

NEWS FEED

LOWER AD SPENDING FORECAST

The Media Agency Association of Thailand will lower its estimate of advertising spending via all kinds of media this year because of the slow growth in the economy and consumption.

President Wannee Ruttanaphon said yesterday that the signs of the decline had been witnessed since the first quarter.

This year, growth in advertising investment via key media such as TV, radio, newspapers, magazines, cinemas, billboards, out-of-home media, transit media, in-store media and the Internet will potentially reach about 3 per cent.

This is down from the 10-per-cent growth projection made early this year. – Watchiranont Thongtep