia in the upcoming years, due to the platform's role of providing both learning and entertaining videos with its local creators uploading a



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