Foreword

All around the world, sport is one of the most important topics in the media. In most
countries, live broadcasts of major sports events achieve the highest ratings and
they gain a large share of readership/audience. Sports events cause stories on articles
or photographs to soar in commercial media, sport is one of the few topics featured by
the media to be consistently monitored across the whole range of them. And topics
from the sports sector are frequently the reason why circulation increases in print
media, and consequently these topics often appear on the front pages. Sports
tournaments are also becoming increasingly a global affair; stars are marketed worldwide;
tournaments have an importance transcending individual countries bound-
aries.

Although sport in the media does, therefore, seem shaped, by globalization above all,
we cannot overlook a rational perspective extending right down to the local level
of sports reporting. While there do exist numerous and comprehensive studies
on sports in television, so far the area of print media has not received much
research at all – this applies particularly to comparative analyses on an international
level. Given this background, we have to ask, if what is recognized as television’s
influence on topics and its kind of engagement with problems also applies
to newspapers. It is also interesting to pose the question whether sport reporting in
the print media is governed by similar patterns in the way it is structured around
the world. This present book seeks to offer answers to the above questions and
thus to help close a gap in our research.

The basis for this project lies in the study, "Play the Game", as initiated into sports
reporting in Scandinavian newspapers (1999). Three years later, the study's organi-
sers, Anna-Karin Andersson, decided to initiate the first ever comparative study on a
global level in 2002, drawing on ten countries on three continents to conduct and
assess. In 2011, the present positions took over her initiative, intending to bring
together data from every continent, and so that one may aspire to demonstrate a pos-
sible development in sports reporting in newspapers at a time of a burgeoning crisis
in print media in many areas of the world.

The present study would not have been possible without Anna-Karin Andersson's ini-
tiating work and without the international conference he mounted on sports and
the society, "Play the Game", without the Danish Institute for Sports Studies and the
Monday Morning research unit; we would like to offer our sincere thanks. Our
thanks are, above all, to the researchers, institutes and students, who have partici-
pated in designing and testing the survey instruments, coding the material and
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Media in Malaysia

According to the 2012 World Press Trends survey of the World Association of Newspapers and News Publishers, more than half of the world’s adult population now reads a daily newspaper, with 2.5 billion copies in print compared to 600 million in 1980. Although global newspaper circulation declined slightly (9%) during the first year of the survey, newspapers in Asia, Australia and Europe still retain a strong presence in the region and the rest of the world. The study found that although there is an increasing trend towards digital subscriptions, there are currently no newspapers in Malaysia that have a substantial digital circulation. In 2005, there was an effort to have a sports bi-monthly publication in Malaysia. This idea was dropped because of the lack of interest from the general public and the high cost of production. Nonetheless, sports content is still available through online publications.

Malaysia is a middle-income country in Southeast Asia with a heterogeneous society which comprises many ethnic groups and languages. The three main languages spoken are Malay, Chinese, and Tamil. The language spoken in the capital city, Kuala Lumpur, is a mix of English, Malay, and Tamil. There are various media outlets that cater to these languages, including newspapers, magazines, and online publications.

There are two terrestrial television stations and a satellite television service in Malaysia. The Malaysian media landscape includes a diverse range of media outlets, such as newspapers, magazines, online publications, radio, and television. The media landscape is dominated by state-owned media outlets, but there is also a thriving independent media sector. The Malaysian media landscape is also dominated by state-owned media outlets, but there is also a thriving independent media sector. The media landscape is also dominated by state-owned media outlets, but there is also a thriving independent media sector.