

INMA ASIA-PACIFIC NEWS MEDIA SUMMIT 2026

Brands Want To Belong

An honest view from the buy side of the table.



US\$1 trillion+

Global ad spend passed the trillion mark for the first time in 2025.

The money is concentrated on platforms.

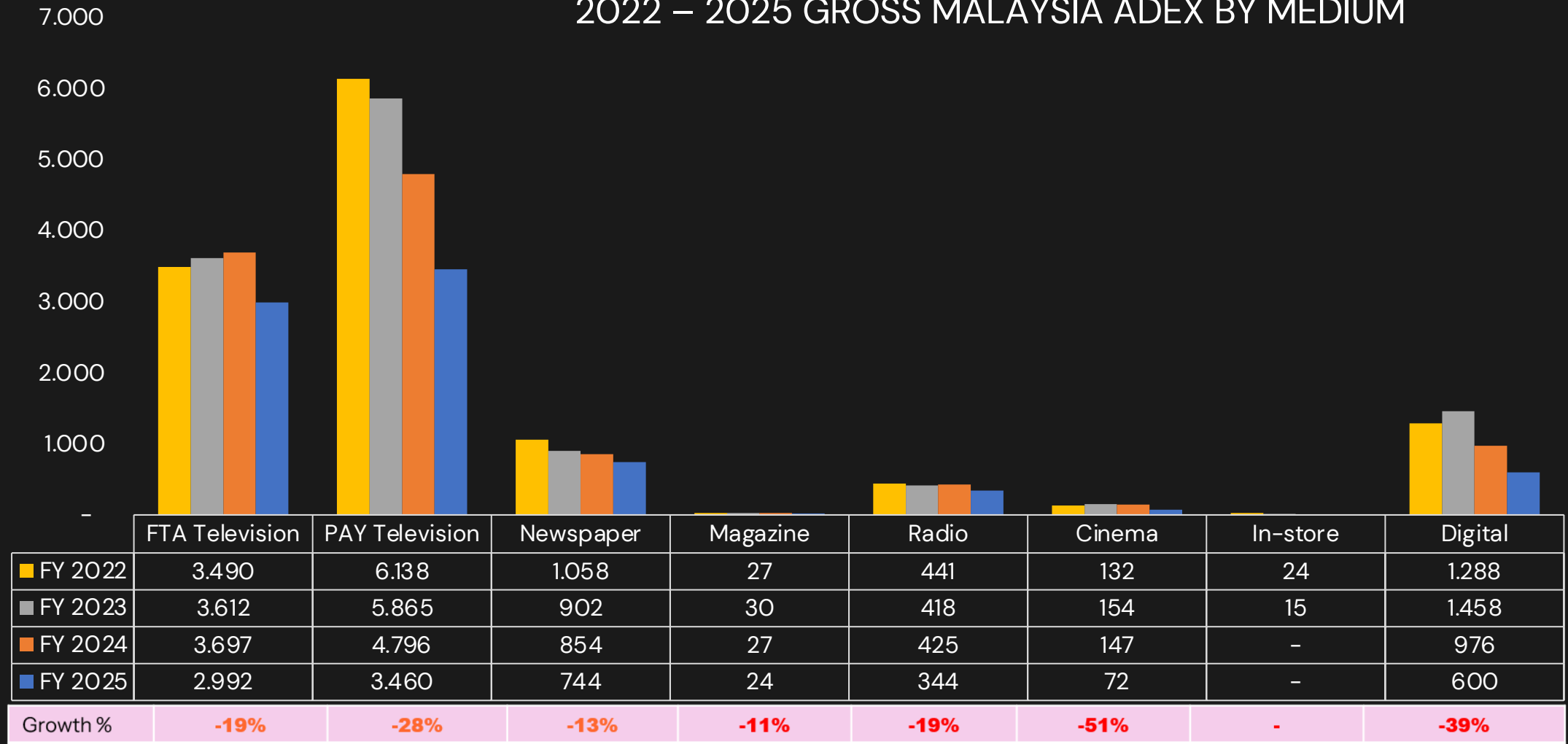
86%

of every search-advertising dollar sits with Google alone.

55.8%

of all ad spend outside China now flows to just Alphabet, Meta and Amazon.

2022 – 2025 GROSS MALAYSIA ADEX BY MEDIUM

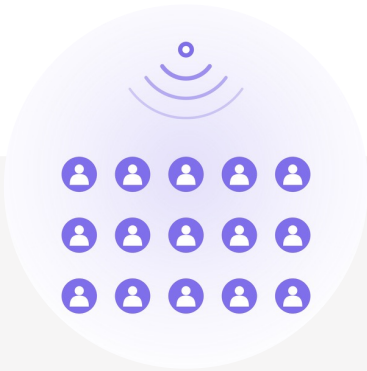


MY ADEX declined by 25% in 2025

Where did the money go?

Advertising has been evolving (and still is)

1



ERA ONE

Mass

Brands bought reach.
Broadcasters & publishers
owned reach.

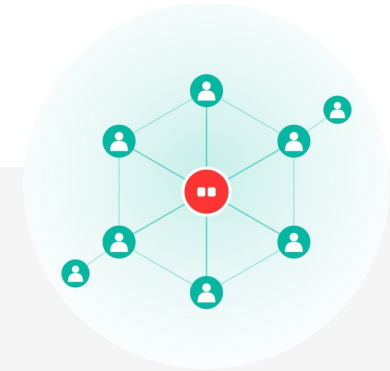


ERA TWO

Personalisation at scale

Brands bought data. Tech
platforms and social media
networks owned the data.

3



ERA THREE

Community

Today, brands are buying trust.
Do you own your audience's
trust?

Reach and data were things you leveraged from platforms.

What advertisers want now is much harder to manufacture – trust.

The trust crisis and what could be *your* advantage

**Lowest
since 2015**

Global trust in the news has fallen to its lowest point in a decade.

4 in 10

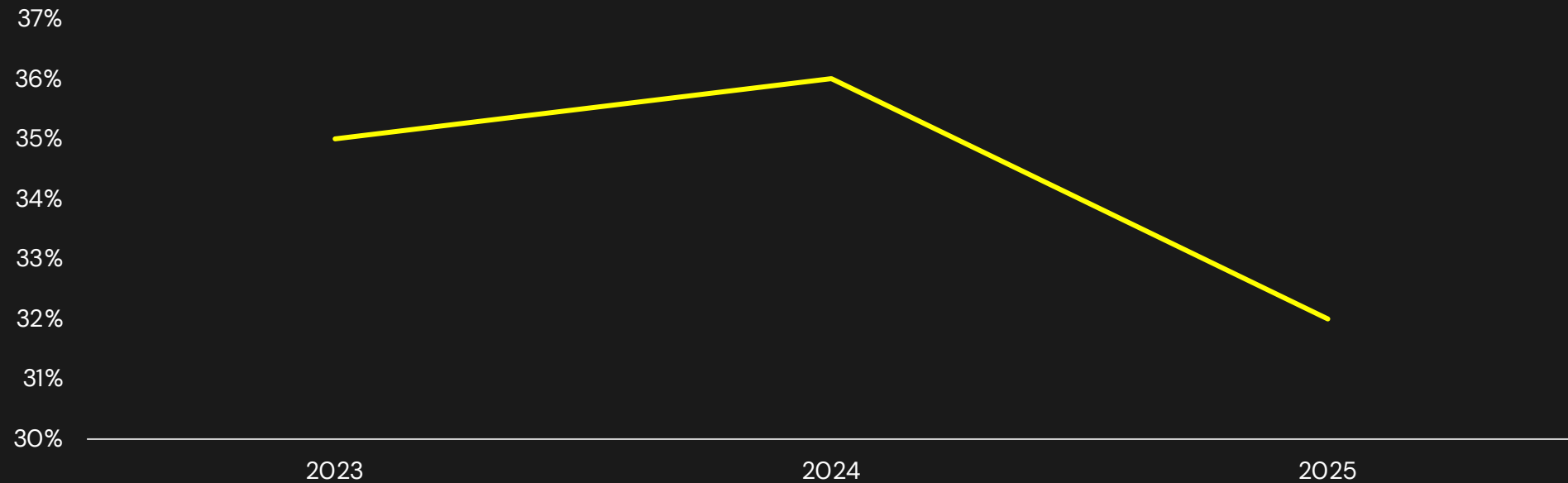
now actively avoid the news, up from around three in ten in 2017.

38%

still go to a source they trust first when they need to check if something is true.

And this terrible stats will continue to grow, made worse by AI slop!

MY: I trust online news *more* than TV/radio/print



AI is rewriting the deal between you and the reader

~69%

of news searches now end with no click through to a news site at all.

33%

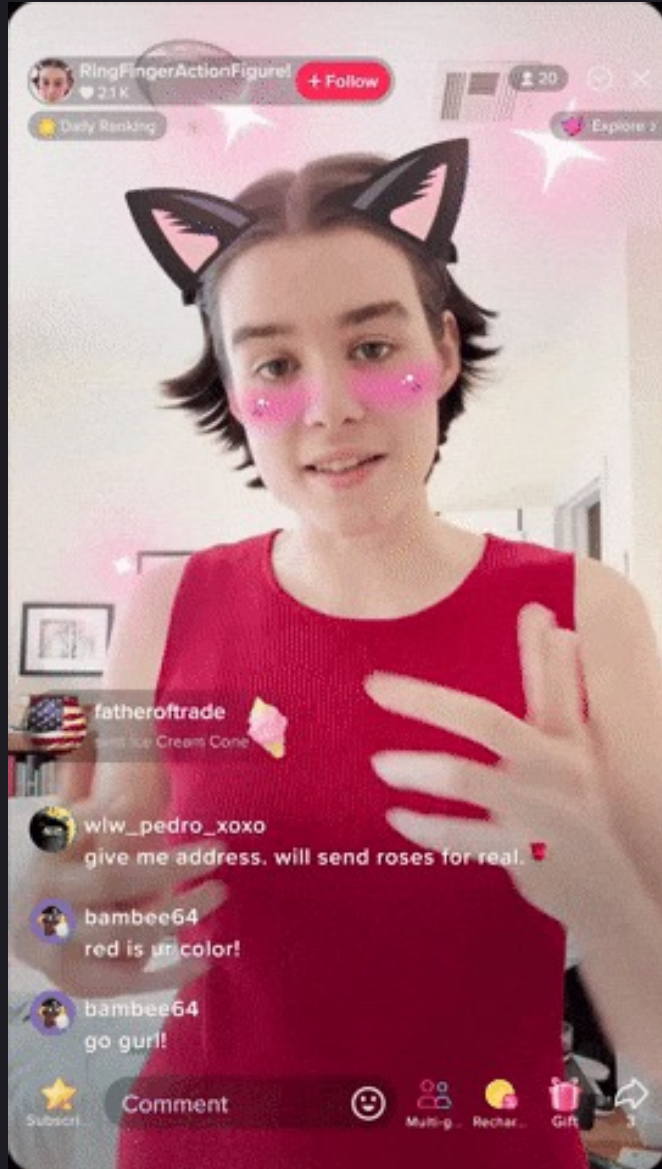
fall in Google referrals to news sites across 2025, tracked over 2,500 titles.

58%

drop in click-through on pages where an AI Overview appears above them.

AI can write the article. But it cannot be the *reason* a reader trust the article.

AI might be helping newsroom to be more efficient, but the *brand equity* of the newsroom and the communities you represent, is what people trust.

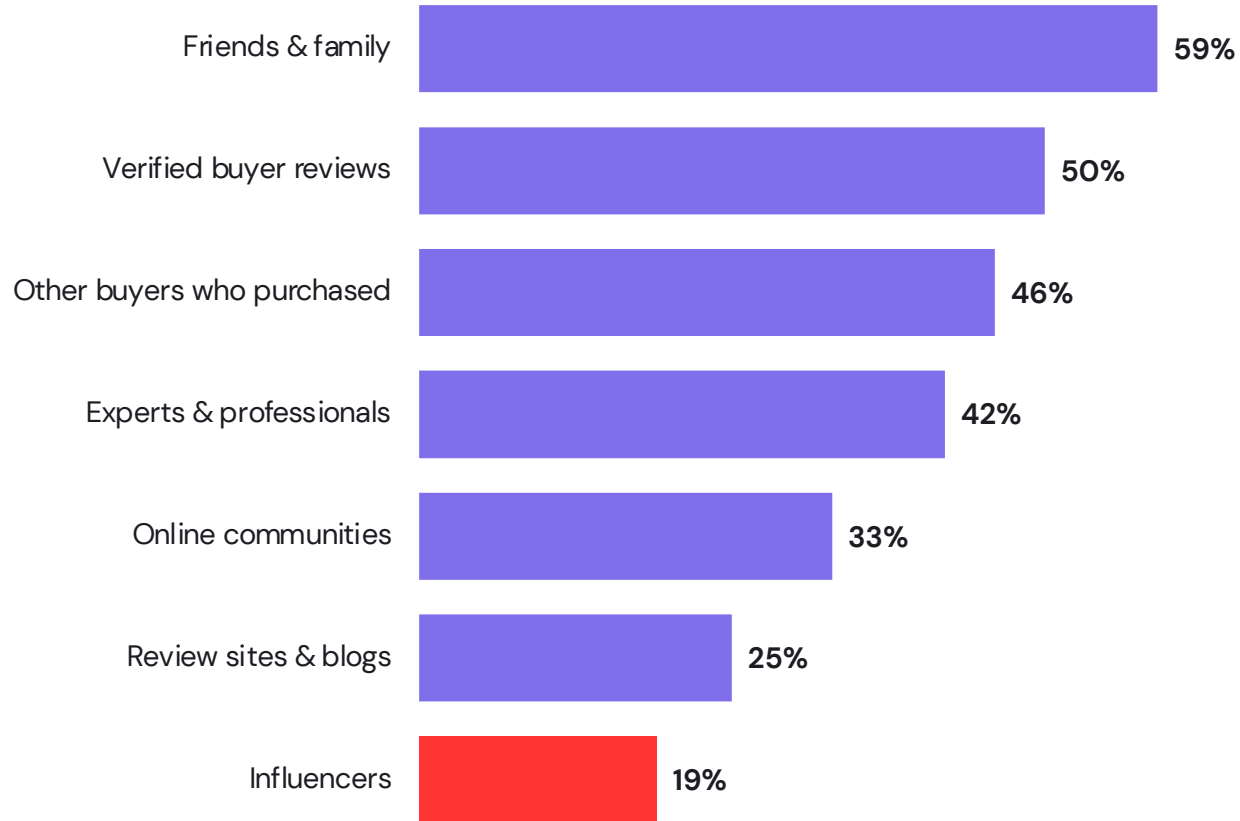


48%

of Malaysians now get their news on TikTok, among the highest rates anywhere in the world.

Nearly half of Malaysians now get their news on TikTok, among the highest rates anywhere. Attention has moved to the feed, and creators clearly own discovery. The real question is whether Malaysians trust the content. So we went and looked at our own data.

Malaysians' trust is determined by proximity



36% and rising

of Gen Z follow creator and expert accounts, up every year since 2023.

Just 19%

is all the trust an influencer's word carries at the point of purchase.

7 in 10

are swayed by other buyers' reviews, and it keeps climbing.

Influencers can make *you want* something. But not necessarily enough for *you to believe* them.

That is why being part of a consumer community will be increasingly important for brands.

Three things our clients can't buy at scale from a platform

1

Attention that's not paid

Not just another data point or impression but a reader who chose to be there.

2

Context that means something

An environment that is meaningful to the brand, not just a logo placement.

3

Trust that has a rub-off effect

When you are credible to your audience, a little of that belief transfers to the brand.

Trust is scarce and certainly not built overnight. That is exactly what makes it valuable.

What advertisers want has evolved!



Sell brands the community, not the leftover impressions

Your loyal, engaged audience is worth far more than remnant inventory you price to clear.



Give brands meaningful environments, not just eyeballs

Sponsorship & activations of something people genuinely love beats a banner auto pops up.



A subscribed audience is worth far more than an impression

Leverage on the quality of your audience and reward them with quality content and experience.



Bespoke partnerships, ownable IPs – collaborate with brands

Formats, data partnerships, commerce: Community integration is a product we can design together.

THE BOTTOM LINE

**Your priority customer should be your audience,
not advertisers.**

**Advertisers want to contribute to a meaningful
and curated experience for the community *you*
are building.**

THE BIG QUESTION

**As a news brand, which communities
do *you* represent?**



Thank you. Let's connect!

Sue-Anne Lim
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