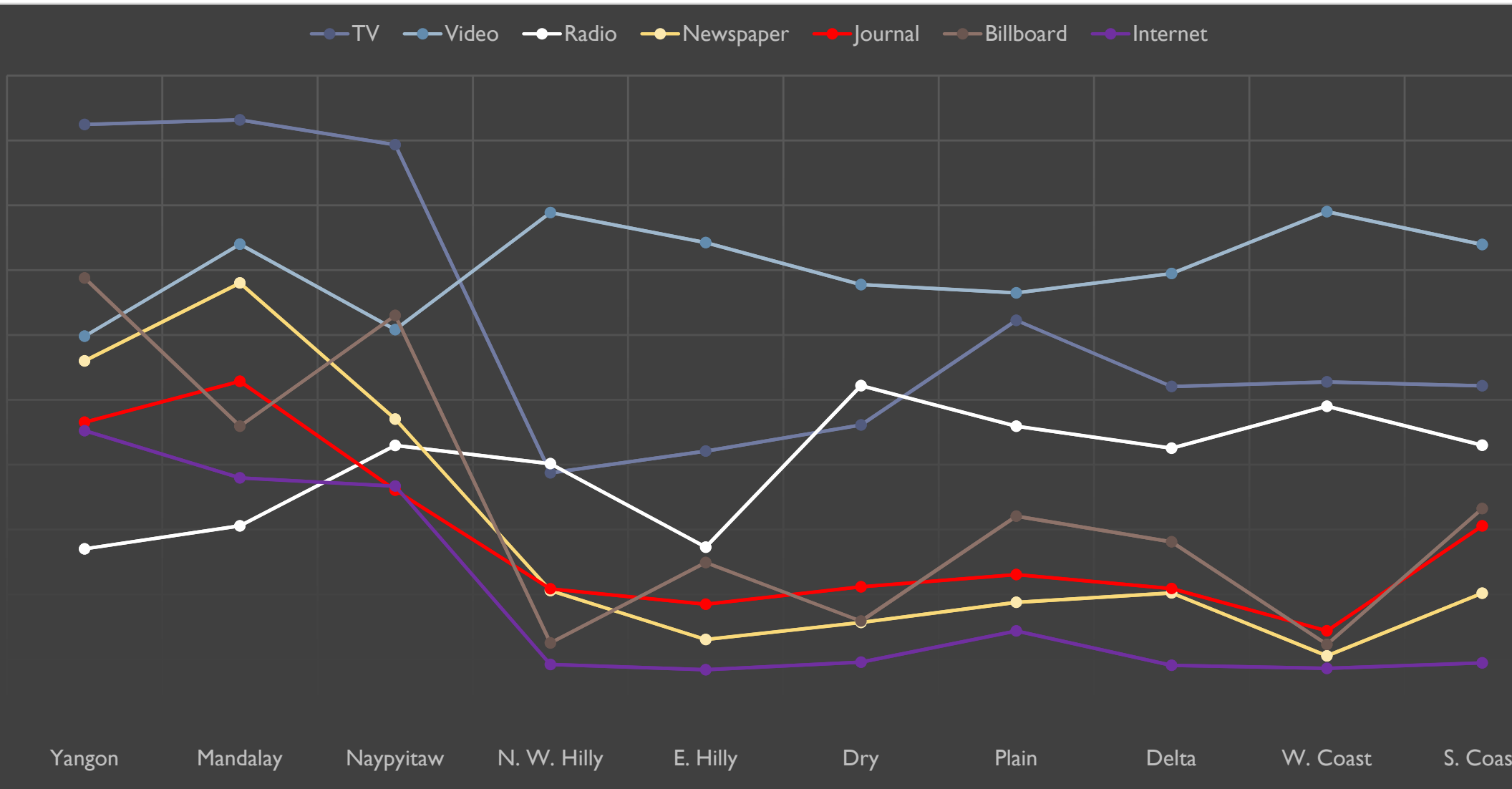


# **Some Interesting Findings from Myanmar Consumer and Media View 2019**

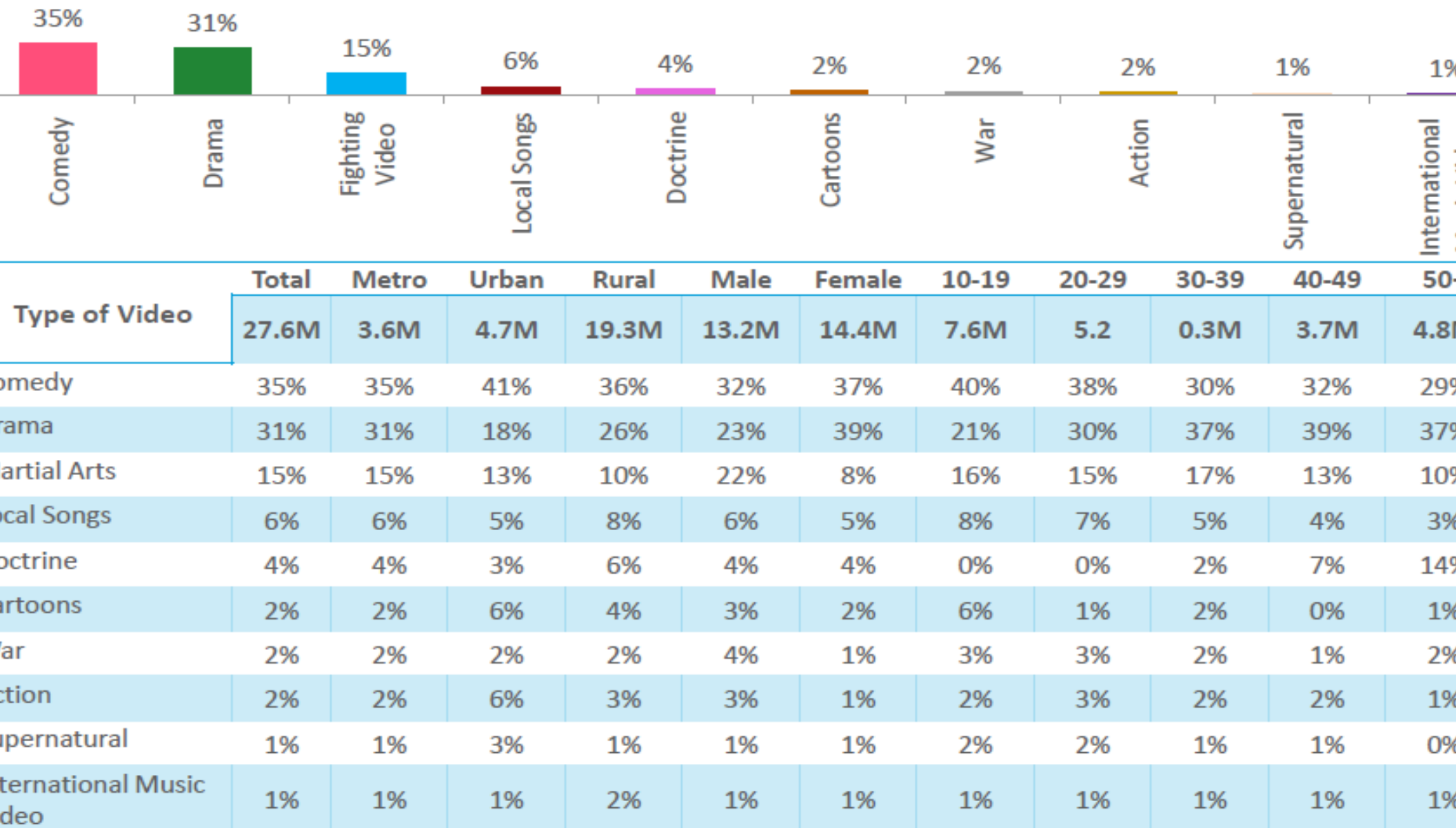


# Media Consumption by Region



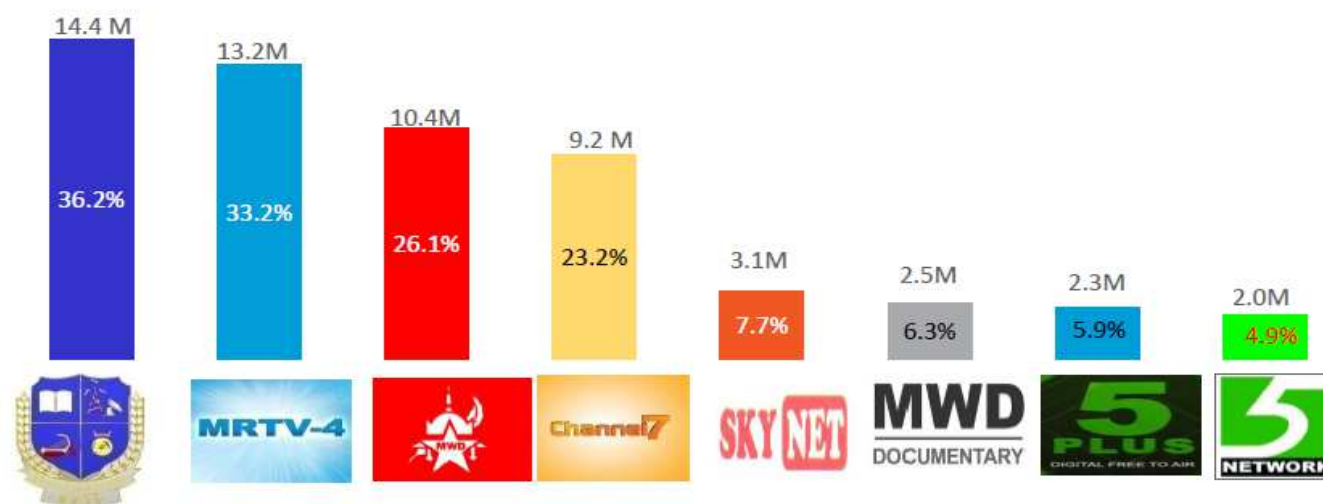
Source: 2015 Consumer & Media View, Nielsen MMRD

# TYPE OF VIDEOS VIEWED



Source: 2015 Consumer & Media View, Nielsen MMRD

## CHANNEL/NETWORK VIEWED

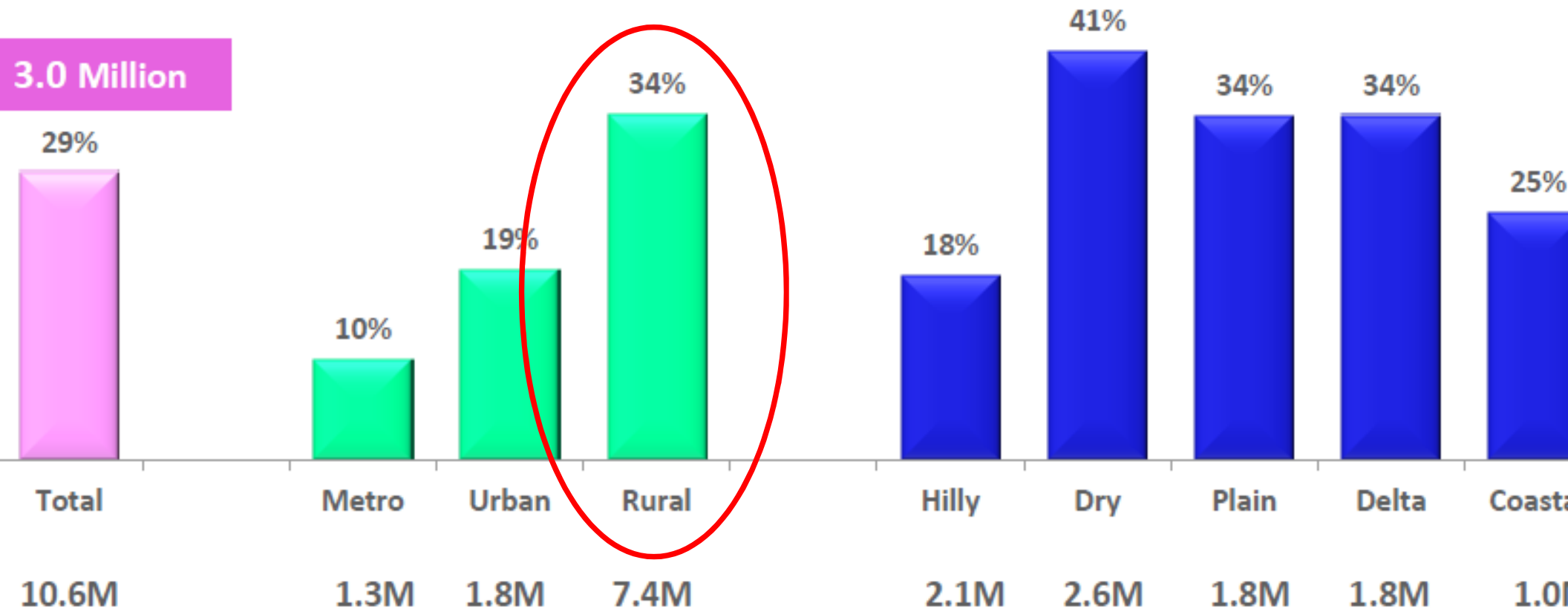


Base: 10+ Total Myanmar Population = 39.7 Million

Source: 2015 Consumer &amp; Media View 17

# OWNERSHIP OF RADIO

by Urbanization & Region

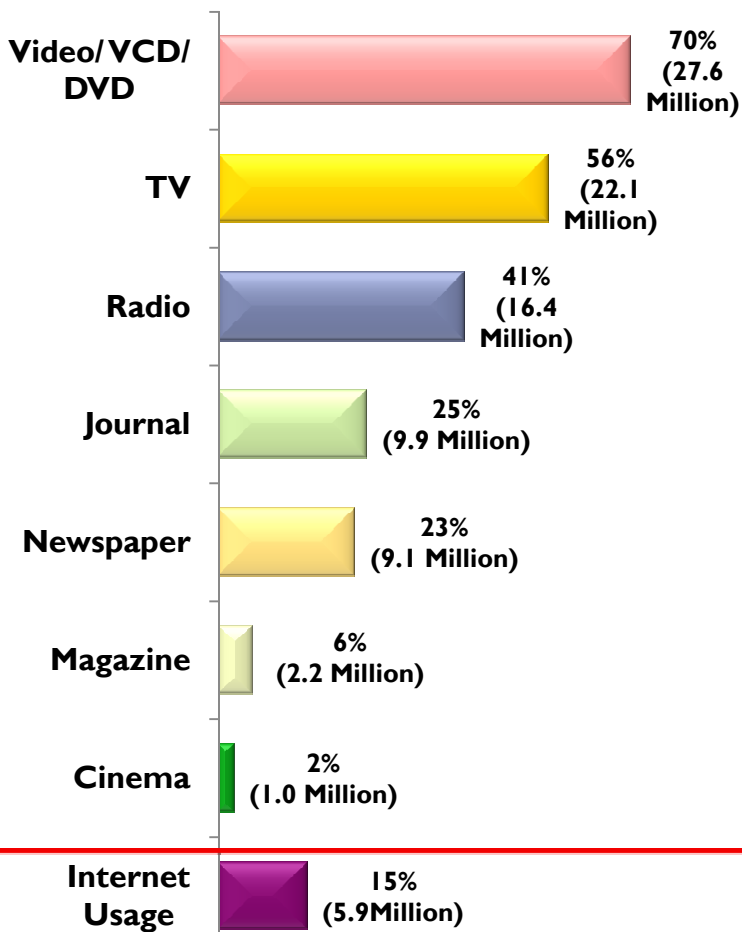


Source: 2015 Consumer & Media View, Nielsen MMRD

# Internet USE has grown considerably over the last 2 years

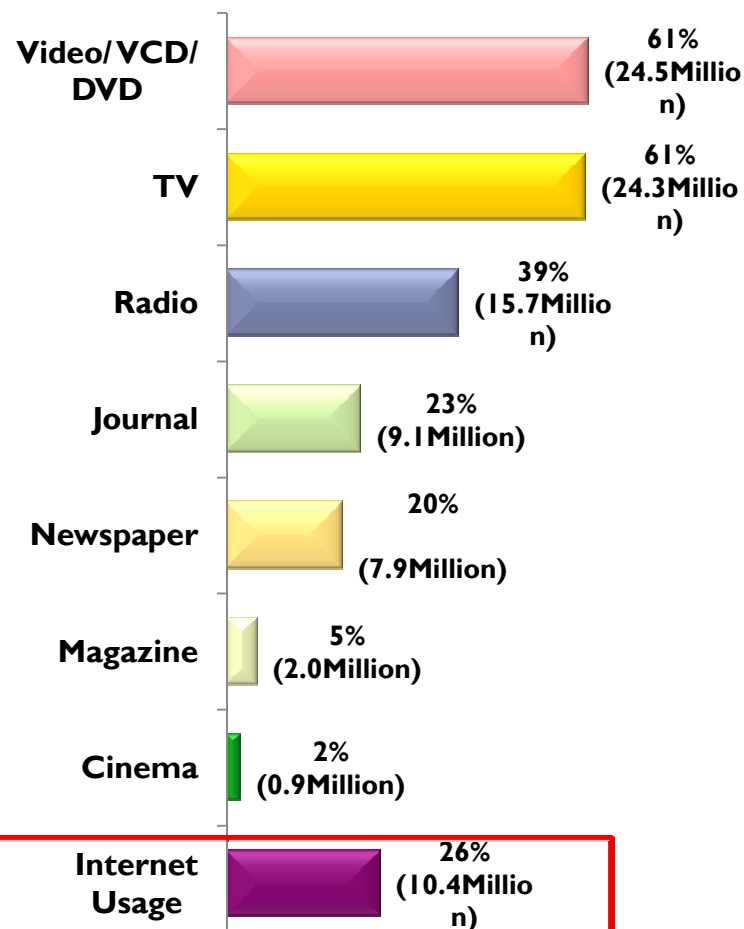
## Media Usage

2015



Base: 10+ Total Myanmar population 2015 = 39.7 Million

2016

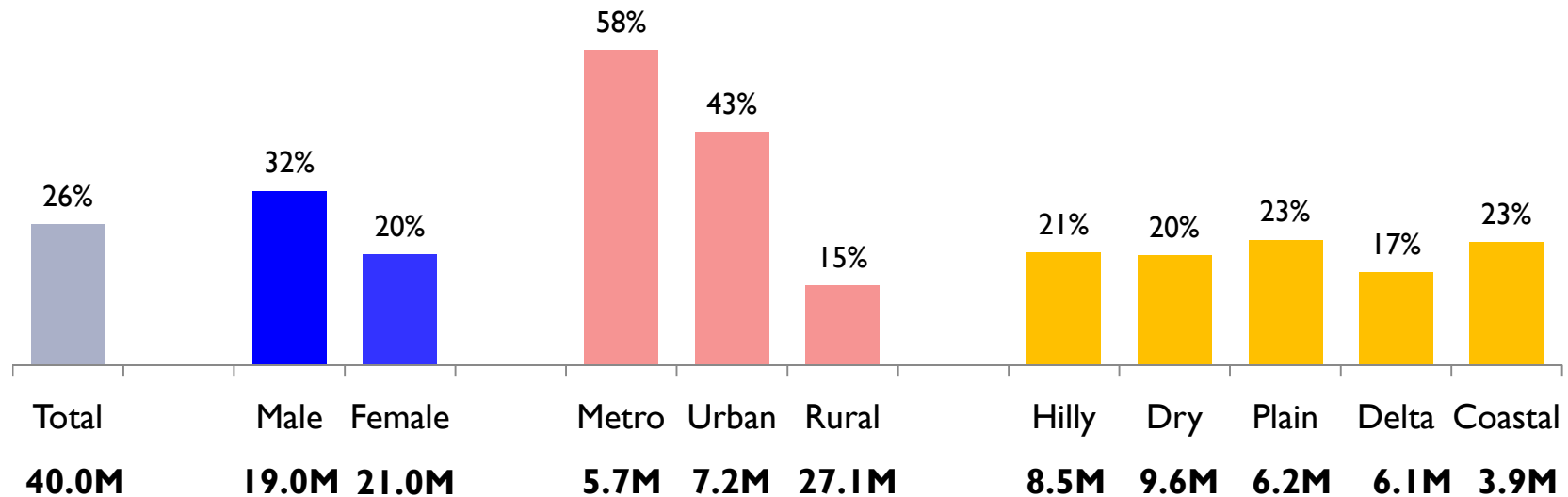


Base: 10+ Total Myanmar population 2016 = 40.0 Million

Source: 2016 Consumer & Media View

# 2016 Internet Use

## by Gender, Urbanization & Region

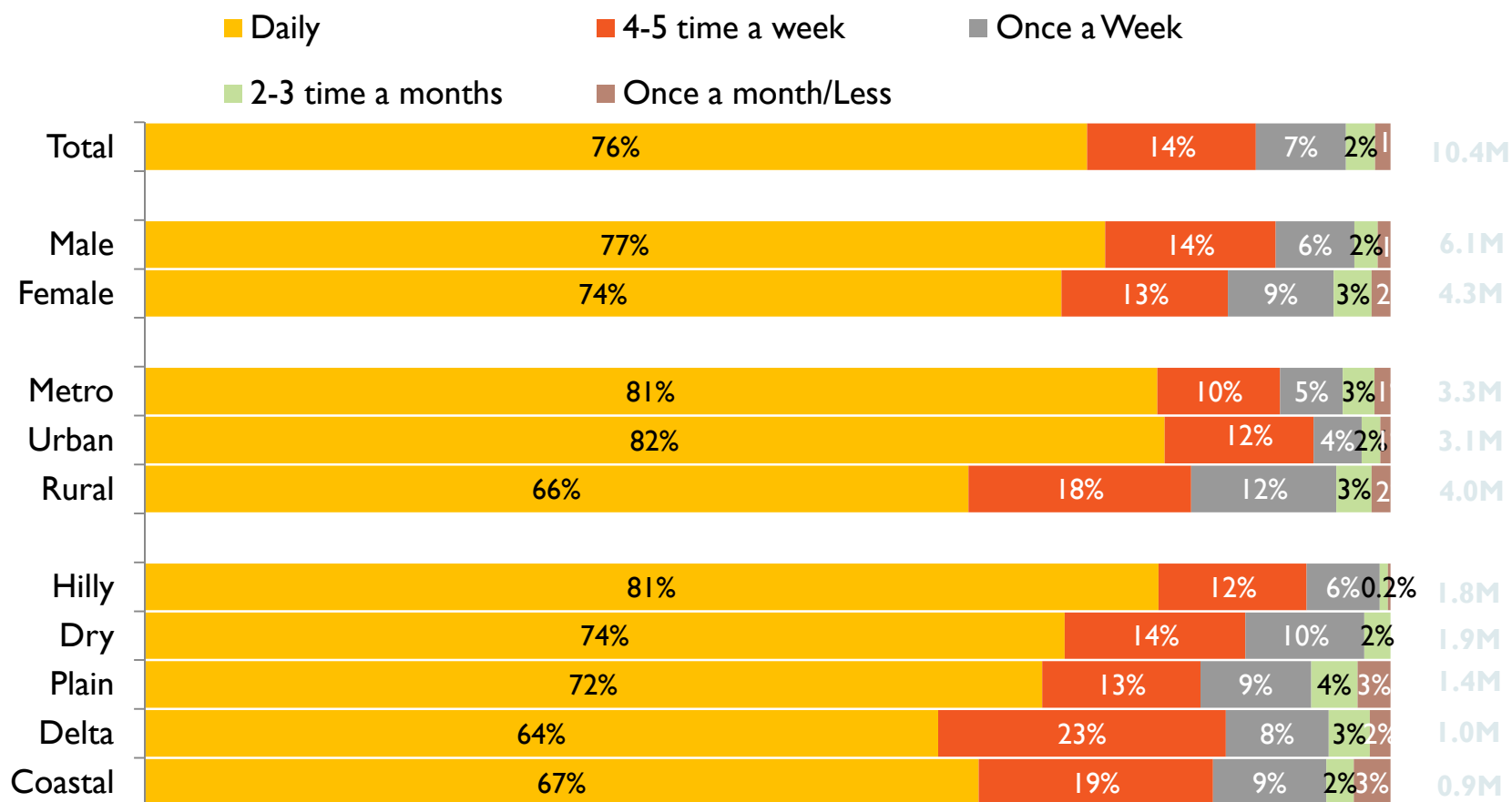


Base: 10+ Total Myanmar Population

Source: 2016 Consumer & Media View

# Frequency of internet use

by Gender, Urbanization & Region

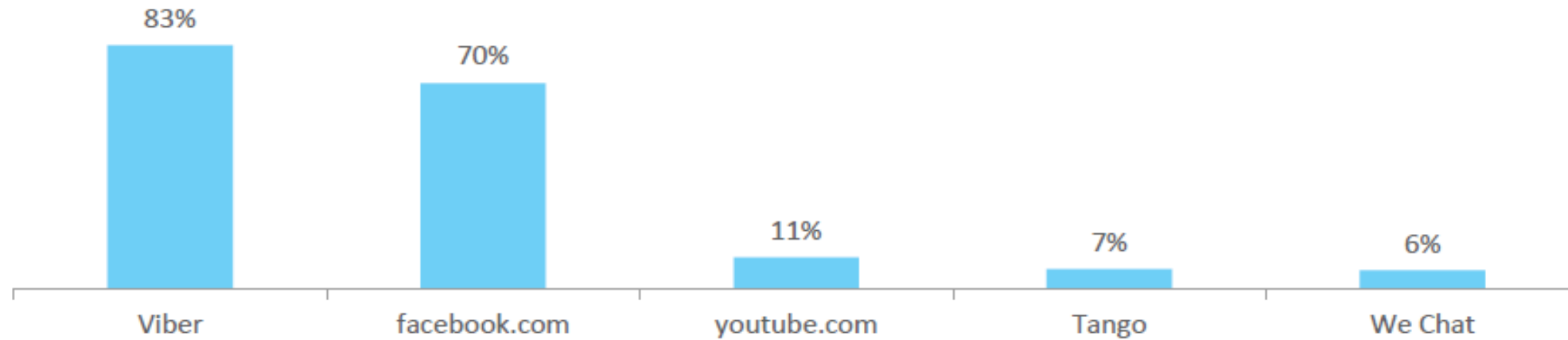


Base: 10+ Total Myanmar Internet Users

Source: 2016 Consumer & Media View



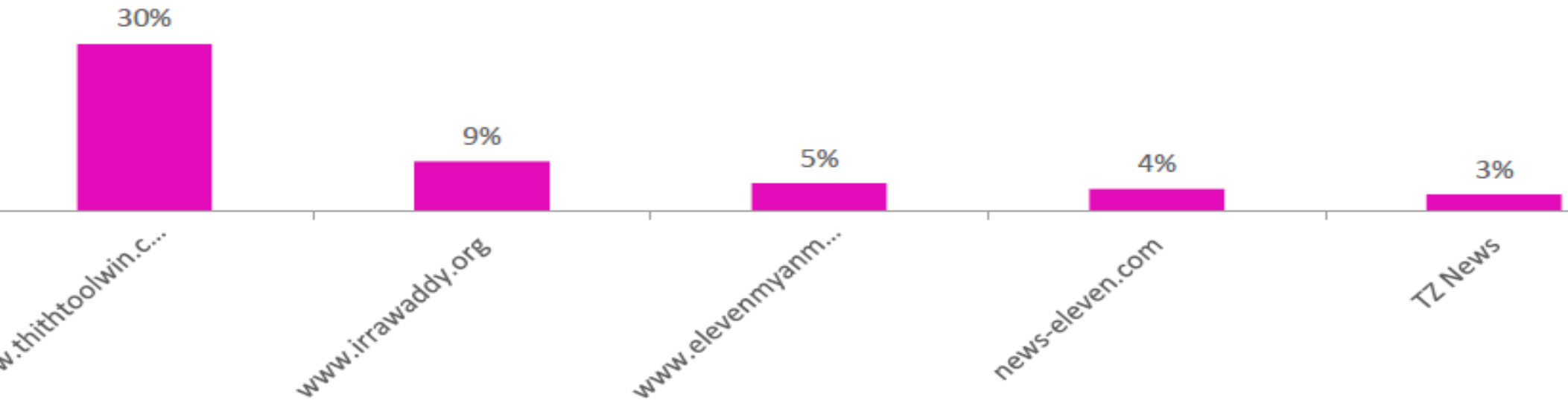
# USING SOCIAL OF WEBSITE NAME (TOP\_5)



Social Website Name	Total	Male	Female	10-19	20-29	30-39	40-49	50+
	5.9M	3.6M	2.3M	1.3M	2.5M	1.3M	0.6M	0.3M
Viber	83%	81%	87%	84%	90%	83%	72%	50%
facebook.com	70%	70%	71%	65%	72%	74%	70%	67%
youtube.com	11%	11%	11%	15%	11%	11%	4%	5%
Tango	7%	6%	8%	11%	5%	8%	6%	2%
We Chat	6%	6%	7%	8%	7%	7%	3%	2%

Source: 2015 Consumer & Media View, Nielsen MMRD

# ING MEDIA OF WEBSITE NAME(TOP-5)

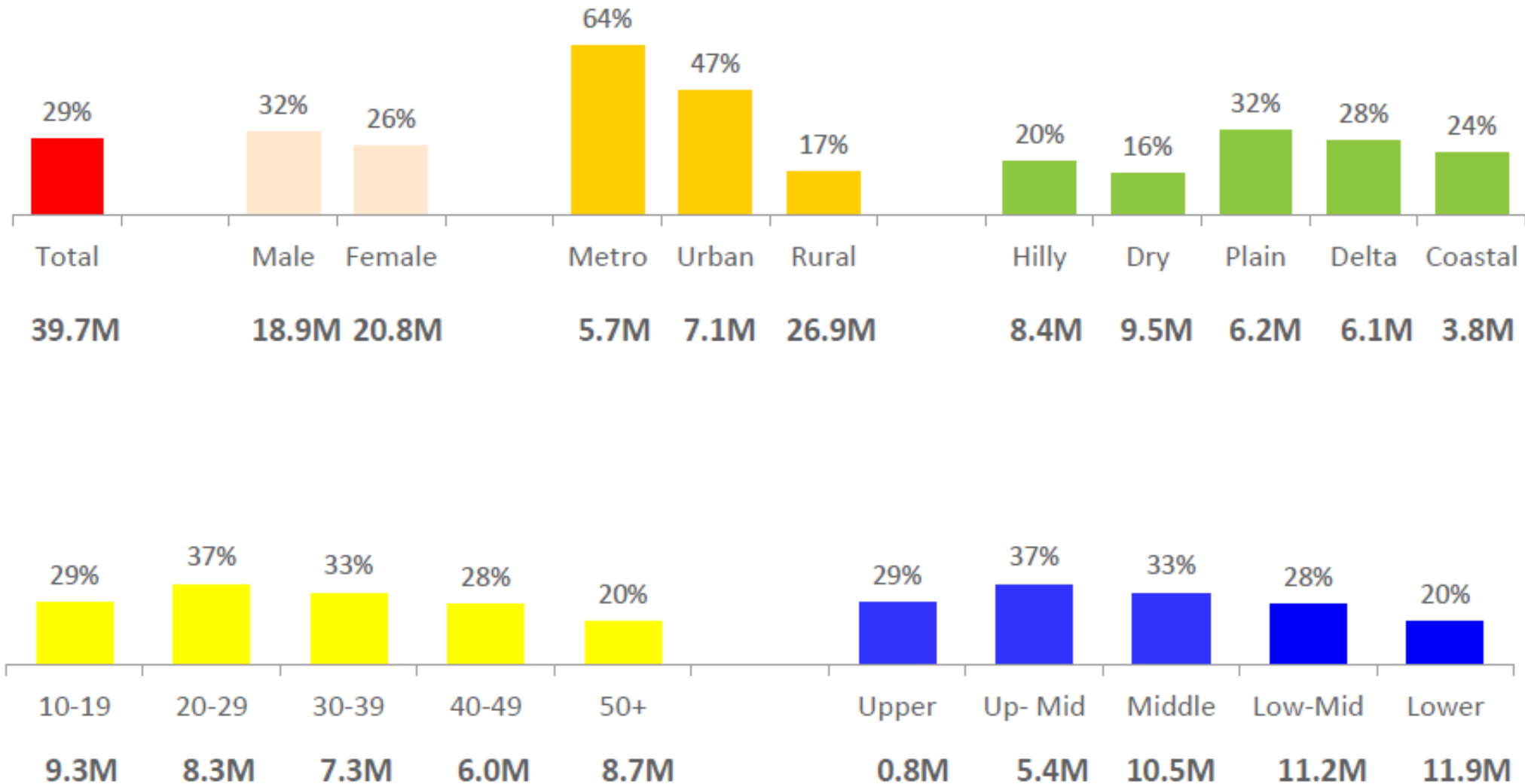


Media Website Name	Total	Male	Female	10-19	20-29	30-39	40-49	50+
www.thithtoolwin.com	5.9M	3.6M	2.3M	1.3M	2.5M	1.3M	0.6M	0.2M
www.irrawaddy.org	30%	34%	25%	28%	27%	35%	41%	30%
www.elevenmyanmar.com	9%	9%	9%	7%	8%	11%	11%	9%
news-eleven.com	5%	6%	4%	7%	4%	5%	8%	5%
TZ News	4%	4%	2%	3%	3%	3%	8%	4%
News	3%	3%	3%	3%	2%	6%	2%	3%

Source: 2015 Consumer & Media View, Nielsen

# BILLBOARD AWARENESS

By Gender, Urbanization, Region, Age Group & SEC

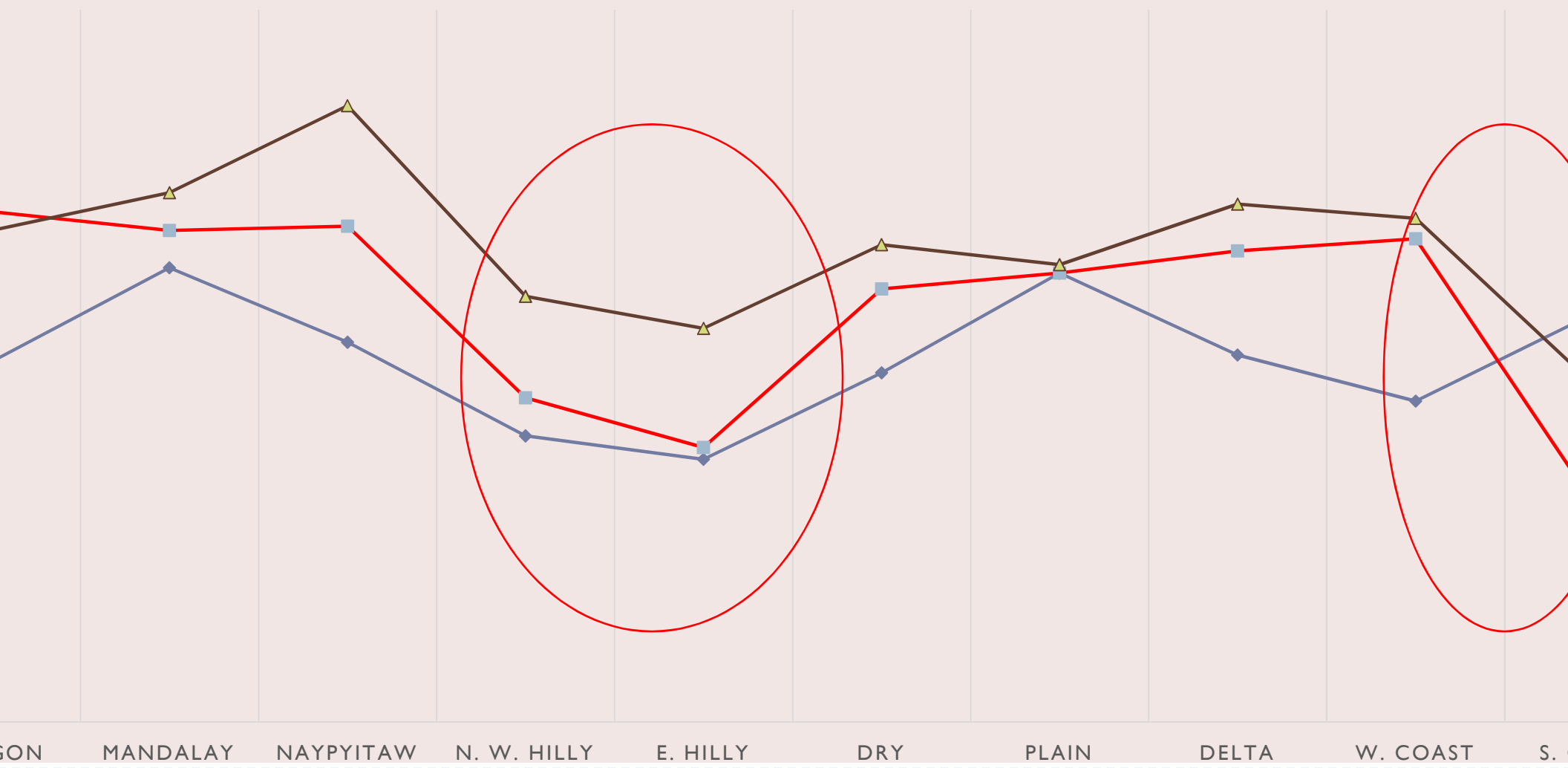


Source: 2015 Consumer & Media View, Nielsen MMRD

st Products with Ads

—■— Celebrity in the Ads help increase your interest in product

—▲— Try new things ealier than o



Source: 2015 Consumer & Media View, Nielsen MMRD



# POWER OF PHOTOS



# Making better photos

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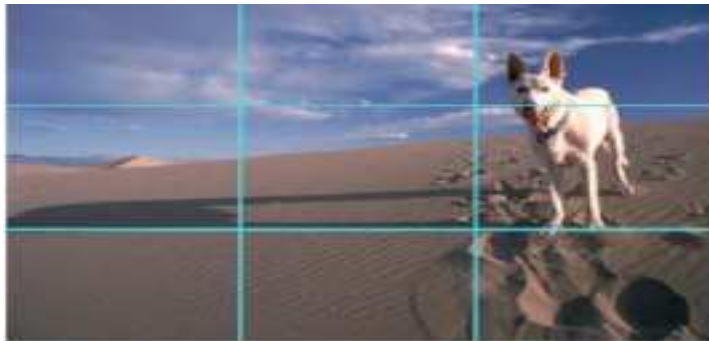
What message do you want to convey?





# Rule of thirds

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create a focal point

---



change your perspective

---



void distracting backgrounds

---





aces create a connection

---



atching candid moments

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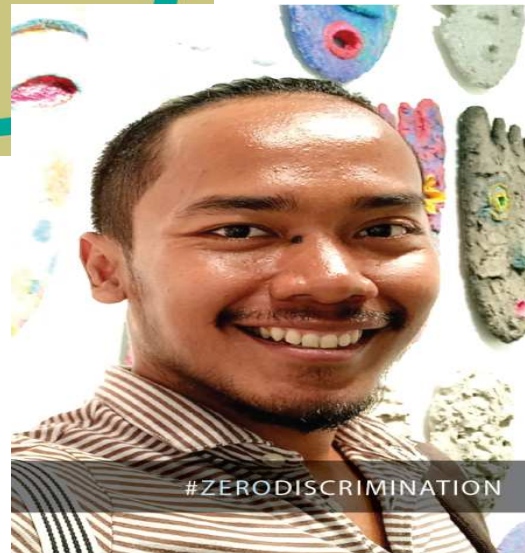
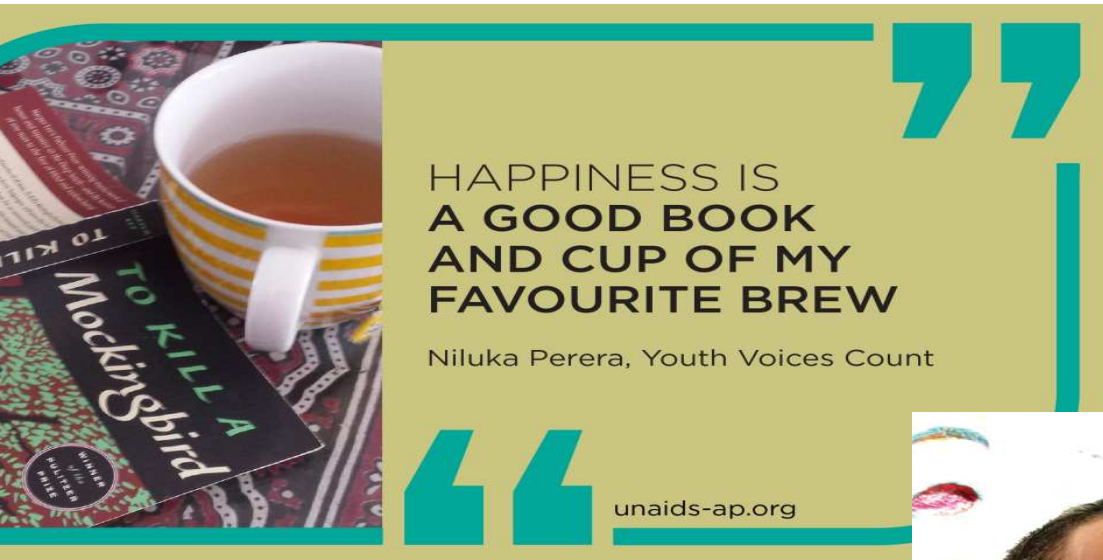
o outside

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# Facebook Memes





# POWER OF WORDS

## et Creative

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