



2024 THAILAND MEDIA USAGE AND BEHAVIOURS

A review of media and entertainment in Thailand shows the dominance of digital dominance. content for mobile critical, traditional media still holding ground among older ages, the importance of day-part together with the type of media.



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Looking at the landscape of media and entertainment in Thailand, changes continue to unfold with new platforms that offer a wide array of sources for connecting, news, entertainment, and information. All of which are competing for audience attention and advertising dollars.

A nationwide study conducted by Marketbuzzz, consisting of a 7-day diary among 700 Thais, shows how they are navigating through the evolving media environment by providing a detailed insight into Thais' media usage across different platforms, different times of the day and compares usage across weekdays and weekends.



The study shows that media changes and readjustments of businesses and people's daily lives and entertainment, as a result of the repercussions of COVID-19 Thailand's daily media usage. Over COVID-19, which only fully subsided in Thailand in 2022, the overall media usage increased among the Thai population. However, as the habitual routine of keeping in touch with friends and families, gaining insights on news, entertainment, and even food deliveries, reached its peak during the pandemic, the numbers have been slowly declining as Thais revert to a post-pandemic era of activities and lifestyles.

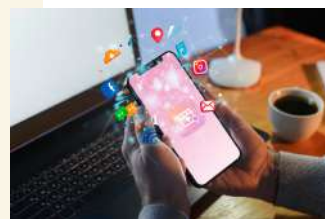
DIGITAL DOMINANCE

WHICH OF THE FOLLOWING MEDIA DID YOU USE? (%)



The Marketbuzzz study show that social media 70%, internet browsing 50%, and streaming video content 47% are the most dominant media channels, the ways in which Thais access and consume these channels have become more diversified. With people actively seeking a wider range of media channels for social connection, entertainment, shopping, and staying informed, it becomes increasingly harder for brands to keep the audiences and keep them for a longer period of time.

WHERE ON THE INTERNET?



Base: Those who use the internet

WHAT SOCIAL MEDIA?



Base: Those who use Social Media

Social media usage continues to grow, with Line 78% and Facebook 68% being the platforms most used by Thais, ensuring that their social connections are maintained. This is followed by Messenger 34%, TikTok 29%, Instagram 21%, and the latest platform, Threads 14%. With the introduction of new platforms like Threads, more people are looking for specific and tailored content. Internet usage covers a wide range of activities, varying from general web searching and readership to engaging in informational websites and online shopping.

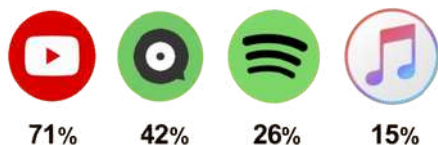
WHAT VIDEO CONTENT?



Base: Those who watch video content

Video streaming has seen notable diversification, with YouTube 62% maintaining its lead but facing increasing competition from platforms like Netflix 35%, TrueID 27% , AISPlay 20%, and Disney+ 14%. With the expanding options for video content, competition between these media platforms remains fierce.

WHAT MUSIC ONLINE?



Base: Those who listen to music online

Music streaming follows a similar path of fragmentation. YouTube Music remains the dominant leader with 71% usage among Thais, followed by JOOX 42% , Spotify , and Apple Music. Other new platforms are also emerging, contributing to the diversity in music streaming options.

MEDIA EVOLUTION: DIVERSIFICATION AND CONVERGENCE

Grant Bertoli, CEO of Markebuzzz said “Looking at the landscape of media and entertainment, there is always changes in media yet there is a paradox occurring on the one hand there is a diversification of different range of media with new platforms and more user-generated content and on the other side there is also a convergence going on within platforms with a number of players trying to attract more audience with a blurring of the lines between social, shopping, content and film and gaming”.

CONTENT FOR MOBILE CRITICAL

DEVICE USED YESTERDAY

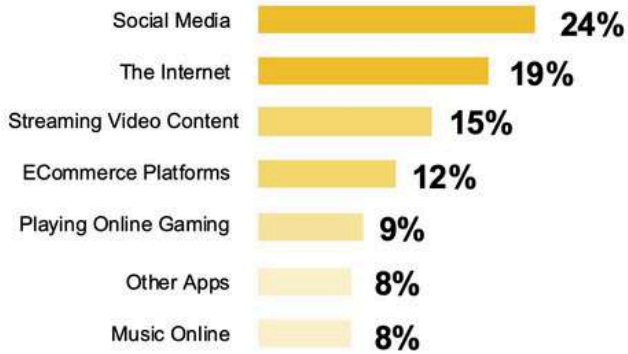


Mobile devices continue to be the primary source for accessing media. This trend highlights the importance of mobile-friendly content and platforms when reaching the Thai audience. The versatility and convenience have made media consumption on mobile devices central, whether it's accessing social media and messaging, listening to music, or engaging in e-commerce.

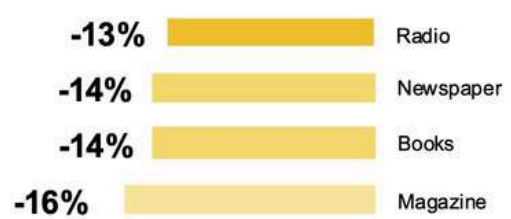
TRADITIONAL MEDIA STILL HOLDING GROUND AMONG OLDER AGES

While Thais have increased their usage from a year ago for social media, the internet, streaming video content, and e-commerce platforms, more traditional forms of media as we know it such as radio, newspapers, books, and magazines have all dropped, although they do continue to be higher for older age groups of 50 years and above. This suggests that traditional strategies for these media need to be rethought, following the shift towards evolving digital and mobile-centric strategies where a more flexible yet targeted market approach should be taken to reach the core target audience.

MEDIA INCREASED FROM A YEAR AGO



MEDIA DROPPED FROM A YEAR AGO

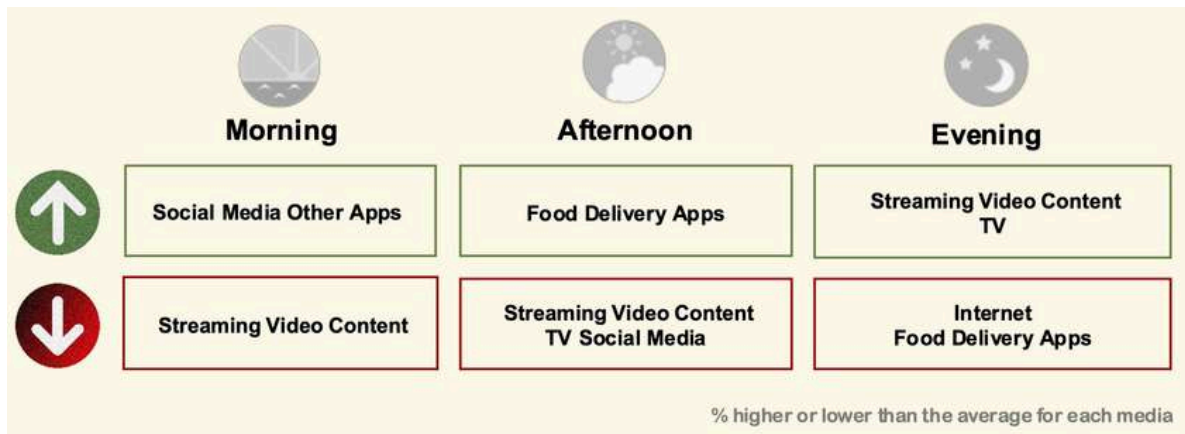


% difference between used more or less from a year ago



IMPORTANCE OF DAY-PART TOGETHER WITH THE TYPE OF MEDIA

TOP MEDIA USAGE BY DAY PART



Day-part is also an important factor when reviewing the media and not surprisingly different media and the frequency in which its used varies whether its in the morning, afternoon and evening. Influenced by Thais daily routines, it can be seen that social media and other apps are used more in the morning, while streaming video content and TV peak in the evening. Conversely, streaming video content usage is lower in the morning and afternoon, most likely due to less time for prolonged media engagement during these periods due to work and school and other commitments. Furthermore, food delivery apps experience higher usage during the afternoon and peak lunch hours due to their convenience and availability. Interestingly, food delivery app usage while still used in the evening is not as high as the afternoon usage.



Bertoli Added “Brands are usually familiar with times when their target audience are more likely to be using media, however combining the different types of media with the appropriate time which enables a more efficient media plan with daypart targeting by type of media enables businesses to benefit from it and run ads when they can provide the most value”

As we move further into 2024 and beyond, the long-term implications of the changes in the media consumption are becoming more evident, as well as the new and fragmented media landscape presenting both challenges and opportunities for brands and marketers. The changes in people’s lives, behaviours and routines are likely to continue with many embracing the continual evolving media channels and digital platforms. With this, it is crucial for media and marketing professionals to understand the shifts in order to stay relevant in a rapidly evolving digital environment.

Additionally, with the fragmentation of media consumption patterns, highlights the need for innovative strategies that ranges across diverse and mobile-centric audiences and across day-part, ensuring that the media remains accessible, relevant and engaging.



Study by Marketbuzz to better understand the change in media consumption with many new forms of media entering Thailand.