



# Malaysiakini Subscription -Membership Hybrid

Listen deeply to what our  
readers need





## Chief Membership Officer (2011 - 2020)

- Growing reader revenue
- Building membership verticals
- Crafting the reader-experience
- Marketing
- Developing strategies to reach annual targets



# MK Subscription - 17 years of discovery

## Unlimited Content/ Archives

- Able to access all Malaysiakini content in English and Mandarin
- BM/Tamil - still free
- Different charges for those who wished to access MK archives

## Commenting privileges

- Subscribers get to comment on articles
- Subscribers were engaged to report inappropriate comments

## Invitation to MK flagship events

Last 2 years

Subscribers were specially invited to:

- MK Treasure Hunt
- MK 20th Anniversary dinner

# MK Membership - 8 months - Subscribers get to choose to be members...

## KiniCommunity

- Unlock profile
- Bookmark stories
- Follow Friends
- Award point for comments
- Badges
- Story bidding

## Newsletter

- Weekly
- Special narratives
- Rotating writers
- Inside-stories of Malaysiakini
- Data
- Direct contact with readers

## KiniEvents

- Free events
- Top-in-tech
- Parliamentary Debathon
- TNB Energy Night Run

# MK Membership

## KiniAcademy

- Members receive 10% discount for courses
- Media spokesperson training
- #GetHired
- Mobile Journalism

## Group Subscription

- 4-Group division
- The bigger the group - the sharper the price drop

## Corporate Subscription

- Corporate subscription comes with postings of press releases/ jobs/ events/ product launches

1. Annual survey
2. Seamless payment system
3. Onboarding/retention strategies
4. User-Friendly CRM
5. Right pricing
6. Continuous engagement and true listening of readers
7. User analytics
8. Multi-layered marketing
9. Allow readers to taste products  
- 3 month/6 months - build habits
10. Give-back/social-service elements

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**Membership is  
a continuous  
innovation and  
experimentation**

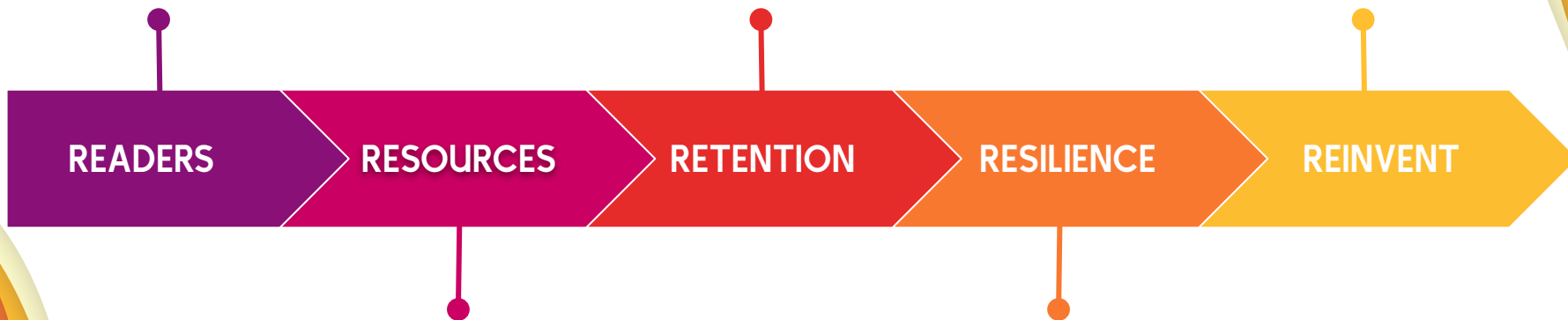


# Can membership work in Asia?

Readers need to be top-priority. A listening-mechanism needs to be built into membership

Focus on the retention of members - habit development

There needs to be continuous product and business innovation



An evaluation of resources available to invest in membership - tech/marketing/data/customer service

Be willing to fail and try many different strategy before sustained market penetration





**Thanks!**