



TV RATINGS 2019

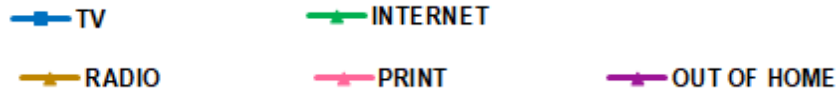
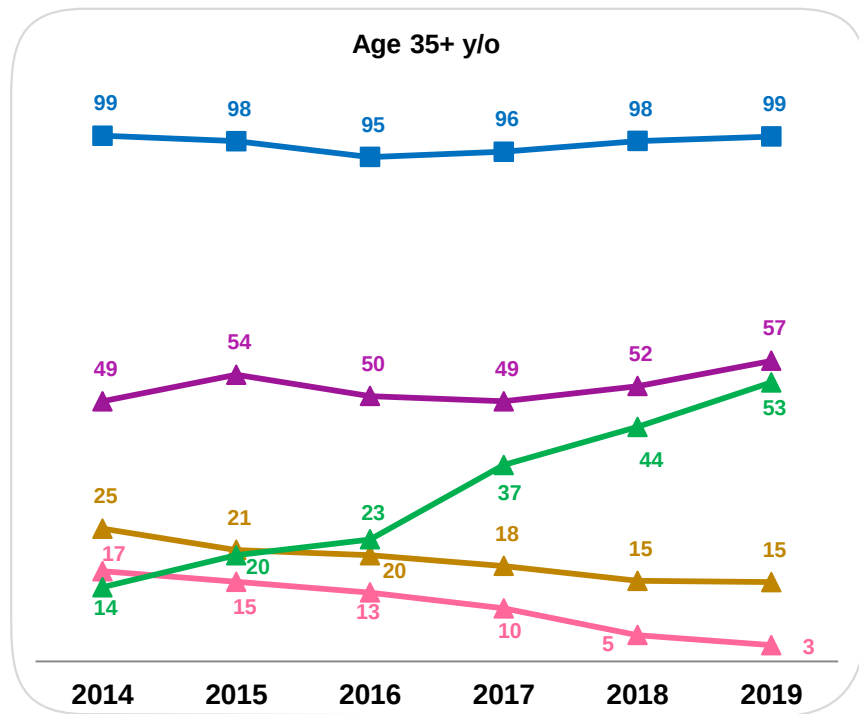
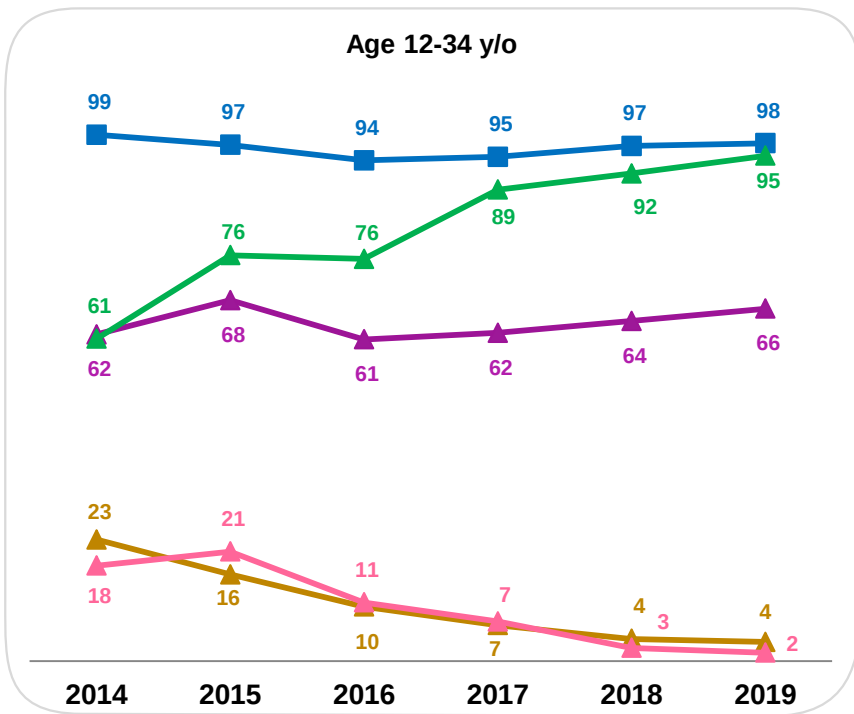
January 2020

This artwork was created using Nielsen data.

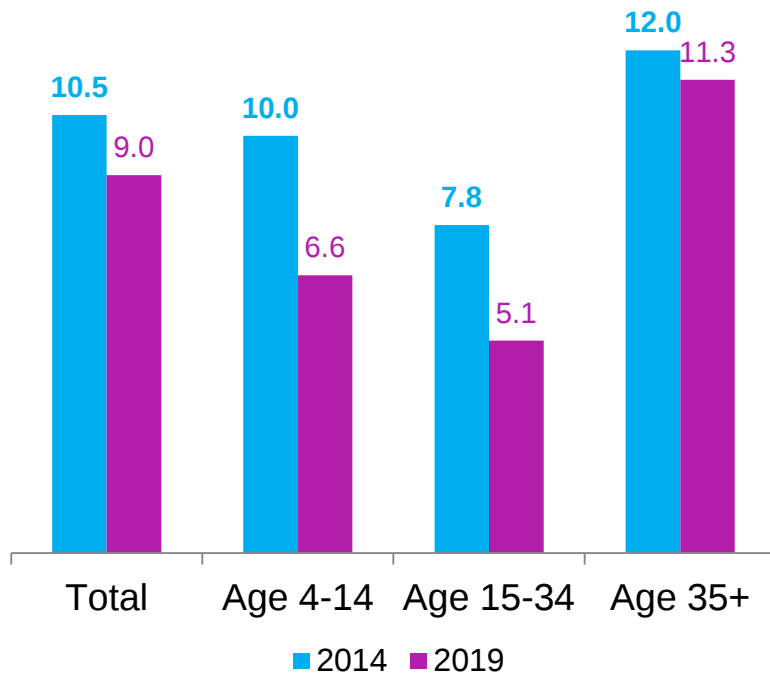
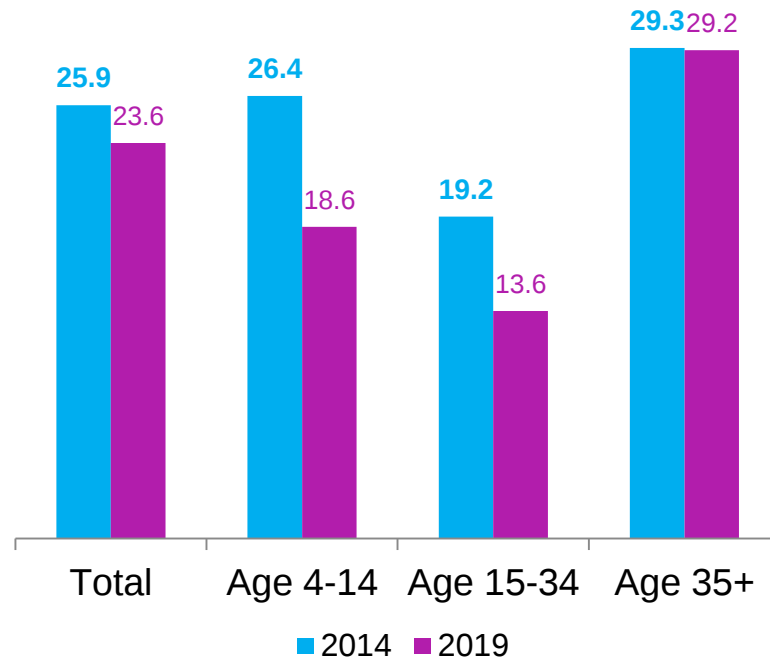
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Media Usage in past 7 days

TV offline continues to have high penetration while internet shows growing trend especially in younger audience



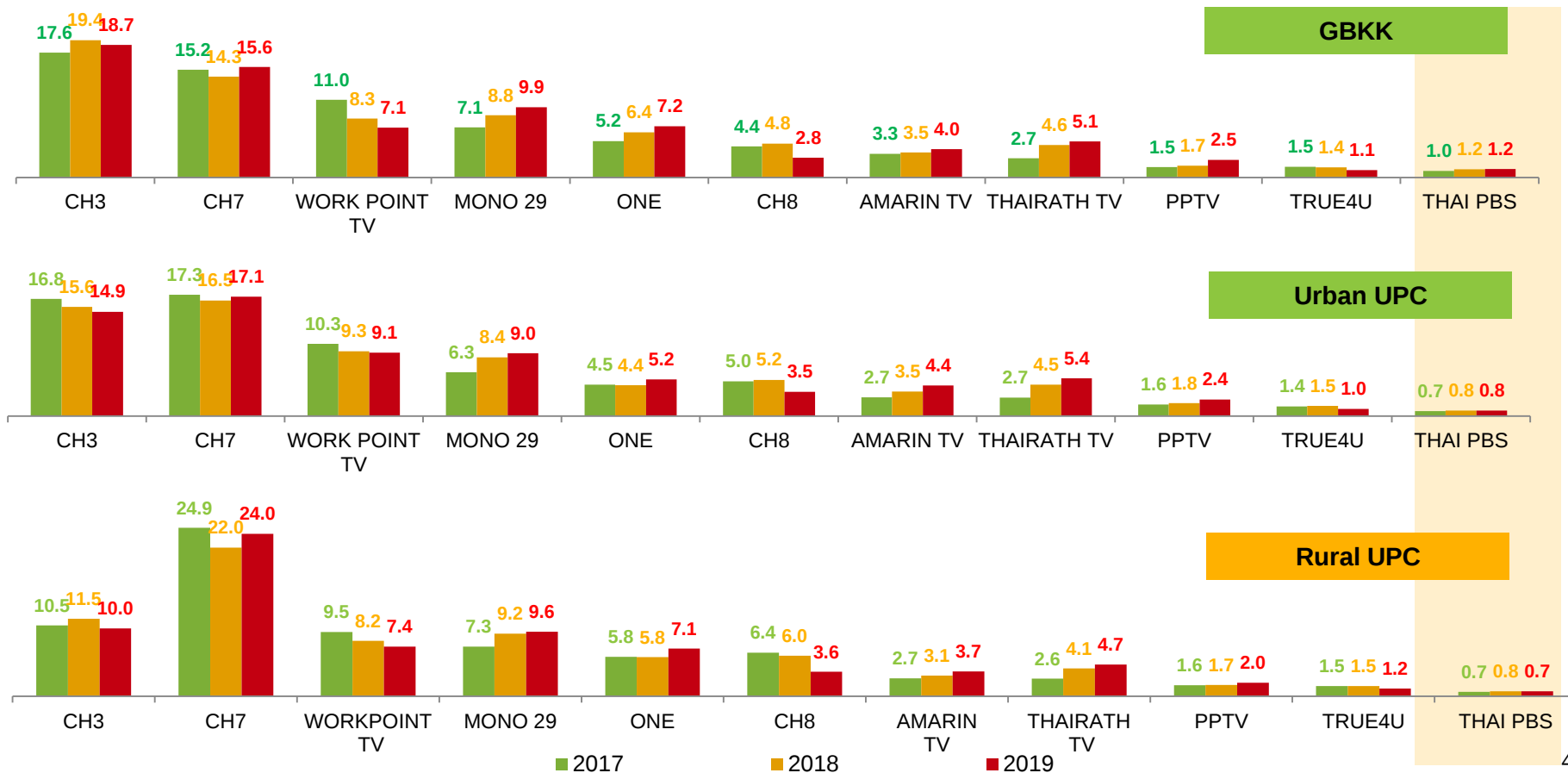
TV RATING %

ALL TIME**PRIME TIME**

AUDIENCE SHARE

ALL DAY

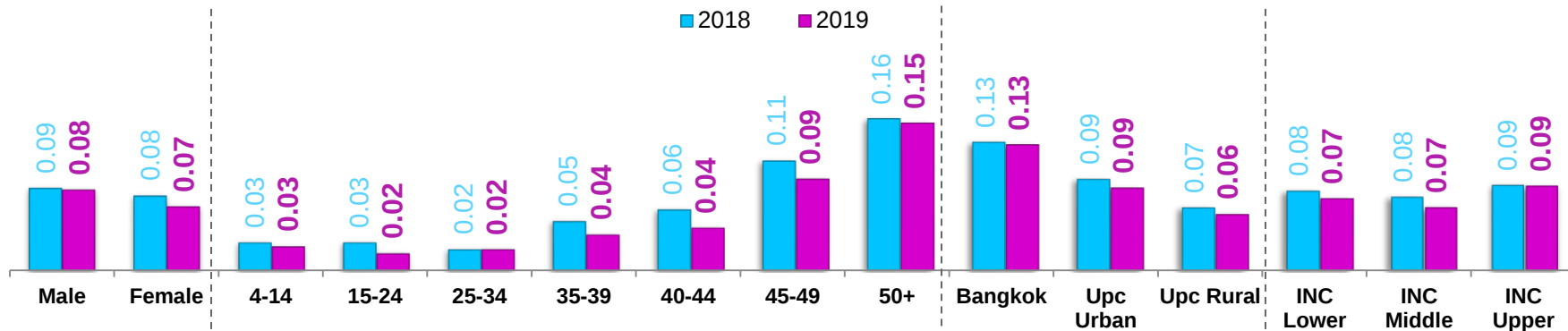
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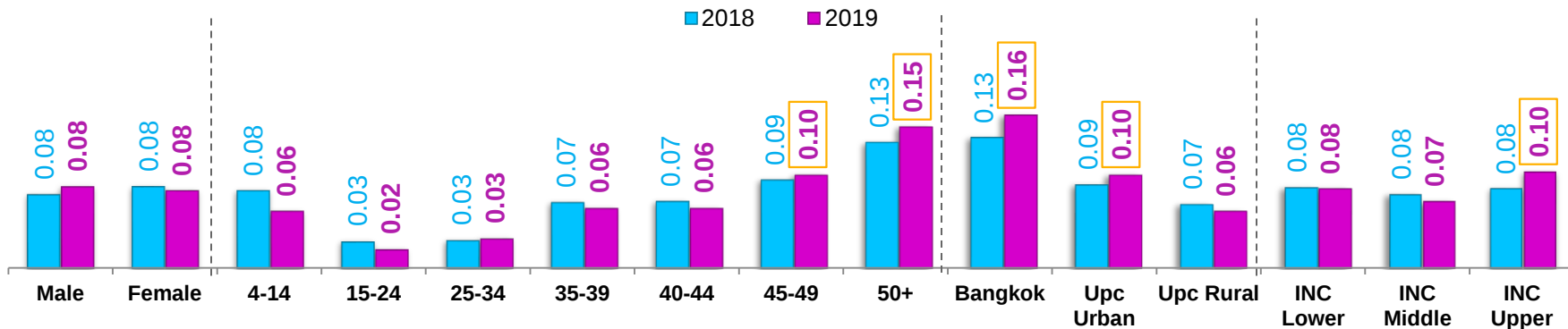
RATING BY DEMO



Weekday



Weekend



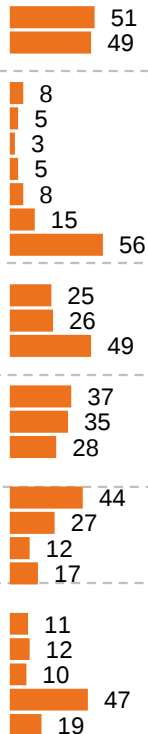
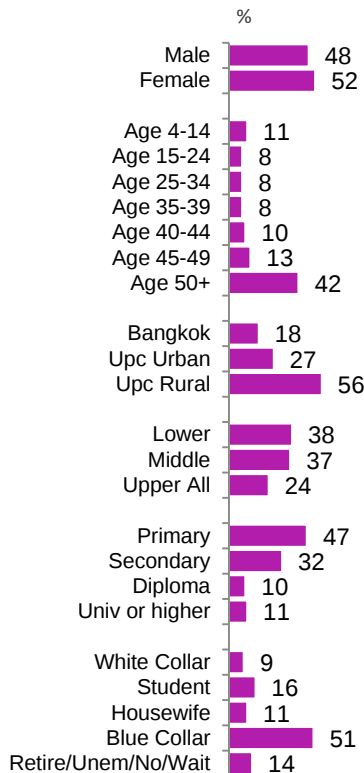
AUDIENCE PROFILE

JAN-DEC 18

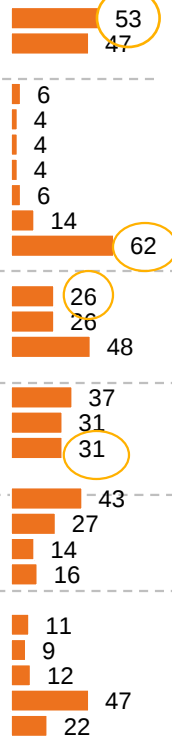
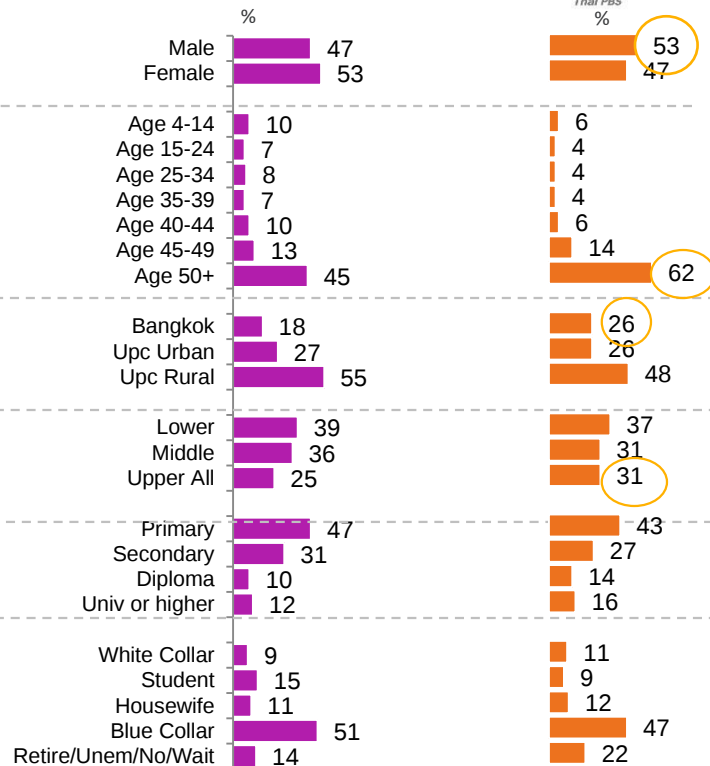
JAN-DEC 19

ALL DAY

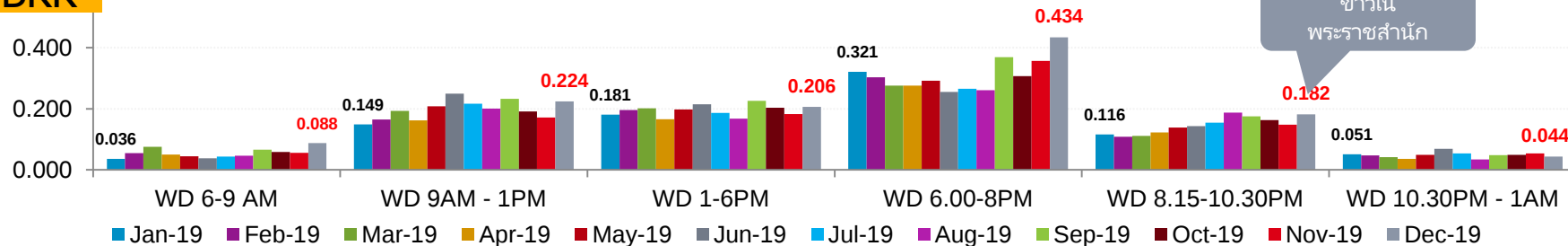
TOTAL TV



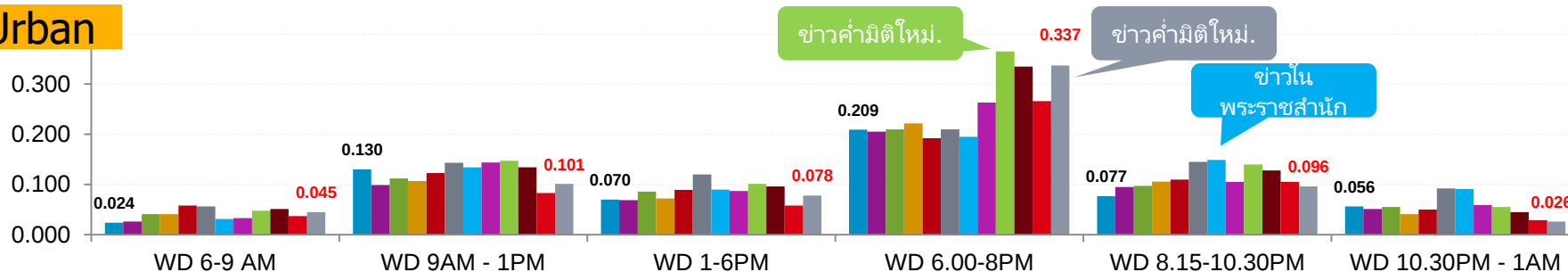
TOTAL TV



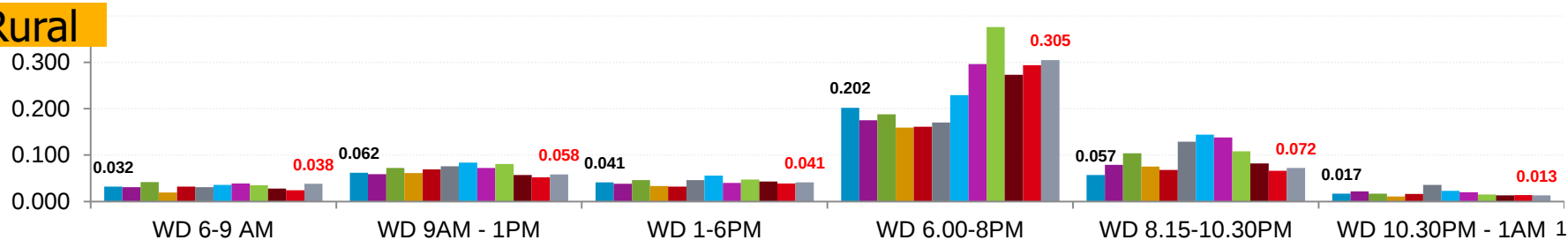
GBKK



Urban



Rural



TOP 5 PROGRAM OF THAI PBS WEEKDAY

2018 TOP 5

	PROGRAMMES	RATING
1	ตอนรับกลับบ้าน	1.11
2	พา 13 ชีวิตกลับบ้าน	0.97
3	13 ชีวิตปลอดภัย	0.48
4	สารคดีพิเศษ 222 ชั่วโมง.	0.47
5	13 ชีวิตต้องรอด	0.41

2019 TOP 5

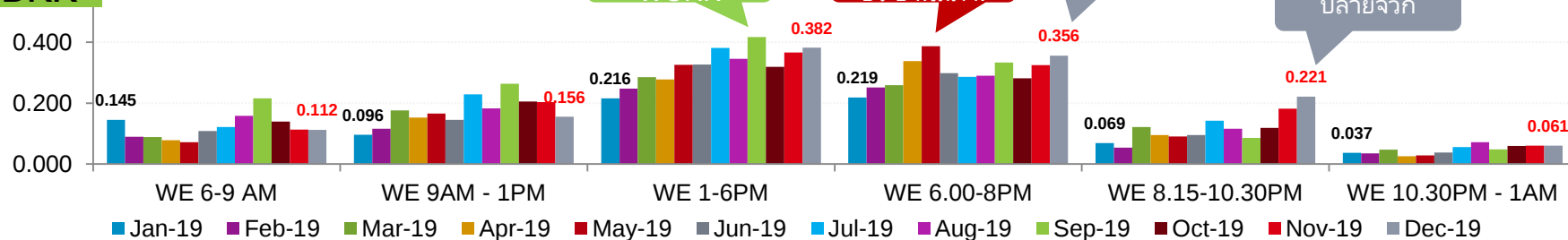
	PROGRAMMES	RATING
1	ศึกชิงนายกรัฐมนตรี้	0.53
2	ข่าวค่ำมิติใหม่ หัวไทย	0.28
3	อภิปรายปม ถวายสัตย์ฯ	0.25
4	ข่าวในพระราชสำนัก	0.24
5	รับมือ ปาปึก	0.20

Note: Excluded Live Broadcast and program duration less than 5 mins.

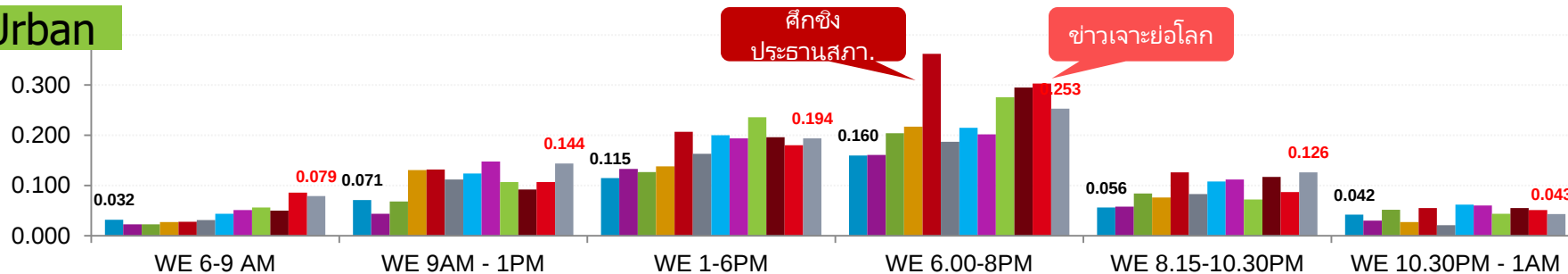


RATING – WEEKEND

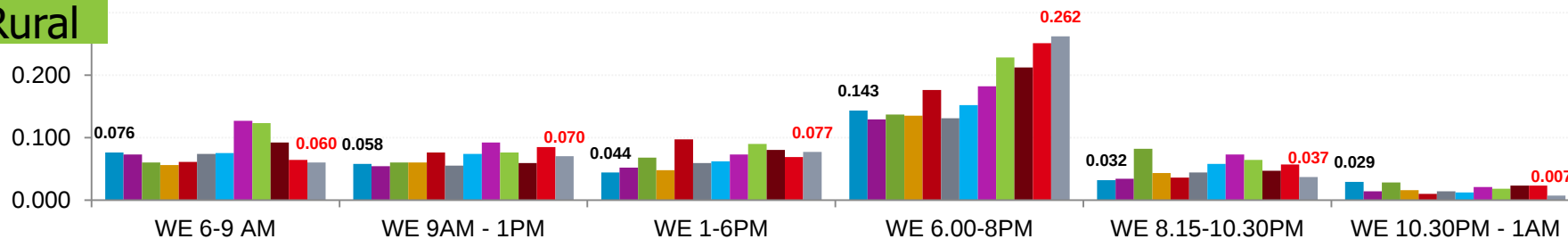
GBKK



Urban



Rural



TOP 5 PROGRAM OF THAI PBS WEEKEND

2018 TOP 5

	PROGRAMMES	RATING
1	13 ชีวิตต้องรอด	0.71
2	13 ชีวิตปลอดภัย	0.64
3	อำลาลำแซม.	0.35
4	ข่าวค่ำมิติใหม่ทั่วไทย	0.28
5	ฟู้ดเวิร์ค	0.22

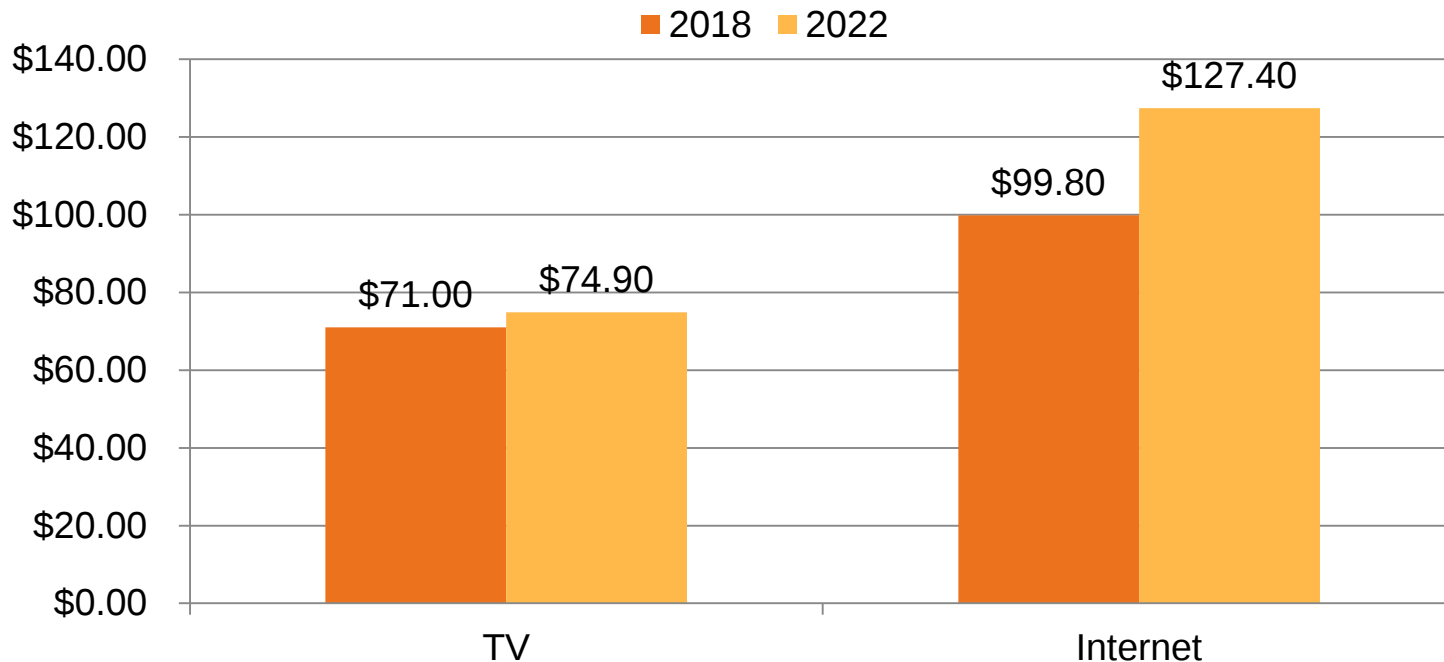
2019 TOP 5

	PROGRAMMES	RATING
1	ศึกชิงประธานสภาผู้แทนราษฎร	0.43
2	ข่าวเจาะย่อโลก	0.23
3	ภัยพิบัติบ้านทุ่ง	0.23
4	เลือกตั้ง 62 สงเสียงประชาชน	0.23
5	ฟู้ดเวิร์ค	0.22

Note: Excluded Live Broadcast and program duration less than 5 mins.

WHAT'S NEXT FOR DTT INDUSTRY

US ADVERTING MEDIA MARKET SIZES (\$B), 2018 V. 2022

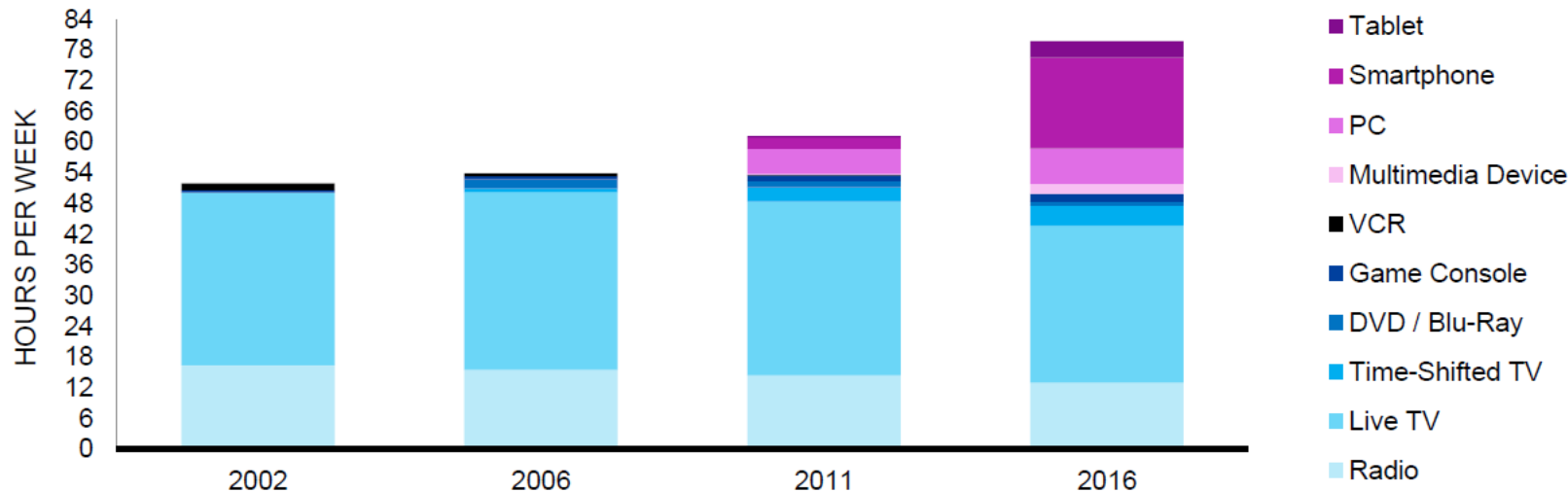




MORE MEDIA USE CONTINUES TO FILL UP A CONSUMER'S DAY

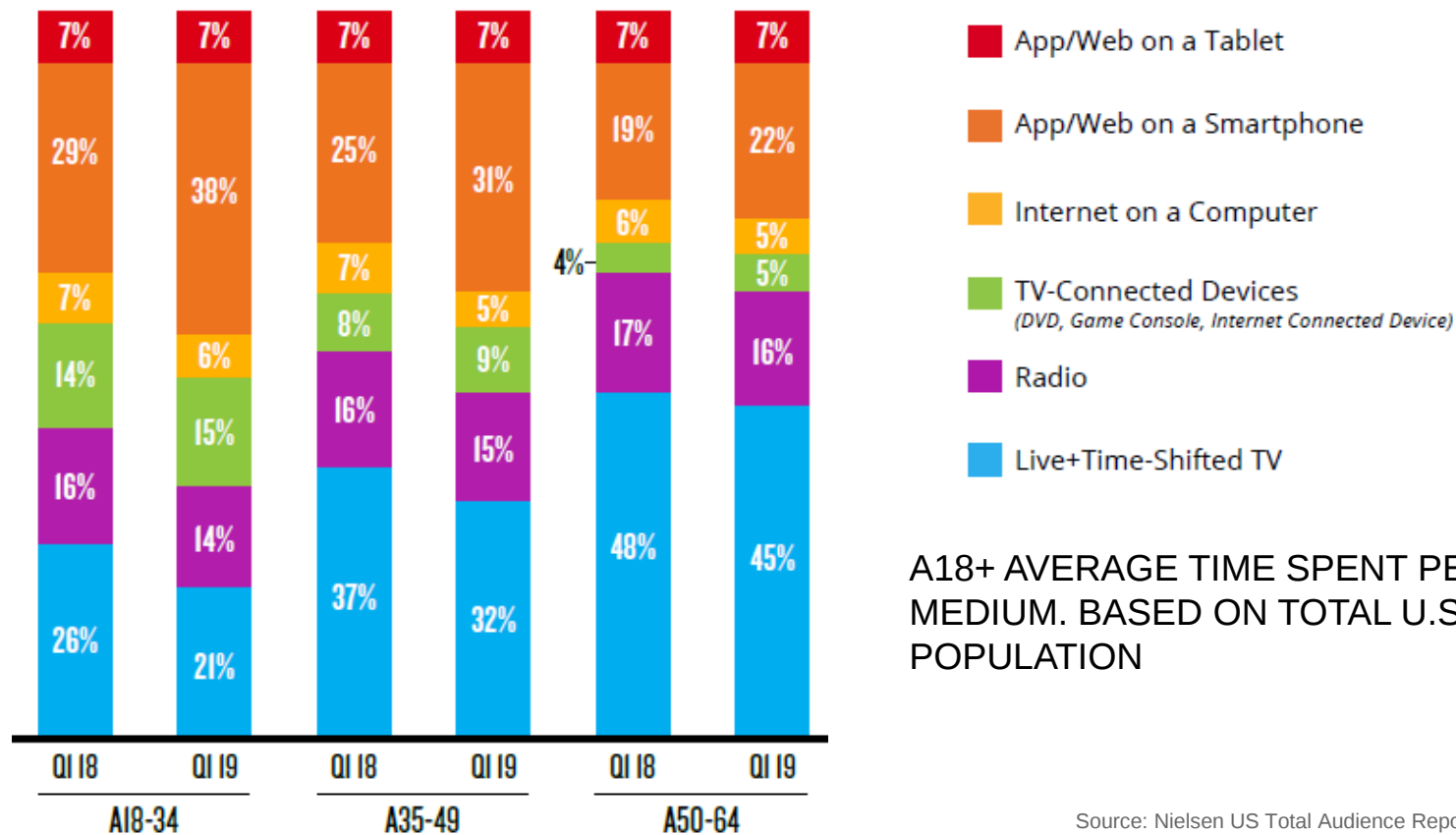


Weekly Time Spent in the Total US Population – Based on Qtr 4, P18+





VIEWING HABITS ARE CHANGING RAPIDLY



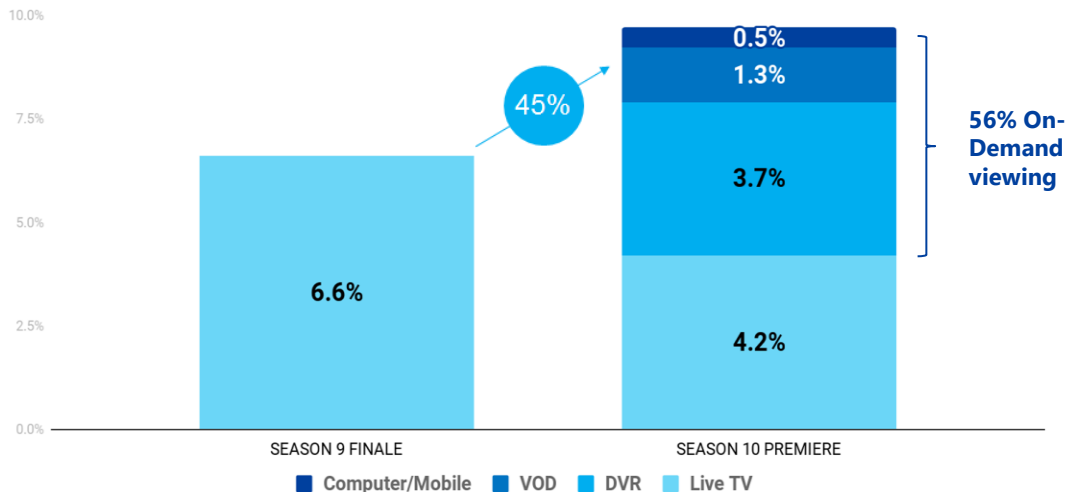


UNDERSTAND HOW CONTENT VIEWING HAS CHANGED

Despite increased content fragmentation, Roseanne's 2018 ratings improved over 1997 driven by platform proliferation.

ROSEANNE - AVERAGE AUDIENCE % - P2+

SEASON 9 FINALE (MAY 1997) VS. SEASON 10 PREMIERE (MARCH 2018)



AS USED IN THE PRESS!



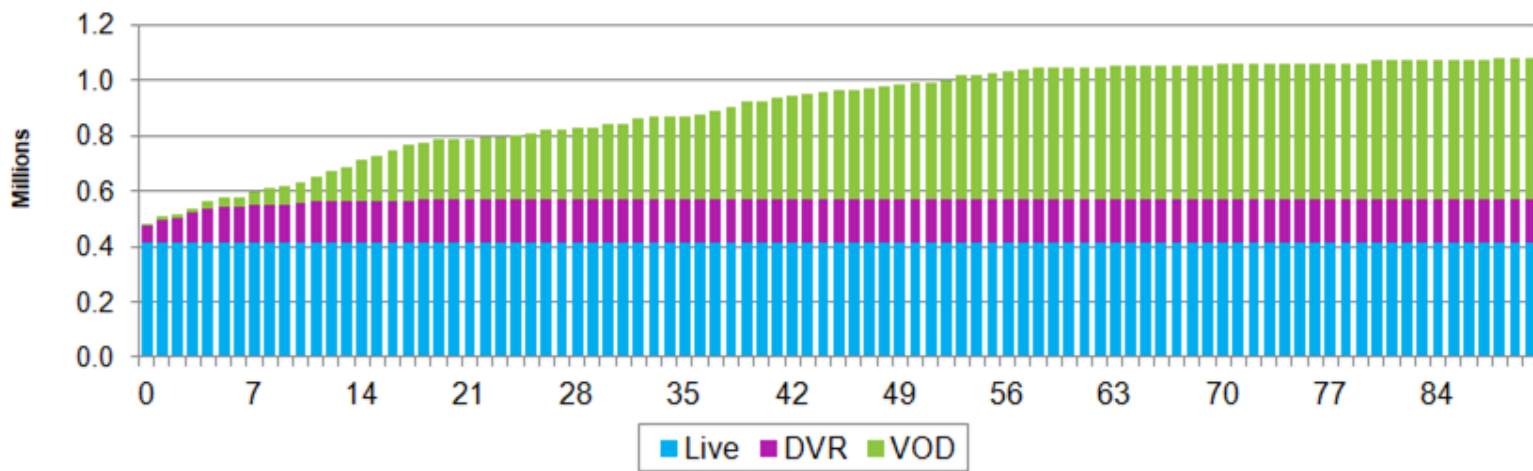


ANALYZE HOW VIEWERSHIP GROWS OVER TIME

Substantial lift coming from VOD viewing, identifying an undervalued audience to market

AS USED IN THE PRESS!

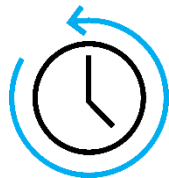
Good Behavior Episode 1 Viewing Out to Day 90
Rolling Avg Audience by Day P18-49



VIEWERS FIND VIDEO ON DEMAND CONVENIENT

Percentage of Asia Pacific VOD viewers who agree with the statement...

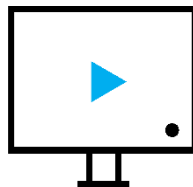
CONVINENT



76%

I can view at a time that is convenient to me

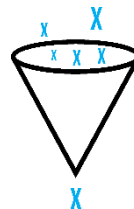
CATCH UP



63%

I can catch up on multiple episodes at one time

VARIETY OF CONTENT



77%

I wish there were more VOD programming choices available

MULTISCREEN

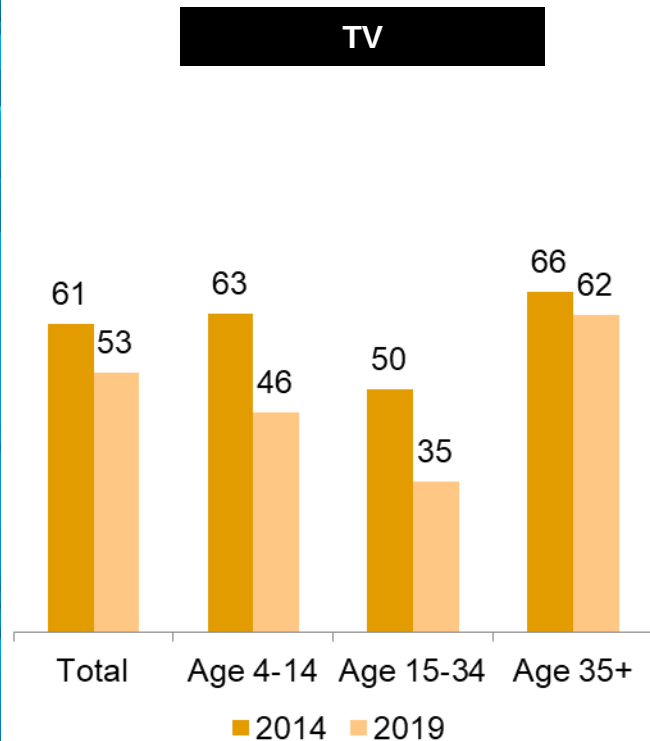


68%

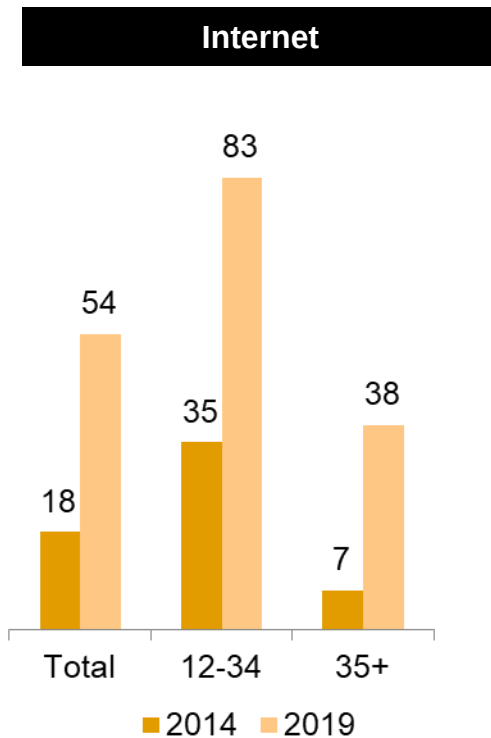
Watching VOD programming on an online or mobile device is not as good as watching on a bigger screen

AVERAGE DAILY REACH %

TV

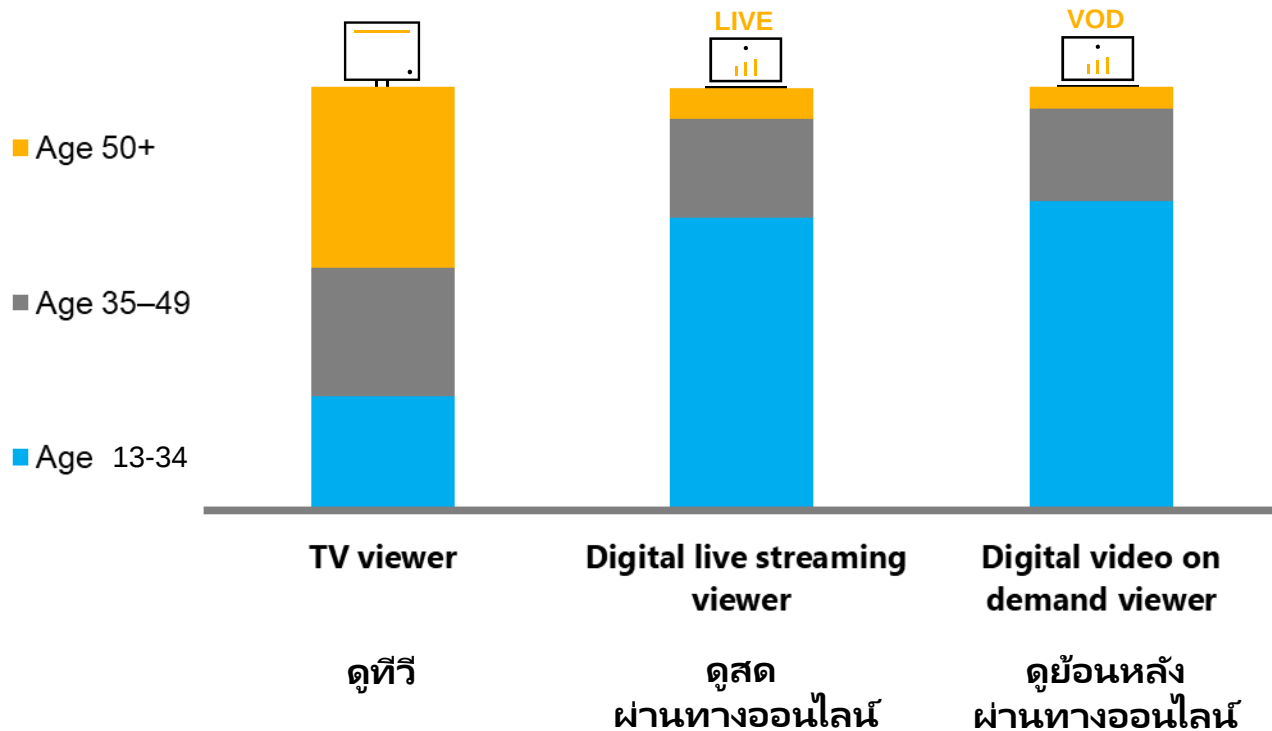


Internet



- Source: TV from Nielsen Television Audience Measurement, Internet from Nielsen Consumer Media View

TV CONTENT WATCHED BY PLATFORM



- Source: Nielsen TV Audience Measurement / Aged 4+; Nielsen Digital Content Ratings,

VIDEO ON DEMAND AND MOBILE DOMINANT

VIDEO ON DEMAND

ดูย้อนหลัง ผ่านทางออนไลน์

LIVE STREAMING

ดูสด ผ่านทางออนไลน์

2%

98%

Daily
video view



58 Mins



20

Average frequency

monthly per unique
audience

Live Sport

Last Drama Episode

Final round Talent contest

Lottery

Daily video view (%)



94%



3%



3%



nielsen

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