

PRESS RELEASE

**MAAT SEES AN INCREASE IN 2018-2019 ADVERTISING SPENDING,
A CONTINUING RISE IN ONLINE MEDIA AGAINST THE DECLINING POPULARITY OF
PRINT MEDIA, PROMPTING MEDIA PLANNERS AND MARKETEERS TO
'TRANSFORM' THE STRATEGY FOLLOWING THE CHANGING CONSUMER BEHAVIOR.**

(October 1, 2018) The Media Agency Association of Thailand (MAAT) reports a 4% growth in this year's total advertising expenditure with a positive outlook for 2019 as projected. Online media is the fastest growing advertising medium, while printed magazines are becoming less popular. This clearly reflects a change in consumer behavior; soaring usage of Smartphones and the internet, increased preference for online TV platforms, and less time reading books. Meanwhile, outdoor advertising is expected to be active again before the upcoming election.

Mr. Triluj Navamarat, the president of Media Agency Association of Thailand disclosed information about this year's advertising expenditure and a Q4 forecast. "Thailand's economy is obviously rebounding after two years of slow growth, resulting in higher spending on all advertising mediums. Constant economic stimulus package, the upcoming election, Thailand's Special Economic Zones (SEZ) including export and tourism have undoubtedly boosted the people and private sector confidence to invest and spend more, which has driven a GDP growth by 4%."

Mr. Rattakorn Seubsuk, the vice president of MAAT added; "Looking at 2018 advertising expenditure in the past three quarters and the remaining three months, all advertising mediums have a potential growth surpassing that of the previous year. Online media has the highest growth at 21% followed by in-store media at 16% and outdoor advertising at 6%. Movie and TV advertising (including digital TV, cable TV and satellite TV), each has a 4% growth, whereas radio advertising has risen by 3%. Apparently, spending on transit media shows no change, whereas the popularity of newspapers and magazines has fallen by 21% and 34%, respectively.

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Mr. Rattakorn further disclosed; "With an increased GDP by 4% and presumably no unfavourable factors, 2019 will be a good year for the overall industry. Next year's election will surely accelerate the growth of outdoor and transit media by 5%. Although online media has the highest growth increase by 25%, significant spending continues to be seen on TV advertising. We will be seeing a media budget shift from TV to online media due to an escalating number of internet users against the declining growth of radio, cinema and print media."

"Today's fast changing consumer behaviour has greatly influenced the choice of media spending. Consumers nowadays are rapidly responding to news updates and newly launched technologies. Marketeers and media planners must have an in-depth understanding, particularly, a quick mind to learn and transform their strategy instantly so that their marketing campaigns and media planning can reach the targets successfully", concluded Mr. Triluj.

The Media Agency Association of Thailand (MAAT) was established in 2007, bringing together top people from the media agencies in Thailand with a shared commitment to promoting and growing media business related to media effectiveness, media personnel standards and professional ethics. The MATT is also committed to promoting media R&D, which is useful to the advertising industry and society including the encouragement of media collaboration at an international level.

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