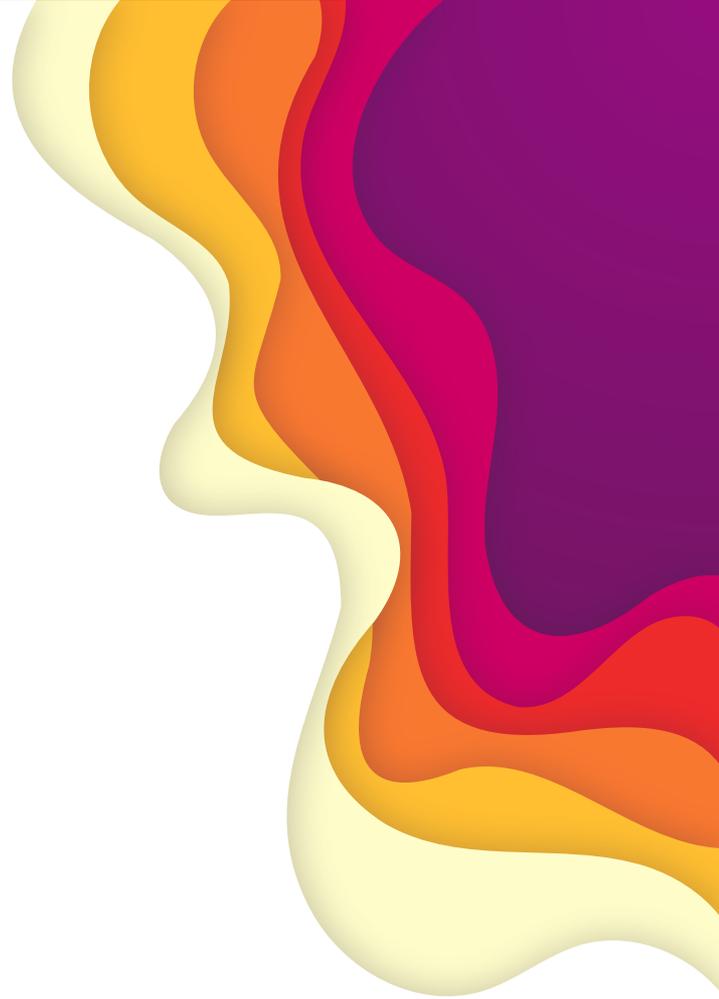


# The Journey:

From subscription to  
membership

By: A Malaysiakini Member



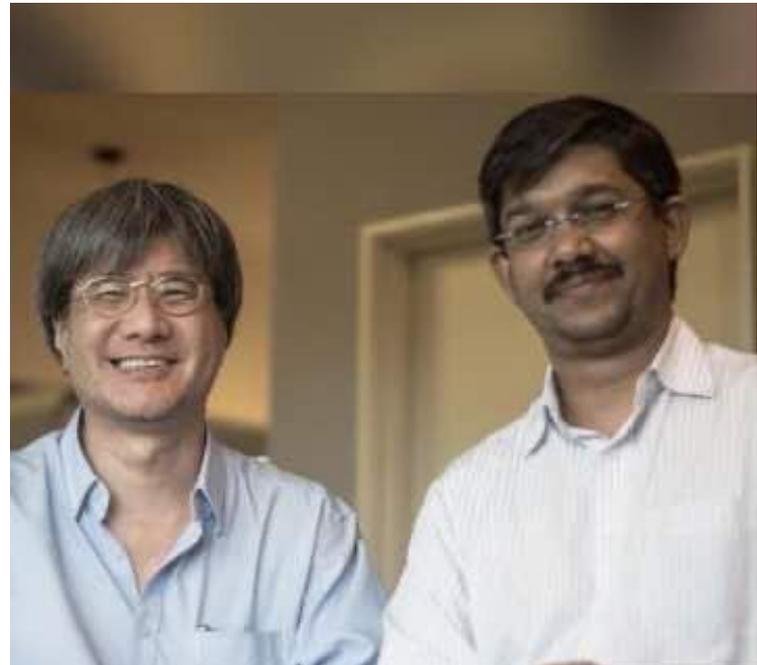
# Together, they changed the Malaysian political media landscape

Founders:

Premesh Chandran (CEO)

Steven Gan (EIC)

Since 1999



## 2002 - Malaysiakini launches subscription

- Started with 1000 subscribers
- Launched BM site in 2003 - Remains a free site until 2020
- Launched Chinese site in 2005 - subscription
- First time price increase in 2004 (RM100-RM120-RM150-RM200)



# Website: Early days when design was the last on the list

Average daily visitors  
**108,812**  
 e-Asia Advertising Statistics

## Malaysiakini.com

ONLY THE NEWS THAT MATTERS

[Frontpage](#) | [More News](#) | [Editorials](#) | [Columns](#) | [More Letters](#) | [Advertise](#)

This week's Readers Poll

Based on your perception, Anwar Ibrahim is...

- Guilty
- Not guilty
- Mistrial
- Don't know

Poll period Aug 9 - Aug 16

Poll Now

View current results

Previous polls

an effective remedy for diabetes..

Scoops!

- ▶ Doctored photo
- ▶ BA censored ads
- ▶ Anwar interview
- ▶ Musa interview
- ▶ Web-KeADILan
- ▶ Bowman papers
- ▶ Marina vs Chandra

to discover the secret..
 

Click here!

Subscribe to

Malaysiakini can be accessed through  
[www.malaysiakini.com](http://www.malaysiakini.com) & [www.malaysiakini.com.my](http://www.malaysiakini.com.my)  
 For latest updates, please click Refresh/Reload

Tuesday - Aug 15

**No judgment on Anwar vs Mahathir case**

K Kabilan

**2pm TUES:** The Court of Appeal today reserved its judgment to a later date on an appeal by former deputy prime minister Anwar Ibrahim against the striking out of his RM1.00 million defamation suit against Prime Minister Mahathir Mohamad. [\[Full Story\]](#)

**Suhakam receives complaint from Keadilan**

Ariani Rustam

**2.15pm, TUES:** Suhakam has confirmed receipt of a letter from Keadilan complaining about the police assault on its vice-president Tian Chua last week. [\[Full Story\]](#)

**Anwar's Verdict READERS' COMMENTS**

NEW pages Aug 14

Sila kirim ulasan anda

Email us: [editor@malaysiakini.com](mailto:editor@malaysiakini.com)

**No interpreter, Irene's trial adjourned**

Ajinder Kaur

Rentakini

THE RHYTHM OF TODAY

Looking for a job !!

Dina Zaman

Aug 14: They say the economy is back on track. For many of my friends, this news gave them hope. After the massive retrenchment in 1997-1998, my peers opted to freelance. Some are still sticking to it, and some, like me, want a regular income.

KOLUM

Negaraberdaulat dan kritikan asing

Muhammad Faez

14 Ogos: Menteri Luar Malaysia, Datuk Seri Syed Hamid Albar mengemukakan hebat negara-negara asing yang mengkritik badan kehakiman negara, berhubung kes Anwar Ibrahim. Beliau menafikan badan itu dikawal oleh pihak eksekutif atau pemerintah.

LETTERS

4

# Website: Today when UX is a priority

EN BM 中文 தமிழ்

Lynn

- Home >
- News >
- Covid-19 Tracker >
- Editor's Pick >
- Special Report >
- Roundup >
- Opinions >
- Letters >
- Yoursay >
- KiniGuide >
- M'sians Kini >
- Cartoonkini >
- News Lab >
- Announcements >
- Events >
- Jobs >

TOP STORY

## Syed Saddiq accepts Dr M's criticism with open heart

'We may be young but we love Malaysia,' Syed Saddiq tweets.

1h ago · 31

TRENDING

- Covid-19 >
- Merdeka >
- Race & Religion >
- Lim Guan Eng >
- Economy >

**Najib benefitted from 1MDB-linked transactions: Ex-1MDB CEO**

**M'sian solutions don't work for 'economically-backward' Malays - Pejuang**

**Former Mara chair, CEO named in audit on dubious Aussie property buys**

**Defence of Isa's graft trial closes case after calling 6 witnesses**

**Direct nego projects - Zuraida claims to have evidence of non-involvement**

# 2014 Buy a Brick campaign saw 1.7 million raised by the Malaysian public



# 2018 Legal Defence Fund raised RM350,000 in 12 days

malaysiakini

Thank you!

from all of us at  
malaysiakini

NEWS

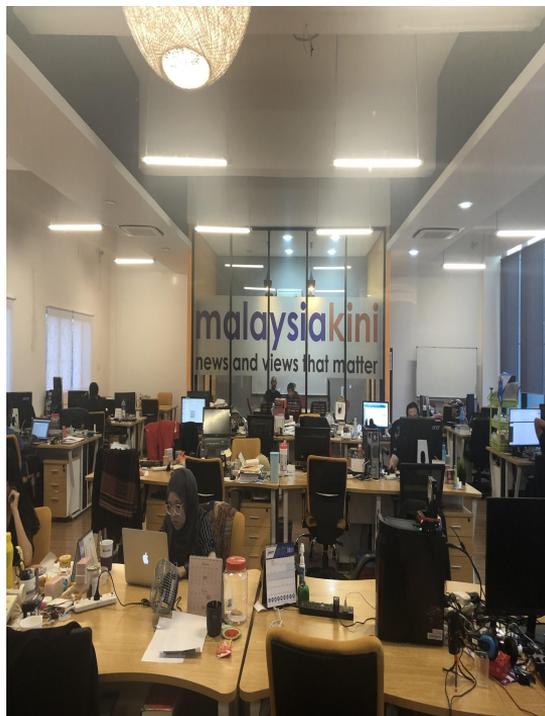
A+

A-

Bookmark

**Defence fund target met - thank you M'kini  
supporters!**

# Malaysiakini is literally transparent



# What was our relationship to our readers?



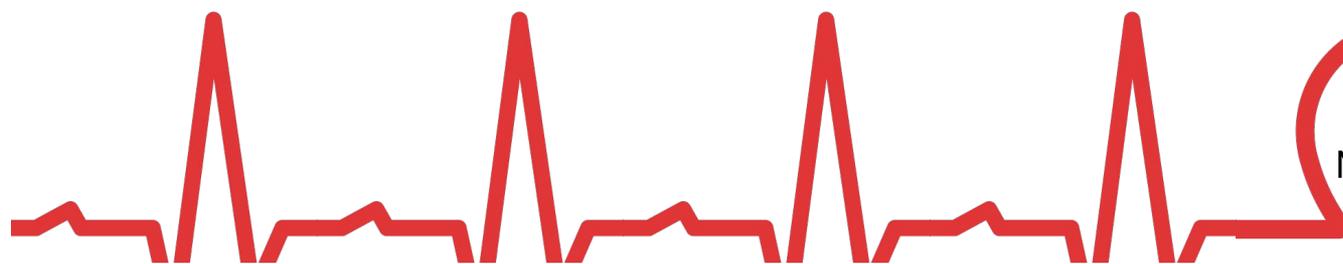
# What is the outcome of a purely transactional relationship?

ELECTIONS

ELECTIONS

ELECTIONS

ELECTIONS

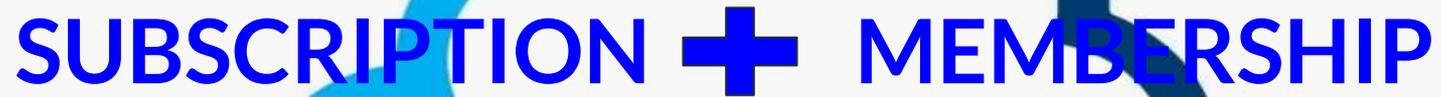


MEMBERSHIP OR  
DIE?

# Soul searching... To membership or not to membership?



# The outcome?

A graphic featuring the text 'SUBSCRIPTION + MEMBERSHIP' in blue, bold, uppercase letters. The text is centered within a light gray rectangular box. Behind the text are two large, stylized, curved arrows. The left arrow is light blue and points downwards and to the right. The right arrow is dark blue and points upwards and to the left. The two arrows appear to be part of a continuous loop, with their ends meeting in the center. The text is overlaid on the central part of this loop.

**SUBSCRIPTION + MEMBERSHIP**

# 2019: A new membership team...



BRANDING

MARKETING

PARTNERSHIP

RESEARCH &  
ANALYSIS

CUSTOMER  
SERVICE

# Who works on membership today?



**ZIKRI KAMARULZAMAN**  
Senior Journalist, Malaysiakini



**S. VICKNESAN**  
Senior Sub Editor, Malaysiakini



**SUSAN LOONE**  
Assistant Editor, Northern Region, Malaysiakini



**NIGEL AIV**  
Assistant Editor, English Desk, Malaysiakini



**EWE LING YENN**  
Social Media Assistant, Malaysiakini



**AIDILA RAZAK**  
Special Reports Editor, Malaysiakini



**ANNABELLE LEE**  
Journalist, Malaysiakini



**LEE WENG KEAT (李永杰)**  
Editor, Chinese Desk, Malaysiakini



**JIMADIE SHAH OTHMAN**  
Editor, BM Desk, Malaysiakini



**AIZU IKHAL**  
Manager, Product Engineering, Malaysiakini



**ABDULLAH AMEER SAHAL BIN ESHAQ**  
Software Developer



**ESHWAREN M.**  
Senior Full Stack Engineer



**ANDREW ONG**  
News Editor, Malaysiakini



**PREMESH CHANDRAN**  
CEO and Co-founder Malaysiakini; Non-executive director on FG Media and KiniTV



**NG LING FONG (黄凌凤)**  
Managing Editor, Malaysiakini



**RK ANAND**  
Executive Editor, Malaysiakini



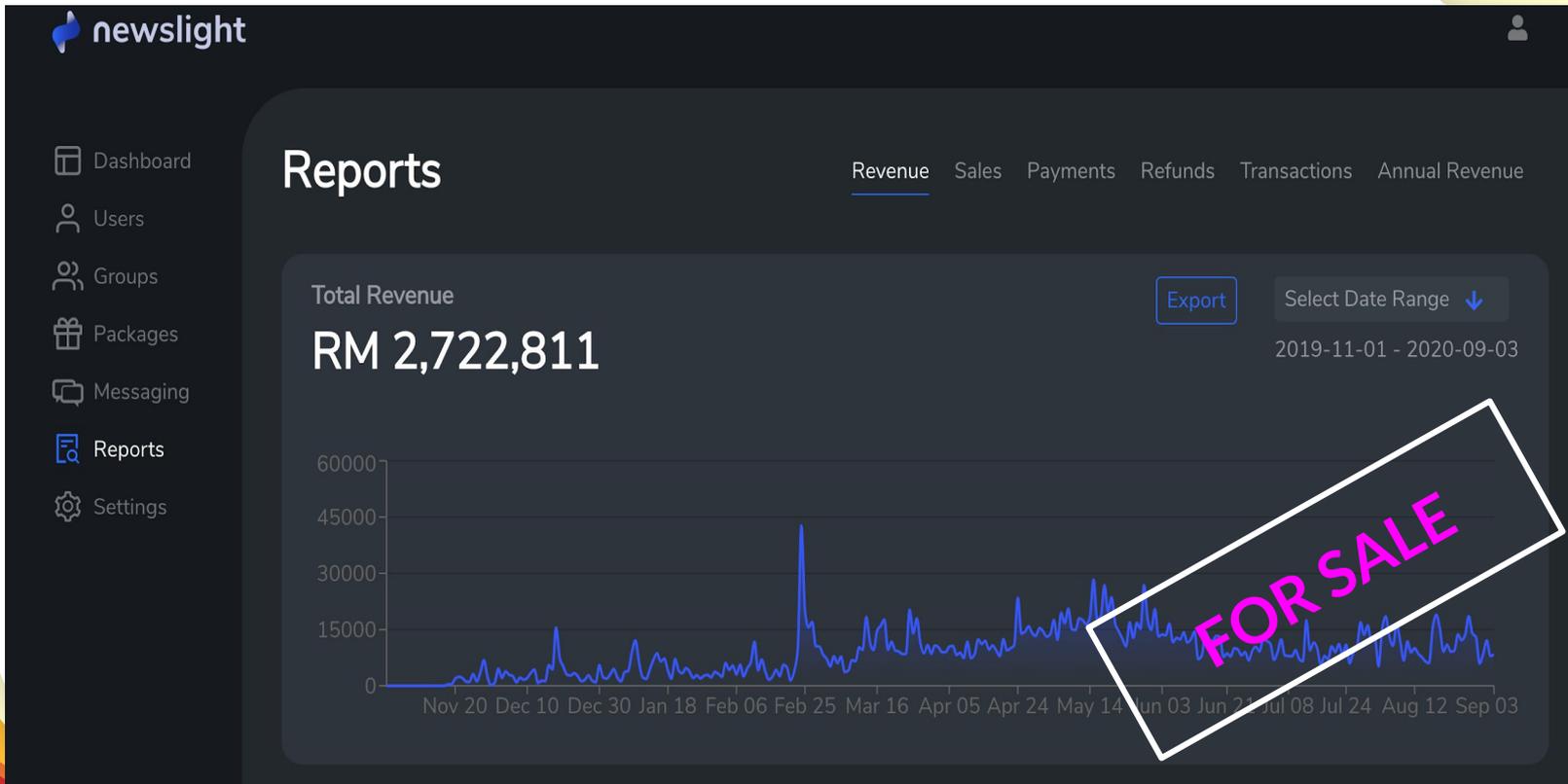
**SEAN HO**  
Senior Product Manager, Malaysiakini



**STEVEN GAN**  
Editor-in-Chief and Co-Founder, Malaysiakini

# Newsight

## The magic subscription manager



# What do we offer members?

## KINI COMMUNITY

MY MAXIS 19:01 community.malaysiakini.com

GO TO MY NEWSFEED

BETA

**kini Community**

What is Kini Community?

In a nutshell, Kini Community is a safe space for our valued

## NEWSLETTER

NIFTY NOTES: Getting the full picture from 'Between The Lines'

Inbox

M MalaysiaKini 14 Aug to me

**NIFTY NOTES**  
REAL. UNFILTERED.

Dear Lynn,

Today we wish to bring you a special piece by a local newsletter called 'Between The Lines'.

In the spirit of promoting original content, we have decided to support local initiatives such as them while also providing our readers with different points of view periodically.

We do hope you enjoy this article, 'Covid-19: When A Pandemic Collides With Xenophobia'.

## INVITATION TO EVENTS

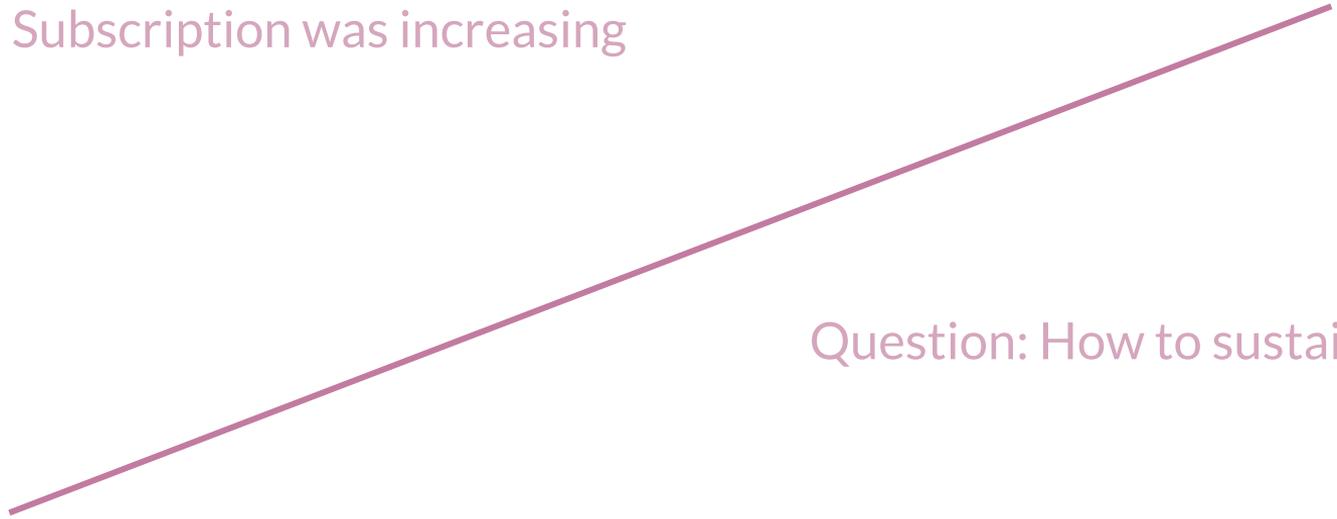
kiniEvents

**WE DELIVER TO YOU THE BEST EVENT CONCEPTS**

Events mark significant milestones in our lives. kiniEvents was established last year to deepen the significance of events, sharpen the experience of both public and private organisations, and contribute to meaningful change. As MalaysiaKini's event management arm, we strive to achieve excellence as we embark on a mission to democratise the event management landscape.

# March 2020 - COVID Strikes - Malaysia Goes Into Lockdown

Subscription was increasing



Question: How to sustain?

## May 2020 - Chief Membership Officer..

Experiencing existential  
numbness  
from not knowing  
what else to do..



June 2020 - When the students are ready, the saviours appear...



media  
development  
investment  
fund



Google  
News Initiative

# Where are we at today with membership?



**STILL LEARNING**

## Results?

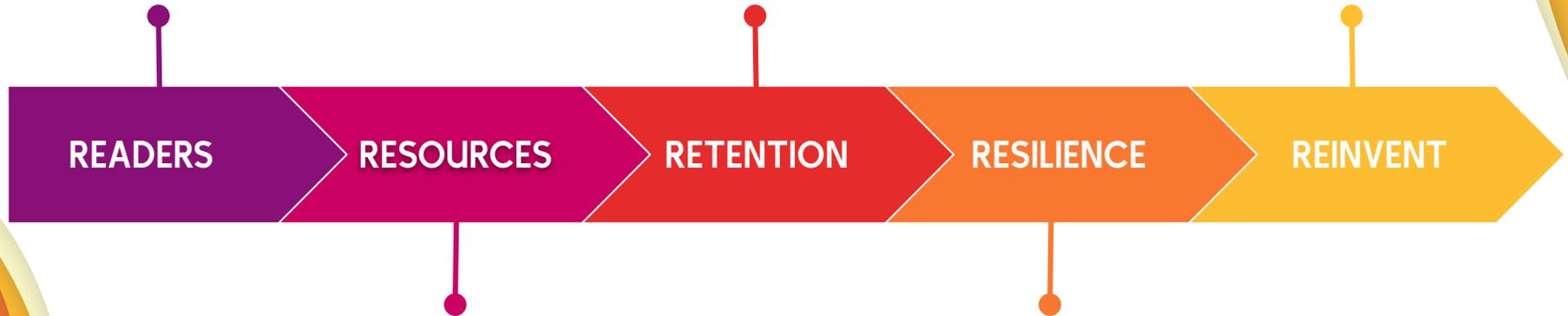
- Subscription revenue has increased from 25% of total revenue to 46%
- We have managed to slow down the churn rate
- Since 2019 we have increased subscriber numbers by 25%
- We are building more sophisticated funnel and data collection systems

# What have we learnt so far?

Readers need to be top-priority. A listening-mechanism needs to be built into membership

Focus on the retention of members - habit development

There needs to be continuous product and business innovation



An evaluation of resources available to invest in membership - tech/marketing/data/customer service

Be willing to fail and try many different strategy before sustained market penetration

## Lessons

- Membership requires across the board collaboration
- Continuously listen to and engage with readers
- Data collection is key in measuring growth
- A seamless payment system is vital
- Strive for a holistic development of user experience

malaysiakini  
news and views that matter



Thanks!

Rend  
Kha  
led by  
  
Gene  
Ben  
Floor  
Uma C  
  
@Kin  
work  
India,