

Synovate Media Atlas Finds Print And TV Still Main Channels In Reaching Filipino Consumers

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Print and TV are still very much in demand in the Philippines, according to findings released today by leading global market research company Synovate.

Advertising on print is appreciated by Filipinos: 56% said they like to look through ads in magazines and newspaper to see what they say.

Pay and Cable TV saw an increase in subscribers from 51% in 2007/ 2008 to 55% in 2008/ 2009.

The fourth annual Synovate Media Atlas study delivers an in-depth perspective on Filipino consumers aged 15 to 64 across all socio economic groups and gives marketers, advertisers, and media agencies deep insights to improve brand building and sales effectiveness.

Synovate Managing Director in Philippines, Carole Sarthou, says, "Media Atlas reveals the media consumption, attitudes, and lifestyles of consumers. More than 8,000 consumers in Greater Manila, Luzon, Visayas, and Mindanao responded in this latest round of the survey. Media Atlas data is collected daily and up until now is updated every six months. Starting with the next wave, we are excited to announce that updates will be made every three months. The consumers and media marketplace change constantly, and these frequent updates allow marketers to stay connected."

Mainstream media still most effective?

The study found an increasing number of upscale socio A and B groups reading newspapers, from 56% in 2007/ 2008, to 64% in 2008/ 2009.

"Many marketers are talking about a flight to quality, and newspapers are showing their increased importance as a good medium to reach those who have money to spend," says Steve Garton, global executive director of media at Synovate.

Sunday newspapers, both English and Tagalog, turned in strong performances. For the first time, over half (53%) of the AB socio audience read a Sunday paper.

A review of readership numbers also showed demand for general interest magazines, while magazine consumption as a whole has remained steady.

On the TV front, fifty-five percent of respondents currently have Pay or Cable TV, an increase of 4% from 2007/ 2008. Terrestrial TV viewership remained at near-saturation levels, with 98% relaxing in front of the TV in the past week.

Comments Steve Garton

"The latest results of Media Atlas show print and TV in demand. As marketers consider how much to allocate to digital, mainstream media remains effective in reaching Filipino consumers."

Online continues to rise

Internet access in the Philippines stands at 40%, and most log on everyday. In the Greater Manila Area, 46% of respondents have access. When different age categories were compared, the younger age segment turned out to be the highest at 60%.

More people access the web from an Internet caf   (54%) than at home (47%), followed by at work (17%).

The survey revealed a shift towards broadband away from dial-up as connection to the internet from home. Wired broadband/ Hi-speed showed a 12% increase to 48% in 2008/2009.

Says Steve Garton,

"Email, chatting, and games are the main passions of the digerati, with 70% of online consumers engaging in these activities. 81% indicated they maintain multiple social network accounts, while a similar percentage said they uploaded and downloaded music from the internet."

What are the top items that Filipinos search for online? 48% searched for music, which reinforces their role as the "Latinos of Asia." 30% said they go online to look for unbiased opinion on products.

On the go mobility

Mobile phone ownership continues to rise, up from 60% in 2007/ 2008 to 69% currently for phones without internet capabilities. Mobiles with internet connectivity increased from 29% to 31% this year.

"This increase in ownership is likely due to the sustained release of newer and more affordable cell phone models," adds Steve.

A mobile is a very important communications tool for those who have one. 95% indicated it is essential for staying in touch. A phone is not necessarily for talking either: 79% said SMS is a major form of communication for them.

In addition to texting, many have used their mobile phone's other features, such as playing games (50%), photo-taking with the build-in digital camera (40%), and listening to music (29%).

Carole Sarthou concludes

"the annual Synovate Media Atlas launch is an exciting event for us and the industry.

It reveals the latest media trends and consumption, and demonstrates how important it is for marketers to keep in tune with their target audience as habits change every year.

Those who invest in understanding their consumers are the ones who will thrive in this increasingly competitive environment."

About Media Atlas

Synovate Media Atlas tracks spending patterns and media habits using a combination of computer-assisted telephone (CATI) and face-to-face interviews to reach into the homes of Philippines' ABCDE socio economic groups aged 15 - 64.

This technique allows a full and accurate representation of over 80% of the capital's population.

The survey looks at local media consumption, product ownership, lifestyle, attitudes and values.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions.

The network provides clients with cohesive global support and a comprehensive suite of research solutions.

Synovate employs over 6,700 staff across 62 countries.

For more information on Synovate visit www.synovate.com .

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