

Media

Ricardo Glenn

New Business Director

Powering
Informed
Decisions

Saigon's event for
Advertising, Digital, Marketing & Media
April 6th 2016 – Ho Chi Minh City



NETFLIX

Netflix CEO: Broadcast TV Will Be Dead
By 2030

Forbes

Is television dead?

H THE HUFFINGTON
POST

Is TV Dead?
Not so Fast!

Looking for missing
TV viewers

The TV industry
is doomed

TV IS DEAD

theguardian

The TV is dead,
long live television

BUSINESS
INSIDER

Television Isn't Really Dying
- But There Is A War Over It

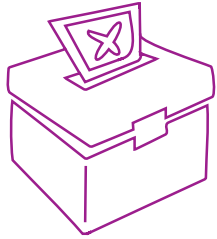
Super Bowl 2016 Ad



5,000,000 USD

Estimated viewership 111 million

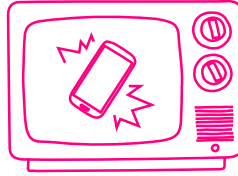
TV still wields great power



Over our opinions



Over our buying decisions



Over advertising spend

Print **20%**
 Online **27.6%**
 Television **41.8%**

Source: Global ad spend media share, GroupM, 2014

Overall
 Viewing Vietnam



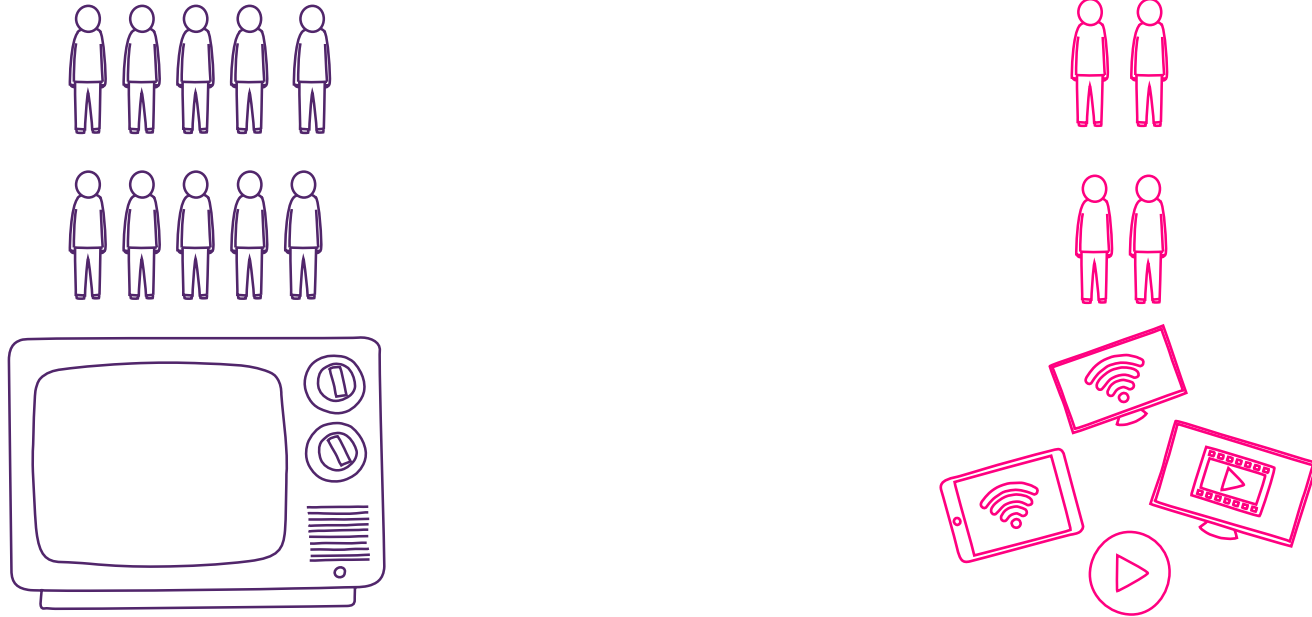
| Dates >> | 01/01/2014 to 31/12/2014 | | | 01/01/2015 to 31/12/2015 | | |
|----------|--------------------------|-----------------|-----|--------------------------|-----------------|-----|
| Targets | HOCHIMINH -METER | HANOI- METER | 6C | HOCHIMINH -METER | HANOI- METER | 6C |
| Ind.4+ | 178 | 179 | 172 | 199 | 178 | 183 |
| 4-14 | 141 | 144 | 141 | 155 | 147 | 147 |
| 15-24 | 153 | 137 | 144 | 177 | 120 | 152 |

**TV ISN'T
DEAD**

It's just having babies



The catalyst for change in Television



36% of consumers are already place-shifting weekly

The catalyst for change in Television

Connected screens and devices



173m
2010

▶

579m
2014

Source: Strategy Analytics, 2015

Internet-connected mobile devices



6.9bn
2013

▶

7.4bn
2014

Source: Cisco, 2015

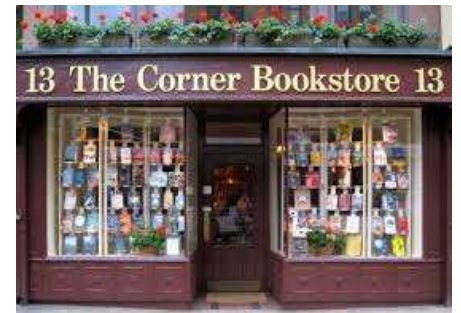
Smarter Resource Allocation

**More
connected**



**More
opportunities to
interact**

Different screens are playing different role





Powering Informed Decisions

About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com

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Thank you

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