

MALAYSIAN DIGITAL ADEX REPORT FOR Q1, 2026

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BACKGROUND

In early 2019, Media Specialists Association (MSA) of Malaysia, in collaboration with Malaysian Digital Association and Malaysian Advertisers Association, embarked on an initiative to provide an accurate view of the state of Digital Adex in Malaysia. 21 media agencies were involved in providing Digital Adex for FY2017 and each subsequent year up to FY2025. MSA estimates that the 21 agencies account for approximately 60% of total Digital Adex in the country. Information is provided by digital platforms and product categories to MSA's appointed independent auditor, Messrs Ahmad Abdullah and Goh, which aggregates the submissions to provide a consolidated view of Malaysia's Digital Adex.

OVERALL DIGITAL ADEX GROWTH

Malaysia's digital ad market entered a new phase of acceleration in Q1 2026.

Digital Adex **surged 28.6% to RM442m**, more than four times the growth rate recorded a year earlier. The acceleration was fueled by a healthier domestic economy, broader advertiser participation and a continued shift towards measurable, content-rich and commerce-oriented digital media.

	Q1 2024 (RM)	Q1 2025 (RM)	Q1 2026 (RM)
Reported Digital Adex	323,145,491.94	343,718,703.33	441,936,406.83
Direct Advertisers/Long Tail	215,430,327.96	229,145,802.22	294,624,271.22
Total MY Digital Adex	538,575,819.90	572,864,505.55	736,560,678.05
% Growth in Spends	-5.9%	6.4%	28.6%

DIGITAL ADEX SHARE BY FORMAT

The top three formats accounted for 85.3% of Reported Digital Adex in Q1 2026. Social remained the largest format at 44.5%, followed by Video at 27.2% and Display at 13.6%. Compared with Q1 2025, Video gained 2.8 percentage points, while Social eased by 0.3 percentage points. Video growth was broad-based, led by Food & Beverage, Personal Care and Shops; Social was led by Food & Beverage and Personal Care. Audio remained below 0.2% of reported spend.

Format / Period	Q1 2024	Q1 2025	Q1 2026
Social	41%	44%	44.5%
Video	29%	24%	27.2%
Display	12%	15%	13.6%
Search	8%	7%	6.3%
Native	8%	6%	4.9%
Others	3%	3%	3.3%
Audio	0.2%	0.1%	0.2%

DIGITAL ADEX SHARE BY INDUSTRY

Food & Beverage retained the top position in Q1 2026 with 19.4% of reported spend, followed by Personal Care at 18.0%, Tech & Electronics at 17.9% and Shops at 12.3%. Shops recorded the largest share increase among the leading categories, rising by 2.1 percentage points, while Travel & Tours declined by 4.6 points after its elevated Q1 2025 base. Food & Beverage growth was led by dairy products, foodstuffs and bakery/confectionery, while Personal Care was supported by accessories, cosmetics and oral products.

Category	Q1 2024 (%)	Q1 2025 (%)	Q1 2026 (%)
Food & Beverage	21.4%	18.9%	19.4%
Personal Care	18.4%	15.2%	18.0%
Tech & Electronics	19.1%	20.0%	17.9%
Shops	12.0%	10.2%	12.3%
Travel & Tours	1.2%	9.1%	4.5%
Automotive	7.9%	7.9%	5.9%
Finance & Banking	6.9%	6.9%	7.4%
Others	5.7%	6.2%	5.7%
Housing	1.6%	1.8%	1.9%
Household Care	2.2%	1.4%	2.7%
Clothing	1.8%	1.4%	1.7%
Pharmaceuticals	1.9%	1.0%	1.7%
Education	n/a	0.4%	0.6%
Health & Wellness	0.0%	0.0%	0.2%

GLOSSARY

Platform	Description	Sample Media Owners & Ad Formats
Display	Also known as banner ads, they appear in a typically defined width and height (WxH) format and are either static, animated or rich media formats.	Standard/rich media banners, dynamic banners, mobile interstitial, site takeovers bought via direct premium publishers, ad networks (e.g. Innity, GDN) or programmatic platforms (e.g. DV360, The Trade Desk etc.).
Video	Video ads are ads that are shown before (pre-roll), during (mid-roll) or after (post-roll); they can be in-stream or out-stream.	Pre / mid / post-roll in-stream video ads, out-stream video ads (in-read, in-banner) bought via direct premium publishers, ad networks or programmatic platforms (e.g. YouTube, TonTon, Viu, Unruly, DV360, Adobe, etc.).
Audio	Audio ads are ads in audio form appearing between live, on-demand or podcast content. Ads can be inserted pre-, mid-, or post-roll during the stream.	Pre / mid / post-roll in-stream audio ad, sponsorship packages bought via direct premium publishers or programmatic platforms (e.g. JOOX, Spotify, Programmatic Radio, AdWizz etc.).
Social	Paid ads on social platforms (includes display, video, boosted, etc.)	Any format buys (e.g. display, video, stories, messenger ads) on Facebook, Instagram, Twitter, LinkedIn, WeChat, LINE etc. Also includes paying for posting on other people (e.g. blogger, influencer) / brands/media social pages (e.g. social seeding, branded post etc.). * Not including organic postings or social media content development or management fees.
Native	Ads that follow the natural form and function of where it is placed. Mostly appears as sponsored content, in-image or content recommendation.	Sponsored editorial write-up/articles on online publishers' sites (e.g. SAYS, PenMerah, Lowyat.net etc.) or sponsored content as paid media strategies that fit the form & function of the surrounding editorial content on a website. It could also be content dissemination/recommendation ad with networks such as Outbrain, Taboola, FreakOut, etc.
Search	Paid search ads that appear on search engine result pages (SERPs).	Paid search ads on Google, Bing, Yahoo!, Baidu.
Others	Other digital expenditure that does not fall into the above categories.	Any other forms of digital advertising such as email, forum seeding, affiliate marketing, etc.