



Entertainment & Media Outlook 2014-2018

Entertainment and Media market in Thailand† (US dollar millions)

	2009	2010	2011	2012	2013p	2014	2015	2016	2017	2018	2013-18 CAGR
Entertainment and Media in Thailand† ‡											
Business-to-business	359	389	398	430	442	461	486	512	536	561	4.9
Book publishing	1,030	1,045	1,174	1,224	1,288	1,358	1,443	1,547	1,674	1,827	7.2
Magazine publishing	498	442	452	440	448	449	448	448	447	447	-0.1
Filmed entertainment	345	374	440	463	456	472	490	510	531	552	3.9
Internet access	717	937	1,135	1,357	1,544	1,779	2,045	2,325	2,625	2,951	13.8
Internet advertising	8	9	15	19	25	32	40	48	57	68	22.1
Newspaper publishing	1,047	1,132	1,131	1,168	1,224	1,304	1,386	1,472	1,555	1,635	6.0
Out-of-home advertising	188	198	227	246	267	288	312	333	355	373	6.9
Radio	202	201	194	208	208	216	227	239	252	265	5.0
Music	326	323	324	321	308	300	295	293	294	297	-0.7
TV advertising	1,566	1,803	2,024	2,215	2,252	2,331	2,415	2,508	2,602	2,682	3.6
TV subscriptions and licence fees	500	526	568	605	643	757	880	1,012	1,148	1,283	14.8
Video games	136	157	179	207	228	252	271	288	305	325	7.3
Total	6,922	7,536	8,263	8,903	9,334	9,999	10,740	11,536	12,380	13,264	7.3
Total with double counting	6,922	7,536	8,263	8,903	9,334	9,999	10,740	11,536	12,380	13,264	7.3
Total without double counting	6,832	7,448	8,168	8,803	9,228	9,883	10,611	11,391	12,214	13,070	7.2

Alert- value of double counting											
	2009	2010	2011	2012	2013p	2014	2015	2016	2017	2018	
Trade magazine in Thailand	24	21	21	21	22	22	23	24	25	26	
Counted in: Magazine publishing in Thailand, Business-to-business in Thailand											
Professional books in Thailand	57	58	59	61	62	63	65	67	69	71	
Counted in: Book publishing in Thailand, Business-to-business in Thailand											
Digital directory advertising in Thailand	0	0	0	0	0	1	1	1	1	1	
Counted in: Directory advertising in Thailand, Classified Internet advertising in Thailand											
Trade magazine digital advertising in Thailand	-	-	-	-	0	0	1	1	3	5	
Counted in: Trade magazine advertising in Thailand, Display Internet advertising in Thailand											
Consumer magazine digital advertising in Thailand	-	-	1	2	3	4	7	10	15	22	
Counted in: Consumer magazine advertising in Thailand, Display Internet advertising in Thailand											
Newspaper publishing digital advertising in Thailand	0	0	4	5	6	8	11	14	18	24	
Counted in: Newspaper publishing advertising in Thailand, Display Internet advertising in Thailand											
Online television advertising in Thailand	0	0	0	0	0	0	0	1	1	2	
Counted in: TV advertising in Thailand, Video Internet advertising in Thailand											
Electronic home video through-TV-subscription in Thailand	8	9	9	10	12	16	21	27	34	44	
Counted in: Electronic home video in Thailand, Television subscriptions in Thailand											

†At average 2013 exchange rates.

‡Note: Digital advertising components such as online television, online radio, digital newspaper, digital consumer magazine, digital trade magazine and digital directory advertising are included in the respective segments and in the Internet advertising segment but only once in the overall total to avoid double counting. In addition, consumer spending on radio licence fees is included in both the TV subscriptions and licence fees and the radio segment but only once in the overall total. Similarly, pay-per-view and video-on-demand revenues through a TV subscription are included in the TV subscription and licence fees segment and filmed entertainment but only once in the overall total.

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

Sources: Korea Creative Content Agency (South Korea), Telecom Regulatory Authority of India, World Association of Newspapers and News Publishers, DENTSU (Japan), IAB Australia, IAB Singapore, IAB New Zealand, Telecom Regulator Authority of India (India), European Audio Visual Observatory, The Advertising Association of Thailand, PwC, Informa Telecoms & Media