

MEDIAWATCH #5

PHILIPPINES



POPULATION

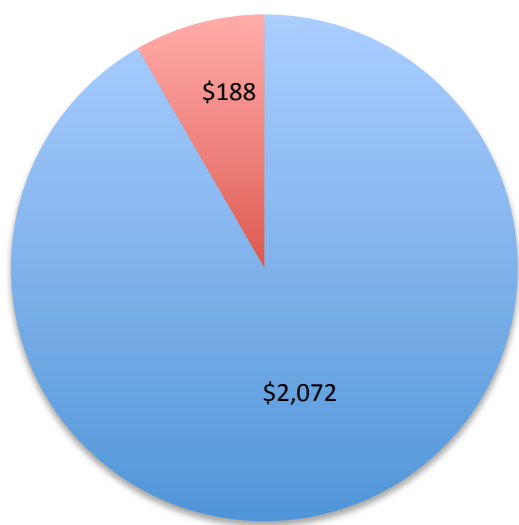
98.4M → 42% →

44.8 MILL PEOPLE CONNECTED TO THE INTERNET

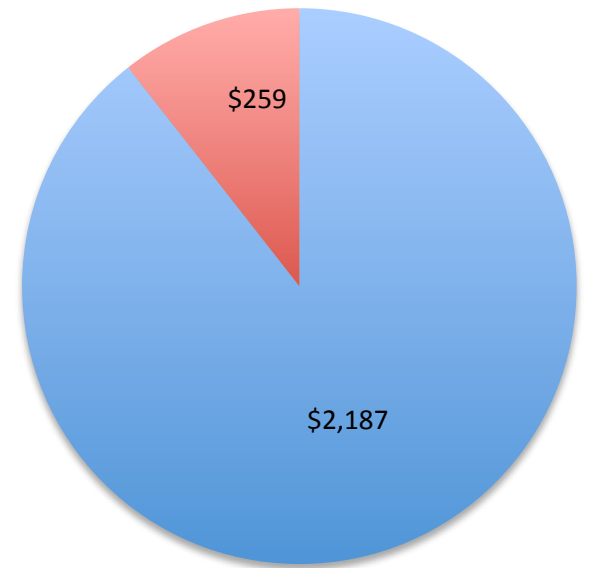
ADSPEND

USD 2,073 M

USD 2,446 M



← WEB 9% > 11% →
← OFFLINE 91% > 89% →
MOBILE NA



2015

2016

MOST USED SITES/APPS

- 1-
- 2-
- 3-
- 4-
- 5-

OPPORTUNITIES

LOW COST OF LABOUR

VS.

BARRIERS

INFRASTRUCTURE

FUN FACTS

TRAVEL TIP

YOU HAVEN'T SEEN TRAFFIC UNTIL YOU GET TO MANILLA

FAVORITE CAMPAIGN

MC DONALD'S/ ABS CBN UAAP CHEER LEADING TWITTER AMPLIFY CAMPAIGN