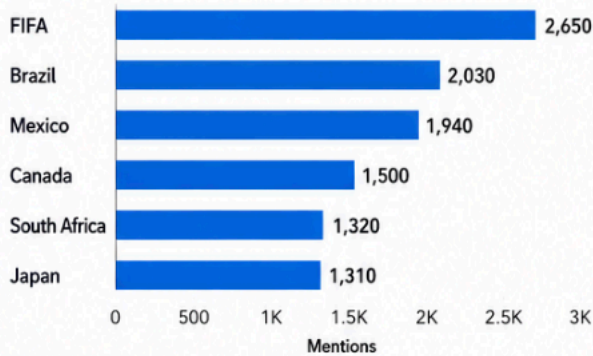


1. CONVERSATION DRIVERS IN MALAYSIA

Top World Cup conversation topics in Malaysia
Most frequently discussed topics over the past seven days.



Source: Meltwater APAC Report | Last 7 Days

2. MALAYSIA WORLD CUP SOCIAL SNAPSHOT

Total Mentions	22,600
Total Engagement	661,000
Positive Sentiment	26.8%
Neutral Sentiment	60.1%
Negative Sentiment	13.0%
Reporting Period	Last 7 Days

3. THE BIGGEST CONVERSATION DRIVERS

RANK	TOPIC	MENTIONS
1	FIFA	2,650
2	Brazil	2,030
3	Mexico	1,940
4	Canada	1,500
5	South Africa	1,320
6	Japan	1,310

4. MALAYSIA'S MOST INFLUENTIAL PUBLISHERS

RANK	PUBLISHER / AUTHOR	ENGAGEMENT
1	TV2 Malaysia Official	95K (3 mentions)
2	RTM Malaysia	57.6K (170 mentions)
3	JomUnited	54.4K (4 mentions)
4	Teh O Ais MY	48.7K (14 mentions)
5	stadium.astro	40.9K (69 mentions)
6	RTM Malaysia Official	36.2K (8 mentions)

5. TOP NEWS SOURCES COVERING THE WORLD CUP

RANK	PUBLISHER
1	Newswav
2	Lumi News
3	Yahoo! Malaysia News
4	Malaysia Sun
5	Malaysianews.net
6	The Star Online

6. SPONSOR PLAYBOOK: WHAT BRANDS SHOULD BE DOING

SECTOR	ACTIVATION OPPORTUNITY
Telcos	Streaming passes, bonus data, exclusive viewing bundles
QSR & Food Delivery	Match-night promotions, watch party bundles, free delivery
Retail	Limited-edition football merchandise, in-store activations
Banks & E-wallets	Cashback, vouchers and rewards tied to match days
Automotive	Fan zones, viewing events, contests and test-drive tie-ins
FMCG	Contest mechanics, lucky draws, collectible promotions
Broadcasters	Live interaction, predictions, second-screen experiences

7. FIVE LESSONS FOR MALAYSIAN SPONSORS

- Live moments outperform pre-produced advertising.**
Real-time match updates and viewing info drive the highest engagement.
- Brazil remains one of Malaysia's strongest football conversation magnets.**
Brazil, Mexico and Japan dominate the fan discussion.
- Broadcasters are becoming influential social creators.**
TV2 Malaysia leads engagement, followed by RTM and Astro.
- Utility content generates stronger engagement than promo messaging.**
Fixtures, schedules and score updates outperform traditional ads.
- The World Cup is as much a marketing event as it is a sporting event.**
Speed, relevance and authenticity win with fans.

Source: Meltwater APAC Report | Selected Period: Last 7 Days | Filters: FIFA (APAC) JP, CH, INDIA, ID, AUS, SK, MY, SG, PH – Partners and Sponsors

