

Indochina Research Media Index Cambodia

By Indochina Research

Indochina Research's Media Index study is Cambodia's premier research on the changing media habits in the country. Produced since August 2006, it has helped clients understand and define the importance of various media outputs whilst Cambodian society develops.

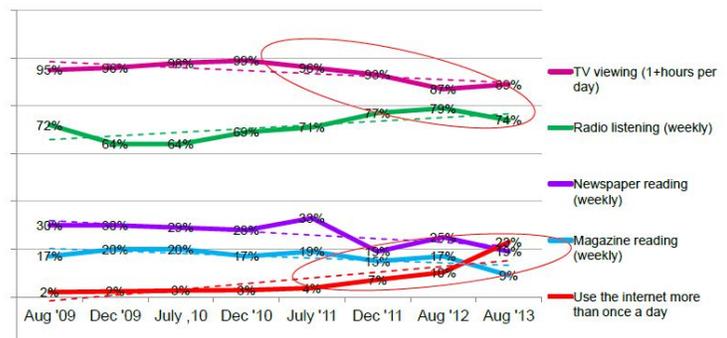
The media landscape in Cambodia is changing in two key ways. Firstly, economic growth in Cambodia is changing lifestyles. Diversified employment, access to leisure activities, improved mobility, access to information, more choice and demand for new brands, products and services signify only a few of the lifestyle changes occurring in Cambodia because of economic growth. Secondly, media consumption habits are changing, for example, internet penetration has increased by 50% from last year whilst TV viewing has decreased. This alteration reflects the changing lifestyles of Cambodians; for example, they are doing more out of home activities, have more employment and increased time spent on the internet or gaming rather than watching TV.



These changes can have repercussions for development and for businesses; it is thus of the utmost importance to understand them. Understanding gained through measuring media allows for numerous benefits. Primarily it facilitates dialogue

with consumers, builds brand identity, product awareness and understanding, and can be used for the ultimate aim of impacting behaviour and attitudes. Moreover, when demographics' use of media is comprehended, the ability to produce targeted activity means the right messages can reach the right people, in the right place, at the right time. This enables effective messaging and therefore efficient use of marketing spending, thus it provides clients of the Media Index a competitive advantage. From a development perspective, in addition to driving market competitiveness, targeted media campaigns support more efficient use of funds and also empower vulnerable citizens with more relevant information.

Media Consumption over time (IRL Media Index – Urban sample)



Urban media viewing over the past few years has decreased among all media except the internet.

Source: Indochina Research Media Index 2014.

Overall, the proliferation of TV and online media impacts behaviours. As consumers have more choices they become more selective, this emphasises the importance of quality and relevant content, the right scheduling, as well as opportunities for better targeted advertising.

Surveys and research undertaken on too small a scale and without considering all factors such as a representative sample (both in demographic and geographic terms), a well thought-out questionnaire and professional interviewers, often occur.

Indochina Research's Media Index comprises information from 1900 respondents, and to ensure the sample is gathered evenly, daily quotas are set and data is collected over the course of 2 weeks through random face-to face interviews, each lasting approximately one hour, using a structured questionnaire. All respondents are between the ages of 15 to 50 and demographics such as: location, age, gender, life-stage, income, household assets, occupation, education and literacy level are all recorded. Quotas are not placed on any specific demographics and consequently the respondent fallout is representative of the general population of Cambodia.

The media's surveyed in the report are T.V, radio, magazine and newspapers, internet and an expanded social media and mobile phones section. The data for each media subsection in the report is shown over time and is split by relevant sub groups: Province, gender, age, income, and education. All of this analysis is produced twice, once for urban and once for rural data.

Questions asked to respondents in the new social media and mobile phone usage section include: the number of SIM cards owned, what apps are used, how likely respondents are to look at advertisements on their phones, and which language they prefer to read mobile advertising, to name but a few questions. However, all of the different media's in the survey have questions in common, for instance, which stations are used most often, the frequency of their use, the location they are used, the respondents preferred method to gain information and so on. With this data comparisons can be made across media.

It has been proven that without knowing which media a target market consumes and when, advertisement spending can be squandered. Thus it is therefore vitally important to have an understanding of Media habits to effectively implement solid business strategy. Furthermore, the demands of sample size, demographics and interviewing are unknown to many and companies often cannot afford or do not have the relevant skills to undertake research into the essential topic of media habits. Indochina Research's Media Index therefore fills this gap for interested bodies.