

Digital age and social media has become the most effective way for people with huge followings to assert their influence. Through various social platforms - Twitter, Instagram, Facebook, Youtube etc., a number of individuals have acquired thousands of followers who watch, listen to and cling on to their every word.

Here are the top 20 Most Influential Malaysian in Social Media.

20 Most Influential Malaysian in Social Media (based on number of followers):

- | | | | | |
|---|-----------------------------|--|--------------------------------|---|
| 1 Lisa Surihani | 5 Shaheizy Sam Samad | 9 Fizo Omar | 13 Aznil Hj Nawawi | 17 Izara Aishah |
| 2 Dato' Sri Haji Mohammad Najib bin Tun Haji Abdul Razak | 6 Awal Ashaari | 10 Liyana Jasmay | 14 Hafiz Hamidun | 18 Dato' Dr. Haji Mohd Fadzilah Kamsah |
| 3 Zizan Razak | 7 Yana Samsudin | 11 Scha Alyahya | 15 Neelofa | 19 Anwar Ibrahim |
| 4 Aaron Aziz | 8 Yuna | 12 Tun Dr. Mahathir bin Mohamad | 16 Dato' Siti Nurhaliza | 20 Khairy Jamaluddin |

Criteria:

- Twitter
- Instagram
- Facebook
- Google Trending Search
- News Hits



Daily Active Users
1090 Million



Daily Active Users
136 Million



Daily Active Users
300 Million

Politician **20%**

Others **10%**



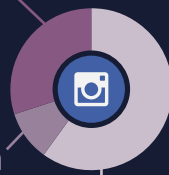
Celebrity **70%**

Organisation



Celebrity

Others



Celebrity

Organisation

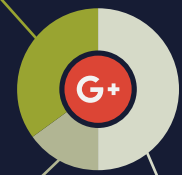
Others

Celebrity



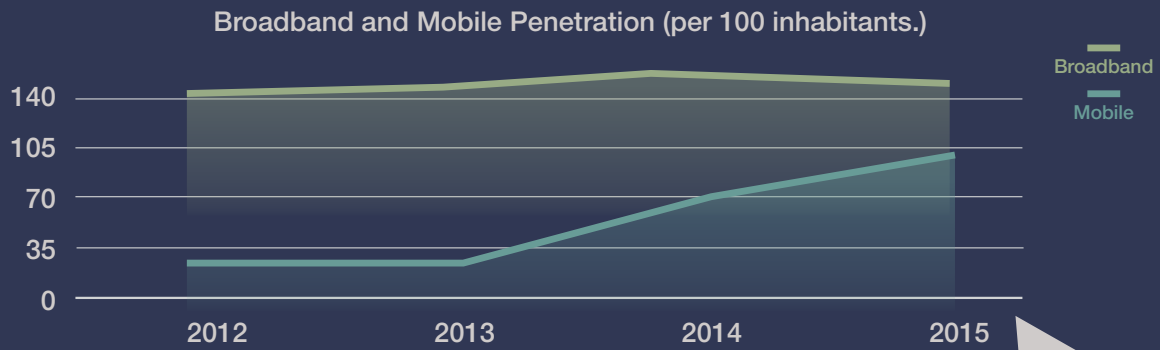
Organisation

Politician



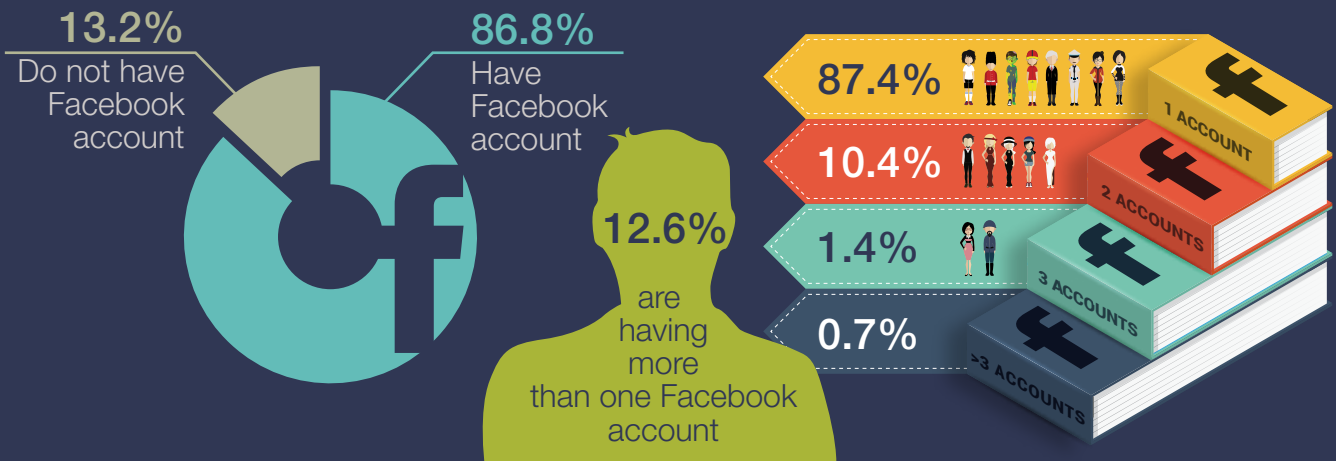
Athlete
Celebrity

Internet & mobile penetration increased significantly from year 2012 to 2015.



The popular activities among Malaysian Internet users incline towards social networking and entertainment.

Percentage distribution of Facebook user and number of account owned by a user



Source : <http://www.skmm.gov.my/>

Percentage distribution of Facebook user by alternative social media

