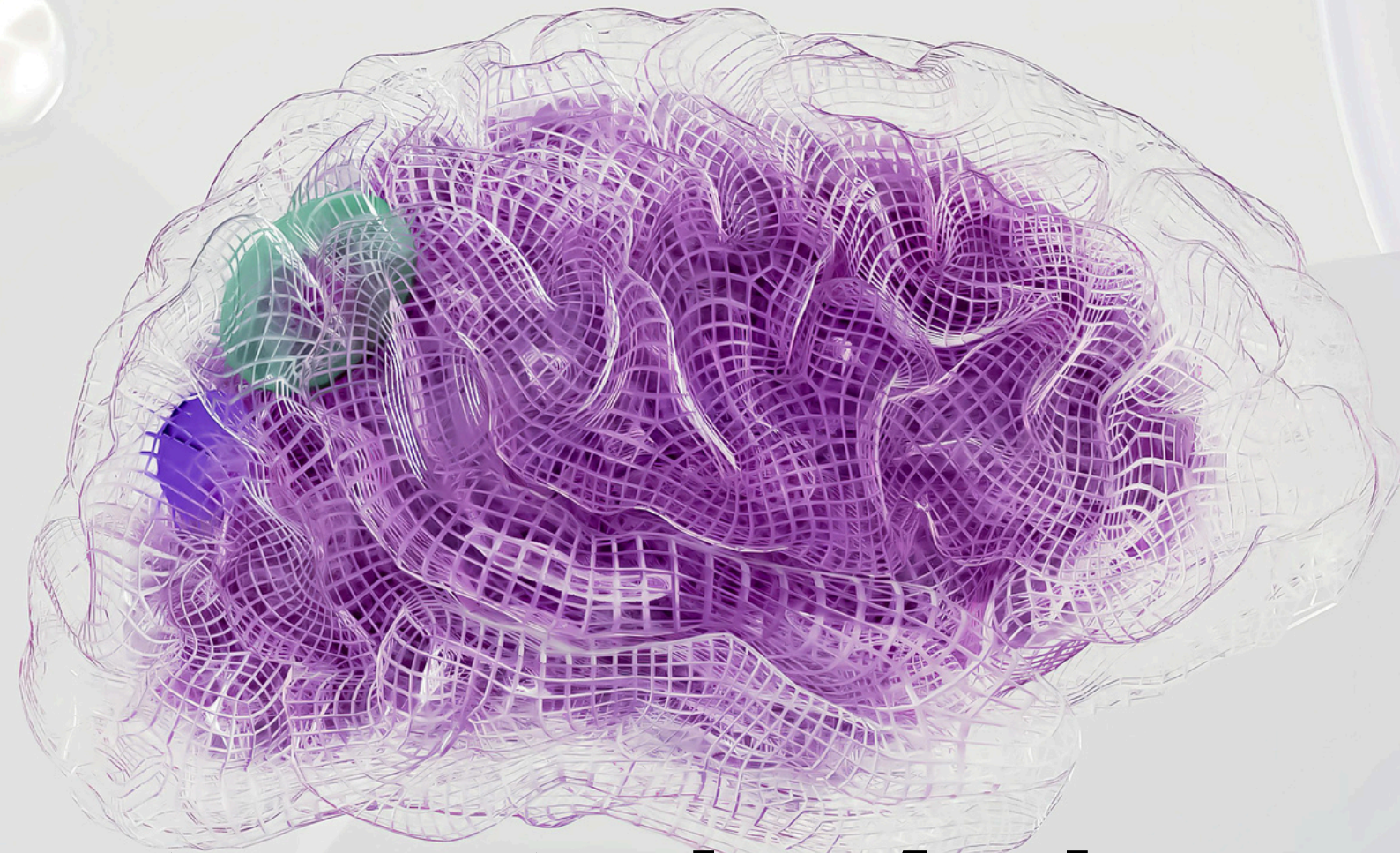




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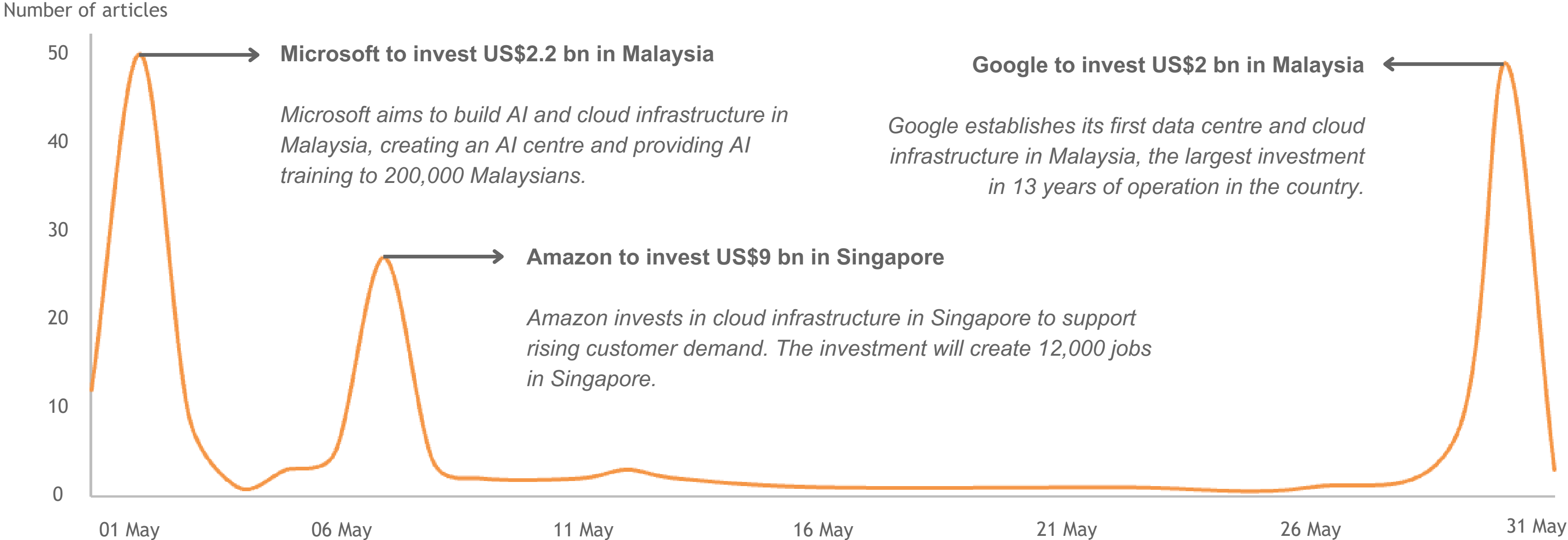
Big Tech Investments in Asia

Media Overview

May 1 2024 - May 31 2024

Google, Amazon and Microsoft’s announcements were swiftly picked up by tier-1 business outlets in Asia.

In May 2024, Google, Microsoft and Amazon announced their investment of billions of dollars in Singapore and Malaysia. The sharp spikes indicate the most prominent announcements that captured traditional media interest. Outside of the announcements, however, volume of mentions of the three companies remain relatively lower throughout the month.

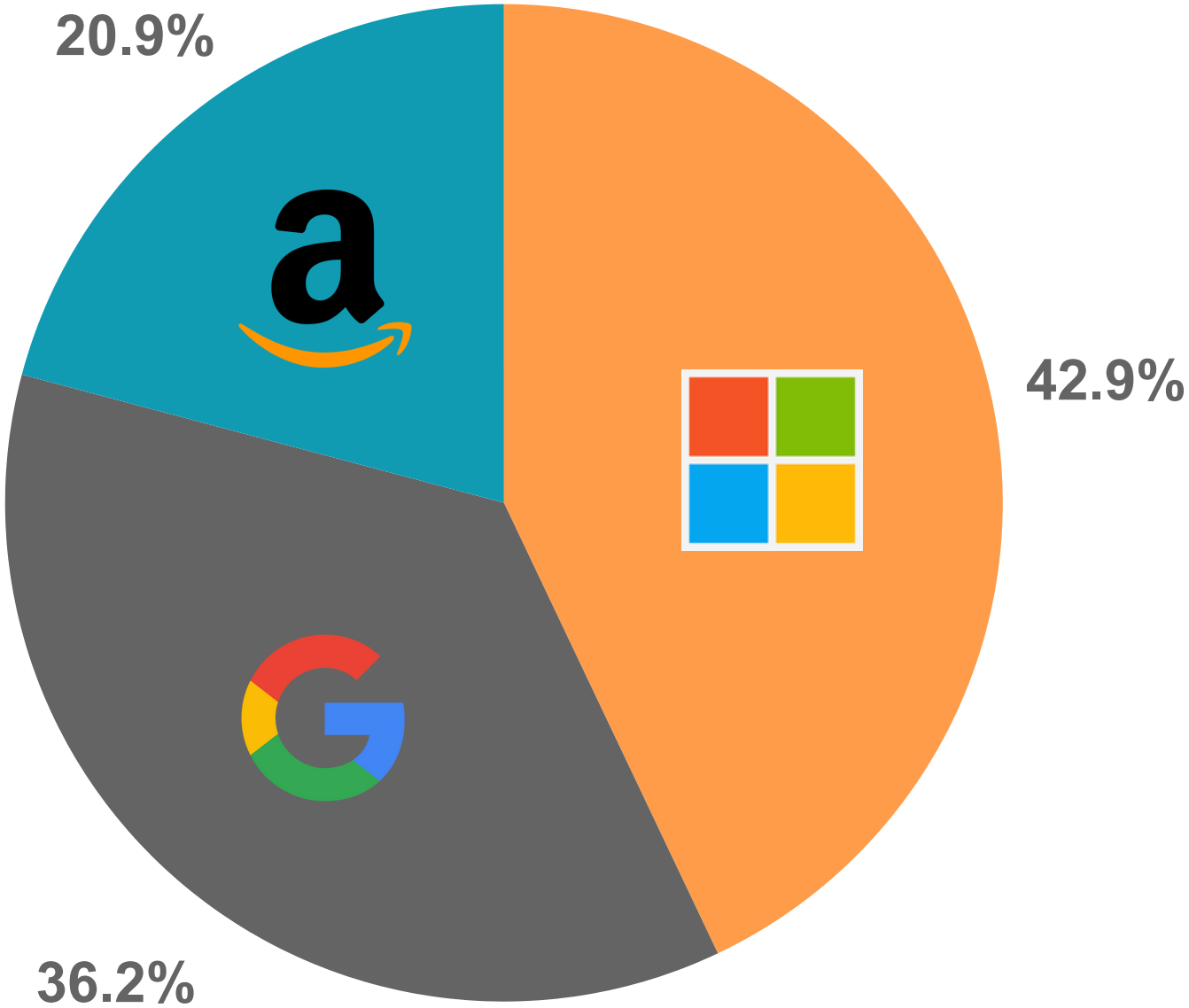


Volume chart of traditional media coverage

Microsoft had the highest share of voice, followed by Google.

These investments by Microsoft, Google and Amazon have a common theme of developing the Asian region's AI and cloud infrastructure.

Microsoft had the highest share of voice for its investment announcement, followed by Google and Amazon respectively.

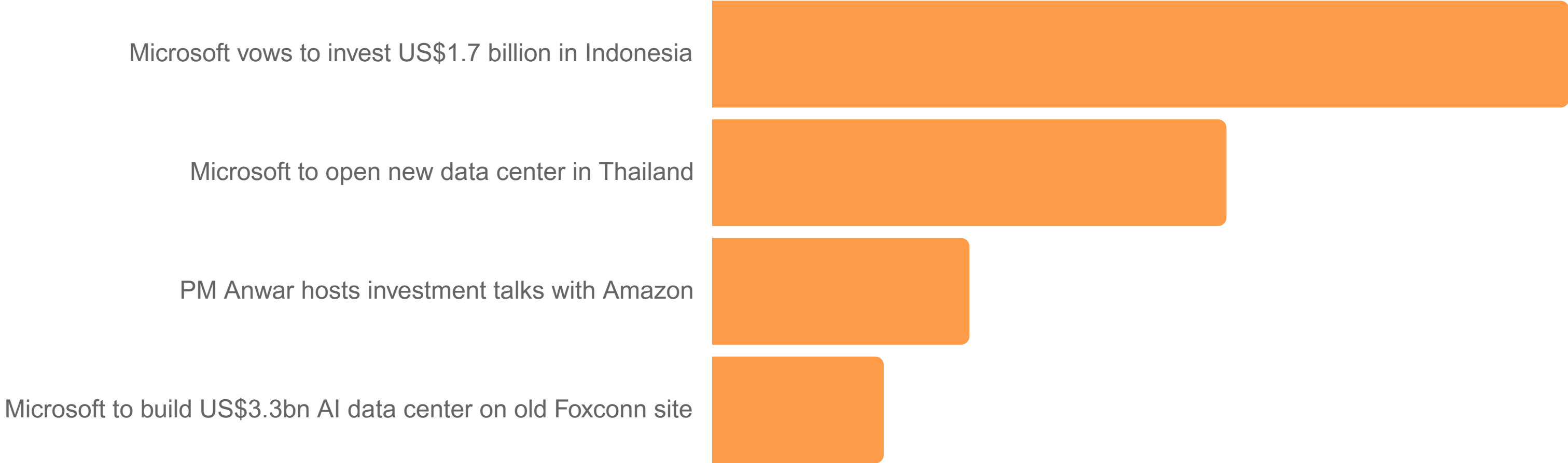


Pie chart indicating share of voice



Tier-1 media outlets that covered the announcements

Microsoft’s high share of voice is attributed to other investment announcements in the region.



Consistent earned media coverage helps Microsoft solidify its position as a market tech leader, as well as set the narrative around technological advancements in Asia.

Microsoft investment coverage as a whole is likely boosted by CEO Satya Nadella’s visits to Indonesia and Thailand, a strategic communications approach in leveraging their CEO as a spokesperson.

Satya Nadella was the most prominent CEO in media headlines, and second-most prominent spokesperson after Prime Minister Anwar Ibrahim.

Malaysia’s Prime Minister Anwar Ibrahim had the most visibility in article headlines, for his declaration of support for incoming technological investments in Malaysia.

Despite no official investment announcements by big tech in Indonesia, Indonesia’s President Joko Widodo is the third-most mentioned spokesperson, attributed to Microsoft CEO Satya Nadella’s visit to Indonesia.

#1



Anwar Ibrahim

*Prime Minister
of Malaysia*

#2



Satya Nadella

*CEO
of Microsoft*

#3



Joko Widodo

*President
of the Republic of Indonesia*

Most mentioned spokespeople in article headlines

Foreign and local media outlets covered all three announcements proportionately.

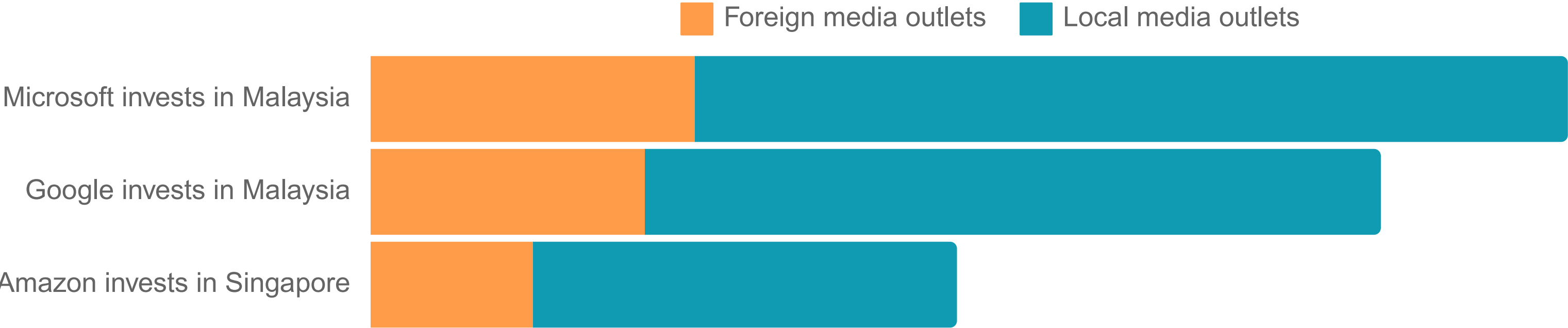


Chart indicating local or foreign media outlet coverage distribution

Foreign news made up approximately one-third (37.6%) of the coverage for each announcement. The proportion of local to foreign coverage suggests a balanced regional interest.

The investments in Malaysia by Google and Microsoft received the most coverage by Singaporean media outlets. This highlights the correlations, competitive dynamics and growing opportunities for big tech within Southeast Asia.



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Methodology

The analysis drew on data from May 1st to May 31st 2024, leveraging 183 online media articles from tier-1 business media outlets. This data was sourced through Boolean searches utilising CARMA's global online media crawler for online media outlets.