



**ASIA MEDIA SDN. BHD.**  
Malaysia's Biggest Transit-TV Network



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[www.asiamedia.net.my](http://www.asiamedia.net.my)

Transit-TV Exclusive:

**ALL EYES ARE  
NOW ON IT**



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7"

6.5"

6"

5.5"

5"

4.5"

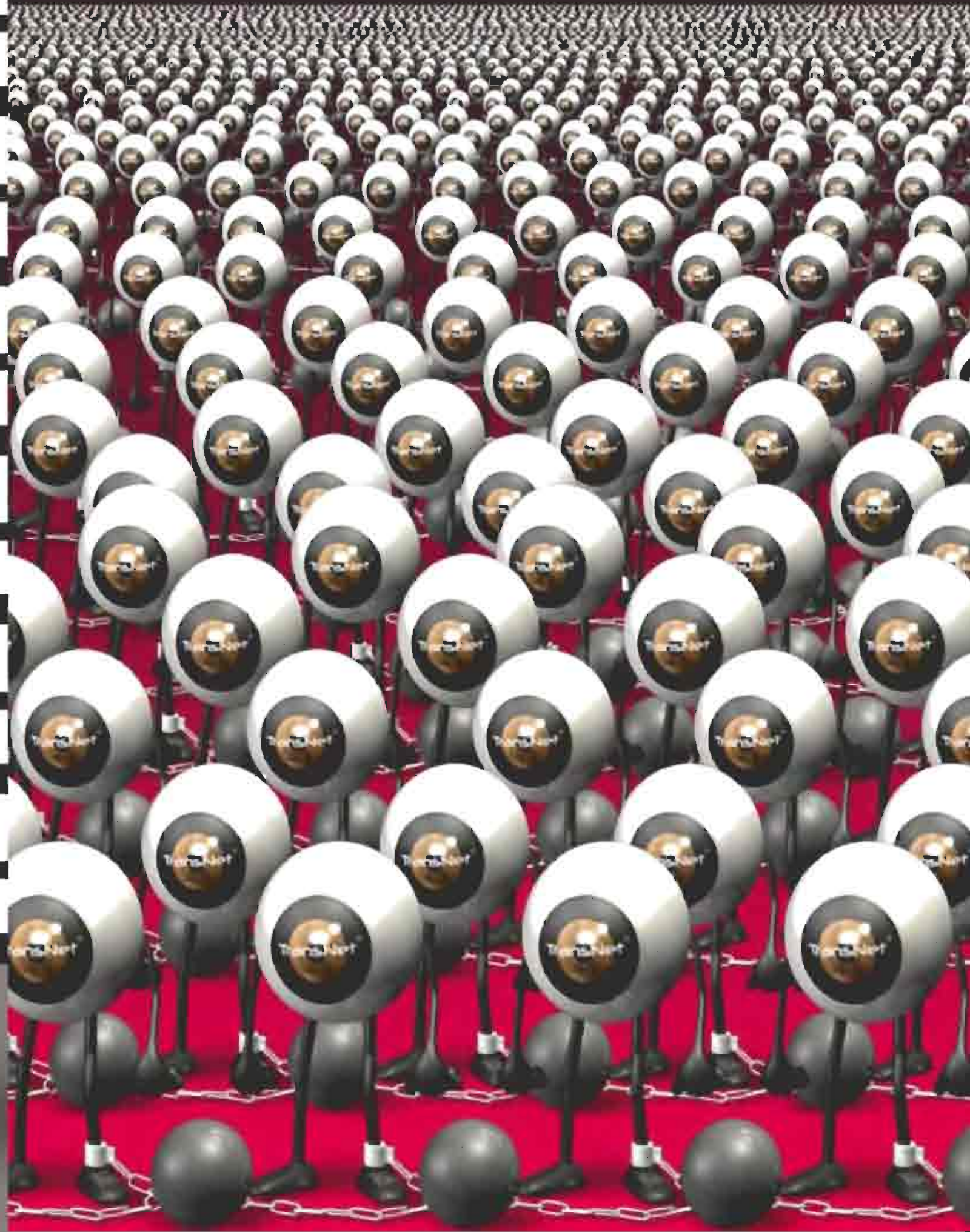
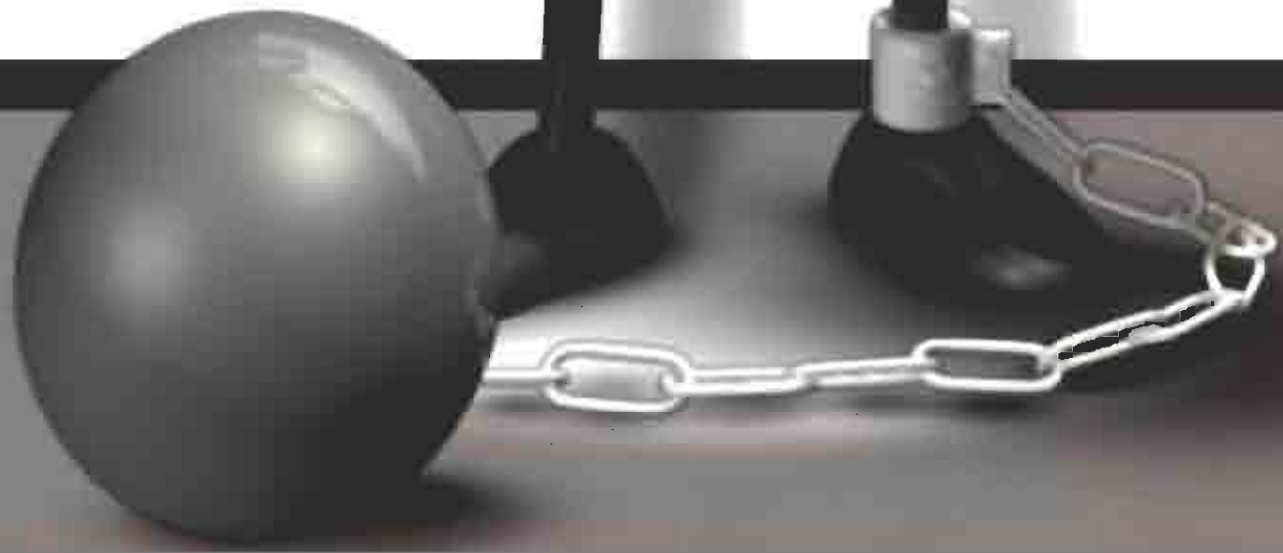
4"

3.5"

3"



**Ei-Ball**





## TOP 10 REASONS TO CHOOSE TRANSIT-TV

- MASS MARKET** **1** Mass market reach of over 500,000 people a day.
- CAPTIVE AUDIENCE** **2** 76% of RapidKL bus riders watch transit-TV during their journey, and 60% spend 30-minutes or more on the bus.
- HIGH RECALL** **3** 87% of passengers are able to recall one or more commercials viewed on transit-TV.
- DESIRABLE DEMOGRAPHIC** **4** 80% of the transit-TV audience is between 15-to-39 years old and possess tertiary educations. They watch transit-TV on their way to or from college or their workplaces every day.
- PROPENSITY TO SPEND** **5** 31% of bus riders have purchased a product advertised on transit-TV.
- HIGH FREQUENCY** **6** 71% of riders are practically guaranteed to be in the same place and same time at least twice a day, five days a week. Riders generally watch the same commercials about ten times a month.
- NICHE AUDIENCE TARGETING** **7** Audiences may be targeted by bus route, all of which lead to major economic centres in and around the Klang Valley.
- COST EFFECTIVE** **8** Transit-TV rates are less than 5% of mainstream media rates one page in a leading local daily newspaper is equivalent to one month of advertisements on transit-TV, offering advertisers a much lower cost-per-touch.
- QUANTIFIABLE TRAFFIC EXPOSURE** **9** The size of the audience is measurable by ticket sales.
- HIGH ENGAGEMENT** **10** Transit-TV is generally the centre of attention on any bus ride.

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## THE JOURNEY BEGINS

BACK WHEN ALEX LEE was a young law undergraduate at University Malaya, he claimed to know every bus route within the Klang Valley: the No. 35 between Central Market and PJ Old Town; the No. 55 between Klang Bus Station and Pasar Road; the No. 10 between Sunway Lagoon and Lebu Ampang. There was nowhere he could not get to by bus, and his encyclopaedic knowledge of the bus system was legendary on campus.

“Of course, a lot of the Klang Valley was still under-developed back then,” laughs Alex, now a forty-five year-old lawyer. “There was no Kota Kemuning, Putrajaya or Damansara Perdana – all of those areas were still jungle.”

Naturally, Alex Lee does not ride the bus anymore (he owns two cars and a motorcycle now). However, he has no problem thinking back to his bus days. When asked if he ever had a favourite bus journey, his face brightens.

“The ride I liked best was the No. 51 between Klang Bus Station (in Kuala Lumpur) and about one and a half hours, which can be a long time if you’re bored. But on this bus, the driver always put on movie before leaving the station, usually some action flick starring someone like Sylvester Stallone or Arnold Schwarzenegger. That movie really helped pass the time.”

## MEMORABLE RIDE

Alex Lee’s story is a familiar one – after all, how many young adults have parents wealthy enough (or willing enough) to buy them a car when they leave school? Naturally, advancements in air-conditioning and bus suspension systems have made bus rides more comfortable since he left university. However, in ride infotainment is still as important as it was back then, because let’s face it: when you’re on a bus with nothing else to do, transit-TV is your best friend.

Alex’s memory of his bus days is startling. Not only does he remember many of the buses and their routes, but he also recalls the names of the actors in the movies that played on the 14-inch television sets that some larger buses had back then. His experience is supported by numerous research conducted around the world, including Malaysia – in a study of bus riders within the Kuala Lumpur/Petaling Jaya area, Nielsen Malaysia found that 87% of passengers were able to recall one or more of the surveyed commercials.

Transit-TV is quickly asserting itself as an alternative advertising medium that offers an exceptionally captive market with high frequency and high brand awareness recall rates, all at a fraction of the cost of traditional advertising mediums. The audience are tertiary-educated city-dwellers with a demonstrable propensity to spend money on fast food and entertainment, personal hygiene and mobile services. People like Alex Lee was twenty years ago.

“Back then, I ate lunch at McDonald’s, shaved with Gillette, brushed my teeth with Darlie and preferred Coke to Pepsi,” Alex says. “Except for my Digi mobile phone (mobile services were far too expensive for students back then), nothing else has changed.”

# 5%

Participated in the contest shown in Asia Media TV.





## LIFE-PATTERN MARKETING OPPORTUNITIES

BECAUSE TRANSIT-TV is a mobile media, it also offers advertisers the opportunity to target their messages geographically.

Most RapidKL bus riders to and from their place of work or study are headed to major economic centres in an around the Kuala Lumpur and Petaling Jaya areas. These “city hotspots” include places like Central Market, Bukit Bintang, Jalan Raja Laut, Ampang and Bangsar, along with the major intra-city transportation hubs of KL Sentral, KLCC and Masjid Jamek. On the weekends, these same people head to the city’s busiest malls and recreation areas such as Suria KLCC, MidValley Megamall and the city’s green lungs such as Titiwangsa and Lake Gardens.

Transit-TV media operators can help advertisers figure out which bus routes to advertise on in order to maximise the impact of their intended message as well as decide upon which times of day would be the best time to arrange a transmission. A clever advertising campaign on transit-TV will take into account:

- The time of day the message is transmitted to the audience;
- The desired interactivity between the advertiser and the audience;
- The guaranteed return of the audience to the screen at a later time that week;
- The eventual proximity of the audience to a point of purchase.

## MORNING, NOON OR NIGHT

Since the target audience is practically guaranteed to be on a RapidKL bus at least once day, an advertiser can build campaign’s that tell a story in multiple chapters and then schedule these chapters to be screened one day after another the whole week. An engaging storyline generally goes down very well towards transit-TV audiences.

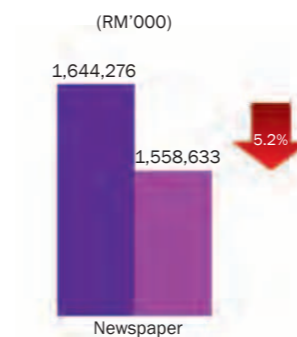
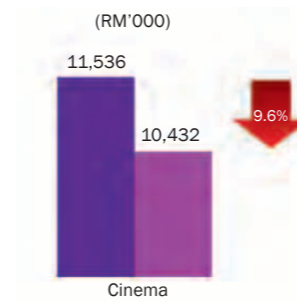
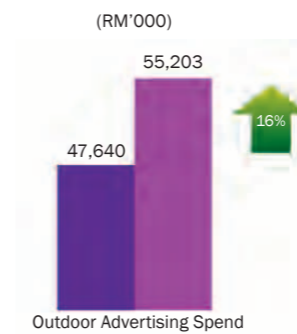
## MAXIMISING TRANSIT-TV

LIKE ANY OTHER advertising medium, the unique format of transit-TV must be taken into consideration when designing an advert for it. It cannot be treated like another television medium, because of the audience’s viewing limitations.

Subjects in transit-TV advertisements must shot in closer frames so that they appear larger on screen. On-screen text such as telephone numbers and addresses must also be larger. Advertisements must also be slower-paced to allow the audience to keep track of what is going on. And, like any other medium these days, an element of humour is always appreciated.

## A SHIFT IN AD SPEND

THE RISING popularity of transit-TV is not unique in itself. Advertisers have been slowly moving away from traditional mediums for years now as they seek more engaging mediums with which to communicate with their markets. The latest public data from Nielsen Advertising Information Services found that out-of-home advertising grew by nearly 16% year-on-year in the first half of 2009, while print and cinema ad spending declined by 5.2% and 9.6% respectively.



Jan-June 2008  
Jan-June 2009

## AUDIENCES ARE MOVING AROUND DIFFERENTLY

Another reason for transit-TV’s success in advertising is its steady increase in viewership over the years. Despite the inconvenience, people are using public transport more these days, not least because of the rising cost of fuel: driving your own vehicle now costs nearly double what it did just ten years ago. For example, RapidKL saw a surge of 7.5% in ridership following the petrol price hike in 2008.

RapidKL buses now serve over 500,000 people a day – with that many people watching transit-TV, who wouldn’t want to use the medium?



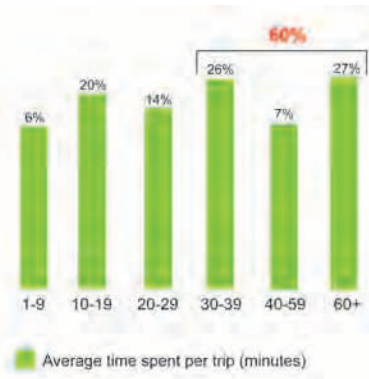
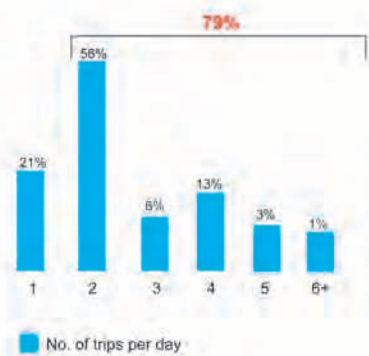
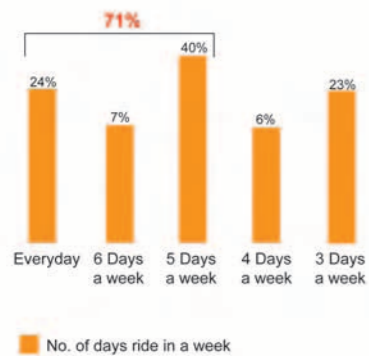
**87%** Recall seeing at least one of the ten advertisements below.



IF YOU THINK BACK to your own bus days, you will no doubt appreciate just how important transit-TV is to bus commuters these days. With nothing else to do but twiddle their thumbs across their mobile phone keypads, this is an audience that welcomes transit-TV as source of information, entertainment and knowledge during their journey.

### THEY LOVE TV

Given its enviable position as the centre of attention on a bus, it's no wonder that Nielsen Malaysia found that 98% of bus riders interviewed were aware of the LCD screens in the RapidKL buses. What's more is the fact that 76% of interviewees shared a moderate to high viewing frequency over the course of their journeys, which are typically at least thirty minutes long.



### THEY COME BACK FOR MORE

What is even more interesting about transit-TV is the way its audience repeatedly uses the medium in the course of their lives. In the same way that you might drive by the same billboard every day on your way to work and back again, bus riders usually take the same bus to work and back again. In fact, 71% of RapidKL bus riders in the KL/PJ area ride the bus at least five days a week and 79% make two or more trips a day.

### THEY LOVE BUYING STUFF

The transit-TV audience are not penny-pinchers – far from it. In fact, the average bus rider in the KL/PJ area is more likely to be a young, undisciplined spender with few financial commitments rather than a matured consumer saddled with debts and loans.

In Nielsen Malaysia's study, it was found that that the transit-TV audience was likely to be a student or working adult between 15-to-39 years old who came from a home with an average household income of RM2,500 or more.

**nielsen**  
 Base: Those who recall seeing Transit-TV (n=197)  
 Source: Nielsen, Transit-TV Study, July 2009



## A DAY IN THE LIFE OF A TRANSNET EYEBALL



### 12PM – 2PM

Mr. Eyeball is on his way back from college. He is looking forward to his upcoming movie date with his girlfriend on Saturday. He needs a new pair of jeans and hair mousse before his big date. He thinks of calling her, then remembers he is out of credit. He needs to top-up at the convenience shop in front of the bus stop.



### 7AM – 9AM

Ms Eyeball is on her way to work. She is thinking about everything she has to do today: pay the water bill, meet a friend for lunch, buy moisturiser. She wonders if the pharmacy near her office sells her favourite brand. She is also thinking about her stress levels, and cannot wait to take a vacation.



### 5PM – 8PM

Mr. Eyeball is on his way back from work. He is tired and has a headache. He is thinking about the Liverpool game on Astro tonight and reminds himself to buy some titbits at supermarket near the bus stop. He is also planning to buy a motorcycle, and wonders what the latest model is out there.



## REACHING OUT EFFECTIVELY

THE TWO FACTORS that are most important in measuring the efficacy of any advertising medium are its reach and its frequency. Traditionally, advertisers in Malaysia lean towards the former rather than the latter, believing that an advertising campaign that reaches one million eyeballs once a week is more effective than a campaign that reaches 100,000 eyeballs five times a week.

Mathematically speaking, it certainly sounds more desirable to have one million people see your message rather than just half a million. But as you will see, this arithmetical rationale is flawed when it comes to advertising.

## IMPACT = FREQUENCY, NOT REACH

The truth is that it does not really matter how many eyeballs have seen advertisement, only how many times they have seen it. You need to 'reach' an individual more than once or twice in order to be effective. In fact, research has shown again and again in order for a target individual to:

- a) learn what a product is;
  - b) learn what its benefits are, and;
  - c) decide whether or not it fulfils his or her need
- he or she must be "hit" by the advertisement at least three times, and preferably five. That's the point at which communication effectiveness tends to peak.

Unfortunately, ensuring that an advertisement "hits" the same individual five times before the campaign ends can cost a lot of money. Only the very biggest organisations have the kind of advertising budgets that such frequency demands. Buying a page-three advertisement in a local daily for five days in a row

can cost RM100,000, and booking a 30-second prime time slot on a television station for five days can set you back by over RM200,000. And yet, even that kind of spending cannot guarantee the efficacy of a campaign. Advertisers who want to increase the frequency of their "hits" have to realise that although they can spend millions buying air-time and page-three spreads, they cannot control the lives of their target audience. An individual's favourite TV programmes usually only show once a week, and at different times of the evening. Our daily paper-reading breakfast times and venues are also influenced by the weather, friends and traffic conditions. All this is besides the usual interruptions to our daily routines such as meetings, visitors and family crises.

The chances of the same target audience being at the same place and at the same time for five days in a row are very slim. In this regard, transit-TV clearly has an advantage over other mediums, because although our TV-watching and breakfast times change, our daily schedules for work or school are quite strict.

The accepted 'effective reach' advertising threshold is generally 45%. However, with 71% of Rapid-KL bus users riding the bus daily to get to college and office, advertisers can rest assured that their message will effectively reach their audience at the same time of day, twice a day, seven days a week.

And all at a fraction of the cost of television or newspaper advertising.



## A HIGHLY-DESIRABLE AUDIENCE

THE BIGGEST QUESTION advertisers may have about the transit-TV audience is this: who are they? And the answer is this: they are like everyone else.

In developed countries, bus riders are generally viewed as an undesirable income demographic; the bottom of the food chain; the poorest of the poor. However, in the context of Malaysia and other developing nations, this stigma does not quite hold true, because the bus rider income demographic in Kuala Lumpur is actually very close to the national average income demographic.

In Nielsen Malaysia's study, the research team found that typical RapidKL bus rider came from a home with an income that closely mirrors the national average household income. As such, there is no data to suggest that the transit-TV audience is any different from the audiences of mass market television, newspapers or cinemas.

## PROPENSITY TO PURCHASE

Nielsen Malaysia's research further discovered that 80% of the transit-TV audience on RapidKL buses was between 15-to-39 years old and evenly distributed across both sexes. Most of these men and women have already (or are currently completing) their secondary and tertiary education, and watch transit-TV on their way to or from college or their workplaces every day. It was also found that the transit-TV audience possesses a very high total brand recall for brands like McDonald's®, Astro, Colgate and AirAsia. In fact, three in ten people (31%) claim to have purchased a product advertised on transit-TV.

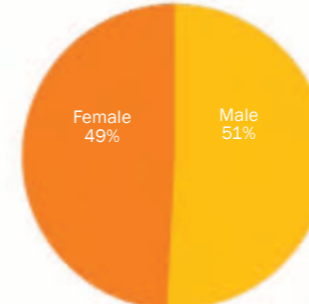
All this suggests that RapidKL bus riders are not made up of illiterate foreign immigrants or hardcore poor Malaysian citizens as was once widely thought. Rather,

RapidKL riders are actually mass market consumers with a taste for commercial products and services and leisure activities. They go to work or school five days a week, and then crowd shopping malls with their friends on weekends, where they buy a blouse or a pair of shoes before catching a movie and a fast food dinner.

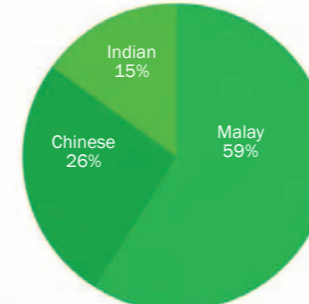
Transit-TV offers advertisers some very unique opportunities to connect with the mass market at times when they are most susceptible to their messages: when they are in transit with nothing but their own thoughts to keep them company.

According to Nielsen Malaysia research, 76% of RapidKL bus riders watch transit-TV during their journey, and 60% spend 30-minutes or more on the bus. The likelihood that they will be repeatedly exposed to advertisers' messages is thus extremely high (especially since they do not have a remote control to switch off the television).

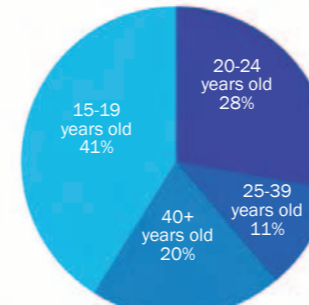
### GENDER



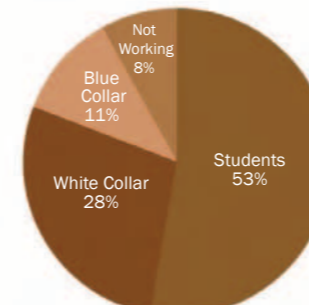
### RACE



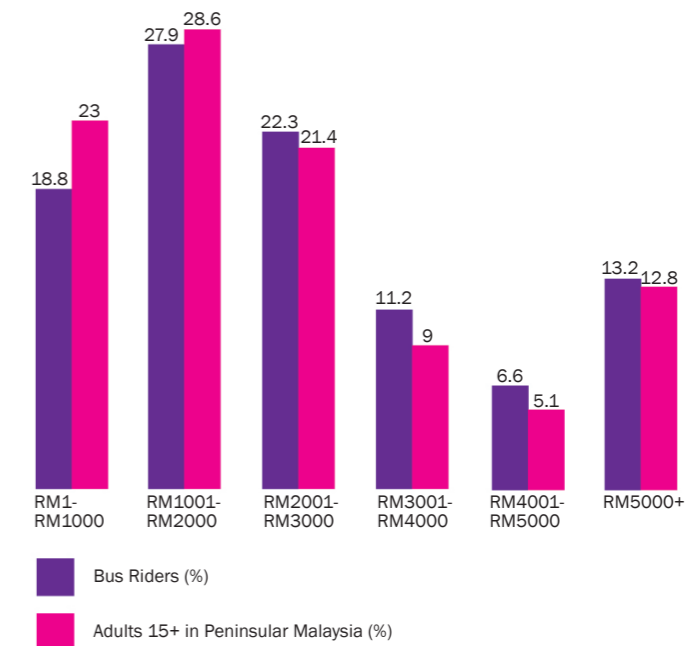
### AGE



### OCCUPATION



### HOUSEHOLD INCOME



nielsen

Base: Those who recall seeing Transit-TV (n=197)  
Source: Nielsen, Transit-TV Study, July 2009

## 76% BUS RIDERS LIKING ASIA MEDIA TV

They said...

“Bus journey no longer boring!”

“The programme is entertaining and relaxing”

“I get new information”

“I like to watch the funny advertisement”

“I won movie tickets by participating the SMS contest”