

美通社 2019 新传播年度论坛

PR NEWSWIRE COMMUNICATIONS FORUM

赢媒体·赢变革
EARNED MEDIA RISING

Digital media in 2020

美通社
PR Newswire
a CISION company

What we do at Bloomberg

2700+ journalists and analysts
in more than **120** countries

Reaching **400 million+**
television households
worldwide each month

Six pillars of
coverage:

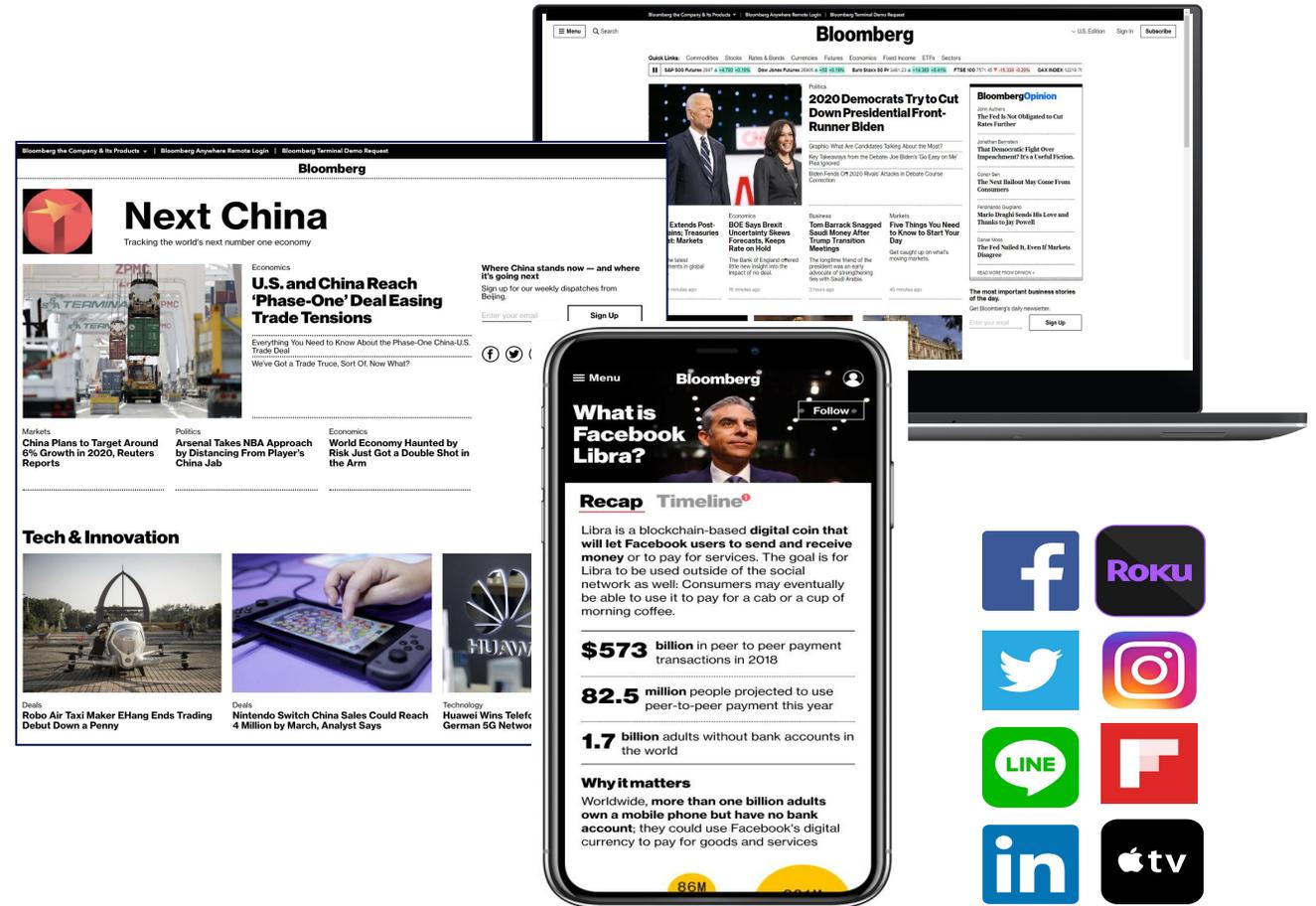
- Business
- Finance
- Markets
- Economics
- Technology
- Power

Around **325,000** terminal subscribers in
more than **160** countries

50 million+ people visiting
bloomberg.com (more than
9 million in Asia) each month

Our digital universe

- Homepages, mobile app
- Social media and messaging
- Newsletters
- Verticals
- Podcasts and OTT video
- Discoverability on search



346MM

Monthly Page Views
(APAC: 80MM)

58%

Global HNWI with
US\$1Mil+ (APAC: 61%)

44%

Global C-Suite
(APAC: 53%)

65%

Global: Involved in US\$3MM+
Business Decisions
(APAC: 67%)

48%

Global IT Decision
Makers
(APAC: 54%)

67%

Luxury Car [worth
US\$150k+] Owner
(APAC: 54%)

2019 赢媒体·赢变革
EARNED MEDIA RISING

美通社新传播年度论坛

PR NEWSWIRE COMMUNICATIONS FORUM

Key digital themes



Mobile dominates news consumption

66% access news weekly on their smartphones

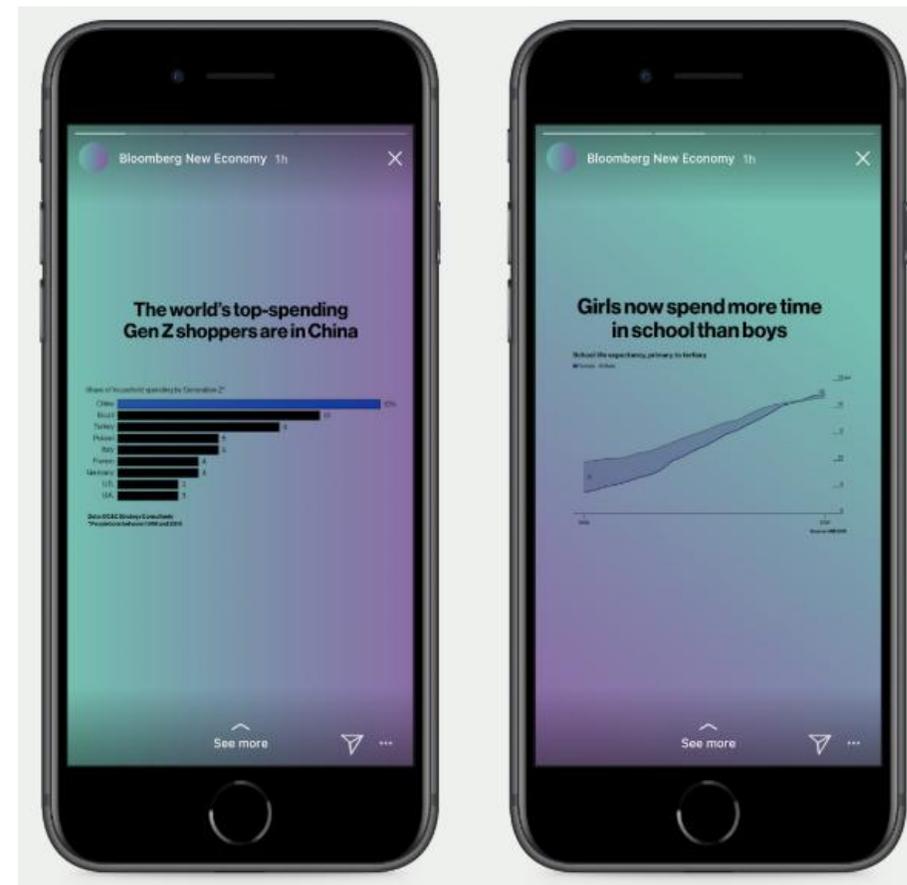
- That's up 4 percentage points year-on-year

News aggregators are growing in importance globally

- And are already a majority behaviour in many parts of Asia

Mobile matters for all formats

- Smartphones are the most-used device for podcasts (55%)
- Most video news is consumed on social media (Facebook and YouTube)



Social media is a key gateway to news

A huge chunk of potential audience use social/messaging

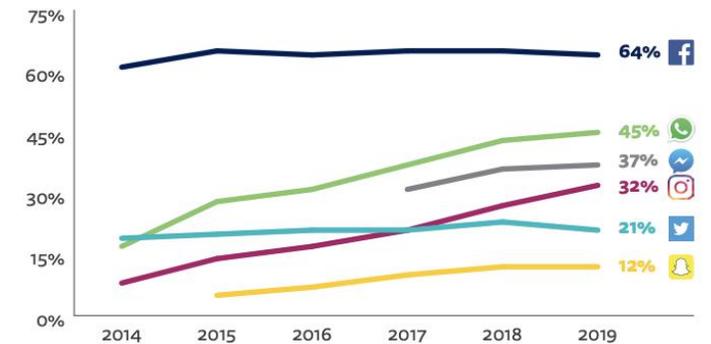
- Messaging apps like LINE, Telegram are growing fast
- “Traditional” social like Facebook, Twitter remain strong

About one-third of our digital readers come via social

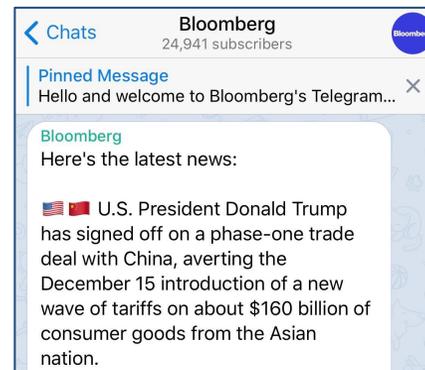
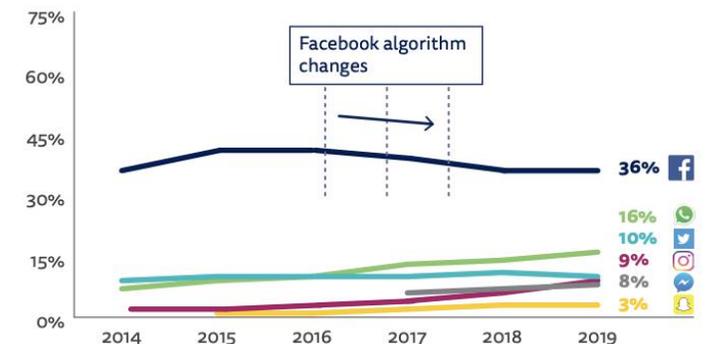
- Social is important for publishers for reaching new audiences — especially in Asia
- Most publishers use a wide range of platforms

SOCIAL MEDIA AND MESSAGING (2014-19) - SELECTED MARKETS

WEEKLY USE FOR ANY PURPOSE



WEEKLY USE FOR NEWS



Video is on the rise

Two-thirds regularly consume video news

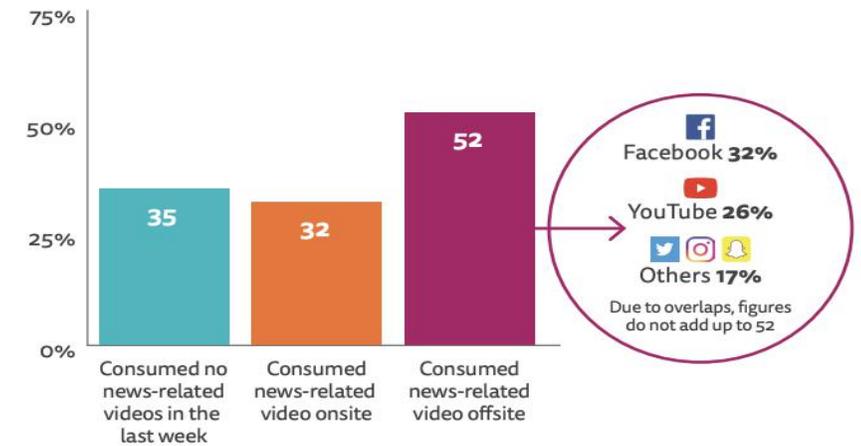
- Short-form clips are the most popular format
- But longer formats also matter to publishers

Most say they prefer text to video

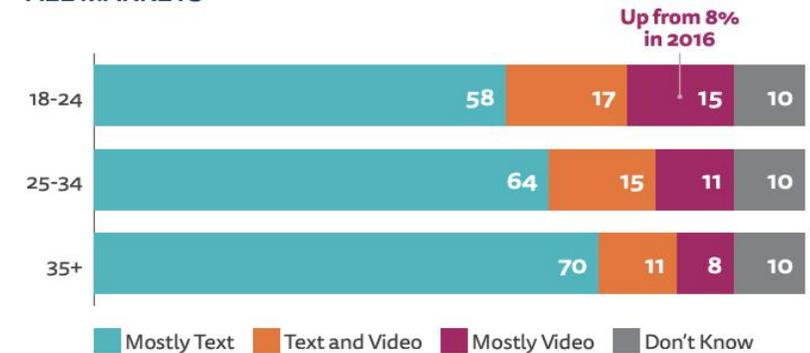
- But the proportion who prefer video is growing — and is highest among younger audiences



OFFSITE VS ONSITE NEWS VIDEO CONSUMPTION - ALL MARKETS



PROPORTION THAT PREFERS TEXT OVER VIDEO BY AGE - ALL MARKETS



A growing global market for audio

Podcast audiences are reaching critical mass

- 36% globally listened to a podcast in the last month
- In Hong Kong and South Korea, more than 50%

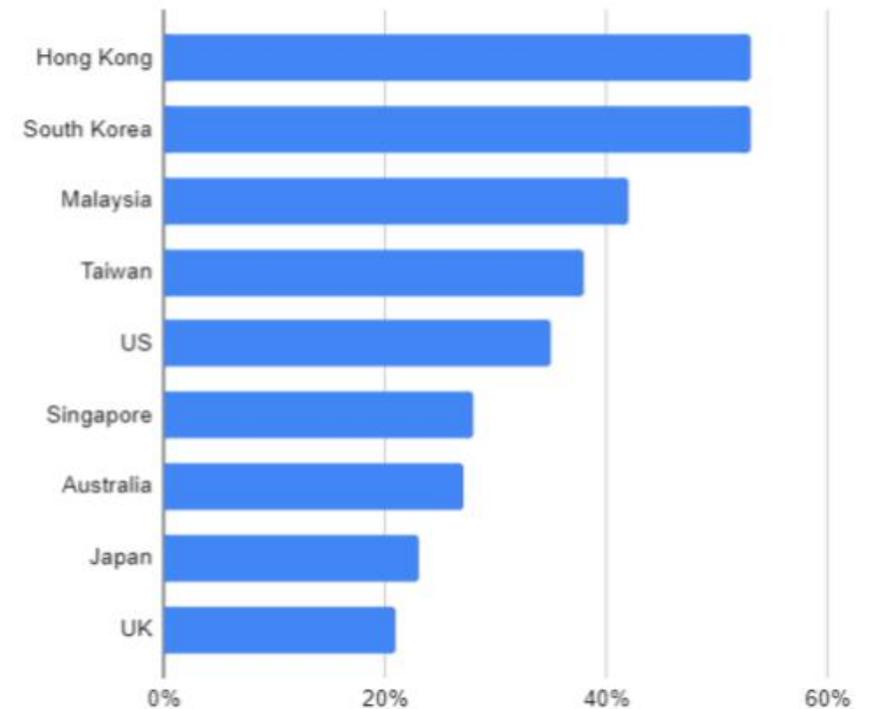
Smart speakers' reach is growing fast

- Regularly used by 12% of people in the US (up from 9%)
- And by 9% in South Korea (up from 5%)

And the range of voice-activated devices keeps growing

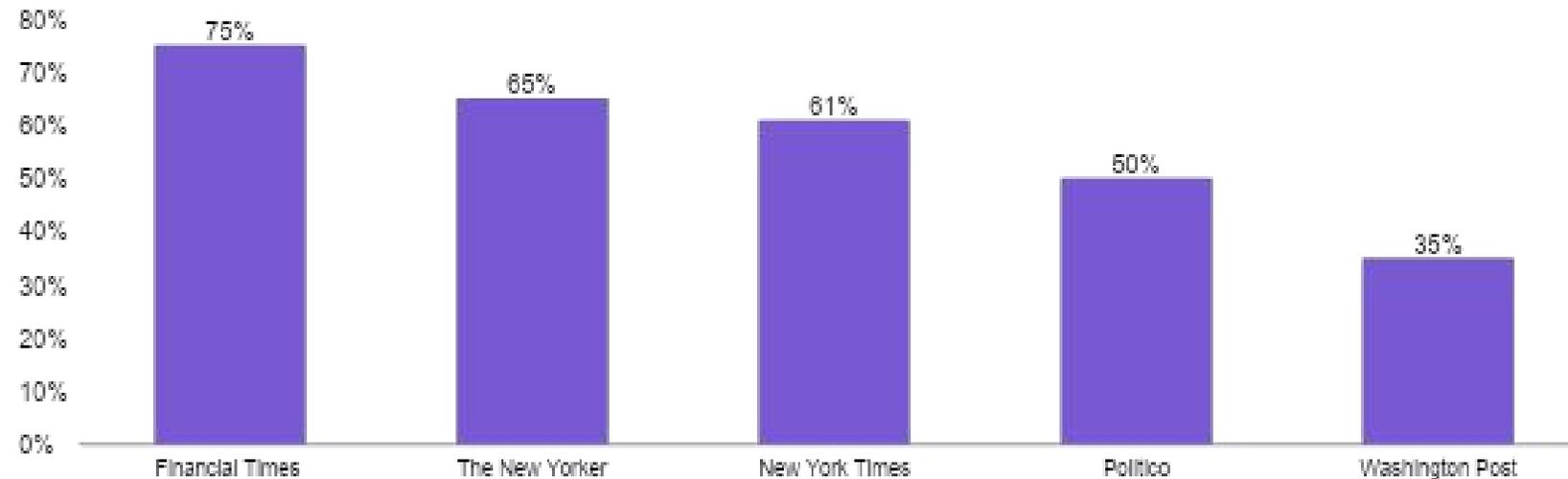
- Speakers like Alexa, Google Home, Kakao Mini
- Headphones, in-car devices, rings, glasses...

Percentage who used a podcast in past month



Publishers are getting more \$\$ for subscriptions

% OF TOTAL REVENUE FROM SUBSCRIPTIONS



2019 赢媒体·赢变革
EARNED MEDIA RISING

美通社新传播年度论坛

PR NEWSWIRE COMMUNICATIONS FORUM

Key news themes for 2020



Some key themes we will cover in 2020

- **US-China trade — and trade deal**
- **Chinese prosperity and global ambitions**
- **Climate change**
- **Global economy, US recession**
- **Asian economic rivalries: Where to invest, who will be the “next China”**
- **Technology**
- **US election 2020, plus Taiwan, South Korea, Singapore (tbc)**
- **Sport: Tokyo Olympics, July-August**

2019 赢媒体·赢变革
EARNED MEDIA RISING

美通社新传播年度论坛

PR NEWSWIRE COMMUNICATIONS FORUM

**What does it all mean for
Chinese communications?**



What does it all mean for company communications?

- **Know who you're pitching to.** Subscriptions and personalisation mean publications are becoming even more focused.
- **Consider how your pitch works across platforms.** The internet is a visual place now! Can you offer photos, video, interviews on camera or access to your offices?
How about audio?
- **Ask how your company fits in with big news themes.** What does your pitch have to say about climate change or technology, for example?
- **Be confident that China is still one of the world's biggest stories.** International media want to know what's happening in Chinese business

Thank you!