

SOCIAL MEDIA
WEBSITE
DIGITAL TV
OTT TV

2019 THAILAND MEDIA LANDSCAPE



 infoquest® | PR Newswire
a CISION company

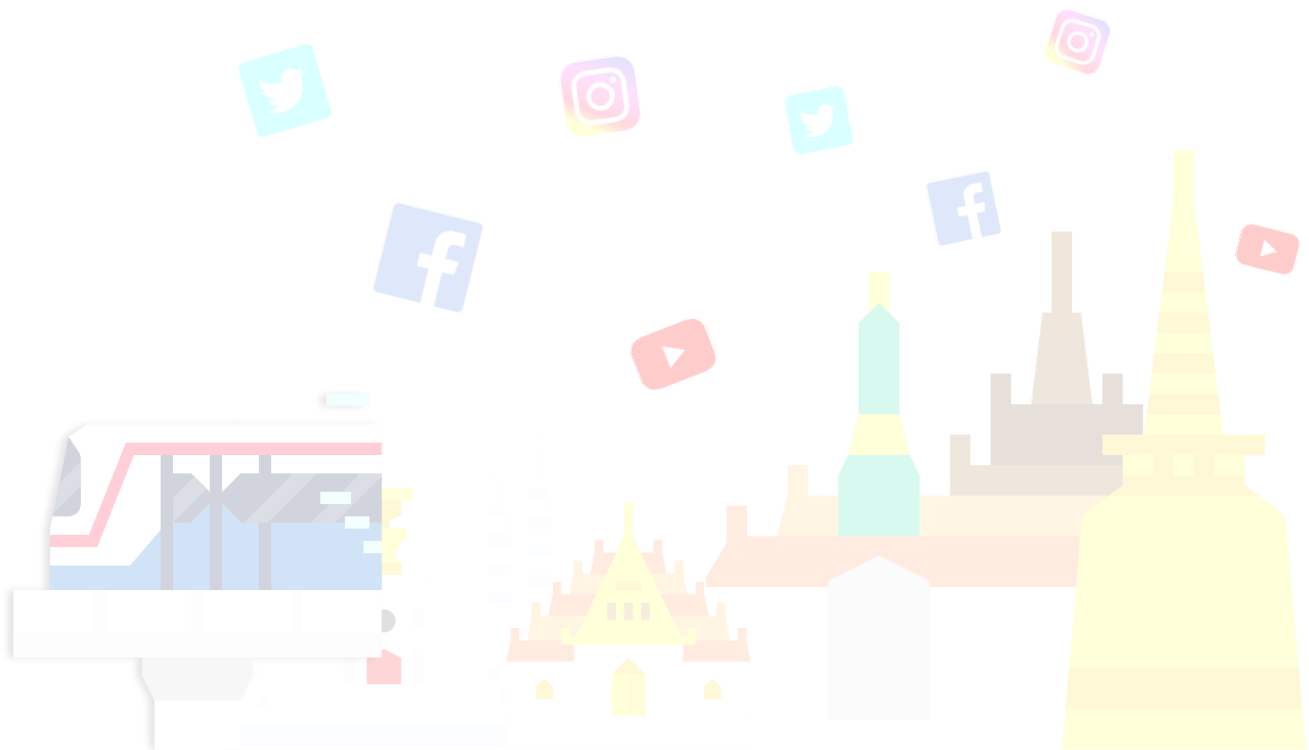
NEWSPAPER
MAGAZINE
RADIO
NEWS AGENCY
SEARCH ENGINE

Contents

Introduction	2
Social Media	3
Website	8
Digital TV	10
OTT TV	14
Radio	18
Magazine	21
Newspaper	26
News Agency	31
Search Engine	33
Conclusion	35

Introduction

Despite rapid digital disruption, organizations in Thailand's media industry managed to deal with the changes and at the same time finding a way out and the position that suits them. For some organizations, having to carry on amidst changes in consumer behavior and constant arrivals of new technologies, new business models, new ways to develop content and several other factors prompt them to ponder, plan and review their stance and role. This latest edition of Thailand Media Landscape puts together overviews and highlights of different types of media like newspapers, magazines, social media, digital TV, radio, search engines, OTT TV, websites and news agencies.



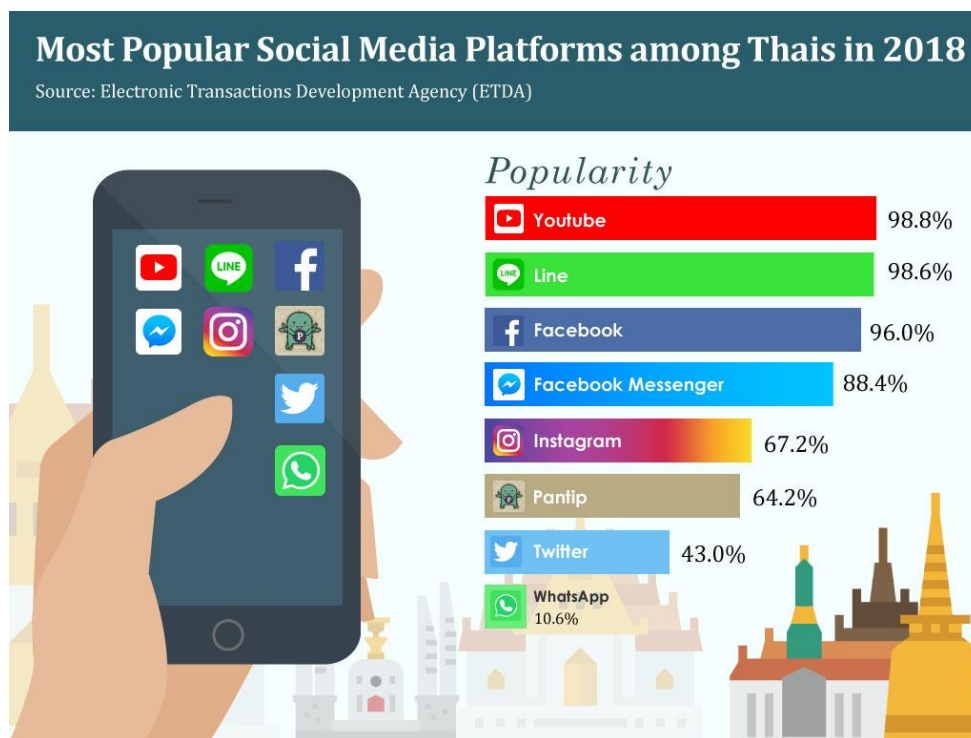
Social Media

Social Media in Thailand

According to the Electronic Transactions Development Agency's (ETDA) survey on internet users in Thailand in 2018, internet usage among Thai people increases every year. Thais spend 9 hours and 48 minutes surfing the internet during work days or school days and spend an average of 10 hours and 54 minutes during the weekends and holidays. In 2017, Thais spent only 6 hours and 30 minutes on the internet during work days or school days and an average of 6 hours and 48 minutes during the weekends and holidays. The average time spent on the internet in 2018 is 3 hours and 41 minutes higher than in 2017.

Generation Y internet users (aged 18–37 years) spend 11 hours and 7 minutes on the internet per day, the most among any age group, but only 1 minute more than second-place Generation Z (aged below 18 years).

Social media is the most popular platform for Thai internet users. The most popular platforms in 2018 are Youtube (98.8%), LINE (98.6%), Facebook (96%), Facebook Messenger (88.4%), Instagram (67.2%), Pantip (64.2%), Twitter (43%) and WhatsApp (10.6%).¹



¹ Electronic Transactions Development Agency (ETDA). 2018. ETDA reveals 2018's survey on internet users in Thailand, showing a daily average of 10 hours and 5 minutes in internet usage [Online] From <https://www.etda.or.th/content/etda-reveals-thailand-internet-user-profile-2018.html>.

In 2017, the most popular social media platforms were Youtube (97.1%), Facebook (96.6%), LINE (95.8%), Instagram (56%), Pantip (54.7%), Twitter (27.6%) and WhatsApp (12.1%)².

LINE surpassed Facebook in 2018 to become the second most popular social media platform among Thais. Facebook Messenger, which was included in this year's rankings, earned a popularity rating of 88.4%, sitting ahead of Instagram in fourth place. The usage of nearly every social media platform increased with the exception of WhatsApp whose popularity fell.

Despite WhatsApp's popularity around the world, ranking third behind Facebook and YouTube³, the opposite is true for WhatsApp in Thailand. The popularity of WhatsApp in Thailand has been steadily falling because Thais prefer LINE's stickers feature, which can be used to express their emotions and feelings better than emojis. In addition, LINE users have much enjoyed better privacy protection than WhatsApp because LINE uses the LINE ID system to add contacts whereas WhatsApp uses phone numbers to add contacts.

As for Twitter, the platform has become much more popular, with its popularity rating up by 55.8% from last year, particularly during when the popular Love Destiny TV series was on-air and during report and rescue operation of the Wild Boars football team who were trapped in Tham Luang Nang Non Cave in Chiang Rai's Mae Sai district. Twitter was the platform with the quickest and most accurate reporting.

Changes in marketing trends: When marketers shift from traditional media to social media

Asira Pattanaveerangkul, senior researcher, head of digital advertising spending survey project at Kantar TNS (Thailand), said Thais now have easy and widespread access to the Internet. A total of 70% of the Thai population uses social media everyday, averaging 4.2 platforms per week.

Due to the change in market trends, digital ad spending in Thailand has seen steady growth in line with the growing popularity of social media. Digital ad spend is expected to grow 21% year-on-year in 2018 to 15 billion baht in investment value, a record high. Facebook and YouTube remain the two most popular platforms for advertising, accounting for 30% and 18% of the overall digital ad spend, respectively⁴.

² Electronic Transactions Development Agency (ETDA). 2017. ETDA reveals survey on internet usage and e-commerce value with Thailand ready to lead ASEAN's e-commerce [Online] From <https://www.etda.or.th/content/thailand-internet-user-profile-2017-and-value-of-e-commerce-survey-in-thailand-2017-press-conference.html>.

³ Digital Advertising Association (Thailand). 2018. Press Report Thailand Digital Advertising Spend Mid Year 2018 [Online] From <https://static-daad-prod.s3.amazonaws.com/DAAT-Mid-Year-2018-Press-Release-Aug-30-v2.pdf>.

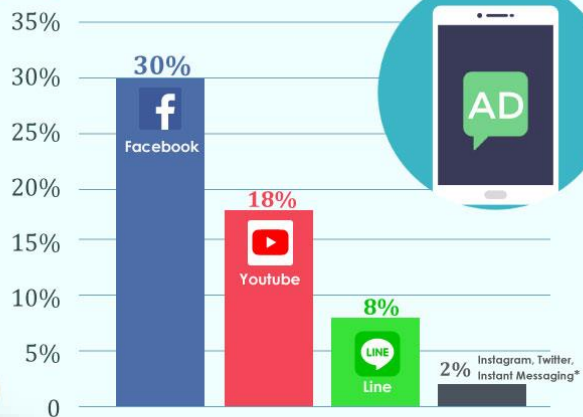
⁴ Digital Advertising Association (Thailand). 2018. Press Report Thailand Digital Advertising Spend Mid Year 2018 [Online] From <https://static-daad-prod.s3.amazonaws.com/272404774-DAAT-Mid-Year-2018-Press-Report-Aug-30.2-v2.pdf>.

By examining digital ad spend growth, the three platforms that enjoyed the strongest growth were Twitter at 275%, LINE at 83% and Instagram at 77%. However, actual ad spend on these platforms were relatively low with LINE accounting for only 8% of the overall digital ad spend while Twitter and Instagram account for less than 2% of the overall digital ad spend combined⁵.

2018 Discipline Spending by Platforms

Source: Digital Advertising Association (Thailand)

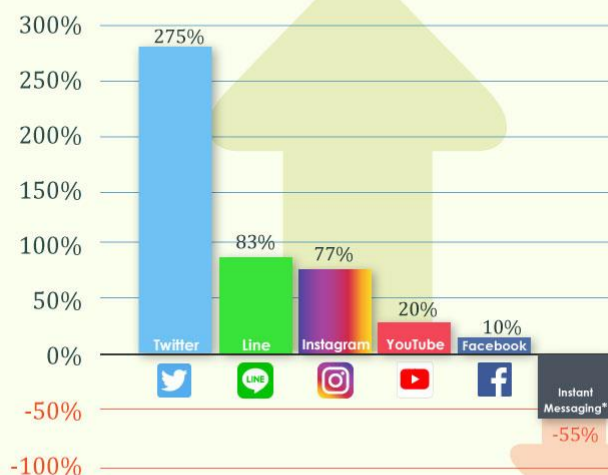
Advertising
Spending



*Instant Messaging refers to chat applications such as Whatsapp, WeChat, Kakao.

2018 Discipline Spending Growth YoY

Source: Digital Advertising Association (Thailand)



*Instant Messaging refers to chat applications such as Whatsapp, WeChat, Kakao.

⁵ BrandInside. 2018. 12 things to know about Thailand's digital media in 2018 by DAAT [Online] From <https://brandinside.asia/12-things-daat-day-2018/>.

“Twitter” says Thailand sees fastest user growth in ASEAN, teens and working-age people are top users

Twitter is considered as one of the most popular social media platforms in Thailand. Twitter executives recently announced interesting statistics and marketing campaigns that have proved to be successful in Thailand at DAAT Day 2018, an annual festival for digital marketing that wrapped up in August 2018.



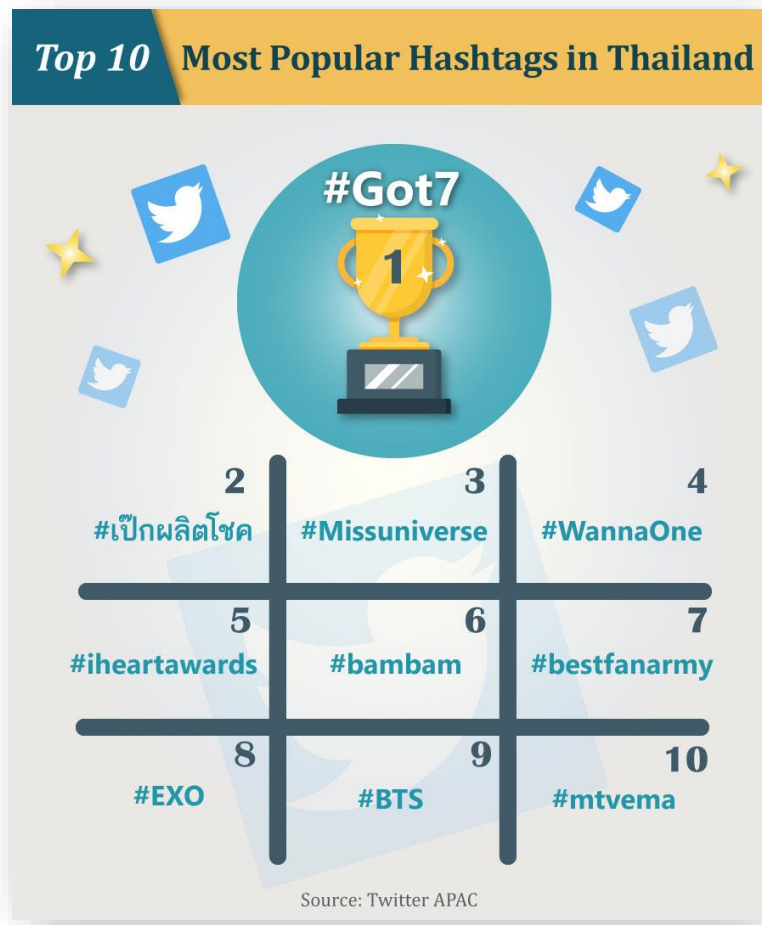
Photo credit: InfoQuest Ltd.

Arvinder Gujral, managing director, Twitter APAC, said Twitter enjoyed double-digit user growth rate worldwide in the second quarter, which was quite impressive. In Thailand, user growth was remarkable. The country delivered the fastest growth rate in Southeast Asia⁶, with teens and working people aged 16–34 years old making up 68% of all users.

Singapore-based Gujral also revealed last year's top 10 most popular hashtags in Thailand, all of which were entertainment hashtags and most were K-Pop-related. The top hashtag was #Got7, a famous South Korean boy band. The second most popular hashtag was #เป็กพลิตโชค (#PeckPalitchoke), the only Thai singer to make the cut. The third most popular hashtag was #Missuniverse. The rest were #WannaOne, #iheartwards, #bambam, #bestfanarmy, #EXO, #BTS, and #mtvema, in order of popularity.

These hashtags suggest most Twitter users in Thailand are teenagers, which is in line with the information from Gujral, and teens often enjoy entertainment content, especially K-Pop.

⁶ InfoQuest News Agency. 2018. Twitter reveals number of users in Thailand sees fastest growth in ASEAN; teens, working-age people top users [Online] from <https://www.ryt9.com/s/iq03/2879964>.



Another interesting point Gujral made at the event was on Thai users' video viewing behavior on Twitter. The data as of May 2018 showed a 69% viewership increase year-on-year. The rise was attributed to the fact Twitter users choose to follow content that they like as opposed to the more aggressive approach on Facebook or Instagram. This means video content that appears on the feed of Twitter users are content that they follow or like.



Photo Credit: InfoQuest Ltd.

Chanachai Chaipanya from Twitter (Thailand) weighed in on what makes Twitter special. He said Twitter is a platform where users can talk about their interests and not about themselves. It is also a platform whose content show up in other social media sites like Facebook. We often see a screen-grabs of tweets shared on Facebook but not the other way around. This points to the immediacy of Twitter as a social network site.

“LINE” and “Facebook” on the cusp of an aging society : 2 popular social media platforms for the elderly

Currently, every country around the world is entering an aging society, and Thailand is no exception because the number of the elderly is on the rise. The data from the National Statistical Office published on the brandinside.asia website indicates that “Thailand entered the aging society in 2014 with the number of the elderly accounting for 15% of the total population. The number is increasing every year and will rise to 20% in 2021 and 28% in 2031”⁷. In Thailand, a large number of the elderly believe that they are still physically strong and able enough to perform activities, similar to teenagers or working-age people. One of the activities that have caught the elderly’s attention include staying in touch with their acquaintances and monitoring news updates via social media.

A marketing research by the Mahidol University’s College of Management found that the two most popular social media platforms among the elderly are LINE (50%) and Facebook (16%). The data suggests that LINE was the most popular platform among senior citizens because of the ease of use for communication. The LINE app lets the elderly use stickers and images to communicate despite not being familiar with typing. Facebook is less popular because it is difficult to use and has many command buttons. Posting a status on Facebook is comprised of several steps, and guidance is required occasionally. As a result, the elderly do not like to use Facebook because they do not want to bother other people.⁸

Website

Online media continues to be popular, as evidenced by the results of a 2018 survey on internet usage behavior of Thais conducted by the Electronic Transactions Development Agency (ETDA) under the Ministry of Digital Economy and Society (DE). The survey results show that Thais spent more time on the internet, averaging 10 hours and 5 minutes per day, an increase of 3 hours and 41 minutes from the average time spent on the internet in 2017. The increase is attributed to the shift to a digital culture.

The top five online activities are messaging (94.5%), hotel reservations (89.2%), transport reservations and purchases (87.0%), online bill payments (82.8%), and watching videos and listening to music (78.5%). In addition, Thai people spent more time on social media, with Facebook, Instagram,

⁷ BrandInside. 2018. An in-depth look into “marketing to seniors,” how to market to and retain senior audiences [Online] from <https://brandinside.asia/insight-aging-society>.

⁸ JC&CO Public Relations. 2018. CMMU research on “Marketing to Seniors”, “LINE” most influential, widely used platform, 93% of seniors use Google Search for information [Online] from <https://www.ryt9.com/s/prg/2881728>.

Twitter and Pantip being the most popular platforms. They spent an average of 3 hours and 30 minutes per day on these platforms. Meanwhile, they spent an average of 2 hours and 35 minutes per day on Youtube and LINE TV watching videos. The average time spent on instant messaging applications like Messenger and LINE is 2 hours per day. The average time spent on online gaming is 1 hour and 51 minutes per day while the average time spent on reading articles or books online is 1 hour and 31 minutes per day.

Although the EDTA data shows that the number of Thai people using social media has increased, running a website is still a priority for online media publishers. Many people might wonder how important it is for media publishers to have their own websites while maintaining their social media presence. This year's edition of Thailand Media Landscape wants to shed some light on this to the readers and help them understand why websites still matter despite the overwhelming popularity of social media.

According to Truehits, the top 10 most popular websites as of October 31, 2018 are as follows:



Note: Avg. UIP: Average Unique IP | Avg. USS: Average Unique Session | Avg. PVS: Average Pageviews

Source: Truehits

The ranking above shows that the majority of the top 10 most-popular websites this year are news websites. The fact that they occupy five entries on the list proves that news websites are quite popular.

Digital TV

The Phenomenon Of Creating Content for Ratings Boost

Amid the intense competition in the digital TV industry in 2018, several TV channels created and adjusted their strategy by revamping news programs, broadcasting word-class sporting events, producing a variety of TV series for target audiences and presenting several types of entertainments that meet the customer needs in a bid to grab the highest ratings and attract viewers nationwide as many as possible. At the same time, this year's major events and popular trends happening nationally and internationally, including the peaked popularity of period piece TV series Love Destiny and the detailed reporting of the mission to rescue the Wild Boar Academy football team members, are considered the phenomena that contribute to the significantly improved ratings of TV channels.

Monitoring the Mission to Bring 13 Wild Boars Home

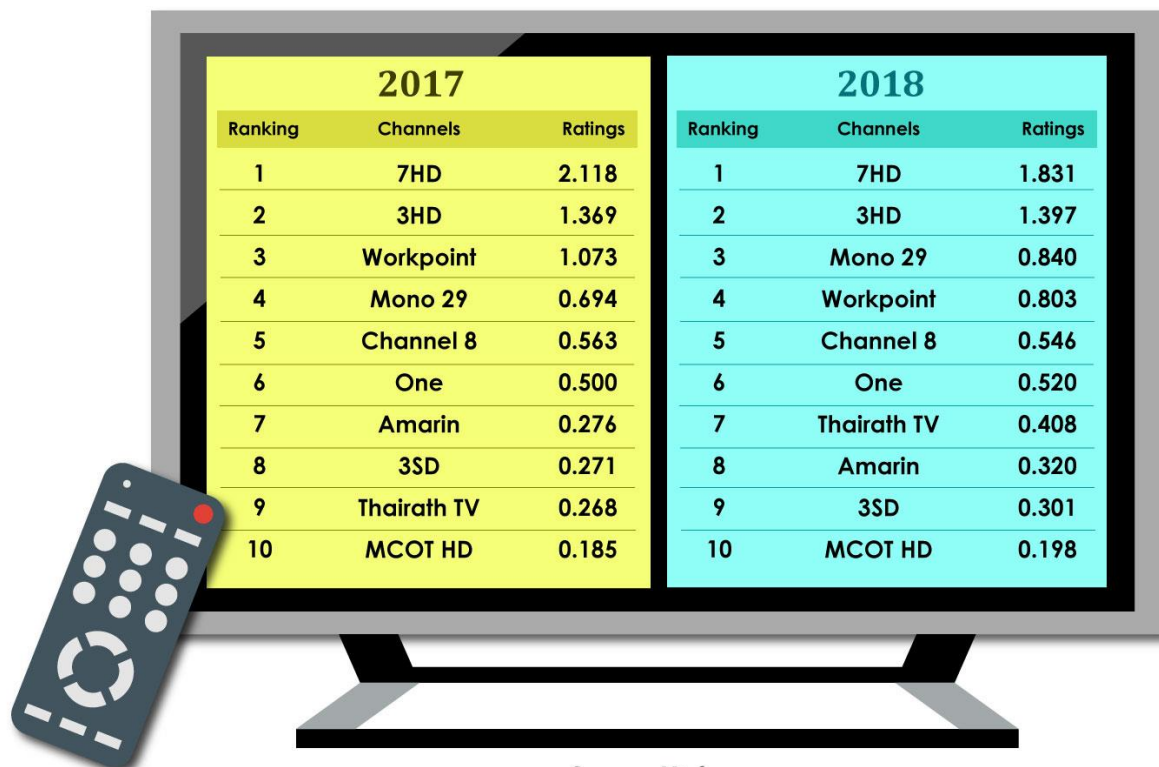
The phenomenon of Thai people sending moral support and closely monitoring the rescue operation, by both Thai and foreign rescuers, of 13 members of the Wild Boar junior football team trapped in the cave complex of Tham Luang Khun Nam Nang Non Forest Park in Mae Sai, Chiang Rai between June 23 and July 10, 2018 is another factor that boosted viewership and steadily increased ratings for news programs aired on digital TV channels.

When the rescue operation was underway, Thairath TV even suspended its regular broadcast programs and replaced them with the full-day special program, titled “Search for 13 Lives at Tham Luang in Chiang Rai” through which audience could keep themselves updated on the latest developments for the whole day. The broadcast of the special program resulted in the “Thairath News Show” ratings soaring to 4.414 on July 8, 2018 — the day on which the rescuers successfully brought out the first four boys. It was the highest ratings point that the news program had ever achieved. The Thairath channel's ratings point for the whole month also increased to 1.118, ranking third behind Channel 7 (1.783) and 3 HD (1.431).

This complies with the July 2018 report on digital terrestrial television market situation by the National Broadcasting and Telecommunications Commission (NBTC). The NBTC report showed that terrestrial TV viewership was higher than those for satellite and cable TV stations. The terrestrial TV viewership rose to 89.42%, versus the satellite and cable TV viewership, which went down to 10.58%. It also found that 93.37% of audiences in Bangkok and its vicinity watch terrestrial TV, while 88.97% in provinces do so.

NBTC Secretary-General Takorn Tantasith said the majority of the 10 most-watched digital TV channels remained unchanged in July 2018, compared to the previous month's list. Only some of them posted higher ratings, resulting in a change in TV rankings. For example, the live broadcast of the mission to save the 13 Wild Boar football team members on Thairath TV and MCOT HD attracted wild public interest to their news programs. Accordingly, Thairath TV and MCOT HD saw increased ratings, ranking fifth and tenth respectively on the monthly list of the 10 most-viewed TV channels.⁹

Top 10 Most-Watched Digital TV Channels in 2018 versus 2017 (Jan - Sep)



2017			2018		
Ranking	Channels	Ratings	Ranking	Channels	Ratings
1	7HD	2.118	1	7HD	1.831
2	3HD	1.369	2	3HD	1.397
3	Workpoint	1.073	3	Mono 29	0.840
4	Mono 29	0.694	4	Workpoint	0.803
5	Channel 8	0.563	5	Channel 8	0.546
6	One	0.500	6	One	0.520
7	Amarin	0.276	7	Thairath TV	0.408
8	3SD	0.271	8	Amarin	0.320
9	Thairath TV	0.268	9	3SD	0.301
10	MCOT HD	0.185	10	MCOT HD	0.198

Source: Nielsen

Source: Nielsen ¹⁰

⁹ Siam Turakij. 2018. Digital TV thriving, viewership rises to 89.42% [Online], from <https://www.siamturakij.com/news/16784-%E0%B8%97%E0%B8%B5%E0%B8%A7%E0%B8%B5%E0%B8%94%E0%B8%B4%E0%B8%88%E0%B8%B4%E0%B8%97%E0%B8%B1%E0%B8%A5%E0%B8%A3%E0%B8%B8%E0%B9%88%E0%B8%87-%E0%B8%A2%E0%B8%AD%E0%B8%94%E0%B8%A3%E0%B8%B1%E0%B8%9A%E0%B8%8A%E0%B8%A1%E0%B8%9E%E0%B8%B8%E0%B9%88%E0%B8%87%E0%B8%A3%E0%B9%89%E0%B8%AD%E0%B8%A2%E0%B8%A5%E0%B8%B0-89-42>

¹⁰ TV Digital Watch. 2018. Digital TV ratings in 9 months: 2018 VS 2017 [Online], from <https://www.tvdigitalwatch.com/25-rating-compare-y2017-18/>

The comparison table for digital TV channels' ratings in the first nine months of 2018 and 2017 paints a picture of a very fierce competition, particularly among the top 10 most-watched channels. Although all of last year's top 10 made the list this year, there are several changes within the rankings.

Channel 7 saw the most drastic ranking drop with its ratings falling from 2.118 in 2017 to 1.813. Workpoint lost its third rank to Mono, who was fourth last year, despite having a competitive edge of securing the rights to broadcast live both Asian Games and women's volleyball matches. Mono managed to rise to third place thanks to the robust popularity of its line-up of top-rated foreign films and series.

Thairath TV moved up two spots from ninth to seventh on the back of constant news updates on the "Wild Boars" cave rescue. Amarin's rank went down to eighth, prompting the operator to revise its broadcast programming since October 1, 2018.

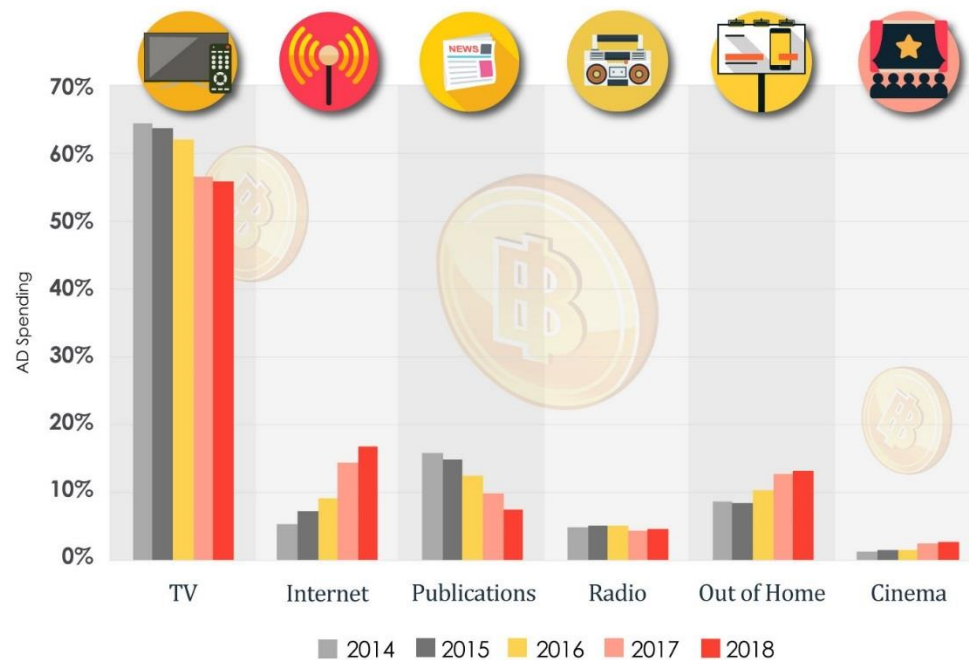
Battle for Advertising Revenue

In 2018, digital TV stations continued to engage in fierce competition to vie for a bigger share of ad revenue, just like they did the years before, despite the fact that only 22 out of the original 24 licensed digital TV operators are still in business with LOCA and THV, which were run by Thai TV Pool and Thai TV President Pantipa Sakulchai, also known as "Jae Tim TV Pool", closing down previously.

The top channels with the highest ratings continued to account for most of last year's ad revenue while the rest continued to see operating losses. Such unfavorable circumstance has significantly affected the organizational structure of many digital TV operators.

Even though the biggest chunk of the overall ad spending, around 55%, went to digital TV, the spending was distributed among many digital TV channels, which rendered their ad revenue less significant, especially when compared the ad spend that went to other media platforms like OTT TV. This has become the factor that forced digital TV operators to actively adapt their business in order to survive.

Annual Advertising Spending Distribution on Different Media Platforms



Source: Nielsen¹¹

Nielsen's data shows that ad revenue of digital TV operators have been on the decline since the beginning of their broadcasts on the digital platform in 2014. The portion of ad spend that went to digital TV had declined by a striking 8.5% from 64.3% of the total ad spend in 2014 to 55.8% in 2018.

This is in line with a significant drop in ad revenue of the print media industry. Meanwhile, internet ad revenue leapfrogged, reflecting a change in consumer behavior. People have switched from traditional media like print and TV to the internet and social media for media consumption. This is another key reason leading to the inevitable technological disruption digital TV operators have been facing.

Nielsen also reports that ad spending in the first six months of 2018 (January-June) totaled 51.725 billion baht, down 1.57% or 827 million baht compared to the same period last year. Digital TV was the medium with the biggest ad spending growth at 27.49%, with a combined value of 14.1 billion baht, up 3.066 million baht compared to the same period last year.

¹¹ Post Today. 2018. Digital TV operators hunting additional income in age where ad budget is limited [Online], from <https://www.posttoday.com/market/news/561854>

Many media platforms experienced loss of ad revenue in the first six months of 2018. Ad spending on analog TV fell 13.10% or 2.888 million baht year-on-year to 19.159 billion baht. Cable/satellite TV saw a decrease of 23.12% or 373 million baht to 1.24 billion baht compared to the same period last year. Ad spending on newspapers fell 25.7% year-on-year or 1.009 billion baht to 2.903 billion baht. Ad spending on magazines fell 36.96% or 380 million baht to 648 million baht compared to the same period last year.

Adjustment for Survival for Digital TV Business

In addition to the limited advertising budget and ratings battle, changing consumer behavior is another factor in digital TV businesses' continued adaptation. Technology has upended the way content is received and led viewers' attention to other types of platforms. The digital TV businesses is doing everything they can to turn themselves into well-oiled machines that keep on working, whether by delivering an effective strategy or modernizing the operating model, in order to survive a new environment.

OTT TV

OTT TV, a Popular Alternative to Watching Content

Improved accessibility to high-speed, effective internet in Thailand has triggered rapid growth of over-the-top television (OTT TV). The immense popularity of OTT TV with Thai people is attributed to its ability to deliver content that can be watched anywhere, anytime on a wireless, Wi-Fi enabled device, whether they are tablets or smartphones. The Ministry of Digital Economy and Society's Electronic Transactions Development Agency (Public Organization) found that Thai people spent an average of 2 hours 35 minutes a day watching streaming videos via online platforms like YouTube TV and Line TV in 2018.¹²

Entertainment content like movies and TV series proved to be very popular and generated large sums of money for producers, contributing to the growth of the OTT TV business in 2018. OTT TV providers have entered into a partnership with many major TV channels and content creators to bring content to their platforms in a bid to build their audience, as well as run a series of promotional events and campaigns continuously.

¹² Electronic Transactions Development Agency (ETDA). 2018. Thailand Internet User Profile 2018 by ETDA shows Thais spend 10 hours and 5 minutes online per day. [online] from <https://www.etda.or.th/content/etda-reveals-thailand-internet-user-profile-2018.html>

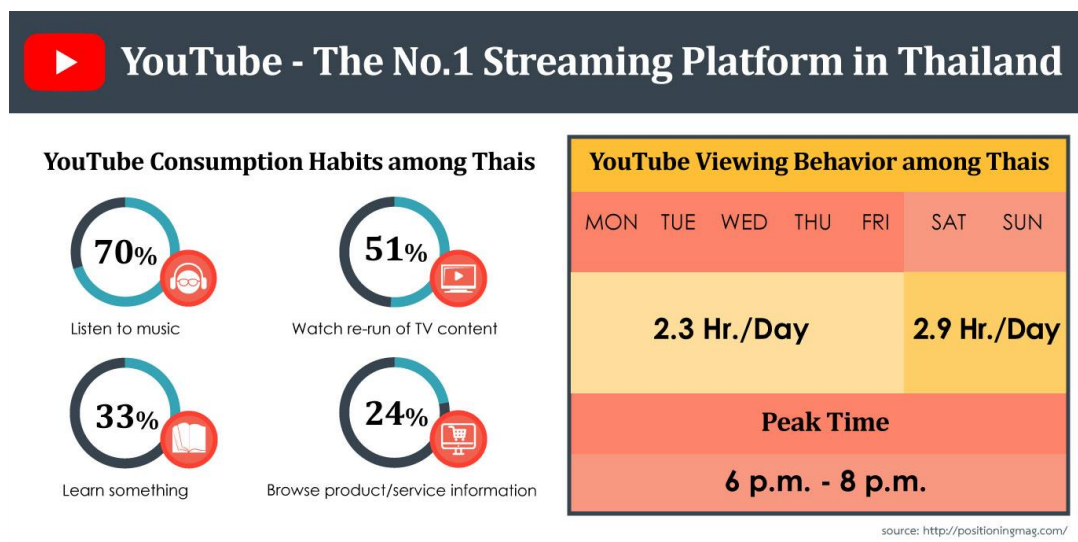
YouTube retains top spot as the number 1 streaming platform in Thailand



(Photo from: <https://www.youtube.com>)

When talking about popular video-sharing platforms among Thais, it is impossible not to mention YouTube. It has dominated the Thai market for many years and has continued to stay very popular.

Thailand is one of the top 10 countries with the highest number of YouTube viewers in the world at around 40 million users. Most Thai users use YouTube to listen to music (70%), watch TV reruns (51%), learn (33%), and browse products and services (24%).¹³ Regarding viewing behavior, Thais spend an average of 2.3 hours per day on YouTube on weekdays with the peak time between 6 p.m. to 8 p.m. On weekends the average hours spent increases to 2.9 hours with the peak time between 6 p.m. to 8 p.m.



In addition to having a sizeable number of users, YouTube has seen steady increases in the number of content creators in Thailand, and many are listed on the most-subscribed channels on the video platform. Data published in November 2018 found that Thailand has 1,700 “Silver” channels that attain 100,000 subscribers, increasing from about 1,000 channels at the beginning of the year.

The number of “Gold” channels that have more than 1 million subscribers increased to 150 from 100, while there are five “Diamond” channels for which the number of subscribers exceed 10 million, ranking third in Asia-Pacific.¹⁴

¹³ Positioning. 2018. Thais watching online videos via YouTube rank world's top 10 with users exceeding 40 million people. Cookie Siang Tai, Buppaee Sunniwas and 30-million-baht lottery ticket saga are the most viewed videos. [online] from <https://positioningmag.com/1162488>

¹⁴ Manager Online. 2018. The fourth YouTube Pop-up Space” held to enhance the quality of Thai content creators. [online] from <https://mgronline.com/cyberbiz/detail/9610000112856>

This data indicates that Thailand is one of the most strategically important countries for YouTube. It can be seen that YouTube has continued to hold a number of activities in the kingdom. The activities include YouTube FanFest, where content creators can meet and greet with their fans; YouTube Pop-up Space and NextUp, which are aimed at finding new content creators and improving skills of existing ones to help them create compelling content to assure YouTube of sustainable growth. The YouTube staff also provide content creators with consultations, strategic planning and training, as well as help to promote interesting creators.

LINE TV and partners offer a variety of contents to penetrate consumer market in the digital era

LINE TV is another platform that has grown rapidly in Thailand. In the first half of 2018, the number of LINE TV users exceeded 41 million. The application was downloaded up to 20 million times. Thais spend an average of 176 minutes per day on LINE TV or two-thirds of total time spent on TV.¹⁵

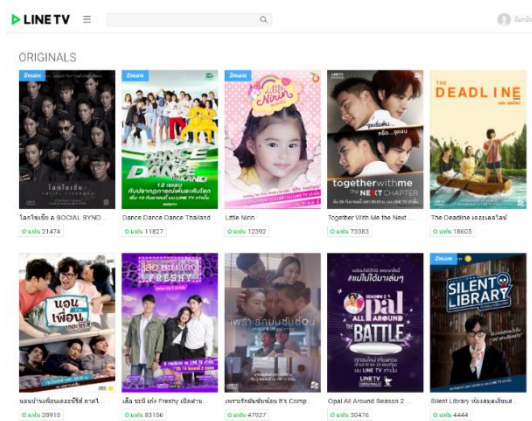


Photo from: https://tv.line.me/t/305_ORIGINALS

LINE TV's service in Thailand focuses on three content types: 1. soap opera reruns, 2. co-produced contents that are available only on LINE TV, and 3. music videos.

LINE TV's strength is its on-demand feature, allowing users to watch their favorite shows any time. The platform has made major moves in 2018. One of the biggest moves was when it signed a contract for "exclusive rerun" rights with various TV channels. The reruns are available on LINE TV within two hours after the original air time.¹⁶ More than 70% of LINE TV views are from soap opera reruns.

In addition to its partnership with TV channels, LINE TV also formed a partnership with content providers to produce original content that is available only on its platform. For example, it partnered with Bearcave Studio to produce the "GGEZ" series which aired in July 2018, "It's Complicated" which aired in August 2018, "Hipster or Loser" which aired in September 2018 and "The Deadline" which aired in October 2018.¹⁷

¹⁵ Manager Online. 2018. "LINE TV" focuses on "exclusive rerun" to gain market share. [online] from <https://mgronline.com/business/detail/9610000016545>

¹⁶ Marketeer. 2018. LINE TV "challenges "YouTube" for No.1 online video platform. [online] from <https://marketeeronline.co/archives/15995>

¹⁷ MARKETINGOOPS!. 2018. LINE TV's strategy focuses on originals and reruns, starts with Thailand's first e-Sports series GGEZ, aims at No.1 online video platform. [online] from <https://www.marketingoops.com/news/biz-news/line-tv-3/>

At the same time, LINE TV held events to strengthen the relationship between viewers and content producers. LINE TV Awards was held for the first time in 2017 to recognize the most viewed content. The awards were presented in three categories: Top Most Viewed award for the soap opera with the most views, Top Entertainment award for the variety show with the most views, and Content of the Year award for the content most mentioned online. Five new categories were added in 2018: Best Kiss Scene, Best Fight Scene, Best Couple, Best Viral Scene and Best Song.

Netflix attacks Asian market, to introduce first-ever Thai original content in 2019



Photo from: www.netflix.com

2018 is another outstanding year for Netflix, a world-class U.S.-based online streaming service provider that has been attacking the Asian market with full force. Recently, Netflix held “See What’s Next: Asia” in Singapore, to showcase both old and new content coming to Asian viewers in 2019. This includes original content in which Netflix has invested.

Netflix has enjoyed immense success in Asia, especially in India, South Korea, Japan and Thailand. According to the latest data, Netflix had 137 million streaming subscribers worldwide, 58 million of which are in Asia. At The Economic Times’ Global Business Summit in New Delhi, India, the CEO of Netflix announced the company’s next 100 million customers would come from India. Meanwhile, South Korea is another country that has seen rapid growth in Netflix subscribers and content from South Korea has been gaining more and more viewers outside the country.¹⁸

However, Netflix’s main obstacle is its subscription fees, which are much higher than the fees charged by other service providers. It was recently reported that Netflix plans to begin testing lower-priced subscription in Asia in a bid to attract more subscribers as it seeks to meet its target of expanding its customer base in the region.

¹⁸ THE STANDARD. 2018. What’s there see to at “See What’s Next Asia” and why is Netflix prioritizing the growing Asian market?. [online] from <https://thestandard.co/see-whats-next-asia/>

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/587166106132006026>