



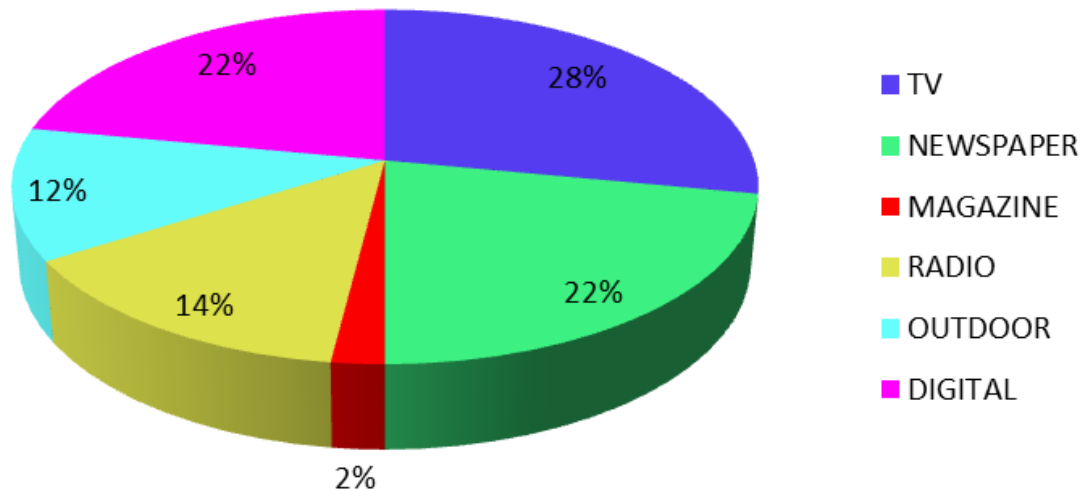
ATF SINGAPORE WEBINAR

Annette M. Kunst
Nielsen Media
Managing Director – South East Asia

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SINGAPORE MEDIA AD SPENDING: JAN-APR 2020

COMPARED TO JAN-APR 2019, TV AD SPEND IN 2020 SHOWS A 4% MARKET SHARE DECREASE. DIGITAL AD SPEND HAS A 9% MARKET SHARE INCREMENT.



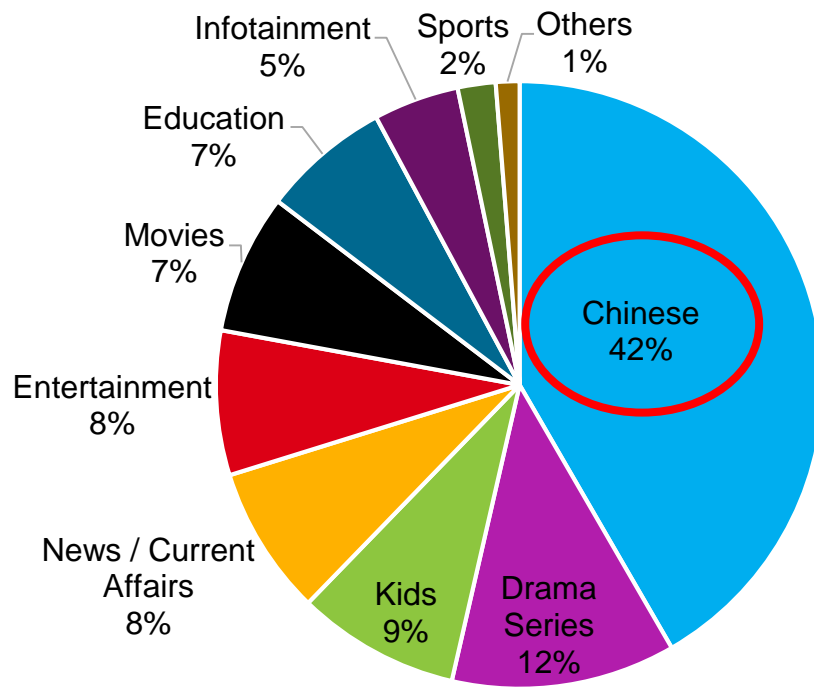
PAY-TV VIEWERS SPENT **2 HOURS AND 22 MINUTES** EVERY DAY TO WATCH TV



Source: Singapore StarHub SmarTAM. Date: 1 Jan – 26 May 2020 consolidated (live+past 7 days). Target: All 4+ in StarHub homes. Dayparts: All days 0600-2959.

WHAT ARE THE MOST WATCHED PROGRAM GENRES?

42% of Pay-TV audiences are a big fan of Chinese content



Source: Singapore StarHub SmarTAM. Date: 1 Jan – 26 May 2020 consolidated (live+past 7 days). Target: All 4+ in StarHub homes. Dayparts: All days 0600-2959.
Remark: Program Genre is based on the clients' EPGs availability.

The background of the entire image consists of a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement, similar to water ripples or a topographical map.

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