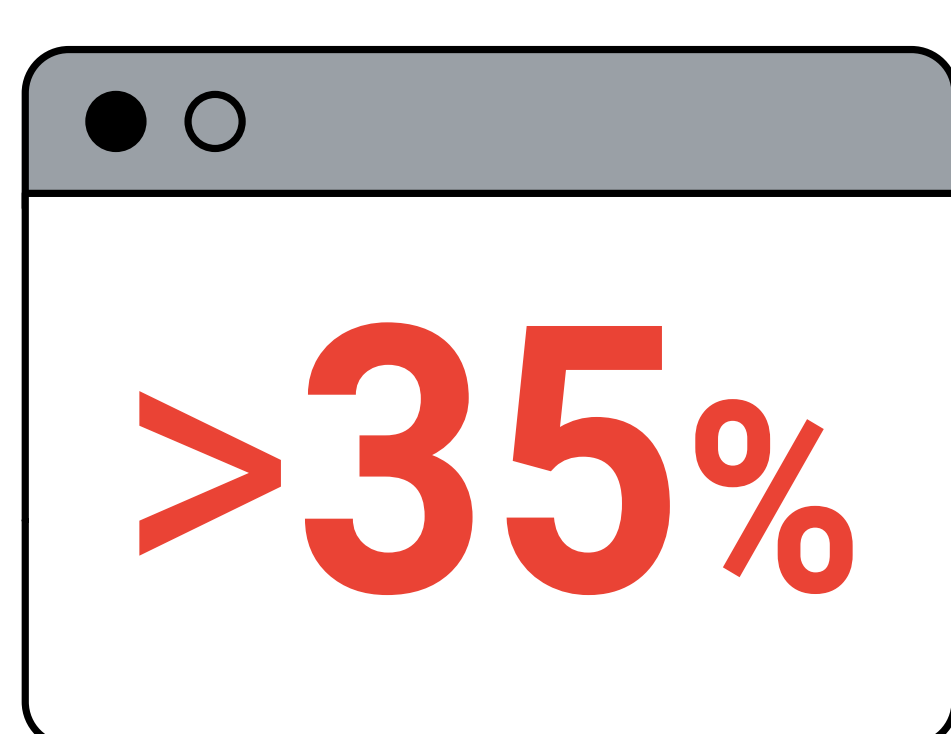


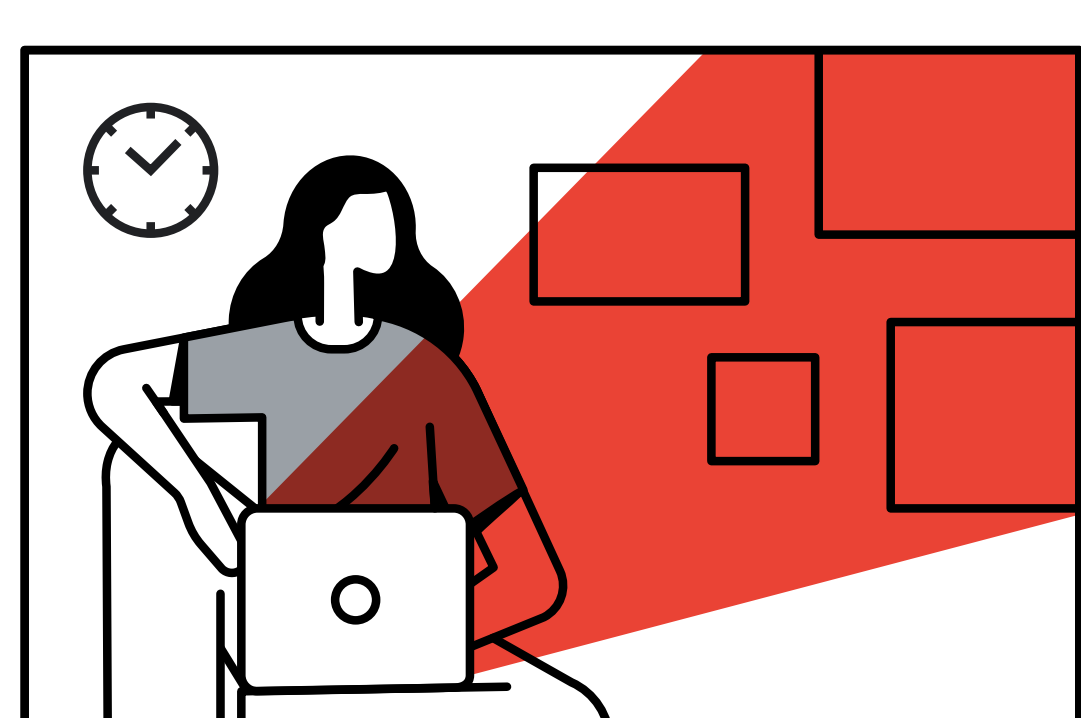
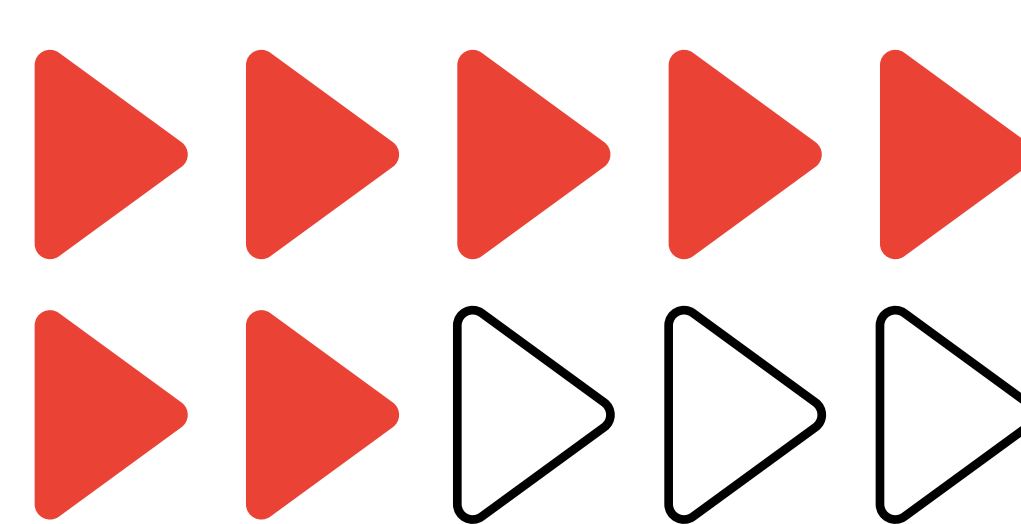
There is something for everyone: What are people in **Malaysia** watching online?

People in Malaysia are turning to online videos to satiate their curiosity or keep themselves entertained.

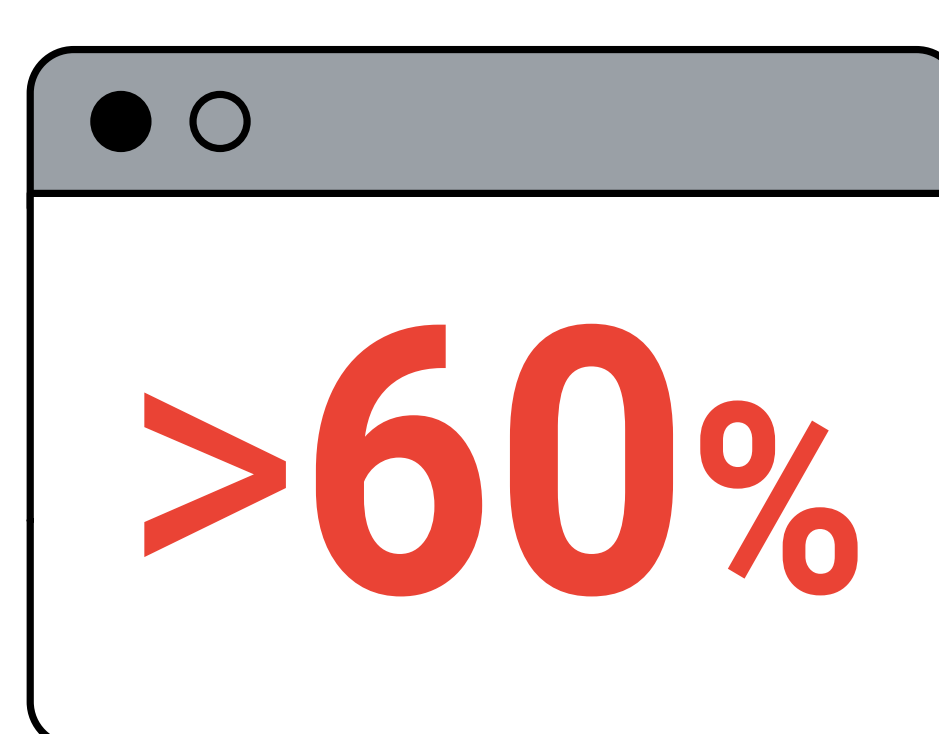
Who's watching YouTube in Malaysia?



Growth in YouTube watch time. ¹



Over 80% of views on YouTube are outside of the traditional prime time hours of 8 to 10 pm. ⁴



Watch time growth on TV in Malaysia increased by **more than 60% year-on-year**, making it the fastest-growing screen for watching YouTube in Malaysia. ³

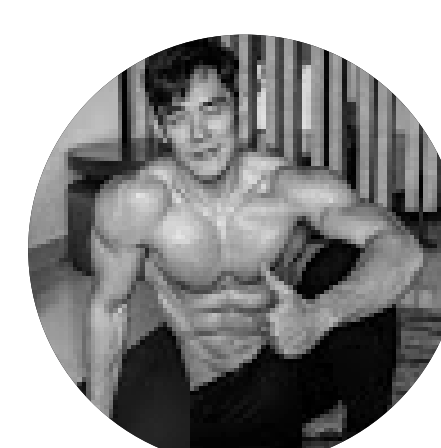
Malaysian channels on the rise



Les' Copaque Production
11.3M subscribers

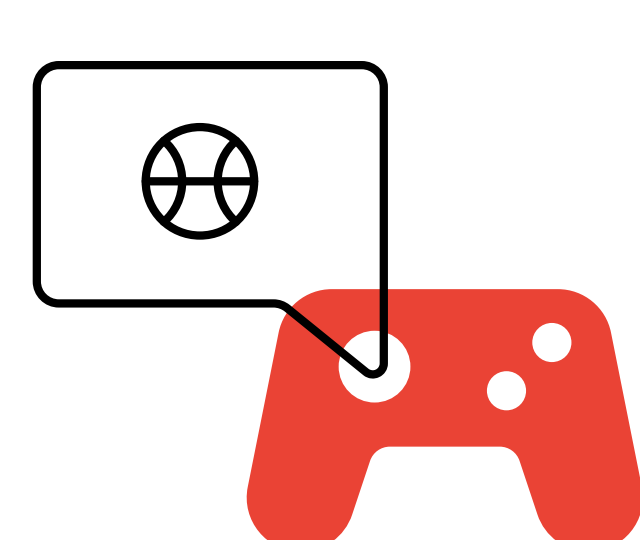


Alyssa Dezek
3.4M subscribers



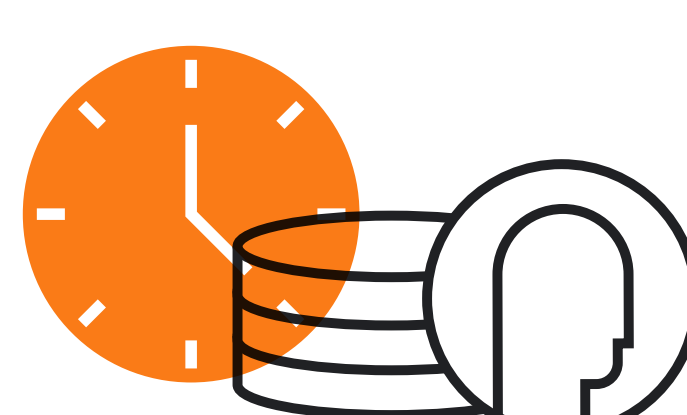
Jordan Yeoh Fitness
2.47M subscribers

What's **trending?** on YouTube in Malaysia



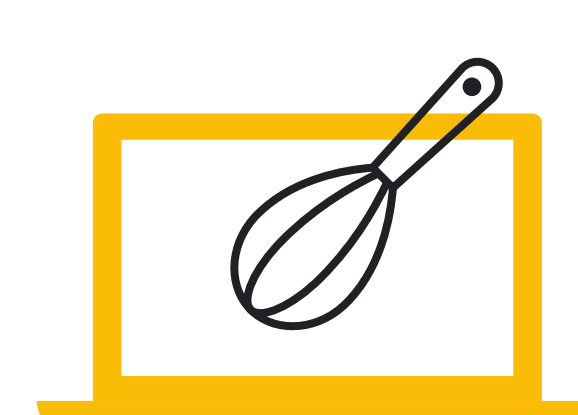
> 5x

Increase in watch time for casual game videos ⁵



> 4x

Watch time clocked for finance-related videos ⁶



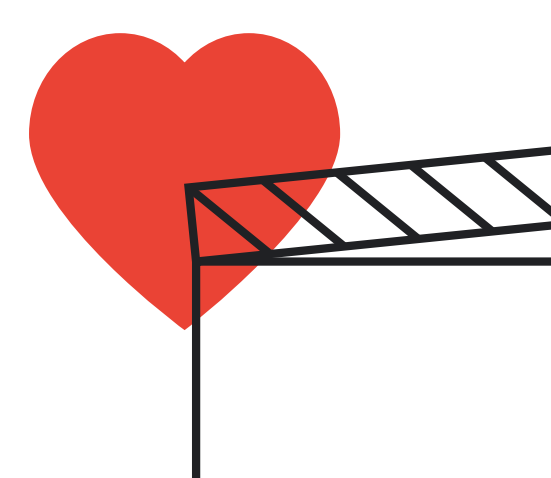
Double

The time spent watching baking videos ⁷



Double

The growth in watch time for consumer electronics videos ⁸



Double

The time logged watching romantic movie videos ⁹

Tips for delivering personalized experiences for audiences

- ▶ **Tap on the growing digital population:**
Southeast Asian countries have a growing online population for brands to engage with.
- ▶ **Reach out to every category of consumer:**
With more people consuming video content today, brands can leverage a single platform to reach audiences across different demographics.
- ▶ **Feed the growing appetite for different video categories:**
People are interested in a diverse range of video content – creating opportunities for brands to explore different content formats.
- ▶ **Continue to stay engaged:**
Consumers are increasingly looking out for a steady stream of the latest content from their favorite channels.

*The numbers shown in the trending section are accurate as of June 2020; as compared to same timeframe last year.
*includes videos on sciences, humanities, business and law

Sources:
1 Google Data, Malaysia, June 2020.
2 Google Data, Malaysia, Jan.-Sep. 2019.
3 Google Data, Malaysia, Oct. 2017-Sep. 2018 vs. Oct. 2018-Sep. 2019.
4 Google Data, Malaysia, Sep. 2019.
5,6,7,8,9 Google Data, Malaysia, April-June 2019 vs. April-June 2020.