

REV MEDIA'S DIGITAL PLATFORMS OFFER EXCEPTIONAL CONTENT AND BETTER TARGETING OPTIONS FOR CLIENTS

While the uncertainty caused by the Covid-19 pandemic has made companies more wary about spending on advertising in general, REV Media Group believes businesses can manage the uncertainty by making informed decisions using the right data tools.

It may take time to adjust to a post-Covid world, but as businesses were forced to embrace the new normal of doing work, their digital transformation was accelerated in many ways, mainly from pre-existing digital trends and technology, notes REV Media Group CEO Rafiq Razali.

Many of these trends are likely to stay as more and more companies, businesses and consumers adapt to the changes. The first and foremost obvious trend, he says, is remote work, as the greater use of online communication tools helps employees and employers to collaborate and stay connected.

Then, there are on-demand delivery platforms to which many small businesses have turned to in order to keep their businesses afloat, especially during the Movement Control Order (MCO) period, says Rafiq.

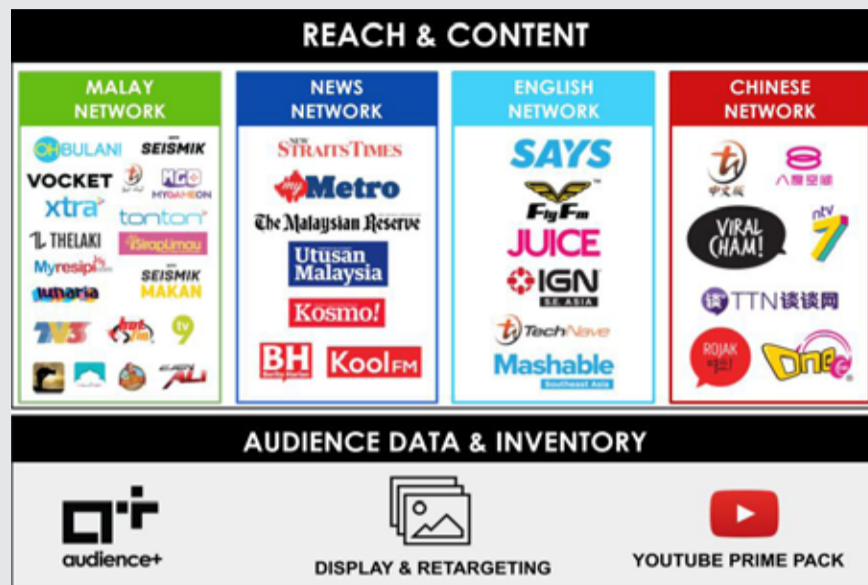
In addition, there is the e-commerce segment and increasing use of e-wallets or contactless payments, which will likely continue to be one of the most preferred payment methods now that these are more widely available.

In the light of such trends, more companies are expected to aggressively pursue digital initiatives, which bodes well for REV Media, says Rafiq. He believes the company can help open up more opportunities for these businesses as they become receptive to exploring digital solutions to achieve their goals.

"As more companies adapt to the new norm and accelerate their digital transformation initiatives, we are hopeful that this will unlock more opportunities for us to work with even more brands in meeting their marketing goals," says Rafiq.

The group, previously known as Media Prima Digital and REV Asia, has been working on streamlining its business processes over the years.

"While Media Prima Digital and REV Asia had been operating seamlessly in



their respective areas, we realised that from an external point of view, particularly among our clients and partners, this may not have been reflected. So, our goal was to establish a unified brand with better clarity and synergies while we continued to deliver the best solutions to our customers," Rafiq explains.

REV Media's vision and mission is to be the No 1 Malaysian digital media company in terms of reach, retention and revenue and to achieve its goals in a customer-centric, collaborative and transparent manner.

The group currently represents 38 brands, including SAYS, OHBULANI!, Viralcham, NST Online, My Metro, BH Online, Mashable SEA and IGN SEA, and continues to be on the lookout for growth opportunities to further expand its network and reach.

Collectively, its work reaches around 15 million people each month, which represents about 75% of Malaysia's internet population, according to global media analytics company Comscore. It is also No 1 in mobile reach, ahead of Facebook and Google.

"We are an organisation that puts our customers, both clients and audiences, at the heart of everything we do. We're

constantly looking for innovative ways to enhance our offerings to better cater to them by leveraging data and the latest technology, which will in turn help us maximise our revenue goals," says Rafiq.

He notes that digital media consumption across the group's platforms spiked during the MCO period, particularly in the news, entertainment and gaming segments, as people spent most of their time at home.

"The pandemic has affected many businesses and industries, and while we are no exception, we do believe that speed, agility and adaptability are key qualities for us to stay ahead during these tough times. We turned physical events virtual to adapt to the new norm, and the way we developed and delivered content changed according to the new consumption habits," says Rafiq.

As more people work and learn from home, meeting consumer digital needs is the key to staying relevant and providing a meaningful experience, which will enable

continuity in business and education nationwide.

"Our core is digital content, and during a time when most people are staying at home, our focus is to cater to the changes in consumption habits by delivering content that Malaysians want to consume and engage with. One of the key priorities is our news platforms as people need trusted and reliable sources of information, even more so during this challenging time with a lot of fake or unverified news in circulation, especially on social media," he notes.

To stay ahead of the curve, it is important to invest in the right talent, Rafiq points out. "As a digital media company, it's extremely important for us to keep abreast with the latest digital trends and emerging technologies. We believe in empowering our talent with the right tools, technology and data to create and deliver exceptional content for our platforms and audiences, which will in turn enable us to provide the best possible solutions to our clients."

As for competition within the industry, Rafiq notes that digital media platforms will always be vying for audiences, and the focus is on building audience growth and retention as they continuously engage with consumers through content they love.

"Within our extensive network, each brand has its own identity and through this, we are able to cater to a large population with different interests and backgrounds, which in turn will allow us to offer better targeting options and audience segments to our clients," he says.

"As more companies adapt to the new norm and accelerate their digital transformation initiatives, we are hopeful that this will unlock more opportunities for us to work with even more brands in meeting their marketing goals"

- Rafiq

