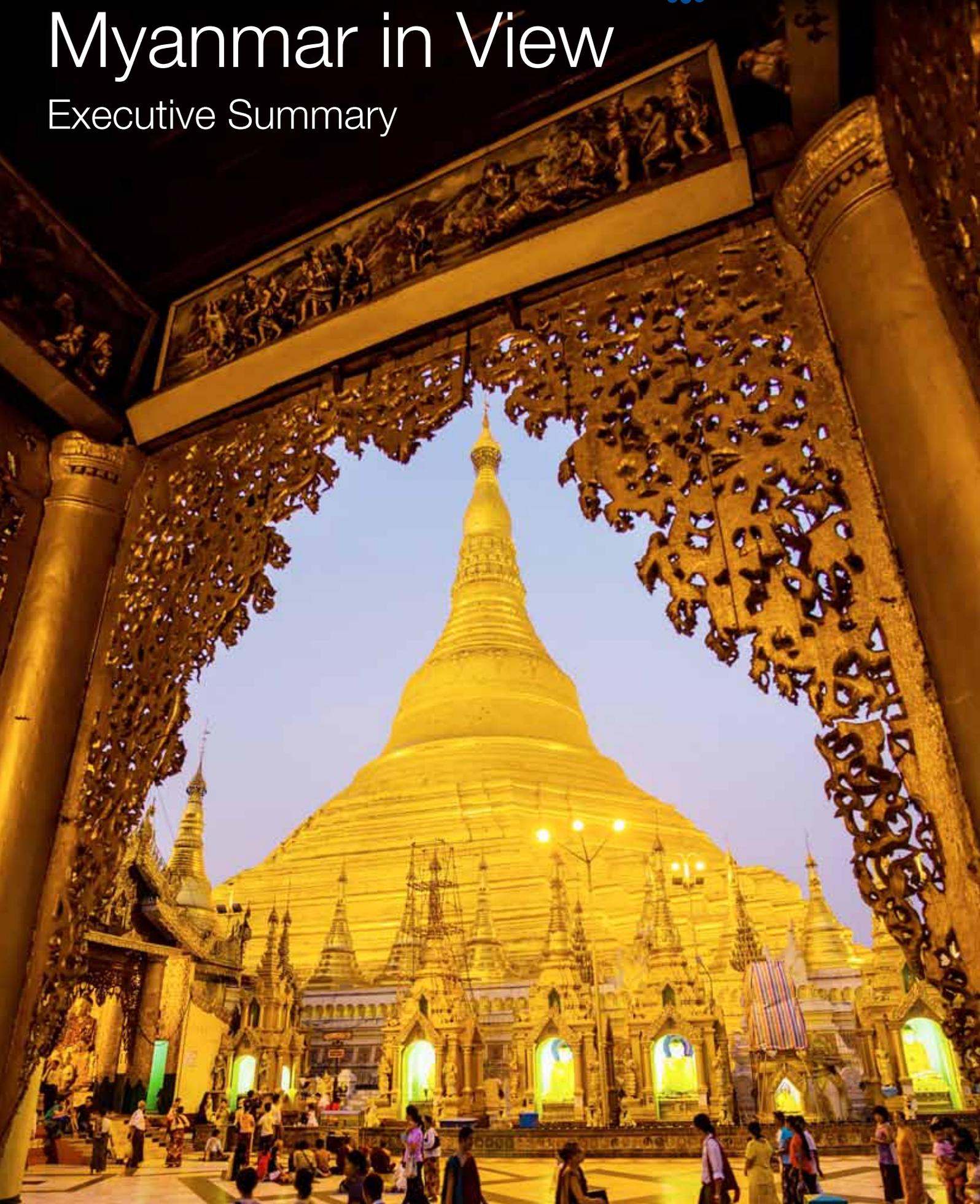


Myanmar in View

Executive Summary



Executive Summary



Myanmar is a developing market that recently emerged from years of international isolation under military rule. The country has been experiencing significant political and economic transitions over the past few years since power was handed over by the military junta to a civilian administration. It is expected that Myanmar will experience high economic growth with the recent opening-up of the country, moving towards becoming a free market and welcoming foreign direct investment as well as foreign firms. However, Myanmar still suffers from inadequate infrastructure such as the lack of electricity and proper roads, although it has begun upgrading its infrastructure.

TV industry statistics in Myanmar still reflect the state of underdevelopment in the broader economy. TV households reached 5.8 million in 2015, corresponding to a TV household penetration of 55%. Within the country, pay-TV connections amount to ~12% of total households.

However, the TV industry is rapidly expanding. In the free-to-air (FTA) sector, the number of channels has increased fivefold from 4 channels in 2009 to 20 channels at the end of 2015. Other developments include pay-TV players' plans to improve their programming, expand their reach through more extensive distribution networks and upgrade their services to provide consumers with more choices, better quality content and less hassle during the subscription and renewal process.

The pay-TV sector is currently served by three players: Forever Group, Shwe Than Lwin Group (Sky Net) and Family Entertainment Group (5 Network). Pay-TV services in Myanmar offer an alternative to local FTA channels by providing international channels and more foreign programming. In recent years, competition between the operators (especially between Sky Net and Forever) has improved consumer choices in Myanmar.

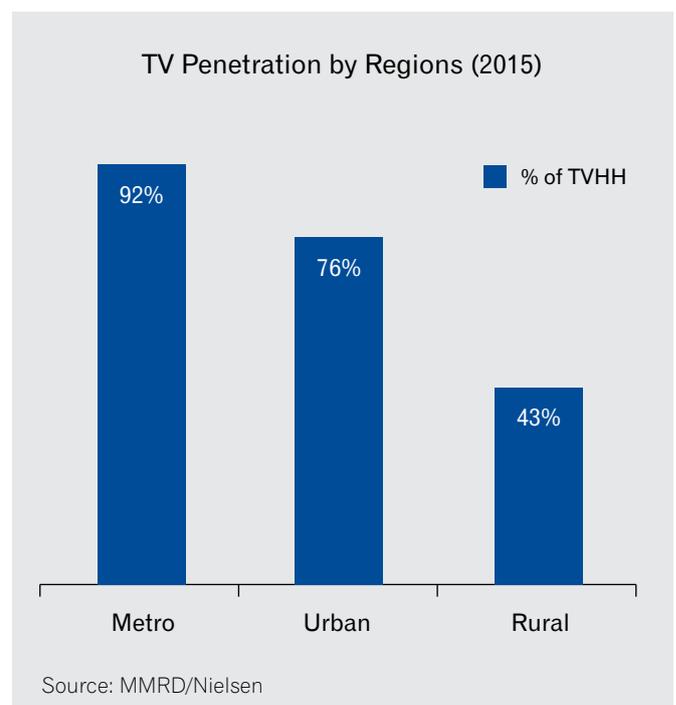
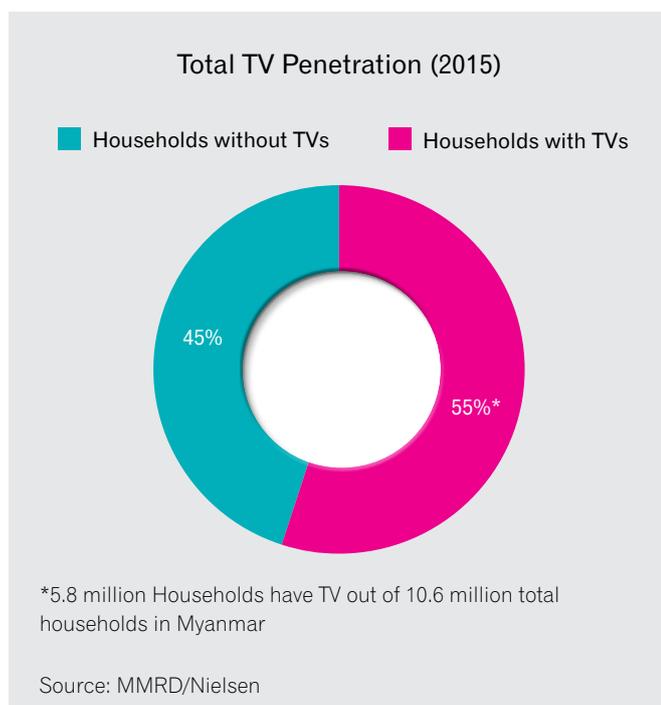
Competition in the pay-TV sector could intensify further as existing operators improve their service propositions and new players join the market. However, widespread piracy from “overspill” satellite dishes may dampen growth in the pay-TV industry. Through these unregistered satellite TVs, viewers can watch more channels at a significantly lower price than that charged by Myanmar pay-TV players. Pirated DVDs of international movies and dramas, which are widely available in cities, also dampen growth of the pay-TV market. Unfortunately, there is a lack of concerted effort to tackle piracy issues in the country.

The TV advertising market has been growing rapidly at 31.2% p.a. from 2007 to 2015. In 2015, the size of the TV advertising market was US\$ 120 million. At present, TV advertising represents about 68% of the total advertising spend. It is expected to grow further in the near future as more foreign advertisers and consumer brands enter Myanmar with the advent of market liberalization. Currently, FTA TV remains the dominant advertising medium in Myanmar.

The regulatory climate governing the television, broadcasting and video sectors is currently being reshaped. There are two key legislative texts that govern the television, broadcasting and video industry in Myanmar: the Broadcasting Law and the Motion Picture Law. These two laws focus primarily on enforcing censorship, which is a key constraint on media production and consumption in the country.

The Broadcasting Law, drafted in 2013 and approved at the end of 2015 by the previous government, is viewed by local industry players as “control-oriented” with insufficient contributions from the broadcasting community. As a result, there are likely to be further revisions to the current law. A revised version of the Broadcasting Law is anticipated to be released soon. In tandem with the revision of laws to promote the growth of the TV industry, the Ministry of Information is considering offering more TV channel licenses. (There doesn't appear to be interest in any more pay-TV operator licenses.)

Overview of Myanmar TV Market



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About CASBAA

CASBAA is the Asia Pacific region's largest non-profit media association, serving the multi-channel audio-visual content creation and distribution industry. Established in 1991, CASBAA has grown with the industry to include digital multichannel television, content, platforms, advertising, and video delivery. Encompassing some 507 million connections within a footprint across the region, CASBAA works to be the authoritative voice for multichannel TV; promoting even-handed and market-friendly regulation, IP protection and revenue growth for subscription and advertising, while promoting global best practices.

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