

ANNUAL SURVEY ON MEDIA INDUSTRY 2018



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PART I: SURVEY COVERAGE AND METHODOLOGY

Introduction

The inaugural Annual Survey of the Media Industry (“Survey”) aims to track the market performance and business trends of the Media industry in Singapore.

Survey Methodology

The Survey covered a representative sample of Media establishments which was selected from the establishment sampling frame maintained by the Singapore Department of Statistics (DOS).

Notes on Data

Due to rounding, the sum of the individual parts may not add up to the total or 100%.

PART II: SURVEY FINDINGS

1. Executive Summary

Overall Performance

- The Media industry revenue was S\$6,926.2 million in 2017.
- The *Games* segment was the largest contributor to the Media industry revenue, with a share of 28.1%. This is followed by the *Broadcasting* segment (26.2%), the *Publishing* segment (25.8%) and the *Film & Video* segment (19.9%).

Overseas Market and Destinations

- Revenue derived from outside Singapore (“overseas revenue”) accounted for 46.4% (S\$3,212.3 million) of the Media industry revenue.
- Revenue from Business-to-business¹ (B2B) sources formed the majority (89.1%, S\$2,861.7 million) of the overseas revenue, while Business-to-consumer² (B2C) sources formed the remaining 10.9% (S\$350.6 million).
- The *Publishing* segment was the largest contributor to overseas Media revenue with a share of 29.7%, while the *Film & Video* segment was the smallest contributor with a share of 13.0%.
- Southeast Asia, which includes countries like Indonesia, Malaysia, Philippines, Thailand, etc., was the top region with regard to overseas Media revenue, accounting for 36.6% of overseas revenue.

Local Market

- Revenue derived within Singapore (“local revenue”) accounted for 53.6% (S\$3,713.9 million) of the Media industry revenue.
- B2B revenue formed slightly more than half (50.3%) of local revenue, followed by B2C revenue sources (41.5%) and 8.2% coming from businesses with foreign business partners which are based in Singapore (“foreign B2B, based locally”).
- All four segments had relatively similar contribution to the local Media revenue.
 - *Games* – 27.0%
 - *Film & Video* – 25.9%
 - *Broadcasting* – 24.7%
 - *Publishing* – 22.3%

¹ Business-to-business (B2B) refers to business that is conducted between companies.

² Business-to-consumer (B2C) refers to business that is conducted between a company and individual consumers, who are the end-users of its products or services.

2. Performance of the Media Industry

2.1 Industry Profile

Chart 1 below displays the distribution of Media enterprises by the four segments. *Film & Video* enterprises accounted for almost half (47.6%) of the industry.

Chart 1: Distribution of Enterprises by Segment, 2017

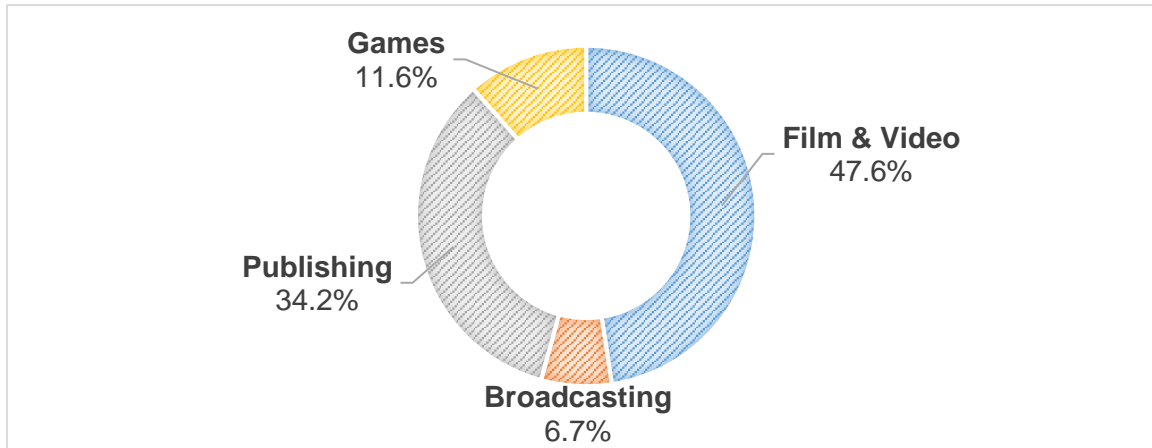
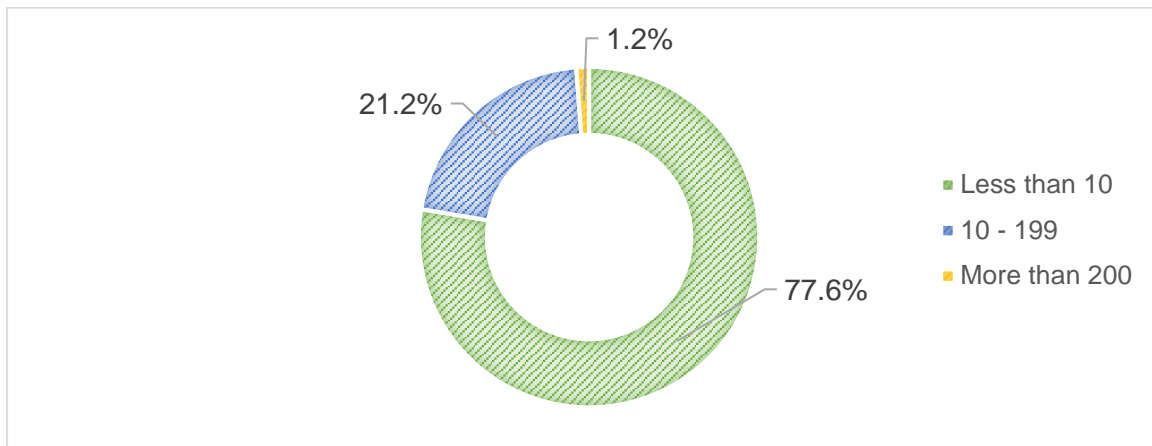


Chart 2 below displays the distribution of Media enterprises by employment size, with more than three-quarters (77.6%) of the enterprises having fewer than 10 employees.

Chart 2: Distribution of Enterprises by Employment Size, 2017

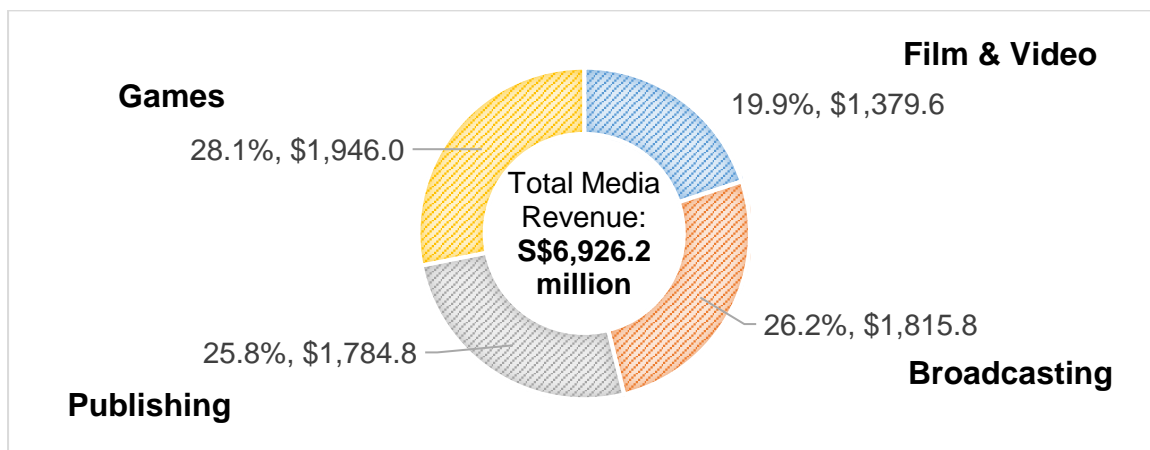


2.2 Overall Performance

The Media industry revenue in 2017 was S\$6,926.2 million.

The Media industry revenue in 2017 was S\$6,926.2 million ([Chart 3](#)). The *Games* segment contributed the most (S\$1,946.0 million, 28.1%) and the *Film & Video* segment contributed the least (S\$1,379.6 million, 19.9%).

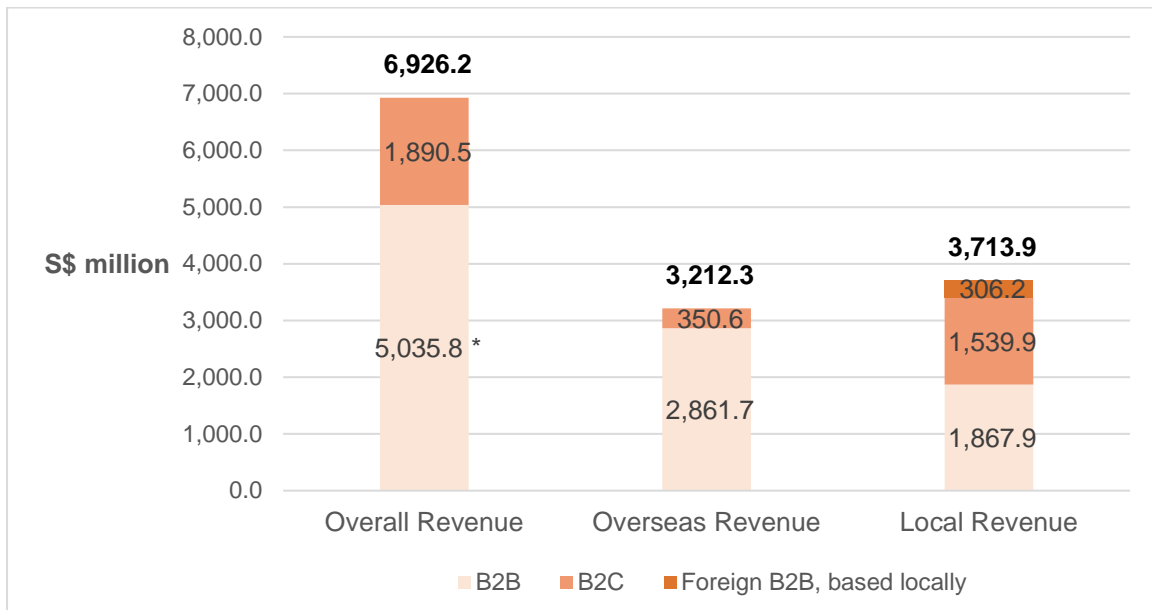
Chart 3: Media Revenue (S\$ million) by Segment, 2017



Local revenue accounted for more than half (S\$3,713.9 million, 53.6%) of the total Media industry revenue ([Chart 4](#)). The remaining revenue was attributed by overseas sources (S\$3,212.3 million, 46.4%). Most of the Media segments had relatively equal proportion of overseas and local revenue, except for the *Film & Video* segment where almost 70% of their revenue was from the local market ([Chart 5](#)).

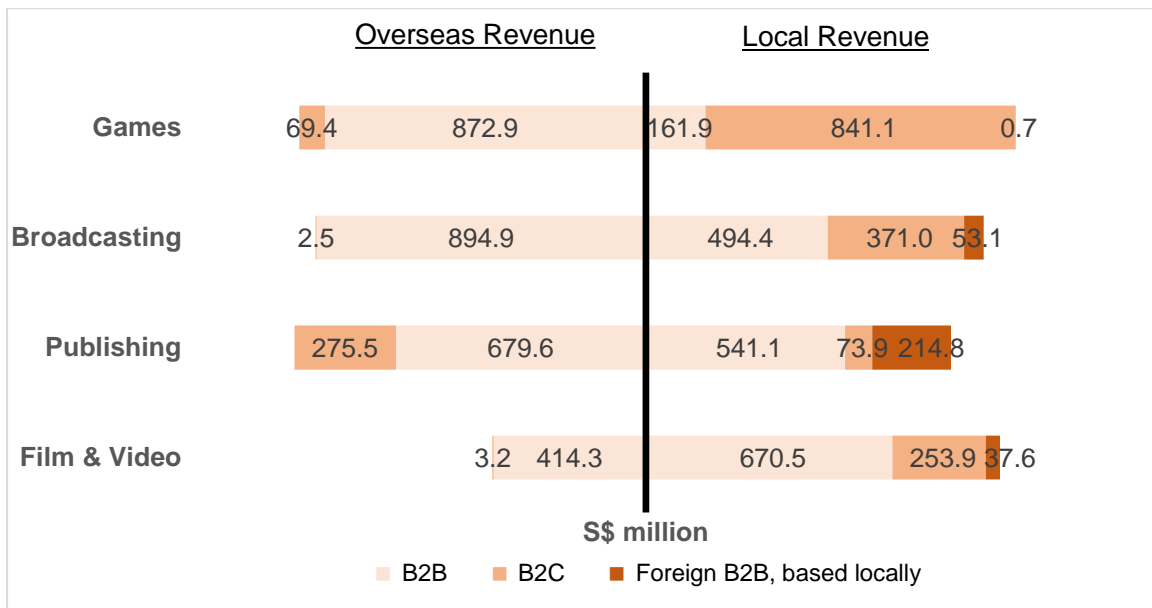
Notably, majority of the Media revenue was contributed by B2B revenue sources (S\$5,035.8 million, 72.7%) ([Chart 4](#)). Most of the Media segments had higher proportion of revenue from B2B sources as compared to B2C sources, with the exception of the *Games* segment where the split between B2B and B2C revenue sources was almost equal ([Chart 5](#)).

Chart 4: Media Revenue by Market, 2017



* Overall Revenue – B2B includes “Foreign B2B, based locally”

Chart 5: Media Revenue by Segment, Type and Market, 2017

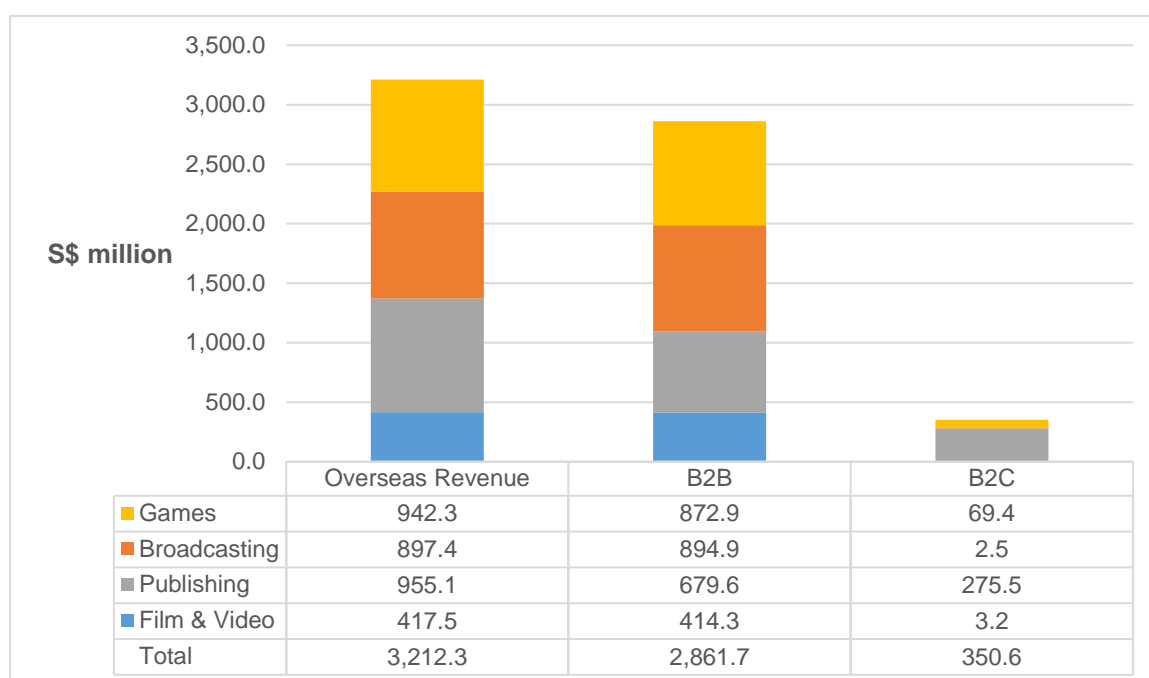


2.3 Overseas Market and Destinations

Total overseas Media revenue in 2017 was S\$3,212.3 million.

The total overseas Media revenue in 2017 was S\$3,212.3 million. B2B revenue formed 89.1% (S\$2,861.7 million) of overseas revenue (Chart 6), while the remaining 10.9% (S\$ 350.6 million) was attributed by B2C revenue sources.

Chart 6: Overseas Revenue by Type and Segment, 2017



The *Publishing* segment was the largest contributor to overseas Media revenue with a share of 29.7%, followed closely by the *Games* segment with a share of 29.3% (Table 1). The *Film & Video* segment was the smallest contributor to overseas Media revenue with a share of 13.0%.

Table 1: Proportion of Overseas Revenue by Segment, 2017

2017	Publishing	Games	Broadcasting	Film & Video
Share of Overseas Revenue	29.7%	29.3%	27.9%	13.0%

Southeast Asia, which includes countries like Indonesia, Malaysia, Philippines, Thailand, etc., was the top region with regard to overseas Media revenue in 2017, accounting for 36.6% of overseas revenue (Chart 7). This was also consistent across the four media segments (Table 2).

Chart 7: Overseas Revenue by Regions, 2017

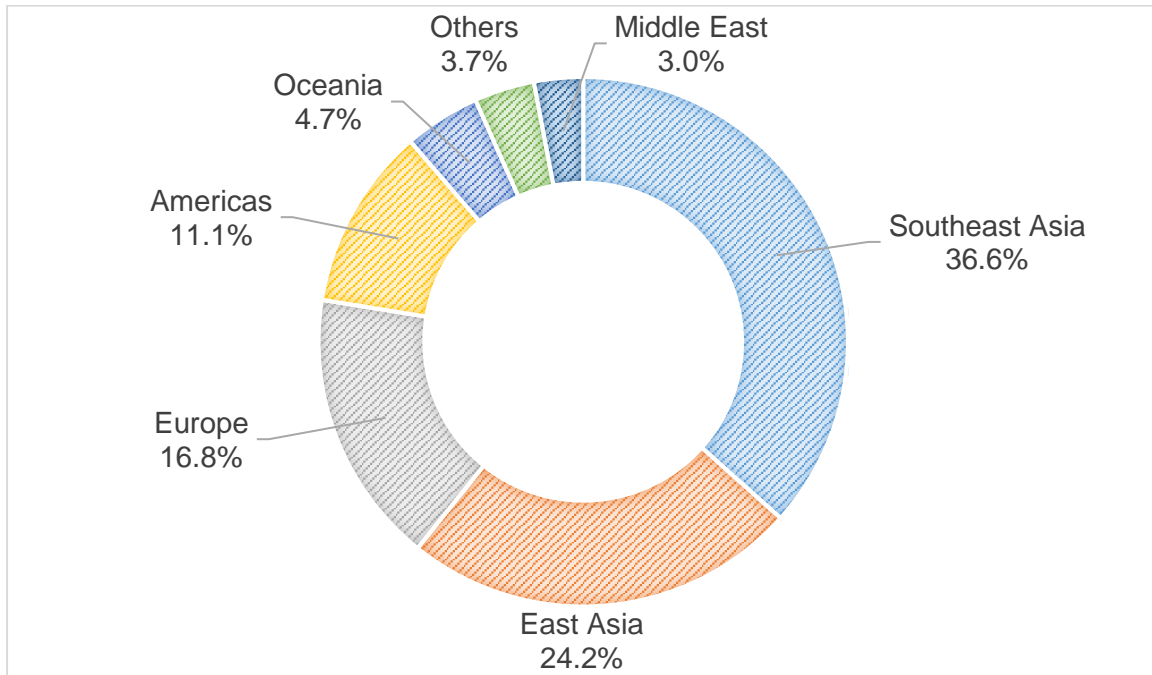


Table 2: Top 2 Regions (Overseas Revenue) by Segment, 2017

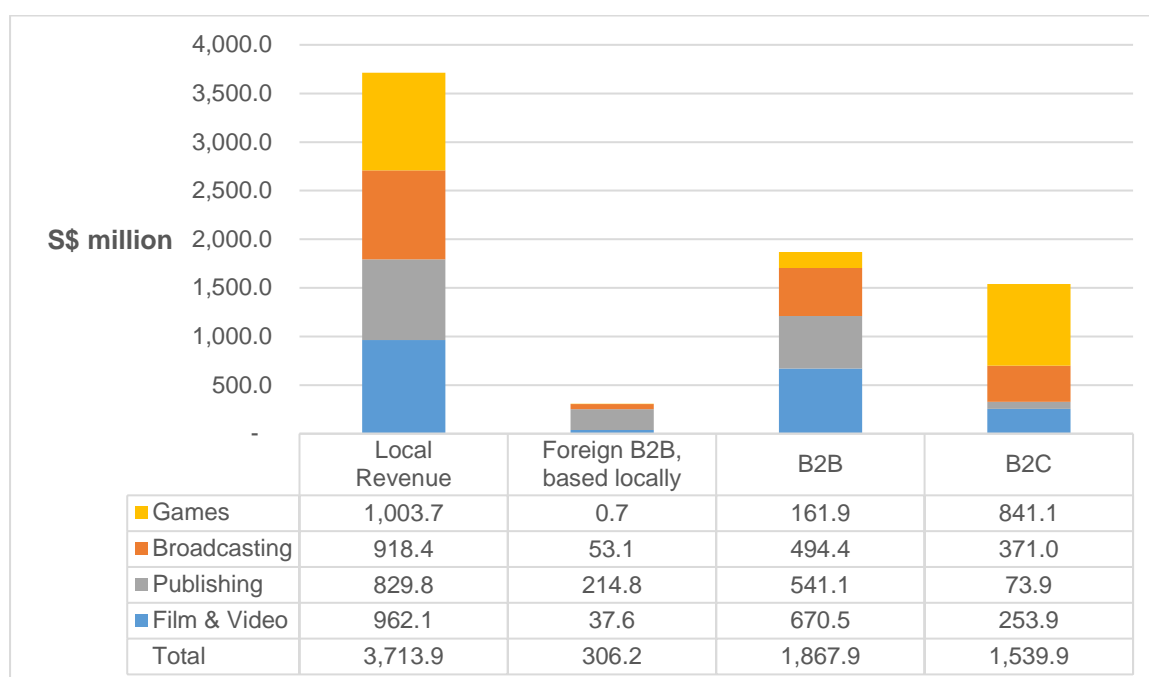
Media Segment	Top 2 Regions	
	Broadcasting	Southeast Asia: 41.1%
Games	Southeast Asia: 38.2%	East Asia: 35.7%
Film & Video	Southeast Asia: 38.1%	East Asia: 20.6%
Publishing	Southeast Asia: 30.2%	Europe: 27.6%

2.4 Local Revenue and Market Composition

Total local Media revenue in 2017 was S\$3,713.9 million.

Local Media revenue was S\$3,713.9 million in 2017. B2B revenue formed 50.3% (S\$1,867.9 million) of local revenue ([Chart 8](#)), followed by 41.5% attributed by B2C revenue sources (S\$1,539.9 million) and 8.2% coming from businesses with foreign business partners which are based in Singapore (S\$306.2 million).

Chart 8: Local Revenue by Type and Segment, 2017



The *Games* segment was the largest contributor to local Media revenue with a share of 27.0%, followed by the *Film & Video* segment with a share of 25.9% ([Table 3](#)).

Table 3: Proportion of Local Revenue by Segment, 2017

2017	Games	Film & Video	Broadcasting	Publishing
Share of Local Revenue	27.0%	25.9%	24.7%	22.3%

2.5 Revenue Breakdown by Media Products/ Services

The charts below provide a breakdown of the four Media segment revenue by products/ services. Please refer to [Annex A](#) for more information on each product/ service.

Chart 9: Revenue Breakdown by Products/ Services – Games, 2017

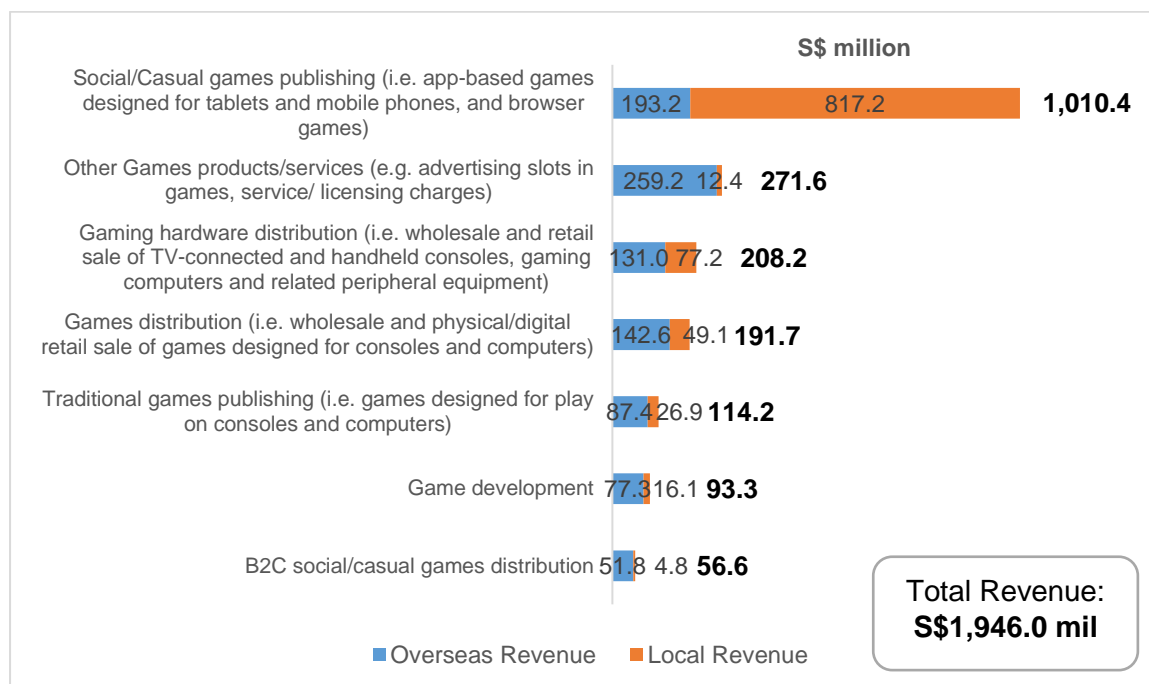


Chart 10: Revenue Breakdown by Products/ Services – Broadcasting, 2017

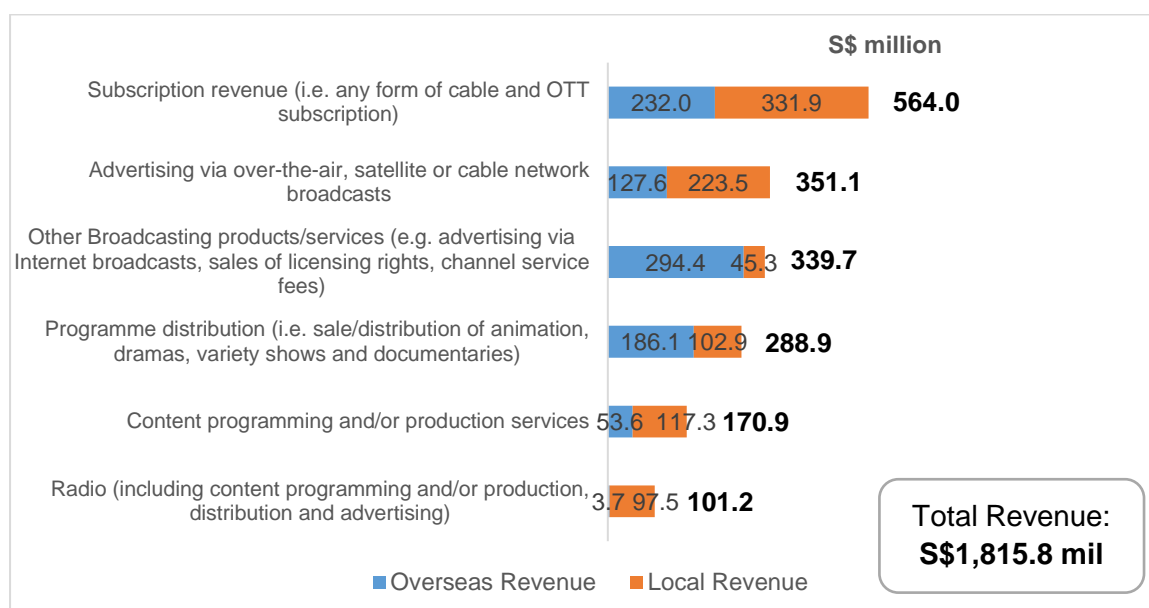


Chart 11: Revenue Breakdown by Products/ Services – Publishing, 2017

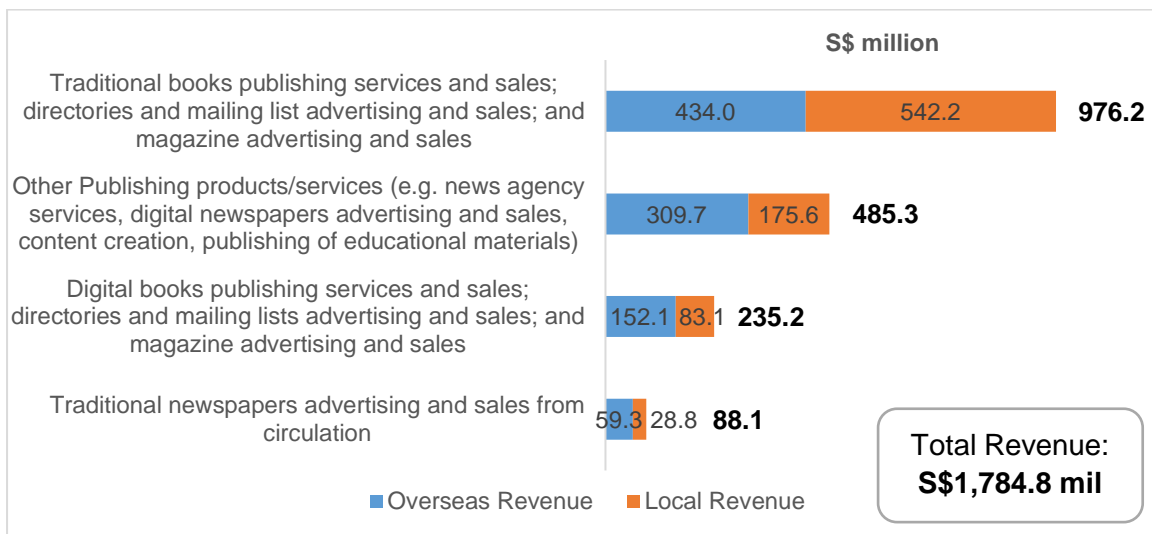
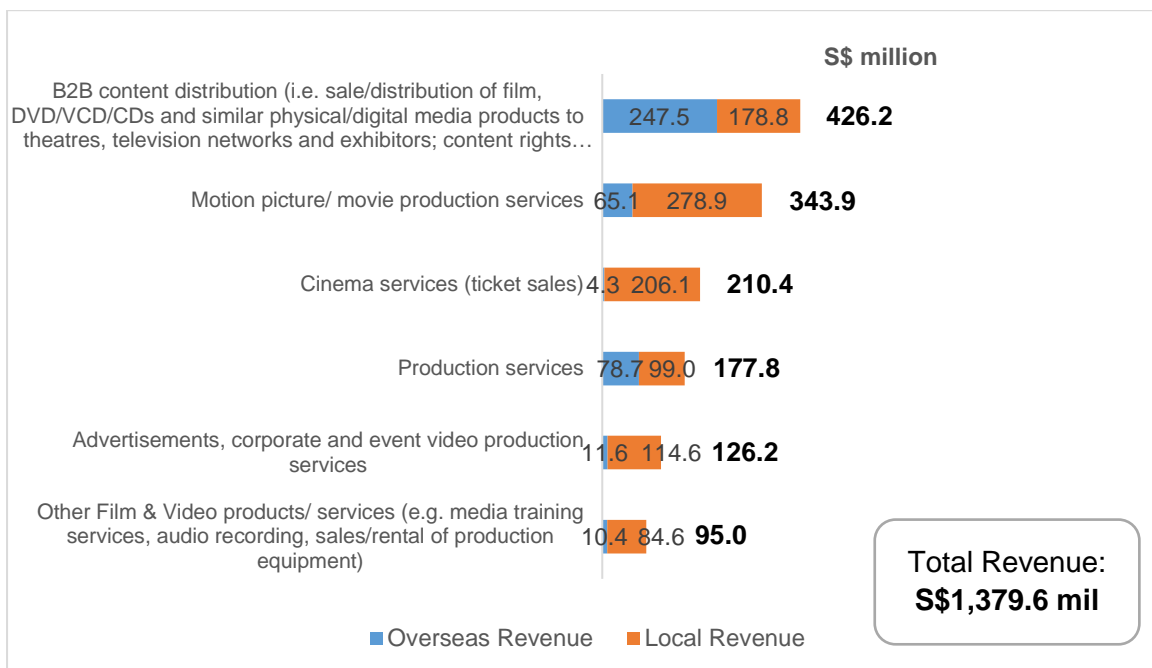


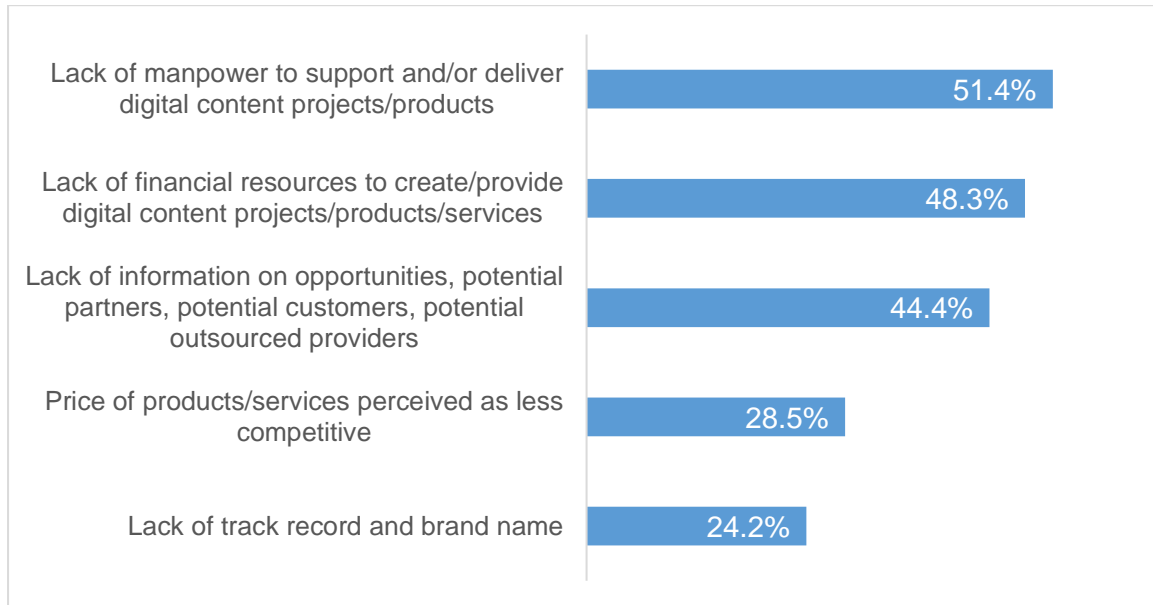
Chart 12: Revenue Breakdown by Products/ Services – Film & Video, 2017



2.6 Challenges Faced by Enterprises

The chart below lists the top 5 challenges Media enterprises faced in driving demand for their enterprises' products/ services.

Chart 13: Top 5 Challenges Faced in Driving Demand for Products/ Services



ANNEX A

Media Product/ Service	Details
<u>Games</u>	
Social/Casual games publishing	Includes app-based games designed for tablets and mobile phones, and browser games
Gaming hardware distribution	Includes wholesale and retail sale of TV-connected and handheld consoles, gaming computers and any related peripheral equipment
Games distribution	Includes wholesale as well as physical and digital retail sale of games designed for consoles and computers, e.g. disc-based games, digital downloads and other online transactions, subscription services etc., to consumers
Traditional games publishing	Includes games designed for play on consoles and computers
Game development	Includes designing the structure, content and writing/modifying of necessary computer codes for games
B2C social/casual games distribution	Includes retail sale of app-based games designed for tablets, mobile phones, browser games, subscription services and in-game purchases, to consumers
<u>Broadcasting</u>	
Subscription revenue	Includes any form of cable and OTT subscription as well as associated transactional purchases
Advertising via over-the-air, satellite or cable network broadcasts	-
Programme distribution	Includes sale/distribution of animation, dramas, variety shows and documentaries to theatres, television networks and exhibitors
Content programming and/or production services	Includes animation, dramas, variety shows and documentaries; does not include sale of content
Radio	Including content programming and/or production, distribution and advertising
<u>Publishing</u>	
Traditional books publishing services and sales; directories and mailing list advertising and sales; and magazine advertising and sales	Includes wholesale and retail sale
Digital books publishing services and sales; directories and mailing lists advertising and sales; and magazine advertising and sales	-
Traditional newspapers advertising and sales from circulation	Includes wholesale and retail sale
<u>Film & Video</u>	
B2B content distribution	Includes sale/distribution of film, video tapes, DVD/VCD/CDs and similar physical/digital media products to theatres, television networks and exhibitors; as well as content rights management such as licensing, acquisition and sale of distribution rights
Motion picture/ movie production services	Does not include sale of content
Cinema services (ticket sales)	-
Production services	Does not include sale of content
Advertisements, corporate and event video production services	-