Z.com
Engagement Lab

GMO
RESEARCH & AI

Malaysia's Entertainment Consumption

2024
DEMOGRAPHIC
INSIGHTS

Asia Consumer Survey

Table Of Contents

Survey Overview

- Survey Theme: Consumer Trends in Asia

- Survey Areas: Singapore, India, Malaysia, Indonesia

- Survey Targets: Men and women aged 15-59, a total of 640 people
  (160 by each country, with 80 people each for men and women)

- Survey Date: April 19 - May 1, 2024

- Methodology: Internet survey (closed survey)

Executive Summary

1

Percentage of spending

- Among the four countries, the spending on "Books/e-books" was the highest.
- The highest spending share was on "Movies/TV dramas" for male and "Books/e-books" for female.

2

Where to Buy

In all entertainment product categories, "Do not purchase" was the most common response. However, among purchasers, "Official online stores, Subscription service" were the most frequently mentioned across all categories.
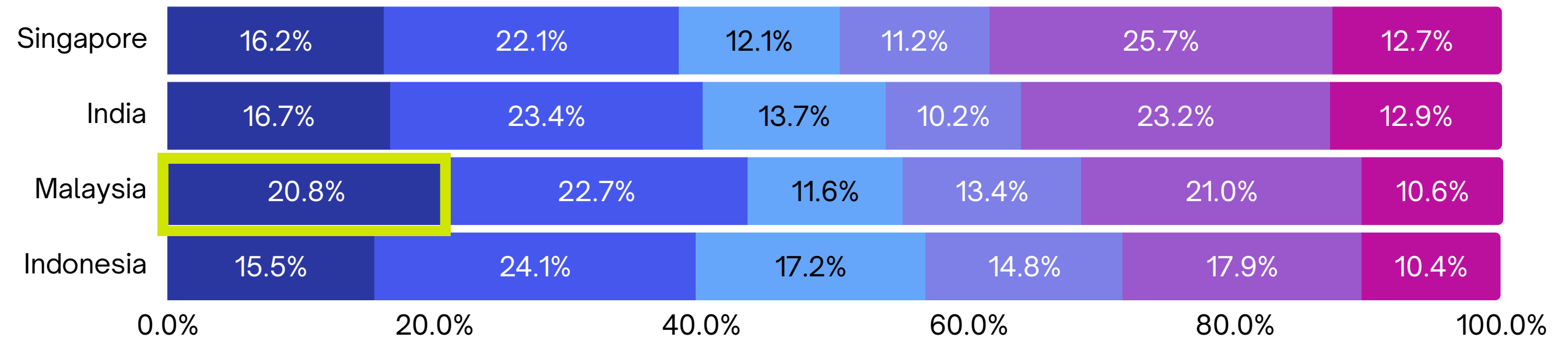
3

Information Gathering Channels

In all categories except gaming, "Social media" accounted for the highest proportion, followed by "Websites, web searches, and online news."

Percentage of Spending

Among the four countries, the spending on "Books/e-books" was the highest, being around 4 to 5 points higher than in the other three countries.

Q. For the following entertainment categories, what percentage of your annual spending goes to each? Please enter numbers so that the total adds up to 100%.   *The followings are based on averages.

	Books/e-books	Movies/TV drama	Music	Games	Online content	Live entertainment
Singapore	16.2%	22.1%	12.1%	11.2%	25.7%	12.7%
India	16.7%	23.4%	13.7%	10.2%	23.2%	12.9%
Malaysia	20.8%	22.7%	11.6%	13.4%	21.0%	10.6%
Indonesia	15.5%	24.1%	17.2%	14.8%	17.9%	10.4%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)
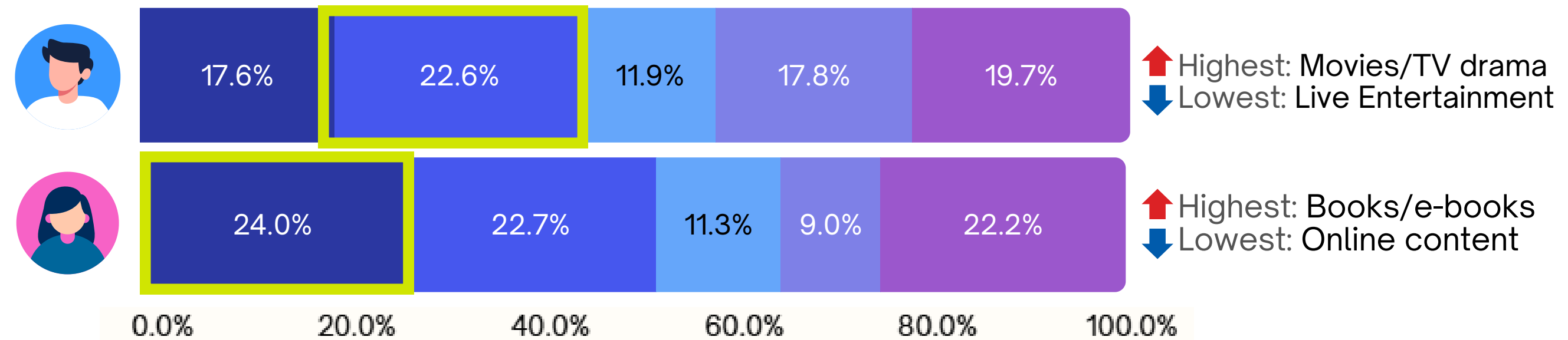
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

Percentage of Spending by Gender

• The highest spending share was on "Movies/TV dramas" for male and "Books/e-books" for female.
• On the other hand, spending on "Games" was the lowest among female's entertainment expenditures.

17.6%	22.6%	11.9%	17.8%	19.7%

⬆ Highest: Movies/TV drama
⬇ Lowest: Live Entertainment

24.0%	22.7%	11.3%	9.0%	22.2%

⬆ Highest: Books/e-books
⬇ Lowest: Online content

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)
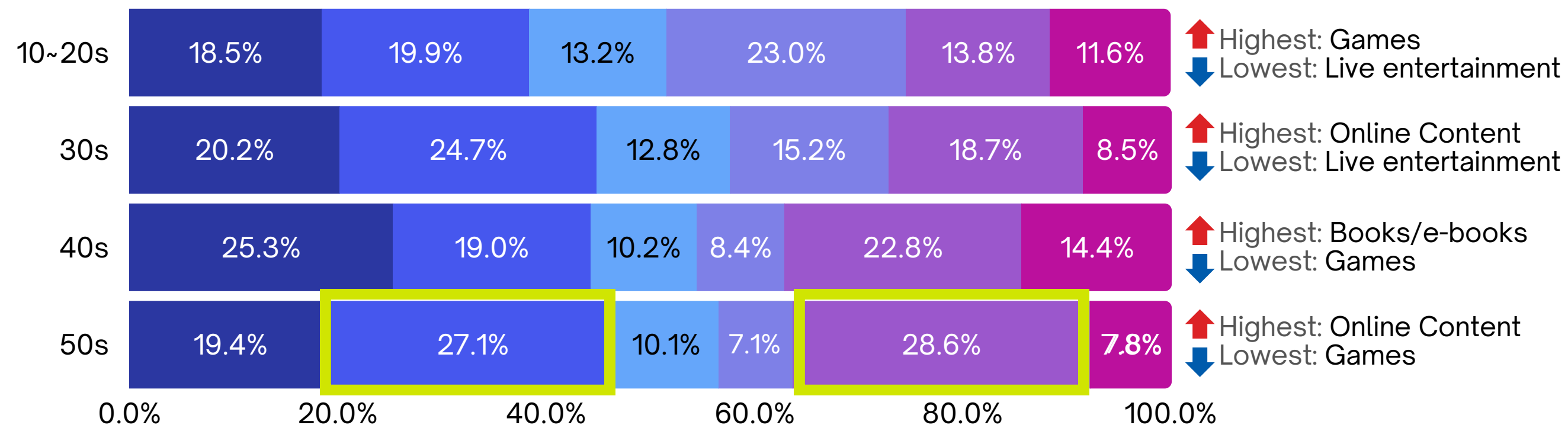
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

Percentage of Spending by Age

- The category with the highest spending share varied by age group.
- For those in their 50s, "Movies/TV dramas" accounted for a similar proportion to "Online content," indicating a general trend of higher spending on video content.

Age	Books/e-books	Movies/TV drama	Music	Games	Online content	Live entertainment		
10~20s	18.5%	19.9%	13.2%	23.0%	13.8%	11.6%	⬆ Highest: Games	⬇ Lowest: Live entertainment
30s	20.2%	24.7%	12.8%	15.2%	18.7%	8.5%	⬆ Highest: Online Content	⬇ Lowest: Live entertainment
40s	25.3%	19.0%	10.2%	8.4%	22.8%	14.4%	⬆ Highest: Books/e-books	⬇ Lowest: Games
50s	19.4%	27.1%	10.1%	7.1%	28.6%	7.8%	⬆ Highest: Online Content	⬇ Lowest: Games

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

Legend:
- Books/e-books
- Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)
- Music (CD purchases, digital downloads, music streaming services)
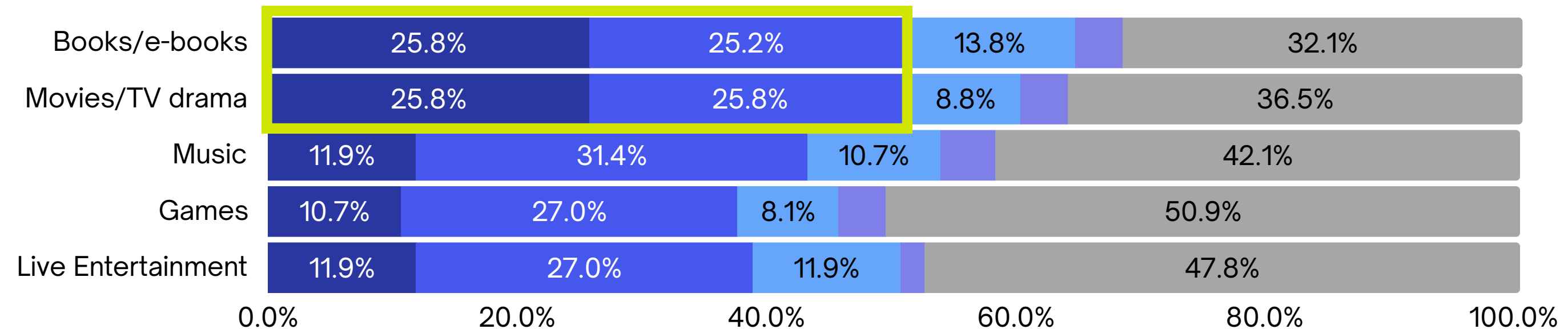- Games (Console Games, PC Games, Mobile Games)
- Online content (paid subscription services like Netflix and Amazon Prime Video)
- Live entertainment (concerts, theater, sporting events)

Where to Buy
by Category

In all entertainment product categories, "Do not purchase" was the most common response. However, among purchasers, "Official online stores, Subscription service" were the most frequently mentioned across all categories. Additionally, for "Books/e-books" and "Movies/TV dramas," "Shop at physical stores like department stores," were mentioned at a similar rate to "Official online store, Subscription services."

Q. Please select the categories where you primarily purchase entertainment products.

Category	Shop at physical stores	Official online store	Online retail shop	Second-hand	Do not purchase
Books/e-books	25.8%	25.2%	13.8%		32.1%
Movies/TV drama	25.8%	25.8%	8.8%		36.5%
Music	11.9%	31.4%	10.7%		42.1%
Games	10.7%	27.0%	8.1%		50.9%
Live Entertainment	11.9%	27.0%	11.9%		47.8%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

- ● Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- ● Official online store, Subscription service
- ● Online retail shop (Amazon etc.)
- ● Purchase second-hand items (either online or offline)
- ● Do not purchase

Where to Buy
Category × Gender

- Overall, a higher proportion of purchases were made through "Official Online Stores' and 'Subscription Services."
- A significant gender difference was observed in the "Games," where approximately 60% of women responded that they "do not purchase."
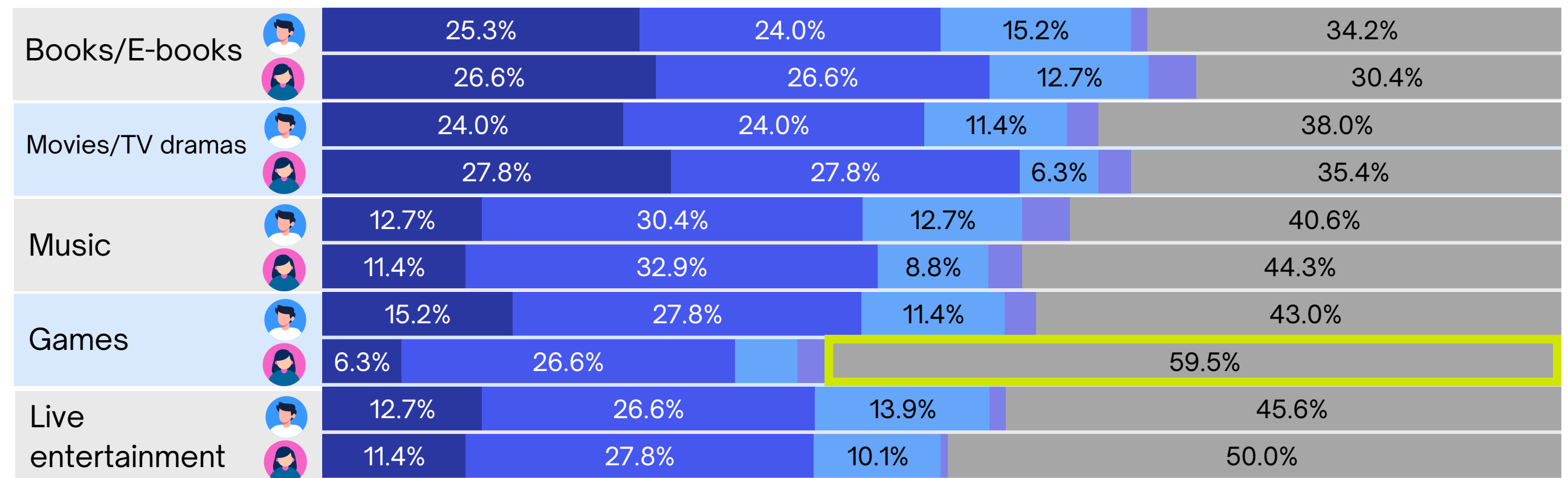
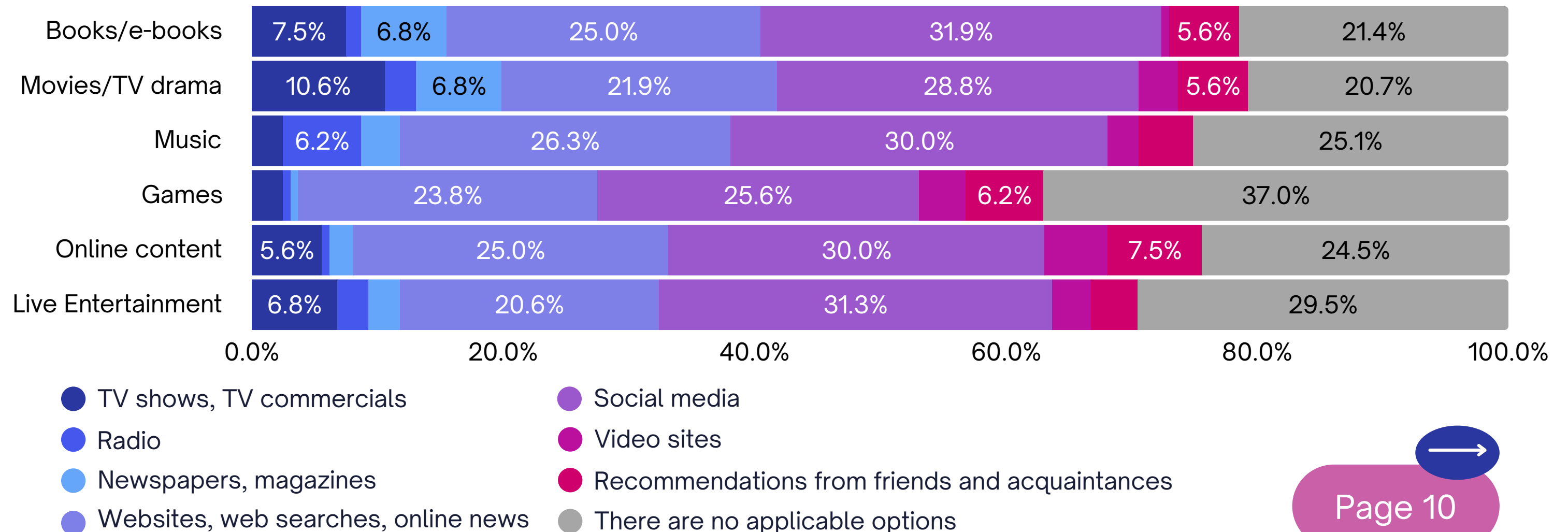| Category		Shop at physical stores	Official online store, Subscription service	Online retail shop	Purchase second-hand items	Do not purchase
Books/E-books	M	25.3%	24.0%	15.2%		34.2%
	F	26.6%	26.6%	12.7%		30.4%
Movies/TV dramas	M	24.0%	24.0%	11.4%		38.0%
	F	27.8%	27.8%	6.3%		35.4%
Music	M	12.7%	30.4%	12.7%		40.6%
	F	11.4%	32.9%	8.8%		44.3%
Games	M	15.2%	27.8%	11.4%		43.0%
	F	6.3%	26.6%			59.5%
Live entertainment	M	12.7%	26.6%	13.9%		45.6%
	F	11.4%	27.8%	10.1%		50.0%

- ● Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- ● Official online store, Subscription service
- ● Online retail shop (Amazon etc.)
- ● Purchase second-hand items (either online or offline)
- ● Do not purchase

Information Gathering Channels
by Category

In all categories except gaming, "Social media" accounted for the highest proportion, followed by "Websites, web searches, and online news."

Q. What is your primary source of information for new releases and updates on the following entertainment products? For each category, please select the information sources you refer to most.
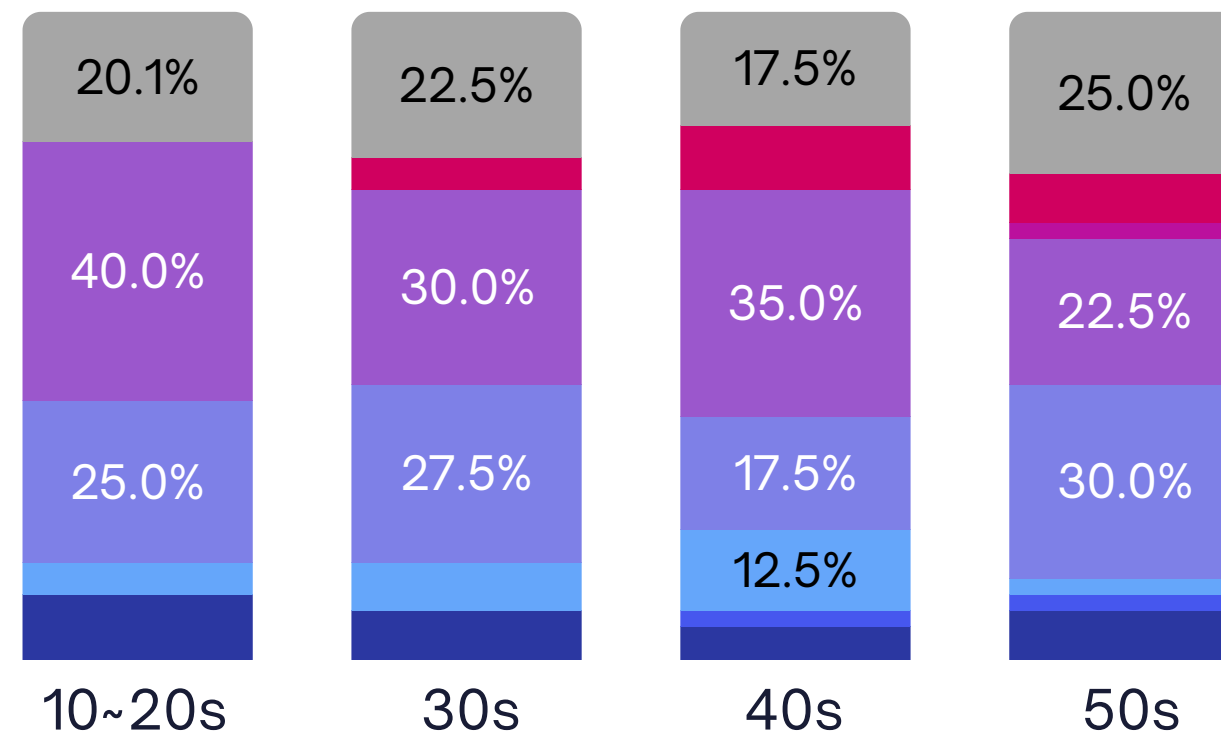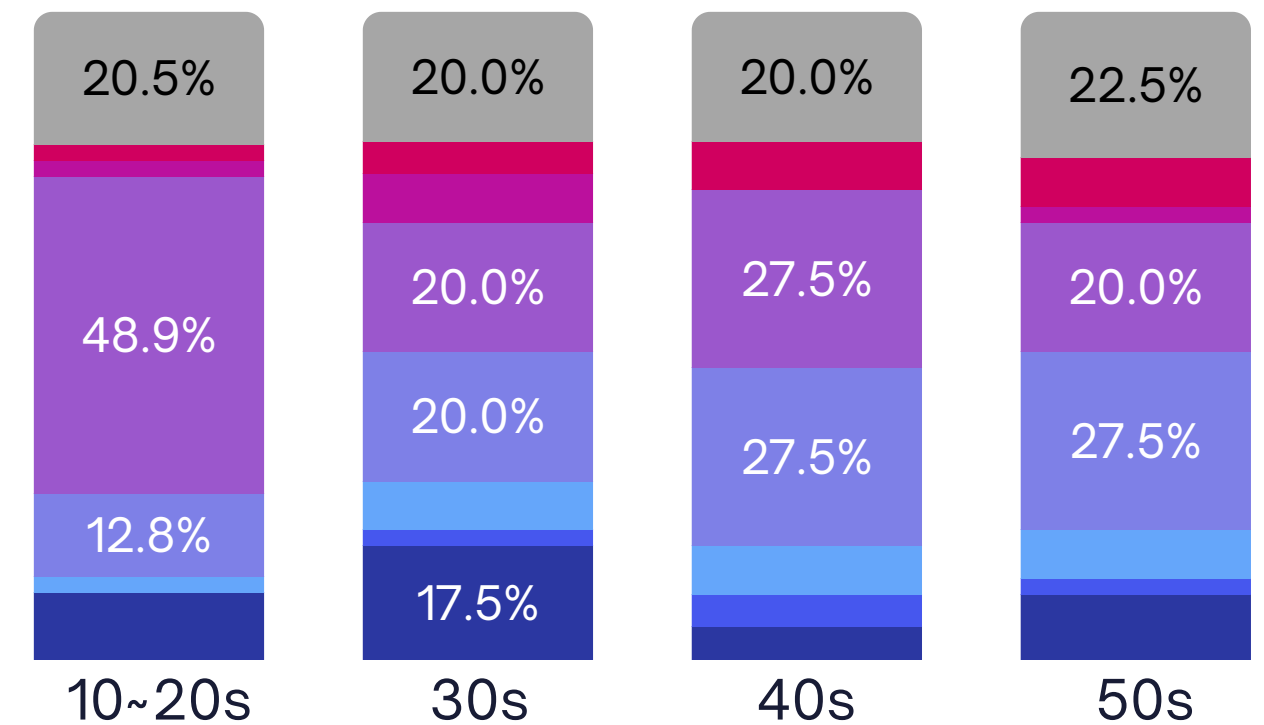
Category	TV shows, TV commercials	Radio	Newspapers, magazines	Websites, web searches, online news	Social media	Video sites	Recommendations from friends	No applicable options
Books/e-books	7.5%	6.8%		25.0%	31.9%	5.6%		21.4%
Movies/TV drama	10.6%	6.8%		21.9%	28.8%	5.6%		20.7%
Music	6.2%			26.3%	30.0%			25.1%
Games				23.8%	25.6%	6.2%		37.0%
Online content	5.6%			25.0%	30.0%	7.5%		24.5%
Live Entertainment	6.8%			20.6%	31.3%			29.5%

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

● TV shows, TV commercials
● Radio
● Newspapers, magazines
● Websites, web searches, online news
● Social media
● Video sites
● Recommendations from friends and acquaintances
● There are no applicable options

Information Gathering Channels
Category × Age

📖 Books/E-books

🎥 Movies/TV drama

Books/E-books

	10~20s	30s	40s	50s
There are no applicable options	20.1%	22.5%	17.5%	25.0%
Social media	40.0%	30.0%	35.0%	22.5%
Websites, web searches, online news	25.0%	27.5%	17.5%	30.0%
Newspapers, magazines			12.5%	

Movies/TV drama

	10~20s	30s	40s	50s
There are no applicable options	20.5%	20.0%	20.0%	22.5%
Social media	48.9%	20.0%	27.5%	20.0%
Websites, web searches, online news		20.0%	27.5%	27.5%
Newspapers, magazines	12.8%			
TV shows, TV commercials		17.5%		

"Social media" is the most common for all generations except 50s.

Among those in their 10~20s, "Social media" accounted for the highest proportion, while for those in their 30~40s, "Websites, web searches, and online news" held a similar share.
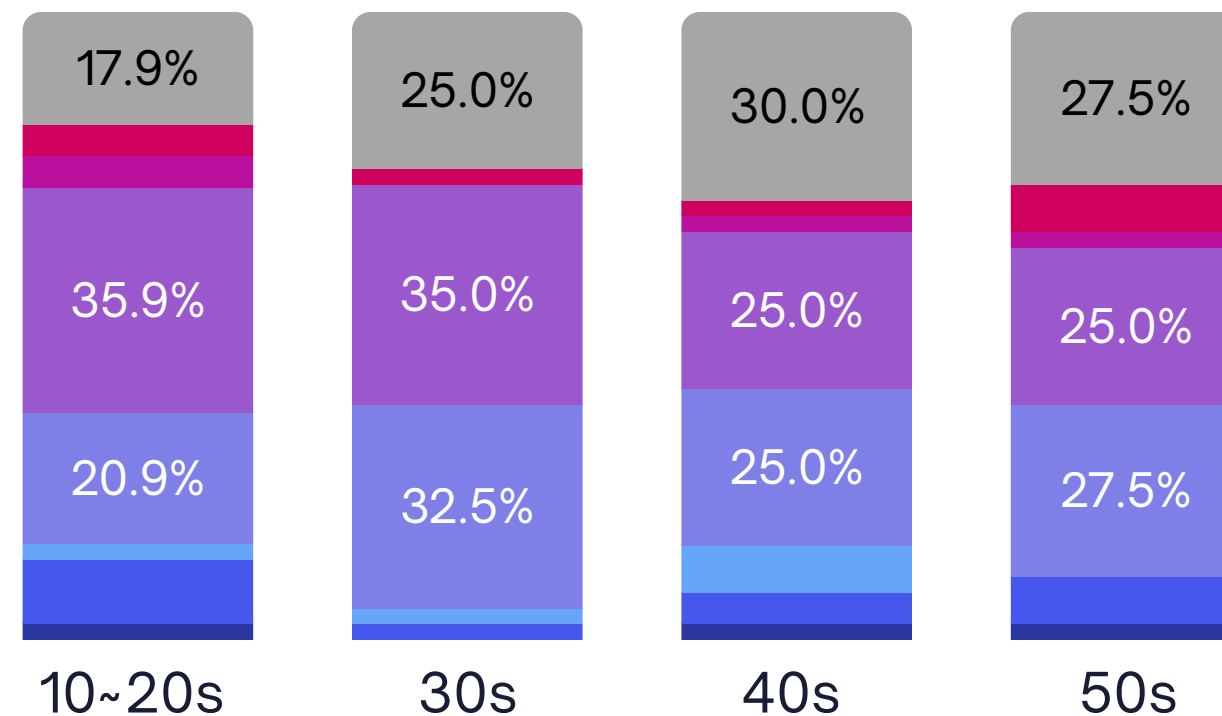
Legend:
- ● TV shows, TV commercials
- ● Radio
- ● Newspapers, magazines
- ● Websites, web searches, online news
- ● Social media
- ● Video sites
- ● Recommendations from friends and acquaintances
- ● There are no applicable options

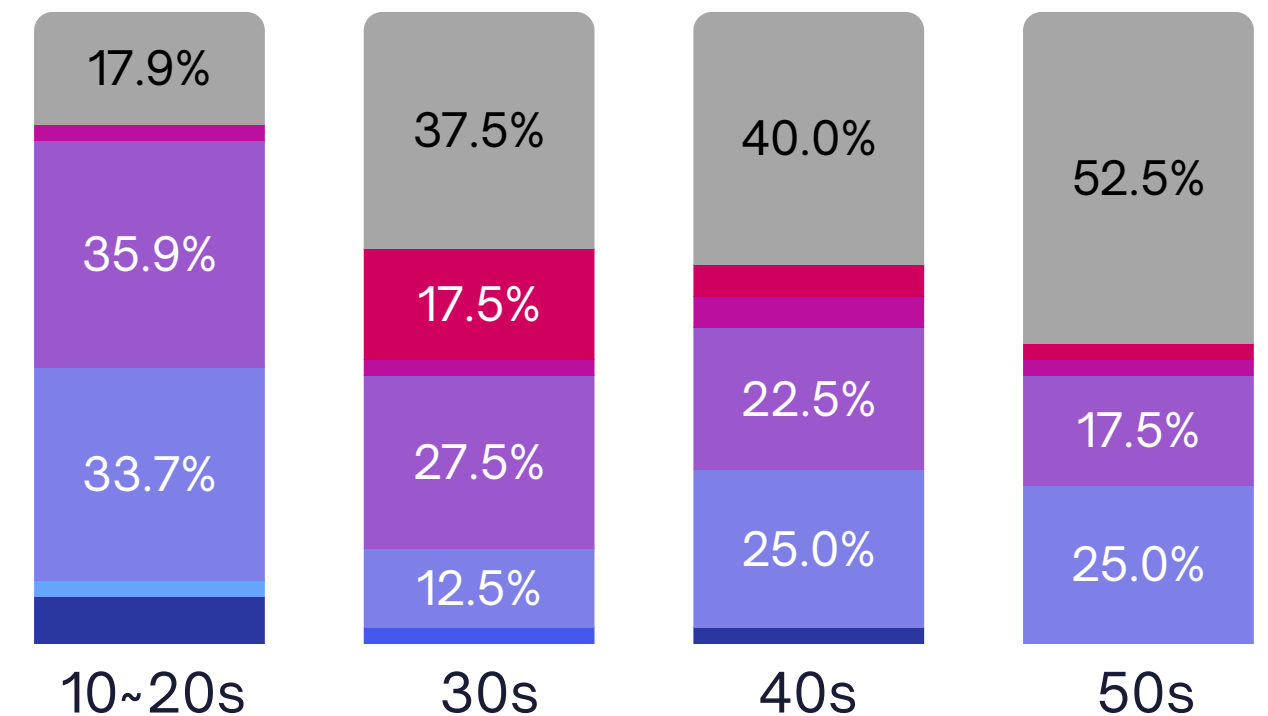# Information Gathering Channels
Category × Age

🎵 Music

Age	Percentages
10~20s	17.9% / 35.9% / 20.9%
30s	25.0% / 35.0% / 32.5%
40s	30.0% / 25.0% / 25.0%
50s	27.5% / 25.0% / 27.5%

🎮 Games

Age	Percentages
10~20s	17.9% / 35.9% / 33.7%
30s	37.5% / 17.5% / 27.5% / 12.5%
40s	40.0% / 22.5% / 25.0%
50s	52.5% / 17.5% / 25.0%

"Social media" is the most common for all generations except 50s.

In their 10~20s, "Social media" accounted for the highest proportion, while for those in their 30~40s, "Websites, web searches, and online news" ranked the highest.
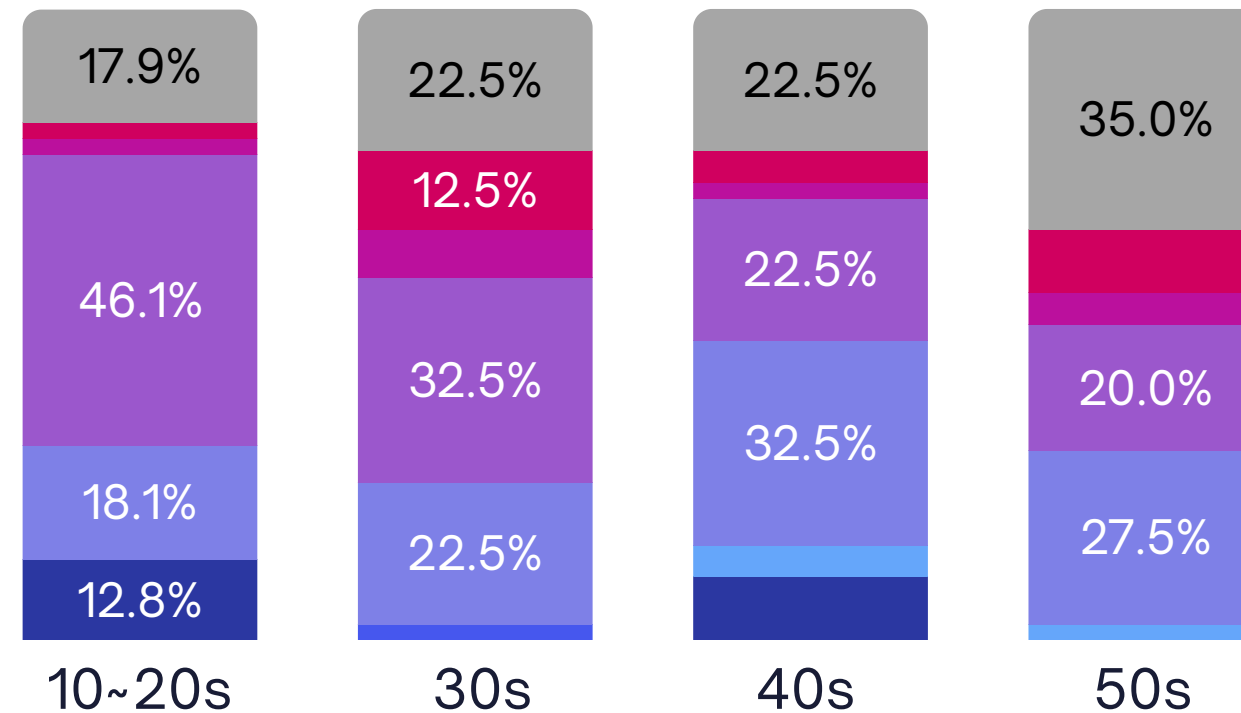
Legend:
- ● TV shows, TV commercials
- ● Radio
- ● Newspapers, magazines
- ● Websites, web searches, online news
- ● Social media
- ● Video sites
- ● Recommendations from friends and acquaintances
- ● There are no applicable options

# Information Gathering Channels
Category × Age

🔔 Online content

🎸 Live entertainment

Online content

10~20s	30s	40s	50s
17.9%	22.5%	22.5%	35.0%
46.1%	12.5%	22.5%	20.0%
18.1%	32.5%	32.5%	27.5%
12.8%	22.5%		

Live entertainment

10~20s	30s	40s	50s
17.9%	30.0%	30.0%	40.0%
46.1%	35.0%	30.0%	15.0%
17.9%	15.0%	25.0%	25.0%
12.8%			

In their 10~30s, "Social media" accounted for the highest proportion, while for those in their 40~50s, "Websites, web searches, and online news" ranked the highest.
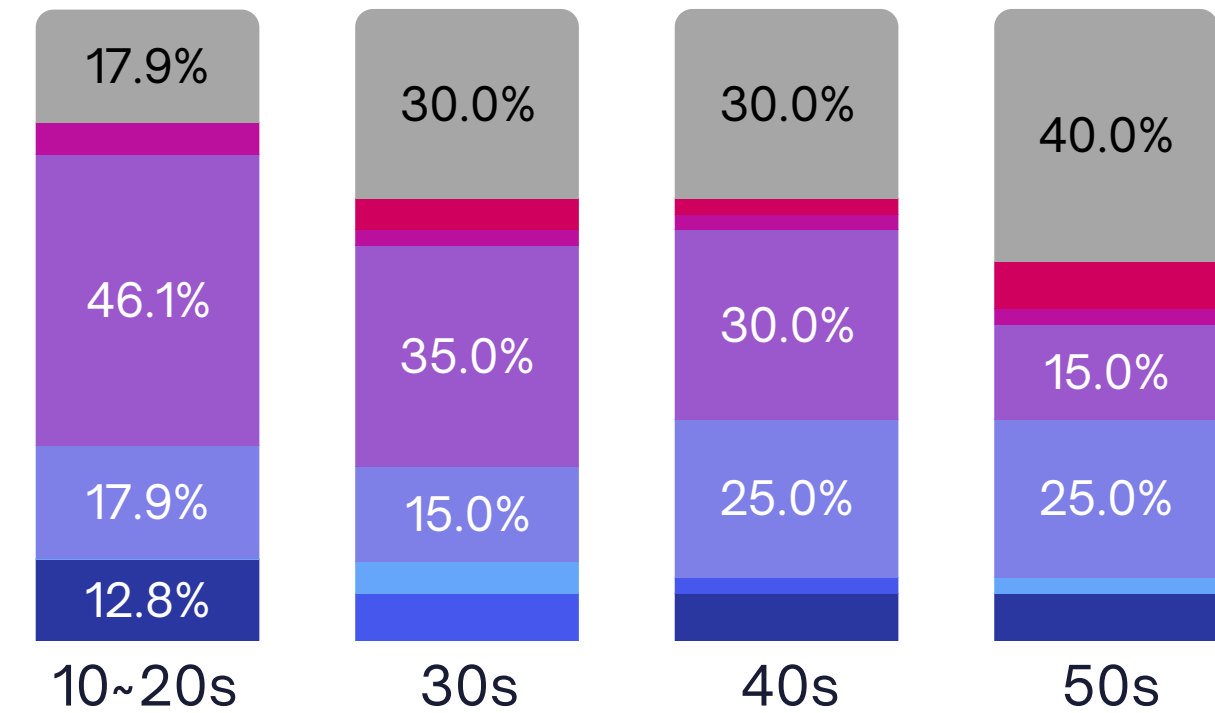
"Social media" is the most common for all generations except 50s.

● TV shows, TV commercials   ● Social media

● Radio   ● Video sites

● Newspapers, magazines   ● Recommendations from friends and acquaintances

● Websites, web searches, online news   ● There are no applicable options

Conclusion

We analyzed entertainment consumption trends by demographics like gender and age, uncovering key insights into the Malaysian market. To develop targeted strategies, customized research tailored to your company's needs is essential.

We offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **65 million** consumers across **16** APAC markets.

For research inquiries, contact us—our expertise is here to support your business goals.

Thank You

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