

# THReading the Future of Media



**THRends** Presentation  
The Huddle Room  
June 2025

# Past Media Trends

## Post Pandemic

- 2024: Super Media
- 2023: Media Mindset for Growth
- 2022: Media Shifts & Switches

## Pre Pandemic

- Hyperlocal Media

# 2025: Navigating a new thread of media challenges



- High Churn and Fragmented Audiences Continual shifts in consumer attention make retention efforts increasingly difficult.



Younger viewers, in particular, switch platforms for specific shows or genres and then churn out just as rapidly.



This “serial churn” effect drives up acquisition costs and exacerbates audience fragmentation.

# Threading

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## Multithreading

- Your smartphone is a perfect example of multithreading in action. When you're texting, listening to music, and browsing the web all at the same time, your phone is handling each of these tasks on separate threads.
- This means each app runs independently without slowing down the others.

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# Message Threading

- Message threading is a feature that allows users to ask questions, give feedback, or add context to a specific message without disrupting the flow of the original group conversation.

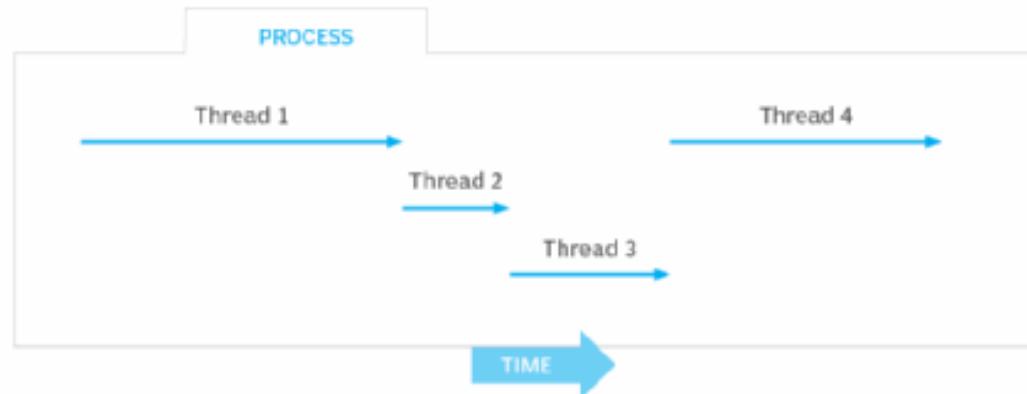
## What is a thread? (in tech)

A thread is, fundamentally, a clear, well-defined theme, subject, topic or focus.

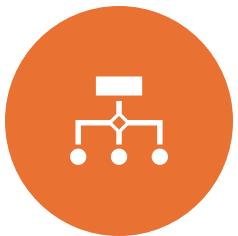
A thread may exist in human communication, such as a topical group chat or email exchange.

A thread also exists as the processing focus of a software program, such as an operating system (OS) or application.

## How threads make process



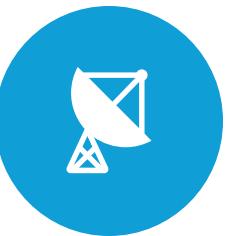
# What is Media Threading?



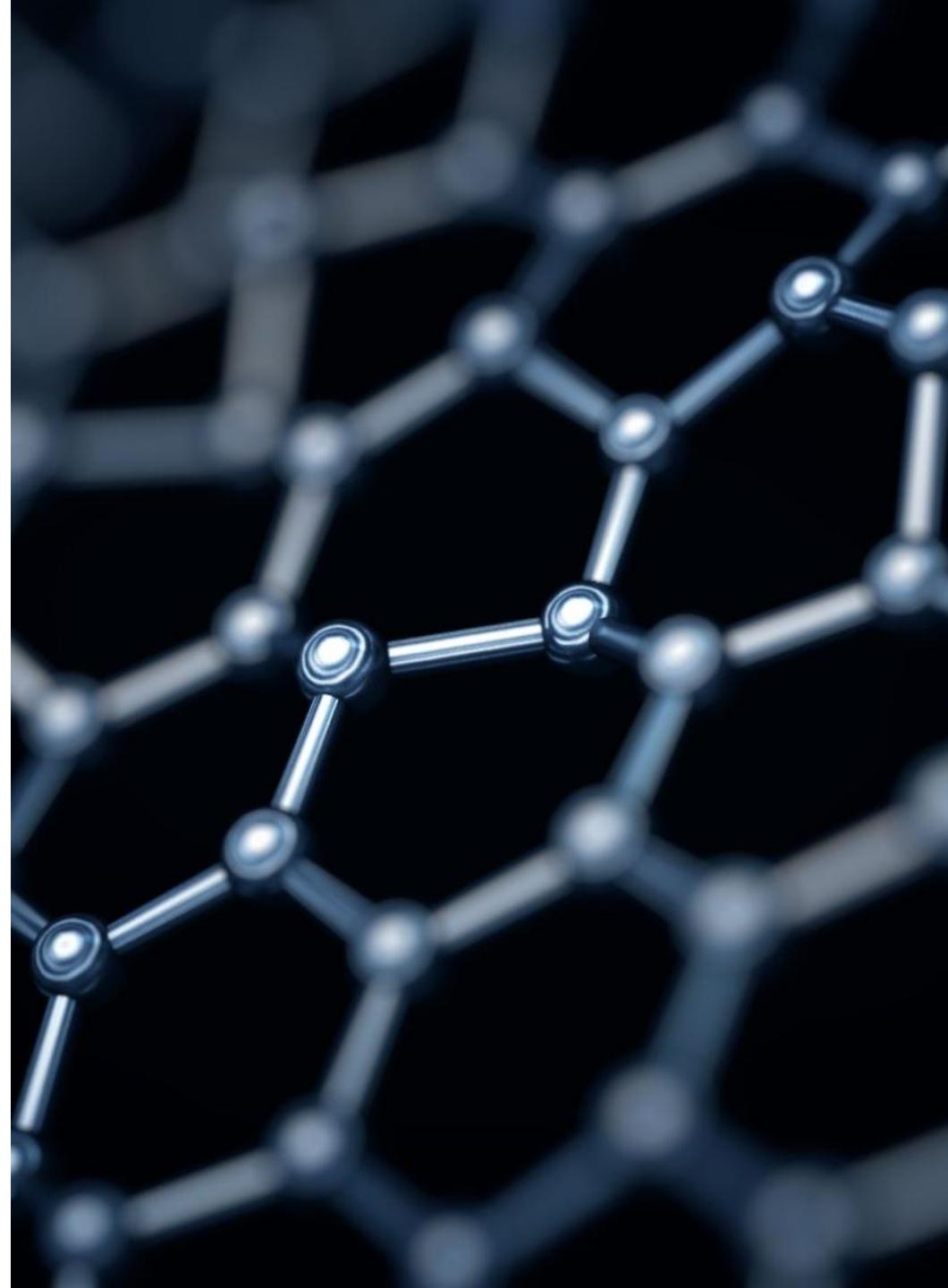
PROCESS OF MULTIPLE USE OF MEDIA PLATFORMS THAT RUN INDEPENDENTLY WITH EACH OTHER.



CREATES AN INTERACTIVE AND REAL TIME CONVERSATIONS WITHOUT DISRUPTION.



IT IS A CLEAR AND WELL-DEFINED GROUP OF THEMED MEDIA EXCHANGE HEIGHTENED BY DIGITAL TECH TO MAXIMIZE HUMAN COMMUNICATIONS.



## Key **Media THReads**

- #1 Short-threading media
- #2 Micro Drama threading the feeds
- #3 New thread of media mindsets
- #4 Subscription Media threads
- #5 Vismin a loose thread? Winning Rural Threads
- #6 G threads!
- #7 Threading a new streaming wars
- #8 RMN's: emerging thread
- #9 AI-powered threads
- #10 Radio a thread to remain
- #11 P-pop threads
- #12 Story of Re-search threads



#1 Short threading media

# Short Threading in digital media

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”Short threading” in digital media, posting a series of interconnected text-based posts (or with visuals) to engage in a conversation or share a longer piece of content in a more structured format.

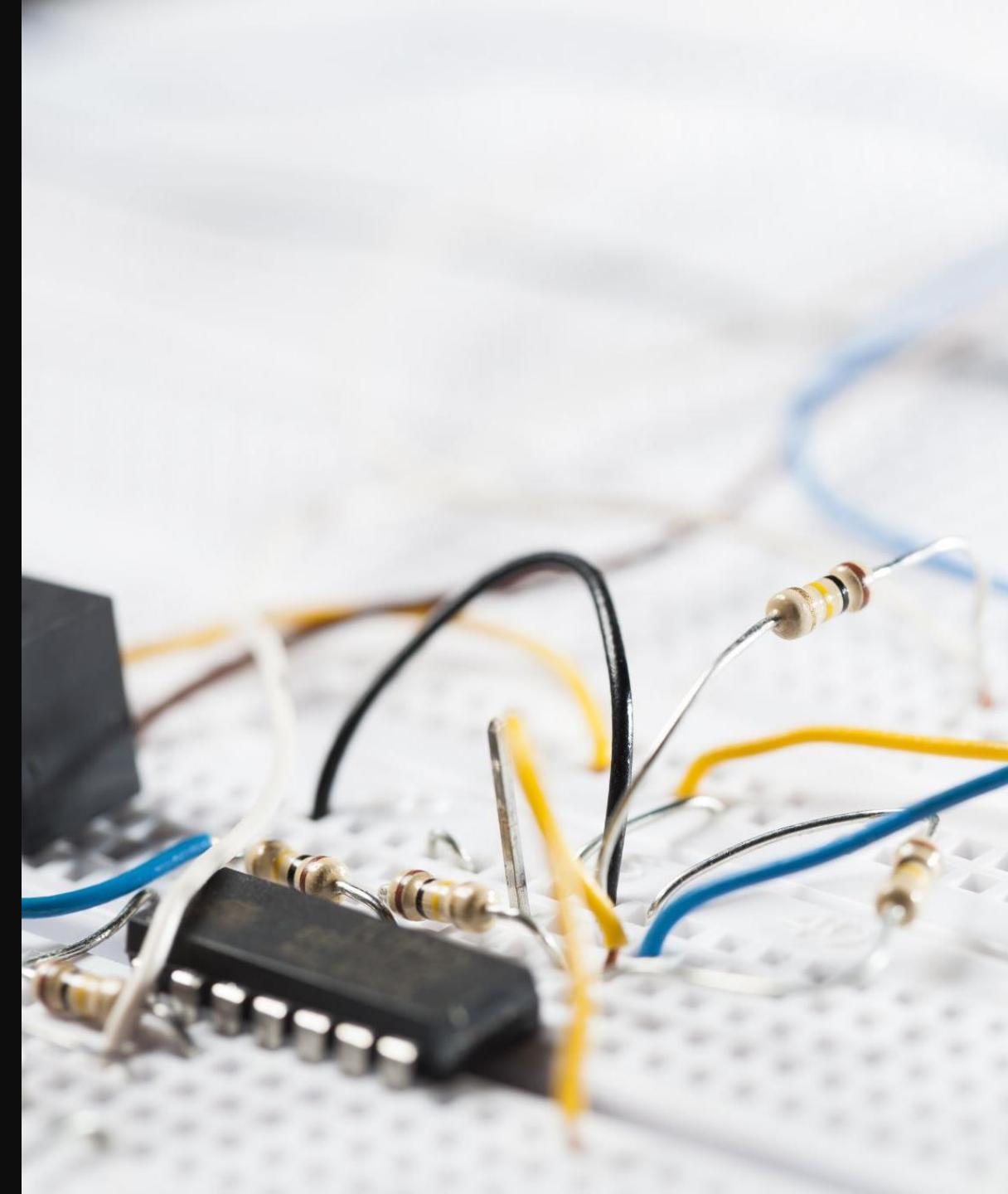
- Sequential posts
- Short form
- Used by content creators / digital publishers
- Easy to follow
- Encourages interaction
- Versatile (personal to advertising to narrative storytelling)

# #1 Short Form Video Threads

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- The popularity of short-form video content will continue to soar.
- TikTok pioneered this trend, with Instagram Reels and YouTube Shorts quickly following suit.
- Their appeal lies in their brief yet captivating format.
- Expect more platforms to join the movement.
- The rise of short-form video content, combined with the ubiquity of smartphones, has popularized the vertical video format. Expect this format to remain dominant in the coming year.

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# Short Form Video THReads

## CONSUMER BEHAVIOR

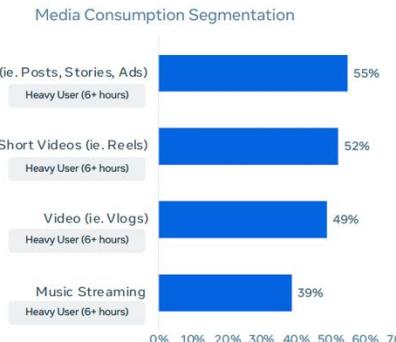
**Filipino Food Shoppers are heavy-users of social & short video**

**55%** 

Filipino Food Shoppers are heavy browsers of social posts, stories, ads 

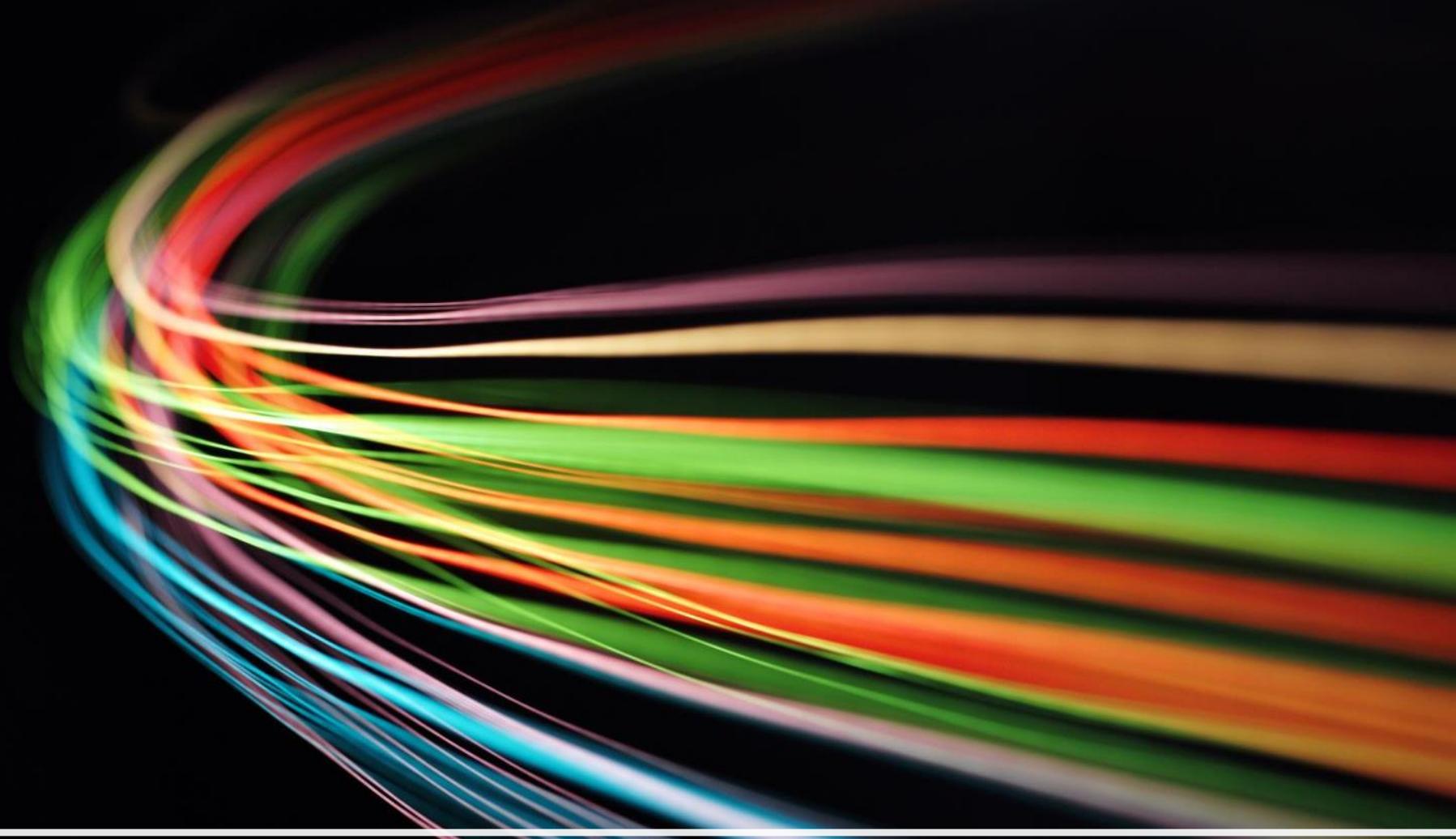
**52%** 

Filipino Food Shoppers heavily consume short videos (reels) 



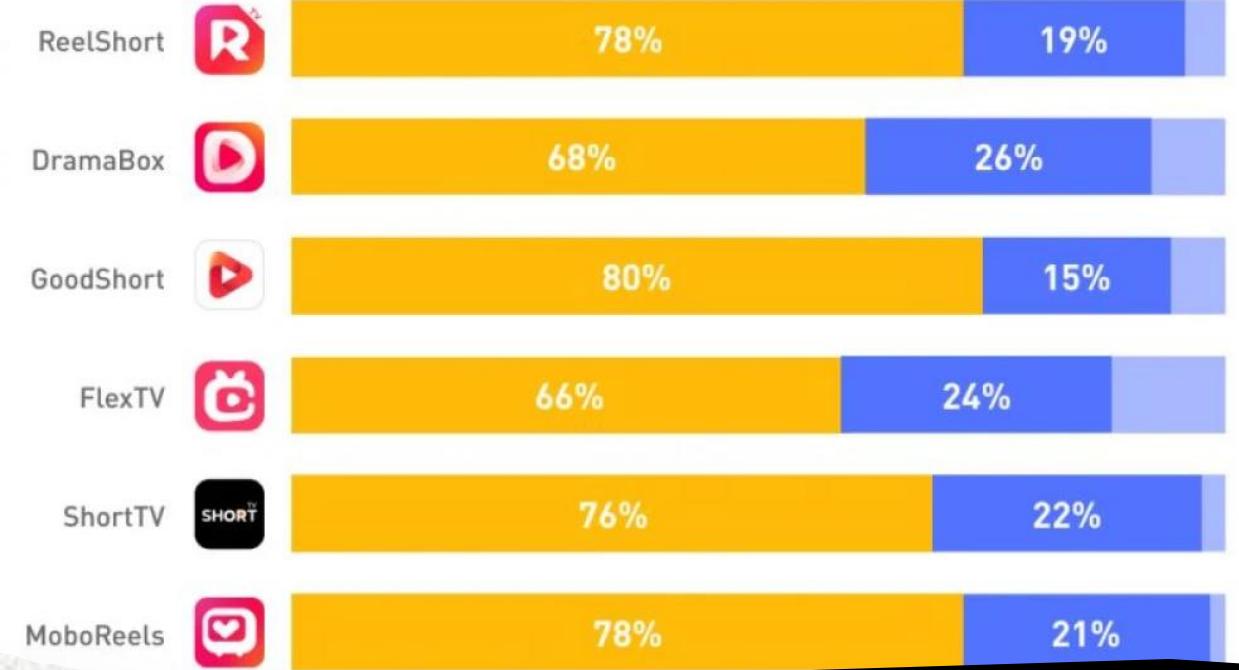
Source: GWI Core – Media Consumption: Filipino Food Shoppers [Q1-Q4 2024]





#2 Micro Drama threading the the feeds.

## Short Drama App Download Sources Proportion



**ReelShort**



ShortMax



Micro-Drama shorts threading as a quick narrative content.

# Drama shorts threading in PH



**philstar**  
HOME HEADLINES OPINION NATION WORLD BUSINESS SPORTS  
MISS UNIVERSE 2024 PINOY POP EVENTS

## 'Piso' per episode: Vertical short drama streaming service launched in the Philippines

Jan Milo Severo - Philstar.com  
March 27, 2025 | 10:27am

Facebook Twitter LinkedIn 0

MANILA, Philippines — Beetzee Play, a short vertical drama streaming service designed to cater to the evolving entertainment needs of Filipino audiences, was recently launched in the country.

As the first and only "Piso Serye" platform in the Philippines, Beetzee Play is revolutionizing the way Filipinos experience short-form dramas, offering viewers compelling and affordable content at just P1 per episode.

In a bold move that aims to make entertainment more accessible to everyone, Beetzee Play is positioning itself as the go-to destination for budget-friendly, on-demand short drama content by partnering with fintech giants Maya and GCash.

The app's innovative Piso Serye model offers every Maya and GCash user the opportunity to watch full episodes for as low as P1. This "Piso-to-play" approach allows users to enjoy a variety of local and international dramas without the burden of high subscription fees or commitment to lengthy contracts. With a wide range of genres, from romance and family drama to suspense and action, the platform caters to every viewer's taste.

COSMOPOLITAN

VIDEOS ENTERTAINMENT BEAUTY NEWS STYLE HEALTH LIFESTYLE RELATIONSHIPS K-LOKA

40  
SHARES



Gone are the days when our only post-work priority was catching up on the latest K-dramas. Lately, we've found ourselves drawn to something new (and equally addictive): vertical dramas.

At first, they might have popped up as random ads on your Facebook or Instagram feed —short, dramatic clips that leave you hanging, leading you to install an app just to watch what happens next. But make no mistake, these aren't just cleverly disguised promos; they're part of a booming content format that's shaking up the way we consume online series.

While the concept isn't entirely new ([Chinese production giant Tencent Video first invested in it back in 2018](#)), vertical dramas have recently gained serious momentum. By 2024, even American production companies are giving it a go. And toward the end of last year, one particular title caught our attention: [True Heiress Vs. Fake Queen Bee](#)—or, as we've fondly nicknamed it, [The Kaplan Heiress](#). The buzz it generated among Filipino viewers sent us deep into the vertical drama rabbit hole. (Okay, full disclosure: the writer behind this piece has been *obsessed* with them for months now.)

COSMOPOLITAN

VIDEOS ENTERTAINMENT BEAUTY NEWS STYLE HEALTH LIFESTYLE RELATIONSHIPS K-LOKA

## What Are Vertical Dramas And Are They The Future Of Streaming?

ICYDK, there are Filipino vertical dramas already :)

by KATE SARMIENTO | Published Mar 2, 2025



# Different threads same interests





**Micro-series Storytelling**

More Filipinos are tuning into bite-sized episodic content and short-form drama. Brands can maximize exposure on this type of storytelling content.

<b>35%</b> increase in views for short-form dramas	<b>18%</b> increase in conversations about drama micro-series over the past year
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Source: Internal Data, Meta Consumer Trends Tool, FB and IG Search and Conversations Volume (past 18 months) Philippines



A smartphone screen displaying a scene from the drama micro-series "Saving Sarah". The screen shows a young man with dark hair looking off-camera. The interface includes a navigation bar with icons for back, search, and profile, the website address "www.beetzeepay.com", and social media sharing buttons. Text at the bottom of the screen reads: "It's giving kilig! Celebrate love, all month long, with #SavingSarah, the first Filipino Vertical Series on the first #IsoSerie Platform in the Philippines. NOW STREAMING exclusively on #BeetzePlay." A "Show your support" button is also visible.



# Micro-Drama shorts threading as a quick narrative content.

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## Mobile-First Consumption:

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The mobile-first trend has greatly benefited short dramas, as they are designed for on-the-go viewing and fit well with the mobile-friendly format.

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## Localization and Regional Focus:

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Apps are adapting to regional preferences, including subtitles, dubbing, and localized themes.

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## Monetization and Advertising:

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Short dramas are generating significant revenue through in-app advertising and paid downloads.

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Advertisers are increasingly recognizing the value of reaching a female, middle-class audience, a key demographic for short-drama apps.

# Micro-Drama shorts threading as a quick narrative content.

## Thematic Exploration:

- Short dramas are moving beyond simple entertainment and exploring complex themes like mental health, identity, and social justice.

## Emerging Markets and New Revenue Streams:

- Latin America, Southeast Asia, and other emerging markets; Innovative monetization models, such as hyper-personalized recommendations and shoppable content

## Impact on the Entertainment Landscape:

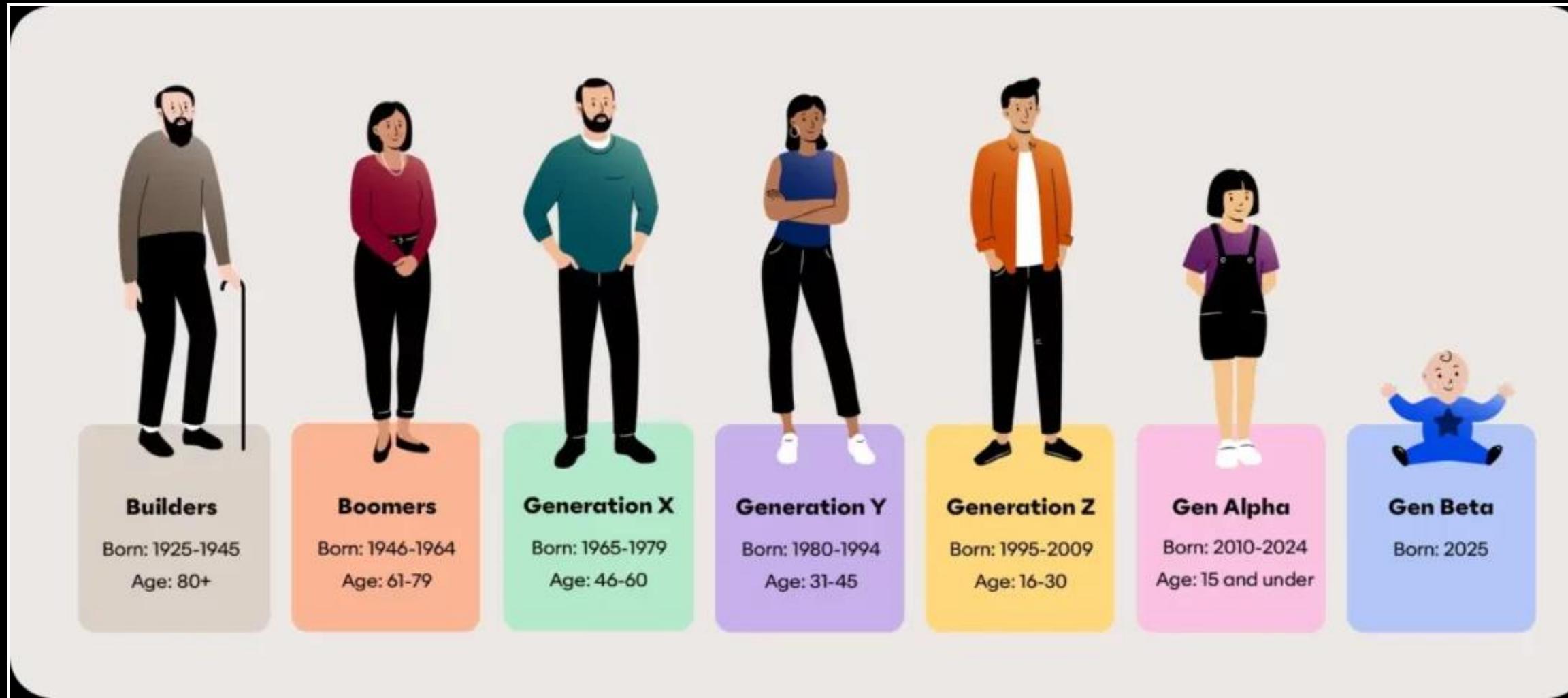
- Short dramas are reshaping entertainment consumption habits, with viewers craving quick, engaging content.
- challenging traditional TV and movie models, creating new opportunities for creators and platforms.



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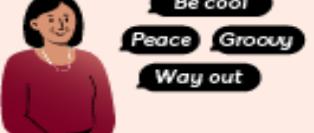
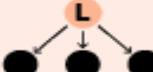
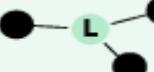
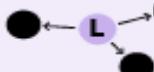
#3 New thread of media mindsets.

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A new thread of consumer media mindsets

## Category

	<b>Builders</b> Born: 1925-1945	<b>Baby Boomers</b> Born: 1946-1964	<b>Generation X</b> Born: 1965-1979	<b>Generation Y</b> Born: 1980-1994	<b>Generation Z</b> Born: 1995-2009	<b>Gen Alpha</b> Born: 2010-2024
<b>Slang terms</b>						
<b>Social markers</b>	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
<b>Iconic cars</b>						
<b>Iconic toys</b>						
<b>Music devices</b>						
<b>Leadership style</b>						
<b>Ideal leader</b>	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
<b>Learning style</b>	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
<b>Influence Advice</b>	Officials	Experts	Practitioners	Peers	Forums	Chatbots
<b>Marketing</b>	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)



**The Future Thread: Gen Alpha**



**85%** of Gen Alpha regularly use YouTube

**60%** are active on TikTok

**\$28B** in global spending power

**70%** of parents say Gen Alpha influences purchase decisions

**49%** trust influencers as much as family



Gen Alpha (born 2010-2024) is stepping into the tight—and they're already influencing household spending, brand preferences, and cultural trends. The oldest are turning 15 this year, and their digital behavior is worlds apart from Gen Z.

#### Where They Are

Gen Alpha spends more time on Facebook and Instagram—Gen Alpha is on YouTube Shorts, TikTok, and Roblox. These platforms aren't just entertainment—they're interactive ecosystems where kids can learn, play, socialize, and even shop.

#### How They Engage

Gen Alpha responds to interactive, gamified, creator-led content. Static display ads? Not enough. Think:



# A new thread for Gen Alpha media habits



# Different taste buds and preferences.

## Taste Buds and Trends



18-24 y.o.

Shows a strong preference for convenience foods and beverages, such as ready-to-eat meals and instant drinks.

Heavily influenced by social media trends, often trying new food and beverage products that are popular on platforms.



25-44 y.o.

Increasingly opting for healthier food and beverage options, such as organic products and plant-based alternatives.

Notable interest in experiential dining experiences, such as themed restaurants and food festivals.



45-54 y.o.

Prioritize family-friendly food and beverage options, often choosing products that cater to both adults and children.

Growing preference for locally sourced and sustainable food and beverage products.



55+ y.o.

Prioritize sharing food experiences, especially on special occasions like birthdays, and enjoy documenting meals through photographs.

Their interests in tutorials suggest a desire to keep learning, potentially trying new twists to classic dishes.

Source: Internal Data, Meta Consumer Trends Tool, FB and IG Search and Conversations Volume (past 18 months) Philippines

# Top online threads for F&B shopper: Meta followed by broadcast TV.



# Topic threads differently by generation.





#4 Subscription Media threads at a rise.

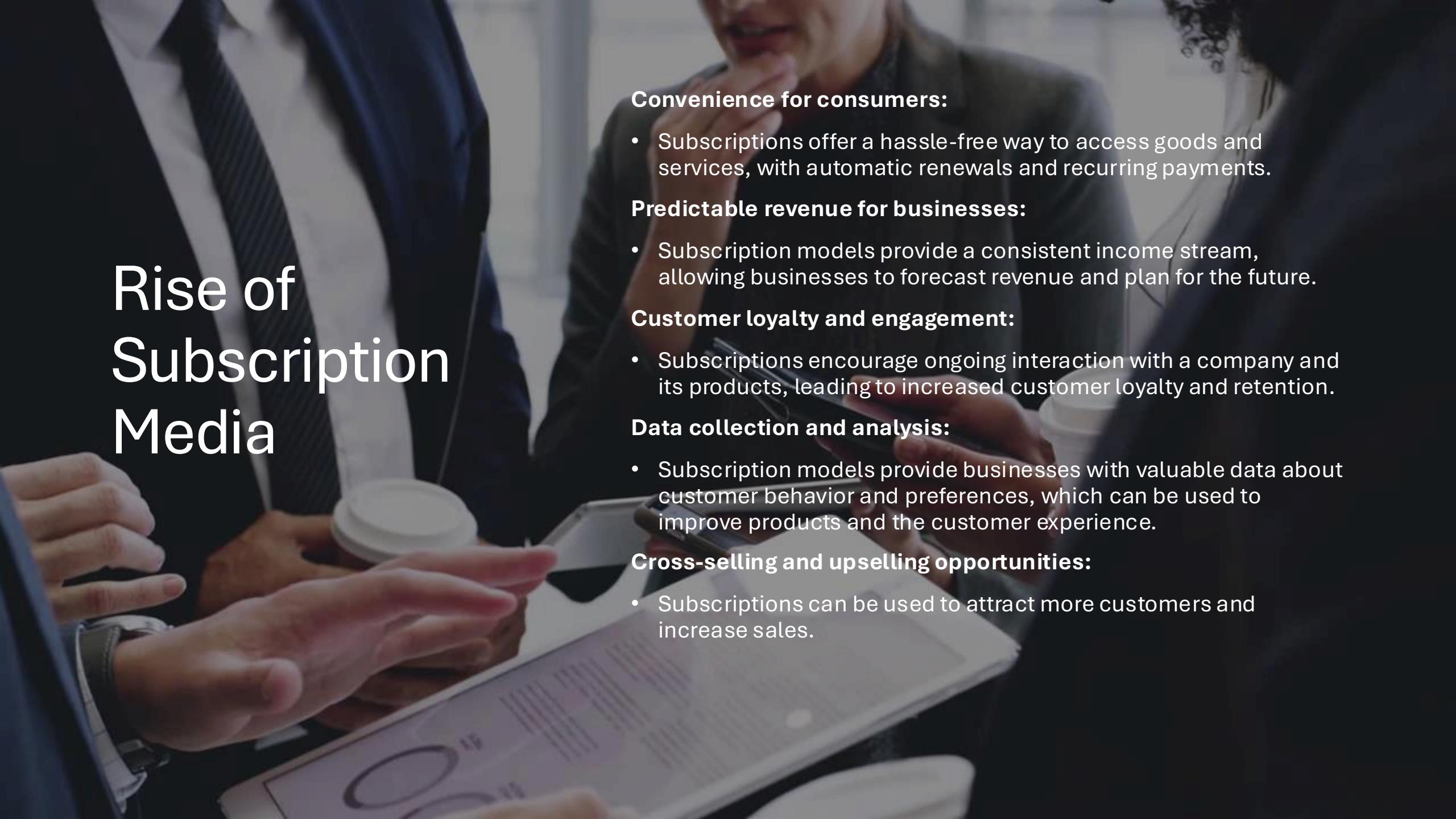
# Subscription Revolution: a new media thread of subscribed communities.

The Subscription Revolution: It's no longer just, "How many people watched?" but "Did this content attract new subscribers, keep existing ones engaged, or inspire them to explore more of our library?"

The "subscription revolution" refers to the increasing popularity and adoption of subscription-based models in various industries, from software and media to goods and services.

This trend is driven by convenience, predictable revenue for businesses, and the ability to build long-term relationships with customers.

Streaming services like Netflix and Spotify use subscriptions to give customers access to large content libraries.



# Rise of Subscription Media

## Convenience for consumers:

- Subscriptions offer a hassle-free way to access goods and services, with automatic renewals and recurring payments.

## Predictable revenue for businesses:

- Subscription models provide a consistent income stream, allowing businesses to forecast revenue and plan for the future.

## Customer loyalty and engagement:

- Subscriptions encourage ongoing interaction with a company and its products, leading to increased customer loyalty and retention.

## Data collection and analysis:

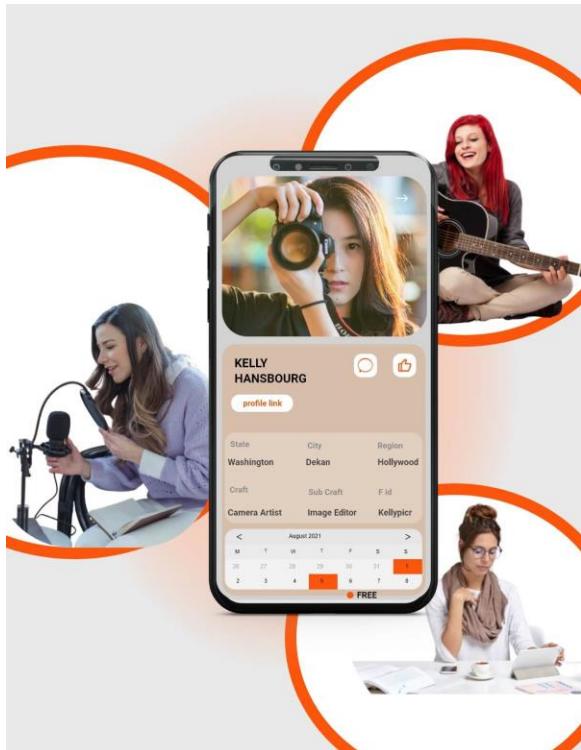
- Subscription models provide businesses with valuable data about customer behavior and preferences, which can be used to improve products and the customer experience.

## Cross-selling and upselling opportunities:

- Subscriptions can be used to attract more customers and increase sales.

# Other Subscription Media

Patreon is a platform that allows creators to monetize their content by offering exclusive access to their work in exchange for a subscription from their audience



Examples of content and benefits:

**Exclusive content:** Early access to episodes, videos, music, or artwork.

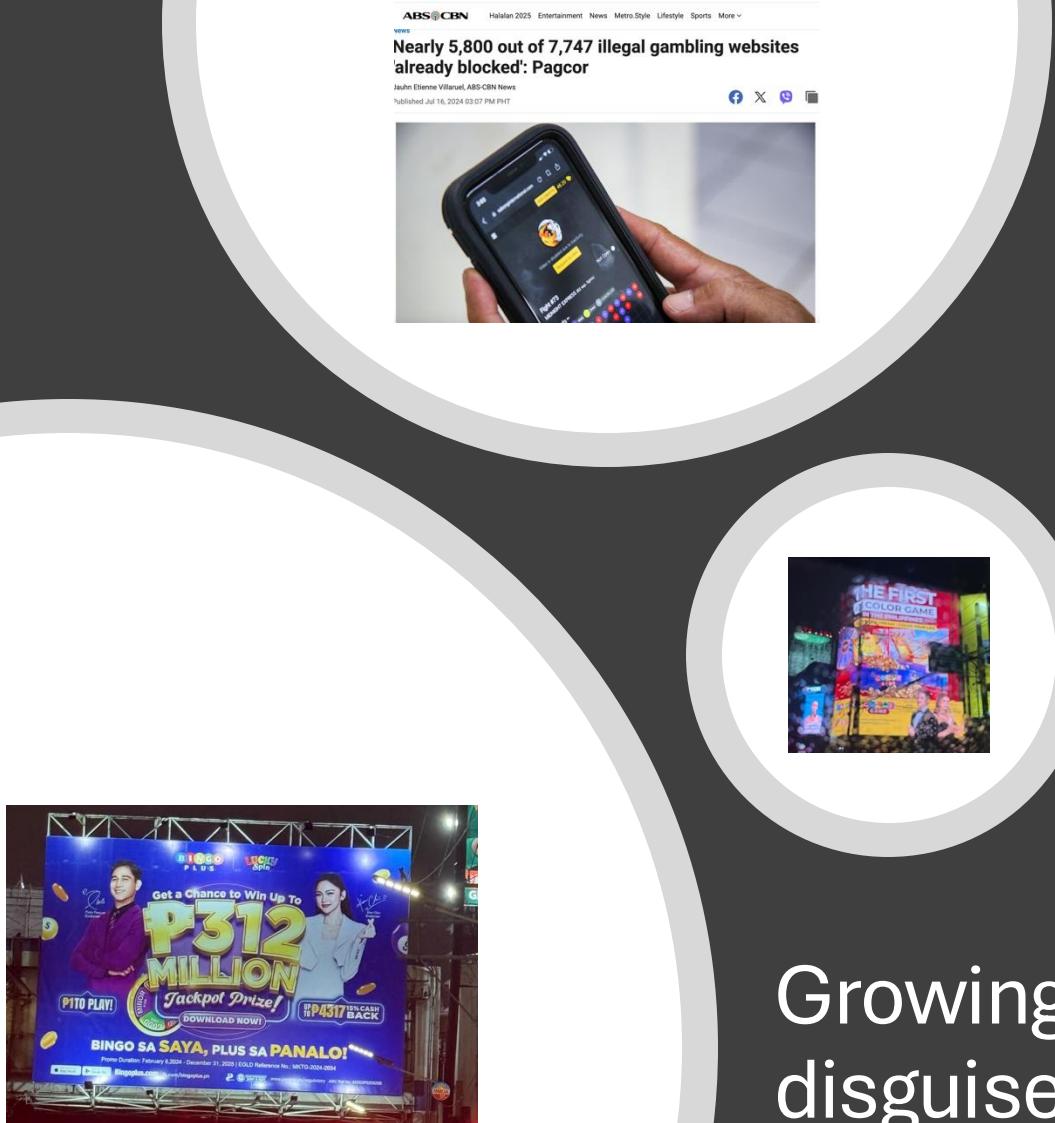
**Direct communication:** Access to live streams, Q&A sessions, or private chats with the creator.

**Physical rewards:** Merchandise, signed items, or other physical goods.

**Digital downloads:** Sample packs, tutorials, or other digital products.



OnlyFans is an online content subscription service where you can receive payment for the content you post by charging your followers, or 'fans,' who subscribe to your content, for a monthly subscription fee.



**Growing threads: A vice in  
disguise – online betting apps.  
P<sup>h</sup> 10.8bn in ad spends**

Community  
online  
threads  
continue to  
rise.

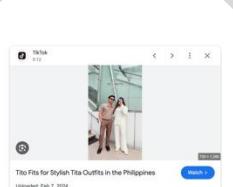
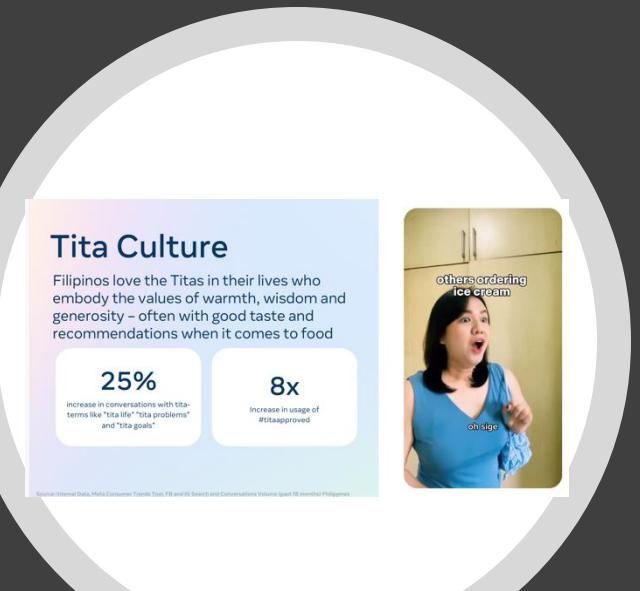
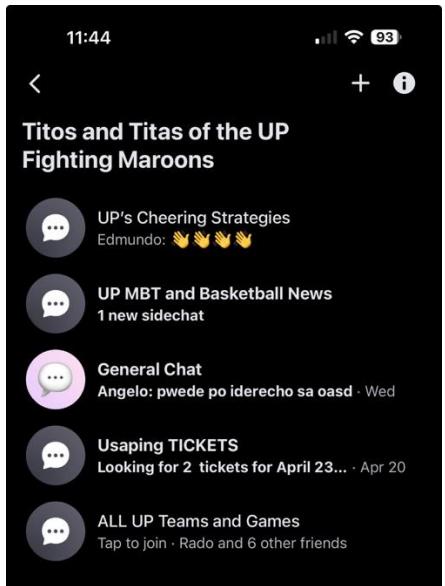
**30%**

increase in engagement with online  
recipe communities on FB

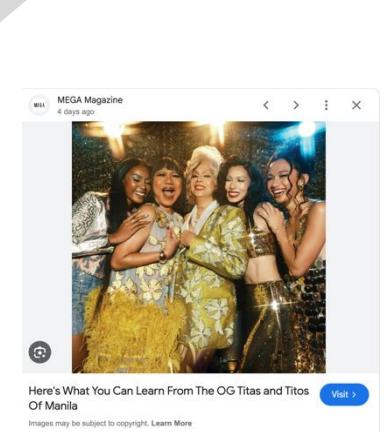
**9%**

Increase in followers of online  
recipe communities on FB

Source: Internal Data, Meta Consumer Trends Tool, FB and IG Search and Conversations Volume (past 18 months) Philippines



# Tito & Tita Threads: A growing culture // community.



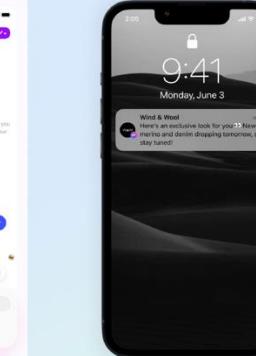
Influencers  
continue to trend  
on different  
THREADS:  
channel + content

**Grow your FB Communities with Messenger!**

**Click-to-Message Ads to Invite**



**Marketing Messages to Re-engage**



Send one marketing message daily during your messaging campaign

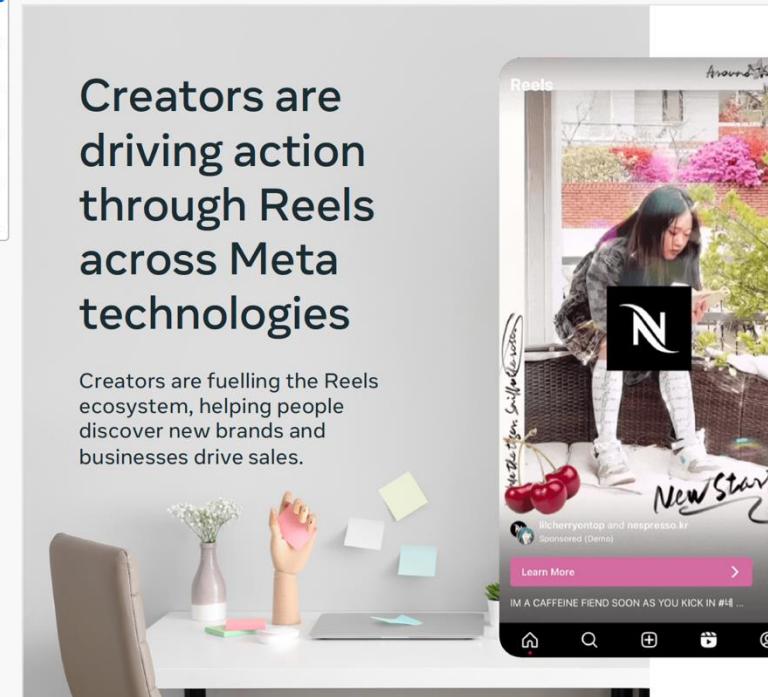
Rich media messaging to create engaging chats

Only targeted to customers who opted-in to receive them, with opt-out anytime

Easily created and bought in Ads Manager (on Beta!)

**Creators are driving action through Reels across Meta technologies**

Creators are fuelling the Reels ecosystem, helping people discover new brands and businesses drive sales.



Creators consistently improve results across performance and brand.

↓ **19%** ↑ **71%**

reduction in acquisition costs<sup>1</sup>

higher Intent (Brand) Lift<sup>2</sup>

Source: 1. Meta analysis of results across 15 advertiser tests: e-commerce enterprise, e-commerce-scaled, disruptors, retail, CPG, scaled-tech, travel and travel verticals from June 2021 to January 2022 across the NA and APAC regions.. 2. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 14 GLOBAL brand lift studies between June 01, 2023 to 30 June, 2024. 98% Confidence of BAU + PA outperforming BAU strategy

CREATORS ARE EXPERT PRODUCERS OF REELS ADS

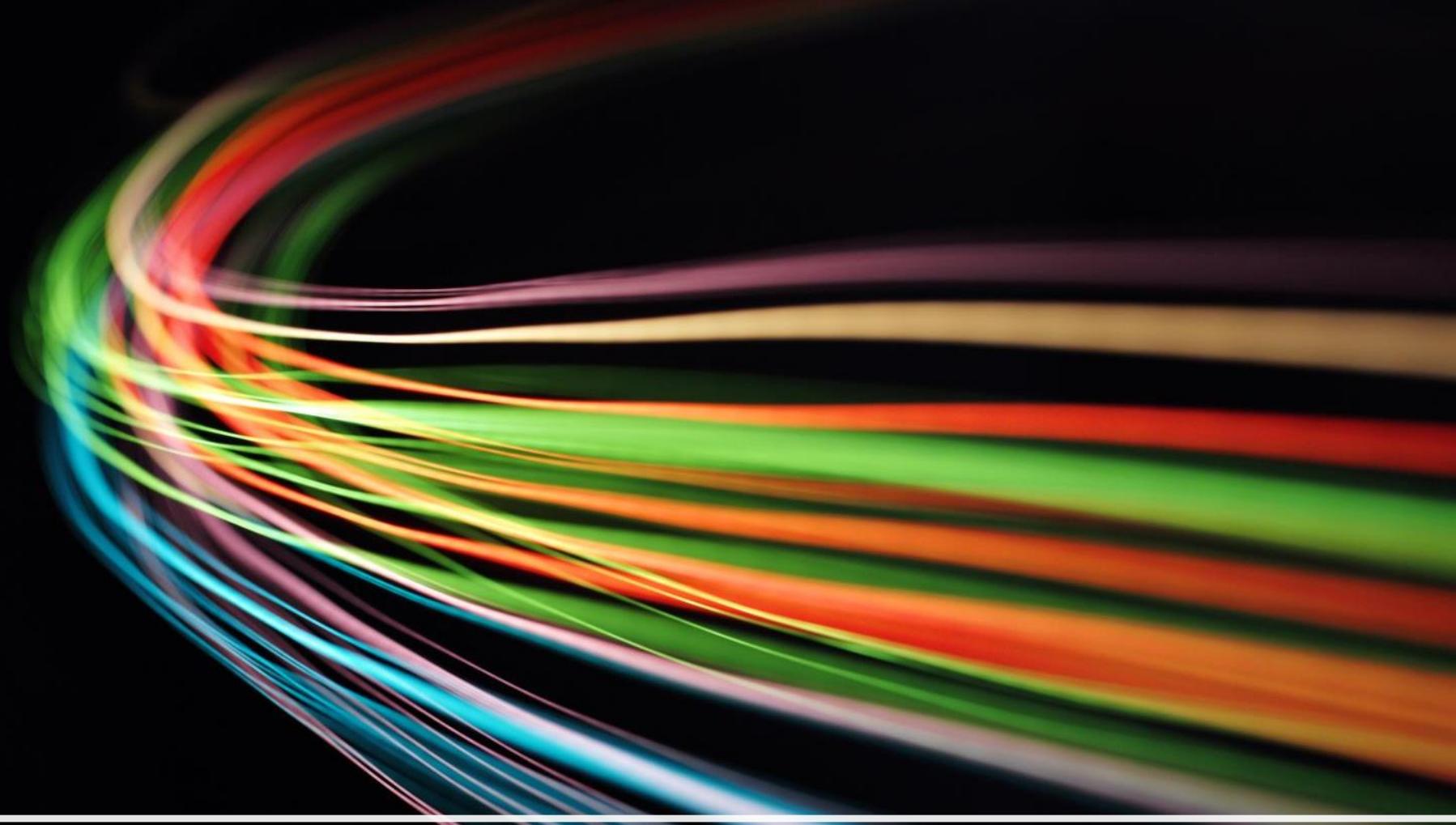
 **4.5B**

times a day reels are shared.

 **53%**

of people surveyed agree they are more likely to **purchase** an item if it's been promoted by a creator on Reels.

Source: 1. Meta earnings Q4 2024. 2. Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users.



#5 Visayas & Mindanao a loose thread? Winning Rural threads

# Visayas & Mindanao a loose thread?



**42.3%**

of Filipinos  
are from VisMin



But local communities, culture, nuances,  
and languages are so diverse,  
translation is not enough.

You need cultural  
interpreters.



# Vismin KOLs can tighten that loose thread for brands.

Activating Influencers for Sari-sari Stores.



**HIGH VISIBILITY, LOW ENGAGEMENT**

**Why do you need this:** Maximize Discoverability at Scale with Regional Breakthroughs

**Ideal for:** Big announcements needing mass awareness fast, with lighter interaction goals

**POSSIBLE CAMPAIGN THAT MIGHT NEED THIS OPTION:**

- Tech or telco new service launch (e.g., fiber internet expansion to provincial areas like Bicol, Cebu, etc.)
- Beverage or food brand summer campaign (e.g., soft drink, energy drink, ice cream promoting mass product trial through digital names)
- Major regional mall opening or major sale event (e.g., inviting macro KOLs to announce opening of a new Ayala or SM mall outside Metro Manila)

**REACH EXPLOSION PACKAGE**

WHY THIS WORKS FOR VISMIN: Scaling VisMin Reach Through relevant Snackable Content

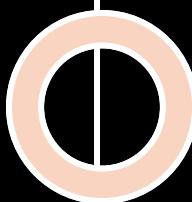
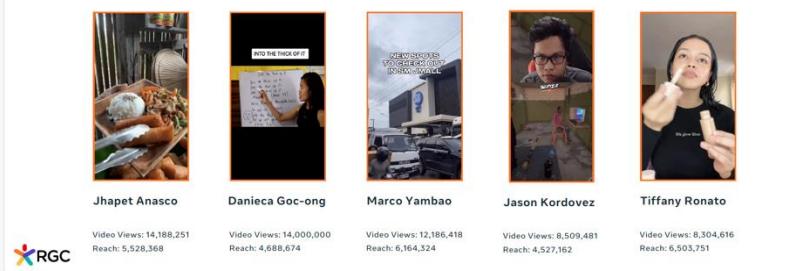
KOL MIX	POST FORMAT	PROJECTED COST
<b>MEGA:</b> <b>30%</b> (Around 1 pax)	FB / IG Reels	<b>\$10K - \$15K*</b> USD
<b>MACRO:</b> <b>70%</b> (Around 4 pax)		

**SAMPLE EXECUTIONS:**

Video 1 sample - Use viral dances/memes adapted to VisMin humor  
Video 2 sample - Call-to-action in local slang ("Kinsa'y ganahan? Comment!")  
Video 3 sample - Promo tie-ins ("Pa-libre packs sa barkada!")

\*Estimate only, actual cost determined after brand brief

- VisMin KOLs possess inherent cultural authenticity and a deep understanding of regional sensibilities
- They have a unique and distinct content style, often described as "punchier and braver" than content from Luzon
- They have an emerging and organized ecosystem of content creators



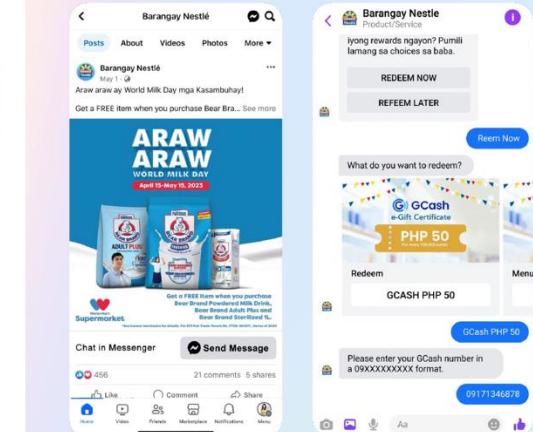
LIMITED TIME ONLY

# Messenger Trade Acceleration Packages

powered by Cognitive.ai

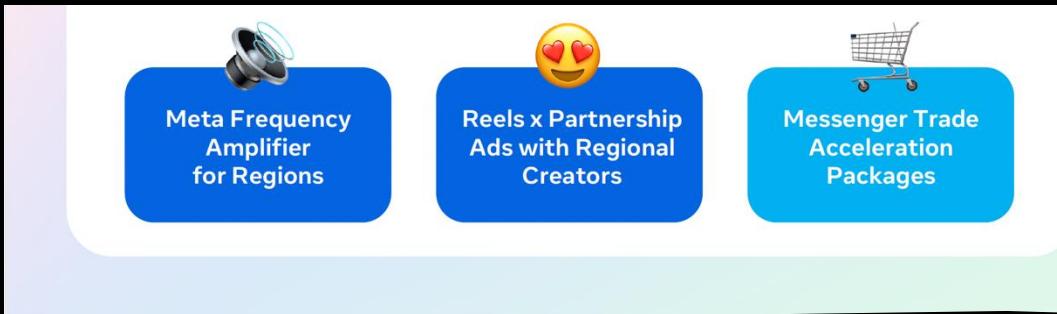
Easy-to-mount trade promo technology on Messenger to drive better efficiencies and effectiveness versus current executions

- **Automated promo execution and rewards** - Uses AI to validate receipts and reduce cost from manual encoding/reconciliation and physical bundling, Target audience based on desired shopper profile
- **Easy-to-scale retailer-agnostic execution** - Activate with multiple retailers at the same time
- **Fast implementation** - Nationwide launch in as short as 4 weeks and real-time performance tracking
- **Advanced data analytics and shopper marketing insights** - Collect 1P data and get access to consumer insights and advanced measurement solutions with no retailer integration needed, Track offline conversions generated by Meta online ads on Ads Manager



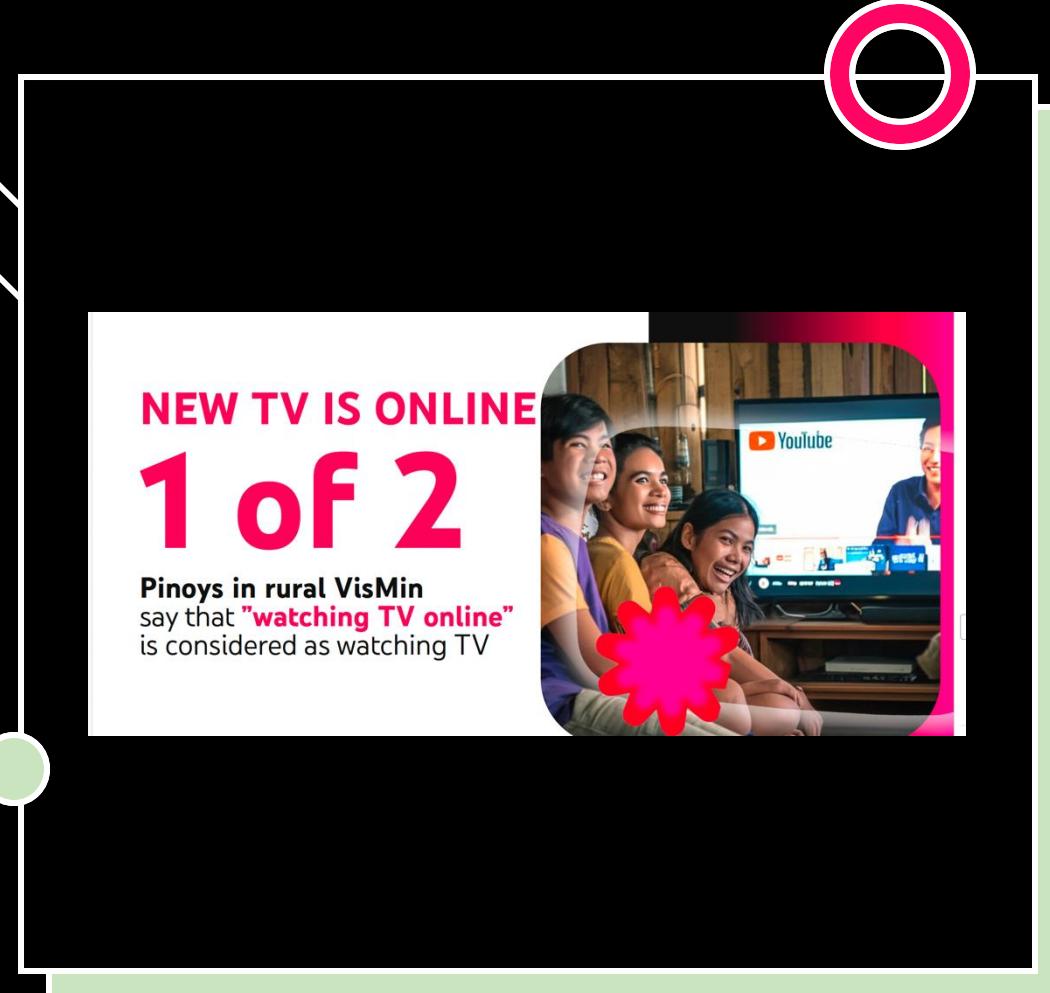
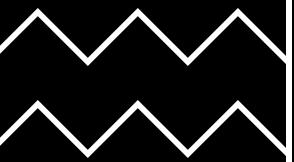
# Winning thread in VIISMIN

On top to our Traditional TV + Radio + OOH platforms



# Winning the Rural Threads via hybrid media.





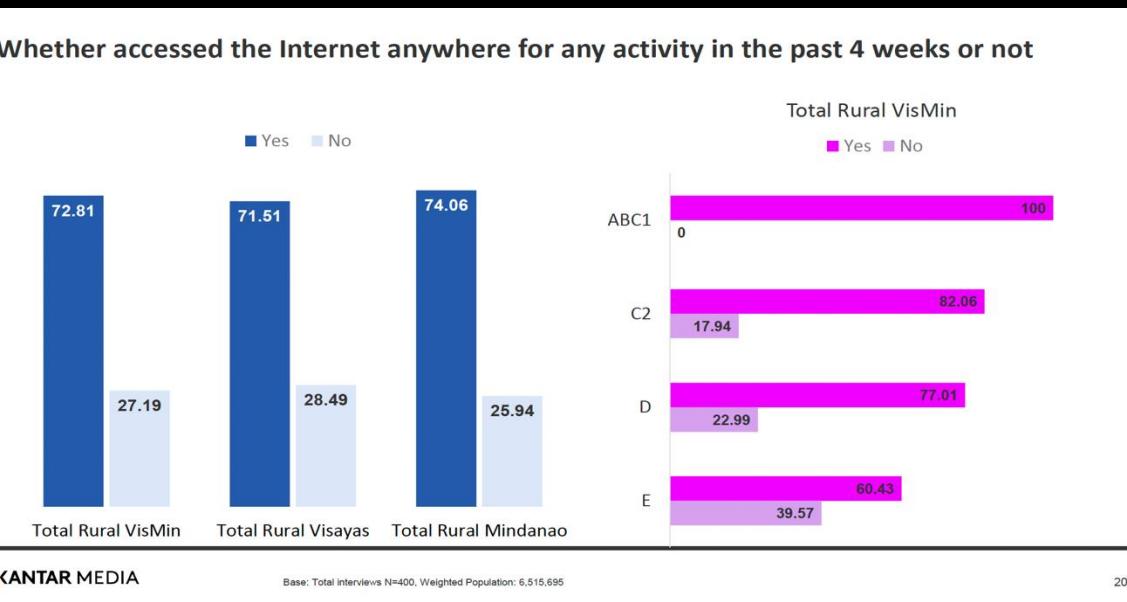
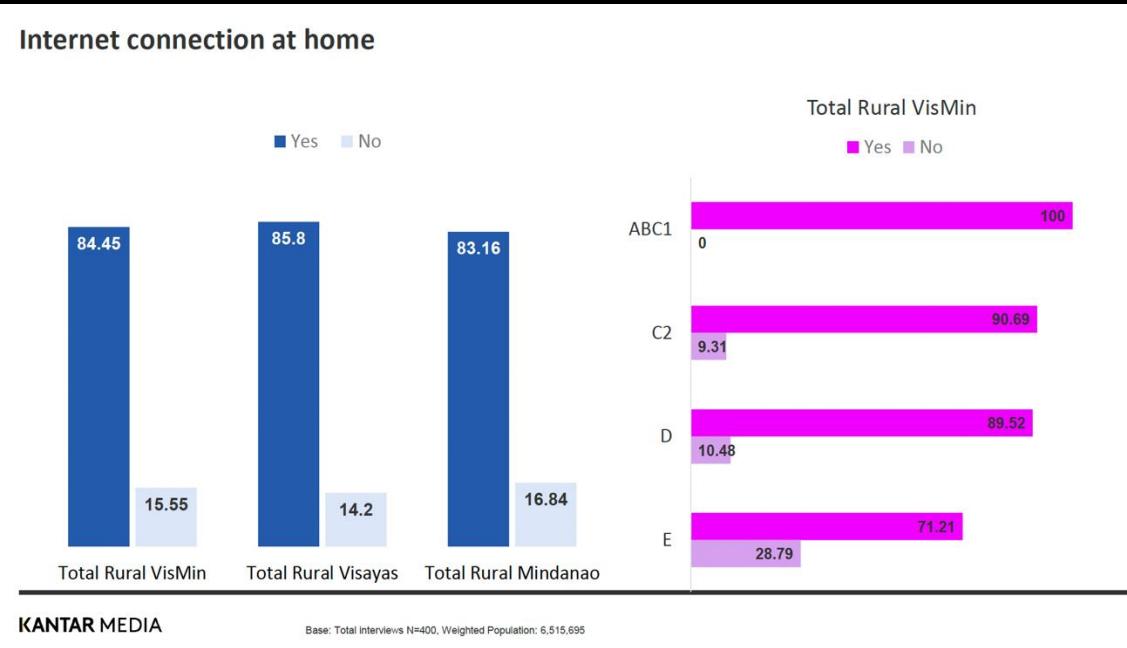
Connected TV  
a growing  
thread on  
rural.



# Rural markets have high access to smartphones yet connection still on prepaid.



# Rural has high internet access already



# Facebook + Messenger + Youtube are top digital platforms in rural threads

## Apps downloaded/used in past 4 weeks

(Total who normally use smartphone, feature phone, and tablet to access internet)

App	Total Rural VisMin	Total Rural Visayas	Total Rural Mindanao
Google Search	22.17	31.09	14.09
Yahoo!	0.74	0.7	0.77
Meta / Facebook	81.43	88.21	75.28
Meta / Facebook Lite	19.19	4.45	32.55
Tiktok	37.86	43.83	32.45
Instagram	6.86	7.35	6.41
Facebook Messenger	88.93	88.27	89.53
Telegram	2.98	3	2.96
Whatsapp	4.41	3.59	5.15
Spotify	2.14	4.49	-
YouTube	92.32	92.18	92.45

Youtube surfaced as top OTT platform at 89% Rural Vismin

# Rural key brand drivers

DRIVERS/ PLATFORMS	Trust + Quality Content for Influencer Content	Recall	Value of Time	Purchase Influence
Facebook	79%	88%	74%	66%
YouTube	54%	74%	29%	19%
Traditional TV		27% (29% in Min)	15% (17% in Min)	15% (20% in Min)
Radio		21% (30% in Min)	12% (18% in Min)	8% (13% in Min)

# Rural Trends

- 92% use YT to listen to music and radio programs online.
- At least 47% watched TV anywhere / any platform (72% C2 SEC).
- 62% watched traditional TV daily.
- 58% access Pay TV vs. 16% FTV vs. 20% online TV viewing.
- 31% most often watch GMA, 26% Kapamilya +A2Z, 13% for TV5
- 16% watch TV via YT videos / streaming
- 53% listened to Radio anywhere
- 49% listen to trad radio daily.





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#6: G threads!

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A close-up photograph of a red six-sided dice and a blue plastic game piece (pawns) on a green board game. The board features a grid of numbered circles (7, 8, 9, 10) and small illustrations of animals like frogs and butterflies. The background is slightly blurred.

# Play-to-Earn (P2E): The Gamer Revolution

- P2E models democratize earning opportunities and allow gamers throughout the globe to be a part of virtual economies and earn rewards that they can trade with real world goods and services.

## **Cryptocurrency is Shaping the Future of Online Gaming and Entertainment**

- Play-to-Earn (P2E) has revolutionized the traditional games business with the power of users earning real rewards for playing games. ‘
- Blockchain games including Axie Infinity and Decentraland made the concept popular with users earning cryptocurrency and non-fungible tokens based on the activities done within the games.



# AI-Powered Gaming Threads



## NPCs That Act Like Real Characters

It is now possible to create NPCs that retain what was said to them, have the ability to make decisions based on players' actions and have their own character behavior.



## AI-Generated Environments and Stories means that the game becomes different when played over and over again.

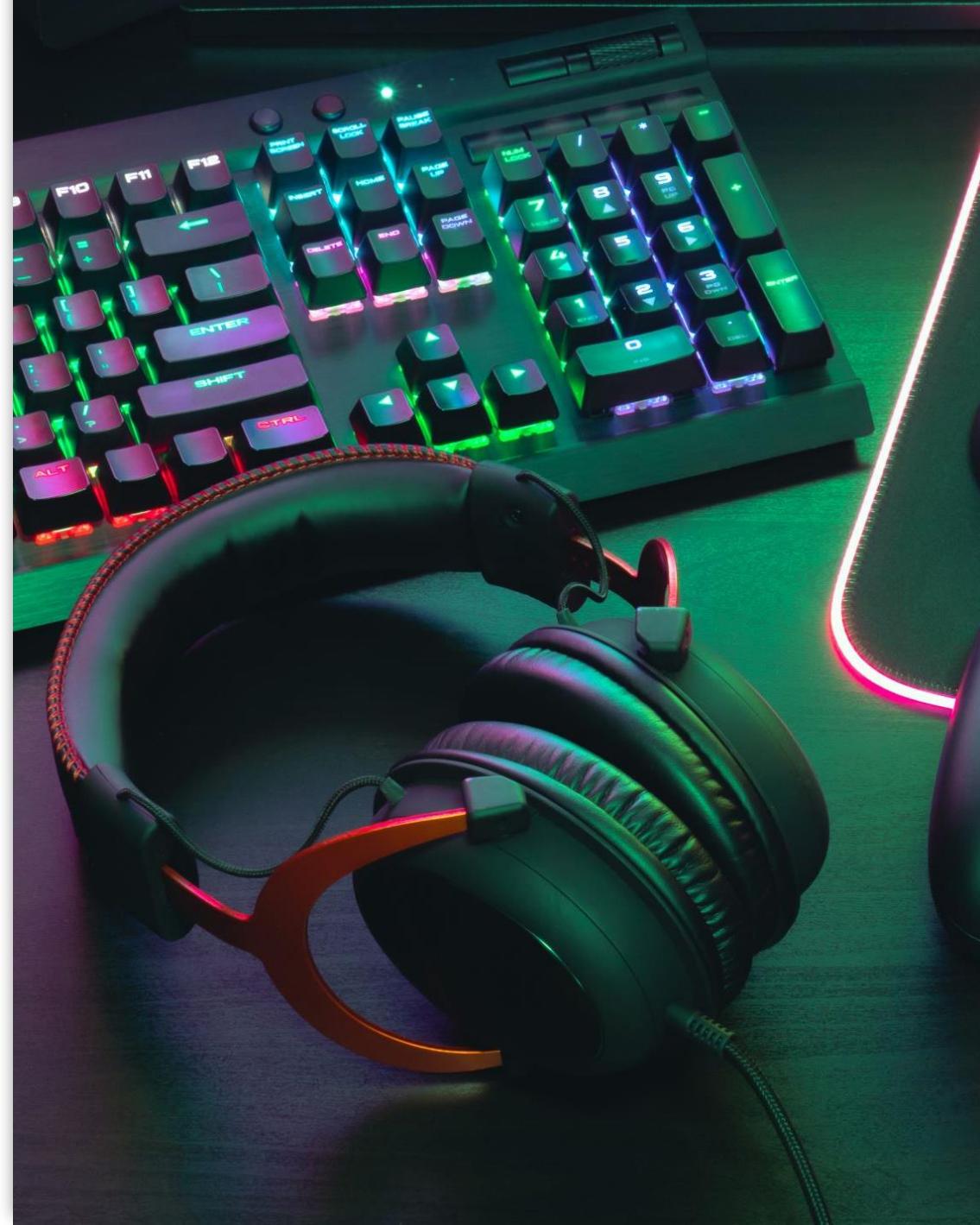


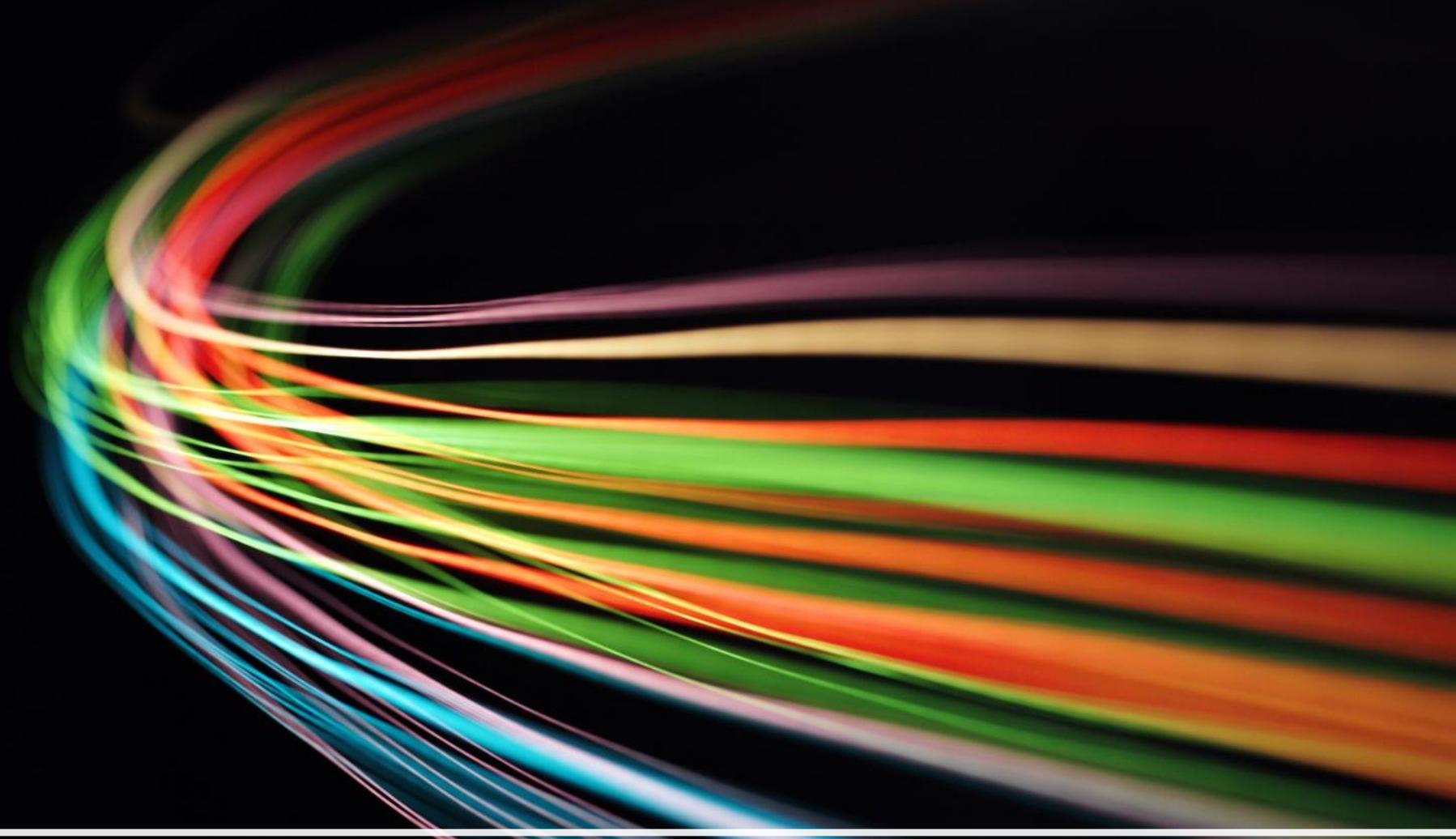
## AI Assistants That Learn Your Style

An example of an implementation of an [AI in an action game](#) could be an AI that anticipates the moves of the enemies and warns the player in advance.

# eSports as a moving thread

- Esports is still on the move, with professional esports attracting millions of viewership and offering prize money as an incentive, which is almost equivalent to traditional sports.
- it is not limited to this type of audience, as casual, beginner, NET players, streamers, and content creators have also found the opportunity here.
- Some of the platforms include [\*\*Twitch and YouTube gaming\*\*](#) where players can make money out of subscriptions, advertisements, and sponsorships. The top streamers can take anywhere from six to seven figures every year.
- 





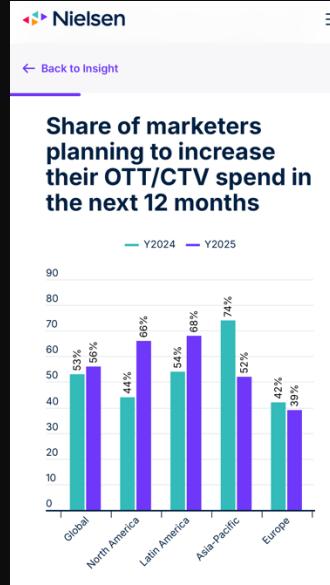
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#7 Threading a new streaming wars

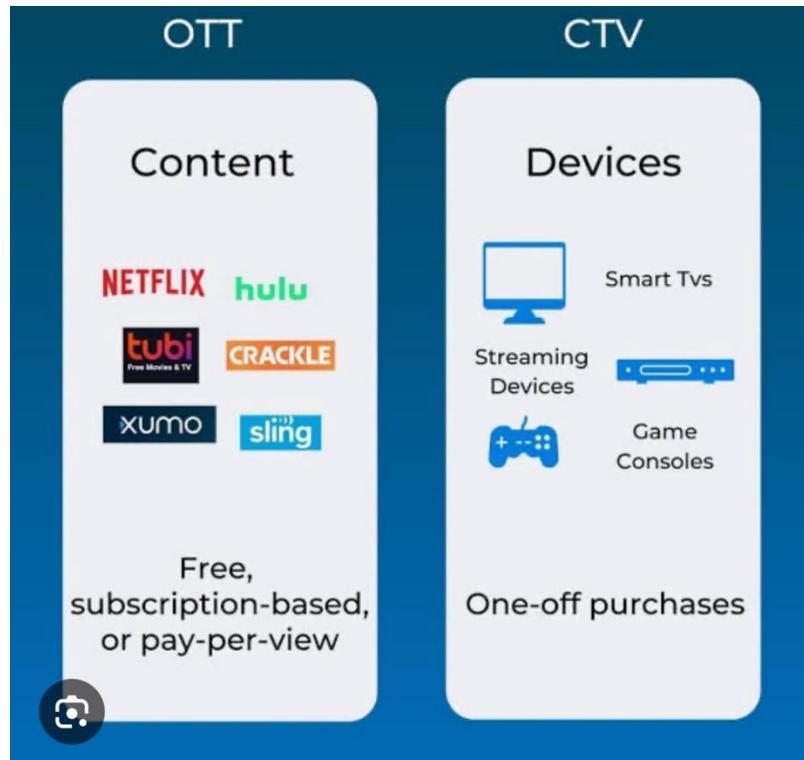
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# Connected TV is transforming advertising thread.

- The rise of CTV and ad-supported streaming.
- CTV is the fastest growing media channel.
- CTV encompassing devices like Smart TVs, streaming media players and gaming consoles – reshaping how we access and engage with video content.
- Expanded audience base + enhanced targeting capabilities with specific demogs and audience segments – viewing patterns, profiles and interests.



# OTT vs. TTV vs. CTV



	TRADITIONAL TV ADS	CTV ADS
REACH	Massive reach on wide audience	Reach beyond trad TV + streaming audiences
TARGETING	Mass-based	Precise targeting (streaming habits) Can build 1 <sup>st</sup> party data
STORYTELLING	Visuals & Audio creating Impact	Interactive Ad Formats with real time conversations
DEMAND GEN	Can drive viewers online with more in-depth content	Programmatic via algorithm with easy to click sites and shoppable links.



## Media

**Actionable media** to engage viewers through impactful Smart TV placements in the LG Universe. Drive the purchase journey seamlessly across devices.



## Outcomes

**Measurable outcomes** and KPI-driven results

2020



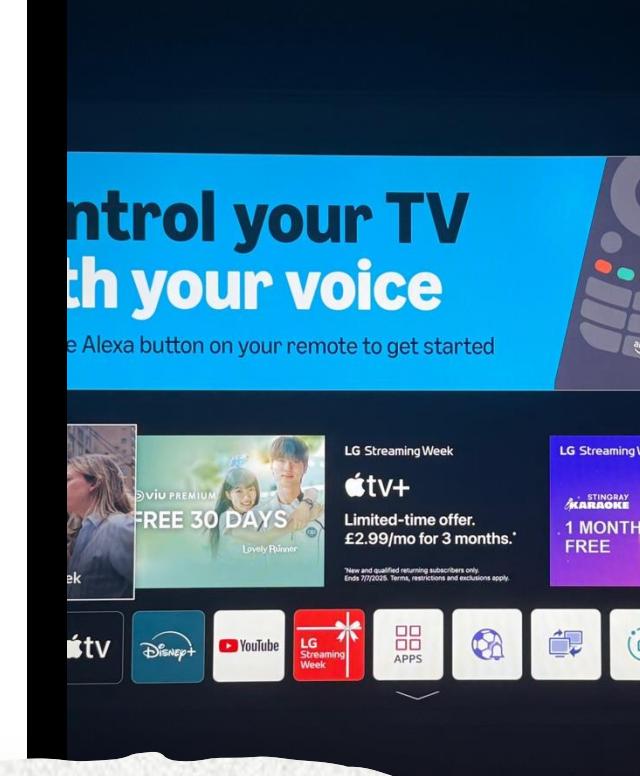
## Data

**Deterministic data** that leverages precise targeting with our proprietary ACR technology. Enhanced by leading data partnerships and your first-party data integration.



## Media

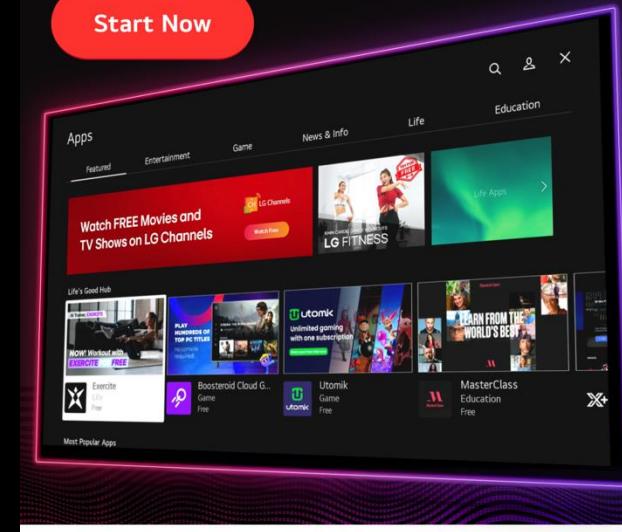
**Actionable media** to engage viewers through impactful Smart TV placements in the LG Universe. Drive the purchase journey



## Welcome to the

# Future of TV Advertising

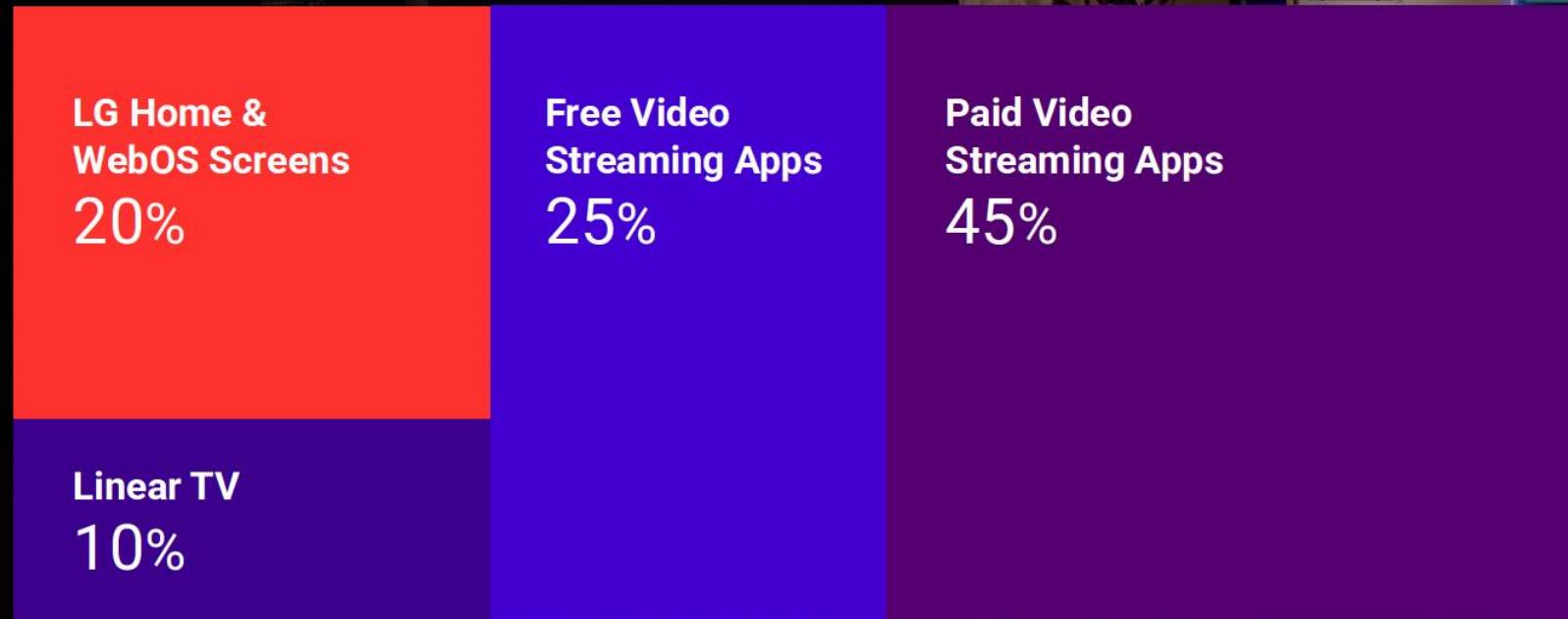
Start Now



# TV Screens transforming into ad platforms

# The TV Experience Starts at the Home Screen

## Share of Time Spent on LG WebOS Platforms\*



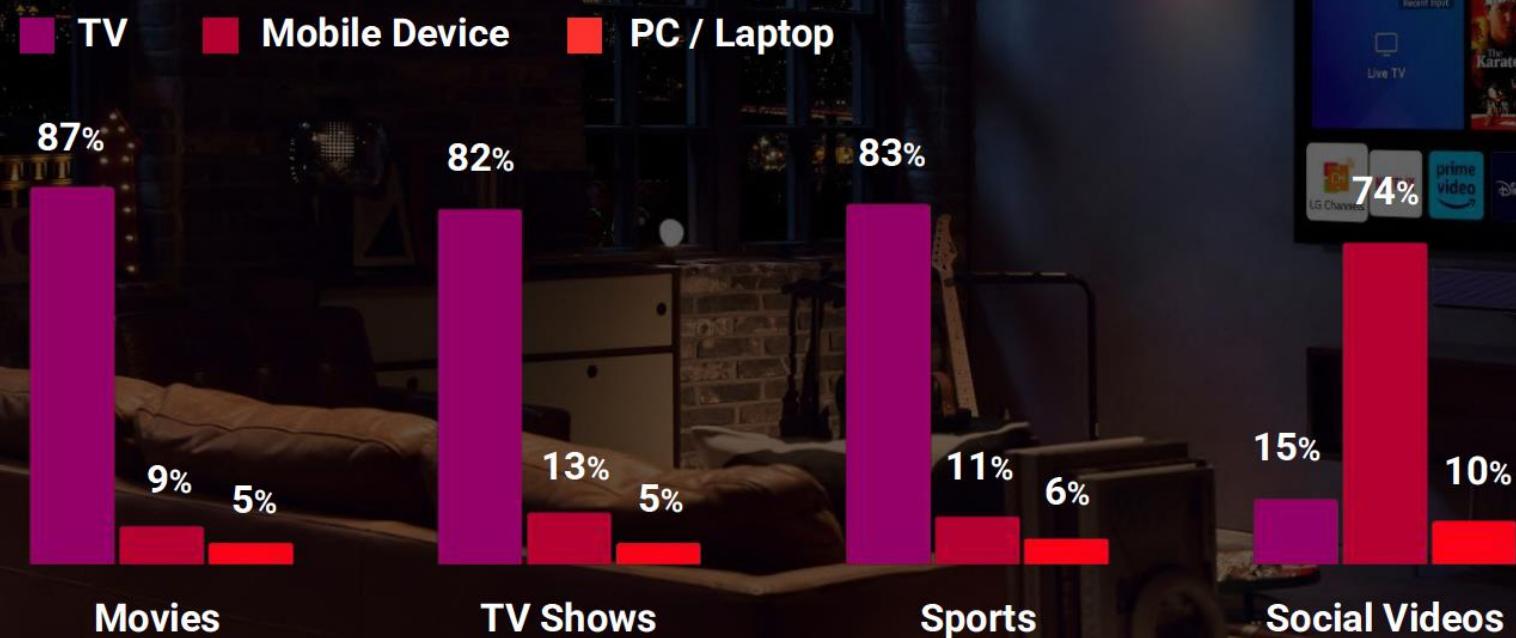
**97%**

of LG TV users always  
enter the Home Screen

TV evolving  
as a king on  
streaming  
devices.

# CTV Viewers Overwhelmingly Prefer the Biggest Screen for Most Types of Content

Preferred Platform for Watching Different Content Types



# Big Shift to CTV (in the US)

- In the U.S., 9 in 10 users have an internet-connected TV
- Streaming is highly preferred method of watching TV: more control, cost effective and content
- 82% prefer ad-subsidized streaming subs, paying a low or no cost
- LG TV users: 8 installed apps on TV sets (active apps at 4.1)
- CTV users: 67% prefer streaming free video content vs. paid subs
  - 47% are regular FAST (free ad supported streaming TV) users.
- FAST (+109%) user growth has outpaced SVOD (+34) (subscription video on demand) by 3x

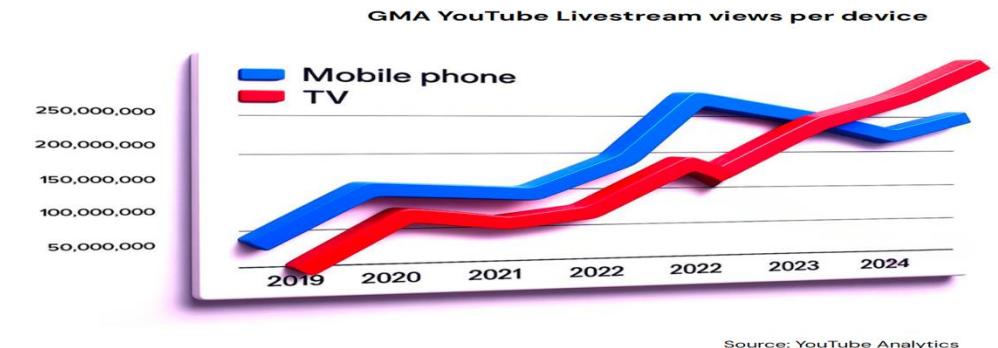


ABS-CBN streaming  
is pulling up the  
thread on CTV.



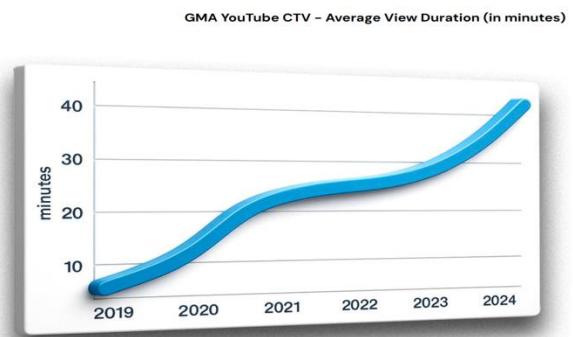
# A new thread for viewing GMA via CTV.

Smart TVs became the leading device for GMA livestreams with Kapuso Stream drawing more viewers to the big screen.

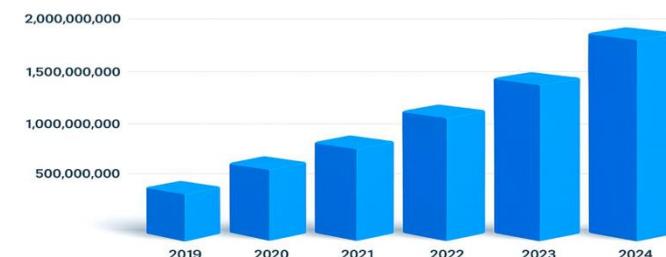


## Engaged Viewing Behavior

Viewers now watch nearly 40 mins per session — **2x longer** than in 2019.

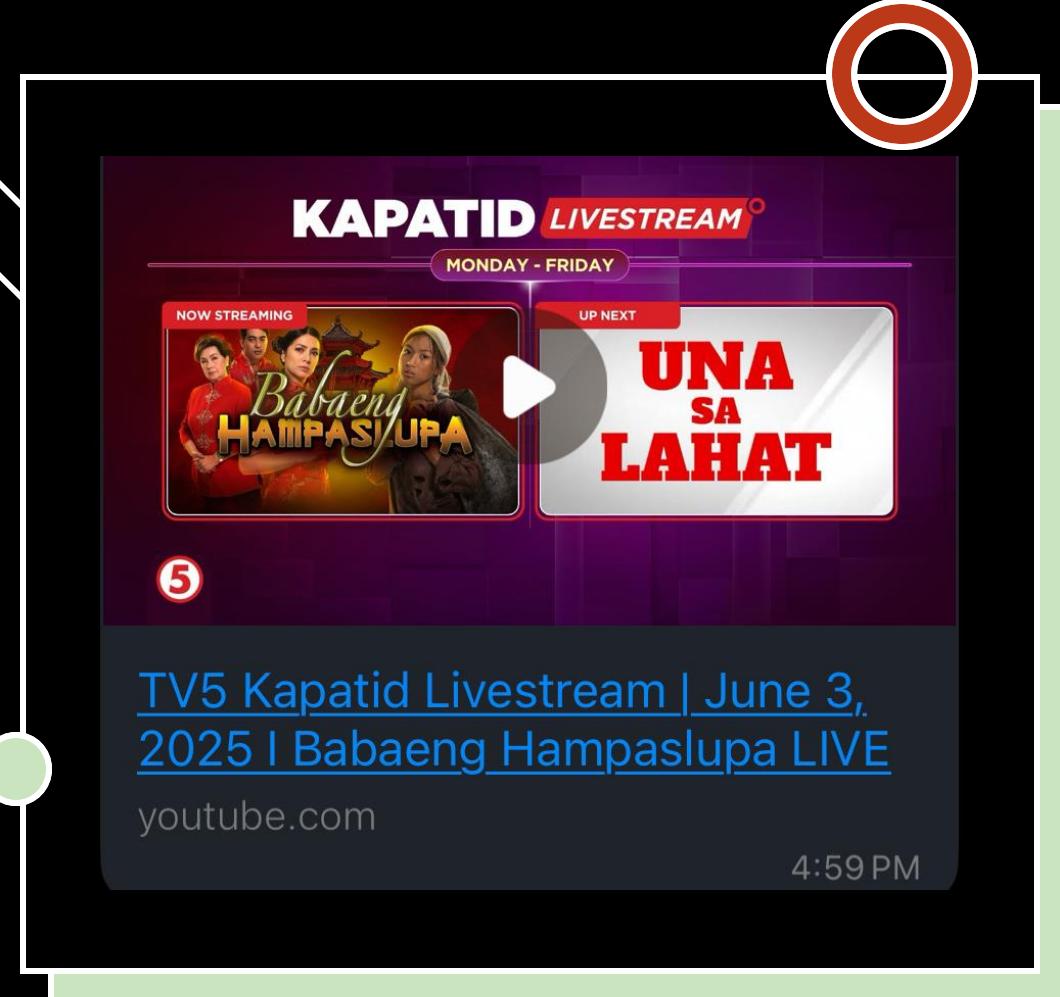
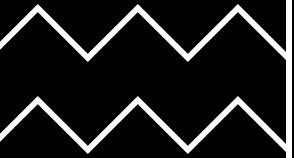


## The Digital Shift: How GMA is Adapting & Thriving



**YouTube CTV viewership** has grown tremendously since 2019, as views last 2024 are **4X** higher than 6 years ago.

Source: YouTube Analytics

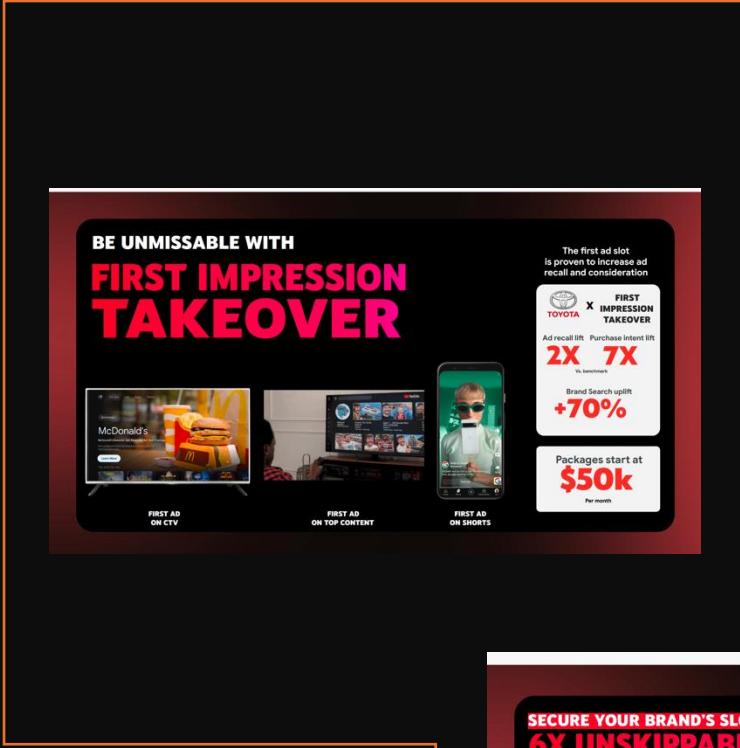


TV 5 joined the  
thread of CTV  
via Kapatid  
FAST TV.



YT is taking similar TV threads:

- first commercial gap approach.
- Roadblocks via unskip ads across YT channels



# Facebook's buy type threading like TV due to increased demand online

---



## **From RF(Guaranteed) to Reserve (Highly Predictable)**

Under deliveries -15% (or 85% target deliveries)  
acceptable range at a guaranteed CPM



## **Auction**

Pay per performance at a bid level  
like CPIRP of ABS-CBN.

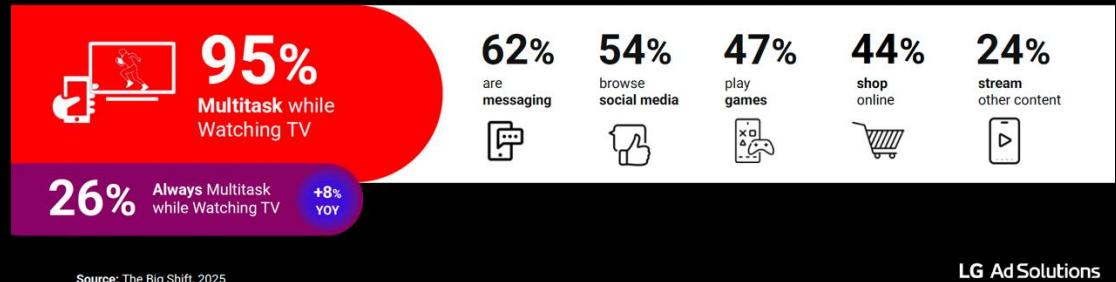
# Shoppable TV Ads

- Allow viewers to purchase products right from their TV, streamlining the path from inspiration to purchase.
- 1 in 3 viewers have used their CTV to purchase after seeing an ad.
- Interactive CTV ads achieve 4.6x ER vs. mobile and 10.3x vs. desktop video ads.

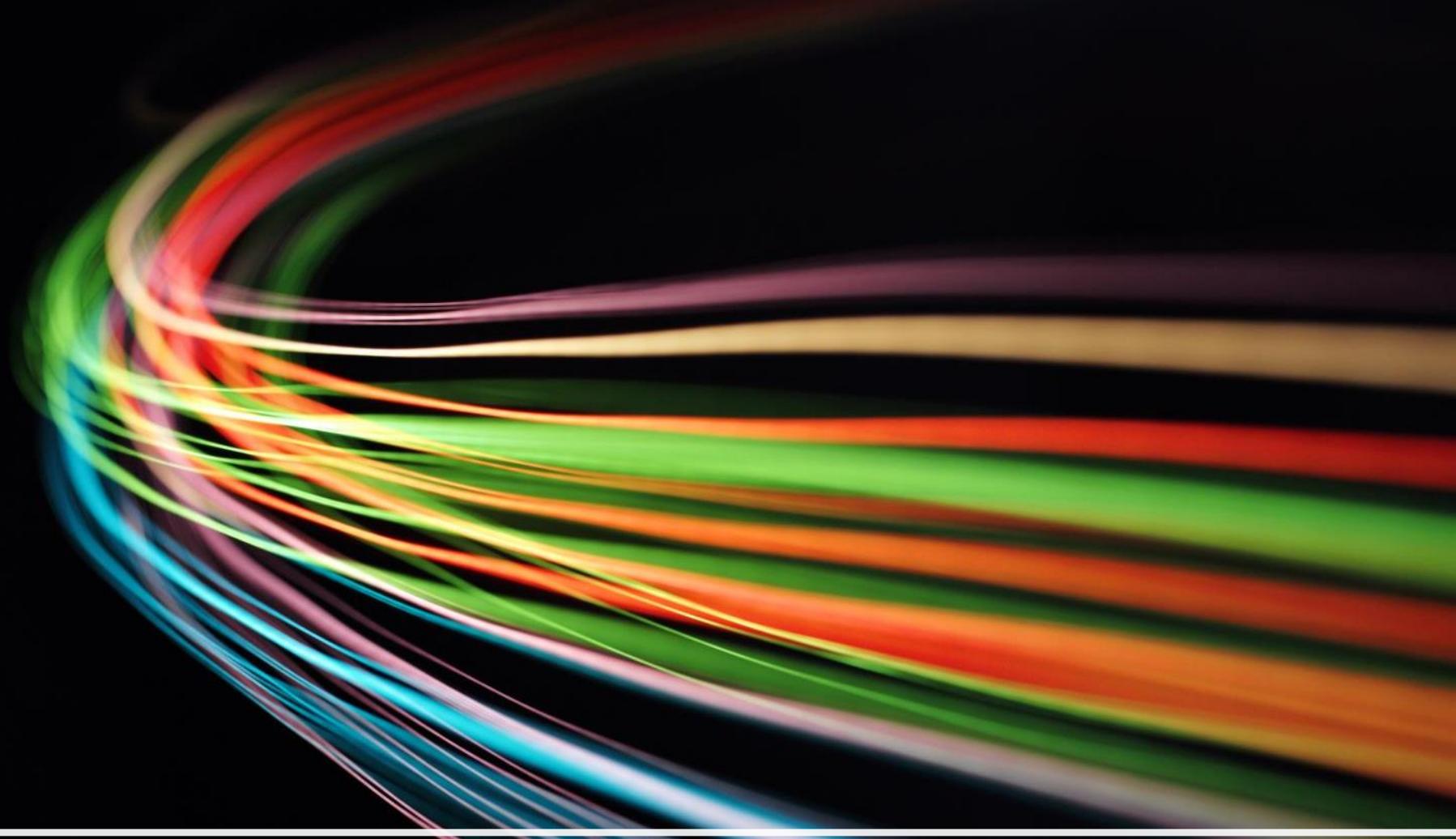
Nearly All CTV Viewers **Multitask** while Watching TV, Extending the TV Experience to **Shopping**, **Messaging** and **Gaming**



LG Household Extend campaigns reach beyond LG Smart TVs to mobile, tablet, desktop, and HDMI devices for complete viewer engagement using real-time, deterministic activation



LG Ad Solutions



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#8 RMN's: En Emerging Media Thread

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# Growth of Retail Media Networks



Retail Media Networks are advertising platforms set up by retail companies to provide advertising services to third-party suppliers and brands on the retailer's digital channels.

## Amazon Advertising:

- Amazon's platform offers various ad formats and placements, including Sponsored Products, Sponsored Brands, and Display Ads on partner sites.

## Walmart Connect:

- Walmart leverages its vast customer data to deliver targeted ads both online and in-store.

## Shopee and Lazada:

- popular e-commerce platforms in the Philippines have established retail media networks where businesses can place advertisements and promotions

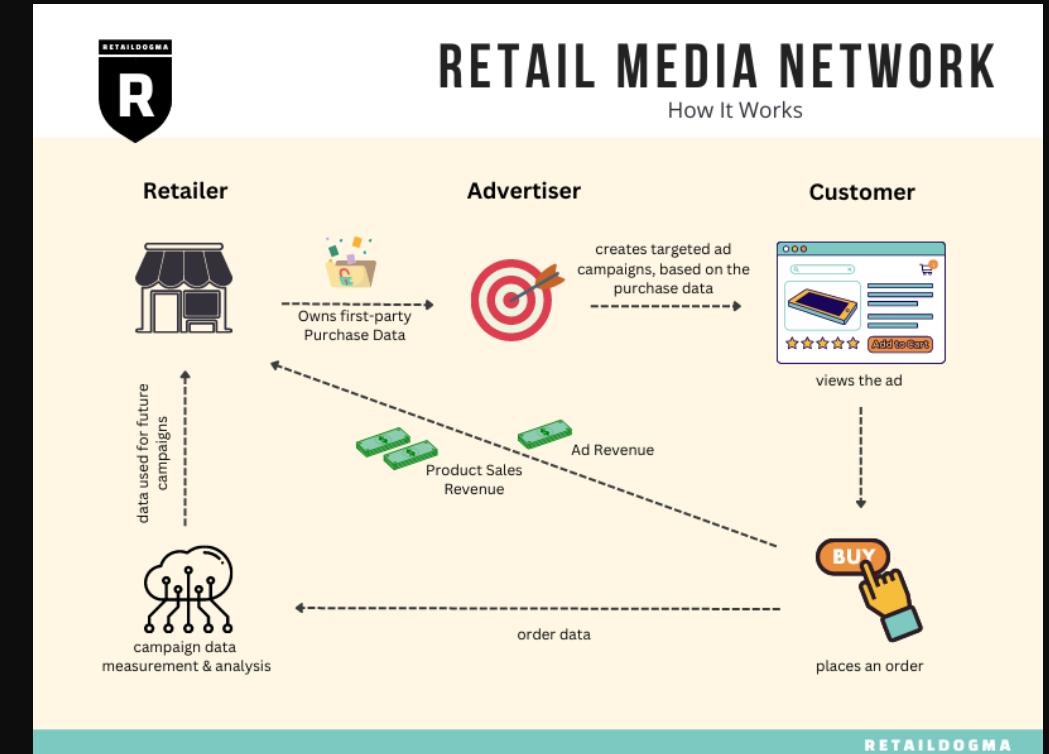
## Grab:

- ride-hailing, food delivery, and other services, Grab also offers advertising opportunities, allowing businesses to reach a large and diverse audience.

## G-Cash

- Mobile E-wallet transforming into an online bank, insurance, payment portal et. al.

# RMN a new thread of 1P data in advertising.





#9 AI-powered Threads

# AI centralizes audience, placement + creative automation

**Meta Advantage+ allows businesses to automate some or all of their campaign**

**End-to-end solutions**  
The most efficient way to reach your campaign goals by applying AI across your campaign.  
Available for sales, app and leads campaigns.

**Advantage+ sales campaigns\*** **Advantage+ app campaigns** **Advantage+ leads campaigns** **NEW**

**Single-step solutions**  
Select individual automation levers to address specific needs.  
Available for all campaign objectives.

**Audience automation**  
Advantage+ audience  
Advantage+ custom audience  
Advantage+ lookalike  
Advantage+ detailed targeting

**Placement automation**  
Advantage+ placements

**Budget automation**  
Advantage+ campaign budget

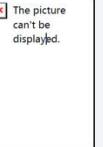
**Creative automation**  
Advantage+ creative  
Advantage+ catalog ads

**Destination automation**  
Advantage+ destination

\*Formerly known as Advantage+ shopping campaigns. This name change is a part of the [new streamlined campaign set](#) that's currently rolling out to businesses.

**CREATIVE AUTOMATION Guidance**

**Advantage+ creative tools to help you diversify your creative**

Generate up to 10 new assets inspired by your existing creative and headline text using **image generation** with text overlay.\*

Enhance copy and generate message variations likely to resonate with your audience using **text generation**.\*

Easily diversify your background imagery behind your featured products (or any object you choose) with **background generation**.\*

Opt to enhance your visual creative including improving brightness or contrast, or cropping or expanding\* to fit a given placement.

**Creative diversification drives results.**  
Ad sets that included at least an image (1:1 or 4:5 aspect ratio), a video (1:1 or 4:5 aspect ratio), and a vertical video with audio (9:16 aspect ratio) had a 7.3% lower CPA<sup>1</sup> than ad sets that did not include one or more of those creative assets.

\*Enhanced by generative AI  
Source: 1. Causal inference modeling (Double Machine Learning) of a sample of 2M+ Direct Response ad sets from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ad sets ran April and May 2024, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by count of unique ads in the ad set based on the feature.

Chrome File Edit View History Bookmarks Profiles Tab Window Help

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Personal - Security DigiBank... Product Facebook Business... Presentations and... Building Brand Lov... Spotify Targeting... Digi

# Meta's AI advertising takeover to reshape media thread's diversity.

Now just over a month later, it was reported this week that Meta aims to transform digital advertising by enabling advertisers to simply submit a product image or business URL along with a budget".

- "The new AI-powered tools will allow advertisers to simply submit a product image or business URL along with a budget".

A critical concern is that Meta's consolidation of these processes moves beyond automating individual tasks to controlling the entire ad supply chain. This is more than streamlining—it's full-funnel ownership. Could this...it will autonomously generate complete ads—images, videos and text and determine optimal audience targeting...system will offer budget reco....

Pip Bingemann  
CEO and co-founder, Springboards

History Bookmarks Profiles Tab Window Help

## There is a need to balance investment to traditional media to check the real impact and preserve the dynamism of media campaigns.

### Meta's AI advertising takeover: Will it reshape APAC's diverse ad ecosystem?

As the parent company of Facebook and Instagram plans to let advertisers generate complete AI-crafted ads, experts across APAC weigh in on the potential impact on the region's landscape and what it means for agencies.



# A threat to our media thread visibility – targeting, budget and strategic drivers of performance.

## campaign

News   Analysis   The Work   The Knowledge   Awards   Agency Report Cards   Events

As automation rises, marketers risk losing visibility into targeting decisions, budget allocations, and the true strategic drivers of performance. While campaigns may seem effective, a lack of clear levers can lead to inefficient spending and optimisation skewed toward reach rather than meaningful impact.

The bigger challenge for APAC is safeguarding the health of its diverse media ecosystem. With vast differences in language, platforms, and media behaviours, the region is especially vulnerable to over-centralisation. If power is concentrated within a few dominant platforms, the landscape risks losing its richness and dynamism. What is needed is a balance of campaign transparency, independent verification tools, and the curiosity to explore beyond default settings.

To stay relevant, agencies must demonstrate the ability to navigate these emerging challenges and assert themselves as strategic leaders capable of driving long-term success for their clients.

For SMBs across APAC, this presents an opportunity to run personalised, performance-driven campaigns without the need for large teams or agency support. It lowers the barrier to entry, particularly in mobile-first markets with lean marketing operations. Given APAC's fragmented platforms and diverse consumer journeys, Meta's tools can automate ad creation and level the playing field. With faster, more cost-effective access to tailored campaigns, they have the potential to become a powerful catalyst for brand growth in emerging markets.

**Bob Du**  
MD, Jellyfish Singapore



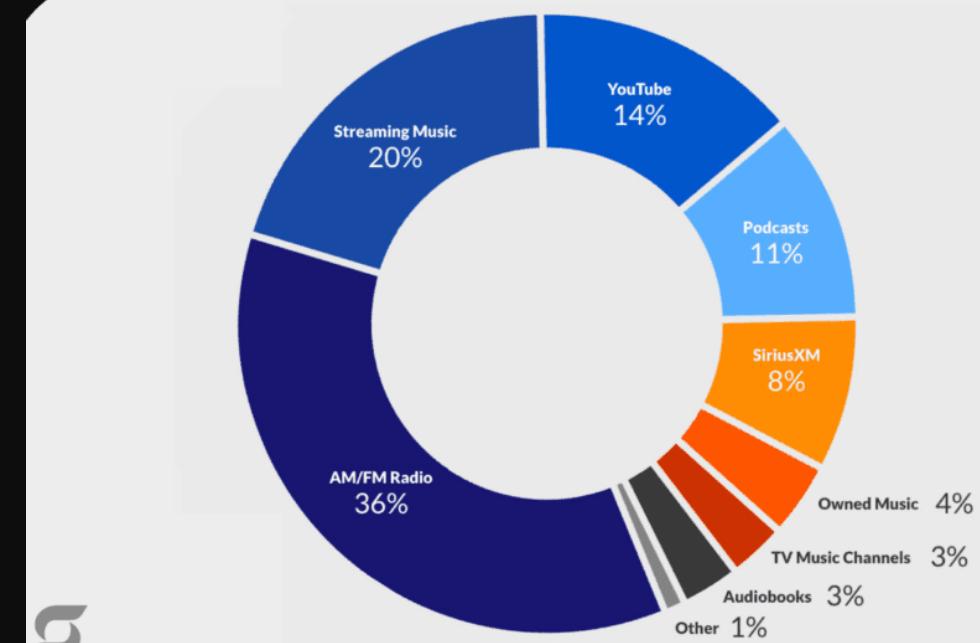
#10 Radio a thread to remain.

**Traditional Radio to remain an important & influential thread.**

***Hybrid audio advertising can maximize reach for brands.***

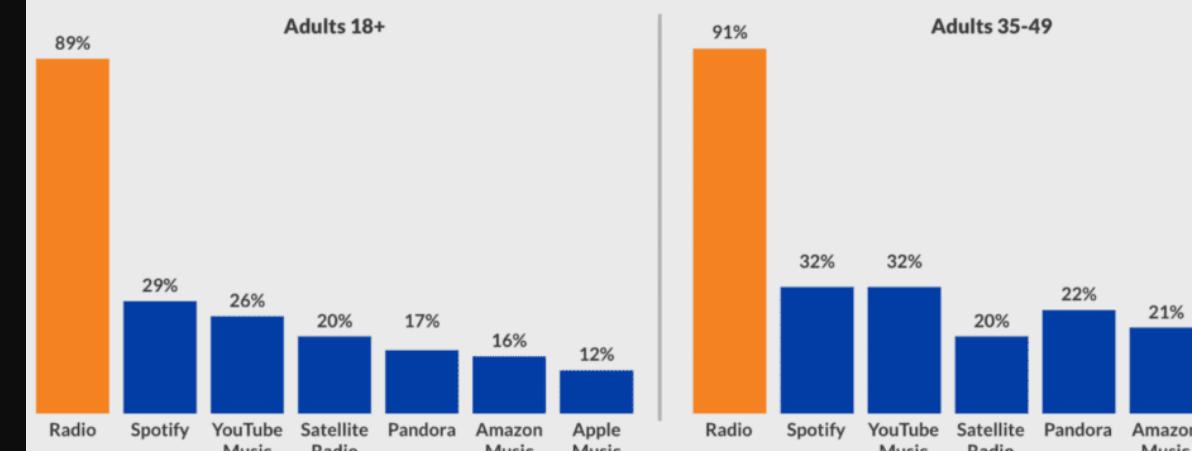
### **Key Takeaways:**

- **Rise of Podcasts:** Podcasts have gained significant traction - younger age groups.
- **Ad-Supported Streaming:** still account for a smaller portion of audio consumption.
- **Age-Based Differences:** Younger demographics (18-34): podcasts and ad-supported streaming. Older demographics (35+) still rely on traditional radio.
- **Mid to Lower SEC:** *rely more on Traditional radio live streamed on FB + YT in the PH.*



Source: Edison Research

**Audio Monthly Reach % Among US Population**



Source: Nielsen Scarborough USA+ R1 2023

# Did Video Killed The Radio Star?

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- *“From the 1979 song of The Buggles, famously expressed apprehension for the future of radio, the medium remains relevant in 2025”.*

## Why?

- “radio’s audience has remained steady over the past three years.”
- “video and radio share the same goal of reaching a wide audience with immediate content”.
- “Radio thrives in its accessibility..... From commuters listening in their cars.... g while they work, the diversity of the audience is unmatched.
- “People trust their go-to news outlets and DJs and are likely to recommend them to others”.
- “Radio has an unparalleled ability to cater to niche markets and local audiences. While big ad platforms focus on mass markets or broad targeting algorithms, radio fosters community spirit”.

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# INTO 2025 RADIO TRENDS

ABOUT US SERVICES OUR CLIENTS

is bright and full of opportunities. From its deep local roots to its seamless integration into digital and on-demand platforms, radio has the potential for storytelling and connection in 2025.

To adapt, here are a few emerging trends that digital marketers should keep in mind:



## VOICE COMMERCE

Audio ads that allow listeners to make purchases directly through voice commands.



## DYNAMIC CREATIVE OPTIMIZATION

AI-generated ads that tailor messaging based on location, time of day, and listener [demographics](#).



## 3D AUDIO EFFECTS

Immersive soundscapes that enhance the storytelling aspect of radio advertising.

## Radio continues to adapt the changing threads.

- Many traditional stations have invested heavily in building digital versions of themselves, offering live streams and podcasts that extend their reach beyond conventional broadcasts.

Like the McGuinness Media & Marketing team, harnessing radio's unique strengths is a move that delivers results.

# Radio storytelling teaches lessons about engagement, creativity, and audience connection.

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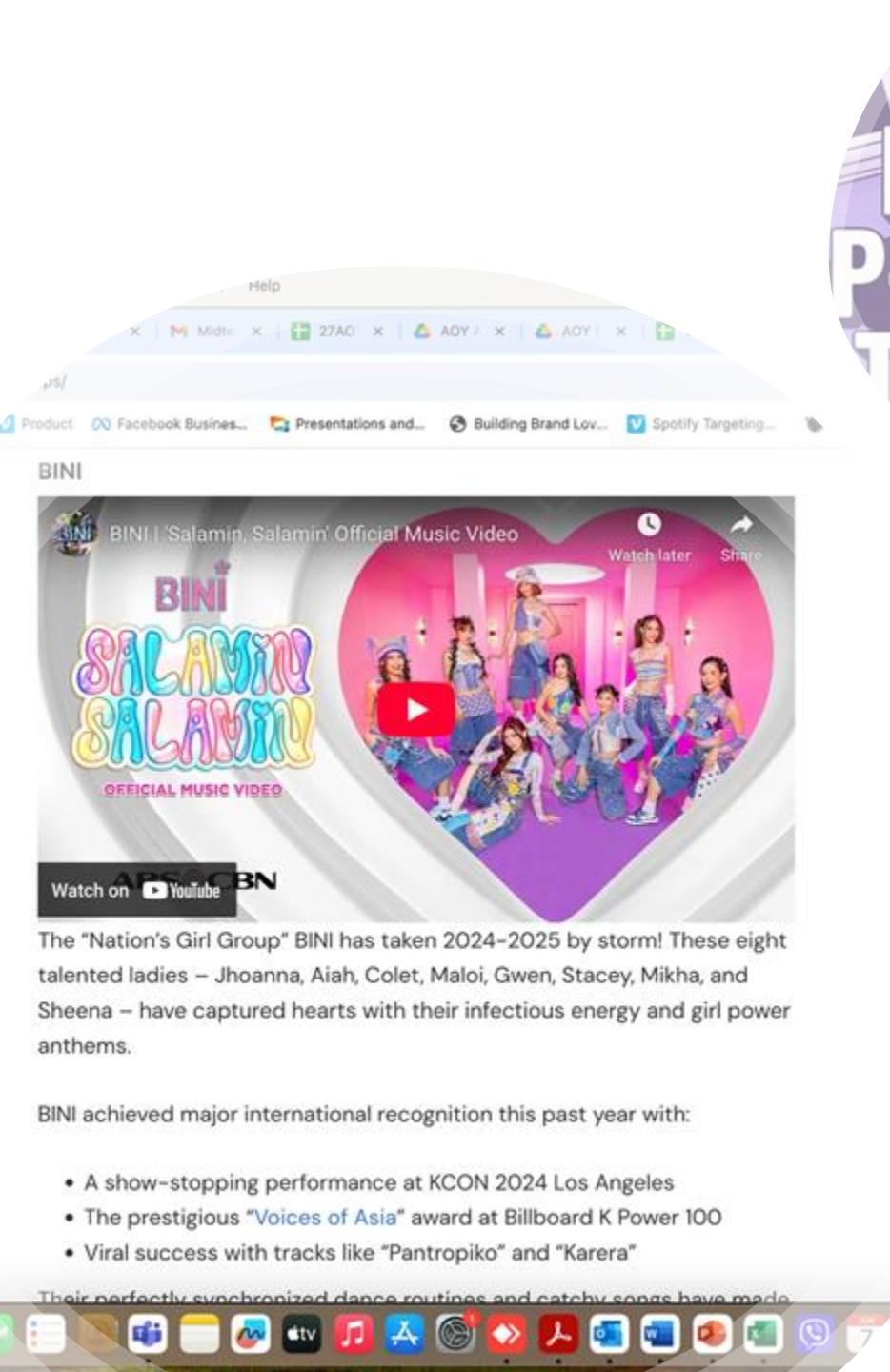
- Radio is a timeless tool for content creation. The medium is immediate and remains one of the most accessible communication platforms.
- Modern radio embraces digital elements like online streaming, mobile apps, and podcasts.
- Stations offer simultaneous internet broadcasts, enabling global reach and allowing listeners to tune in from anywhere.
- Unlike algorithms curating playlists, radio stations feature live hosts who add personality, storytelling, and relatability to the mix.



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#11 Trending Pop emerges with P-Pop threads

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The "Nation's Girl Group" BINI has taken 2024-2025 by storm! These eight talented ladies – Jhoanna, Aiah, Colet, Maloi, Gwen, Stacey, Mikha, and Sheena – have captured hearts with their infectious energy and girl power anthems.

BINI achieved major international recognition this past year with:

- A show-stopping performance at KCON 2024 Los Angeles
- The prestigious "Voices of Asia" award at Billboard K Power 100
- Viral success with tracks like "Pantropiko" and "Karera"

Their perfectly synchronized dance routines and catchy songs have made

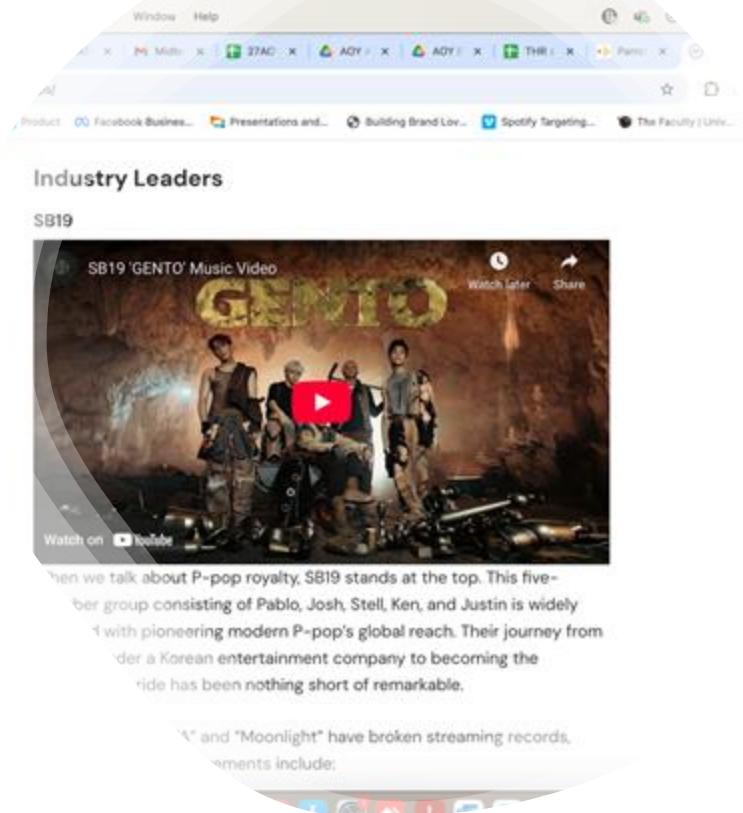
Watch on YouTube BN

BINI | Salamin, Salamin' Official Music Video

Watch later Share

SALAMIN SALAMIN OFFICIAL MUSIC VIDEO

Watch on YouTube BN



When we talk about P-pop royalty, SB19 stands at the top. This five-member group consisting of Pablo, Josh, Stell, Ken, and Justin is widely regarded with pioneering modern P-pop's global reach. Their journey from under a Korean entertainment company to becoming the worldwide phenomenon that they are has been nothing short of remarkable.

"GENTO" and "Moonlight" have broken streaming records, and their achievements include:

Industry Leaders

SB19

SB19 'GENTO' Music Video

GENTO

Watch later Share

Watch on YouTube

Industry Leaders and faves continue to trend and thread with rising stars

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Product Facebook Business... Presentations and... Building Brand Lov... Spotify Targeting...

### Alamat

ALAMAT - 'Maharani' (Official M/V)



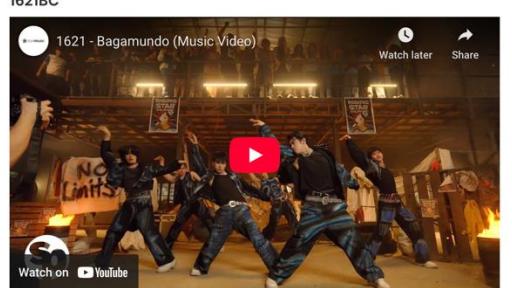
If you're looking for a group that truly represents Filipino cultural diversity, look no further than Alamat. This boy group stands out by incorporating the Philippines' rich ethnic traditions into their music and performance!

Their achievements include:

- Featuring traditional Filipino dances like tinikling and performing "Maharani" music video
- Writing lyrics in multiple Philippine languages addressing social themes
- Creating a buzz with their upcoming album

### 1621BC

1621BC - Bagamundo (Music Video)



These Dream Maker survival show alumni have quickly established themselves as ones to watch in the P-pop scene. The six-member boy group consisting of JM, JC, Pan, Win, Migz, and DJ brings a unique sound that blends hip-hop with traditional Filipino influences.

Their 2025 track "BAGAMUNDO" landed a coveted spot on Spotify Philippines' New Music Friday, introducing them to an even wider audience. What sets 1621BC apart is their dedication to showcasing Filipino culture while delivering contemporary pop performances that get you moving!

### G22

G22 - 'Pa-Pa-Palaban' Official MV



labeled "P-pop's Female Alphas," this fierce trio of AJ, Alfea, and Jaz has been climbing the charts with their bold concepts and powerful performances. They're not just pretty faces – these ladies can rap, dance, hit high notes while maintaining their signature attitude.

made waves by:

China's popular variety show "Show It All" sang for major Filipino films including "Shake, Rattle & Roll" and "Ang Probinsyano." They also won the "P-Pop Group" award at the Saludo Music Awards.

# The next thread of P-Pop Rising Stars

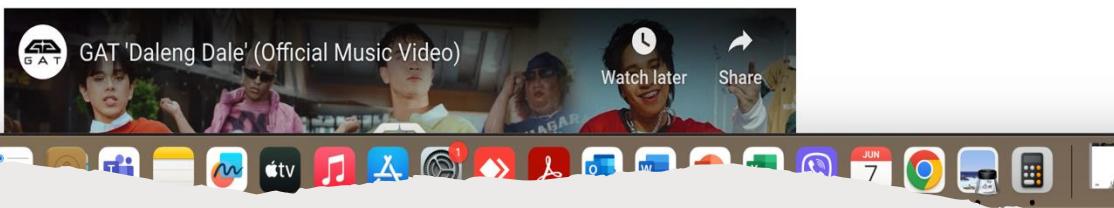
## 2025 Breakout Acts

### 6ENSE



This Sony Music PH group has taken TikTok by storm with their catchy "Amin Amin" challenge. Their smooth vocals and boy-next-door charm have earned them a rapidly growing fanbase that can't get enough of their content.

### GAT



# 2025 Breakout Acts open new thread for P-Pop

### GAT



After making their debut at the prestigious Araneta Coliseum, GAT has firmly established themselves as serious contenders in the P-pop scene. Under Viva Entertainment's guidance, they're bringing a fresh take on Filipino pop music that's resonating with Gen Z audiences.

### Cultural Impact

What makes P-pop unique is how these modern groups incorporate

elements:

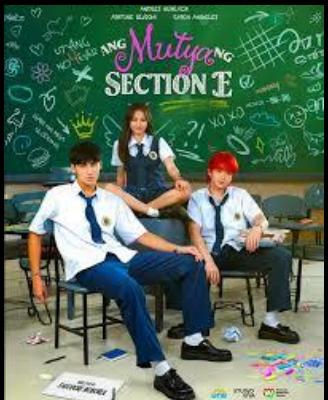
with regional languages (check out



P-pop music gives hype and flavor to TV teen romantic series.

### Mutya ng Section E

- is a Philippine teen romantic comedy television series. It is based on the Wattpad book trilogy of the same name by the Filipino author Lara Flores, who is better known by her pseudonym Eatmore2behappy. The series stars Ashtine Olviga, Andres Muhlach and Rabin Angeles. It premiered on Viva One on January 3, 2025.



# What makes P-pop uniquely popular?

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Lyrics that proudly mix Tagalog with regional languages (check out Alamat's verses in Waray and Kapampangan!)

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Fashion that fuses streetwear with traditional Filipino textiles

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Choreography that integrates folk dances like singkil

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**#PPOPLUV Fanbase**



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#12 Re-searching RESEARCH threads

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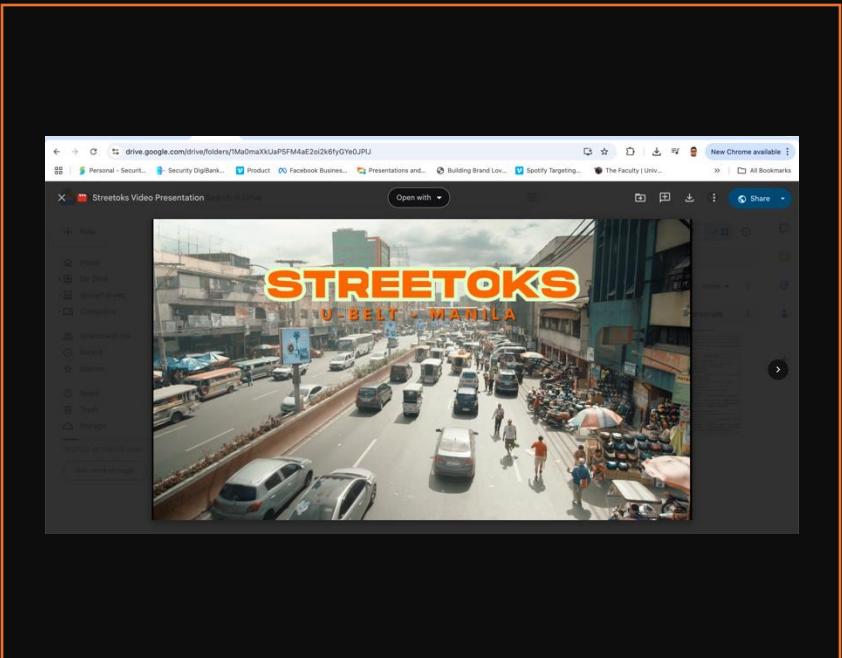
# Story threads on the streets

## U-Belt Manila

- Vendor
- Tricycle Driver
- Commuter
- Student
- Sari-sari store owner
- Service crew
- Barista



games messenger fun  
youtube instagram tas fan  
number coc sa clash  
creators bini  
geybin din bini  
ml ako tiktok clans  
ako lang ng media sumunod  
din 1 social also  
tapos content ang videos kase music  
mga ser kpop talaga daming  
naquupload nagsscroll





# Re-Search Research!



Reinvent methodologies:

- Creative techniques to avoid fatigue:
  - Gamified approaches
  - Crowdsourcing techniques fused with data gathering
  - Thread Deep Dives
- Streetnography – a proprietary study on the street profiles.
- Reddit Re-search!

# From Threads to Threats

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- Cross-screen measurement & currency: a challenge.
- Marketers need to activate 1<sup>st</sup> party audience data to ensure on-target delivery and ROAs.
- Collaboration is getting tighter and harder.
- Lowered Spends & Fees and escalating Brain Drain in the industry.
- AI-powered advertising due to automation by few giants – Meta, Google and Tiktok will lead to over-centralization – risk of losing landscapes richness and dynamism – need of balance of campaign transparency & independent verification tools.
- Clutter in online media giants = under deliveries in media KPIs = increased demands from marketers

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THREADS  
AND THREATS