

2023 MEDIA KIT

OMM MEDIA
SDN BHD



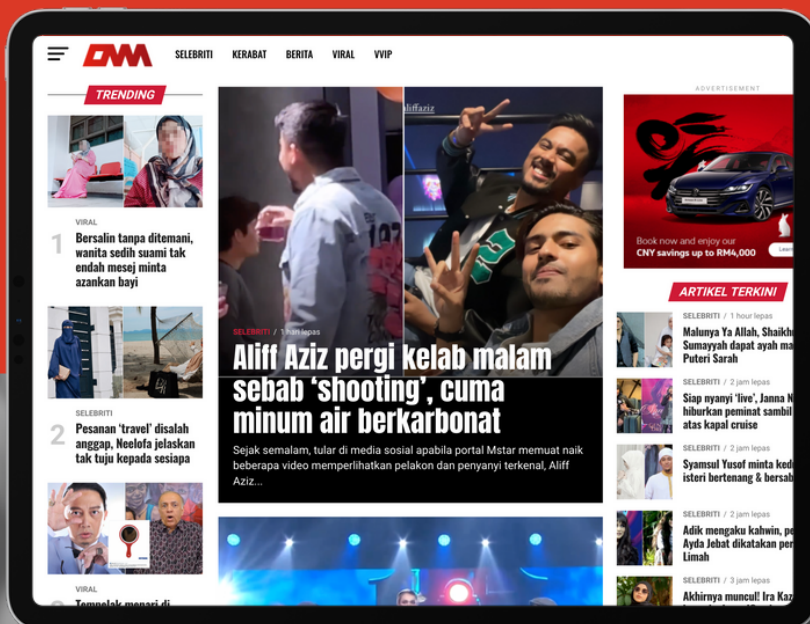
ABOUT US



OMM Media Sdn Bhd is the **leading independent digital media company** delivering **news** and **entertainment** content to our audience.

We specialize in creating engaging and effective digital content for our clients. Our team of experienced professionals has a proven track record of delivering high-quality content and result.

Established in 2017, we are proud of our impressive portfolio of clients, which includes McDonald's, 7-Eleven, GSC and many others. We have also received recognition for our work, such as **IKON Brand Awards 2022** in October 2022.



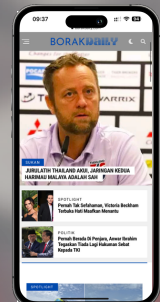
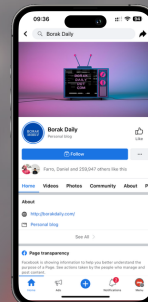
OUR BRANDS

Oh My Media is a **digital media platform** that focuses on providing **quality content**, with a focus on **inspirational stories**, catering mainly to its Malay readership. The website records about **6 million** monthly **pageviews**, indicating a large and engaged audience. It's a great place to discover new content and connect with readers who share similar interests.

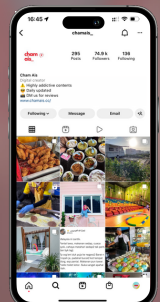
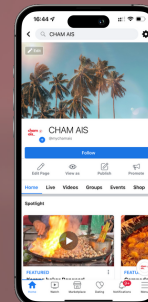


BORAK DAILY brings you the latest **lifestyle**, and **entertainment** news **worldwide** through engaging stories, videos, and podcasts.

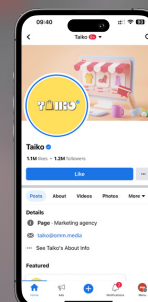
The brand is curious, progressive, and invites people to stay ahead of the curve and obsess about the future, together



CHAM AIS is the **food network** that connects and engages with their audiences through **articles**, **video** and **social media** that's all about local and international food trends and recipe content.



TAIKO captures audiences' attention by bringing the hottest product, latest trend, events, sale and promotion that are happening in town to their mobile feeds everyday!



WEBSITE

ENGAGEMENTS

NEW
VISITOR



66.97%

RETURNING
VISITOR



33.03%

UNIQUE
PAGEVIEW



4,992,065

AVERAGE
TIME SPEND



2:28

PAGEVIEW



5,898,305

DEMOGRAPHICS

LOCATION

*Federal Territory
of Kuala Lumpur &
Selangor*

65.48%

2.71%
Sarawak

1.61%
Penang

2.94%
Perak

2.14%
Kedah

1.65%
N9

1.65%
Kelantan

3.71%
Sabah

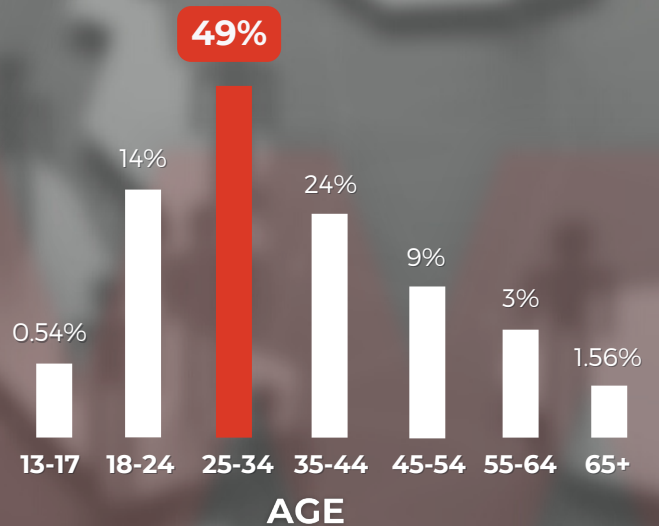
1.50%
Pahang

13.43%
Johor

0.05%
Perlis

1.20%
Terengganu

1.07%
Melaka



45%



GENDER

54%



SOCIAL MEDIA



OH MY MEDIA




FOLLOWER
2,847,246


ENGAGEMENT
28,836,142


VIDEO VIEWS
6,957,102


PAGEVIEW
531,323




FOLLOWER
529,725


ACCOUNT ENGAGED
628,866


REACH
5,815,928




FOLLOWER
312,605


VIDEO VIEWS
65,000,000



LIKES
2,800,000


PROFILE VISIT
571,000




FOLLOWER
43,579


VIEWS PER POST
6,900


ENABLED
NOTIFICATION
33.24%




FOLLOWER
10,439


IMPRESSION
126,000

BORAK DAILY


FOLLOWER
359,271


ENGAGEMENT
597,075


VIDEO VIEWS
474,333


PAGEVIEW
6,642


FOLLOWER
20,216


ACCOUNT ENGAGED
9,708


REACH
134,065



SOCIAL MEDIA

CHAM AIS



FOLLOWER
350,475



ENGAGEMENT
739,614



VIDEO VIEWS
3,940,874



PAGEVIEW
16,336



FOLLOWER
81,646



ACCOUNT ENGAGED
45,303



REACH
545,981



FOLLOWER
75,447



VIDEO VIEWS
2,900,000



LIKES
160,000



PROFILE VISIT
18,000

TAIKO



FOLLOWER
1,217,563



ENGAGEMENT
1,995,793



VIDEO VIEWS
580,721

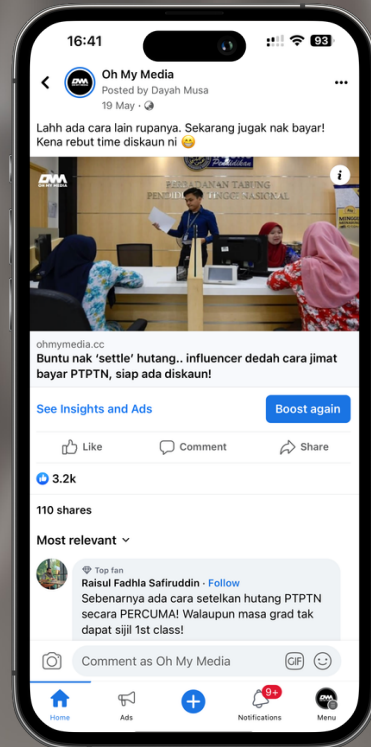


PAGEVIEW
86,627

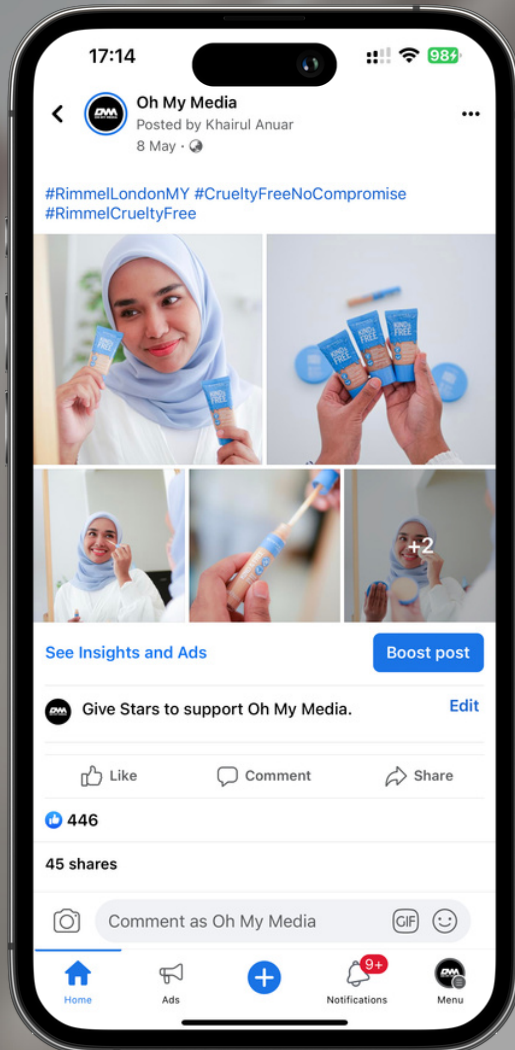


OUR PAST PROJECTS

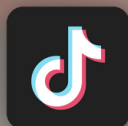
ADVERTORIAL



SOCIAL MEDIA CAMPAIGN



SOCIAL MEDIA



WEB BANNER



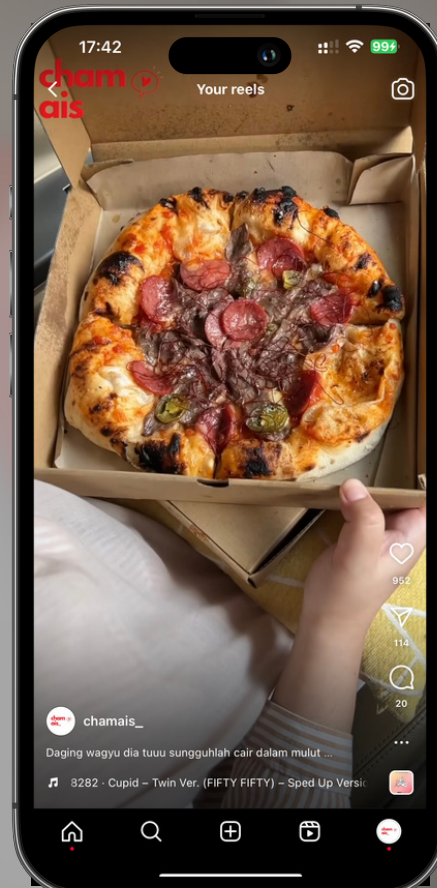
VIDEO PRODUCTION



MPC
MALAYSIA PRODUCTIVITY CORPORATION



FOOD REVIEW

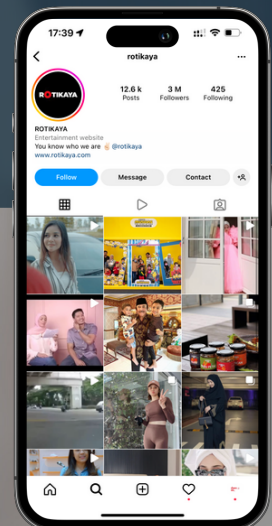
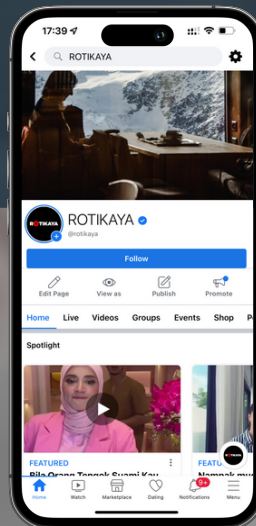


MEDIA PARTNER

ROTIKAYA

ROTIKAYA is one of the leading local entertainment news websites in Malaysia. With **4.3 million followers** on its Facebook page, **Rotikaya.com** has a high engagement rate with its readers both on the website (mobile & desktop) and Facebook page.

Covering the **latest local entertainment industry news, updates** and **happenings**, Rotikaya.com captures loyal following amongst the young adults and influential early adopters in Malaysia.



ENGAGEMENTS

ROTIKAYA

NEW
VISITOR



61.80%

RETURNING
VISITOR



38.20%

UNIQUE
PAGEVIEW



6,970,439

AVERAGE
TIME SPEND



1:56

PAGEVIEW



8,371,307

DEMOGRAPHICS

LOCATION

*Federal Territory
of Kuala Lumpur
& Selangor*

65.39%

3.03%
Sarawak

2.87%
Perak

1.52%
Penang

2.01%
Kedah

1.61%
N9

1.58%
Kelantan

3.85%
Sabah

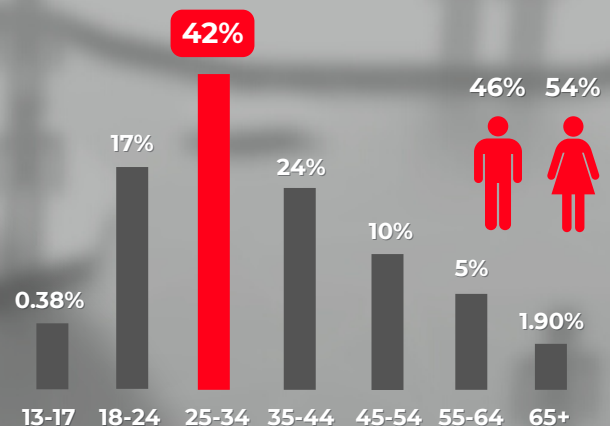
1.52%
Pahang

13.37%
Johor

0.04%
Perlis

1.20%
Terengganu

1.38%
Melaka



AGE & GENDER

SOCIAL MEDIA



FOLLOWER
4,868,826



ENGAGEMENT
47,295,379



VIDEO VIEWS
5,222,367



PAGEVIEW
145,858



FOLLOWER
3,020,262



ACCOUNT ENGAGED
65,805



REACH
1,510,173

OUR CLIENTS



THANK

YOU

