THAILAND SOCIAL MEDIA LANDSCAPE

SOCIAL MEDIA SUBSCRIBERS IN THAILAND, Q2 2014

30m

26.2m

1.7m

4.5m

THAILAND DEMOGRAPHICS

FACEBOOK IN THAILAND

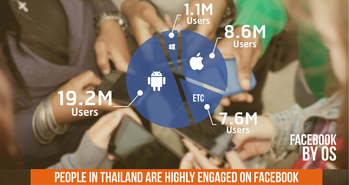
30M Active Users per Month

Return Daily 66% Of all users

28M are active on Mobile device

19.8M People Log In Everyday

18.5M Are Active On Mobile Devices Everyday



FACEBOOK BY OS

PEOPLE IN THAILAND ARE HIGHLY ENGAGED ON FACEBOOK

496.5 M Photo Uploads

16.5 B Comments

12.83 B Likes

265.3 M Status Updates

191 M Wall Posts

People engaged actively on facebook in thailand interacting with friends, fans, users brands they care about by uploading photos, comments, likes, status update and wall posts per user are at much higher than global average.

YOUTUBE VIDEO IN THAILAND

Reach 75% of online population

35.0 Million Internet Users in Thailand (2013)

26.25 M Total Unique Visitors Per Month

7.822 million Total Page Views Per Month

1,506(MM)

Avg Daily visitors 2,144,000 visitors

Avg visits per visitors Per Month 16.6 times

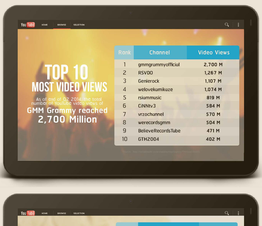
Avg duration per visit 17.3 minutes

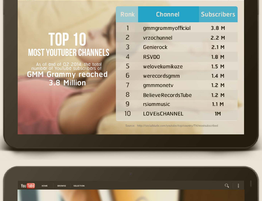
3.4M Videos YouTube Thailand

Remark: *http://www.nielsen.com/content/dam/corp/thailand/documents/2013/Internet-user-jumps-to-fully-half-of-population.pdf

Source: http://www.youtube.com/yt/press/th/

YOUTUBE STATISTICS





TWITTER IN THAILAND

Thailand

39% Active users 1,755,000

61% Inactive users 2,745,000

Source: http://www.businessinsider.com/the-top-twitter-users-in-the-world-2013-2?#ixzz2Ln0Ldl1Y
http://www.bbc.co.uk/news/world

TOP 10 MOST TWITTER

As of end of Q2 2013, the total number of Twitter users is

Nichkhun reached 2.4 million

Rank	Account	Following	Follower
1	@Khunnie0624	193	2.4 M
2	@ijeeoonsen	75	1.2 M
3	@Woodytalk	676	1.2 M
4	@Tukky_ching100	122	1.1 M
5	@chocoapal	415	1.1 M
6	@Domegakornkam	84	1.1 M
7	@terchanhwist	138	1 M
8	@vojramedhi	0	999 K
9	@ChompooAraya	62	973 K
10	@kalamare	232	942 K

Source: http://www.twitter.com/
Data: Twitter Analytics, Twitter Counter, Q2 2013
Note: Twitter Analytics provides data only for accounts you own, Twitter Counter provides data only for top 100 accounts
2. http://www.bbc.co.uk/news/world-asia-24174 and http://www.bangkokpost.com/

INSTAGRAM IN THAILAND

Instagram Figures in Thailand:

1.7M Users

35% men

65% women

2nd Most popular city on Instagram

Most instagrammed location: Siam Paragon Suvanabhummi Airport(BKK)

THAILAND ONLINE USER 2014

Sources:
1. ITU, Nielsen, SingtelTrend, Telenoor Insight Q1, 2014
2. http://www.nielsen.com/content/dam/corp/thailand/documents/2013/Internet-user-jumps-to-fully-half-of-population.pdf
3. http://www.bbc.co.uk/news/world-asia-24174 and http://www.bangkokpost.com/

DIGITAL ADVERTISING Advertising on the Internet

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