2023 Advertising Spending Projection and Media Inflation Update

March 29th, 2023

Media Agency Association of Thailand

Speakers

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President & CEO, Media Intelligence Group/
MAAT's Vice President

กนกกาญจน์ ประจงแสงศรี
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HEAD OF INVESTMENT
OMNICOM MEDIA GROUP
(THAILAND)

Team

ปัทมวรรณ สถาพร (ลินดา)
CEO, GroupM (Thailand)

จิณณารัชช์ สัมพันธรัตน์ (ต่าย)
MD, OMD Thailand/ MAAT committee

กนกวรรณ คุณาเรืองโรจน์
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สันสุดา บริรักษ์สราวุธ
Executive Implementation Planning Director, Dentsu International Thailand/MAAT committee

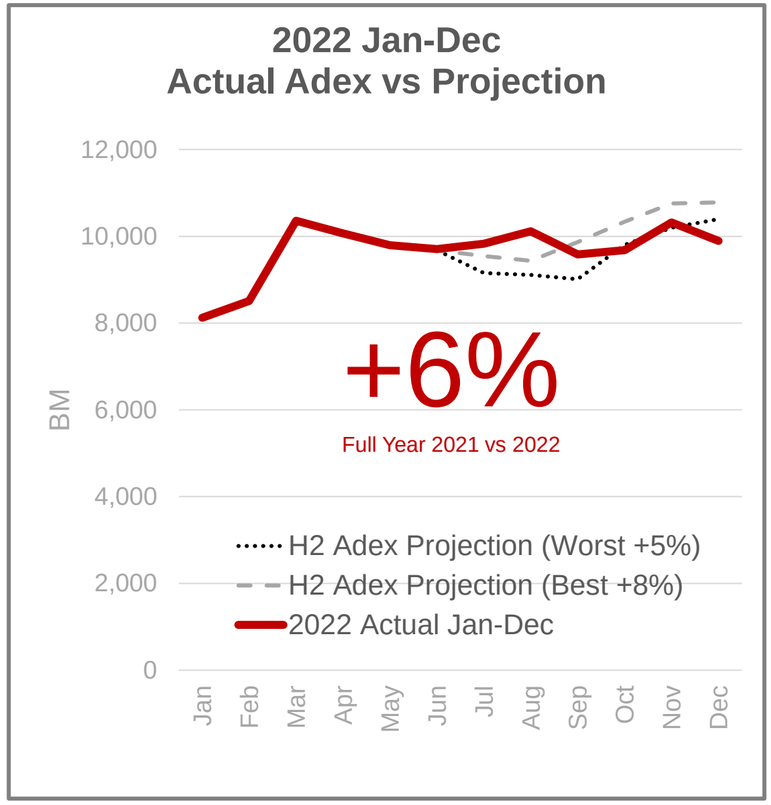
Agenda

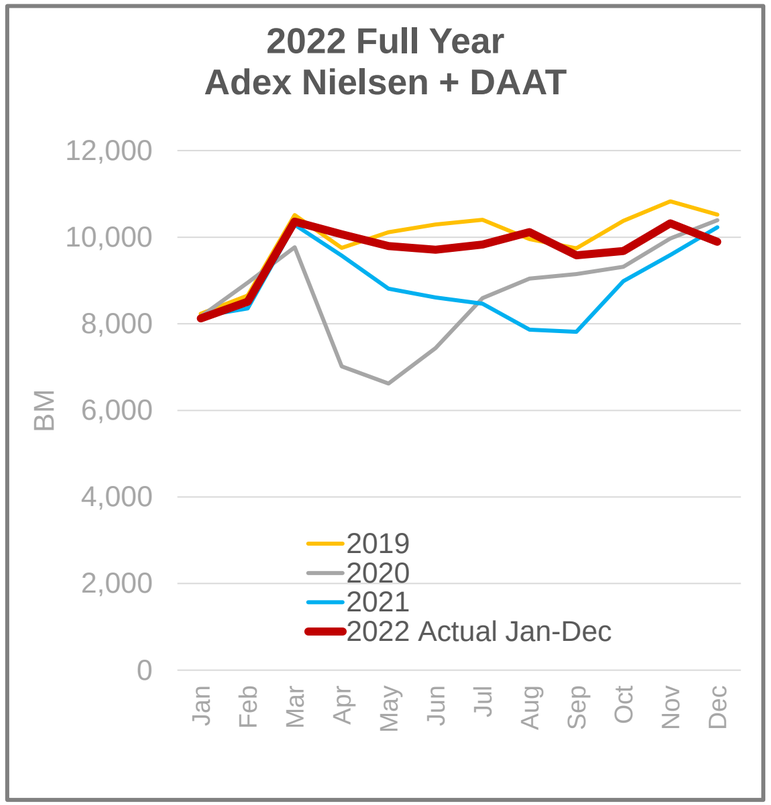
- 2022 Advertising Spending Full Year Update
- 2023 Advertising Spending Projection
- Panel Discussion
- Q&A

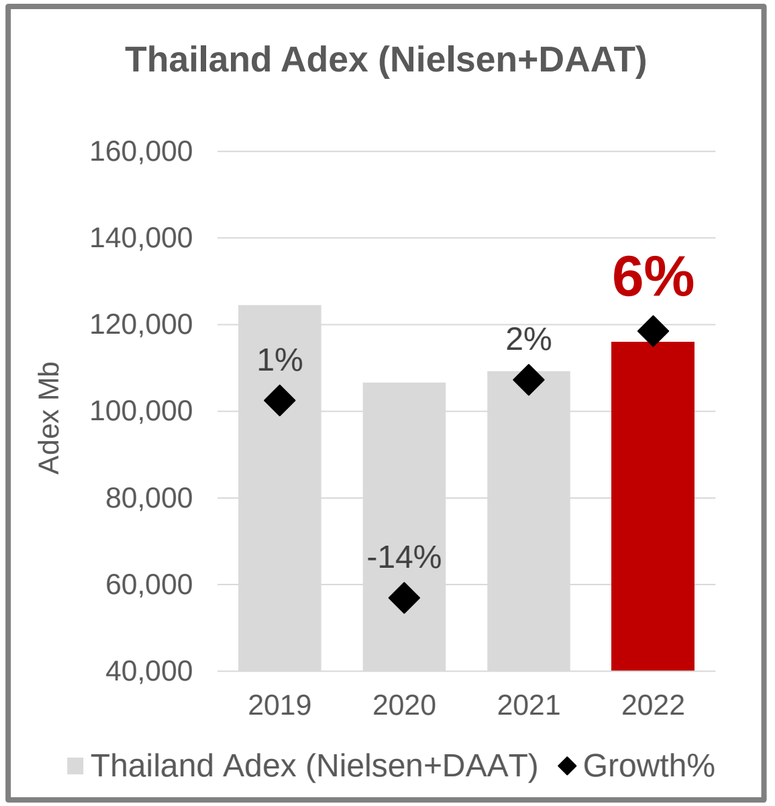
2022 Advertising Spending Update

Media Agency Association of Thailand

2022 Adex growth driven by the returned to normal of all business activities







Moderate growth

Close to Pre-COVID19

Continue to improve

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.
Excluded Nielsen Online Spend and replacing with DAAT spending spend excluding Creative production

Industry recovered uneven
Significant growth in Leisure & Digital related

PRE-COVID19

	ADEX TOP RANK CATEGORY	Y2018	Y2019	%
1	NON-ALCOHOLIC BEVERAGES	7,561	8,351	10%
2	MOTOR VEHICLES	8,535	8,056	-6%
3	SKIN-CARE PREPARATIONS	5,690	5,593	-2%
4	COMMUNICATIONS	6,865	5,043	-27%
5	GOVERNMENT	4,736	4,815	2%
6	LEISURE	4,322	3,998	-7%
7	RETAIL SHOPS/STORES	3,731	3,414	-9%
8	HOUSEHOLD CLEANERS	3,071	3,263	6%
9	DAIRY PRODUCTS	3,510	3,248	-7%
10	HAIR PREPARATIONS	2,799	2,971	6%
11	VITAMINS & SUPPLEMENTARY	2,634	2,837	8%
12	PHARMACEUTICALS	2,665	2,783	4%
13	TOILETRIES	2,570	2,552	-1%
14	ORAL PRODUCTS	1,754	2,441	39%
15	TRAVEL & TOURS	3,279	2,412	-26%
16	FOODSTUFFS	2,426	2,406	-1%
17	BANKS	3,096	2,298	-26%
18	INSURANCE	1,759	2,079	18%
19	FOOD OUTLETS & RESTAURANTS	2,005	1,652	-18%
20	REAL ESTATE	2,071	1,640	-21%

TOP 10	50,819	48,752	-4.1%
TOP 20	75,079	71,852	-4.3%
TOP 30	84,442	82,261	-2.6%

2021

	ADEX TOP RANK CATEGORY	Y2020	Y2021	%
1	NON-ALCOHOLIC BEVERAGES	7,434	8,352	12%
2	MOTOR VEHICLES	5,093	4,679	-8%
3	RETAIL STORES exc Direct Sales	3,591	4,639	29%
4	SKIN-CARE PREPARATIONS	5,478	4,584	-16%
5	COMMUNICATIONS	4,709	4,207	-11%
6	HAIR PREPARATIONS	3,671	4,059	11%
7	VITAMINS & SUPPLEMENTARY	3,658	3,573	-2%
8	HOUSEHOLD CLEANERS	3,739	3,452	-8%
9	ORAL PRODUCTS	2,878	3,231	12%
10	DAIRY PRODUCTS	3,511	3,105	-12%
11	TOILETRIES	2,659	2,797	5%
12	GOVERNMENT	3,264	2,566	-21%
13	FOODSTUFFS	2,493	2,317	-7%
14	PHARMACEUTICALS	2,091	2,002	-4%
15	WEBSITES & APPLICATIONS	1,577	1,955	24%
16	SEASONING PRODUCTS	986	1,522	54%
17	ELECTRICAL NON-AUDIO/VISUAL	999	1,485	49%
18	INSURANCE	1,691	1,463	-13%
19	SNACK FOODS	950	1,404	48%
20	BANKS	1,721	1,263	-27%

TOP 10	43,762	43,879	0.3%
TOP 20	62,194	62,654	0.7%
TOP 30	71,648	70,567	-1.5%

2022

	ADEX TOP RANK CATEGORY	Y2021	Y2022	%
1	NON-ALCOHOLIC BEVERAGES	8,352	8,175	-2%
2	RETAIL STORES exc Direct Sales	4,639	5,116	10%
3	MOTOR VEHICLES	4,679	4,681	0%
4	SKIN-CARE PREPARATIONS	4,584	4,364	-5%
5	GOVERNMENT ✓	2,566	3,849	50%
6	ORAL PRODUCTS	3,231	3,549	10%
7	HAIR PREPARATIONS	4,059	3,390	-16%
8	COMMUNICATIONS	4,207	3,340	-21%
9	VITAMINS & SUPPLEMENTARY	3,573	3,112	-13%
10	TOILETRIES	2,797	3,074	10%
11	DAIRY PRODUCTS	3,105	3,036	-2%
12	HOUSEHOLD CLEANERS ✓	3,452	2,890	-16%
13	PHARMACEUTICALS ✓	2,002	2,824	41%
14	WEBSITES & APPLICATIONS ✓	1,955	2,793	43%
15	FOODSTUFFS	2,317	2,189	-6%
16	SEASONING PRODUCTS	1,522	1,958	29%
17	BANKS ✓	1,263	1,814	44%
18	SNACK FOODS	1,404	1,738	24%
19	LEISURE ✓	721	1,601	122%
20	INSURANCE	1,463	1,541	5%

TOP 10	42,686	42,650	-0.1%
TOP 20	61,890	65,034	5.1%
TOP 30	70,502	75,031	6.4%

OUT-OF-HOME ENJOYMENT

- Fast Foods +79%
- Concert/Show +706%
- Trade Fairs +188%
- Airlines +80%

DIGITAL LIFESTYLE

- E-marketplace +13%
- Travel E-Booking +345%
- Video Streaming +23%
- Online Games +12%

HEALTH

- Cold/Cough Med +99%
- Indigestion Med +163%
- Hospital/Clinics +45%

BANKS & FINANCE

- 2nd Hand Car App +753%
- Online Trading +124%
- Personal Loans +99%

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.

MAAT
Media Agency Association of Thailand

Uneven growthTop 10 Brands enjoy avg. +23% Adex growth

TOP 1-10 BRANDS

		J-D'21	J-D'22	
Tepthai	1.	1088	1367	+26%
Isuzu	2.	851	1329	+56%
Toyota	3.	1267	1315	+4%
Lazada	4.	1077	1306	+21%
Shopee	5.	1069	1251	+17%
Coke	6.	1170	1177	+1%
Prime Mins	7.	370	1147	+210%
AIS	8.	1182	1096	-7%
Colgate	9.	1062	904	-15%
GSB	10.	423	901	+113%

TOP 11-20 BRANDS

		J-D'21	J-D'22	
Nescafe	11.	1170	883	-24%
PTT	12.	797	876	+10%
Nivea	13.	706	833	+18%
Regency	14.	597	648	+9%
Downy	15.	711	643	-10%
True Corp.	16.	648	590	-9%
Pepsi	17.	461	572	+24%
OK Herbal	18.	812	562	-31%
Sunsilk	19.	743	559	-25%
Brand's	20.	684	533	-22%

Top 1-10 (+23%)

Top 11-20 (-9%)

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.

High Inflation in FMCG sector consequential impact on some advertisers

TOP 1-10 ADVERTISERS

		J-D'21	J-D'22	
Unilever	1.	4,575	3,755	-18%
P&G	2.	2,255	2,436	+8%
Nestle	3.	3,002	2,387	-20%
Mass Marketing	4.	1,991	2,220	+12%
Coca-Cola	5.	1,478	1,411	-5%
Tri Petch Isuzu	6.	851	1,329	+56%
Toyota Motor	7.	1,282	1,319	+3%
Lazada	8.	1,077	1,306	+21%
Shopee	9.	1,069	1,251	+17%
Off. Of Prime Min.	10.	408	1,178	+189%

TOP 11-20 ADVERTISERS

		J-D'21	J-D'22	
AIS	11.	1,347	1,142	-15%
Reckitt	12.	1,213	1,094	-10%
Colgate-Palmolive	13.	1,244	1,049	-16%
Beiersdorf	14.	755	940	+25%
Thai Nakorn Patana	15.	335	917	+174%
PTT Group	16.	837	902	+8%
GSB	17.	423	901	+113%
L'Oreal	18.	713	886	+24%
Suntory Pepsico	19.	628	826	+32%
Unicharm	20.	590	747	+27%

Real Inflation rose across categories (YoY)

- Food & non-alcoholic beverages +8.87%
- Non-food +3.87%

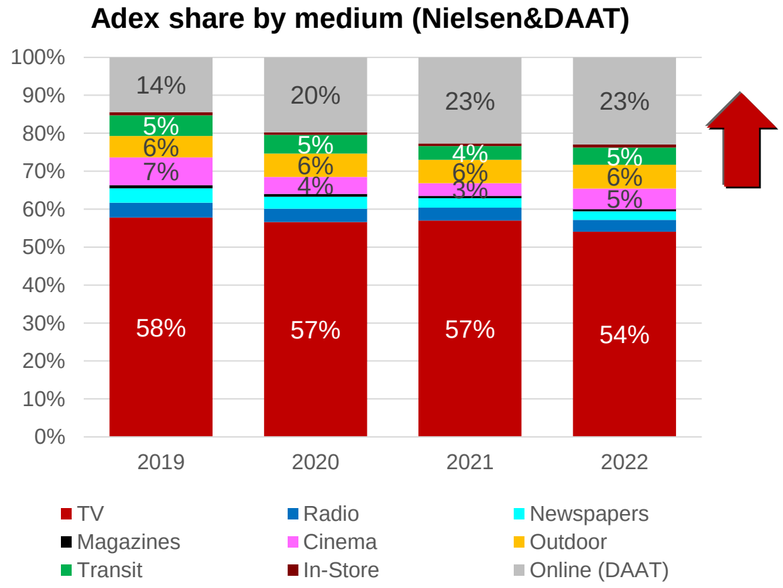
More negative impact to FMCG Ad spend

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.

High Adex growth across Digital & all OOH

Advertising Spend by medium (Nielsen&DAAT)	2020 Bt. M.	%	2021 Bt. M.	%	%YoY	2022 Bt. M.	%	%YoY
TV	60,360	57%	62,283	57%	3%	62,713	54%	1%
Radio	3,769	4%	3,663	3%	-3%	3,568	3%	2%
Newspapers	3,359	3%	2,730	2%	-19%	2,636	2%	-4%
Magazines	788	0.7%	694	0.6%	-12%	694	0.6%	3%
Cinema	4,772	4%	3,667	3%	-23%	6,301	5%	61%
Outdoor	6,545	6%	6,728	6%	3%	7,229	6%	9%
Transit	5,280	5%	3,966	4%	-25%	5,269	5%	32%
In-Store	720	0.7%	740	0.7%	3%	945	0.8%	27%
Online (DAAT)	21,059	20%	24,766	23%	18%	26,623	23%	7%
Total	106,651	100%	109,236	100%	2%	115,979	100%	6%

SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.
Excluded Nielsen Online Spend and replacing with DAAT spending spend excluding Creative production



- **ONLINE** Ad spend share has significantly increased since COVID19 as the acceleration in digital adoption and ecommerce trend continue.
- **CINEMA** organic growth came from in Bkk and UPC. Top 3 categories are Government 1,424 Mb, Automobile 1,201Mb and Non-Alcohol Beverages 1,172 Mb.
- **OUTDOOR** growth showed across Digital (+68%) and Static (+12%). Key categories are Retail (+11%), Finance (+136%), Leisure (+187%), Web/App (+988%).
- **TRANSIT** Top category are Communication (+110%), Toiletries (+67%), Oral Care (+179%), Insurance (+70%) and Credit/Debit Cards (+52%).
- **IN-STORE** Top spending categories are Foodstuffs (+25%), Snacks (+260%) and Dairy Products (+138)

A more likely scene of Media Landscape

- Achieving 100% accuracy of Ad expenditure is literally impossible. The difference between actual and monitored varied from brand to brand depending on media mix, brand size, negotiation power and relationship with media owners.

- MAAT tries to establish how accurate the published figures are via **three methods**

    1. Comparing Nielsen monitored Adex with Ad Revenue reported in **Annual report** of media owners and **Financial Statement acquired through the Department of Business Development (DBD)** (กรมพัฒนาธุรกิจการค้า กระทรวงพาณิชย์). This method is applied for TV, Outdoor, Transit, In-store and Cinema Adex validation.

    2. Comparing Nielsen's reported media **Rate Card** with media **Agency Rate With %Discount**. This method is applied for Newspaper, Magazine and Radio Adex validation.

    3. Replacing Nielsen's Online monitored Adex with an **Online Ad Revenue Of Foreign Online Platform Provider** reported from **The Revenue Department** (กรมสรรพากร) and **DAAT Online Ad report**

- MAAT tried to cover as much media owners as possible but cannot cover 100% because our members do not buy from all. Roughly overall 60% is covered to represent majority. After that MAAT calculated the percentage difference between Nielsen from Actual Financial reports then the %different are translated into "% Discount Rate". Industry could apply it on Nielsen Monitored Adex figures to see the real picture of media spending landscape.

MAAT tries to establish how accurate the published figures are via three methods

1) Nielsen Adex vs Financial Revenue

TV *Media (Jan-Dec 2021, Bt m)*	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
TV Total Vendors	**23,887**	**63,661**	-
CHANNEL 3*	4,834	15,591	69%
MONO29*	1,479	10,629	86%
ONE*	3,000	8,834	66%
CHANNEL 7**	8,078	8,189	1%
WORKPOINT*	2,075	4,993	58%
THAIRATH TV**	1,848	2,640	30%
CH 8*	755	2,269	67%
CHANNEL 9*	475	1,559	70%
AMARIN TV*	1,342	1,510	11%
Others		7,447	
Total Checked Vendors *% from total vendors*	**23,887**	**56,213** *88%*	**58%**

Outdoor *Media (Jan-Dec 2021, Bt m)*	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
Outdoor Total Vendors	**2,738**	**6,090**	-
PLAN B*	2,638	4,858	46%
VGI*	100	264	62%
BMN**		3	100%
Others		964	
Total Checked Vendors *% from total vendors*	**2,738**	**5,125** *84%*	**47%**

Transit	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
Transit Total Vendors	**2,083**	**3,617**	-
PLAN B*	274	245	-12%
VGI*	1,480	1,846	20%
BMN**	329	942	65%
Others		583	
Total Checked Vendors *% from total vendors*	**2,083**	**3,033** *84%*	**31%**

In-Store *Media (Jan-Dec 2021, Bt m)*	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
In-Store Total Vendors	**375**	**665**	-
PLAN B*	375	458	18%
Others		207	
Total Checked Vendors *% from total vendors*	**375**	**458** *69%*	**18%**

Cinema	Financial Ad Revenue	Nielsen Adex	%Deduction from Nielsen Adex
Cinema Total Vendors	**190**	**3,555**	-
MAJOR*	190	2,408	92%
Others		1,155	
Total Checked Vendors *% from total vendors*	**190**	**2,401** *68%*	**92%**

2) Nielsen rate card vs Agency discount rate

Radio *Media (Jan-Dec 2021, Bt m)*	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
Radio Total Vendors	**2,596**	**3,266**	-
FM.93.0 (SOR TOR ROR)	219	299	27%
FM.94.5 (JOR SOR)	213	295	28%
FM.106.5 (1 POR NOR)	113	253	55%
FM.90.0 (POL 1)	81	168	52%
FM.94.0 (TOR TOR BOR)	93	144	36%
FM.97.0 (SOR VOR TOR)	84	138	39%
FM.100.0 (JOR SOR)	91	136	33%
FM.105.5 (OR SOR MOR TOR(TV3))	68	131	48%
FM.90.5 (VOR POR TOR)	99	116	14%
FM.95.0 (TOR TOR TOR)	81	111	28%
FM.103.5 (TOR TOR BOR (TV7))	88	109	20%
Others	1,366	1,366	
Total Checked Vendors *% from total vendors*	**1,230**	**1,900** *58%*	**35%**

*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card per commercial spot buy

Newspaper *Media (Jan-Dec 2021, Bt m)*	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
Newspaper Total Vendors	**1,824**	**3,560**	-
STAR'S SOCCER DAILY	268	383	30%
KRUNGTHEP TURAKIJ	295	348	15%
BANGKOK POST	249	311	20%
SIAM KEE-LA	189	271	30%
SPORT POOL	189	270	30%
NAEW NAH	174	249	30%
THAI RATH	187	234	20%
MA-TI-CHON DAILY	140	224	38%
DAILY NEWS	132	174	24%
Others		1,097	
Total Checked Vendors *% from total vendors*	**1,824,306**	**2,463** *69%*	**26%**

*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card of the same ad space e.g. 12Col x 10" and 12Col x 20". Sport Pool and Star's Soccer Daily were compared at 8Col x 14" and 8Col x 7"

Magazine *Media (Jan-Dec 2021, Bt m)*	Adex With Agency Rate	Nielsen Adex	%Deduction from Nielsen Adex*
Magazine Total Vendors	**645**	**708**	-
MA-TI-CHON SUD SUBDHA	38	48	20%
VOGUE (THAILAND)	40	48	15%
ELLE	36	42	15%
L'OFFICIEL(THAILAND)	33	39	15%
HARPER'S BAZAAR	25	29	15%
KARN-NGERN THANAKARN	22	28	20%
CHEE VA JIT	20	25	20%
BAHN LAE SUAN	19	24	20%
WHAT HI-FI	19	23	15%
FORBES THAILAND	19	22	15%
L'OFFICIEL HOMMES	18	21	15%
PRAEW (MONTHLY)	17	21	20%
Others	338	338	
Total Checked Vendors *% from total vendors*	**307**	**370** *52%*	**17%**

*%Deduction from Nielsen Adex = an agency discount rate against Nielsen Adex Rate Card of the same ad position e.g. Inside Full Page, Inside Back Cover and Back Cover page

3) Apply Online Ad Revenue of Foreign Online Platform from The Revenue Dept.

กรมสรรพากร THE REVENUE DEPARTMENT

REVENUE OF FOREIGN ELECTRONIC SERVICE IN THAILAND

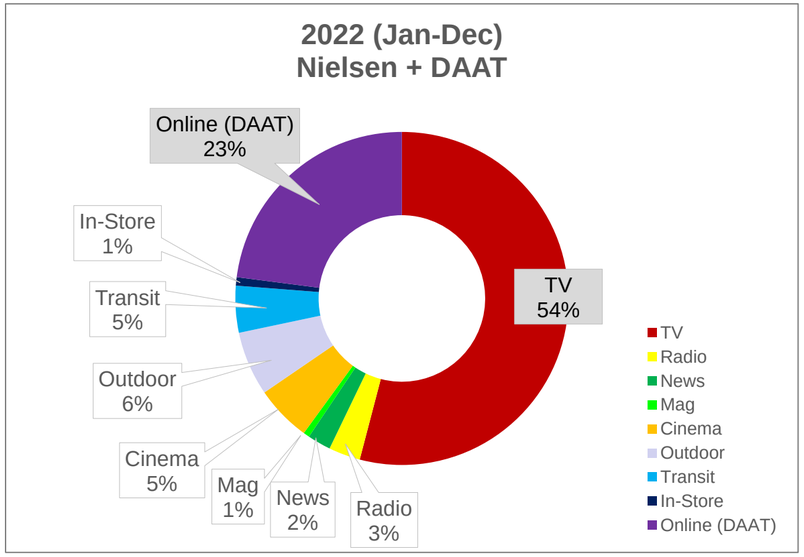
Type of platform	Total Electronic service Value (Mb) Oct'21-Mar'22	Estimated Value 12 months
Online advertising services บริการโฆษณาออนไลน์	38,422	76,843
E-commerce บริการขายสินค้าออนไลน์	15,904	
Subscription online music, films, and games บริการสมาชิก เพลง หนัง เกมส์ ฯลฯ	5,719	
Intermediary platform services e.g, transport services (Peer to Peer) บริการแพลตฟอร์มที่เป็นตัวกลาง	529	
Hotel/Travel e-booking บริการแพลตฟอร์มจองที่พัก ตั๋วเดินทาง ฯลฯ	302	
Total	60,875	

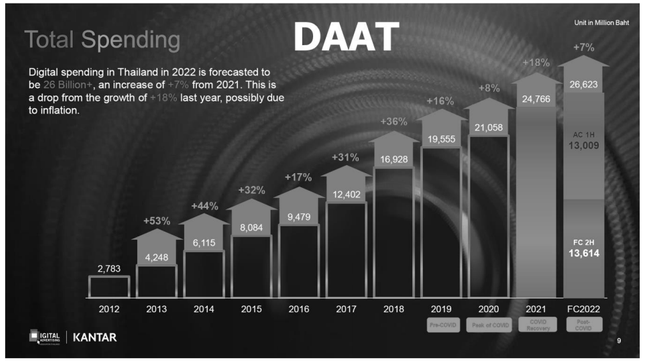
Source : https://eservice.rd.go.th (As of 25 April 2022)

MAAT Media Agency Association of Thailand

Changing media outlook with adjusted Ad spend

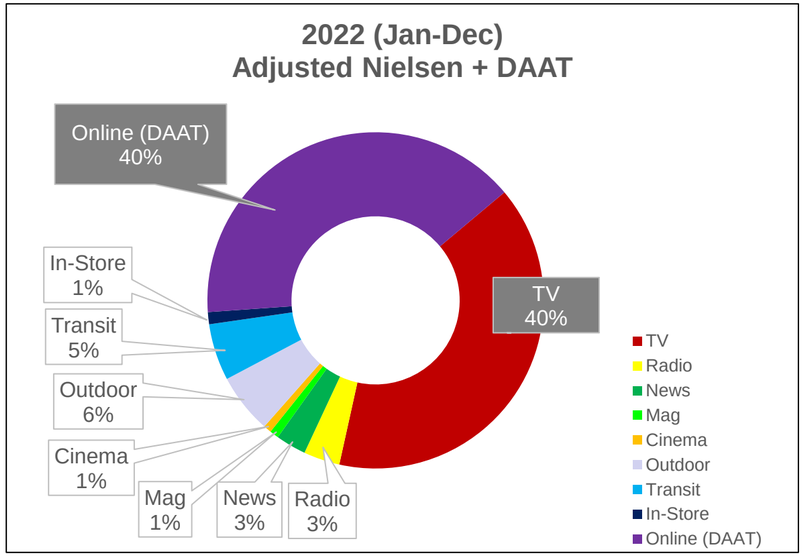
Nielsen + DAAT





SOURCE: DAAT Online Ad Spending 2022

Adjusted Nielsen + DAAT



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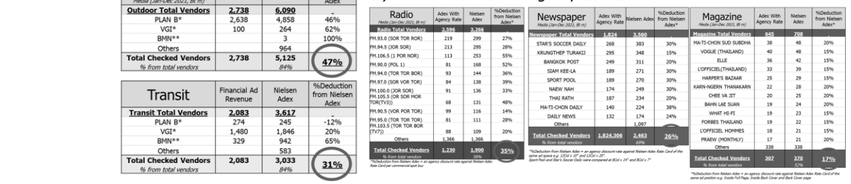
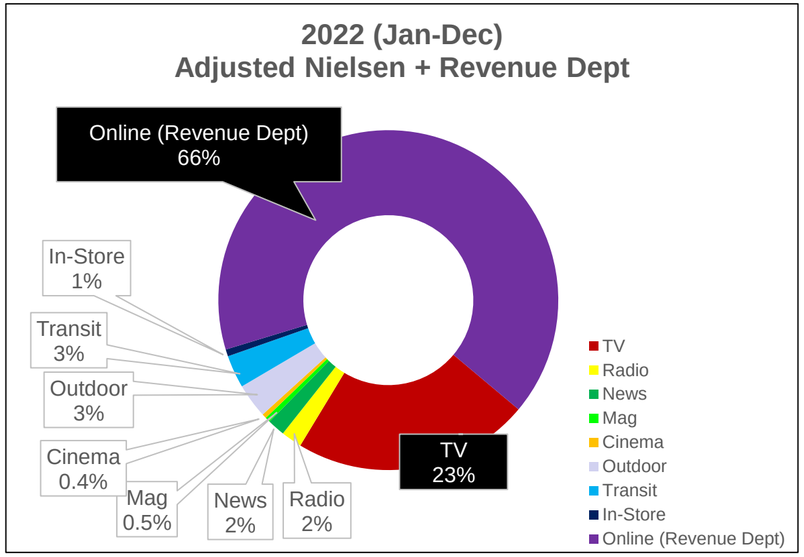
% from total vendors		*84%*	**31%**

2) Nielsen rate card vs Agency discount rate



Adjusted Nielsen + Revenue Dept



3) Apply Online Ad Revenue of Foreign Online Platform from The Revenue Dept.

กรมสรรพากร
THE REVENUE DEPARTMENT

REVENUE OF FOREIGN ELECTRONIC SERVICE IN THAILAND

Type of platform	Total Electronic service Value (Mb) Oct'21-Mar'22	Estimated Value 12 months
Online advertising services บริการโฆษณาออนไลน์	38,422	76,843
E-commerce บริการขายสินค้าออนไลน์	15,904	
Subscription online music, films, and games บริการสมาชิก เพลง หนัง เกมส์ ฯลฯ	5,719	
Intermediary platform services e.g, transport services (Peer to Peer) บริการแพลตฟอร์มที่เป็นตัวกลาง	529	
Hotel/Travel e-booking บริการแพลตฟอร์มจองที่พัก ตั๋วเดินทาง ฯลฯ	302	
Total	60,875	

Source : https://eservice.rd.go.th (As of 25 April 2022)

2023 Advertising Spending Projection

Media Agency Association of Thailand

2023 economic growth expected to be Moderate

Domestic recovery will be driven by - **tourism** and **domestic consumption** - but the global slowdown and external risks remain a threat

Thailand	**2022***e*	**2023***revised*
• IMF	2.8	3.7
• BOT	3.2	3.7
• Krungsri	3.2	3.6 → 3.3
• KTB	3.2	3.4
• SCB	3.2	3.4 → 3.9
• KBank	3.2	3.2

Thailand's economy will grow by -

3.4%-3.5%

THAILAND ECONOMIC 2023 PROJECTION

Krungsri Research Forecast		2021	2022	2023F Previous	2023F Latest
GDP growth	YoY (%)	1.5	2.6	3.6	3.3 ▼
Private Consumption Expenditure	YoY (%)	0.6	6.3	3.5	3.3 ▼
Government Consumption Expenditure	YoY (%)	3.7	-0.04	0.6	-1.0 ▼
Private Investment	YoY (%)	3.0	5.1	3.8	2.7 ▼
Public Investment	YoY (%)	3.4	-4.9	3.0	1.5 ▼
Nominal Exports in USD (f.o.b.)*	YoY (%)	19.2	5.5	0.5	0.5 =
Nominal Imports in USD (f.o.b.)*	YoY (%)	27.7	15.3	1.0	1.0 =
Current Account Balance	USD, bn	-10.6	-16.9	8.0	8.0 =
Tourist Arrivals	Mn, persons	0.4	11.1	25-28	25-28 =
Headline Inflation	YoY (%)	1.2	6.1	2.5	2.5 =
Policy Interest rate (end of period)	(%)	0.50	1.25	1.75	1.75 =
Dubai crude price - period average	USD/bbl	69	96	82	82 =

Note: * base on BOT data
Source: NESDC, BOT, MOC, MOTS, Bloomberg, Krungsri Research

Financial outlook set to be mixed

2023 Thai economy firmly on recovery path despite high inflation concern and negative global factors

- **Inflation** would be gradually declined in 2023 but the pressures remain due to high energy and food prices. Household debt would repress consumption
- **Exports** have slowed down in 4Q'22. Global financial conditions and the escalating geopolitical (US & China) risks could disrupt the global supply chain and Thai exports
- **Political uncertainties** might deter investment sentiment and future government spending.
- **Tourism** sector has recovered significantly and will be a key economic driver in 2023, expect high growth from China's easing of the Zero-Covid policy.
- **Domestic expenditure** and economic activity have returned to normal driven by improving consumer sentiment.
- **Services sector** is improving along with the recovery in tourism-related economic and business activities

The impact on Thailand's financial system from the closure of two US banks last week will be minimal since no commercial banks in Thailand have direct transactions with them, the Bank of Thailand (BOT) said on Monday.

THE NATION THAILAND

BUSINESS

US banks' collapse not hurting Thailand, govt says

Bangkok Post

Election campaigns will generate up to 120 billion baht for the Thai economy, the University of the Thai Chamber of Commerce's Centre for Economic and Business Forecasting said.

THE NATION THAILAND

THAILAND 〉 PR NEWS

SCB EIC upgradeS Thailand's 2023 GDP growth to 3.9%

SCB EIC sees stronger growth throughout the rest of the year mainly driven by tourism sector, private consumption and better-than-expected global economy. However, rising concern over global financial stability is a new risk that warrants close monitoring.

PUBLISHED : 17 MAR 2023 AT 17:03

Bangkok Post

The recovery continue unevenly in K-shaped

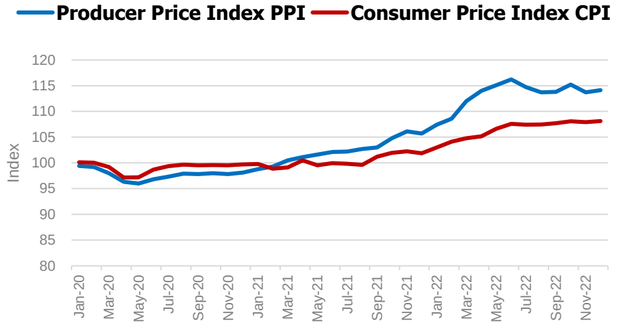
POSITIVE FACTORS

2023 Thai economy firmly on recovery path despite high inflation concern and negative global factors

- **RETAIL, ENTERTAINMENT, EVENT FAIRS** and exhibition will return to the Pre-COVID19 level.
- Digital disruption related categories will continue to grow such as **E-COMMERCE, SUPER APPLICATION, OTT, E-FINANCIAL SERVICES**
- In-bound and domestic **TOURISM AND HOSPITALITY** will continue to grow due to the return of Chinese tourists.
- Rising global awareness of Green energy and zero carbon will drive growth in **ALTERNATIVE ENERGY, EV CAR, CSR** campaigns.
- Health-conscious trend continue, **HEALTH AND MEDICAL SERVICES** expect to grow from both domestic and in-bound demand.
- **REAL ESTATE, CONDOMINIUM** will slow down due to the large number of launches in 2022. New projects will be concentrated where new electric train lines will open.

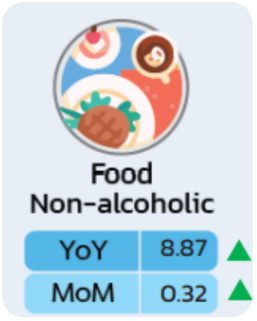
NEGATIVE FACTORS

- **EXPORT** have slowed down in 4Q'22. 2023 Thai export growth is projected to decelerate along with slower global economy and trade.
- **INFLATION** rate and production costs continue to rise.
- The rising **COST OF PRODUCTION** may impact some advertisers to lower down or postpone the spend to assess the situation
- Inflation rose across categories (YoY), **FOOD & NON-ALCOHOLIC** beverages +8.87% and Non-food +3.87%. High Inflation will continue to threaten FMCG Adex.



Bureau of Trade and Economic indices Ministry of Commerce Thailand

Producer prices have moved higher than consumer prices and partially pass on to consumers.



Inflation rose across categories (YoY)

- Food & non-alcoholic beverages +8.87%
- Non-food +3.87%

Recovery expect to continue follow Y19 pattern

NEGATIVE FACTORS

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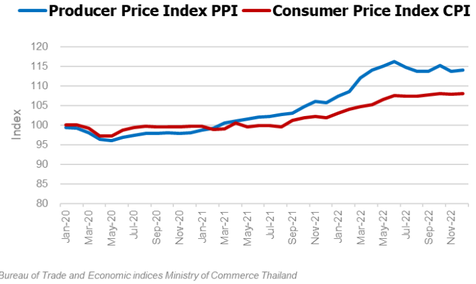

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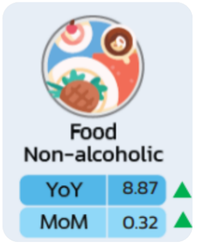

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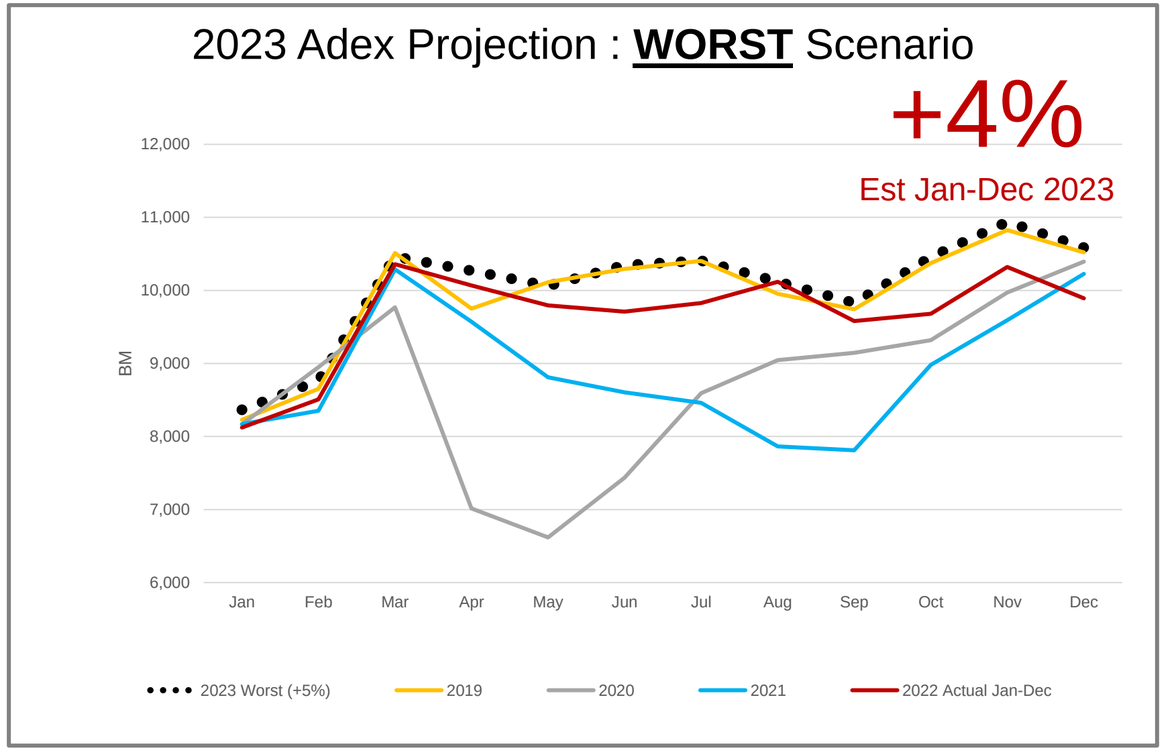

WORST Scenario

the inflation continue to **rise higher** and **worsening global economy** and advertisers **could be more cautious about their ad spending**

Recovery expect to continue follow Y19 pattern

POSITIVE FACTORS

2023 Thai economy firmly on recovery path despite high inflation concern and negative global factors

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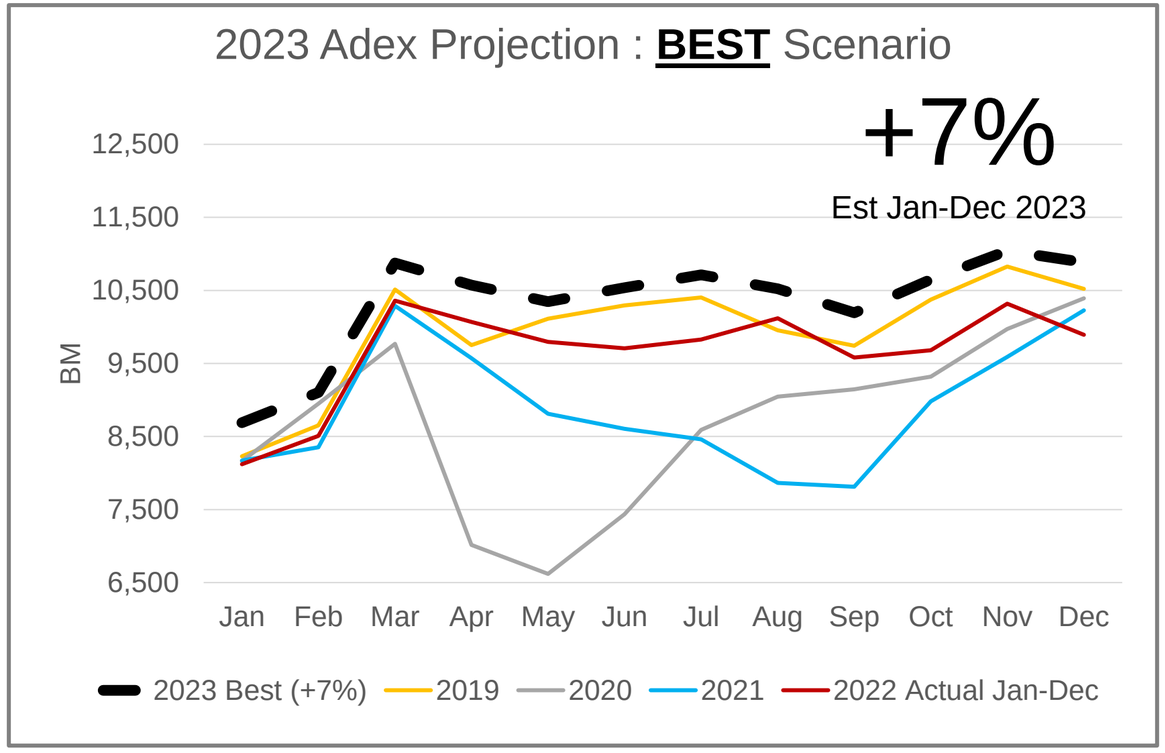
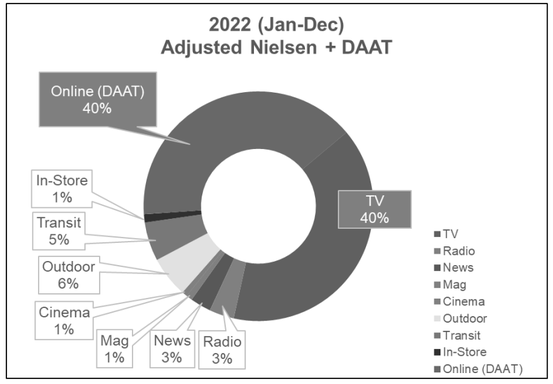


BEST Scenario

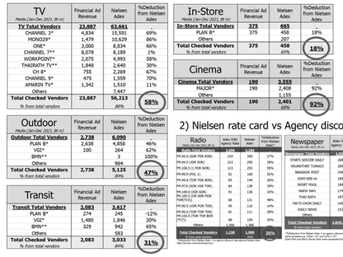
less impact from **Inflation** and global **economy downturn**
and the **recovery** continue in **wider categories**

2023 ADEX PROJECTION BY MEDIUM

2022 Adjusted Nielsen + DAAT



1) Nielsen Adex vs Financial Revenue



2) Nielsen rate card vs Agency discount rate

WORST +4%

Adex by medium (Nielsen&DAAT) Adjusted Revenue	2023 WORST Share%	2023 WORST Growth
TV	39%-40%	2% to 3%
Radio	3%	-5%
Newspapers	3%	-25%
Magazines	1%	-35%
Cinema	1%	15% to 20%
Outdoor	6%	10% to 15%
Transit	6%	3% to 5%
In-Store	1%	0% to -5%
Online (DAAT)	40%-42%	7% to 10%
Total	**120,600**	**4.0%**

BEST +7%

Adex by medium (Nielsen&DAAT) Adjusted Revenue	2023 BEST Share%	2023 BEST Growth
TV	40%-42%	5% to 7%
Radio	3%	-3%
Newspapers	3%	-25%
Magazines	1%	-35%
Cinema	1%	20% to 25%
Outdoor	6%	15% to 20%
Transit	6%	5% to 10%
In-Store	1%	1% to 5%
Online (DAAT)	42%-45%	10% to 12%
Total	**124,000**	**7.0%**

All 12+ NA	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22	Q4'22
TV	92	91	89	88	86	83	82
Radio	6	6	4	5	5	6	7
Newspaper All	1.0	0.9	0.7	0.6	0.5	0.5	0.6
Magazine All	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Cinema	0.2	0.3	0.2	0.2	0.3	0.3	0.4
Outdoor	59	61	62	60	56	53	50
Transit	19	19	18	18	18	19	20
In-store	13	14	13	15	17	19	24
Online	77	79	82	84	85	86	87

Source : NMR Media Consumption

- **Online Media Consumption Continue To Accelerate**
- **Positive Trend Across Out-of-home Media**
  - **BTS/MRT :** 23 new stations, more passengers & media spaces
  - **CINEMA** : Attendance is reviving. A lot more blockbuster lineup in 2023

2023 Inflation

Media Agency Association of Thailand

2023 TV Inflation

2022

$$\frac{\text{Rate change}}{\text{Viewing change*}\ \text{All 4+ NW}} = \frac{+0.43\%}{-5.6\%} = \frac{100.43}{94.4} = \mathbf{6.39\%}$$

2023

$$\frac{\text{Rate change}}{\text{Viewing change*}\ \text{All 4+ NW}} = \frac{+0.70\%}{-5.27\%} = \frac{100.70}{94.73} = \mathbf{6.30\%}$$

*Viewing : 7 months rolling comparison July-January 2020-2021-2022 without station promo spots.

MAAT
Media Agency Association of Thailand

Industry Inflation

	2019	2020	2021	2022	2023
TV	3%	3.4%	3.6%	6.39%	6.30%
Print	0%	0%	-4%	-5%	1%
Radio	0%	0%	0%	0%	0%
Cinema	0%	0%	0%	0%	0%
OOH	10%	10%	0%	3%	9%
TOTAL*	**3.4%**	**3.7%**	**2.5%**	**5%**	**5.65%**

*Overall inflation includes only OFFLINE, weighted by media importance of estimate 2022

Panel Discussion

"The future of linear TV"

Media Agency Association of Thailand

Author : Khanokkhan Prajongsangsri, IPG Mediabrands Data & Analytics MD

Panel Speakers
“The future of linear TV...ดูทีวี เห็นอะไรมากกว่าที่คิด”

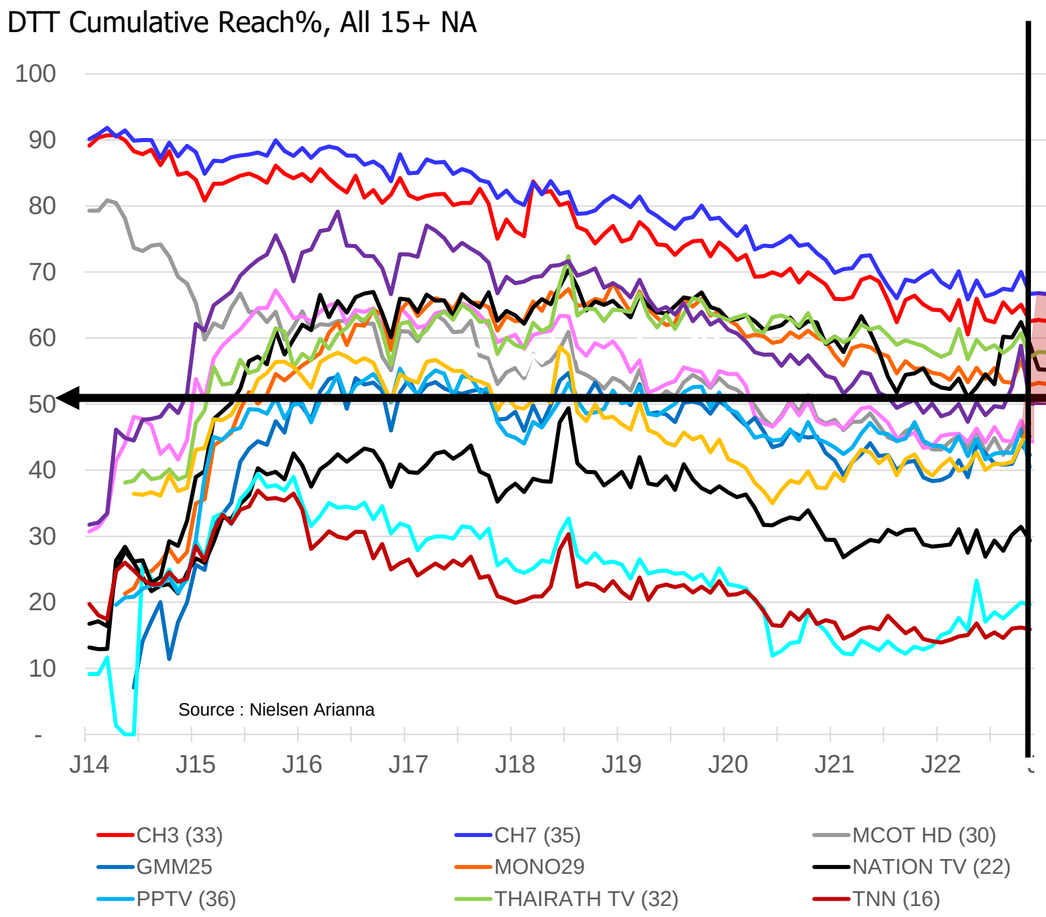
คุณจิตสุภา วัชรพล
เจ้าหน้าที่บริหารสายงานคอนเทนต์
บจก.ทริปเปิล วี บรอดคาสท์

คุณพาขวัญ วงศ์พลทวี
ประธานเจ้าหน้าที่บริหารฝ่ายการตลาดและ
พันธมิตรธุรกิจ บมจ.แพลน บี มีเดีย
และนายกสมาคมป้ายและโฆษณา

คุณพสุ ศรีหิรัญ
ผู้อำนวยการสำนักวิเคราะห์ นโยบาย
รักษาการแทน ผู้ช่วยเลขาธิการ กสทช.
สายงานวิชาการ

ดร.ธราภุช จารุวัฒนะ (บุ้ง)
CEO, IPG MEDIABRANDS/
MAAT’s President

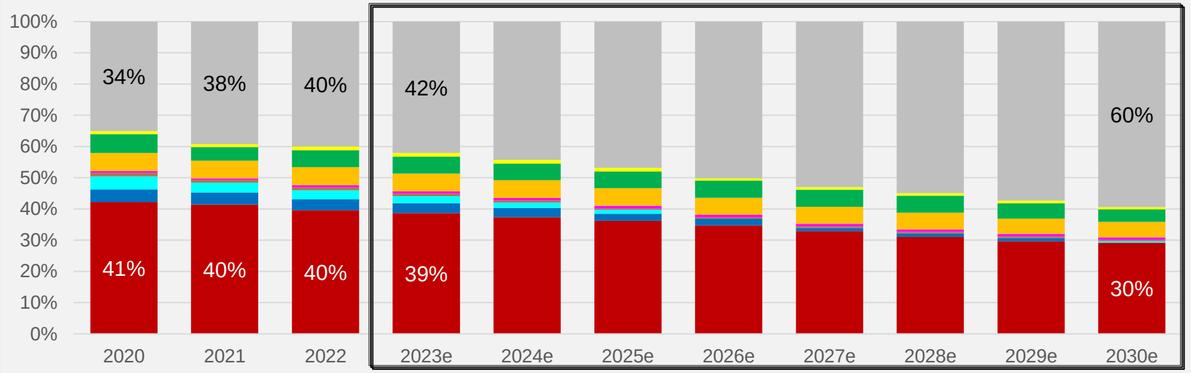
By 2030, Linear TV will reach only half population



TV Broadcasters will remain less than 10

Some will disappear and become purely online TV channel or just **content producers**.

Digital Adex will surpass TV become the biggest medium **by 2023**.



SOURCE: AQX (All categories excluded Direct sales, CD/DVD (Musical & Film Products), Transportation, Classified and House Ads.

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THANK YOU

MAAT
Media Agency Association of Thailand