



Build what people follow.

TABLE OF CONTENT

01	RACE
02	INCOME GROUP
03	LIFE STAGE
04	SPORTS
05	TRENDSETTER
06	BUSINESS & PROFESSIONAL
07	ENTERTAINMENT
08	SHOPPING INTENT
09	LOTAME PARANOMA ID

01

RACE

Target Malaysia's multicultural society

MALAY

Ambitious Malaysian middle-class professionals seeking balanced lifestyles and affordable luxuries.

Attitude to Media:

Prefer media offering insights on affordable luxury, career growth, and smart spending through digital platforms and social media.

Interest

- Recipes
- Smart Tech and Phone
- Entertainment News
- Local Drama
- Local Celebrities news
- Islamic Content
- Music
- Festive Events

Browsing Behavior:

- Halal restaurant
- Latest baju Raya design and fashion
- Bazaar Ramadan
- Simple kuih Raya recipes
- Latest local artist gossip
- Local Malay celebrities and social influencer
- Latest Malay drama
- Best Malay, Islamic & English radio station



CHINESE

Balancing tradition and modernity, they value education, career success, family, and securing future generations' prosperity.

Attitude to Media:

Their overall media consumption reflects a strong commitment to personal growth, well-being, and upholding family values.

Interest

- Health
- Online Shopping
- Smart Tech and Phone
- Business News
- Local Chinese Celebrities news
- Investment
- Music

Browsing Behavior:

- Feng shui tips
- Chinese astrology predictions
- Chinese drama
- Recommended Chinese restaurant
- Local Chinese Celebrities and social influencer
- Chinese new year fashion and design
- Recommended bars & clubs
- Traditional Chinese remedy
- Best Chinese & English radio station



INDIAN

Ambitious and resilient, they blend tradition with progress, valuing education, family, community, and lifelong advancement

Attitude to Media:

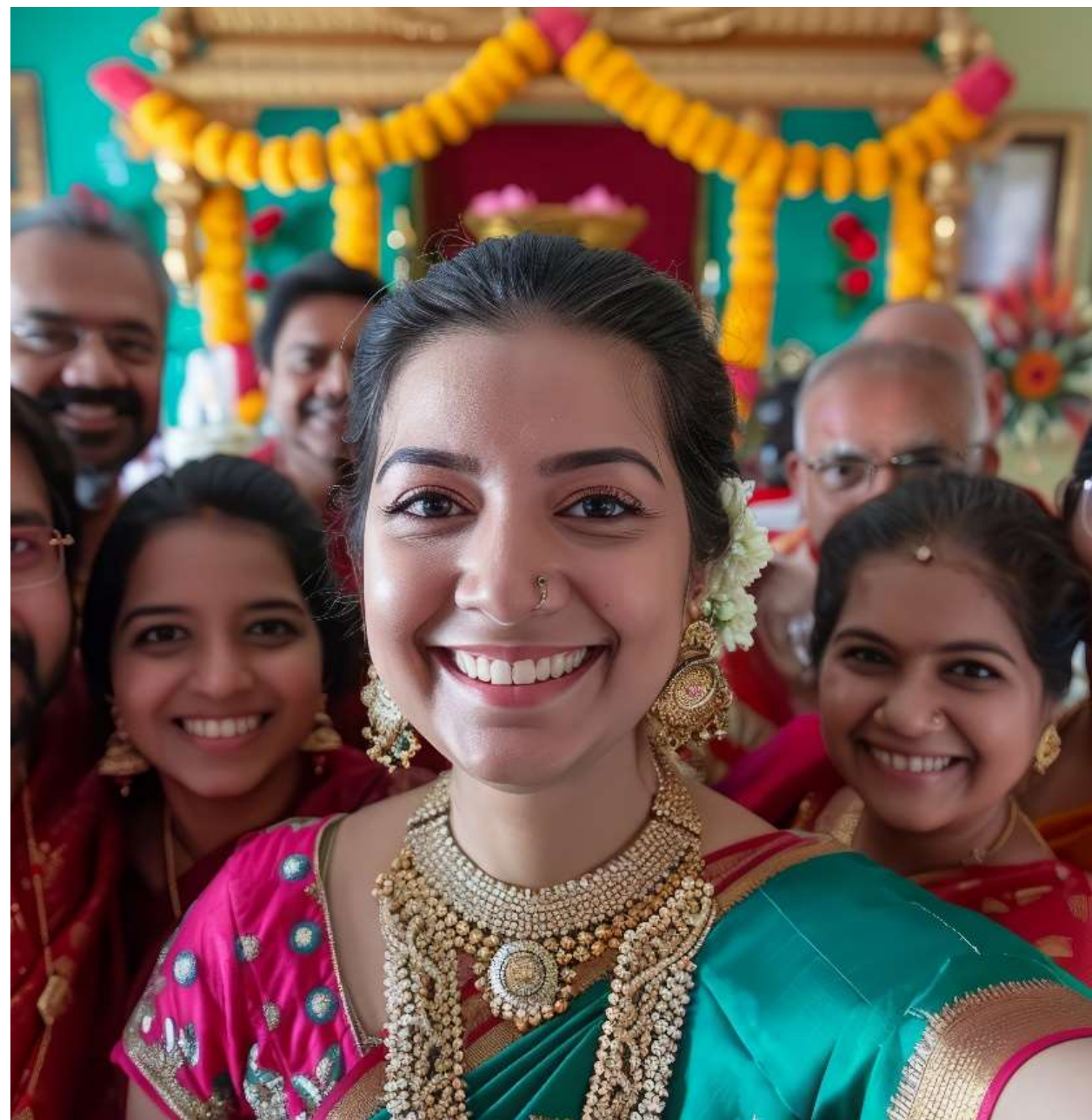
They seek content that is both entertaining and meaningful, appreciating media that celebrates their heritage, promotes learning, and inspires progress.

Interest

- Health
- Gold Investment
- Recipes
- Entertainment News
- Music

Browsing Behavior:

- Latest saree design and fashion
- Recommended Indian & vegetarian restaurant
- Deepavali bazaar
- Gold jewelry shop
- Top Tamil & English radio station
- Best Tamil movies
- Local Indian celebrities and social influencer
- Indian vegetarian recipes
- Recommended bars & clubs



02**INCOME GROUPS**

Target consumers from B40 to T10, aligning with income-driven needs and lifestyles.

T10

Affluent urban elites valuing exclusivity, global experiences, innovation, and sustained financial and lifestyle growth.

Attitude to Media:

They seek insightful and high-quality information that keeps them ahead of business, investment and trends.

Interest

- Investment
- Property
- Smart Tech and Phone
- Financial News & Global News
- Travel
- Luxury Goods
- Luxury and Niche Vehicle
- Wealth Management

Browsing Behavior:

- Market trends & stock performance
- Real estate investment
- Subscription news & entertainment
- Bespoke brands
- Luxury gadgets
- Premier banking
- Luxury hotel & resorts
- International travel
- Loyalty programs with VIP perks
- Ultimate & supreme luxury car



T20

Affluent and forward-thinking, they pursue innovation, luxury, and diversified investments for elevated living experiences.

Attitude to Media:

They usually seek content that helps them make informed decisions on investment, business strategies and lifestyle trends.

Interest

- Premier banking
- Real estate investment
- Luxury hotel & resorts
- Local and international travel
- Financial news
- Luxury brands
- Premium gadgets
- Subscription news & entertainment
- Exclusive luxury car
- Premium reward & loyalty programs

Browsing Behavior:

- Investment
- Property
- Smart Tech and Phone
- Financial News & Global News
- Travel & Leisure
- Luxury Goods
- Luxury and Niche Vehicle
- Wealth Management



M40

Ambitious Malaysian middle-class professionals seeking balanced lifestyles and affordable luxuries.

Attitude to Media:

Prefer media offering insights on affordable luxury, career growth, and smart spending through digital platforms and social media.

Interest

- Personal Financial Planning
- Online Shopping
- Smart Tech and Phone
- Coupons and Discounts
- Entertainment News
- Travel & Leisure
- Lifestyle News

Browsing Behavior:

- Best deals and discounts
- Local entertainment gossips.
- Financial planning & budget tips
- Side gigs & part-times
- Subscription entertainment
- Local and international travel
- Mid-range hotels
- Lifestyle news
- Premium & affordable brands
- Luxury gadgets
- Affordable housing scheme
- Free reward & loyalty programs



B40

Hardworking and tech-savvy, they prioritize affordability, stability, and staying connected through mobile access.

Attitude to Media:

They prefer practical, affordable content that supports family needs, skill growth, and daily awareness.

Interest

- Affordable and Traditional Health
- Personal Financial Planning
- Online Shopping
- Smart Tech and Phone
- Coupons and Discounts
- Entertainment News
- Travel

Browsing Behavior:

- Best deals and discounts.
- Affordable brands.
- Side gigs & part-times.
- Budget travel.
- Local travel.
- Cheap hotel.
- DIY & home improvements.
- Budget gadgets.
- Affordable housing scheme
- Free reward & loyalty programs.
- Local entertainment gossips.



03**LIFE STAGE**

Targets Malaysians across key life phases

GEN Z

Digitally native youths valuing authenticity, inclusivity, sustainability, and on-demand content shaping their connected lifestyles.

Attitude to Media:

They prefer short, visual, authentic content, trusting influencers and peer recommendations for purchase decisions.

Interest

- Personal care
- Entrepreneurship
- Esports
- Online shopping
- Smart tech and phone
- Fashion
- Music
- Festival & concerts
- Café

Media Consumption

- Short form clips
- Podcast
- Live stream

Browsing Behavior:

- New k-drama
- Best anime to watch
- Upcoming anime fest
- Music streaming platforms
- Best video games
- Business idea for beginners
- On-demand entertainment
- Tech & gadget reviews

- Forums
- On-demand
- Audio streaming



MILLENNIALS

Career-driven and family-oriented, Millennials seek balance, self-improvement, and meaningful, relatable media content

Attitude to Media:

They seek purposeful, practical content for career growth, financial insight, lifestyle trends, and social engagement.

Interest

- Travel
- Food
- Fitness & health
- Esports
- Fashion
- Streaming services
- Business
- Lifestyle news
- Family planning
- Personal financial planning

Media Consumption

- Online articles
- Podcast
- Live stream

Browsing Behavior:

- Fitness & health tips
- Career development
- Online & shopping deals
- Recipes & dining recommendations
- Investment for beginners
- Startup news & guides
- Best video games
- On-demand entertainment
- Tech & gadget reviews

- Long & short form video
- On-demand
- Audio streaming



GEN X

Practical and independent, Gen X values stability, favoring news, business insights, and family-focused content.

Attitude to Media:

They prefer reliable, in-depth content from trusted media, valuing practicality and on-the-go accessibility.

Interest

- Online shopping
- Smart tech and phone
- Online entertainment
- Insurance
- Wellness & health
- News
- Finance
- Parenting

Browsing Behavior:

- Travel deals & family vacation planning
- Effective parenting for teens
- Local & global news
- Health & wellness tips
- Retirement planning
- Savings & unit trust
- Product reviews and recommendations
- Homeownership

Media Consumption

- Radio
- TV
- Online articles
- Email newsletter
- Long & short form video





BOOMERS

Health-conscious and family-oriented, Baby Boomers value stability, trust, and detailed news, finance, and health content.

Attitude to Media:

They trust traditional media, preferring credible, fact-based content over fleeting viral trends.

Interest

- Wellness & health
- News
- Personal finance
- Online shopping
- Gardening
- Organic
- House Decorations
- Grandparenting
- Nature & adventure

Browsing Behavior:

- Healthcare & wellness tips
- Local & international news
- Nutrition guides
- Retirement activity
- Healthy recipe tutorials
- Home improvement & DIY
- Retirement savings
- Gardening hacks
- Senior citizen discounts

Media Consumption

- Long & short form video
- Radio

- TV
- Online articles



YOUNG WORKING ADULT

Young professionals seeking growth value convenient, engaging, and informative content matching their fast-paced lifestyles.

Attitude to Media:

They favour authentic, bite-sized, visual content on social platforms suited to fast-paced lifestyles.

Interest

- Personal care
- Wellness & health
- Online shopping
- Personal financial planning
- Fashion
- Business
- Lifestyle news
- Entertainment news

Browsing Behavior:

- Career growth & online courses
- Tech & gadget reviews
- Savings plans and personal financing
- Investment for beginners
- On-demand entertainment
- Best online deals
- Lifestyle & entertainment news
- Fitness & self care tips

Media Consumption

- Short form clips
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming



STUDENT

Adaptable and tech-savvy students seeking flexibility, convenience, and growth opportunities for a successful future.

Attitude to Media:

They prefer quick, relevant, informative content, relying on digital platforms for learning and connection.

Interest

- Personal care
- Entrepreneurship
- Recipes
- Education
- Fashion
- Music
- Lifestyle news
- Fitness & health

Browsing Behavior:

- Students deals and promotions
- Internship opportunities
- Side hustle and freelancing for students
- Scholarships
- Tech & gadget reviews
- On-demand entertainment
- Fitness & self care tips

Media Consumption

- Short form clips
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming



SOLOIST

Ambitious and independent, Soloists value flexibility, financial stability, and freedom in pursuing personal growth.

Attitude to Media:

They prefer bite-sized, engaging, on-demand content on social platforms reflecting their independent lifestyles.

Interest

- Personal care
- Entrepreneurship
- Wellness & health
- Personal financial planning
- Lifestyle news
- Entertainment news
- Travel
- Events
- Café

Browsing Behavior:

- Tech & gadget reviews
- Savings plans and personal financing tips
- Best Workout routine
- Solo trips and budget Stays
- Local events & nightlife
- Recommended dating app
- Trending café to visits
- Products and Brand Reviews
- Ways to achieve personal growth

Media Consumption

- Short form clips
- Podcast
- Live stream
- Forums
- On-demand
- Online articles



THE DYNAMIC DUO

Ambitious young couples valuing smart spending, quality investments, and balanced, experience-driven lifestyles.

Attitude to Media:

They prefer on-the-go content like podcasts, audiobooks, and visuals suited for multitasking lifestyles.

Interest

- Personal care
- Investment
- Property
- Wellness & health
- Lifestyle news
- Luxury goods
- Travel & leisure
- Financial news
- Global news

Browsing Behavior:

- Fitness & health tips
- Subscription news & Entertainment
- Leadership courses
- Financial advice
- Emerging job trends
- Premium Reward & Loyalty Programs

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Online articles

- Forums
- On-demand
- Audio streaming
- Email newsletter

LITTLE STEPS ADVOCATES

Caring and budget-conscious, young parents seek trusted, practical products and resources for their children's growth.

Attitude to Media:

They prefer practical, affordable content that supports family needs, learning, and everyday awareness.

Interest

- Parenting
- Baby and toddlers
- Toys
- Cartoon & animations
- Craft & Hobbies
- Entertainment news
- Personal financial planning
- Recipes
- Family planning
- Tech & Gadgets

Media Consumption

- Long & short form video
- Podcast
- Live stream

Browsing Behavior:

- Smart parenting guide and tips
- Recommended Playschool & Kindergarten
- Baby Fair & Expo
- Recommended Parenting Blogs & Website
- Recommended Educational Toys for Baby and Toddlers
- Exclusive baby deals

- Forums
- On-demand
- Audio streaming
- Online articles



YOUTH MOM

Women in their 20s–30s navigating pregnancy or early motherhood, balancing care, learning, and self-growth.

Attitude to Media:

They seek reassuring, relatable content offering guidance, expert advice, and emotional and financial support.

Interest

- Parenting
- Baby and toddlers
- Toys
- Organic
- Online Shopping
- Personal financial planning
- Family & Baby Events
- Recipes
- Family planning

Browsing Behavior:

- Pregnancy tips and prenatal care guides
- Recommended Educational Toys for Baby and Toddlers
- Baby gear and products
- Newborn and toddler milestones
- Childcare centers, baby expos, antenatal classes
- Recipe for baby and toddlers

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- Audio streaming
- Online articles



FAMILY DYNAMIC

Experienced parents focused on stability, education, and planning for their children's future.

Attitude to Media:

They prefer practical, time-efficient, trustworthy content aiding parenting decisions, milestones, and family lifestyle improvement.

Interest

- Child education and enrichment
- Financial stability Health & fitness
- Online Shopping
- Personal financial planning
- Recipes
- Family planning

Browsing Behavior:

- Recommended School & Colleges
- Parenting guides for teens and tweens
- Vacation ideas and family-friendly activities
- Financial planning, savings & insurance tips
- Family health and wellness

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming
- Online articles





MOMMY PROS

Seasoned mothers balancing multiple roles, valuing routines, smart parenting, and family-centered solutions.

Attitude to Media:

They seek trustworthy, insightful content offering real-life solutions for family, parenting, and household well-being.

Interest

- Child education and enrichment
- Family wellness and routines
- Health & fitness
- Personal financial planning
- Recipes
- Family planning
- Online Shopping

Browsing Behavior:

- Academic Support & Online Study Resources
- Family Budgeting & Financial Planning
- Time-Saving Household Hacks
- Recommended Parenting Blogs & Website
- Household and grocery deals
- Recommended Preschool, School & College

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming
- Online articles

04**SPORTS**

Connects with fans of local and international sports

EPL SUPER FANS

Passionate and digital-savvy, Malaysian EPL fans follow clubs closely, engaging through news, highlights, and merchandise.

Attitude to Media:

They stay updated through websites, sports apps, and social media for EPL news and highlights.

Interest

- Football
- EPL
- Health fitness and wellness
- Sports news
- Outdoor sports
- Sporting goods
- Sports Events

Browsing Behavior:

- EPL fixtures & match schedule
- Club & player news
- Fantasy premier league tips & updates
- Premier league table and standings
- Match highlights & post match analysis
- Club merchandise, jersey and collectibles
- EPL viewing events & stream platforms
- Local fan clubs

Media Consumption

- Highlights
- Live stream
- Online articles
- Long & short form video
- Forums
- Podcast



MFL SUPER FANS

Loyal and passionate, MFL fans deeply support local football through broadcasts, stadiums, and social media.

Attitude to Media:

They stay connected through websites, sports apps, and social media for MFL updates and highlights.

Interest

- Football
- MFL
- Health fitness and wellness
- Sports news
- Outdoor sports
- Sporting goods
- Sports Events
- Smart tech and phone

Browsing Behavior:

- Piala Malaysia
- Liga Super Malaysia
- Piala FA
- Football club & player news
- Match highlights & post match
- Ticket purchase and stadium information
- MFL viewing events & stream platforms

Media Consumption

- Highlights
- Live stream
- Online articles
- Long & short form video
- Forums
- Podcast





GOLF FANS

Affluent professionals view golf as sport and networking, investing in premium gear, experiences, and lifestyle.

Attitude to Media:

They engage deeply with live tournaments and expert content, embodying golf's excellence and aspirational lifestyle.

Interest

- Golf
- Investment
- Luxury goods
- Resorts
- Health

Media Consumption

- Highlights
- Live stream

Browsing Behavior:

- LPGA tour & tournaments
- Open Championship
- Live score & results
- Golf clubs reviews & recommendations
- Best golfing destinations
- Pro golfer technique
- Pro golfer performance & news
- Online articles
- Long & short form video



BADMINTON FANS

Passionate and diverse, Malaysian badminton fans nationwide follow major tournaments and support national players.

Attitude to Media:

They follow live matches and expert commentary, valuing badminton's skill, precision, and strong community spirit.

Interest

- Badminton
- Health
- Fitness
- Sports news
- Outdoor sports
- Sporting goods

Browsing Behavior:

- Asia Championship
- Australia Open
- China Open
- Malaysia Open
- BWF World tour
- Recommended Sports center for badminton
- Malaysia badminton players
- Live Score & Results
- Live Tournament & Highlights
- Badminton Pro Shop

Media Consumption

- Highlights
- Live stream
- Online articles
- Long & short form video
- Social media

SEPAK TAKRAW FANS

Passionate and tradition-rooted, Sepak Takraw fans uphold heritage through community tournaments and active participation.

Attitude to Media:

They engage with live tournaments and skilled commentary, driven by passion, community, and preserving tradition.

Interest

- Sepak takraw
- Smart tech and phone
- Health
- Fitness
- Sports news
- Outdoor sports
- Sporting goods

Browsing Behavior:

- Tun Ali Cup
- ISTAF World Cup
- Live score & results
- Tournament highlights
- Technique and skills sepak takraw
- Game procedure and positions
- Famous sepak takraw player

Media Consumption

- Highlights
- Live stream
- Online articles
- Long & short form video
- Social media



E-SPORTS FANS

Young and tech-savvy, Malaysian esports fans follow tournaments, live streams, and gaming news actively.

Attitude to Media:

They favour fast, visual, interactive content via live streams and short videos, avoiding traditional media.

Interest

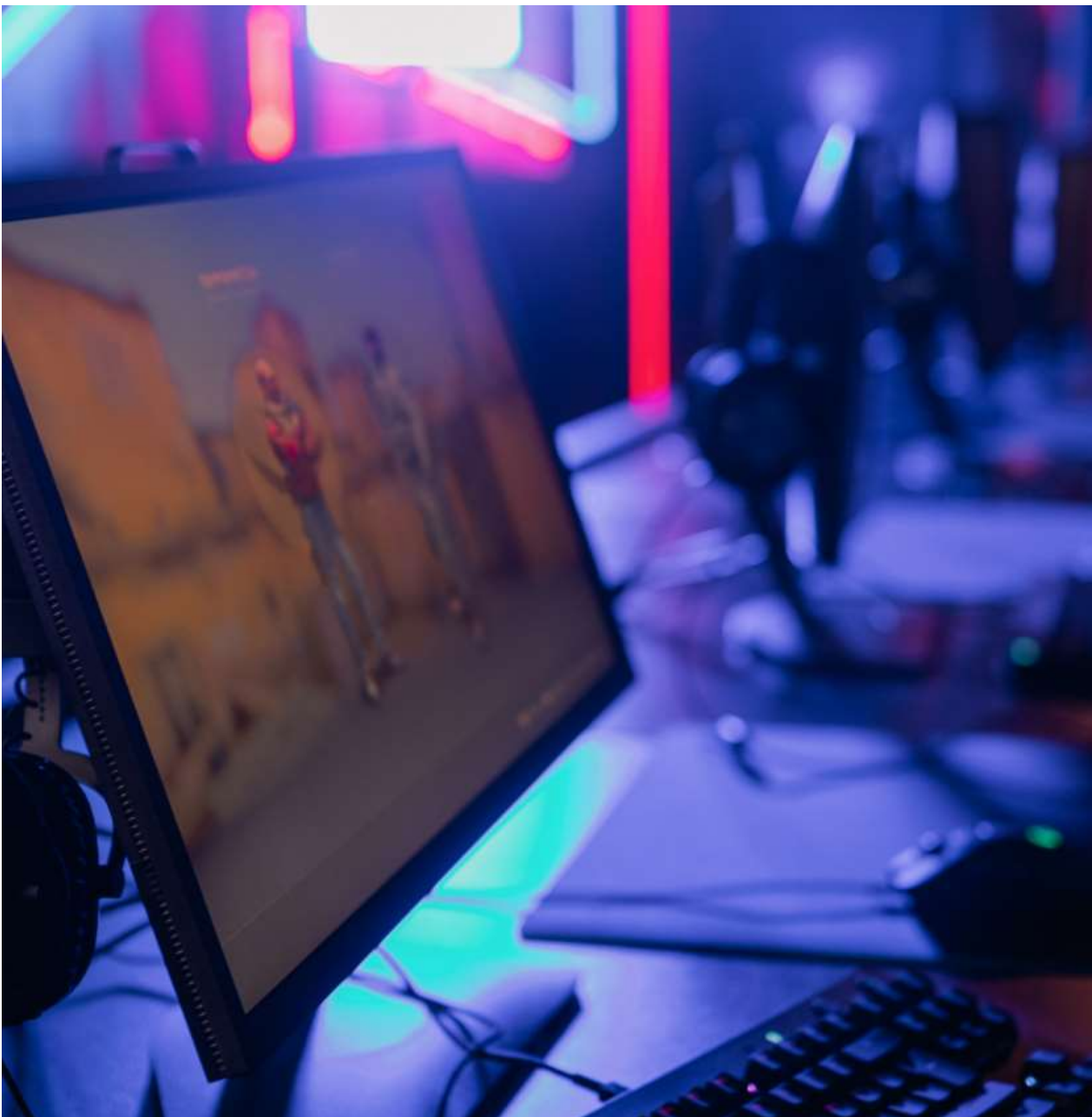
- Gaming
- Esports
- Esports news
- Lifestyle news
- Computers
- Smart tech and phone
- Gaming events
- Education
- Communities

Browsing Behavior:

- Mobile Legends Professional League Malaysia
- Esports tournaments and championship
- Playoffs schedules
- Pro-player news and performance
- Live score & results
- Live tournament & highlights
- Viewing events & stream platforms
- Pro player gaming gear
- Recommended Esports academy

Media Consumption

- Short form clips
- Podcast
- Live stream
- Forums
- Highlights
- Mobile game



05

TRENDSETTER

Connecting with those who turn curiosity into culture—driven by interest and social cultures.



GADGET GURUS

Tech-savvy enthusiasts who value innovation, brand reputation, and long-term performance in every purchase.

Attitude to Media:

Actively follow tech reviews, influencers, and forums for expert insights before buying.

Interest

- Online shopping
- Smart tech and phone
- Luxury goods
- Lifestyles news
- Hobby events
- Vlogging

Media Consumption

- Podcast
- Live stream
- Social media

Browsing Behavior:

- Best smart home devices
- Top rated smartphones
- Tech gear news & recommendations
- Smartphones comparison websites
- Latest technology news
- Product announcement and release
- Tech forum
- Recommended fitness tracker

- Forums
- Long & short form video
- Online articles

AUTOMOTIVE ENTHUSIASTS

Passionate drivers who appreciate design, engineering, and innovation across classic, luxury, and performance cars.

Attitude to Media:

Follow car reviews, blogs, and motorsport pages, trusting expert insights and real driving experiences.

Interest

- Luxury and niche car
- EV and hybrid
- Family-friendly car
- Automotive events
- Personal finance
- Insurance
- Smart gadgets and car accessories

Media Consumption

- Podcast
- Live stream
- Social media

Browsing Behavior:

- Malaysia championship series
- Best auto racetracks
- Motorsport events
- Most recommended used car marketplace
- Top luxury car brands and performance
- Car community & clubs
- Top race academy in Malaysia
- Top race car driver of all time
- Malaysia top car influencers
- Forums
- Long & short form video



ACTIVE LIFESTYLE SEEKERS

Health-focused individuals who stay active through workouts, sports, and outdoor adventures for overall well-being.

Attitude to Media:

Follow fitness creators and brands, trusting expert tips, reviews, and community-driven inspiration.

Interest

- Fitness and wellness
- Spa
- Organic
- Body building
- Supplements and vitamins
- Outdoor sports
- Yoga
- Gym
- Weight training

Browsing Behavior:

- Top-rated spa treatments for relaxation
- Best online stores for health supplements
- Online shops for healthy meal kits
- Best online stores for organic groceries
- Personalized vitamin and supplements
- Fitness clubs and community

Media Consumption

- Podcast
- Online articles
- Social media
- Long & short form video
- Forum
- Audio streaming



ADVENTURE ENTHUSIASTS

Nature lovers who pursue hiking, camping, and outdoor challenges with reliable, high-performance gear.

Attitude to Media:

Engage with travel blogs, gear reviews, and influencers for tips, destinations, and product insights.

Interest

- Nature & adventure
- Outdoor sports
- Lifestyles news
- Fitness
- Travel
- Camping
- Smartwatch

Browsing Behavior:

- Best camping spots
- Recommended trails and hikes
- Outdoor activities for beginners
- Essential outdoor survival tips
- Best and most recommended geo park
- Kinabalu hiking packages and schedule
- Top waterfall to visits
- Outdoor expo
- Best outdoor activity to do

Media Consumption

- Podcast
- Online articles
- Social media
- Long & short form video
- Forum
- Audio streaming





FOODIES

Culinary explorers who seek authentic flavors, quality ingredients, and memorable dining experiences.

Attitude to Media:

Follow food blogs and creators for recipes, reviews, and visually rich culinary inspiration.

Interest

- Fitness and wellness
- Spa
- Organic
- Body building
- Supplements and vitamins
- Outdoor sports
- Yoga
- Gym
- Weight training

Browsing Behavior:

- Best restaurant and dining experience
- Best food festival to go
- Viral and trending food to try
- Best gadget for food vlogging
- Honest restaurant reviews and recommendation
- Best foodie websites
- Easy recipes to try
- Top food content creator to follow

Media Consumption

- Podcast
- Online articles
- Social media
- Long & short form video
- Forum
- Audio streaming



ECO ENTHUSIASTS

Sustainability-driven individuals choosing eco-friendly products, ethical brands, and mindful consumption.

Attitude to Media:

Engage with green influencers, research, and brand campaigns highlighting transparency and lasting impact.

Interest

- Gardening and outdoor
- Recycle
- Sustainable energy
- Agriculture

Browsing Behavior:

- Recycling
- Zero waste lifestyle tips
- Eco friendly products to buy
- Sustainable fashion brands
- Greenhouse practices
- Renewable energy news
- Environmental non-profit organizations in Malaysia

Media Consumption

- Podcast
- Online articles
- Email newsletter
- Long & short form video
- Social media
- Forums

LUXURY SEEKERS

Affluent individuals seeking exclusivity, craftsmanship, and premium experiences that reflect sophistication and status.

Attitude to Media:

Follow luxury brands and influencers for trends, valuing heritage, exclusivity, and aspirational storytelling.

Interest

- High fashion
- Luxury goods
- Lifestyle news
- Personal care
- Hotel & resorts
- Travel
- Celebrities
- Entertainment news

Media Consumption

- Podcast
- Online articles
- Email newsletter

Browsing Behavior:

- Top recommended luxury beauty brand
- Top celebrities' top seasonal collections
- Most recommended luxury skin care
- Best massage and spa treatments
- Recommended luxury hotels and resorts
- Best fine dining experience
- Best luxury malls to visits
- Long & short form video
- Social media





FASHION ICONS

Trendsetters expressing individuality through bold, modern, and culturally conscious fashion choices.

Attitude to Media:

Engage with editorials, runways, and vlogs, valuing authenticity, creativity, and unique style influence.

Interest

- Streetwear & designer fashion
- Sneaker culture
- Beauty & Grooming
- Sustainable clothing
- Pop culture & music trends
- Celebrities
- Entertainment news
- Lifestyle news
- Fitness

Browsing Behavior:

- Celebrity fashion style
- Best vintage and thrift fashion spots
- K-POP idol fashion
- Latest Beauty Products
- Men Grooming Essentials
- Fashion Trends

Media Consumption

- Podcast
- Online articles
- Long & short form video
- Social media

06

BUSINESS & PROFESSIONAL

Connects with professionals at every level.

CORPORATE VISIONARIES

Senior leaders driving innovation, strategy, and growth through data, leadership insights, and digital transformation.

Attitude to Media:

Prefer podcasts and expert panels for quick, on-demand business insights on the go.

Interest

- Wellness & Self care
- Sports
- Fashion
- Travel
- World News
- Business News
- Investment

Browsing Behavior:

- Corporate finance and investment strategies
- Current affairs and industry news
- Market trends & stock performance
- Subscription news & entertainment
- Corporate finance trends in emerging markets
- Insightful business podcast
- Top leaders' forums

Media Consumption

- Short form clips
- Podcast
- Live stream
- Forums
- Online articles
- Audio streaming
- Journals





SME

Entrepreneurs focused on scaling businesses through funding, strategy, and sustainable digital growth.

Attitude to Media:

Engage with short-form content, case studies, and expert advice for practical, growth-driven insights.

Interest

- Business
- Business financing
- Content marketing
- Education
- Marketing
- Smart tech & phone
- E-commerce
- Business news
- Lifestyle news

Media Consumption

- Short form clips
- Podcast
- Live stream

Browsing Behavior:

- Essential guide for SME business
- Recommended loan for SME business
- SME government funding grant
- Top banks for SME business
- Legal requirements for starting a small business
- Understanding small business taxes
- Essential components of a business plan
- Best ecommerce platform for SME business
- Business forums

- Forums
- Online articles
- Audio streaming



EMERGING AFFLUENTS

Ambitious professionals elevating their lifestyle through premium experiences, smart investments, and status-driven choices.

Attitude to Media:

Trust expert reviews and prestige brands offering exclusivity, authenticity, and personalized experiences.

Interest

- Investment
- Property
- Financial news & global news
- Travel
- Luxury goods
- Wealth management
- Sustainability

Browsing Behavior:

- Real estate investment
- Sustainable luxury fashion brands to watch
- Luxury hotel & resorts
- Loyalty programs with VIP perks
- Personalized wealth management
- Premier banking

Media Consumption

- Podcast
- Online articles
- Long & short form video
- Social media



EMERGING AFFLUENTS

Driven entrepreneurs turning passions into businesses through creativity, digital innovation, and strong branding.

Attitude to Media:

Engage with expert content, online courses, and communities to grow brands and expand reach.

Interest

- Business
- Personal & Business financing
- Content marketing
- Food and beverages
- Education
- Marketing
- Sustainability
- Beauty

Media Consumption

- Short form clips
- Podcast
- Live stream

Browsing Behavior:

- Effective business models for startups
- How to create a business plan
- Digital marketing strategies for startups
- Best ecommerce platform for start-ups
- Startup news & guides
- Business idea for beginners
- Grants for small businesses
- Content marketing strategies for startups
- Recommended live streaming platforms
- Influencer marketing for small businesses

- Forums
- Online articles
- Audio streaming

07

ENTERTAINMENT

Engaging audiences through what they watch, play, and share



COMEDY LOVERS

Fans who seek laughter, witty humor, and lighthearted films that offer fun escapes.

Attitude to Media:

Follow comedians, memes, and movie clips to stay entertained and discover new comedies.

Interest

- Comedy movie
- TV comedy show & series
- Meme
- International celebrities
- Entertainment news
- Comedy event

Browsing Behavior:

- Upcoming comedy movie
- Upcoming new movie trailers
- Local comedy movie to watch
- All time favorite comedy movie
- Best comedy actor
- Recommended streaming platform
- Movie review and rating
- Movie forum

Media Consumption

- Long & short form video
- Podcast
- Online articles
- Forums
- On-demand



ROMANTIC COMEDY LOVERS

Fans who enjoy humorous, heartwarming love stories filled with charm, wit, and relatable moments.

Attitude to Media:

Engage with rom-com discussions, tropes, and sneak peeks to relive feel-good romantic moments.

Interest

- Romantic comedy
- Literature and writing
- Travel
- International celebrities
- Music
- Fashion

Browsing Behavior:

- Popular romantic comedy
- The best romantic comedy actor of all times
- Romance comedy movie
- Romantic comedy actor list
- Recommended streaming platform
- Movie review and rating
- Movie forum
- Best rom-com destination to visits

Media Consumption

- Long & short form video
- Podcast
- Online articles
- Social media

- Forums
- On-demand
- Audio streaming

ANIMATION

Audiences captivated by creative storytelling, emotional depth, and imaginative animated worlds for all ages.

Attitude to Media:

Explore Easter eggs, animation styles, and family-friendly recommendations for timeless movie enjoyment.

Interest

- Streetwear & designer fashion
- Sneaker culture
- Beauty & Grooming
- Sustainable clothing
- Pop culture & music trends
- Celebrities
- Entertainment news
- Lifestyle news
- Fitness

Media Consumption

- Podcast
- Online articles

Browsing Behavior:

- Local animation movie & series
- Japan animation movie
- Kids animated movies for family
- Upcoming new movie trailers
- Recommended streaming platform
- Movie review and rating
- Movie forum

- Long & short form video
- Social media





SCI-FI & FANTASY

Imaginative fans drawn to futuristic worlds, advanced tech, and thought-provoking, mind-expanding storytelling.

Attitude to Media:

Join fan forums and follow sci-fi updates, reviews, and adaptations for immersive engagement.

Interest

- Sci fi movie
- Star wars
- Fashion
- Play figure and collectibles
- Original soundtrack
- Art and illustration
- Orchestra
- International celebrities

Media Consumption

- Long & short form video
- Podcast
- Online articles

Browsing Behavior:

- Star wars saga
- Greatest sci-fi director
- Best sci-fi movie original soundtrack
- All time favorite sci-fi movie to watch
- Best sci-fi actors of all time
- Upcoming sci-fi movie posters
- Recommended streaming platform
- Movie review and rating
- Movie forum
- Sci-fi genre fashion

- Forums
- On-demand
- Audio streaming

HORROR

Thrill-seekers captivated by suspense, fear, and psychological storytelling that sparks adrenaline and intrigue.

Attitude to Media:

Follow horror creators, behind-the-scenes content, and genre discussions exploring fear and symbolism.

Interest

- Horror movie
- True crime & paranormal
- Urban legend
- Interactive haunted house
- Lifestyle news
- Entertainment new
- International celebrities
- Local celebrities

Browsing Behavior:

- Local & international horror movie to watch
- Greatest local and international horror director
- Upcoming new movie trailers
- All time favorite horror movie to watch
- Best horror actors of all time
- Behind the scene sneak peak
- Jump scare rating

Media Consumption

- Long & short form video
- Podcast
- Online articles
- Forums
- On-demand
- Social media



ACTION & ADVENTURE

Fans who crave fast-paced thrillers, epic storylines, and cinematic experiences full of excitement

Attitude to Media:

Engage with trailers, reviews, and exclusive interviews to stay ahead of blockbuster releases.

Interest

- Action & adventure
- Combat sports
- Gaming
- International celebrities
- Local celebrities
- Play figure and collectibles

Browsing Behavior:

- Upcoming action movie trailers
- All time favorite action movie to watch
- Best action actors of all time
- Greatest action movie director
- Recommended streaming platform
- Movie review and rating
- Movie forum

Media Consumption

- Long & short form video
- Podcast
- Online articles
- Forums
- On-demand
- Social media



MUSIC & CONCERT GOERS

Music lovers seeking authentic live experiences, VIP access, and emotional connection through performance.

Attitude to Media:

Stay tuned via streaming, social platforms, and blogs for updates, exclusives, and ticket access.

Interest

- International artist
- Malaysia artist
- Festival & concerts
- Fashion
- Music
- K-pop
- Malay pop
- R&B
- Pop

Media Consumption

- Short form clips
- Podcast
- Live stream

Browsing Behavior:

- Upcoming music festival in Malaysia
- Top local artist concerts
- Upcoming gigs in Malaysia
- Latest k-pop news
- Show tickets and tour date
- Concerts highlight
- Upcoming local and international artist showcase
- Concert fashion

- Forums
- On-demand
- Audio streaming

08

SHOPPING INTENT

Identifies online and offline shoppers, from casual Shopee browsers to high-intent buyers

ONLINE SHOPPERS

Digital-savvy consumers who seek trendy, quality, and convenient purchases that express personal style.

Attitude to Media:

Engage with reviews, influencers, and live shopping content driven by trust, convenience, and discovery.

Interest

- Online shopping
- Fashion
- Digital & electronics
- Sporting goods
- Kids and toddlers
- Coupons and discounts
- Personal care

Media Consumption

- Live stream participants
- Short & long form clips
- Online articles

Browsing Behavior:

- Trending fashion items
- Electronics & gadgets
- Home decor & furniture
- Beauty & skincare products
- Fitness & wellness gear
- Sustainable & eco-friendly products
- Kids' toys & educational materials
- Kitchen appliances & tools
- Popular brands & new arrivals
- Duty free online shop

- Social media
- Ads image

AUTOMOTIVE INTENT

Car buyers seeking vehicles that balance lifestyle, affordability, safety, and performance.

Attitude to Media:

Rely on online reviews, expert opinions, and forums to compare and decide confidently.

Interest

- Luxury and niche car
- EV and hybrid
- Family-friendly car
- Personal finance
- Insurance
- Smart gadgets and accessories

Browsing Behavior:

- Tips and guide purchasing a car
- Best and recommended electric car
- Essential car accessories
- Recommended auto detailing shop
- Best car loan with competitive rates
- Most recommended used car marketplace
- Affordable car to buy
- Top luxury car brands and performance
- Car deals and promotion

Media Consumption

- Short & long form clips
- Online articles
- Forum
- Ads image



HOME BUYERS

Individuals and families seeking affordable, well-located homes with strong amenities and investment value.

Attitude to Media:

Explore property sites, virtual tours, and expert insights for informed, confident home decisions.

Interest

- Property
- Furniture and home deco
- Renovation and constructions
- Home appliance
- Smart home gadgets
- Personal financing
- Investment

Media Consumption

- Short & long form clips
- Online articles
- Forum

Browsing Behavior:

- Complete guide for homebuyers
- First-home government programs & incentives
- New property launch and development
- Top home developers
- Type of home ownership
- DIY décor ideas
- Home loans & insurance
- Interior design ideas
- Social media
- Ads image



LUXURY BUYERS

Affluent consumers seeking exclusivity, craftsmanship, and personalized luxury across fashion, beauty, homes, and tech.

Attitude to Media:

Follow luxury brands and influencers, valuing expert reviews, heritage, and exclusive brand storytelling.

Interest

- High fashion
- Luxury goods
- Lifestyle news
- Personal care
- Hotel & resorts
- Travel
- Celebrities
- Entertainment news

Media Consumption

- Podcast
- Online articles
- Email newsletter

Browsing Behavior:

- Best luxury gadgets to buy
- Exclusive designer bags to owned
- Best luxury skin care & cosmetic brands to buy
- Top luxury watch brands to owned
- Recommended premium outlet
- Best luxury hotels and resorts to stay
- International & high-end jewelry fairs
- Best luxury malls to shop
- Sustainable luxury fashion brands

- Long & short form video
- Social media
- Ads image

TECH & GADGET ENTHUSIASTS

Innovation-driven consumers exploring cutting-edge devices, valuing performance, features, and trusted brand reputation.

Attitude to Media:

Engage with blogs, reviews, and influencers for real-user insights and early access updates.

Interest

- Online shopping
- Smart tech and phone
- Luxury goods
- Lifestyles news
- Hobby events
- Vlogging

Browsing Behavior:

- Best & top recommended smart phones to own
- Top smart home device to buy
- Best noise cancelling headphones
- Reputable online platforms for tech & gadgets
- Tech expo and fair

Media Consumption

- Podcast
- Online articles
- Email newsletter
- Long & short form video
- Social media





HEALTH & WELLNESS SHOPPERS

Health-conscious individuals pursuing balance through fitness, nutrition, and self-care products that enhance well-being.

Attitude to Media:

Follow wellness creators and experts, trusting research-based, sustainable, and holistic health content.

Interest

- Online shopping
- Fitness and wellness
- Spa
- Organic
- Supplements and vitamins
- Outdoor sports
- Yoga
- Gym

Browsing Behavior:

- Top-rated spa treatments for relaxation
- Best online stores for health supplements
- Top sites for fitness apparel & equipment
- Online shops for healthy meal kits
- Online shops for gluten-free snacks
- Best online stores for organic groceries
- Personalized vitamin and supplements

Media Consumption

- Podcast
- Online articles
- Email newsletter
- Long & short form video
- Social media
- Forum

TRAVEL & EXPERIENCE SEEKERS

Adventurous travelers seeking cultural immersion, comfort, and exclusive, memory-rich experiences worldwide.

Attitude to Media:

Engage with travel blogs and influencers for inspiration, reviews, and curated experience recommendations.

Interest

- Hotel & resorts
- Coupons and discounts
- Lifestyle news
- Travel
- Airlines

Browsing Behavior:

- International and local travel
- Luxury hotel & resorts
- Loyalty programs with VIP perks
- Cheap & budget hotel.
- Travel blogs & recommendations
- Online travel & booking deals
- Travel fair & events
- Recommended travel agency

Media Consumption

- Online articles
- Podcast
- Live stream
- Long & short form video
- Forum
- Social media



09

LOTAME PARANOMA ID

Lotame Looker Studio Dashboard:

<https://lookerstudio.google.com/s/iUcNcSrkBh4>

KULT Audience

Category	Audience	Lotame Panorama ID
Race	Malay	3,958,700
	Chinese	2,135,100
	Indian	164,900
Income Group	T10	1,360,100
	T20	4,180,400
	M40	2,136,900
	B40	917,100
Life Stage	Gen Z	2,026,400
	Millennials	1,809,700
	Gen X	3,054,800
	Boomers	1,292,800
	Soloist	2,907,700
	Students	1,913,300
	Young Working Adult	3,856,700
	The Dynamic Duo	2,668,800
	Little Step Advocates	4,099,300
	Youth Mom	3,485,300
	Family Dynamic	3,357,100
	Mommy Pros	3,112,900

This number represents the total unique active users tracked over a rolling 30-days period.

Category	Audience	Lotame Total Uniques
Trendsetter	Gadget Gurus	3,274,400
	Automotive Ethusiast	3,041,500
	Active Lifestyle Seekers	4,820,300
	Adventure Enthusiasts	4,436,300
	Foodies	4,390,000
	Eco Enthusiasts	2,296,700
	Luxury Seekers	3,109,000
	Fashion Icon	4,305,700
Sports	Sports	4,368,900
	EPL Super Fans	3,226,000
	MFL Super Fans	
	Golf Fans	2,456,900
	Badminton Fans	4,609,300
	Sepak Takraw	1,273,000
	Esports Fan	4,007,000
Business & Professional	Business & Professional	4,888,400
	Corporate Visionaries	3,932,800
	SME	3,367,700
	Emerging Affluents	2,807,200
	Start-ups	3,703,500

KULT Audience

This number represents the total unique active users tracked over a rolling 30-day period

Category	Audience	Lotame Total Uniques
Entertainment	Entertainment	11,794,700
	Comedy Lover	3,216,100
	Romantic Comedy	4,238,400
	Animation	3,265,800
	Sci-Fi & Fantasy	3,086,200
	Horror	3,291,300
	Action & Adventure	3,240,000
	Music & Concert Goers	3,904,500
Shopping Intent	Online Shoppers	3,815,500
	Automotive Intent	2,849,200
	Home Buyers	3,088,400
	Luxury Buyers	3,102,800
	Tech & Gadget Enthusiasts	3,271,700
	Health & Wellness Shoppers	4,174,000
	Travel & Experience Seekers	4,228,200



THANK
YOU

Let's get in touch soon.