

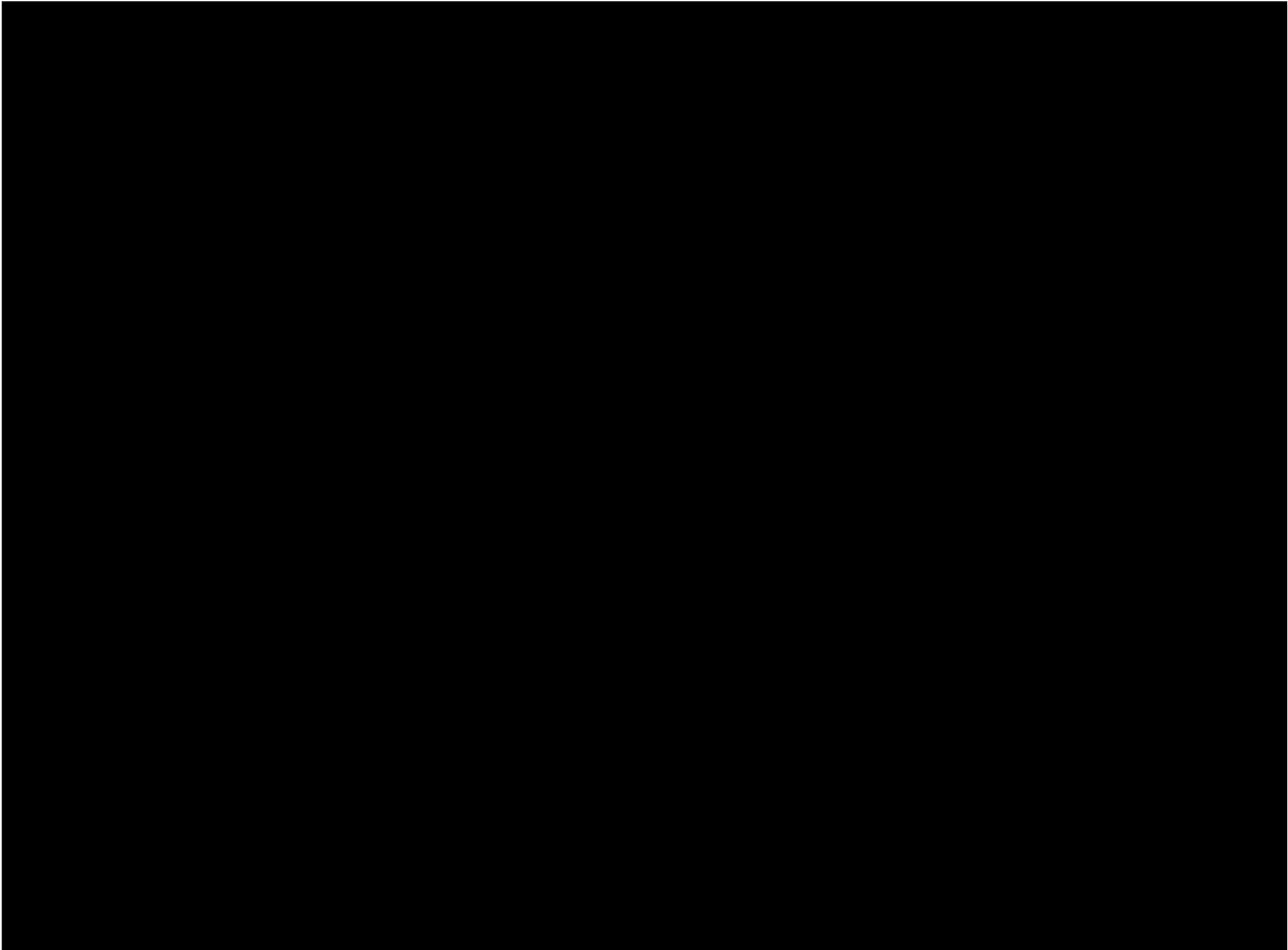
Malaysiakini's digital subscription journey



Sean Ho

**DIGITAL
MEDIA**

Asia 2018



Organisation

102

Staff (65 from Editorial)

4

Languages

90%

Domestic politics

5

General Elections

Subscriptions

5M

Unique readers (Oct 2018)

100K

Registered readers (Metered)

24K

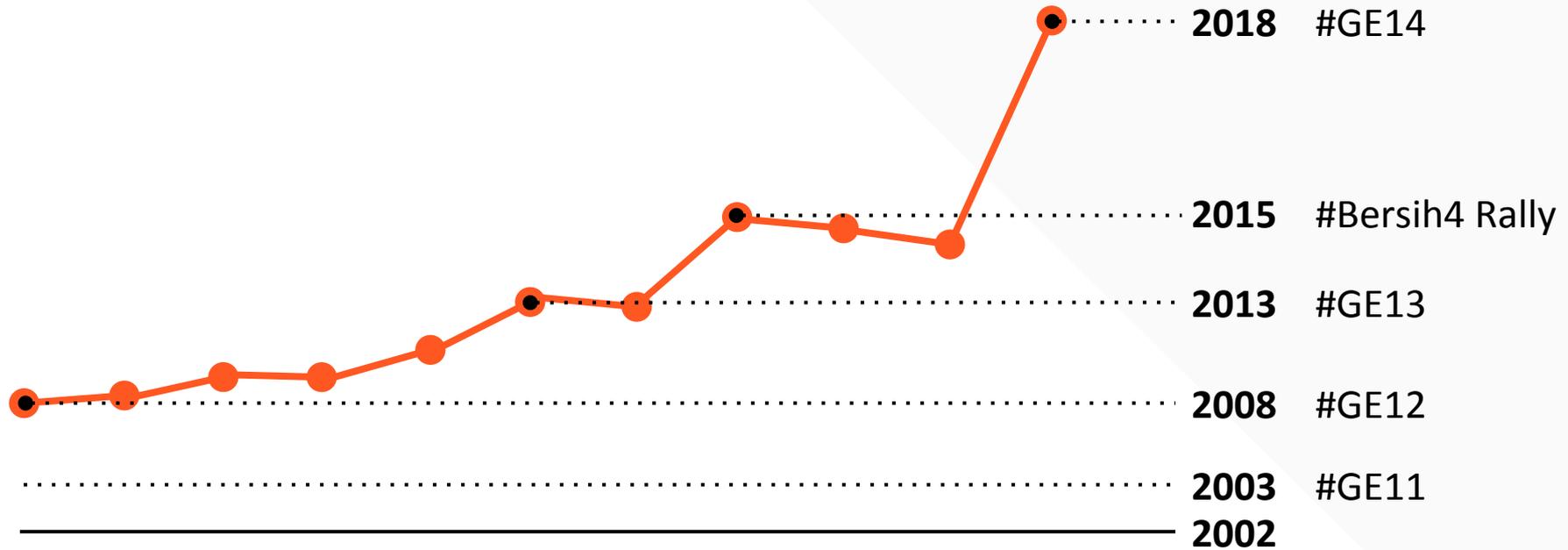
Paying subscribers

30%

Subscription revenue

PAST 10 YEARS

Subscription Revenue



How we started

1998



November 1999

- Strong need for alternative media
- Internet boom in the late 90's
- Zero internet censorship
- Co-founders Steven Gan & Premesh Chadran



1999 - 2000

- **100,000** readers in the first 8 months
- Dotcom crash came in 2000
- Zero demand for online advertising



Digital subscription introduced in 2002

- **Targeted 10%** of 100,000 readers
- We got 1% (1,000 subscribers)



malaysiakini.com @malaysiakini 33w
MCMC raids M'kini, confiscates computers
dlvr.it/Mck81V



M'kini editor-in-chief charged over AG videos

Malaysiakini editor-in-chief, Anwar Ibrahim, has been charged with criminal breach of trust over a video recording of a press conference. The charge is the first of its kind against a media outlet.



Consistent Branding

CAMPAIGN

Keep Malaysiakini Independent

NEWS & VIEWS THAT MATTER

Good journalism is about journalists reporting news and views that matter.

Unless of course, Malaysiakini decides to do stories like, "You won't believe what the cat did today..."

mk KEEP MALAYSIAKINI INDEPENDENT

THE COMPLETE PICTURE

Videos, podcasts and infographics of the news instantly available. Want the backstory? Tap on the report's links or 'Related Articles' section.

Get informed.

mk KEEP MALAYSIAKINI INDEPENDENT

ADVERTISING ISN'T ENOUGH

Gone are the days when media companies make a decent living in advertising.

As an independent media, we also lose revenue to bigger tech giants like Google and Facebook.

mk KEEP MALAYSIAKINI INDEPENDENT

BOTH SIDES OF THE STORY

Thanks to our subscribers, we depend less on advertising revenue. Our reporters earn a living without taking sides in the political and business arenas.

We retain our freedom to seek the truth behind every issue.

mk KEEP MALAYSIAKINI INDEPENDENT

CAMPAIGN

Mission Stories

MISSION STORY

Whoever comes to power, we will watch them

Published: 20 Mar 2018, 9:58 am |
Modified: 20 Mar 2018, 12:13 pm



MISSION STORY

Embrace our mission and walk with us

Lynn D'Cruz | Published: 27 Feb 2018, 9:32 am | Modified: 27 Feb 2018, 11:48 am



MISSION STORY

A liberating conversation about Malaysiakini

Lynn D'Cruz | Published: 18 Apr 2018, 12:30 pm | Modified: 18 Apr 2018, 1:15 pm



MISSION STORY

Anti-fake news law - Najib's shock and awe

Steven Gan | Published: 3 Apr 2018, 7:37 am | Modified: 3 Apr 2018, 10:43 am



Content & Engagement

CONTENT & ENGAGEMENT

Yoursay



YOURSAY

Yoursay: 'Better let 1,000 guilty people go than hang one innocent person'



YOURSAY

Yoursay: But MO1, the hole M'sia is in was dug by you

YOURSAY

Yoursay: Replace OSA with Freedom of Information Act



YOURSAY

Yoursay: MO1 tries to stay afloat with anchor tied to his foot



YOURSAY



YOURSAY

Yoursay: In New M'sia, everyone has the right to ask leaders questions

CONTENT & ENGAGEMENT | 2018

Kini News Lab

Budget 2019

Love it or hate it?

So far, we have received **48129** votes with an average of **77%** likes and **23%** dislikes.

Vote for your favourite - and least favourite - highlights from the federal budget.

Sugary drinks tax introduced

RM20 for passengers flying to Asian countries, and RM40 for passengers flying elsewhere.

Free critical illness insurance for B40 income group to RM8,000.

LIKE **DISLIKE**

Overseas travel tax

Free critical illness insurance for B40 income group to RM8,000.

LIKE **DISLIKE**

Health insurance for B40

LIKE **DISLIKE**

DEPUTY PRESIDENT

Azmin Ali
 49,624 votes
 49.12%

Rafizi Ramli
 47,914 votes
 47.12%

Updated: 8 Nov 2018, 8:45pm
 Unofficial results shows Azmin has won Sabah. This tracker will be updated once the results is formally released by the PRR election committee.

State	Azmin	Rafizi
PENANG	4848	4848
JOHOR	4848	4848
KELANTAN	4848	4848
TERENGGANU	4848	4848
PAHANG	4848	4848
FEDERAL TERRITORIES	4848	4848

10 promises in 100 days

Monitoring Pakatan Harapan's manifesto pledges

2

PROMISES FULFILLED

5

PARTIALLY FULFILLED

3

IN PROGRESS

Number of days in progress: 100

The Pakatan Harapan manifesto was unveiled on March 8, 2018. With the coalition having won the May 9 general election, attention now turns to fulfilling those promises. This site tracks 10 pledges Harapan promised to fulfil within its first 100 days in office. Read the full manifesto [here](#).

'Stolen' 1MDB Funds: THE DOJ LAWSUIT REVISITED

by Lee Long Hui | 31 March 2018

malaysiakini

Nicked from 1MDB or donation?

POLITICAL HANDS IN THE COOKIE JAR

Receipt of an oft-told tale — billions flowed into Najib Abdul Razak's personal bank accounts. The US Department of Justice (DOJ) believes it was misappropriated from 1MDB but Najib claims it was a donation.

The former premier claims he used a portion of the monies for the 13th general election. Malaysiakini looks at the political beneficiaries.

malaysiakini

GE14™

Party	Seats	Percentage
Barisan Nasional	79	47%
Pakatan Harapan	122*	73%
Others	18	10%

40.6K SHARES

Reporting deaths in police custody: Behind the numbers

One in four cases are publicised, with majority of reports highlighting Indian victims.

Death of 46yo S. Sathuraman on Feb 12 2018

Death of 29yo Asian Syd Mohamed Nur on Nov 4 2018

UNDI POWER HOW POWERFUL IS YOUR VOTE?

Find out how much power your vote has compared to other Malaysian voters. Fight your way through our line-up of mighty leaders!

START

This is part of the reason why BN retained power in the 2013 general election by winning **50% of seats** with a mere **47% of votes**, while the opposition coalition won **40% of seats** with **51% of votes**.

PLAY THE GAME

FUNDRAISING | NOV 2013

Buy a Brick: USD400K



BUY A BRICK

Build A Home For
INDEPENDENT MEDIA

Let's Build Something
GREAT TOGETHER

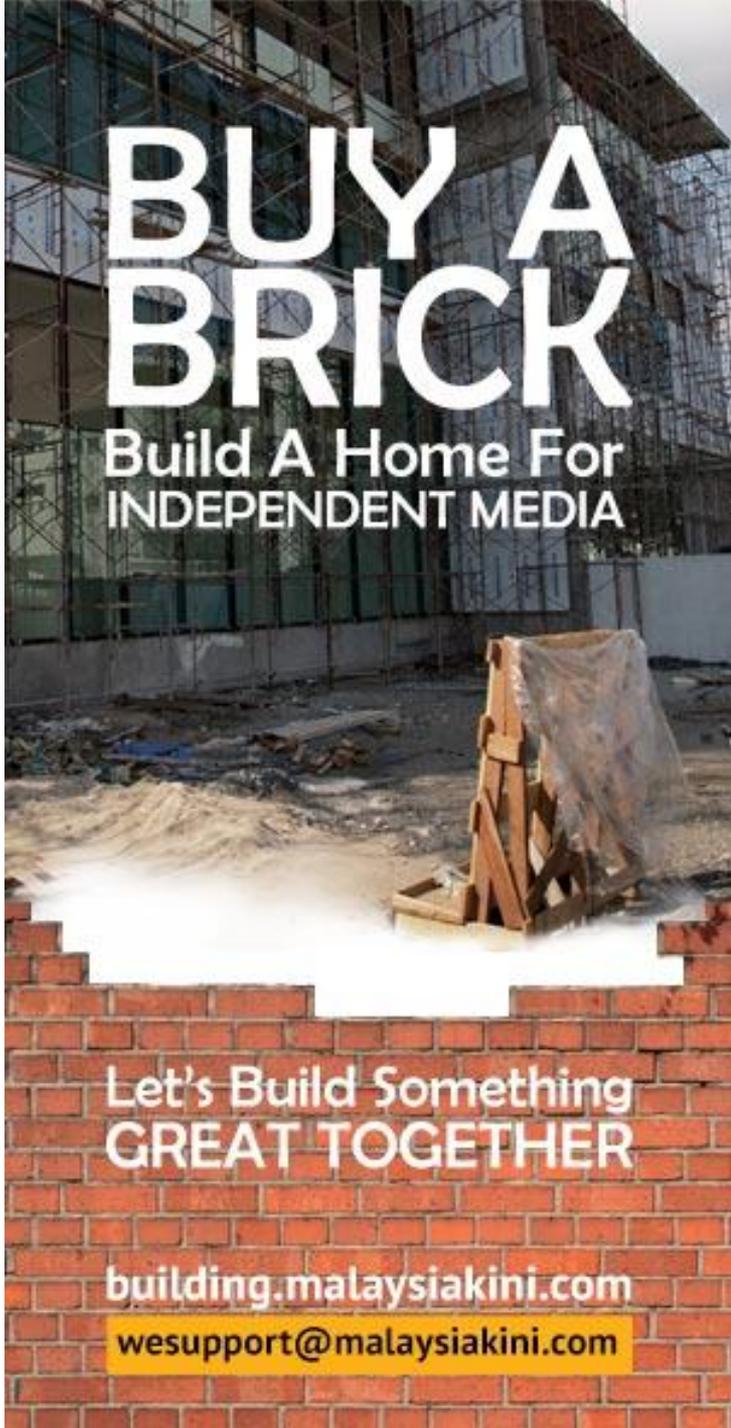
building.malaysiakini.com

wesupport@malaysiakini.com

FUNDRAISING | NOV 2013

Buy a Brick: USD 400,000

- Main supporters were **long-time subscribers**
- Studied by **London School of Economics**



**BUY A
BRICK**

Build A Home For
INDEPENDENT MEDIA

Let's Build Something
GREAT TOGETHER

building.malaysiakini.com

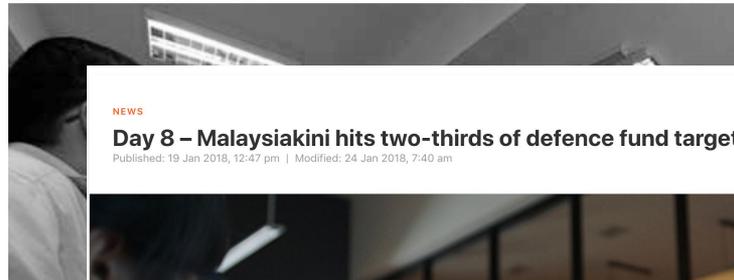
wesupport@malaysiakini.com

Legal Defence Fund: USD 85,000 in 12 days

NEWS
Malaysiakini seeks public's help to pay RM350k damages
 Published: 12 Jan 2018, 8:00 am | Modified: 24 Jan 2018, 7:42 am



NEWS
Reporters Without Borders decries court ruling against M'kini
 Published: 25 Jan 2018, 9:19 am | Modified: 25 Jan 2018, 11:09 am



NEWS
Day 8 – Malaysiakini hits two-thirds of defence fund target
 Published: 19 Jan 2018, 12:47 pm | Modified: 24 Jan 2018, 7:40 am

NEWS
Why does M'kini need to raise money for legal defence?
 Steven Gan & Premesh Chandran | Published: 24 Jan 2018, 7:30 am | Modified: 24 Jan 2018, 10:17 pm



EDITOR'S PICK

How MCA came to own The Star

A+ A-

Malaysiakini is reaching out to the public as the Court of Appeal reversed a High Court ruling. The sum awarded by the appellate court (RAGM) company comprises RM200,000 in legal costs.

"Our lawyers will be applying for a stay of execution. We need to have the money ready," Malaysiakini said today.

"And should the stay be not granted, we will be coming weeks. Otherwise, RAGM can sue Malaysiakini," he said.

A+ A-

Norman Goh | malaysiakini.com

Norman Goh, Malaysiakini's editor-in-chief, thanked the independent supporters for their big-hearted contribution.

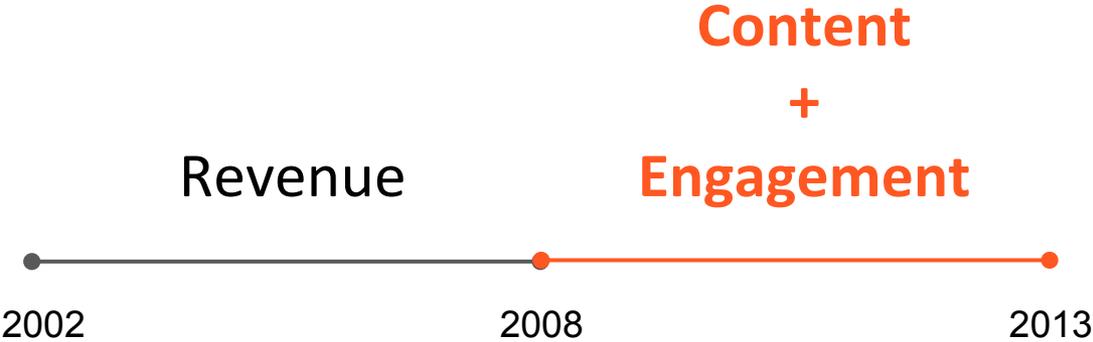
Summary

Metrics

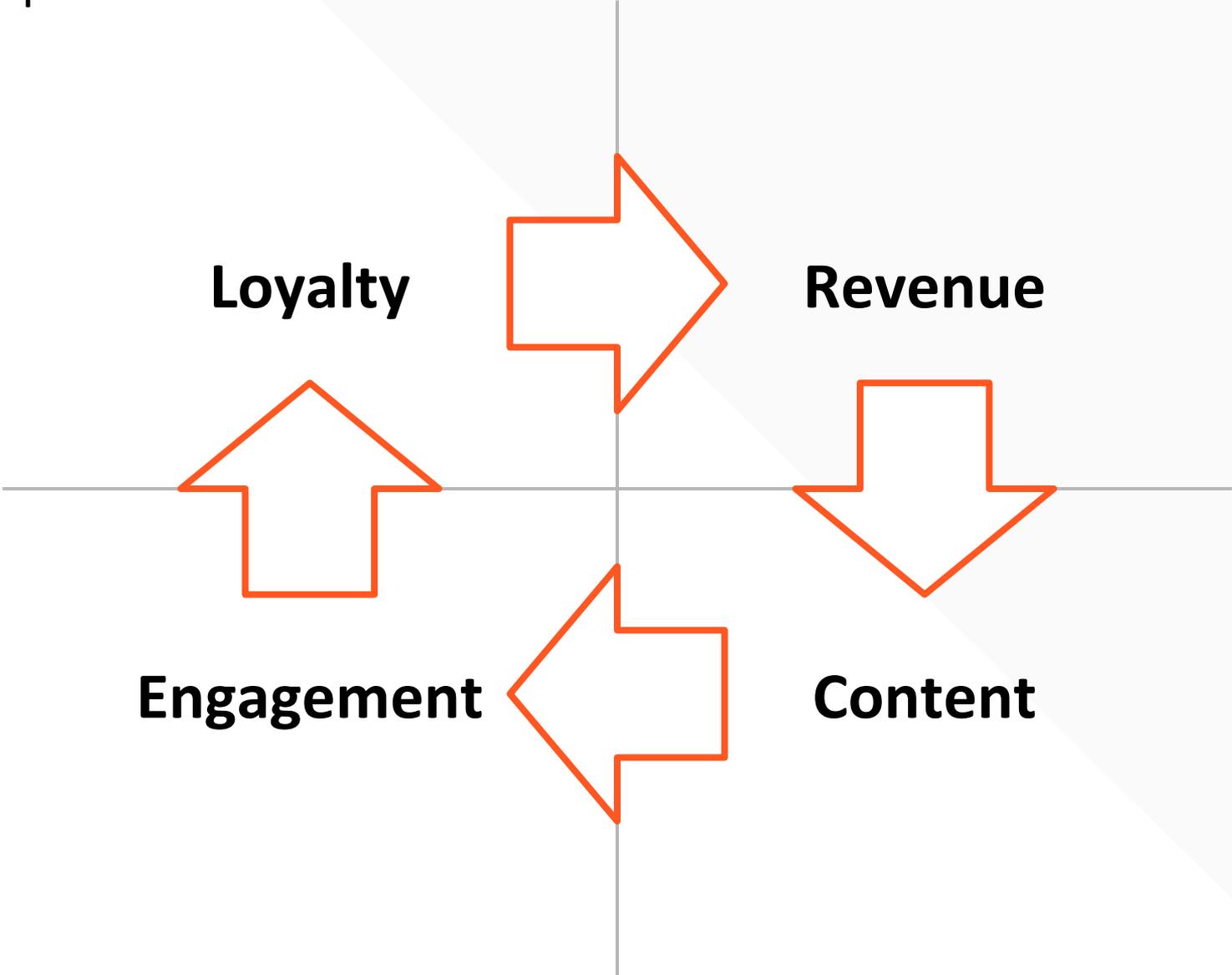
Revenue



Metrics



Subscription Model



THIS YEAR

- **Metered Paywall**
10 free stories a month (February)
- **Content Sharing** with Initium, HK (June)
- **Facebook Subscription** (November)

WHAT'S NEXT?

- Paywall system revamp (2019)
- Distributed Publishing & Content Syndication
- Better Data Collection & Reporting
- Events & Media School

Thank you

 seanho@malaysiakini.com