

# ANNUAL REPORT 2020



**afaa** | ASIAN FEDERATION OF  
ADVERTISING ASSOCIATIONS

GABUNGAN PERSATUAN - PERSATUAN PENGIKLANAN ASIA  
PPM-020-14-30052017

**Secretariat Office:**

2-96, Jalan Prima SG 3/2, Taman Prima Sri Gombak, 68100 Batu Caves, Selangor. Malaysia.  
Tel: 603-61868066 | Fax: 603-61862066

## ABOUT AFAA

### Asian Federation of Advertising Associations (AFAA)

Founded in 1978, AFAA has representations in 19 Asian locations (Japan, Korea, Taipei, Thailand, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Pakistan, USA, Hong Kong, Macau, China, Singapore, UAE and Mauritius). Its primary objectives are to unify all Asian associations involved in the various aspects of advertising and upgrade the standards, ethics, and practices of advertising and to bring about a meaningful contribution from advertising activities to both regional and national socio-economic development. Under its auspices, AdAsia (biennially), DigiAsia (biennially), and the AFAA FASTTRACK, a professional training programme (annually) are held.

## AFAA OBJECTIVE

- To unify all Asian associations involved in the various aspects of advertising as a profession and as a business.
- To upgrade standards, ethics and practices of advertising and thus bring about a more meaningful contribution from advertising and other related activities to both regional and national socio-economic development.
- To contribute programs to secure a better understanding of advertising and its functions in our respective countries.
- To take all steps to undertake, improve, systematize and co – ordinate manpower development programs in the region.
- To centralise data and information relating to advertising and marketing on a regional basis.
- To set up the necessary mechanism for future Asian advertising congresses.
- To assist in the development/implementation of socially / economically oriented (public service) programs on a national or regional basis.
- To foster self-regulation.
- To devise and implement education programs explaining the social and economic aspects of advertising.



## CHAIRMAN'S Message

### AFAA under the "New Normal"

2020 is an extraordinary year, the coronavirus pandemic shut down the whole world. People have to stay home and social activities were banned. We could not travel overseas as many countries implemented strict quarantine policies. Many cities went through a long-locked down and everyone's life entered a new mode. The term "New Normal" became the most popular term and all organizations took drastic changes to adapt to this "New Normal". I would like to share with you AFAA's latest development under the New Normal.

The use of digital technology in our private and business life has taken the fast track during the pandemic. We took on new ways of digital communication and social interaction. On Sept 16, AFAA conducted our first General Body meeting online with enthusiastic support from all members. It was a pity we could not meet each other in person but everyone participated via zoom and made valuable contributions to our future plans. We made the decision to implement a full and aggressive social media publicity program for AFAA. As a result, we have set up AFAA accounts on Twitter, Facebook, LinkedIn, and Instagram. AFAA activities will be promoted and shared through these platforms so more people can get informed and participate in AFAA activities.

We also decided to facilitate better learning by setting up a new AFAA Inspiration Talk series. The first speech took place on Oct 26 and we were so happy to have Gaur Gopal Das address our members on the topic: "Life and Business in Successful Times". The speech was very well received and garnered 6000 impressions online. We are going to continue the AFAA Inspiration Talk with speakers from around Asia and I hope you'll get inspired by our excellent speakers.

All international congresses were canceled in 2020 due to the pandemic. We were faced with the same difficulties for DigiAsia which was scheduled in Sept in Taipei. Thanks to the persistence and hard work of our friends in Taipei, we put DigiAsia 2020 online. On Nov 3, we conducted DigiAsia as an event that combined DigiAsia (online) with AdTaiwn( offline). The theme: "Transformation under the New Normal". We had over 600 attendants in Taipei, 1,500 plus online participants, with over 4000 impressions. All the speech videos were uploaded on DigiAsia 2020 website and you can get access via the AFAA website.

The AFAA Newsletter named "AFAA Connect" was another key initiative. We want to increase awareness and visibility of AFAA's mission and activities. In the past year, we have shared the 2020 CMO survey by Dentsu International, the "People in the Pandemic" consumer surveys from Taipei among our members. The AFAA newsletter aims at providing a platform for our members to understand other Asian markets better. All AFAA members are encouraged to share local observations and knowledge with the advertising world. "Knowledge is power" and AFAA knowledge will be the driving force in the Asian Advertising market.

The pandemic may have created many negative impacts on our life, but it has driven us to innovate and look for new opportunities. AFAA has taken positive actions and looks at the bright side of the "New Normal". I hope our new initiatives can foster stronger bonds and co-operations among AFAA members so we all come out of the pandemic stronger and better.

**Raymond So**  
**CHAIRMAN**

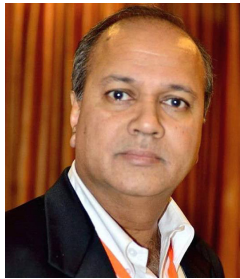
**AFAA EXCOM MEMBERS**



**CHAIRMAN**  
**Raymond So**  
Taipei Association of  
Advertising Agencies



**Vice Chairman**  
**Srinivasan K. Swamy**  
Advertising Council of India



**Chief Strategy Director**  
**Ramesh Narayan**  
Advertising Council of India



**Chief Revenue Director**  
**Nack Hoi Kim**  
Korea Federation of  
Advertising Associations



**Chief Membership  
Development Director**  
**Tadashi Ishii**  
Dentsu Inc.



**Chief Marketing Director**  
**Maya Watono**  
Komisi Periklanan Indonesia



**Chief Knowledge Director**  
**Bharat Avalani**  
Connecting Dots Consultancy



**Immediate Past  
Chairman & Advisor**  
**Pradeep Guha**  
Advertising Council of India



**Secretary**  
**James Selva**  
Asian Federation Of  
Advertising Associations

**AFAA REGULAR  
MEMBERS**

**Advertising Council of India**

B-502, Marathon Futurex,  
N M Joshi Marg, Lower Parel  
Mumbai 400013, India



Jaideep Gandhi

**Vietnam Advertising Association**

Unit 606, 6th Floor, Savina Building  
1 Dinh Le, Hoan Kiem, Ha No  
Vietnam



Dinh Quang Ngu

**Pakistan Advertising Association**

Plot No: St 4, Block -3, Gulshan Flyover,  
Opp: T.O.Clinic Rashid Minhas Road,  
Gulshan-e-Ibal, 75300 Karachi



Jawad Humayun

**Dewan Periklanan Indonesia**

Jl.Raya Fatmawati No.15H, Kebayoran Baru  
12140 Jakarta Selatan, Indonesia



Janoe Ariijantu

**Japan Advertising Federation**

7-4-17, Ginza Chuo-Ku,  
104-0061 Tokyo, Japan



Akira Ohira

**Korea Federaion of Advertising Associations**

9F, Korea Advertising Culture Center Bldg  
137, Olympic-ro 35-gil  
Songpa-gu, Seoul 05510 South Korea.



Nack Hoi Kim

**Taipei Association of Advertising Agencies**

21f, 161 SongDe Rd, 110 Taipei



Evan Teng

**AFAA REGULAR  
MEMBERS**

**The Association of Advertising Agents of Macau**

Avenida Praia Grande,  
No.10 369-371 EDF  
Keng Ou 16 Andar D, Macau



Keyvin Bi

**Association of Advertising  
Agents of Bangladesh**

355 Bir Uttam AK Khandakar Rd,  
Dhaka 1212, Bangladesh



Ramendu Majumder

**Advertising Association of Nepal**

Siddhicharan Marga, Shantinagar  
Kathmandu, P.O.Box 8944, Nepal



Shom Dhital

**China Advertising Association of Commerce**

Honglingjin Park, No. 5, Hou Balizhuang  
Chao Yang District, Beijing, China 100025



Wang Xin

**Hong Kong Association of  
Interactive Marketing Ltd**

10/F, The Wave 4, Hing Yip Street  
Kwun Tong, Hong Kong



Ralph Szeto

**Asian American Advertising Federation**

6230 Wilshire Blvd,  
Suite # 1216, Los Angeles,  
CA 90048, USA



Indrajit Majumdar

**AFAA CORPORATE  
MEMBERS**

**Dentsu Group Inc**

1-8-1, Higashi-Shimbashi Minato-ku  
105-7050 Tokyo, Japan



Tadashi Ishii

**Hakuhodo Inc**

Akasaka Biz Tower,  
5-3-1 Akasaka, Minato-ku  
Tokyo 107-6322, Japan



Shuntaro Ito

**Jang Media Group**

Al-Rahman Building, 1.1 Chandrigar Road  
Karachi, Pakistan



Sarmad Ali

**M. Communication (Pvt) Ltd**

22 A, Main Nazimuddin Road  
F-7/1 Islambed, Pakistan



Sohail Kisat

**Channel 7 Communication**

3rd Floor, Office Tower, Fazal-e-Haq Road,  
Blue Area, Islamabad- Pakistan



Jawad Humayun

**AFAA ASSOCIATE  
MEMBERS**

**ECI Awards**

Room 1703, Building No.15, West Jianwai SOHO  
39, Dongsanhuan Road, Chaoyang District  
Beijing, China



Dr. Owen Jia

**AFAA AFFLIATE  
MEMBERS**

**Association of Communication  
Agencies of Mauritius**

P.O Box 522, Port Louis, Mauritius.



Bineswar Sookloll

**Magazine Publishers Association, Malaysia**

2-96, Jalan Prima SG 3/2,  
Taman Prima, Sri Gombak, 68100.  
Batu Caves, Kuala Lumpur 68100 Malaysia

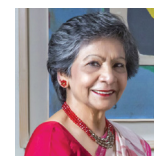


Louis Foo

**AFAA INDIVIDUAL  
MEMBERS**

**Mrs Geeteara Safiya Choudhury**

Adcomm Limited  
11- Love Road (3rd Floor), Tejgaon 1/A  
1208 Dhaka, Bangladesh



**Bharat Avalani**

Connecting Dots Consultancy  
126, SS 21/31, Damansara Utama,  
47400 Petaling Jaya, Malaysia





**AFAA INDIVIDUAL  
MEMBERS**

**Tran Hoang**

Vietnam Marcom Academy  
Cong ty TNHH Truyen Thong Tiep Thi Viet Nam  
10 My Phu 1A, Tan Phu Ward,  
District 7, Phu My Hung, Ho Chi Minh City  
Vietnam



**Ravin Lama**

International Media Network Nepal Pvt Ltd  
APAC House, Singha Durbar Baidhyakhana Road  
Anam Nagar, Kathmandu, Nepal



**Shakya Ujaya**

Outreach Nepal Pvt Ltd  
Jwagal, Kupondole Lalitpur, Nepal



**Tanvir Kanji**

Inca Tanvir Advertising Llc  
244B, Al Wanba Street  
P.O.Box 5320, Sharjah,UAE



**Lee Soon Dong**

Korea Federation of Advertising Association  
6F, Nonhyun-Ro 81 gil 12,  
Kangnamgu, Seoul 06237, Korea



**John Chacko**

JDC BrandTruth  
32A, Jalan Sierra Seputeh, Taman  
Sierra Seputeh, 50460  
Kuala Lumpur, Malaysia



**Ms Zahra Jamalifard (Aram)**

Pazh Ad Agency  
20th Seyed Razi,  
Moalem Blvd, Mashad, Iran



**AFAA HONORARY  
MEMBERS**

**Senyon Kim**  
South Korea



**Late Guotam Rakshit**  
Mumbai, India



**Longmen Hu**  
Taipei, Taiwan



**Yong Poh Shin**  
Singapore



**Peter A. Das**  
Malaysia



**J. Matthews**  
Malaysia



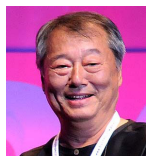
**Late Indra Abidin**  
Indonesia



**Shuzo Ishikawa**  
Japan



**Vinit Suraphongchai**  
Thailand





# FINANCIAL STATEMENTS

**31 DECEMBER 2020**

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## EXECUTIVE COMMITTEE & AUDITORS AS AT 31 DECEMBER 2019

**CHAIRMAN** | So Hung Raymond

**VICE - CHAIRMAN** | Krishnaswamy Srinivasan

**HON. SECRETARY** | Selvathurai @ James Selva

**EXECUTIVE MEMBERS**

- Bharat Avalani
- Ramesh Narayan
- Nack Hoi Kim
- Maya Watono
- Tadashi Ishii
- Pradeep Guha

**AUDITORS** | **Jayasangar & Co. ( AF 1907 )**  
Chartered Accountants  
L11-1, 11th Floor, Menara Sentral Vista,  
Jalan Sultan Abdul Samad, 50470 Brickfields,  
Kuala Lumpur, Malaysia

### REGISTERED OFFICE

ASIAN FEDERATION OF  
ADVERTISING ASSOCIATIONS

GABUNGAN PERSATUAN -  
PERSATUAN PENGIKLANAN  
ASIA

2-96 Jalan Prima SG3/2, Taman Prima Sri Gombak,  
68100, Batu Caves, Selangor, Malaysia

**FOR THE FINANCIAL PERIOD ENDED 31 DECEMBER 2020  
STATEMENT BY EXECUTIVE COMMITTEE**

I, the undersigned, Chairman of the Executive Committee, do hereby state that, in the opinion of the Executive Committee, the accompanying financial statements set out on pages 13 to 20 are drawn up in accordance with the approved Accounting Standards in Malaysia, so as to give a true and fair view of the financial position of the Association as at 31 December 2020 and of its financial performance and the cash flows for the financial period then ended.

On behalf of the Executive Committee

  
**So Hung Raymond**  
**Chairman**

Kuala Lumpur, Malaysia

**JAYASANGAR & CO. (AF : 1907)**  
**Chartered Accountants**  
(Member of Malaysian Institute of Accountants)

L 11-1, Menara Sentral Vista, Jalan Sultan Abdul Samad, Brickfields, 50470, Kuala Lumpur

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASIAN  
FEDERATION OF ADVERTISING ASSOCIATIONS**

**Report on the Financial Statements**

We have audited the financial statements of Asian Federation of Advertising Associations, which comprise the statement of financial position as at 31 December 2019, and the statement of income and expenditure and statement of receipts and payments for the financial period then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 13 to 20.

**Management Committees' Responsibility for the Financial Statements**

The Executive Committee of Association is responsible for the preparation and fair presentation of these audited financial statements in accordance with the Approved Accounting Standards in Malaysia. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

**Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.


An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgement, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to Association preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Association internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Executive Committee, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements have been properly drawn up in accordance with Approved Accounting Standards in Malaysia so as to give a true and fair view of the financial position of Association as at 31 December 2019 and of its financial performance and cash flows for the financial period then ended.

  
**JAYASANGAR & CO**  
AF: 1907  
Chartered Accountants

  
**B. JAYASANGAR CA(M), CPA**  
2561/06/19(J)  
Chartered Accountants

**Kuala Lumpur, Malaysia**  
**Date : 12th February 2020**

**STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2020**

	Note	2020 USD	2019 USD
<b>CURRENT ASSETS</b>			
Sundry receivables	3	3,163	2,834
Fixed deposits	4	217,442	189,535
Cash and cash equivalent	5	40,026	30,992
<b>TOTAL ASSETS</b>		<b>260,631</b>	<b>223,361</b>

<b>FINANCED BY:</b>			
Balance as at the beginning of financial year		218,433	179,077
Surplus of Income Over Expenditure		37,269	39,286
Balance as at the end of financial year		255,702	218,363

<b>CURRENT LIABILITY</b>			
Other payables	6	4,927	4,927
<b>TOTAL LIABILITY</b>		<b>4,927</b>	<b>4,927</b>
<b>TOTAL EQUITY AND LIABILITY</b>		<b>260,631</b>	<b>223,361</b>

**STATEMENT OF INCOME AND EXPENDITURE  
FOR THE FINANCIAL ENDED 31 DECEMBER 2020**

	2020 USD	2019 USD
<b>INCOME</b>		
Donations	37,714	37,631
Fast Track Training	-	19,103
Gain on exchange	-	93
Interest from fixed deposits	35	21
Subscription	13,715	15,454
	51,464	72,302
<b>LESS : EXPENDITURE</b>		
Auditors' Remuneration	1,605	1,512
Administration Cost	5,860	5,582
Ad. Report	1,395	-
AFAA Awards	-	2,864
Air Fare Charges	-	1,122
Annual Report Artwork	1,081	1,278
Bank Charges	14	23
Fast Track Training	-	10,872
General Expenses	-	233
Meeting Expenses	227	1,389
Postage and Courier	-	67
Press Release Fee	-	465
Printing, Stationery and Photocopying	-	162
Submission Fee - ROS	116	186
Tax Consultant Fee	767	1,395
Telephone, Fax and Email	267	441
Travelling and Transport	-	1,715
Video Editing - AdAsia Lahore	488	-
Webgator Server	698	-
Website Maintenance	1,674	3,860
Total Expenses	14,192	33,015
Net Surplus Before Taxation	37,270	39,286
Taxation	-	-
Net Surplus For The Financial Year	37,270	39,286



**STATEMENT OF CHANGES IN ACCUMULATED FUND  
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020**

	Surplus of Income Over Expenditure USD	Total USD
As at 1 January 2019	179,147	179,147
Net surplus for the financial period	39,286	32,286
As at 31 December 2019	218,433	218,433
As at 1 January 2020	218,433	218,433
Net surplus for the financial year	37,270	37,270
As at 31 December 2020	255,703	255,703

The annexed notes form an integral part of these financial statements

**STATEMENT OF RECEIPTS AND PAYMENTS  
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020**

	2020 USD	2019 USD
Opening balance as at beginning of the financial year	30,992	181,406
<b>RECEIPTS</b>		
Fast Track Training	-	19,103
Interest From Fixed Deposits	35	21
Donations	37,714	37,631
Gain on Exchange	-	93
Subscription Fee	13,386	15,454
	<b>51,135</b>	<b>72,302</b>
<b>PAYMENTS</b>		
Administration Cost	5,860	5,581
AFAA Awards	-	2,864
Ad. Report	1,395	-
Air Fare Charges	-	1,122
Annual Report Artwork	1,081	1,278
Audit Remuneration	1,605	1,627
Bank charges	14	23
Fast Track Training Expenses	-	10,872
Fixed Deposits	27,907	189,535
General Expenses	-	233
Meeting Expenses	227	1,389
Postage and Courier	-	67
Printing, Stationery and Photocopying	-	162
Press Release Fee	-	465
Submission Fee - ROS	116	186
Tax Consultant Fee	767	1,395
Tax Paid	-	51
Telephone, Fax and Email	267	441
Travelling ,Transport and Accommodation	-	1,715
Video Editing -AdAsia Lahore	488	-
Webgator Server	698	-
Web Maintenance	1,674	3,860
	<b>42,101</b>	<b>222,716</b>
	<b>40,026</b>	<b>30,992</b>
	<b>40,026</b>	<b>30,992</b>

## **NOTES TO THE FINANCIAL STATEMENT FOR THE FINANCIAL PERIOD ENDED 31 DECEMBER 2020**

### **1 GENERAL INFORMATION**

The principal objective of the Association is to unify all Asian associations involved in the various aspects of advertising as a profession and as a business.

The registered office and principal place of operation of the Association is located at 2-96 Jalan Prima SG3/2, Taman Prima Sri Gombak, 68100, Batu Caves, Selangor, Malaysia

The financials statements are presented in Ringgit Malaysia ("RM").

### **2 SIGNIFICANT ACCOUNTING POLICIES**

#### **2.1 Basis of preparation**

The financial statements of the Association have been prepared under the historical cost convention and in accordance with the applicable Approved Accounting Standards in Malaysia.

#### **2.2 Summary of significant accounting policies**

##### **(a) Financial instrument**

Financial instruments are recognised in the statement of financial position when the Association has become a party to the contractual provisions of the instrument. Financial instruments are classified as liabilities or equity in accordance with the substance of the contractual arrangement. Interest, dividends, gains and losses relating to a financial instrument classified as a liability, are reported as expenses or income. Distributions to holders of financial instruments classified as equity are charged directly in equity. Financial instruments are offset when the Association has a legally enforceable right to offset and intends to settle either on a net basis or to realise the asset and settle the liability simultaneously.

##### **(b) Cash and cash equivalents**

For the purposes of the cash flow statements, cash and cash equivalents include cash on hand and at bank including Monies Held In Trust which have an insignificant risk of changes in value.

##### **(c) Receivables**

Receivables are carried at anticipated realisable values. Bad debts are written off when identified. An estimate is made for doubtful debt based on a review of all outstanding amounts as at the financial position date.

##### **(d) Payables**

Other payables are stated at cost which is the fair value of the consideration to be paid in the future for goods and services rendered.

**(e) Provision**

Provisions are recognised when the Association has a present obligation as a result of a past event and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and a reliable estimate of the amount can be made. Provisions are reviewed at each financial position date and adjusted to reflect the current best estimate. Where the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognised as finance cost.

**(f) Revenue recognition**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Association and the revenue can be reliably measured. The following specific recognition criteria must also be met before revenue is recognised:

**(i) Subscription**

- **Subscription is recognised on a receipts basis.**
- **Subscription received in relation to periods beyond the current financial period are shown in the statement of financial position as subscription received in advance under current liabilities.**

**(ii) Other income**

**Endorsement fee and contributions are recognised on an accrual basis**

**(iii) Donations**

- **Donations are recognised on a receipt basis.**

**(g) Foreign currency transactions**

Transactions in foreign currencies are translated into Ringgit Malaysia, which is also the Association's functional currency at the exchange rates prevailing at the transaction dates or, where settlement has not yet taken place at the end of the financial year, at the approximate exchange rates prevailing at that date. All exchange gains and losses are taken up in the profit or loss.

**(h) Income Tax**

Income tax expense comprises current and deferred tax. Current tax and deferred tax are recognized in the statement of income and expenditure except to the extent that it relates to a business combination or items recognized directly in equity or other comprehensive income.

Current tax is expected tax payable or receivable on the taxable income or loss for the financial period, using tax rates enacted or substantively enacted by the end of the reporting financial year, and any adjustment to tax payable in respect of previous financial period

**3. RECEIVABLES**

	2020 USD	2019 USD
Subscription Receivables	3,163	2,834

**4. FIXED DEPOSITS**

	2020 USD	2019 USD
Fixed Deposits	217,442	189,535

**5. CASH AND CASH EQUIVALENT**

	2020 USD	2019 USD
Bank Balance	40,026	30,992

**6. PAYABLES**

	2020 USD	2019 USD
Other payables		
- Auditors' Remuneration	1,512	1,512
- Sundry Payables and Accruals	3,416	3,416
	4,928	4,928

**7. OPERATING EXPENSES**

	2020 USD	2019 USD
- Auditors' Remuneration	1,605	1,512
- Administration Cost	5,860	5,582
- Ad. Report	1,395	-
- AFAA Awards	-	2,864
- Air Fare Charges	-	1,122
- Annual report artwork	1,081	1,278
- Bank Charges	14	23
- Fast Track Training	-	10,872
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- Tax Consultant Fee	767	1,395
- Telephone, Fax and Email	267	441
- Travelling and Transport	-	1,715
- Video Editing - AdAsia Lahore	488	-
- Webgator Server	698	-
- Website Maintenance	1,674	3,860
	14,194	33,015

# REGIONAL MEDIA AD SPENDING Y2015 - Y2019



Australia



Bangladesh



China



Chinese Taiwan



Hong Kong



India



Indonesia



Japan



Malaysia



MENA



Myanmar



New Zealand



Pakistan



Philippines



Singapore



South Korea

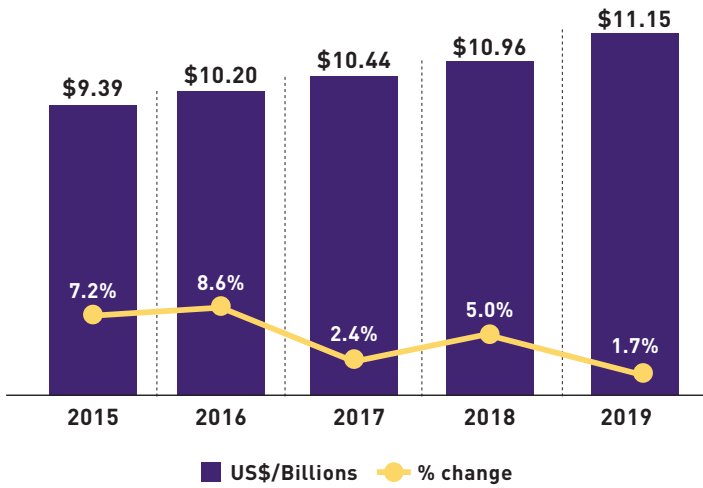


Thailand

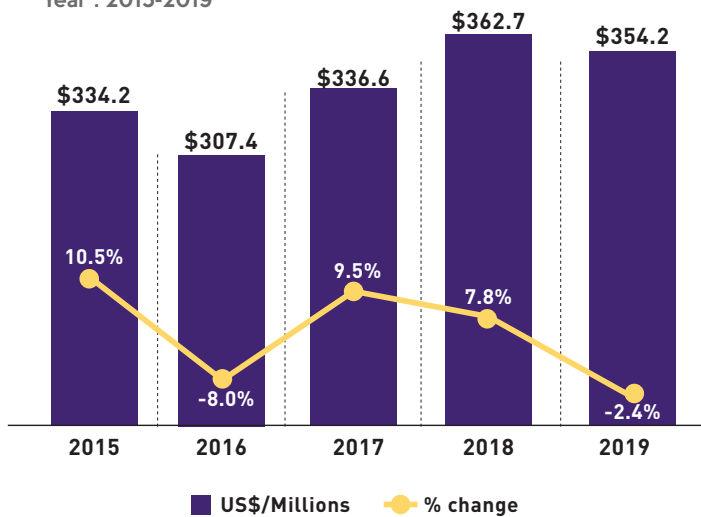


Vietnam

**AUSTRALIA**  
Total Media Ad Spending  
Year : 2015-2019

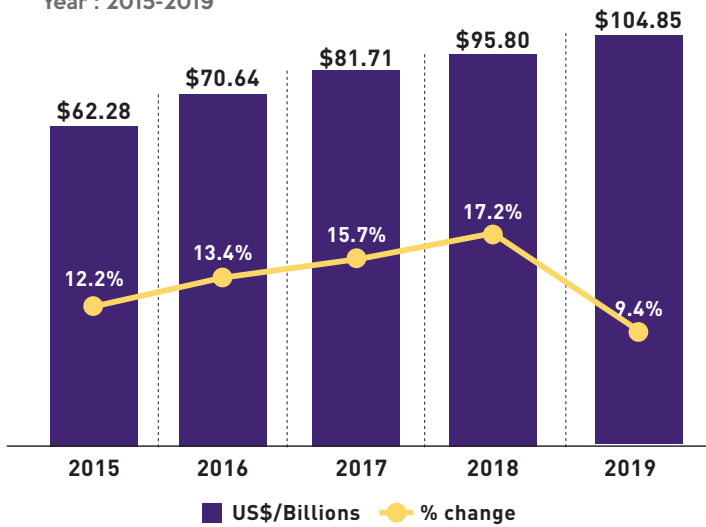


**BANGLADESH**  
Total Media Ad Spending  
Year : 2015-2019

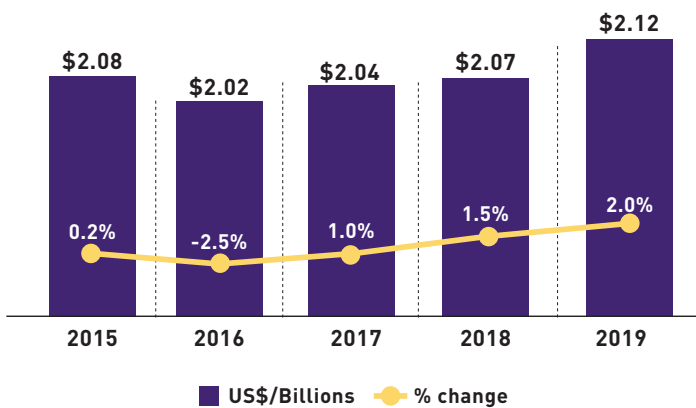


Source : By Industry

**CHINA**  
Total Media Ad Spending  
Year : 2015-2019



**CHINESE TAIWAN**  
Total Media Ad Spending  
Year : 2015-2019

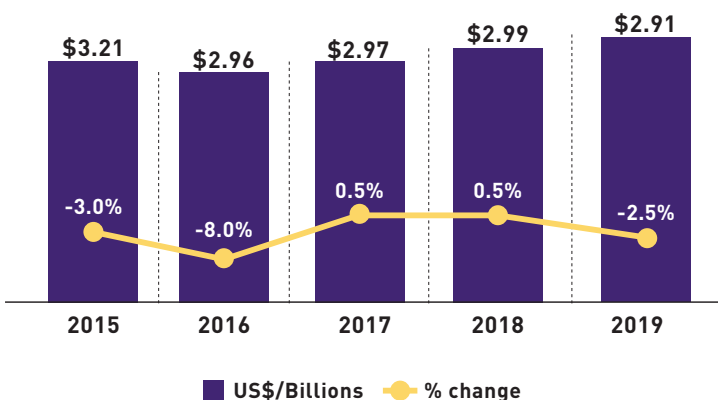


Source : By Industry



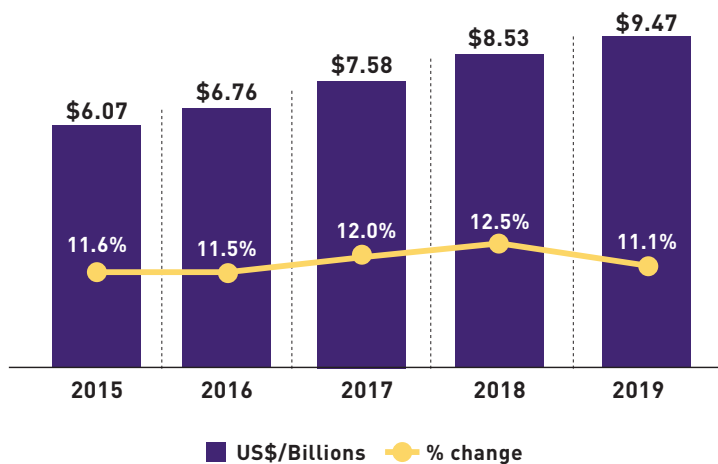
**HONG KONG**  
Total Media Ad Spending

Year : 2015-2019



**INDIA**  
Total Media Ad Spending

Year : 2015-2019

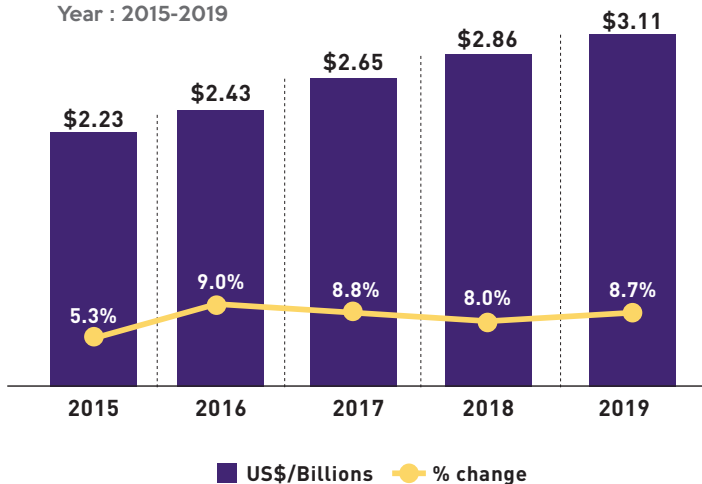


Source : By Industry

**INDONESIA**

**Total Media Ad Spending**

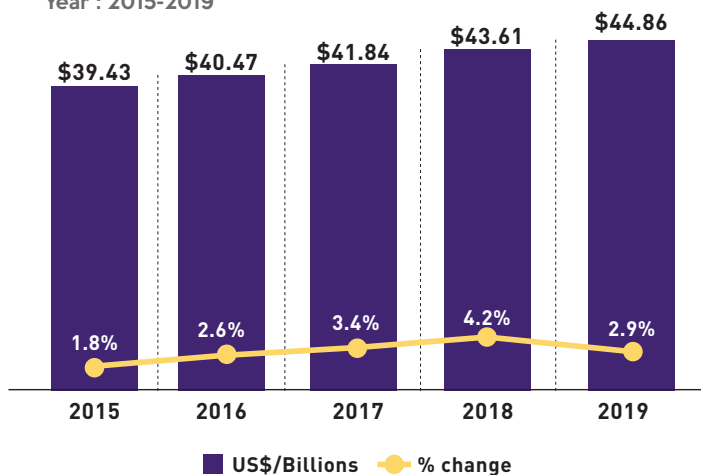
Year : 2015-2019



**JAPAN**

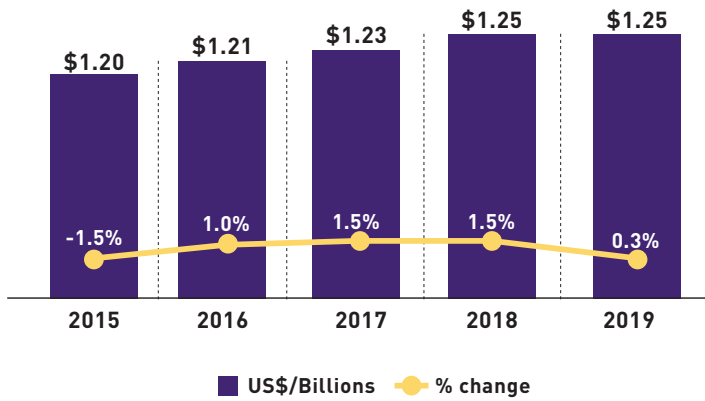
**Total Media Ad Spending**

Year : 2015-2019

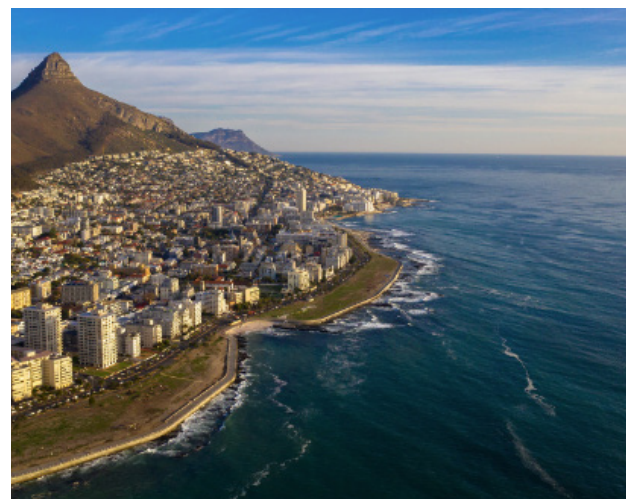
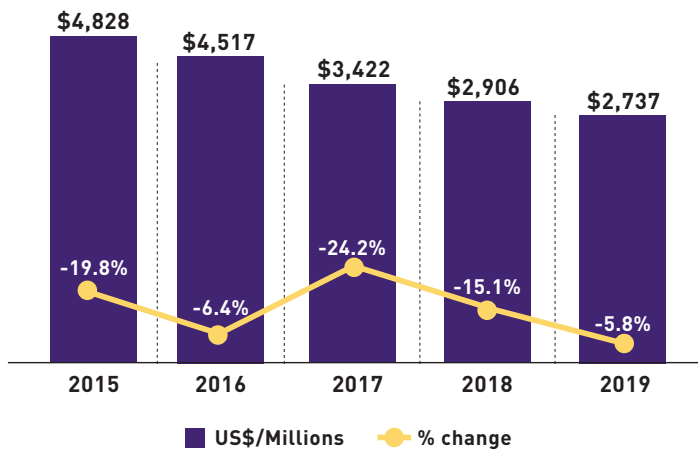


Source : By Industry

**MALAYSIA**  
Total Media Ad Spending  
Year : 2015-2019

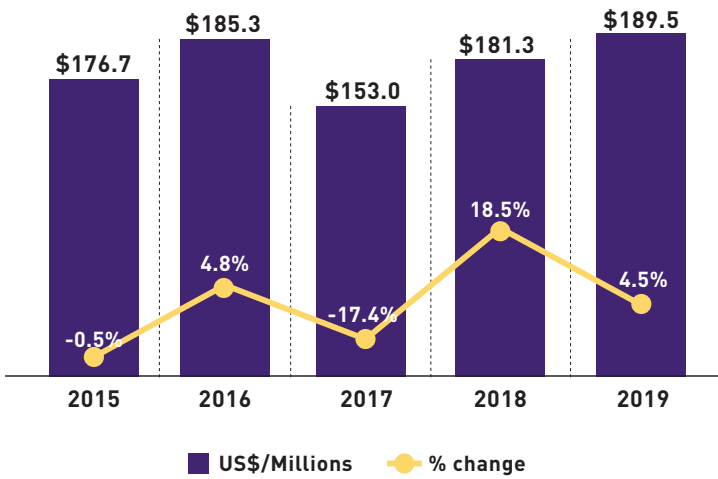


**MENA**  
Total Media Ad Spending  
Year : 2015-2019

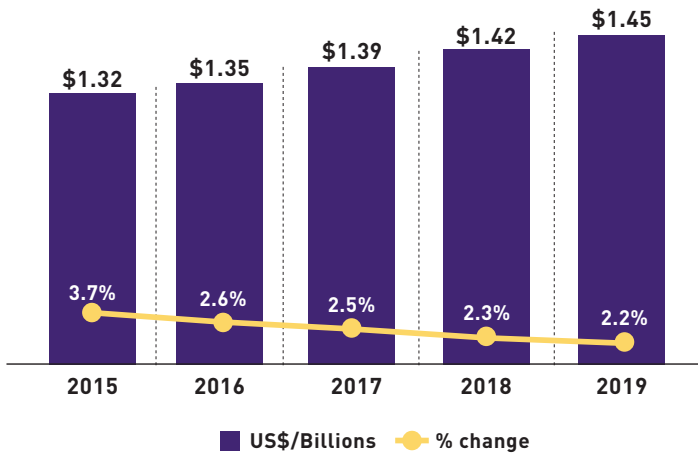


Source : By Industry

**MYANMAR**  
Total Media Ad Spending  
Year : 2015-2019



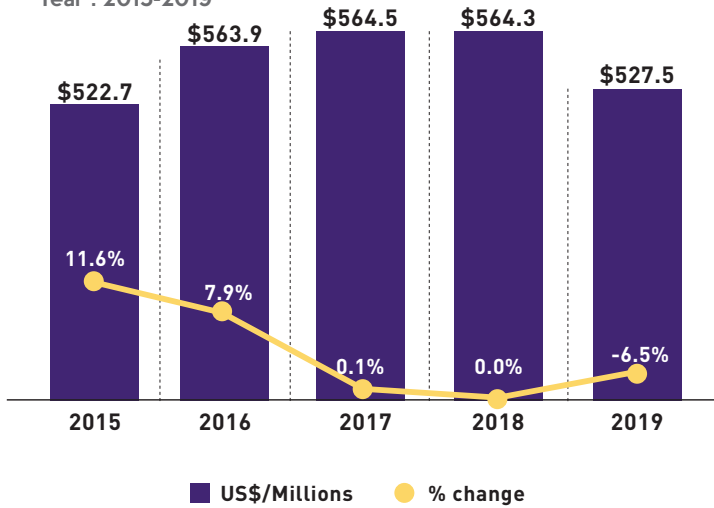
**NEW ZEALAND**  
Total Media Ad Spending  
Year : 2015-2019



Source : By Industry

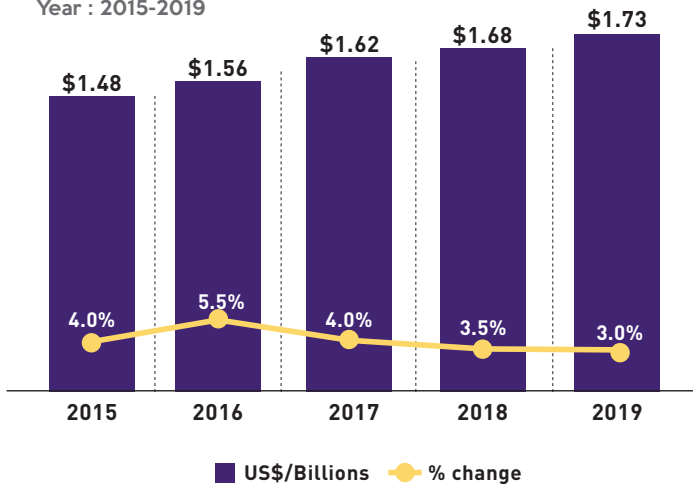
**PAKISTAN**  
Total Media Ad Spending

Year : 2015-2019



**PHILIPPINES**  
Total Media Ad Spending

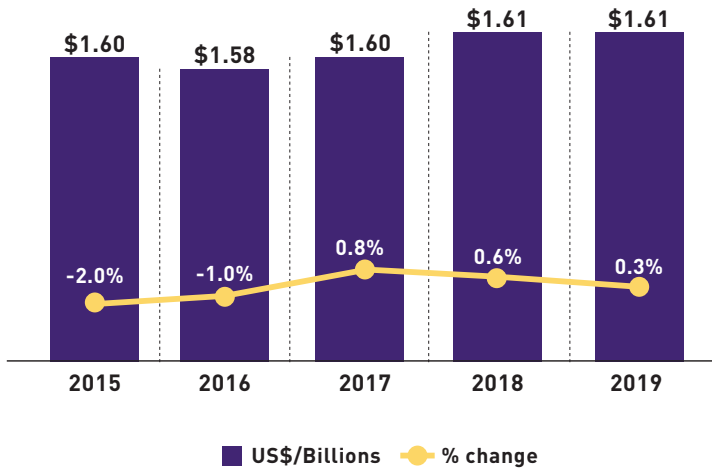
Year : 2015-2019



Source : By Industry

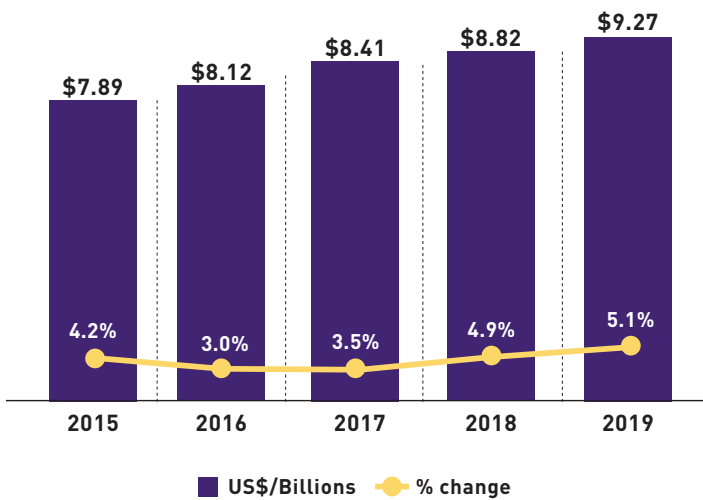
**SINGAPORE**  
Total Media Ad Spending

Year : 2015-2019



**SOUTH KOREA**  
Total Media Ad Spending

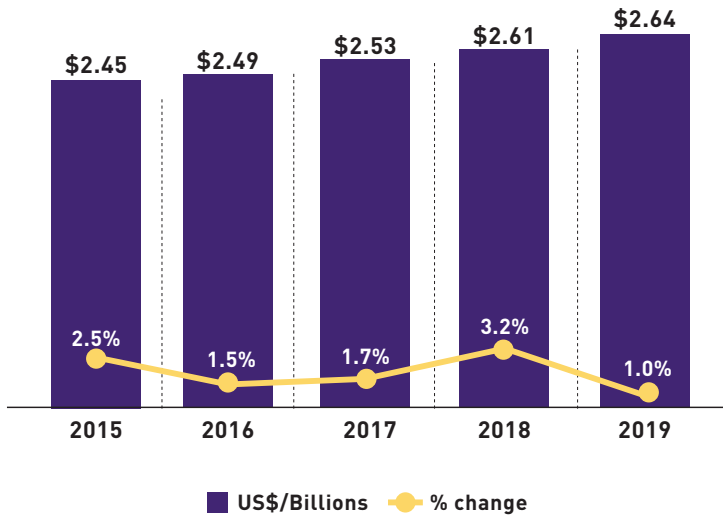
Year : 2015-2019



Source : By Industry

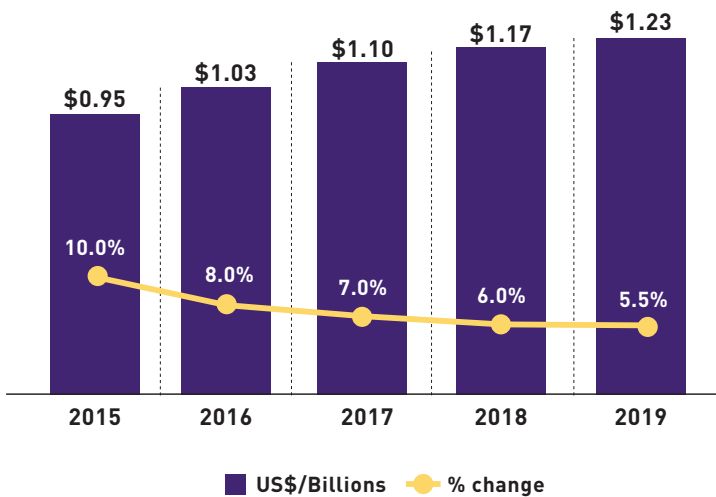
**THAILAND**  
Total Media Ad Spending

Year : 2015-2019



**VIETNAM**  
Total Media Ad Spending

Year : 2015-2019



Source : By Industry



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