



PLUGGED IN SERIES



What Buyers Want

CAMBODIA

ATF PLUGGED-IN SESSION 2020 Presented by Asfar Ajaz (Blue Media)

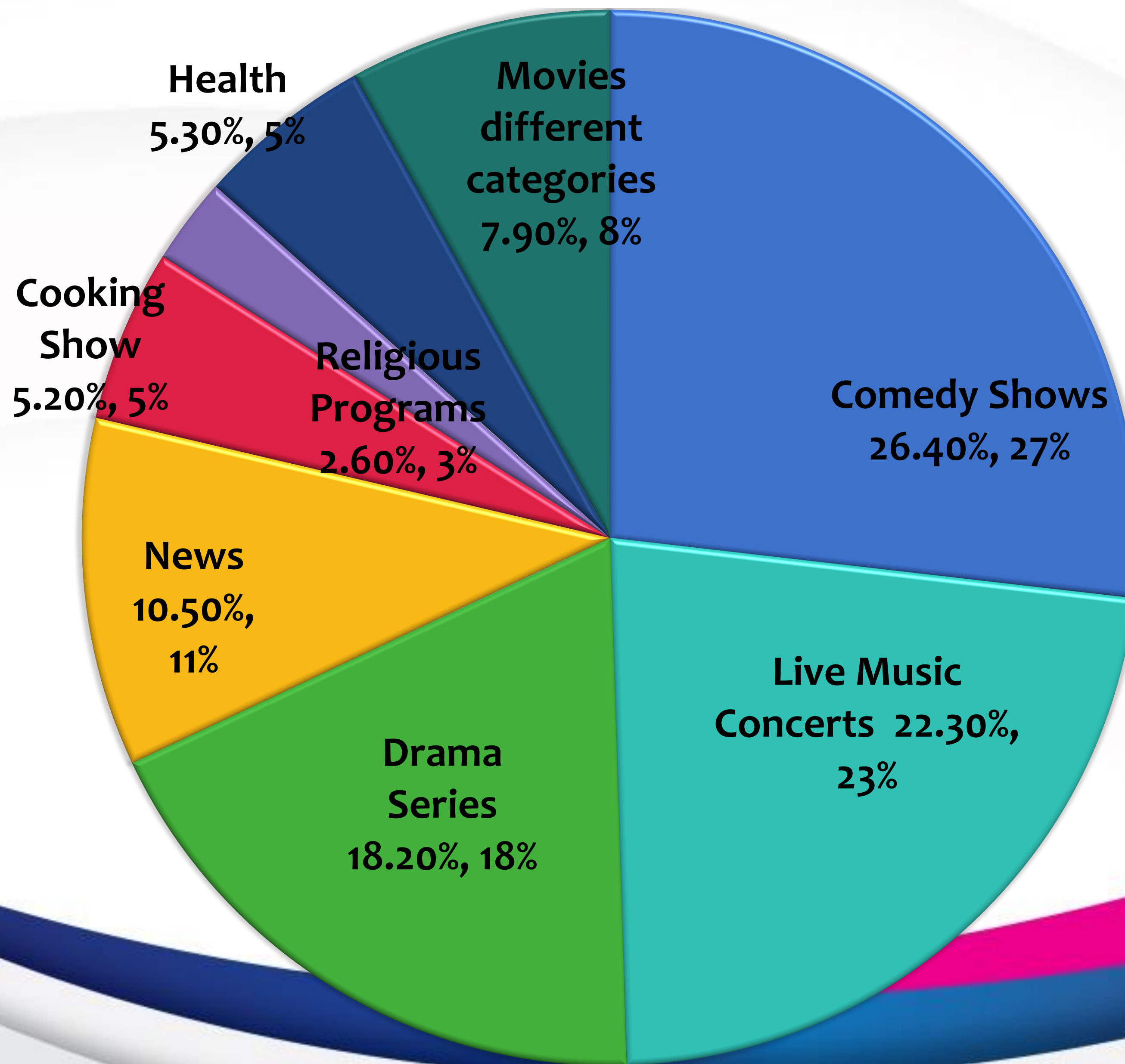
With the support of Khek Khemrath – MD
& the entire team of Blue Media Cambodia

Media in Cambodia

- Vibrant and unregulated for long time
- Cambodians looking for quality content that makes them laugh, feel happy – they enjoy musical programs, dramas and movies
- Local content still needs big improvement from technical to production to content
- Foreign content – Thai, Chinese, Korean, English – programs attracts many
- Currently no official tool for measuring media consumption by the industry, but many self-promotional statements by local setups



Entertainment



Top Comedies Today

Doch Chneng Pong



Ban Merl Ban Search



Somnerch Tam Phum



Top Dramas Today

Thai: Anlong Kam



Korean: The King:
Eternal Monarch



Chinese: A Love
So Beautiful

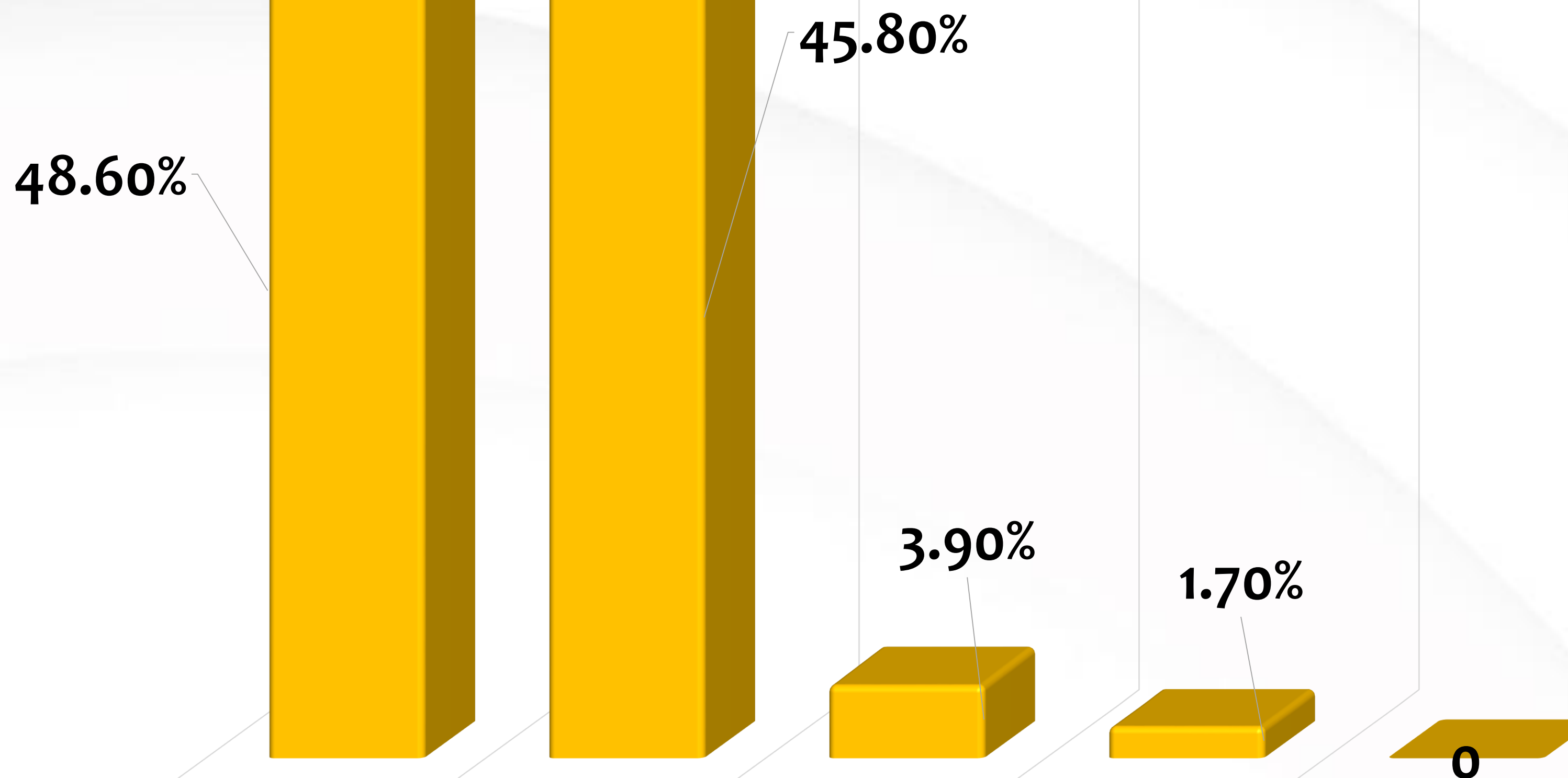




Top Formats Today



Social Media



■ Social Media

Facebook

48.60%

Messenger

45.80%

Instagram

3.90%

LinkedIn

1.70%

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