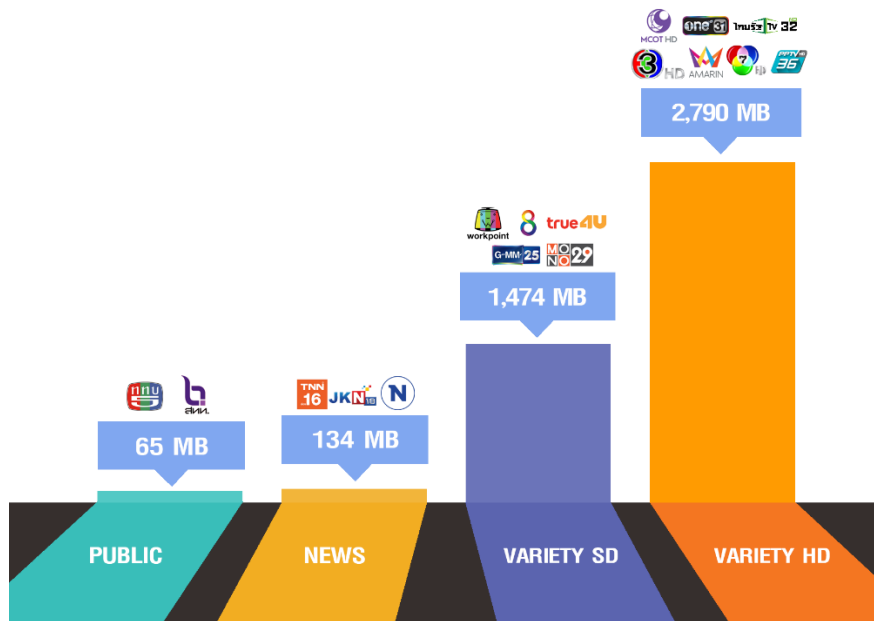


Thailand's Broadcasting Industry (January 2022)

Television Market

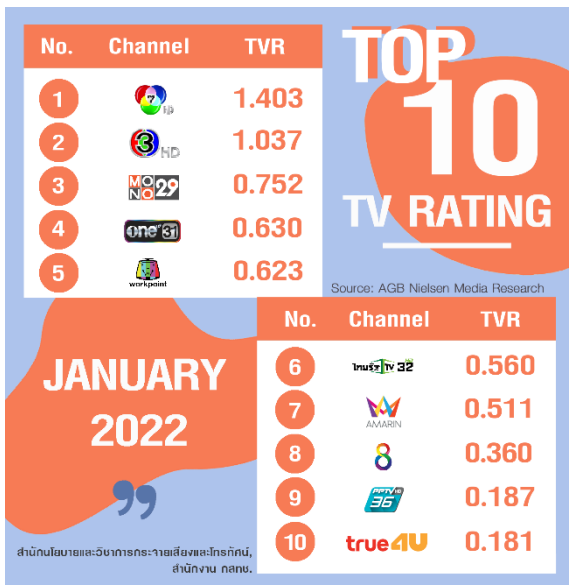
1. Terrestrial TV Advertising Expenditure

The total terrestrial TV advertising spending in January 2022 is approximately 4,463 million Baht, which is decreased by 1,139 million Baht from December 2021.



Source: AGB Nielsen Media Research

2. TV Rating

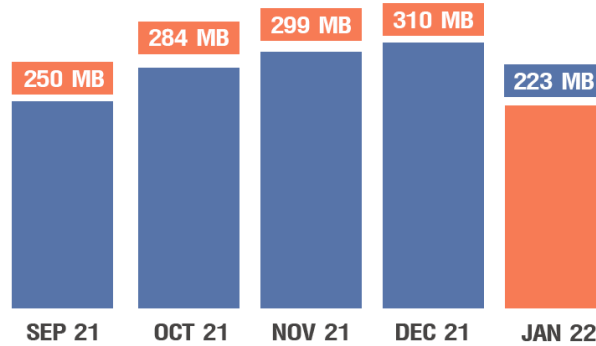


According to Nielsen TV audience measurement's data, the top five terrestrial channels that gain the most popularity in January 2022 are Channel 7 (7HD), Channel 3 (3HD), Mono 29, One Channel and Workpoint TV, respectively.

Radio Market

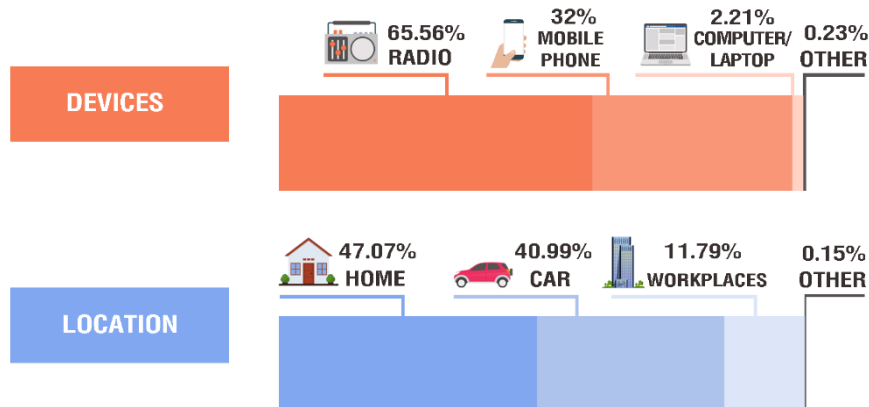
1. Radio Advertising Expenditure¹

The total radio advertising spending in January 2022 is approximately 223 million Baht, which is decreased by 87 million Baht from December 2021.



Source: AGB Nielsen Media Research

2. Radio Listening Behavior



Source: AGB Nielsen Media Research

Most of the Thai consumers listen to radio while being at home (47.07%). Other situations include consumption in vehicles (40.99%), at the office (11.79%) and other (0.15%). Additionally, the January data shows that 65.56 percent of Thai consumers listen to radio via radio sets, followed by mobile phone (32%), computer or laptop (2.21%) and others (0.23%).

¹ Collected from 36 F.M. stations broadcasted in Bangkok metropolitan (88.0 – 91.5, 93.0 – 103.5 and 104.5 – 107.0 MHz).