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A large, high-resolution image of the Earth as seen from space, showing the curvature of the planet and the blue oceans. The image is framed by a white border.

An Analysis of TV News Consumption amongst Malaysians in Peninsular Malaysia

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RESULT AND TRENDS TV News Consumption in Malaysia Present & Future





Malaysian Perception on the Reliability of TV news than Social Networking Sites (SNS)

In this study, we discovered the continuing importance of TV news outlets and the rising popularity of SNS in being seen as reliable news platform in Malaysia



Sees TV news outlet as much reliable source than SNS



Sees SNS as a another reliable platform for news outlet

“if we disregard that sensationalisation part, the news in its own still has value because otherwise we won't have proper access to all these information, especially those regarding national security, policy updates and such” - Respondent

“I guess you can say that it is reliable, just that it's becoming less popular as the main source of info. But to compare TV news and social media, hmm... I think it's about the same? Depending on which platform you use. However, social media can sometimes be unreliable as people can just simply post any fake news online” - Respondent



Key findings



52.9% of respondents indicating their opinion on watching TV/broadcast news to obtain updates on daily news

47.1% do not watch TV/broadcast news to get updates on the daily news. Reasons frequently provided are (1) the lack of time and (2) the convenience of using mobile phones and social media.

“At this modern age, I think other platforms work better. Unless we are in some apocalypse and the internet is down, then maybe the TV would work the best.” – Respondent

“But I do see news from FB mostly, where the newspaper sites just share short info with a link to click in for full article.”- Respondent





What the Malaysian wants to see in terms of the present and future role of TV news in Malaysia



- Most respondents rated the importance of forwarding news that informed them on recent social issues, problems (57.5%) or relevant national interests or agendas (25.97%).
- Political agendas and contents related to creativity/imagination/curiosity are least picked by the respondent, indicating the less importance of these subjects to be highlighted in the present and future TV news broadcast.
- Some of the interviewees expressed that they would be interested in news on mental healthcare

“It will be good if TV news can look into this and give useful advice or methods to help people with depression.”

1	To update citizens with relevant information pertaining to social issues and problems.	53.79%	475	22.88%	202	14.04%	124	5.89%	52	2.60%	23	0.79%	7
2	To deliver news in relation to ongoing national interest (such as covid-19 development, economic development, war, crisis etc.)	24.46%	216	41.68%	368	21.97%	194	9.06%	80	2.72%	24	0.11%	1
3	To inform citizens on ongoing trends in terms of entertainment.	3.40%	30	13.02%	115	19.93%	176	29.78%	263	25.82%	228	8.04%	71
4	To educate citizens on specific knowledge in relation to health, social or economic circumstance.	4.19%	37	10.99%	97	27.97%	247	30.35%	268	22.65%	200	3.85%	34
5	To discuss and bring forth recent political agendas.	12.80%	113	10.42%	92	13.93%	123	17.55%	155	33.98%	300	11.33%	100
6	To trigger imagination and curiosity.	1.36%	12	1.02%	9	2.15%	19	7.36%	65	12.23%	108	75.88%	670

Finding a summary from the rank analysis





What the Malaysian wants to see in terms of the present and future role of TV News in Malaysia



Diagram a. In your opinion, what is the current role of broadcast news pertaining to Malaysia's national interest - economy, politics, information and updates on current news (i.e. Covid, floods, oil prices, education, entertainment)



Diagram b. What would you like to see in Malaysia's TV news, and why?



Diagram c. Do you have additional thoughts on the role(s) of broadcast news in relation to Malaysia's national interests?

“No special preference as long as it is not fake news and issue that people should acknowledge about. Not boring content” - Respondent

“Non-biased content, less "infotainment", depth to a topic reported” - Respondent



What Malaysian wants to see in the TV news



#	Field	1	2	3	4	5	6	7	8	9	Total									
1	Current/breaking news (e.g. the war in Ukraine)	62.95%	537	17.35%	148	7.27%	62	4.81%	41	2.58%	22	1.76%	15	1.29%	11	0.82%	7	1.17%	10	853
2	Historical news	1.17%	10	18.76%	160	9.85%	84	7.97%	68	10.55%	90	10.20%	87	13.13%	112	12.08%	103	16.30%	139	853
3	Local news	25.21%	215	32.59%	278	23.45%	200	8.44%	72	4.81%	41	2.70%	23	2.11%	18	0.47%	4	0.23%	2	853
4	Business/Economic news	3.28%	28	10.20%	87	24.74%	211	23.68%	202	13.13%	112	9.85%	84	7.62%	65	4.81%	41	2.70%	23	853
5	Foreign Affairs News	0.59%	5	4.34%	37	9.26%	79	24.38%	208	26.61%	227	17.23%	147	9.26%	79	5.74%	49	2.58%	22	853
6	Entertainment news	1.99%	17	2.46%	21	5.63%	48	7.62%	65	17.82%	152	20.75%	177	15.01%	128	13.83%	118	14.89%	127	853
7	Opinion news	0.94%	8	2.23%	19	3.87%	33	5.63%	48	10.08%	86	18.29%	156	30.60%	261	18.64%	159	9.73%	83	853
8	Sports news	1.64%	14	2.93%	25	4.34%	37	5.98%	51	6.33%	54	10.90%	93	14.07%	120	33.53%	286	20.28%	173	853
9	Politics (national / regional / international)	2.23%	19	9.14%	78	11.61%	99	11.49%	98	8.09%	69	8.32%	71	6.92%	59	10.08%	86	32.12%	274	853

Some other key findings concerning opinions, trends and future news consumption in Malaysia



1 of 5 participants mentioned that they don't see viral incidents which do not add value in Malaysian TV news



TV NEWS Total Consumption Per Day - Middle and older people (above 46 years old) tend to spend longer time (above 40 minutes per day) watching news than the younger people

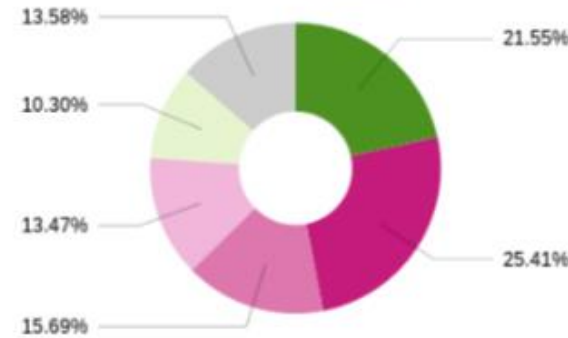
Age 20-35

Age 46 and above



More than half of Malaysian think they have some influence as a news consumer in Malaysia

Question: How influential do you think you are as a news consumer in changing public perceptions / sentiments?

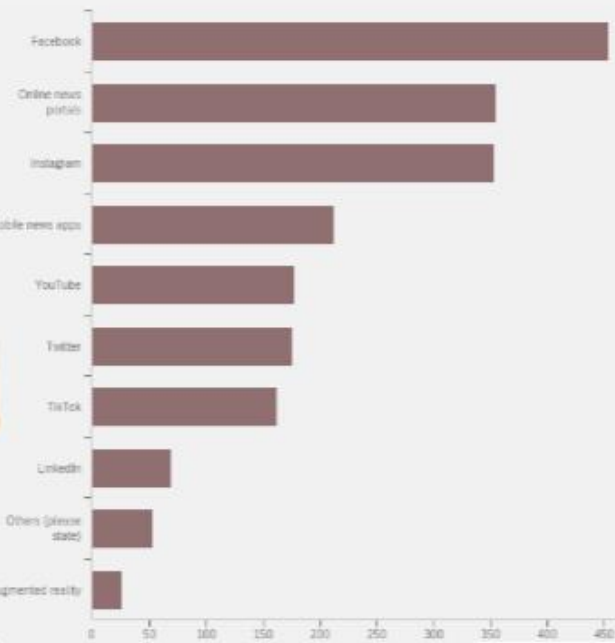


Somehow influential | A little influential | Not sure | Not very influential | No influence at all | All Others

Source: Lim & Badrl, 2023



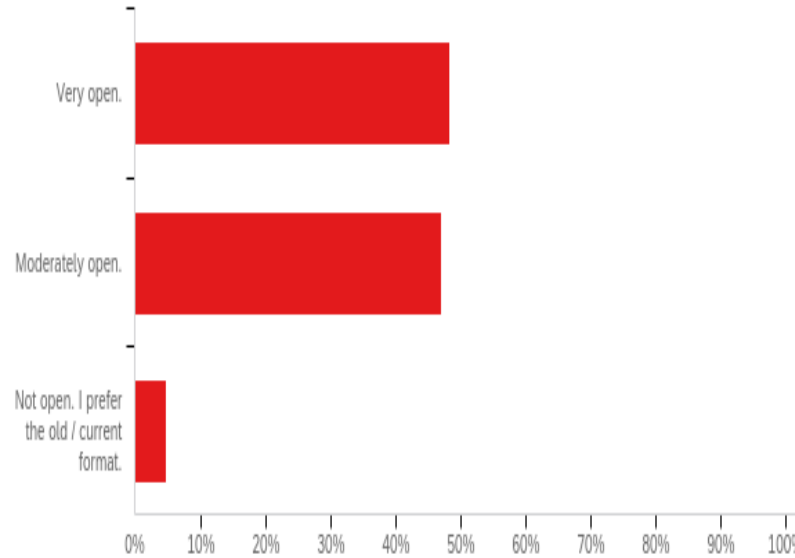
Facebook, online news portal and Instagram are chosen as most preferred alternative future news dissemination platforms in Malaysia



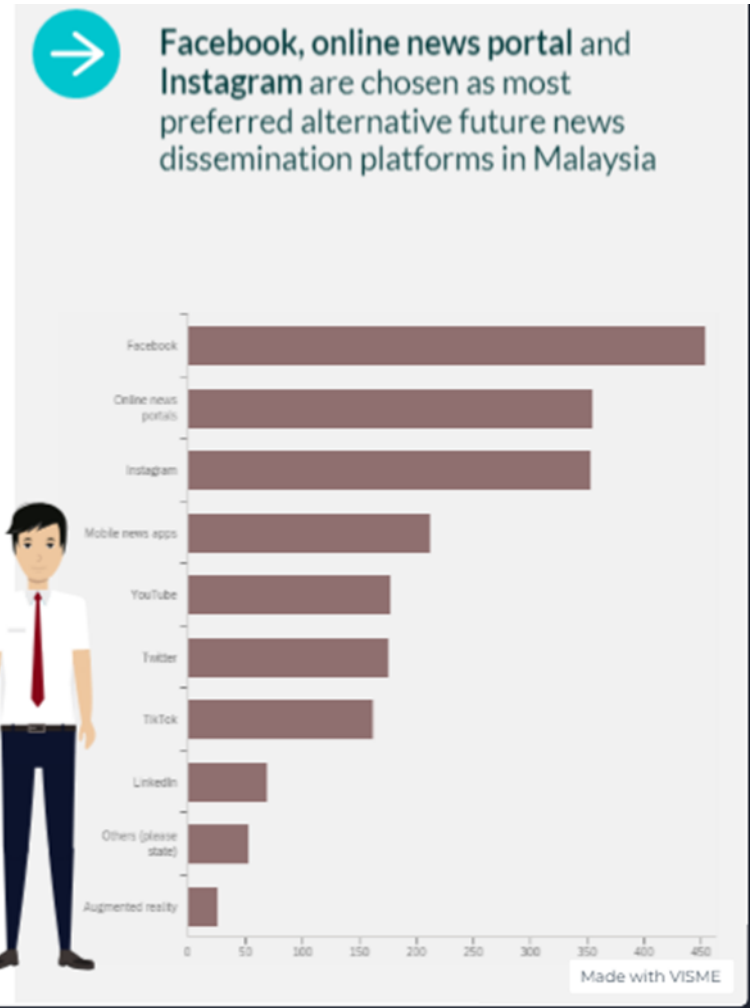


Malaysian readiness for an alternative TV news platform

Most Malaysian are ready to embrace alternative news format, with 95% per cent indicating their openness to change



Key reasons given for choosing these alternative platforms as their most preferred are (1) **common/daily usage**; (2) **user-friendliness** (“mesra pengguna”); and (3) **ease of use or convenience**.





Participatory implications and industry recommendations



Reliable ethics production



According to this study over 70% Malaysian TV consumer prefers locally sourced news. Thus, it's pertinent for efforts to be made in terms of gathering news from credible sources of information and verifying news information before releasing it to audiences.

Format



There is a need to make available on other credible social media platforms such as Facebook, Instagram and others to complement TV news and increase news uptake. Preferences of Malaysia about social issues and problems highlight the need for news organizations to be much more responsive and challenge the perception that TV broadcast news/mainstream news could be biased and more politically slanted.

Scheduling



More liberalized timing of news broadcasts outside of "prime time" slots given the inconsistent and irregular nature of how audience's viewing habits (due to work and family commitments) towards flexibility and multi-platform engagement for consumers' access to news content (e.g., through push notifications, replays, multimedia uses, etc.)

Content



News broadcasters could rethink the time and resources spent reporting 'Current/Breaking (World) News' and 'Local News', which are majority-preferred contents. On the whole, it must be emphasized that viewers are not only ready, but will whole-heartedly embrace any potential changes to the current scheduled broadcast slots and types of content



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Thank you!