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APAC Media Landscape 2022



Content

Australia	03
Mainland China	11
Hong Kong	19
Indonesia	26
Malaysia	33
Singapore	40
South Korea	47
Taiwan	54
Thailand	61

CISION PR Newswire

AUSTRALIA

AUSTRALIA

AUSTRALIA

AUSTRALIA



Overview

In 2021, Australia saw its second round of extended lockdowns across Greater Sydney, New South Wales and Melbourne with severe stay-at-home restrictions which were not lifted until October. These lockdowns had a rippling effect on the state of the media impacting job security in the journalism industry, revenue trends, and the reception of news content. Redundancies were prevalent across several industries, including news media, which saw thousands of reporters lose their jobs and many others left to hold down the fort.

With growing angst among Australians, COVID-19 related news was not just heavily sought after but also heavily scrutinized, as many took sides on debates regarding vaccinations, conspiracies, and 'truths' surrounding the Delta variant. As a result, major publications such as those under the News Corp umbrella saw a rise in subscription revenue, which exceeded ad revenue.

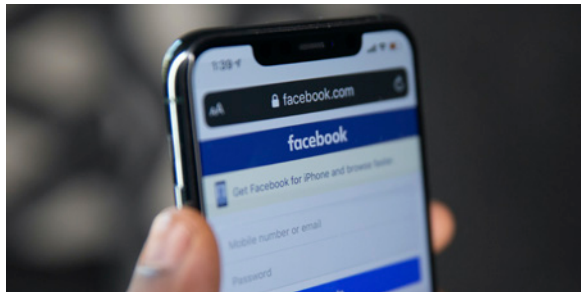
Another key development was the amendment of Australia's new media bargaining code following discussions with Facebook after news pages had been completely removed from the social platform. This came as many news publications felt that they were losing revenue to tech giants such as Google and Facebook. As a result, the government's media code outlined the price that these companies will need to pay domestic media to show their content, should private negotiations fail.

With this bill, Australia became the first nation in the world to govern the minimum price paid to domestic media and as such ensured that outlets are fairly renumerated for their content to sustain public interest journalism in the country.



2021 Media Highlights

1. Facebook News Ban and New Legislation



With news being more commonly aggregated on social media, many news publications felt that they were losing revenue to tech giants such as Google and Facebook. With this bill, Australia became the first nation in the world to govern the minimum price paid to domestic media to show their content online and ensured that outlets are fairly renumerated for their content to sustain public interest journalism in the country.

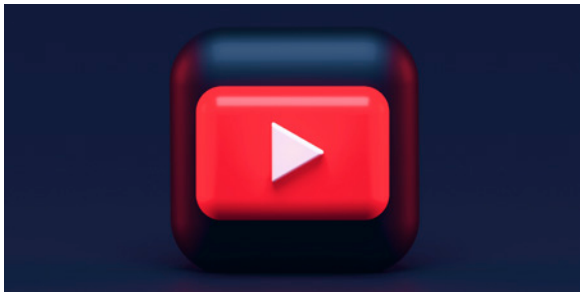
2. Impact of Extend Lockdowns on the Media Industry



Following News Corp's major restructuring in May 2020, redundancies continued in 2021, and as such, many Australians were left without their trusted local publications, making way for growing 'news deserts' across the country.

This also impacted the quality of content as many journalists assumed generalized reporting roles over specialized ones. The loss of veteran journalists gave way to an experience gap which meant that specialized reporters or "beats" were at risk of extinction.

3. YouTube Bans Sky News



In August 2021, YouTube issued a 'strike' under its three-strike policy, barring Sky News Australia from uploading any new content to the platform for a week. The strike was issued in response to alleged misinformation surrounding COVID-19. This gave way to major debates between Australians by fueling conspiracy groups and anti-vaxxers.

Media Snapshot

Newspapers & Magazines

Australia's print media has seen a significant decrease in the past two years with most publications moving to online/digital subscriptions. News Corp, one of the two major players in the industry, recently announced that many of their print publications would no longer be published while some would be moved to online only.

Television

The extended lockdowns across Australia during 2021 led to the growth in subscription media which has decreased the ratings of broadcast television.

Radio

AM radio ratings have increased with the growing demand for news and current affairs. With fewer people commuting to work during lockdowns, casual listening has reduced leaving entertainment and music shows with fewer listeners.

Key Outlets

The Sydney Morning Herald
The Daily Telegraph
VOGUE
FINANCIAL REVIEW
THE AGE
9NOW
7+
ABC
10 play
SBS
smooth fm 95.3
2GB 873AM
KIIS 106.5
GOLD 104.3
nova 96.9

Key Outlets

News Agency

Australian Associated Press (AAP) is Australia's national news agency and PR Newswire's content partner, providing editorial and business solutions to the Australian and international media and corporate sectors for more than 85 years.

Online Media

In 2021, online media has shown the most growth as the new world order moves to an all-things-digital approach. Many publications have moved to a digital subscription model and are showing increased traffic as Australians seek out information from trusted sources.

Social Media

Australian social media users are some of the most active in the world. Approximately 60% of the population is an active user on Facebook, and 50% of the country is logging onto Facebook at least once a day.

News Distribution Highlights

40+
Content Partners

8,200+
Media Outlets

19,700+
Journalists & Influencers

Key New Content Partners Added in 2021

1. Mirage News

Australia's real-time media portal reporting from primary sources. Live 24/7 timeline of unfolding developments first-hand from Australia and beyond. Mirage news has over 382,000 visitors every month.

2. Diwou Biotech News



Biotech News is your website for the latest breaking news and videos straight from the biotechnology industry. Biotech is a growing trend in Australia and updates on this industry are highly sought after.

3. Worldwide Holidays

Worldwide Holidays is your travel news website including entertainment suggestions while on the move. We provide you with the latest breaking news and videos straight from the travel industry. With international travel bans now lifted, news of the travel industry has become incredibly popular and will continue to grow in 2022.

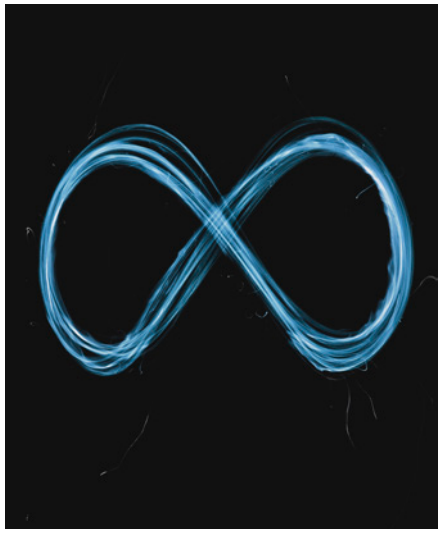
2022 Media Outlook

Anticipating the Impact of Facebook's Metaverse

The introduction of Facebook's metaverse will give way to a new social platform whose immersive nature will redefine how people consume information, share ideas and experience virtual interactions.

What some have referred to as the "successor to today's internet", will force brands to iterate new strategies to compete in the virtual universe. With the limitations of physical space now a thing of the past, the content will soon be delivered in new and creative ways.

As a result, brands that find innovative ways to share information will quickly excel above those who maintain traditional means. Like anything new, this will also pose some interesting questions of regulation. Having just established a new relationship with Facebook and other tech giants, the Australian government will likely go back to the drawing board to reconsider how the content regulations might need to be amended.



Travel in 2022

In the wake of 2021's extended lockdown, interest in both domestic and international travel is expected to skyrocket. That said, the pandemic has left would-be-travelers with worries surrounding the complexity of COVID rules and restrictions. In 2022, travel expertise is a currency to be traded with over 30% of travel intenders seeking expert advice. Information surrounding the industry is in high demand.

Travel motivators have also been impacted by the pandemic as Australians opt for safe and stress-free options over the lowest price. New Zealand, the United States, and the United Kingdom are among the top destinations for 2022. For Australians, "experience stacking" is proving quite common in travel planners. Australians are trying to make up for the lost time by booking as much as they can into one holiday.



Rise of Subscription Revenue

Yet another impact of the pandemic is the rise of subscription revenue over ad revenue in the news media industry. With many brands holding back their ad spending over the last two years, ad revenue for major publications reached an all-time low while the public's interest in the status of the pandemic grew. With a hunger for information, many Australians looked to major publications for news of COVID-19 updates and were happy to subscribe to trusted names to get it. News Corp, one of Australia's largest names in the industry, reported a total loss of over $60 million AUD in the last financial year but still showed a 17% increase in circulation and subscription revenue.

However, the key to maintaining this revenue and ensuring subscribers remain loyal is to keep the bar high for the quality of content. One such example is The Australian, News Corp's broadsheet national paper, which was among the first to establish digital subscriptions and has since shown exponential growth in revenue at the hardest of times.


Mainland China
Mainland China
Mainland China
Mainland China

Overview

COVID-19 has spurred increasing reliance on the Internet for the public. More people are using the Internet to stay updated on the latest news and are using lifestyle mobile applications as they are stay at home more often. As of June 2021, the proportion of users in China accessing the Internet via mobile devices has reached 99.6%. With the increasing need to stay connected, the online media industry in China continues to grow rapidly. The number of individuals consuming news online has increased to 760 million, which is 17.1 million more than in December 2020 and accounts for 75.2% of all internet users.

With the ongoing impact of COVID-19, the audience's trust in the information released by traditional media outlets has increased. In addition, traditional media is accelerating the integration of 5G, AI, VR, among other technologies, to facilitate digital news transformation.

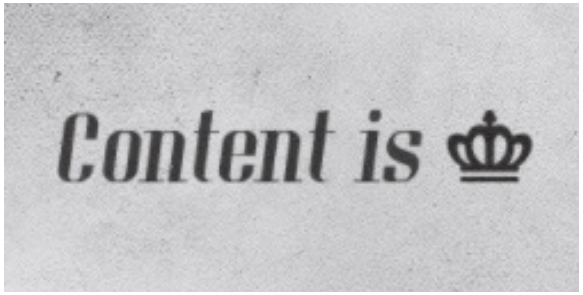
Having rapidly grown as a medium over the last two years, short-form video platforms have been expanding their presence with live streaming and e-commerce services in 2021. The media industry continues to transit towards a new operating model - a combination of social media, e-commerce, and paid advertising.

In 2021, the Chinese media industry was more focused on eliminating monopolistic practices and enhancing privacy protection. This move comes in light of the Chinese government announcing stricter regulations and standards concerning content.



2021 Media Highlights

1. Growing Demand for Quality Content



The expectation for quality content is growing among internet audiences in the new normal. Media platforms that remain steadfast in their commitment to publishing factual and meaningful content will be further trusted by audiences.

Media platforms are also retaining their readers by producing quality content. As a result, traffic and monetization supported by quality content have become a priority among these platforms.

2. Media Transformation Accelerated by New Technologies



Media platforms, most notably those of traditional media, have been using technology in their content production process, content presentation, and obtaining reader feedback. These platforms use 5G technology in HD live streams and data algorithms to provide content that matches the consumer's expectations and preferences. These methods have significantly improved reader loyalty and conversion rate. Live streaming and e-commerce services have also seen increased digital adoption.

3. Video News Provides Access to New Opportunities



Short-form video platforms continue to produce more diversified and professional content in response to the increasingly intensified competition.

Short-form video and e-commerce has redefined the strategy of video-based media platforms, while also providing a solution for various types of media platforms on how to monetize their content and traffic. The medium-length video market continues to grow and provide access to new opportunities.

* The terms long-form, medium-length, and short-form are defined as 30+ minutes, 5-30 minutes and under 5 minutes, respectively.

Media Snapshot

Newspapers & Magazines

China's newspaper publishers continued to consolidate in 2021. The COVID-19 outbreak has caused a sharp decline in newspaper circulation in 2020. As a result, the print media sector is transforming operations by going digital. The sector continues to integrate multiple media formats, including Weibo and WeChat, as well as other mobile applications, to increase the number and variety of communication channels.

Television

The broadcast media, under the auspices of China's central government, is still dominated by China Central Television (TV) and CGTN. With the merger of three major Chinese TV channels, CCTV, China National Radio (CNR), and China Radio International (CRI), CCTV has consolidated its leadership in the sector. The video-based integration of TV and the Internet continues to accelerate.

Radio

CCTV (China International Television), CNR, and CRI have fully merged, forming a new state-media platform operating under a new name, Voice of China. Their original names are now only used internally. The newly established China Media Group will help to integrate important public opinion broadcasters while enhancing the overall robustness and competitiveness of radio and TV media organizations.

Key Outlets

人民日报 · 参考消息 · 环球时报 · 光明日报 · 中国新闻周刊 · CCTV 中国中央电视台 CHINA CENTRAL TELEVISION · CGTN · CNR 中央人民广播电台 · CRI

Key Outlets

News Agencies

China's news agencies are mainly represented by two state-level organizations: Xinhua News Agency and China News Service. News agencies are joining hands with traditional media platforms that are transiting to an integrated media model, spreading the voice of the Chinese government across channels and telling stories about China to the world.

Online Media

The number of online media platforms in China has decreased following the COVID-19 pandemic. Nevertheless, the top media platforms remain unaffected. Most online media platforms are boosting their operations by introducing new mobile platforms and applications. With the growing competition, mainstream online media organizations are using user-generated content to accumulate graphic and video content to increase traffic and grow the influence of their platforms.

Social Media

China's social media market has long been dominated by Weibo and WeChat. Today, social media platforms focus on a wider variety of content such as video and e-commerce services. E-commerce platforms such as Douyin, Xiaohongshu, Bilibili, Taobao, and JD.com are becoming more social media friendly. With the combination of algorithm-driven content recommendations, social platforms are monetizing the traffic on their sites.

PR Newswire's News Distribution Network Highlights

1,000+
Content Partners

7,500+
Media Outlets

16,000+
Journalists & Influencers

Key New Content Partners Added in 2021

1. Guancha.cn

Guancha.cn is the most influential non-government online media outlet that aims to provide global Chinese readers with an in-depth report and comprehensive interpretation of current political events.

2. Gelonghui.com

Founded in 2014, Gelonghui.com is China's leading global investment research platform for Chinese investors and companies to invest in and raise funds overseas. Its official account has two million fans and is largely influential.

3. ZOL

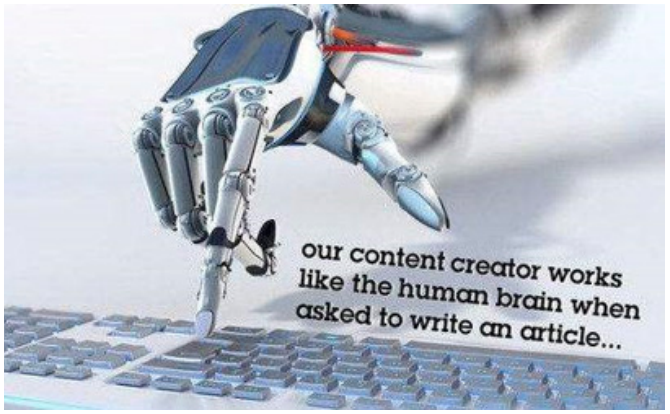
ZOL is China's leading IT information and business portal that covers information on news, shopping malls, hardware, games, mobile phones, reviews, and publishes various product promotion information and articles daily.

Media Outlook

1. Technology will continue to drive content production

Media organizations will continue to apply innovative solutions to produce content, including data and information charts produced by AI and machine learning. Other uses of technology in content production include media monitoring, real-time alerts, and incorporating user feedback into online content editorial decisions

As audiences have higher expectations of content, Chinese media platforms, especially traditional media outlets, must meet readers' higher standards of original content. New technology will also speed up the production of quality content, especially in terms of incorporating multimedia and improving readability.



2. Media platforms will pay more attention to content metrics

According to an APAC media survey by PR Newswire last year, content metrics are an important KPI for journalists. These metrics include several users' views, comments, and reposts. With big data technology, metrics that measure content performance can be quickly obtained. Media companies will use such data to make decisions on the types of content to produce, and this would, in turn, impact the overall editorial direction in the future.

Content monetization will also be a hot topic. All media platforms are focused on how to generate commercial value from their content efficiently. As a result, more media platforms will invest in boosting traffic through quality content while engaging in product placement in media-produced content. This is on top of the current trend of marketing products via e-commerce.



3. Video content is the way to go

Media platforms will produce and distribute more video content as they can attract the attention of target audiences and convey information effectively. Due to the surge of video content online, video production is now a core focus of many media organizations. Almost all of them have their in-house video teams which engage in live-streaming, filming, and editing, as well as e-commerce activities.

Douyin owns a large database of video resources as well as access to a vast network of users. These videos will gradually be shared on various social media, mobile, and other video-streaming platforms. Video content will become even more popular with the ongoing integration of media formats.



Hong Kong



Overview

The Hong Kong media industry has undergone tremendous changes, especially in the mainstream media. With the closure of popular newspaper Apple Daily and news website Stand News in 2021, journalists are worried about the potential narrowing of freedom of expression in the territory. Some former journalists in mainstream platforms have struck out on their own by establishing their online media outlets. With the decline of advertising revenue in traditional media, some media outlets are adopting creative ways. For example, Sing Tao newspaper is spending more resources to develop breaking news content online to attract more readers.



According to an AdmanGo 2021 report, advertising on local media platforms recorded a 29% YOY increase in Q3 2021. Besides boosting advertising capabilities, some media outlets have established e-commerce platforms such as 明店 930 and are tapping on Facebook Live as an e-commerce revenue stream. Some outlets have also partnered with well-known personalities to organize paid courses, especially in the finance industry. Hence, traditional media outlets are focusing on boosting their online and social media presence in order to attract more advertisers.

The Hong Kong media industry is also facing a manpower shortage. Many journalists have switched careers while fresh graduates are put off by the long working hours and low salaries. Some media outlets have had to hire people without any journalism experience.

2021 Media Highlights

1. More New Online Media Outlets

More online news platforms were launched in 2021. Notable ones include 米紙 , which is started by former journalists at Apple Daily. It mainly features videos on in-depth stories about the community and lifestyle that introduce the food and drink industry in Hong Kong. Mill Milk, features lifestyle topics and talk shows across its website and social media channels. Day Day Holiday offers the latest Hong Kong trends on various topics, such as lifestyle, food, and travel.

2. Next Digital Ceased Operations, Journalists Laid off



After 26 years, popular Hong Kong newspaper Apple Daily, which was ran by media group Next Digital, ceased its print and digital operations on June 24, 2021. The tabloid's founder Jimmy Lai was arrested and charged under the national security law. Employees of the media group were also laid off.

3. Major Media Platforms Stay up to Date

The content of Thomson Reuters website goes behind a paywall. The newly revamped website hopes to attract a professional audience to pay for a deeper level of news coverage. TatlerAsia introduced a revamped website in August as part of its continued evolution into a destination for lifestyle news and features. Sunday More, one of the most visited websites in Hong Kong, launches a mobile app, MORE. The platform delivers tips and contents on fashion, entertainment, health, and cosmetics.

Media Snapshot

Newspapers & Magazines

The main English language newspapers in Hong Kong are South China Morning Post and The Standard, while magazines cover a wide range of topics, predominantly in the lifestyle category.

Television

Free-to-air television stations in Hong Kong are dominated by TVB and ViuTV which both have Cantonese and English channels. Subscription-based television networks include Cable TV and Now TV.

Radio

There are only a few mainstream radio stations in Hong Kong. However, there are many privately-run radios by individuals.

Key Outlets

South China Morning Post

The Standard

hket

世界華文 明報

U周刊 magazine

viuTV

TVB

香港開電視

RTHK 香港電台

RTHK 香港電台

881903.com

METRO BROADCAST 新城廣播有限公司

D100

Key Outlets

News Agencies

Major international news agencies operate outposts in Hong Kong.

Online Media

Having an online presence is a must for all media outlets these days – most print media outlets have online versions and social media presence. Some online media have grown to become very popular in the industry.

General

Technology

Social Media

The two major social media platforms are Instagram and Facebook, and some users also maintain their Twitter accounts. The younger generation uses Instagram more frequently.

PR Newswire's News Distribution Network Highlights

100+
Content Partners

2,300+
Media Outlets

5,800+
Journalists & Influencers

Key New Content Partners Added in 2021

1. Tomorrow Science

明日科學
Tomorrow Science

Tomorrow Science has a monthly traffic of 155,910. Its target audience is interested in science, technology, and the future. The content covers worldwide science, technology, environmental, and medical news.

2. Harbor Times

HARBOUR TIMES

Harbour Times has a monthly traffic of 9,720. It covers policy, education, energy, food, environmental hygiene, finance, health, and law news with a focus on Hong Kong. Its target audiences are the public and political community of HK: government relations industry professionals, legislative council, their staff, etc.

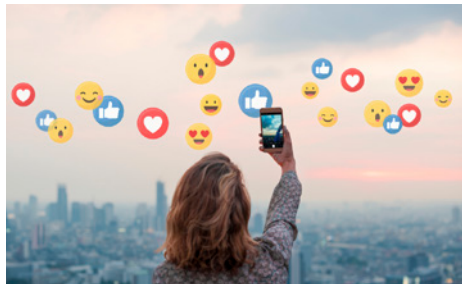
3. Lifenewshk

Lifenews HK 生活提案事務所

Lifenewshk has a monthly traffic of 8,500. It is a Hong Kong online news portal that covers hot topics in town: F&B, travel, lifestyle, fashion news, etc. It has a strong Facebook presence with 134K+ followers.

Media Outlook

1. Journalists become “key opinion leaders”



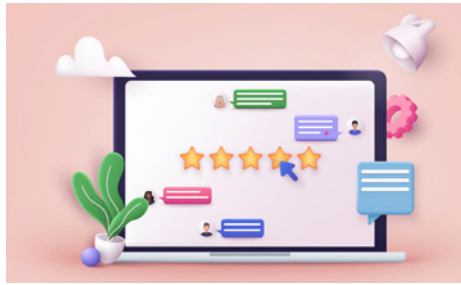
These days, journalists do more than just writing their articles. They have evolved into “key opinion leaders” in their respective beats, conducting product tests and feature interviews on online platforms. For example, journalists are expected to provide their feedback when testing products and appear in videos that accompany online news articles to share their firsthand perspectives. This format is especially popular when reviewing newly launched technology products. Even print journalists must be prepared to present in front of the cameras on top of writing their articles.

2. Getting real-time audience insights with AI



The media is becoming more innovative when it comes to website design, collecting data and insights from its readers to attract clients, and placing advertisements that target audiences more accurately. To get more insights on the website traffic and time spent on the webpage, some media companies have added tracking codes to various sections of their websites or apps. Some have also added specific keywords and thumbnail images to trace traffic via specific news banners. This data would then be pitched to brands who are looking to advertise during the high-traffic period.

3. New factors influencing newsworthiness



Instead of chasing news, some editors are putting more effort into following news that has generated buzz and is trending among social conversations. Such follow-up stories tend to attract higher click rates from readers than a typical news article. These days, a news article may not necessarily have a “newsworthy” angle. In free newspapers that are heavily dependent on advertising, the “news” might be influenced by the types of advertisements that appear in the newspaper. For instance, if more healthcare advertisements are placed in the newspaper, the editors would tend to write more healthcare “news articles” to complement these advertisements.


INDONESIA
INDONESIA
INDONESIA
INDONESIA

Overview

More Indonesians are turning to subscription-based media platforms for news and entertainment. According to a survey by Inventure, 65.4% of respondents under 25 years old in Jakarta accessed video content via paid streaming platforms during the pandemic. Meanwhile, 88.2% of those aged 45 years and over prefer to read articles online.

With more people turning to online mediums, advertising spending in traditional media has declined especially during the pandemic. However, the digital advertising space is thriving. According to Nielsen, advertising spending on digital media from mid-January to July 2020 amounted to Rp 24.2 trillion – close to three times more than in 2019. According to E-Marketer data from 2020, Indonesia's digital advertising market is projected to grow at an annual rate of 12.2% over the next five years. This growth covers several main formats: display ads, search ads, and classified ads.

When it comes to news coverage, one notable trend is the rise of media outlets that are not neutral and independent amidst an uncertain political landscape in the country. Many large media networks are owned by politicians, resulting in biased news coverage and a more polarized public. It doesn't help that the Indonesian media industry is dominated by the rise of 'instantaneous news' – media outlets are competing to break the news first by using information from social media including the accounts of high-profile personalities.



2021 Media Highlights

1. Advertising Spending in Urban and Rural Areas

JawaPos.com

National media channels capture most of the ad spend from MNC brands. This dominance is especially true in television and digital media outlets. While MNCs have advertised on local television channels, they have not explored tapping on local and regional digital publishers, whose main business come from local companies and the government. In rural areas, radio and newspapers are the more dominant platforms. With the shift in media consumption to digital, there may be an opportunity for local digital publishers to fill the gap.

2. More Publications are Shutting Down

Suara Pembaruan

After more than 20 years in circulation, the top three daily newspapers shuttered in the first quarter of 2021. They are Suara Pembaruan, Koran Tempo and Indopos. These closures are due to a shrinking audience for print newspapers – a trend that was worsened by the pandemic. Asmono Wikan, the Secretary-General of the Newspaper Publishers Union (SPS) said that nearly half of its more than 400 media companies in the group have already laid off workers or are planning layoffs.

Media Snapshot

Newspapers & Magazines

Newspapers are still considered the gold standard for daily news reports due to their rigorous editorial process, while print magazines are mainly in the business and lifestyle categories.

Television

More than 60% of the advertising revenue in Indonesia comes from television advertisements. Three major companies that run television networks in the country are MNC, CT Corp and Emtek. Local television networks in rural regions are also emerging with quality content in local languages.

Radio

Having loyal audiences is what keeps the radio business alive, both in major cities and rural areas. The emergence of podcasts has also attracted millennials and digital audiences.

Key Outlets

KOMPAS.com
TEMPO.CO
JawaPos.com
COSMOPOLITAN
Tatler
RCTI
TRANSTV
METRO TV
tvOne
SCTV
jtv
Gen FM
smartfm
Talks
noice

News Agencies

Antara is the national news agency. It distributes most of the government-related news for their subscribers (local news sites, embassies, etc.). Some mainstream news agencies, such as Reuters and AFP, also run a bureau in Jakarta.

Online Media

In the past 5 to 7 years, online media outlets have taken on various positions to stand out from the competition. They include citizen journalism, data journalism, news, and e-commerce. Some have also targetted niche audiences such as youth investors and entertainment fans. Almost all of them also have a social media presence.

Social Media

According to Statcounter, the two major social media platforms are Instagram and Facebook. Some people also maintain a Twitter account. The younger generation uses Instagram more frequently.

Key Outlets

General/Business/Lifestyle

PR Newswire's News Distribution Network Highlights

130+
Content Partners

3,500+
Media Outlets

7,700+
Journalists & Influencers

Key New Content Partners Added in 2021

1. Hotelier Indonesia

HOTELIER INDONESIA
JOBS | EVENTS | HOSPITALITY NEWS | MAGAZINE

Hotelier Indonesia is an English language site that has evolved from a hotel and tourism-focused news site to a hotelier industry platform that corporates, corporate, travel agencies, and readers.

2. Berita Daerah

BeritaDaerah.co.id
Member of Vibiz Media Network

Berita Daerah (local/regional news in Bahasa) covers the economy, business, infrastructure, tourism, and local government news from all 34 provinces across Indonesia.

3. Gizmologi

GIZMOLOGI.ID
The Gizmo & Technology Universe

Gizmologi is an online news portal that covers hot topics in technology news, gadget reviews, games, blockchain, etc. The bilingual site has content in English and Bahasa.

Media Outlook

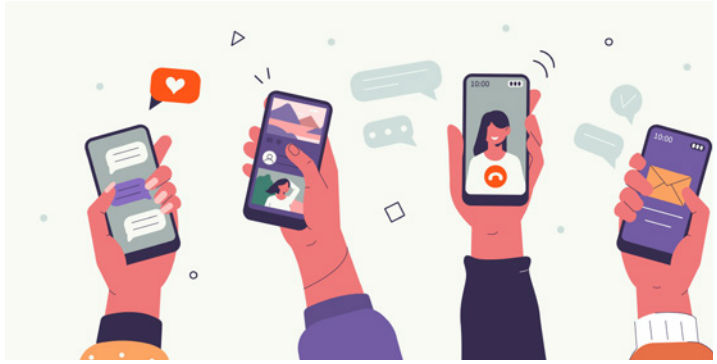
More paid subscriptions for digital news

Paid subscriptions to digital news sources in Indonesia may hold promise. Consumers have already shown the willingness to embrace online media subscriptions. The number of paid television subscribers is increasing. As of January 2021, the video streaming platform Disney+ Hotstar has amassed 2.5 million subscribers after its launch in September 2020. Some media experts have cautioned that with an estimated 45,000 media outlets in Indonesia, there will likely be some consolidation among outlets to have meaningful success in attracting subscribers. Media outlets must evaluate their offerings and consider strategies to target and serve a specific niche audience.



More consumption of media through mobile devices

In Indonesia, smartphones are now ubiquitous. Their mobile data rates are among the lowest in the world and the mobile network can reach the country's rural areas. Research suggests an average Indonesian spends over five hours per day online on mobile devices. While online, Indonesians spend the most time with social media, followed by streaming music, gaming, and watching online videos. Media companies have been producing more visual content that is accessible on smartphones.



Malaysia

Malaysia
Malaysia
Malaysia



Overview

Over the past 2 years, the Malaysian media industry has pivoted at a whirlwind pace - thanks to factors such as the ever-changing political situation, and digital disruption. Malaysians have also altered their media consumption patterns due to their work from home routines. Businesses have also utilized new platforms such as social media to reach their customers remotely due to movement restrictions.

Despite these challenging times, the media has been working tirelessly to provide coverage that is fair and truthful while maneuvering restrictions set to combat the spread of the COVID-19 virus with the Movement Control Order (MCO)

Many media also had to retrench their employees to stay afloat. Some of them even had to cease operations as they were unable to sustain themselves financially. In April 2021, Chinese daily newspaper Oriental Daily made a permanent transition to become an online-only media outlet.

However, some made their way back to the newsstands. In 2019, two of Malaysia's most prominent Malay-language dailies, Utusan Malaysia and Kosmo! shuttered, but resumed print and online operations in 2021. On a positive note, a couple of new media outlets emerged in the past year. They include Suara Merdeka, Getaran, Daily Straits, PenLah.



2021 Media Highlights

1. Setting up of the Malaysian Media Council



In early 2021, the Malaysian Media Council was established to promote media freedom in Malaysia by abolishing laws that suppress press freedom or inhibit good journalistic practices. It helps to establish a proper code of conduct to promote ethical reporting amongst media practitioners, ensure that proper grievance procedures are in place, provide financial stability, protect media professionals in the industry, and promote and support media literacy among the public. The country is hopeful for this change to take place despite the delay due to the pandemic and political transitions.

2. Amnesty's "Unsilenced" Campaign



Civil society and human rights organization Amnesty International Malaysia introduced a virtual campaign with a "Unsilenced" theme to counter the government's efforts in limiting freedom of speech among the media as well as the public.

With debate over imposing the fake news law and laws protecting against criticizing the royal family, the campaign promotes progression in the field of freedom of reporting amongst the media and freedom of speech amongst the public, allowing fellow Malaysians to voice out their views and opinions on issues.

Media Snapshot

Newspapers & Magazines

Malaysia's print media industry is in a tumultuous state. Over the past few years, many traditional media outlets have ceased their print operations and have transitioned fully to online platforms. While some media outlets have made a print comeback such as Utusan Malaysia, Kosmo!, Harper's BAZAAR Malaysia, and The Peak Malaysia, others have made a permanent shift to the online space.

Television

The pandemic has forced Malaysians to spend more time with their screens. As a result, there was a 4% year-on-year increase in television viewership as more people relied on television news for updates on pandemic.

All COVID-19-related announcements were aired on TV3, the nation's free-to-air local television channel. TV3 became the most viewed channel during the surge in television consumption among Malaysians in 2021.

Radio

According to GfK's annual Radio Audience Measurement survey on radio consumption trends in Peninsular Malaysia in 2021, radio has remained a steady and reliable source of information. As radio news is live, free, and reliable, which attributed to the high loyalty of consumers. The survey showed that Malaysian radio has reached a new high - 94% of the market share of listeners, equivalent to 20.6 million weekly consumers.

Key Outlets

Key Outlets

News Agency

Bernama is Malaysia's national news agency. Its name is derived from the word "Berita Nasional Malaysia" (Malaysia National News). It is an independent agency administered by the Ministry of Communications and Multimedia Commission (MCMC). It also its own TV and radio channels (Bernama TV & Bernama Radio) which broadcasts domestic, regional, and world news. Bernama has been known as a reliable source of information among the public and media practitioners since its inception in 1968.

Online Media

Although the pandemic has induced a storm for the media to weather in Malaysia, the media scene witnessed the birth of many new online media publications. This growth spurt is further invigorated by the effect of digital disruption as consumers are exposed to content at the tip of their fingers with their smartphones and other tech devices. Additionally, a few of the new online media platforms were established by media practitioners who were retrenched.

Social Media

As of 2021, 86% of Malaysians are active social media users. Malaysia's social media penetration rate has seen a year-on-year increase since 2016. The top 4 social media channels used by Malaysians are YouTube, followed by WhatsApp, Facebook, and Instagram.

PR Newswire's News Distribution Network Highlights

175+
Content Partners

1,600+
Media Outlets

6,000+
Journalists & Influencers

Key New Content Partners Added in 2021

1. The Malaysia Voice

THEMALAYSIAVOICE

The Malaysia Voice is a bilingual portal published by PR Partners Asia Sdn Bhd. It features the latest news, both national and international, together with interesting and trendy lifestyle-related content. The Malaysia Voice also aspires to be a leading portal featuring the views and opinions of Malaysians.

2. Business in Asia

Business In Asia
Get Asia To Notice You

Business in Asia is a subsidiary of Marketing in Asia. It covers business-centric news on global highlights like technology, economy & finance, and leadership to growth strategies. Together with thousands of content creators and partners, they are building a trusted and vibrant ecosystem fueled by quality content, quality services, and the people who consume them.

3. Voice of ASEAN

VOICE OF ASEAN
Connecting Governments & Businesses

Voice Of ASEAN presents regional business activities, government policies, corporate and government personalities, trends, and heartland opinions from the ground. They aim to bring the leaders of Southeast Asian businesses and governments to a platform that will amplify their authority and deliver their messages to the wider world.

Media Outlook

1. More choices in the Media & Entertainment industry

As most Malaysians stayed home during the lockdown imposed by the government to curb the spread of COVID-19, they spent most of their time on their gadgets consuming entertainment and news content from streaming platforms such as Netflix, Tonton, Viu, and more. Consumers also prefer to sign up for premium subscriptions as they are keen on selecting what shows or movies they want to watch.



According to data from PWC, the Media & Entertainment (M&E) industry in Malaysia is expected to experience exponential growth in the next five years. Findings estimate approximately a 6.7% growth in the industry in 2022. The M&E industry has been steadfast and headstrong in battling the challenges brought about by the pandemic. Industry players are advised to be forward-thinking, innovative, and bold in approaching the potential growth that is set to be achieved by the industry this year.

2. More women in prominent media positions

In May 2021, the International Federation of Journalists (IFJ), together with The National Union of Journalists Peninsular Malaysia (NUJM), with the support of the European Union, jointly launched research findings on their "Strengthening Malaysia's Media for Change" project. The study found that female media workers were given more opportunities than before in executive and management roles. This change was especially evident in Chinese print media where the number of women news editors was significantly increasing.



With this positive change towards gender equality in the media industry, the country can expect to see more unbiased coverage on pressing issues surrounding matters related to domestic violence, sexual harassment, prostitution, and child sexual assault. Furthermore, this development will also bring about more mentors in newsrooms for future female leaders in the media industry.


SINGAPORE
SINGAPORE
SINGAPORE
SINGAPORE

Overview

In Singapore, audiences are increasingly consuming their news via digital platforms instead of traditional newspapers and magazines. This has caused a disruption to the revenue streams for traditional media companies as most of their revenue comes from print advertising.

On top of the declining revenue streams, the pandemic acted as a catalyst for disrupting media companies. This has led Singapore Press Holdings (SPH) to restructure its media division into a not-for-profit subsidiary company, SPH Media Holdings. This announcement meant that SPH Media Holdings will be allowed to get funding from private and public sources. One of the many online sentiments about this situation was how SPH's newsrooms would be affected and whether they can maintain editorial independence from its funders.

Another closely watched issue is the passing of a Foreign Interference (Countermeasures) Act (FICA). According to the Ministry of Home Affairs (MHA), the legislation will introduce countermeasures to prevent, detect, and disrupt foreign interference in domestic politics conducted through hostile information campaigns and local proxies such as 'politically significant persons.



2021 Media Highlights

1. SPH Restructures Its Media Division into a Not-For-Profit Subsidiary Company



Due to the ongoing decline in print advertising and print subscription revenue, SPH restructured its business into a not-for-profit entity to support quality journalism. This move enables the company to balance the interest of all stakeholders, pursue strategic growth opportunities across its other businesses, and maximize returns for their shareholders. SPH Media. a newly public company limited by guarantee, has been formed. It has sought funding from public and private sources, which birthed concerns on the editorial independence from its funders.

2. Foreign Interference (Countermeasures) Act (FICA) was Introduced



The Singapore government stated its right to issue legal actions when foreign interference in the media scene is suspected. A key reason is to prevent foreign meddling in local domestic affairs. Companies that employ foreigners to publish political articles about Singapore must declare their funding. Furthermore, the funding must not be from a 'foreign principal' entity. This law covers all companies that operate as media entities in Singapore. a controversial law as there were concerns on how the legislation was too powerful and broadly worded.

3. Media Companies are on the Lookout for More Uplifting Stories and Topics like ESG and Mental Wellness



As there was a lot of news coverage on the pandemic and its negative effects, some journalists are looking out for more uplifting stories like how companies are not just surviving but thriving in this environment. They're looking for leadership pieces where companies share key learning points on how they adapt and lead amidst a challenging time. Mental wellness has also been another focus for mainstream media.

Media Snapshot

Newspapers & Magazines

Print media in Singapore is dominated by Singapore Press Holdings (SPH), the main publisher of prominent newspapers and magazines in the country. The company, which was Incorporated in 1984, also has businesses in new media, television, radio, outdoor media, and property.

Television and Radio

MediaCorp pioneered the Singapore broadcasting industry with the launch of radio broadcast in 1936 and television in 1963. It is fully owned by Temasek Holdings, the investment arm of the Singapore government. The media company produces radio and television programs in the nation's four official languages – English, Mandarin, Malay, and Tamil – and is the only terrestrial television broadcaster in Singapore.

Key Outlets

THE STRAITS TIMES
THE BUSINESS TIMES
zaobao.sg
VOGUE
HW HER WORLD
cna
5
8 视界
asantham
CLASS 95
987
cna 938
kiss92FM All the great songs in one place
MONEYFM 89.3 STAY AHEAD

Online Media

Online media websites have become a main source of news consumption in Singapore. The same trend is reflected in mainstream media as their digital circulation numbers have surpassed their print circulation. Apart from the mainstream media, other online media sites like AsiaOne, Mothership and TheSmartLocal have also been popular sources for local news.

Key Outlets

Social Media

The top social media platforms are Instagram, YouTube, WhatsApp, Facebook and LinkedIn.

PR Newswire's News Distribution Network Highlights

65+
Content Partners

1,000+
Media Outlets

3,600+
Journalists & Influencers

Key New Content Partners Added in 2021

1. AsiaBizToday

AsiaBizToday

AsiaBiz Today is a business news aggregator and content platform providing Asia's key growth markets. They report on corporate developments, politics & policy, markets, technology, banking & finance, real estate, politics & policy, and lifestyle.

2. Singapore News Live

Singapore News Live

Singapore News Live provides news from all industries and works to keep its readers informed on what's happening out there.

3. District Sixtyfive

DISTRICT Sixtyfive

District Sixtyfive, also known as District65 or in short 'D65,' is a lifestyle website covering the latest happenings at every corner, the best cafes and restaurants on the streets, a beauty hack, or even a secret travel tip down the alley.

Media Outlook

1. More physical MICE events are set to return

Organizing physical events hasn't been quite as straightforward as before – with the many additional logistics and planning to adhere to the Safe Management Measures (SMM) in Singapore. As travel restrictions ease, there will be growing media interest in how MICE events will resume in a physical or hybrid manner. Upcoming events to look out for this year include eTail Asia 2022 (June), World Cities Summit (July) and Singapore Business Show 2022 (September).



2. The development of Metaverse – greater opportunities for the media

The metaverse has been touted as the "next evolution of the Internet" – a digital experience that blends augmented, virtual, and mixed reality. This could change the way audiences consume information and potentially provide greater opportunities for the media to experiment with different ways to tell their stories and interact with their audiences. It's something that media companies should prioritize as they aim to be the first to provide a fresh experience for their readers once the metaverse is actualized.



3. Continued interest in ESG – related articles in the media

Throughout 2021, companies have been placing more emphasis on ESG and making pledges to climate protection, diversity, sustainability. A lot of tech companies like Amazon, Dell, and Salesforce have made pledges to improve their sustainability efforts. This trend is likely to continue in the coming years, and it will probably make news headlines from time to time.




SOUTH KOREA
SOUTH KOREA
SOUTH KOREA
SOUTH KOREA

Overview

Due to COVID-19, media outlets, particularly printed newspapers in South Korea, are still experiencing a crisis. However, new business models such as subscription service and memberships become popular in 2021.

With more people spending time at home due to the lockdown in South Korea, news consumption has increased. This rise can be attributed to the fact that more people are consuming news to better understand the latest updates on the COVID-19 pandemic.

South Korea media outlets has been suffering from low credibility. Trust in the news in South Korea is consistently among the lowest in an annual survey by Reuters. However, trust in the news has slightly increased in 2021. According to the Digital News Report published by the United Kingdom's Reuters Institute for the Study of Journalism, only 21% of respondents said that they trust the news in 2020, But in 2021, 32% said that they trust the news. However, this remains low by international standards.



2021 Media Highlights

1. Fake News Bill



The bill, which is aimed at sharply increasing punishment for so-called fake news, was spearheaded by the Democratic Party of Korea as part of its efforts to reform the media. However, the launch of the bill has been delayed from getting voted in the National Assembly due to criticisms from Koreans at home and abroad.

2. Flawed Newspaper Circulation Audits



The Ministry of Culture found that the actual number of newspapers sold is much smaller than the audited circulation figures by the Korea Audit Bureau of Certification (ABC). The Korean government has decided to stop using the ABC's circulation audits as the yardstick for government advertisements.

3. Naver and Daum Ban Yonhap for Running Advertorials as News

국가기간뉴스통신사 연합뉴스

Korean national news agency Yonhap was banned on popular portals such as Naver and Daum due to publishing advertorials on these pages. However, all four mainstream presidential nominees addressed that Naver and Daum should reconsider their decision to ban Yonhap News Agency from their newsstands for one year, calling the measure "excessive" and "a double punishment".

Media Snapshot

Newspapers & Magazines

Like other countries, print media is on the decline in South Korea. According to Korea Press Foundation's research, newspaper subscription rate has been decreasing since 1996. The subscription rate of print media was 69.3% in 1996 and it has been plunging drastically over the years to 6.3% in 2020. However, this hasn't spelt the end of media as many prominent media outlets have pivoted to online and mobile platforms.

Television

TV consumption has been increased due to COVID-19. According to South Korean viewership research company TNMS, the average time spent viewing television has increased by 35 minutes in 2020 from an average of 3 hours and 59 minutes a day in 2019. In 2021, the average TV viewing time was raised by 30 minutes compared to 2019.

Radio

There are many radio stations in South Korea, but they have been facing difficulties in retaining their audiences for almost 30 years. Fewer people are listening to radio and the radio market has been shrinking significantly over the years. According to the research by Korean Terrestrial Radio Promotion Council, radio listenership has decreased and only 8.0% of respondents said they listened to radio more than 5 times a week in 2019.

Key Outlets

朝鮮日報 | The JoongAng | 동아일보

매일경제 | 한국경제

KBS | MBC | SBS

jtbc | TV CHOSUN

SBS | TBS FM | KBS

MBC

Key Outlets

News Agencies

Yonhap News Agency is the only national news agency in South Korea and the other two news agencies are private news agencies. Yonhap was established in 1980, through the merger of Hapdong News Agency and Orient Press. It has the widest domestic coverage among all South Korean media outlets and delivers news around the globe to local readers, with 60 correspondents and stringers dispatched to 33 major cities.

Online Media

The number of online media outlets is on the rise despite COVID-19. According to Korea Press Foundation's Media Policy Report 2021, the South Korean press recorded a 0.6% growth rate in 2019 compared to 2018. South Korea's online media has kept its growth momentum for the past 5 years, with nearly 10,000 media outlets in 2021.

Social Media

South Koreans are the second most active users of social in the world, with a usage rate of 89%. This figure is almost double that of average social media use of the world at 53.6%. YouTube is the most frequently used social media in South Korea, with 37 million unique views in 2021. South Korean social media platform Band, which is by Naver, is the second most used social media, with 19 million unique views in 2021.

PR Newswire's News Distribution Network Highlights

60+
Content Partners

1,200+
Media Outlets

7,500+
Journalists & Influencers

Key New Content Partners Added in 2021

1. The Korea Herald

The Korea Herald, which was founded in 1953 as The Korean Republic, is the highest circulated English language newspaper in the domestic market.

2. The Herald Business

The Herald Business is a leading business daily in the mobile era. It seeks to provide creative content based on original perspectives in the economy, The Herald Business is pioneering a "mobile-only" media with more unique video content.

Media Outlook

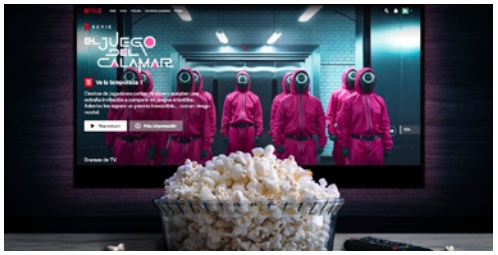
1. Fake news bill

While the controversial bill has been temporarily postponed for further discussions, it will continue to be a hotly debated topic this year. The bill, which includes a proposed revision to the country's Press Arbitration Act, would make it legal for victims of false claims made in the press to seek compensation from news organizations. The proposed changes to the bill are expected to be closely watched.



2. Increased investment from Global OTT Platforms

Spurred on by the phenomenal success of the hit Netflix series Squid Game last year, another OTT market leader is ramping up its investments in South Korea. Disney+ is expanding its partnership with Korean content creators this year. Its new projects, which include King of Savvy, will see the return of well-known actor Choi Min-Sik to television screens. Moreover, according to the report by Korea Press Foundation, the number of OTT viewers has been on the rise.



3. Digital trends will reshape the news industry

Digital innovation has already transformed the media industry. Global news outlets such as Bloomberg are incorporating new technology into their newsroom operations to help improve efficiency. It is likewise for the Korean news industry, which is trying to adopt new technology. Korea Press Foundation announced that they are expanding efforts to digitalize the media industry in 2022.




TAIWAN
TAIWAN
TAIWAN
TAIWAN

Overview

The ongoing pandemic has caused many media outlets in Taiwan to face financial difficulties. In 2021, the advertising sales of six major domestic media outlets fell to NT$25.64 billion – a year-on-year decrease of 15.5%, which is one of the steepest declines in recent years.



To increase their revenue streams, they have turned to online advertising and embark on a news subscription model.

In recent years, the advertising spotlight has shifted to social media, which is dominating the sector. The most popular platform is Instagram, which sees 7.4 million active users, accounts for nearly one-third of Taiwan's population.

Popular media outlets such as CommonWealth Magazine, United Daily News, and Apple Daily have successfully launched their news subscription services. However, the response from subscribers leaves much to be desired. In a competitive landscape, paying for quality content is a way to prove the value of media. The Taiwanese media need to grapple with issues such as finding out how much consumers are willing to pay for subscription services and finding continuous modes of investment in high-quality news content.

Traditional media have also been forced to undergo digital transformation. Social media influencers and Key Opinion Leaders (KOLs) have gradually replaced the role of journalists to become the main disseminators of news and bring up social conversations.

2021 Media Highlights

1. The Media Embarks on a Multi-Channel Strategy



Media outlets are diversifying their platforms to include social media, podcasts, mobile applications and more. Multimedia news platform Initium Media has a popular podcast series that features editors, authors, and scholars, who share a cross-regional perspective on current affairs and cultural issues. The Reporter launched its podcast-video programme, On The Ground which chronicles local stories and personalities.

2. Social Media Giants Kept Under a Watchful Eye



The Taiwan National Communications Commission (NCC) has pointed out that its committee members are paying close attention to broadcast media to understand the impact of large-scale digital platforms such as Facebook on media advertising revenue. The NCC bill aims to protect Internet users, set rules for major online platforms, and regulate tech giants and prevent them from dominating the advertising market and influencing other industries.

Media Snapshot

Newspapers & Magazines

Most print media have turned digital-only. In May 2021, popular newspaper Apple Daily announced that it would cease its print version and focus on its digital platforms.

Television

More people have been staying home to watch local news due to the COVID-19 pandemic. As such, TV channels have received increased ratings.

Radio

With the recent rise of podcasts and social media platforms like Clubhouse, more younger people are in tune with news. However, it remains to be seen if podcast will replace the popularity of radio.

Key Outlets

自由時報 · 經濟日報 · 聯合日報 UNITED DAILY NEWS · YOUTH DAILY NEWS · DIGITIMES · CBC 東森新聞 · SETN 三立新聞網 · GTV 八大電視 · 華視 CTS · 年代 ERATV · 中廣 BCC · 飛碟聯播網 UFO NETWORK · Rti 中央廣播電臺 Radio Taiwan International · ICRT FM100 · 92.7 AsiaFm 亞洲電台

Key Outlets

News Agencies

CNA is Taiwan's largest national news agency. As it is government-linked, the agency has stricter content regulation. In 2021, the news agency launched an international audio-visual streaming platform "Taiwan+". The platform is established by the Ministry of Culture of the Republic of China and executed by CNA.

Online Media

The online media industry has been affected by the pandemic and needs to rely on paid subscriptions as part of their revenue stream. However, the Taiwanese audience have long been accustomed to free access to online content, so there is still a long way to go before paid subscription services can be widely accepted.

Social Media

Social media giants have launched short video functions, which has been an indispensable tool for brand image building and product promotion.

PR Newswire's News Distribution Network Highlights

50+
Content Partners

1,400+
Media Outlets

3,200+
Journalists & Influencers

Key New Content Partners Added in 2021

1. Niusnews

Niusnews is one of the prominent online media outlets in Taiwan, covering lifestyle news, including beauty, fashion, sports, entertainment, travel, etc. The company also shares interesting anecdotes on women's lifestyle.

2. ETtoday

Launched in November 2011, ETtoday is Taiwan's most visited general news website. The ETtoday app is the most downloaded app downloaded by Taiwanese netizens, and the Internet penetration rate in Taiwan exceeds 80%. Its Facebook page has a reach of more 20 million users.

3. The Taiwan Times

The Taiwan Times is one of Taiwan's leading portals that reports breaking news on politics, sports, agriculture, business, technology, and all matters related to Taiwan and beyond. The English-language portal provides a Taiwanese and global perspective on news.

Media Outlook

1. Print media will be fully digitalized



In 2021, Taiwan's two major newspapers ended their print editions and focused on their digital platforms. For example, Apple Daily stopped publishing newspapers, mainly because of continuous operating losses, and it will concentrate resources on the development of its website and app. This trend has become more pronounced in 2022 as the pandemic has forced the media industry to accelerate the pace of digital transformation. Journalists must cultivate more digital skills and adopt new technology to keep up with the 24-hour news cycle.

In terms of human resource allocation, the scope of journalists has also been adjusted to include more digital and social media content. Public relations professionals need to pay close attention to this trend to avoid stepping on landmines when pitching to the media.

2. Providing a good reader experience is as important as producing quality content



In the era of information bombardment, media outlets are not only competing to break the news first, but also on finding creative ways to present the news such as on podcasts, videos, and apps. Simply put, the competition is on catching the audience's eyeballs. In the age of citizen journalism and breaking the news cycle, everyone can become a disseminator of information. The news media should think about: Where is my edge? How to make boring but important topics and news interesting and compelling to watch?

Many online media believe that producing high-quality content and in-depth reports can attract viewers' attention. But instead of emphasizing content, more attention should be on creating an optimum reader experience, such as incorporating UX (User Experience) features into online editorial news packages.


THAILAND
THAILAND
THAILAND
THAILAND
Insights By
infoquest

Overview

The Thai media continued to struggle amidst the COVID-19 pandemic in 2021. The pandemic ushered changes in media consumption behavior, which has become more diverse.

Thai journalists have been on hybrid work arrangements that allow them to work from anywhere and only go to the office when necessary. Technologies are used to support their work and virtual collaborations, including the use of video conference software that allows them to live stream their programs or conduct interviews remotely.

The overall media landscape of Thailand seems to have improved only slightly compared to 2020, as the advertising revenue continued to decline compared to 2019 before COVID-19 hit.

Despite not seeing much significant growth, the TV media sector continued to grab people's attention. Considering the volume of TV advertising spending, the market value of TV media remains strong. In Thailand, TV advertising spending continues to outpace ad spending in other media formats.

Online media continued to be the media format with the second-highest advertising spending after TV media. In 2021, online media continued to see growth. Although the ad spend on online media has not returned to the pre-COVID-19 levels, the role of online and social media is gaining more significance in Thailand.

Radio and print media saw a drop in advertising spending, which has long been on a downward trend. This could be an indication that the era of traditional print and radio is coming to an end.



2021 Media Highlights

1. Using TikTok for News



#ข่าวTikTok (#TikTokNews in Thai) became the second most trending hashtag on TikTok in May 2021 with 15.5 billion views. This figure jumped to 28.7 billion (as of November 3). #ข่าวTikTok is like a news source that includes not only news from agencies but also journalists and experts who present major news stories in a succinct and easy-to-understand manner. This number of views under this hashtag shows a strong demand for news content, not just entertainment content among TikTok's user base.

2. LINE's Growing Popularity



LINE, a communication platform used widely by many in Thailand, launched LINE TODAY service that aggregates news and articles from Thailand's leading media outlets, including news agencies, content creators, and influencers. Currently, it has a reader base of more than 38 million people per month. LINE Thailand reported that overall content consumption on LINE TODAY grew 50% in 2021 compared to 2020. In October 2021, LINE plans to add short-form video content (LINE VOOM) and refresh its logo to attract younger users.

3. The Rise of ONE Enterprise



THE ONE Enterprise (the former owner of ONE31 TV channel) has become one of the most popular digital TV channels. It entered the digital TV industry 7 years ago and managed to adapt through the digital disruption trend. The key to The ONE's success lies in its content. By positioning itself as a content creator, The ONE does not limit itself to TV as the main channel. It is a content creator that responds to consumer viewing behavior in all channels, such as OTT, YouTube, social media, and others.

Media Snapshot

Newspapers & Magazines

It is undeniable that newspaper and magazine ad spend in 2021 have dropped significantly compared to ad spend in other media. Newspapers in today's age are published for people who still hold newspaper subscriptions and the rest are published for general circulation. Regardless, the metaverse trend has been gaining traction and has enabled magazine publishers to utilize new technologies, such as NFTs. Some publishers have auctioned off their magazine covers as NFT artwork while some have featured virtual influencers on their magazine covers.

Television

The digital and satellite TV sectors saw significant changes in various aspects, including how TV ratings are measured. The COVID-19 pandemic forced people to stay at home more, resulting in a 10% year-on-year increase in advertising spending in the digital TV sector. The food and beverage industry spent the most on advertising, followed by personal care product and cosmetics industry and automobile industry.

Key Outlets

AROUND

บ้านและสวน

ข่าวสด

ไทยโพสต์

MATICHON ONLINE

workpoint

Radio

The COVID-19 pandemic saw many consumers turn their attention to the radio for entertainment and news updates. However, radio ad spend declined due to the weak economy brought on by the effects of the pandemic. This in turn caused businesses to reduce their overall ad spending in 2021. It was another year of challenges for radio operators who continued to try to adapt to the changing consumer behavior which has noticeably moved towards the online landscape.

Online Media

Websites continue to be one of the main online media platforms that organizations, corporations and journalists use to publish news and information. In 2021, many websites prioritized content quality to entice consumers and respond to the changes in consumer needs. Websites have also updated their features in order to make it easier for users to read and use.

Social media

YouTube has the highest penetration rate in Thailand, followed by Facebook, LINE, Facebook Messenger, and Instagram. Twitter and TikTok are the 6th and 7th most popular platforms, respectively.

Key Outlets





























PR Newswire's News Distribution Network Highlights

26+
Content Partners

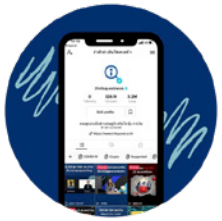
1,900+
Media Outlets

4,950+
Journalists & Influencers

* As of March 2022

Key New Content Partners Added in 2021

1. InfoQuestNews on TikTok



InfoQuest has 398.2K followers*

InfoQuest's TikTok account presents news content on the economy, stocks, finance and world news. InfoQuest's content on TikTok targets a younger demographic of audiences under 25 years old.

* *As of March 2022

2. InfoQuest.co.th



The InfoQuest website is a news website aggregating important and trending economic, stock, financial, and world news.
The main audiences are stock investors, corporations, and white-collar workers. The InfoQuest website is one of Thailand's top 50 websites under the finance and investing category.

3. LINE Official Account: InfoQuest



InfoQuest created its LINE Official account and started posting news on the account's timeline on December 17, 2019. As of December 2021, InfoQuest's official account has 48,174 friends. Content broadcasted on InfoQuest LINE official account include international and domestic news, interviews, and articles.

Media Outlook

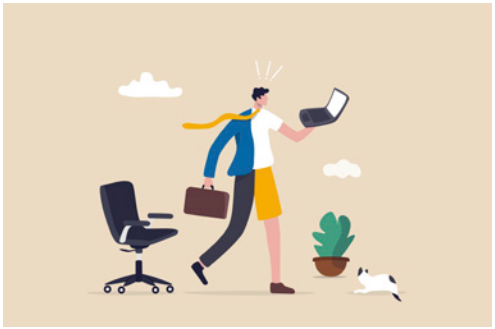
1. The trend of integration



2022 should be the year that Thailand truly enters “the next normal” after the COVID-19 outbreak situation improves, with more people vaccinated and the number of daily infection cases declining steadily in late 2021 (before the spread of Omicron in January 2022).

The role of the Internet in Thailand’s media landscape will become more important after the COVID-19 outbreak as most Thais now spend more than 10 hours online each day. Marketers and advertisers believe that no single type of mass media will be able to reach people in every segment and every age group anymore because the media-consumption habits of Thais have become more diverse. Some people rely on Facebook for news and information, while others rely on YouTube or Twitter, and each person may use different platforms for different purposes. Therefore, multiple communication formats and methods must be used in order to reach a target group efficiently.

Media companies need to use multiple distribution channels to reach their target audiences which are spread across various social platforms. This is not an easy task for media professionals and content creators. Before producing a piece of work, they have to identify the target audience that they want to communicate with and the platforms they are on so that they can choose an outreach method that works best.



2. Hybrid work approach to continue

As the COVID-19 situation evolves, Thais need to maintain social distancing as a precaution. Media professionals or content creators will likely continue a hybrid work approach as it provides flexibility in an uncertain situation. Many journalists continue to work from home and online events such as press conferences, seminars and media interviews are common in 2022.

3. More advanced use of technology

Other trends include technology being used to increase efficiency and the growing popularity of online ticketed events. In general, many events at the beginning of 2022 centred on topics such as trends in the areas of business and technology. Virtual reality is also likely to play a greater role in 2022. Computer-generated virtual influencers who do not really exist are an example of this technology. This further shines the light on the metaverse trend, one of the megatrends of the future that stem from the 5G era, which blends reality with virtual reality.



For more insights and trends,
visit InfoQuest's 2021-2022 Thailand Media Landscape

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PR Newswire's APAC Media Landscape 2022 is produced with the support of the company's Audience Development Team. Based in 10 cities across the APAC region, the team plays an integral role in building and expanding PR Newswire's comprehensive news distribution network that includes media outlets and news agencies. The team maintains an extensive media database that comprises more than 85,000 journalists and influencers from over 35,000 media outlets. PR Newswire also has more than 2,000 content partners across the region.

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