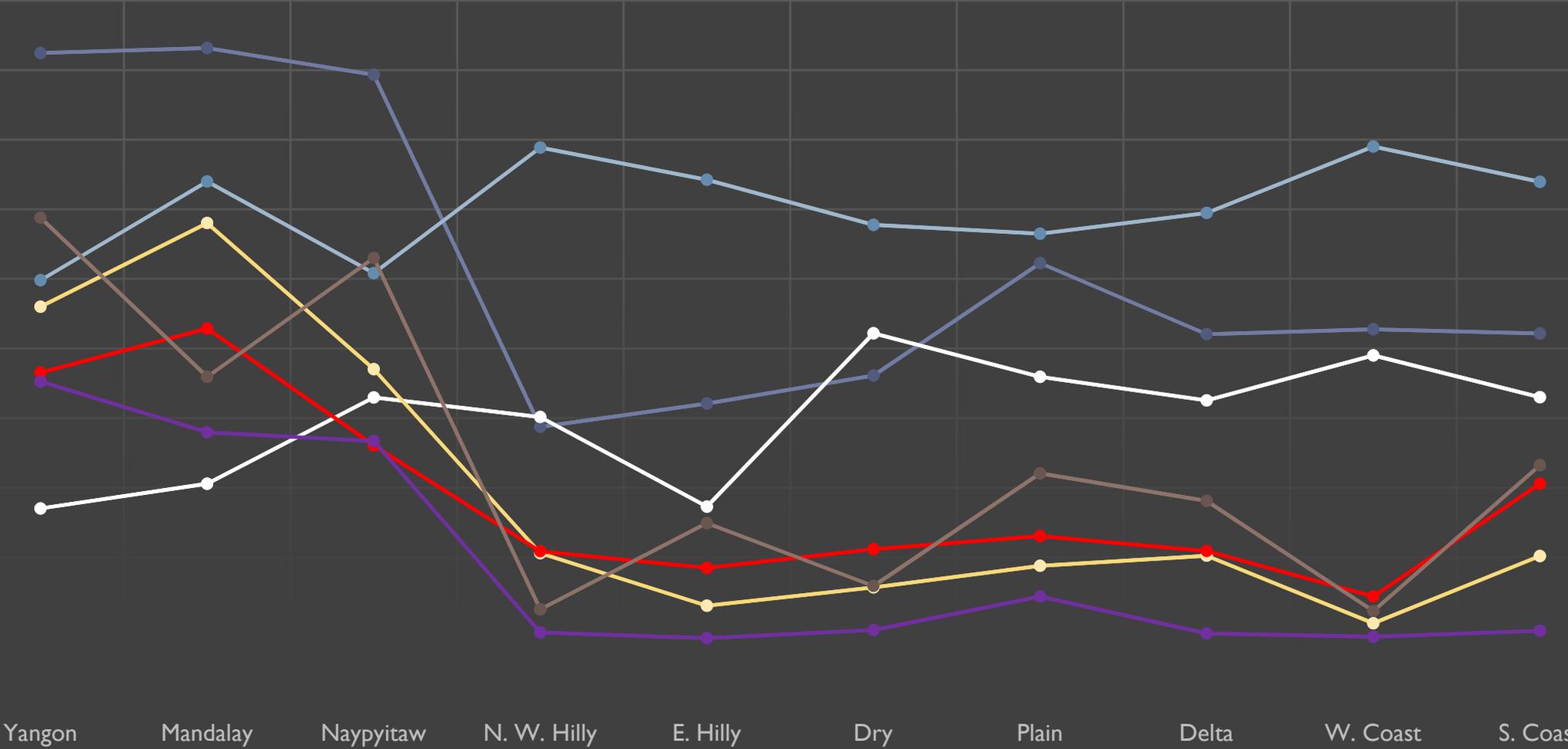


**Some Interesting Findings  
from  
Myanmar Consumer and Media View 20**



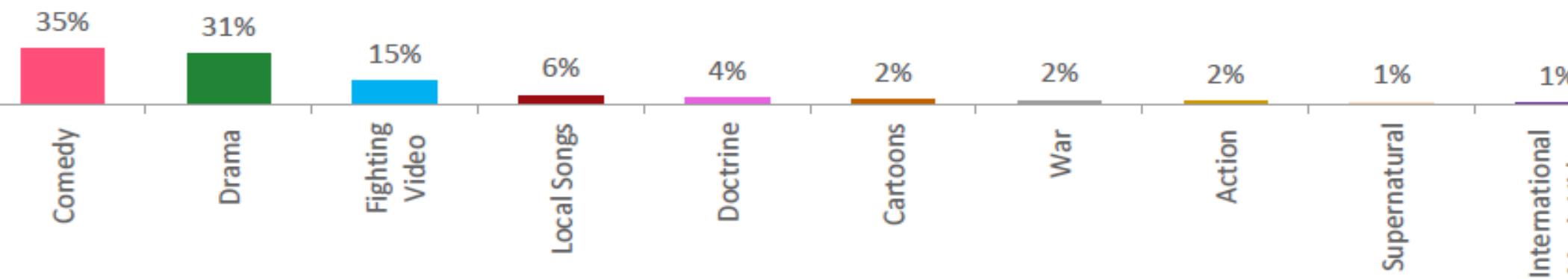
# Media Consumption by Region

TV Video Radio Newspaper Journal Billboard Internet



Source: 2015 Consumer & Media View, Nielsen MMRD

# TYPE OF VIDEOS VIEWED

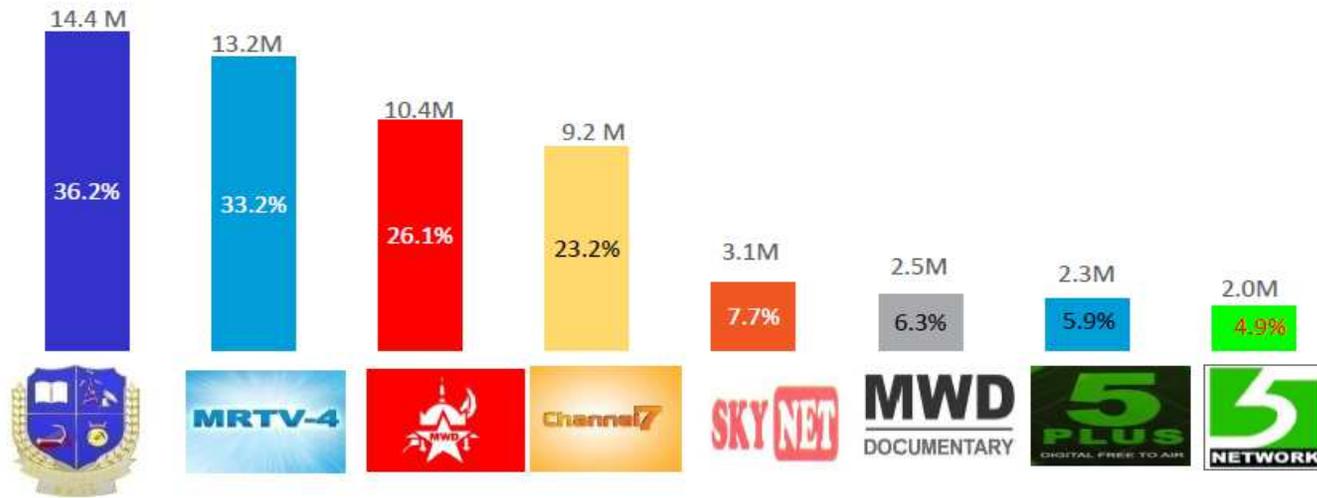


Type of Video	Total	Metro	Urban	Rural	Male	Female	10-19	20-29	30-39	40-49	50+
		27.6M	3.6M	4.7M	19.3M	13.2M	14.4M	7.6M	5.2	0.3M	3.7M
Comedy	35%	35%	41%	36%	32%	37%	40%	38%	30%	32%	29%
Drama	31%	31%	18%	26%	23%	39%	21%	30%	37%	39%	37%
Martial Arts	15%	15%	13%	10%	22%	8%	16%	15%	17%	13%	10%
Local Songs	6%	6%	5%	8%	6%	5%	8%	7%	5%	4%	3%
Doctrine	4%	4%	3%	6%	4%	4%	0%	0%	2%	7%	14%
Cartoons	2%	2%	6%	4%	3%	2%	6%	1%	2%	0%	1%
War	2%	2%	2%	2%	4%	1%	3%	3%	2%	1%	2%
Action	2%	2%	6%	3%	3%	1%	2%	3%	2%	2%	1%
Supernatural	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	0%
International Music Video	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

Source: 2015 Consumer & Media View, Nielsen MMRD



# CHANNEL/NETWORK VIEWED



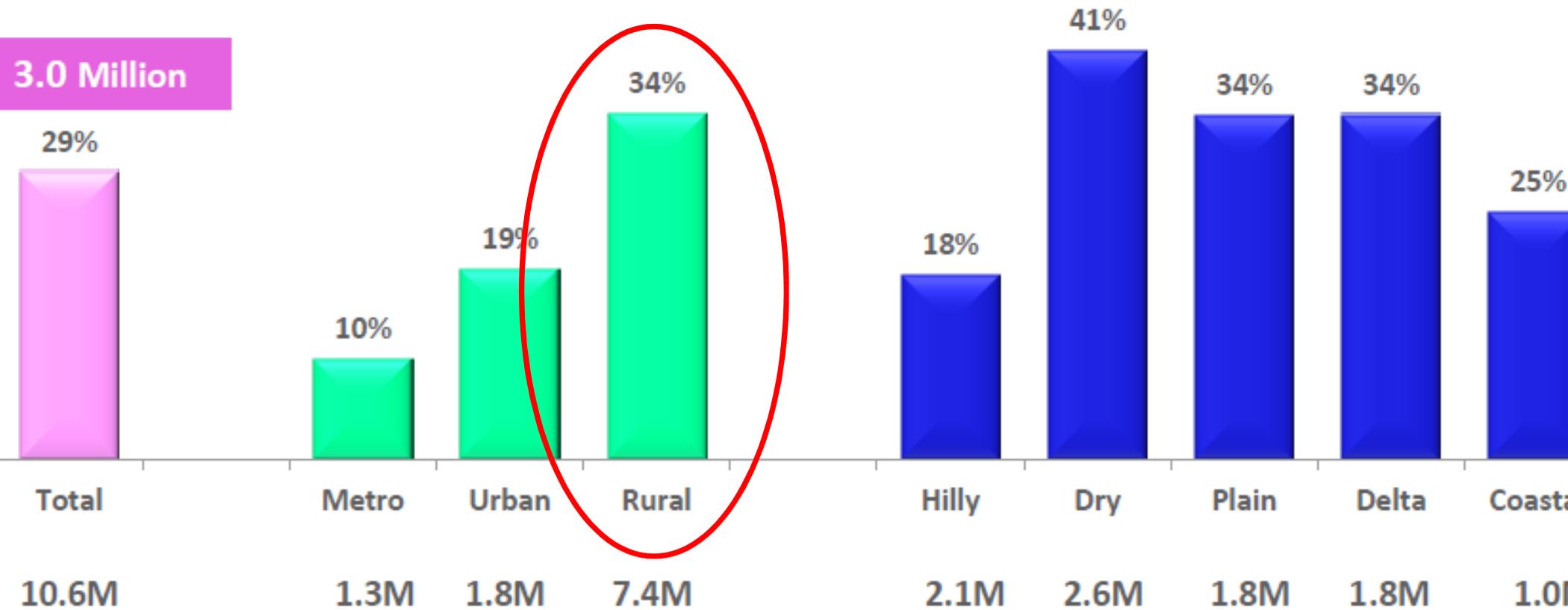
Base: 10+ Total Myanmar Population = 39.7Million

Source: 2015 Consumer & Media View 17

- Export PDF
- Create PDF
- Edit PDF
- Send Files
- Store Files

# OWNERSHIP OF RADIO

by Urbanization & Region

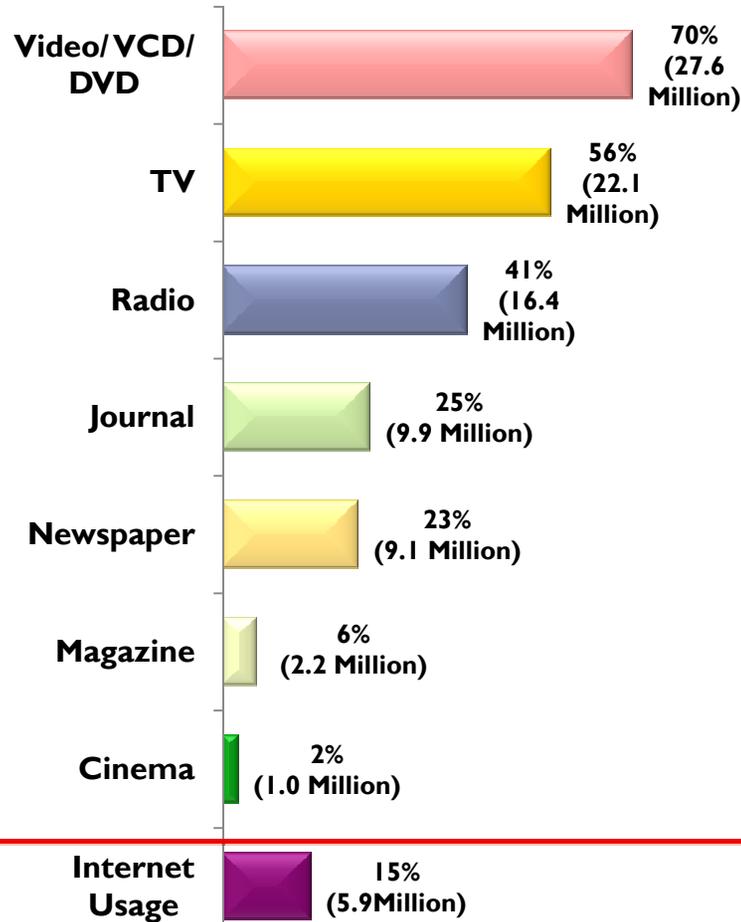


Source: 2015 Consumer & Media View, Nielsen MMRD

# Internet USE has grown considerably over the last 2 years

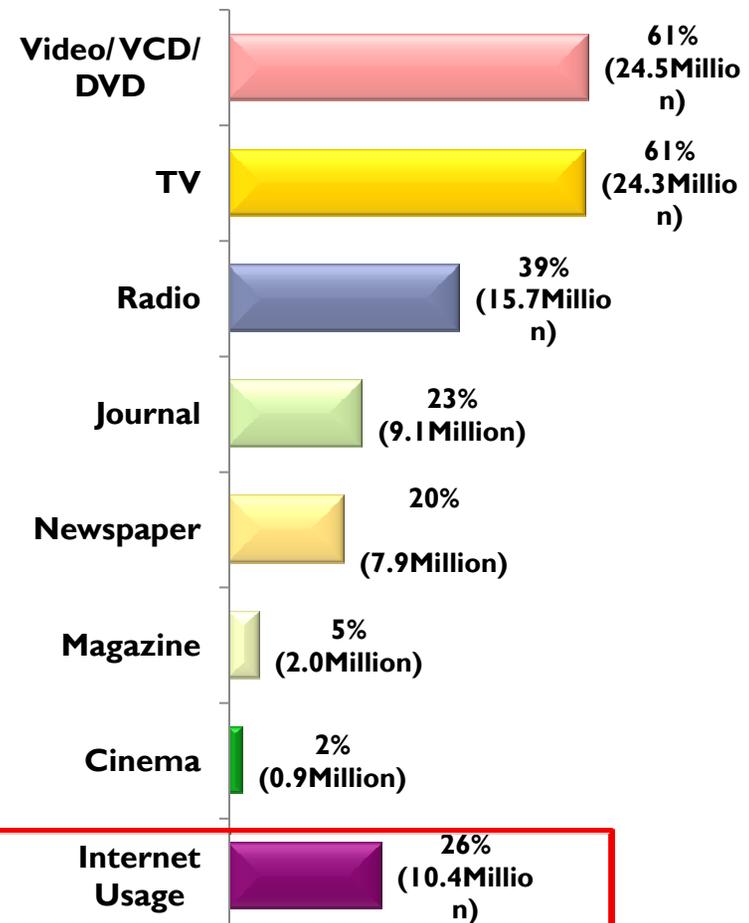
## Media Usage

2015



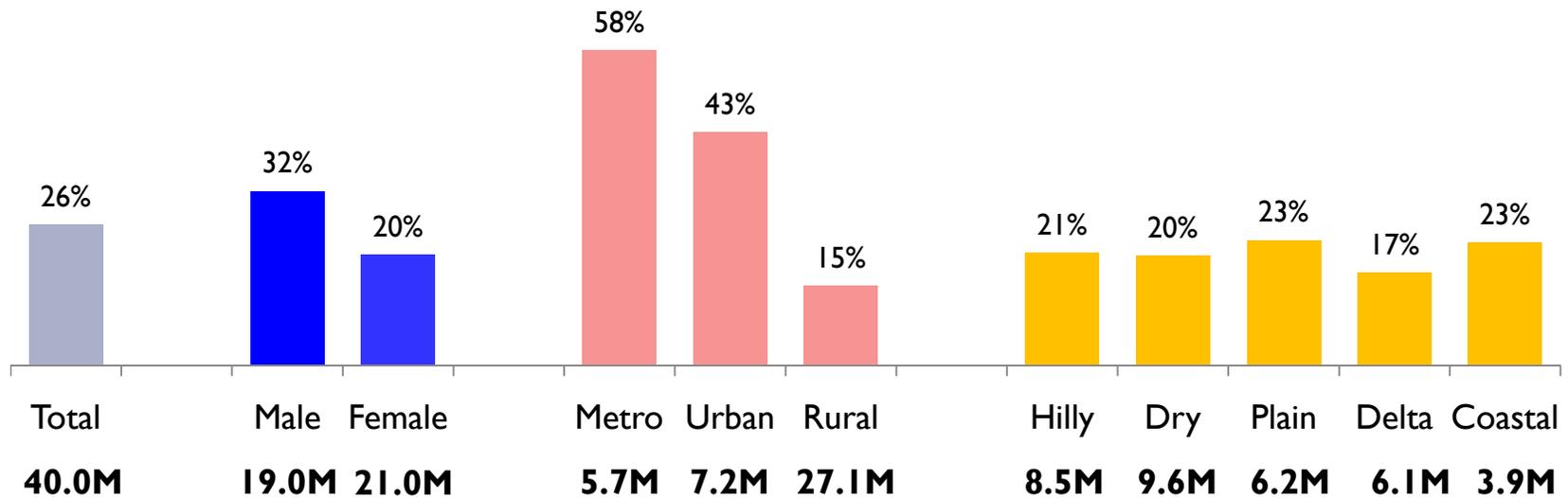
Base: 10+ Total Myanmar population 2015 = 39.7 Million

2016



Base: 10+ Total Myanmar population 2016 = 40.0 Million

# 2016 Internet Use by Gender, Urbanization & Region

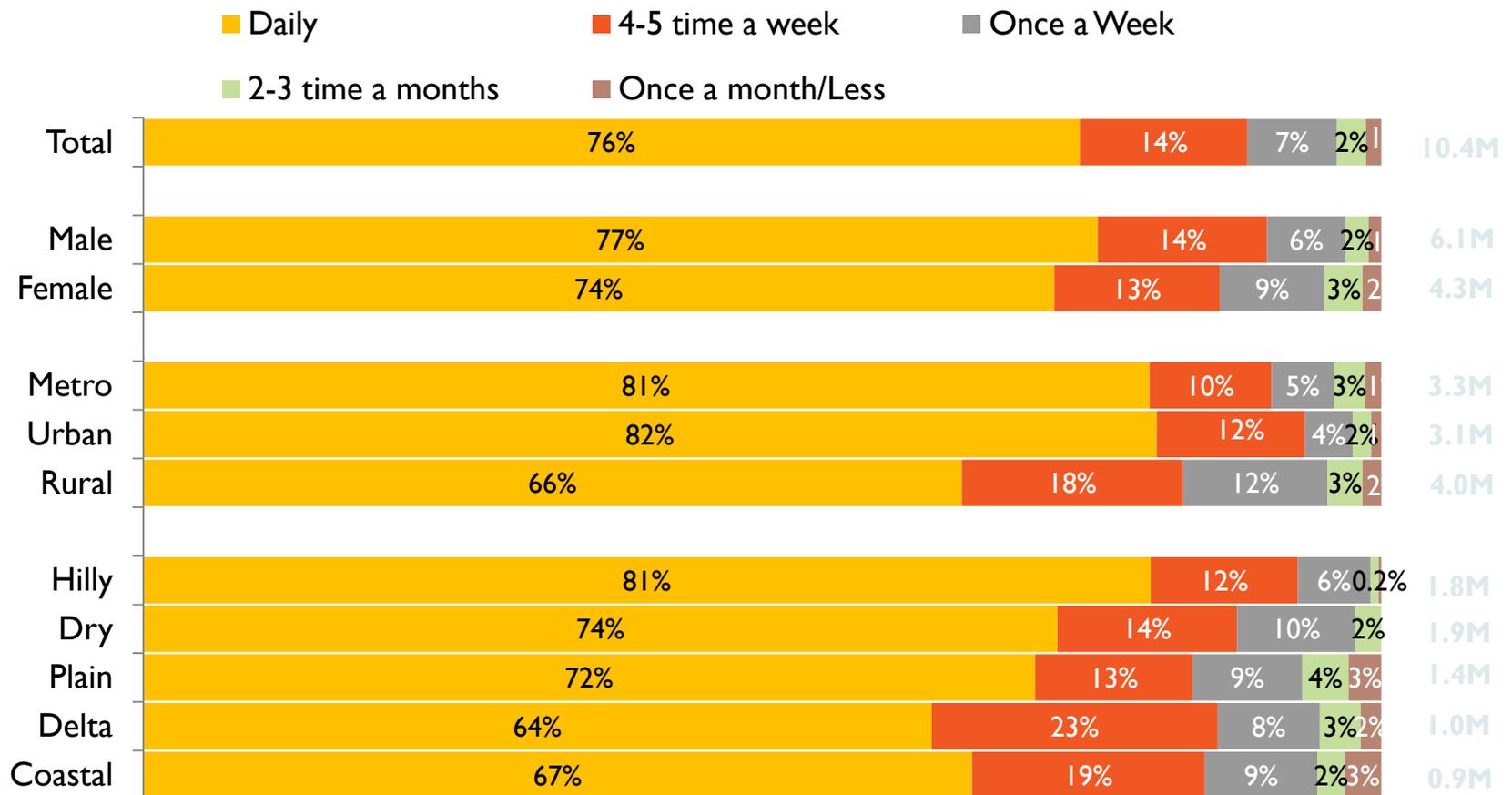


Base: 10+ Total Myanmar Population

Source: 2016 Consumer & Media View

# Frequency of internet use

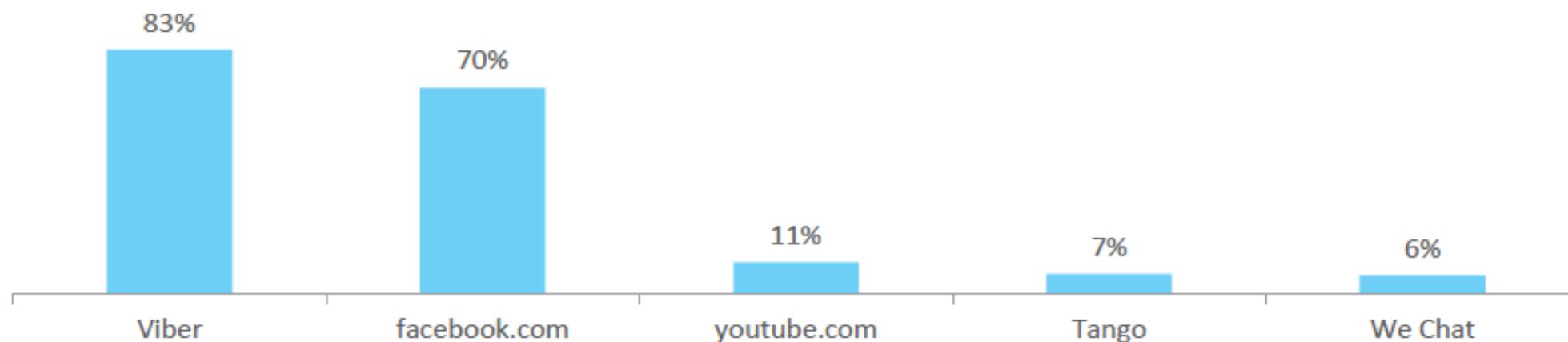
by Gender, Urbanization & Region



Base: 10+ Total Myanmar Internet Users

Source: 2016 Consumer & Media View

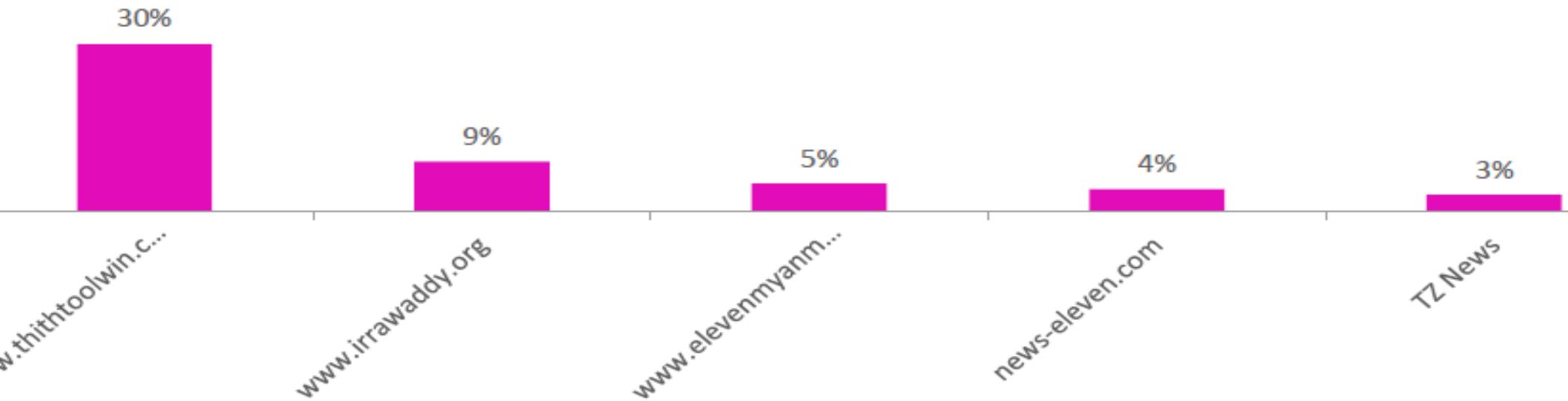
# USING SOCIAL OF WEBSITE NAME (TOP\_5)



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

# TOP-5 MEDIA OF WEBSITE NAME(TOP-5)

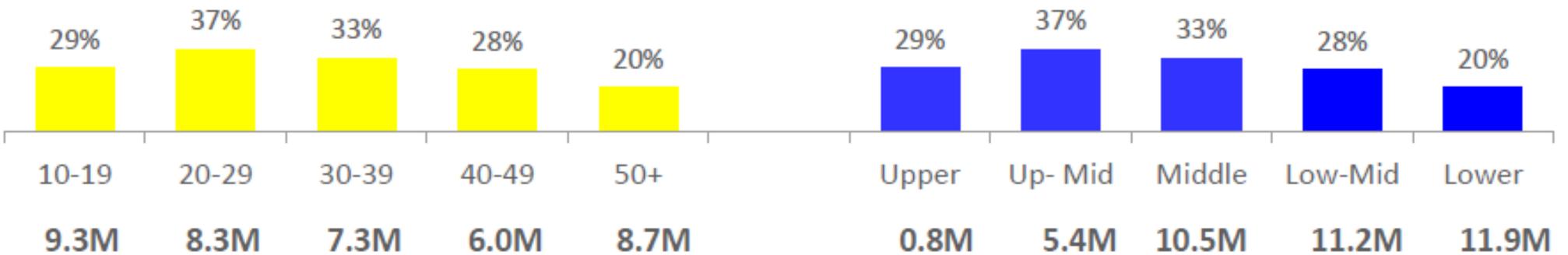
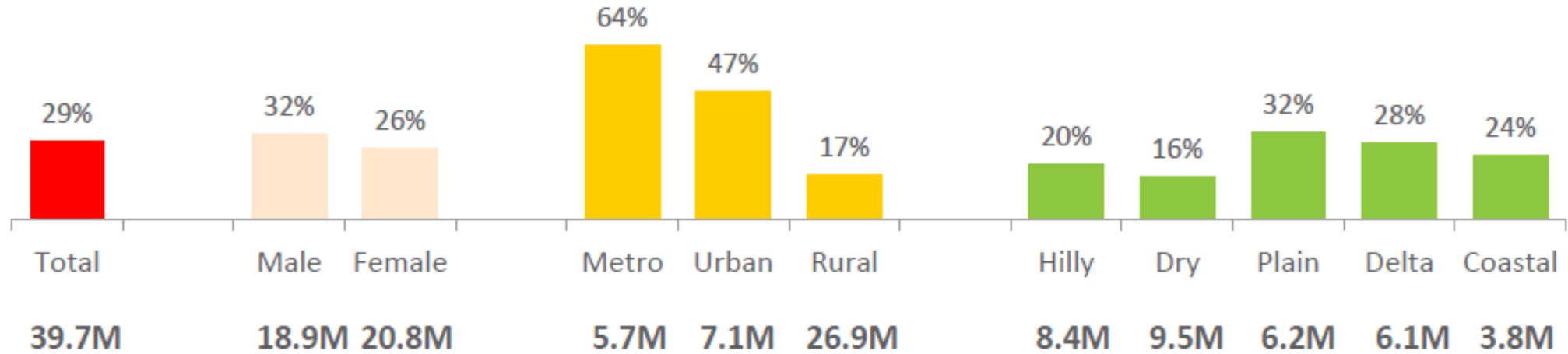


Website Name	Total	Male	Female	10-19	20-29	30-39	40-49
www.thithtoolwin.com	5.9M	3.6M	2.3M	1.3M	2.5M	1.3M	0.6M
www.irrawaddy.org	30%	34%	25%	28%	27%	35%	41%
www.elevenmyanmar.com	9%	9%	9%	7%	8%	11%	11%
news-eleven.com	5%	6%	4%	7%	4%	5%	8%
TZ News	4%	4%	2%	3%	3%	3%	8%
	3%	3%	3%	3%	2%	6%	2%

Source: 2015 Consumer & Media View, Nielsen

# BILLBOARD AWARENESS

By Gender, Urbanization, Region, Age Group & SEC

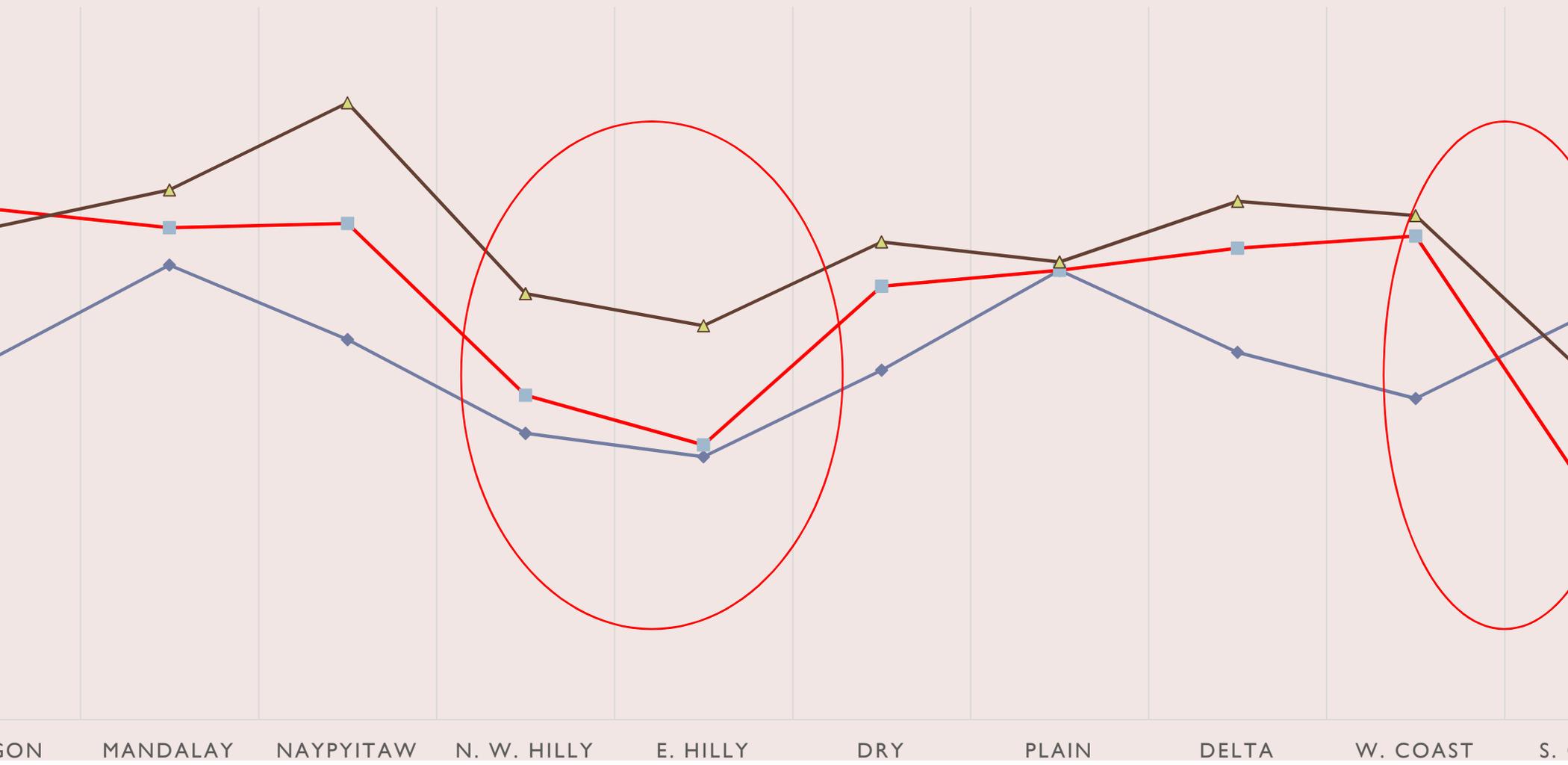


Source: 2015 Consumer & Media View, Nielsen MMRD

Most Products with Ads

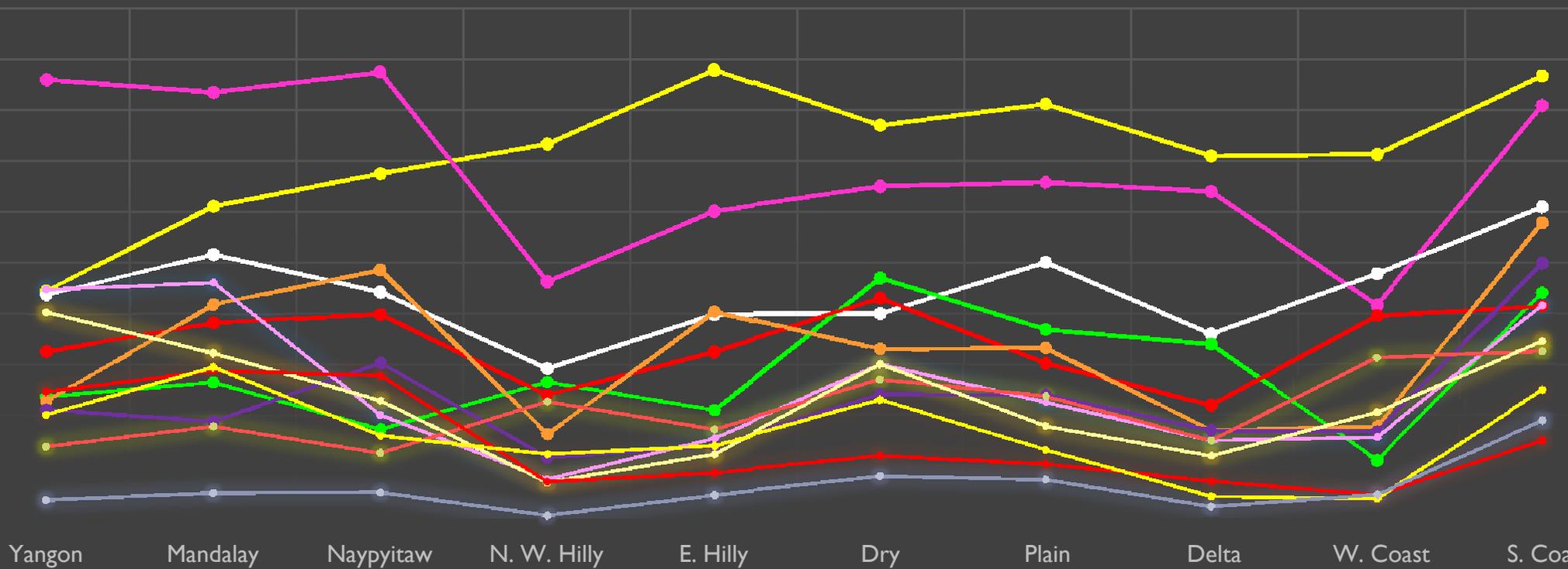
—■— Celebrity in the Ads help increase your interest in product

—▲— Try new things earlier than others



Source: 2015 Consumer & Media View, Nielsen MMRD

# Preferred Communication Channel for Health Information



# POWER OF PHOTOS



# Making better photos

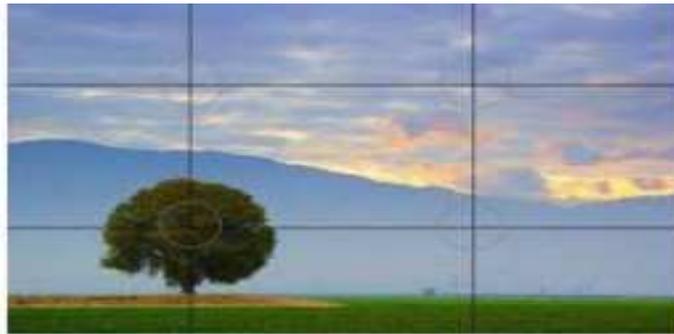
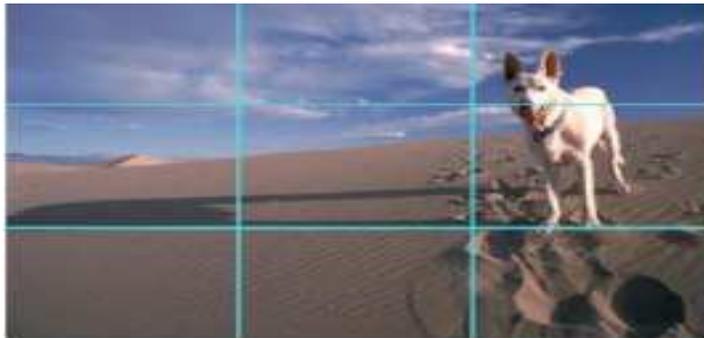
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What message do you want to convey?



# Rule of thirds

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create a focal point

---



# change your perspective

---



Avoid distracting backgrounds

---



aces create a connection

---



atching candid moments

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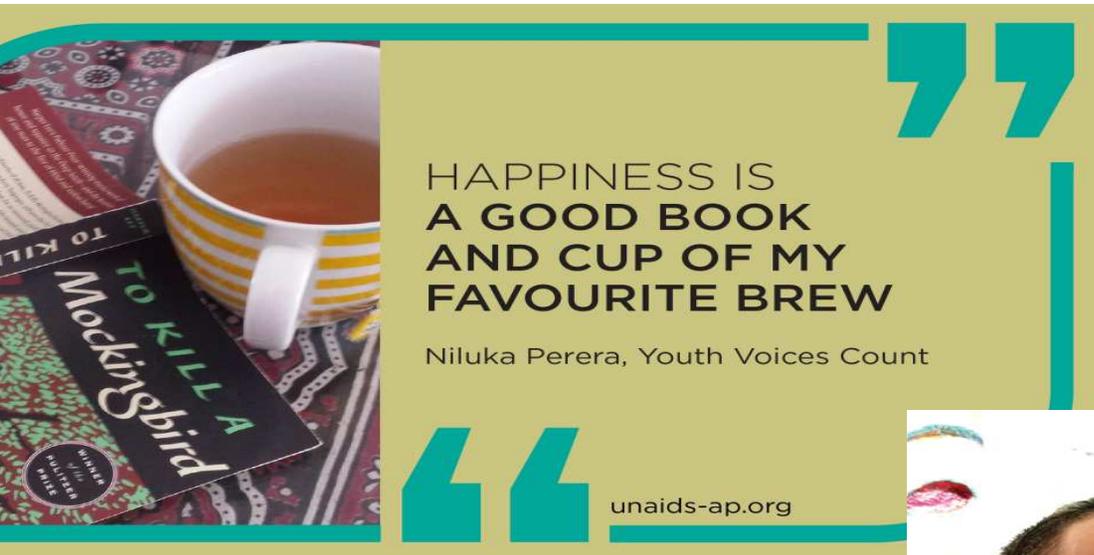


o outside

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# Facebook Memes



# POWER OF WORDS

# et Creative

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