



POPULATION

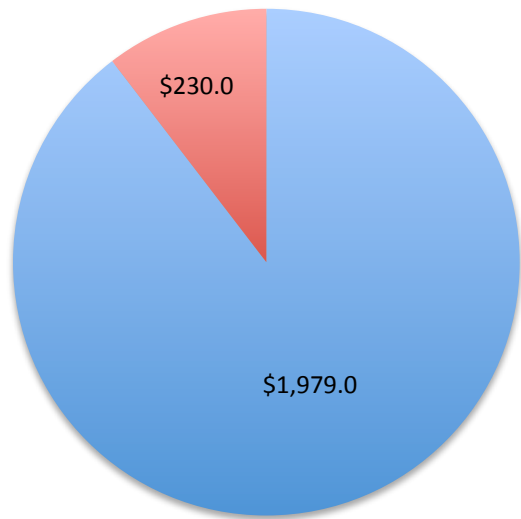
5.4M → 85% →

4.6 MILL PEOPLE CONNECTED TO THE INTERNET

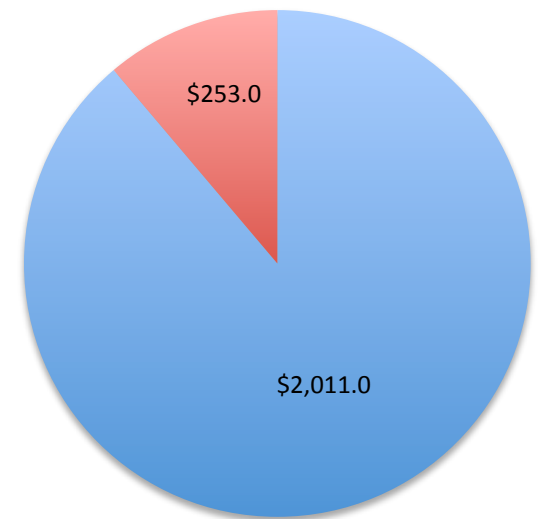
ADSPEND

USD 2,029M

USD 2,264 M



← WEB 10% > 11% →
← OFFLINE 90% > 89% →
← MOBILE NA →



2015

2016

MOST USED SITES/APPS

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

OPPORTUNITIES

SOUTH EAST ASIA HUB

VS.

BARRIERS

GOVERNMENT CENSORSHIP/
LANGUAGE & CULTURAL GAP

FUN FACTS

TRAVEL TIP

CARRY AN UMBRELLA WITH YOU AT ALL TIMES

FAVORITE CAMPAIGN

LIFE SAVING DOT
TRANSFORMING BINDI INTO IODINE PATCHES BY GREY SINGAPORE