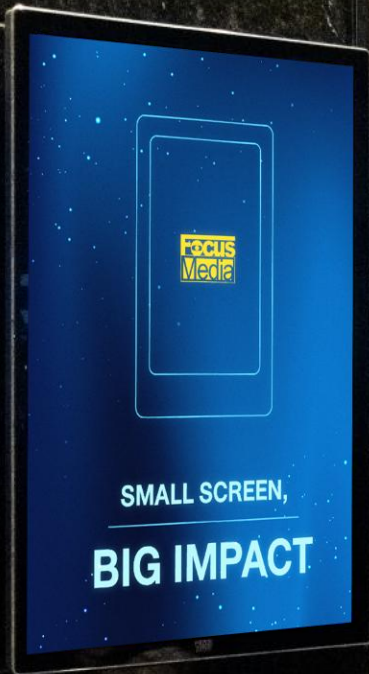


Focus Media Thailand

Company Profile



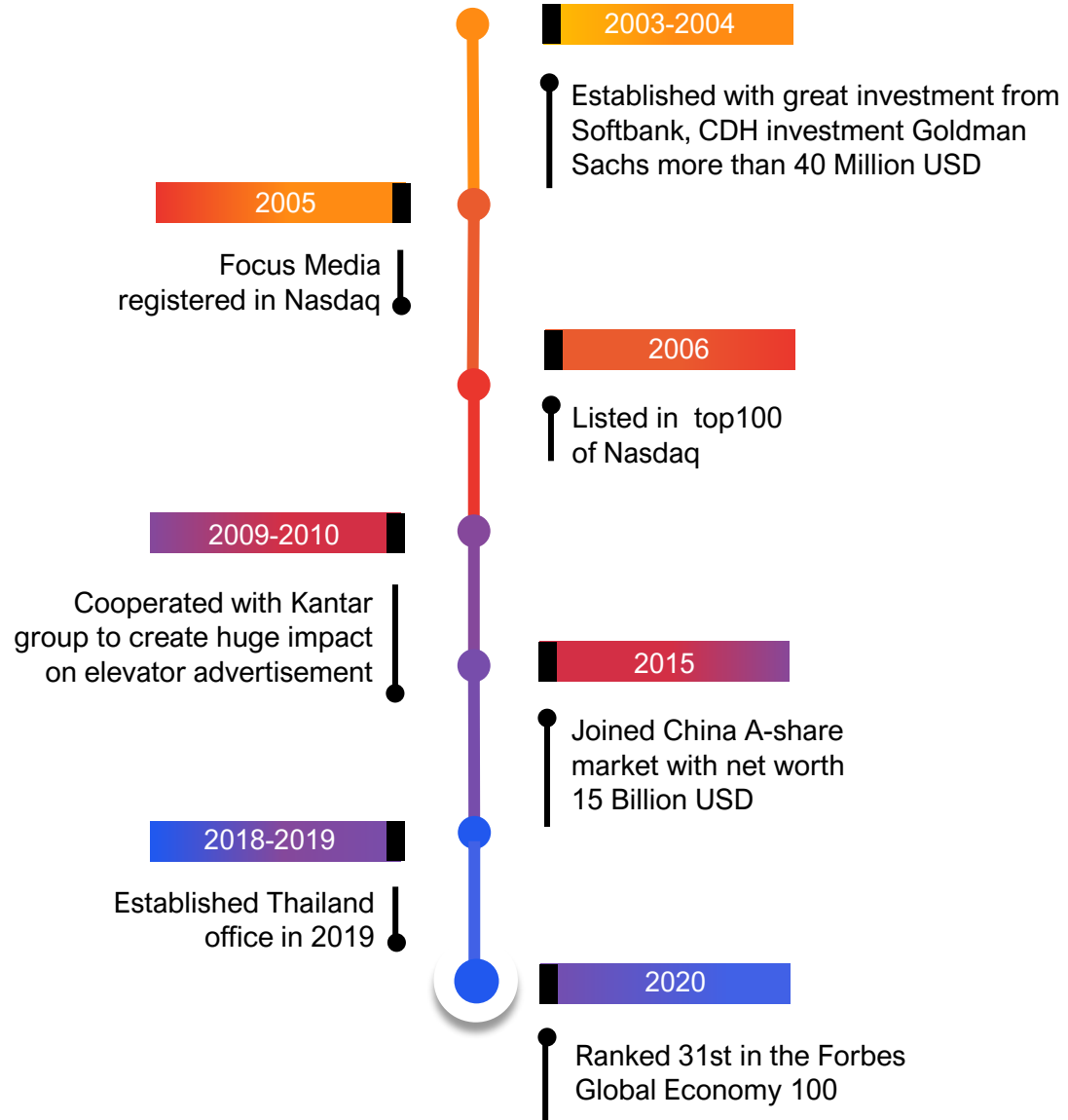


8-22



01

ABOUT US





Stock Market Value

15.53B USD



2022Y Annual Turn over

15.0B CNY



Daily Average Reach

400M+

We cover main

Thailand's urban population

AD weekly coverage: **38,000,000+** eyeballs



300+

Brand Clients



800+

Media Growth

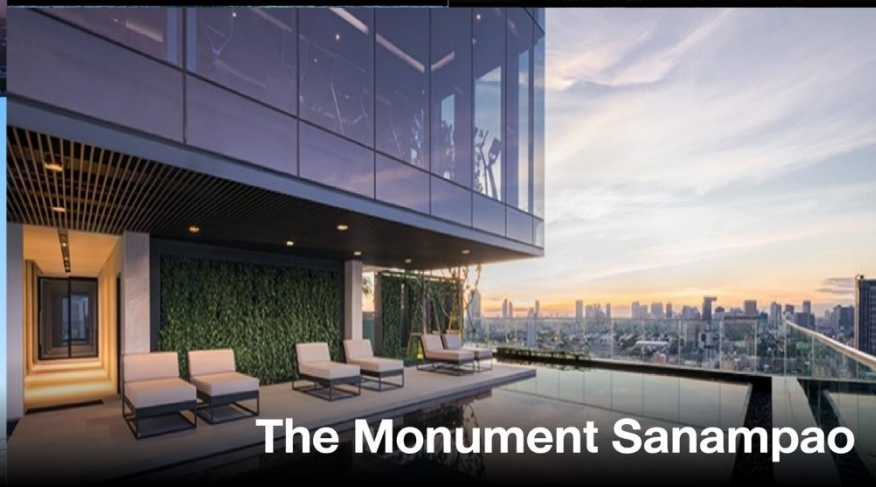
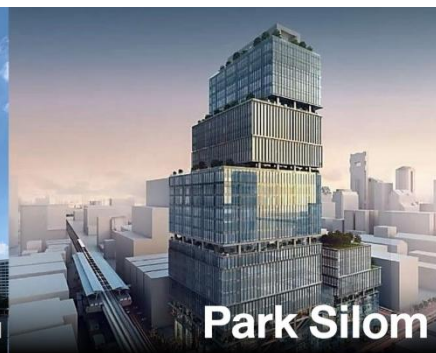


15,000+

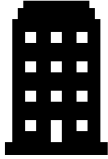
Media No.

Landmark in BKK

In 2024, We will focus on the development of condominium and landmark office building media networks.



Office Building



130+ Buildings



1,200+ Screens



All Season



Unilever



CP Sliom



TIPCO



Ploenchit Center



Park Silom

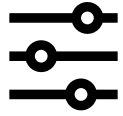


CP Fortune



AIA Sathorn

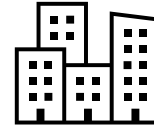
Residential



Luxury



Estimate Price:
8 – 20+ M.



270+ Buildings



1,500+ Screens



IDEO Mobi Asoke



Siri At Sukhumvit



Hyde Sukhumvit 11



Life One Wireless



Vittorio Sukhumvit 39



The Edge Sukhumvit 23



FYNN Sukhumvit 31



Chewathai Residence Asoke



Noble Refine

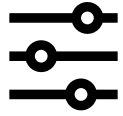


The Pearl Residences
Sukhumvit 24



Sala Daeng One

Residential



Premium



**Estimate Price:
4 – 7 M.**



900+ Buildings



3,200+ Screens



The Base Phetkasem



Aspire Rama 4



Kith Sukhumvit 113



The unique Kaset Nawamin



The Matt Sathorn-Thapra



Ciela Charun 13



Niche Mono Sukhumvit - Puchao



NUE Noble Chaengwattana

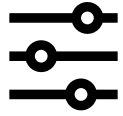


Attitude BU



Incio Serithai

Residential



Standard



Estimate Price:
1 – 3 M.



2,500+ Buildings



6,800+ Screens



**Lumpini Condo Town -
Ramkhamhaeng**



Elio Sukhumvit 64



The Niche id Rama 2



Regent Home Sukhumvit 81



Origins Rama 2



Supalai Park Tiwanon



**IRIS Avenue 1
Lat Krabang**



**Lumpini Township
Rangsit-Khlong**



City Home Srinakarin



Life @ BTS Thapra

Landmark in BKK



Insert Web Page

This app allows you to insert secure web pages starting with https:// into the slide deck. Non-secure web pages are not supported for security reasons.

Please enter the URL below.

https://

Note: Many popular websites allow secure access. Please click on the preview button to ensure the web page is accessible.

Preview

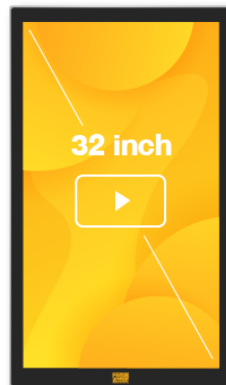
Web Viewer [Terms](#) |
[Privacy & Cookies](#)



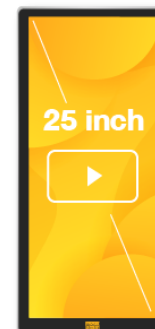
MEDIA SCREEN FORM



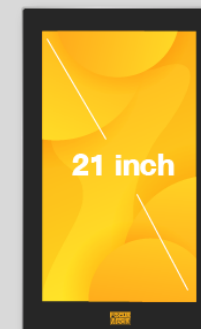
- **55-inch LED Screen Size**
H1120mm X V720mm
- **Screen Resolution**
1920*1080 pixel



- **32-inch LED Screen Size**
H757.8mm X V452.3mm
- **Screen Resolution**
1920*1080 pixel



- **25-inch LED Screen Size**
H584mm X V245.7mm
- **Screen Resolution**
1080*2560 pixel



- **21-inch LCD Screen Size**
(Image only)
- **Screen Resolution**
1920*1080 pixel

BASIC INFO

Play time

6:00-00:00, 18 hours

Slot

15 sec. / 72 times / days

Loop

15 minutes

Material Change Date

Monday & Tuesday

Media Screen

Installation Location

25" screen

Inside the elevator

55" screen

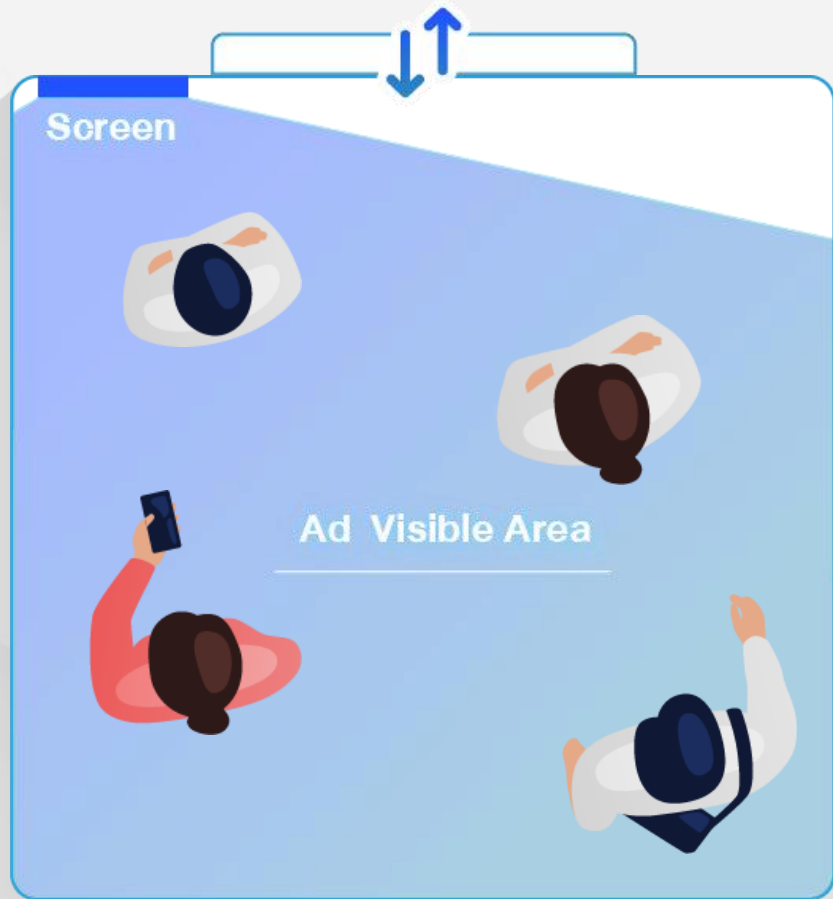
Outside the elevator

32" screen

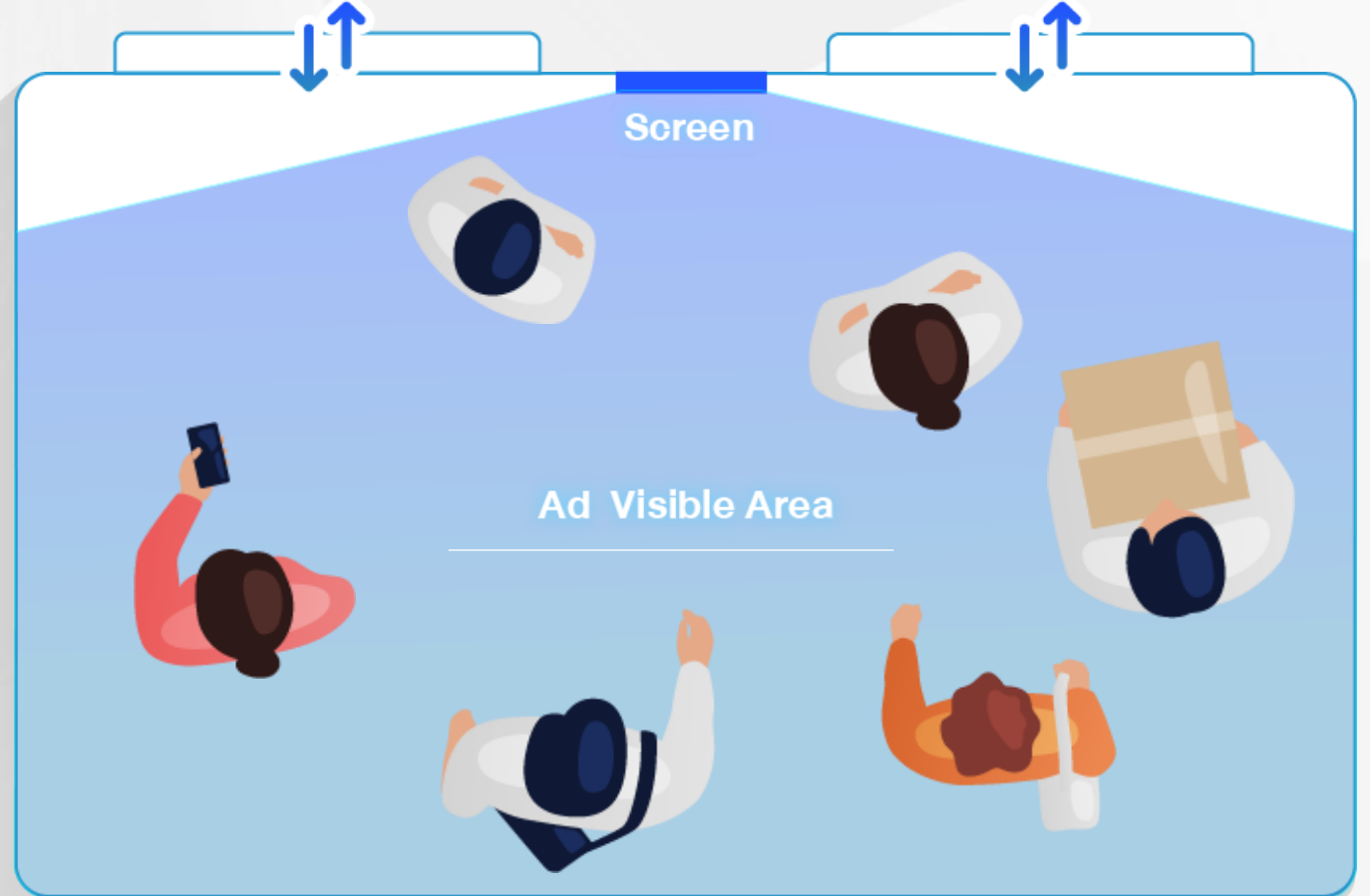
Outside the elevator



Media Instruction Form



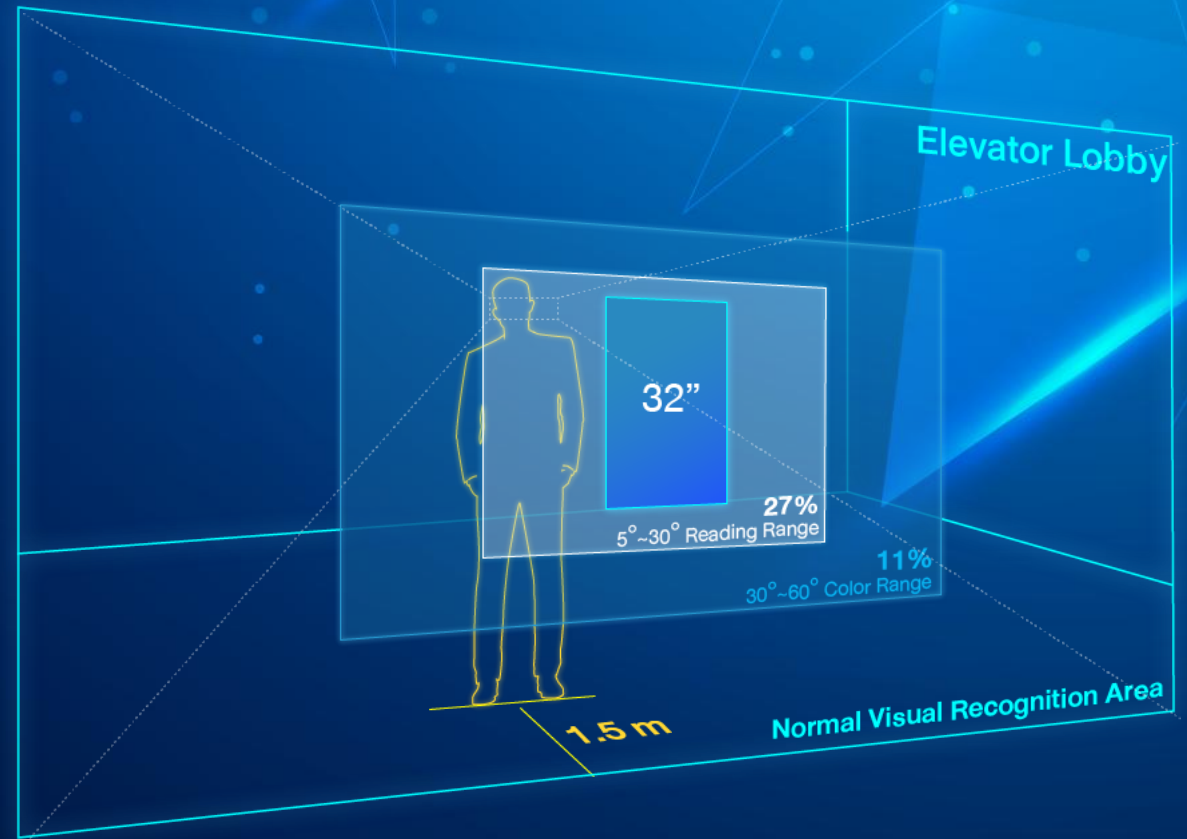
Elevator



Elevator Lobby

Media Instruction Form

Lift media screens have a closer viewing distance and a larger viewing space and are not disturbed by the external environment.



Higher Visibility Conditions More Communication Content



02

WHY CHOOSE US ?

CHANGES IN THE MEDIA ENVIRONMENT

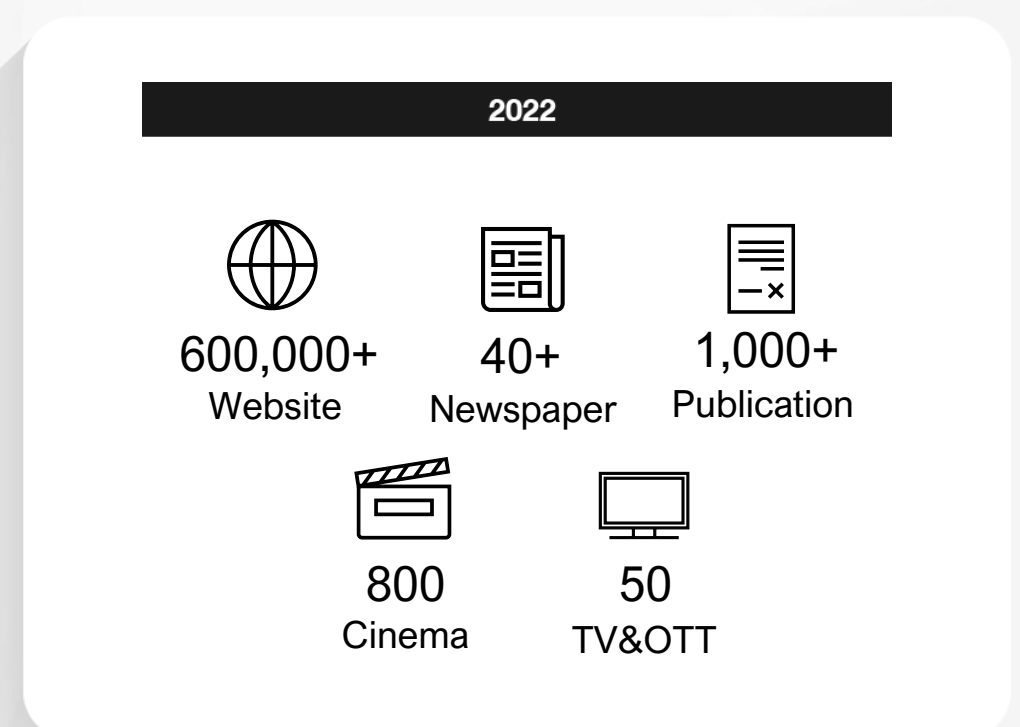
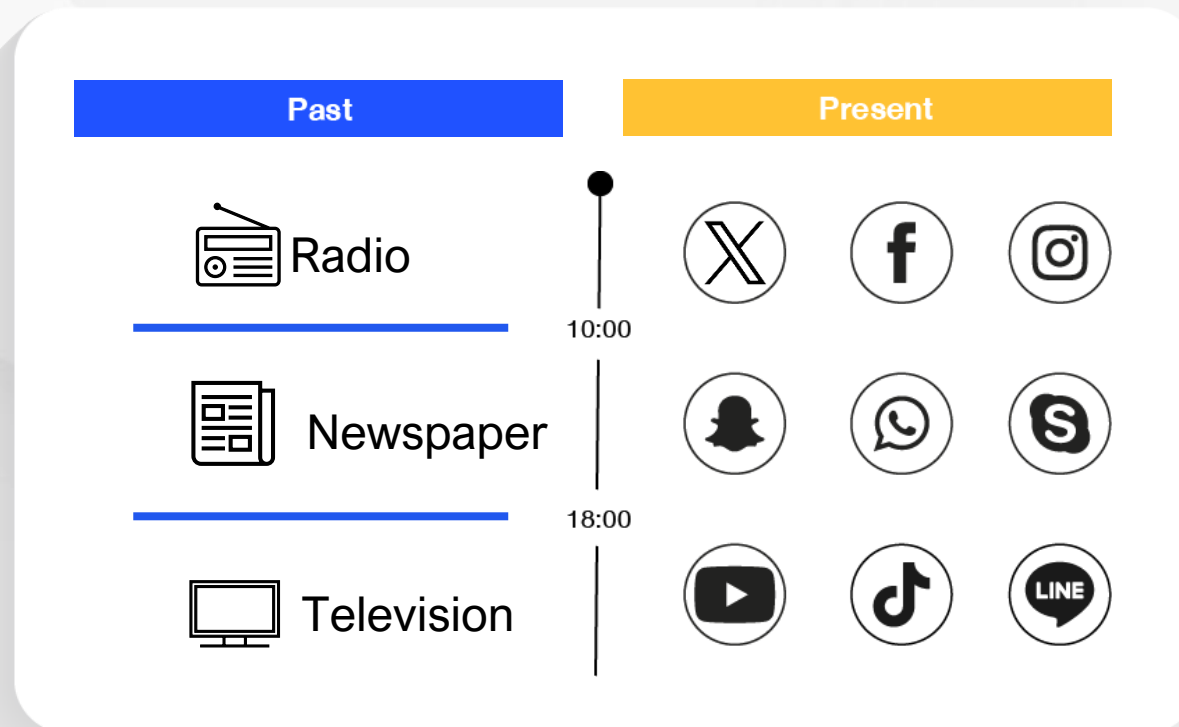
Fragmented Information

In the past 20 years, the biggest change in the media environment is the unprecedented complexity and fragmentation of information brought by the mobile internet.

Audience Distracted

Audiences have never been so distracted, and media mix has become a complex project.

Changes in Audience's Catalyst Habits And Distribution of Media Types

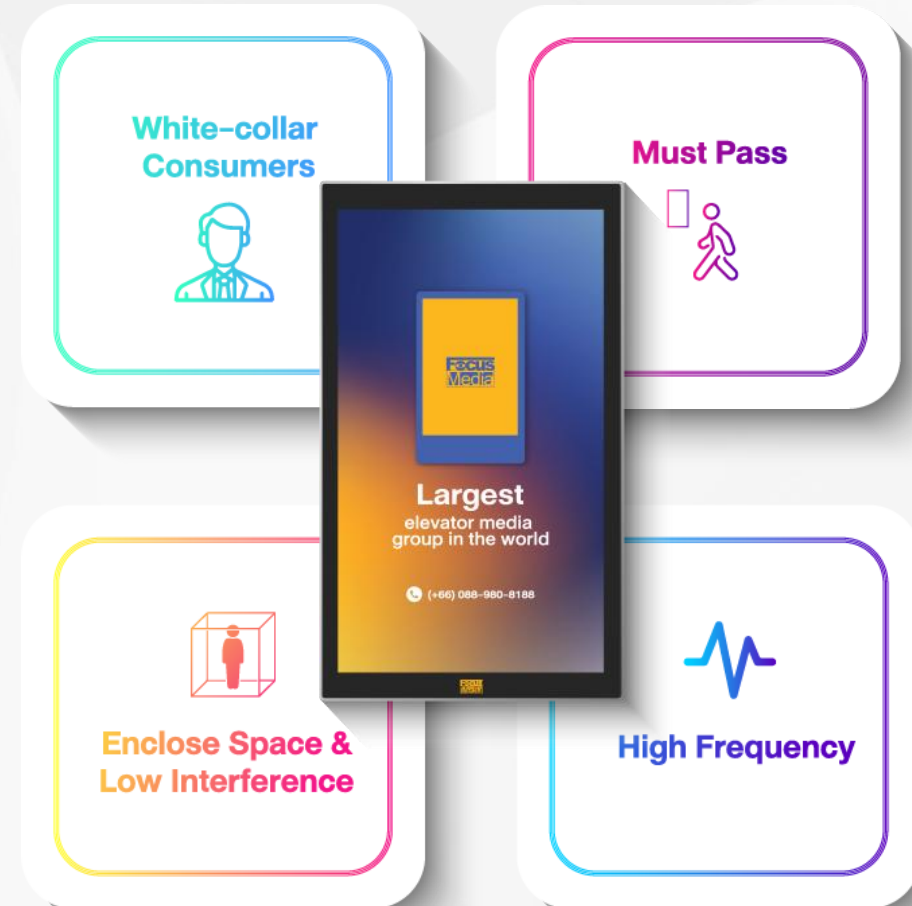


Why FMT Media

ELEVATOR

The elevator is a necessary infrastructure for urban development and a daily media touchpoint for white-collar consumers

- FMT's TAs [see the ads every day as they enter and exit their homes and go to work](#), with an effective reach rate of more than 5 times per week, which is more frequent than other OOH media.
- FMT's media format [captures the time TAs spend waiting for and taking elevator](#) to adequately deliver their message in a closed format.
- In the closed space of the elevator, people will choose to [actively watch the advertisement](#) when they feel bored and avoid embarrassment.
- FMT's audience is [urban white-collar workers](#) but also mainstream consumers, opinion leaders of the community, to catch them is to catch the urban mainstream population.



51% TV Ads
Reach Rate %

79% Elevator Ads
Reach Rate %

95% Internet
Ads Reach Rate %

EFFICIENCY OF LIFT MEDIA

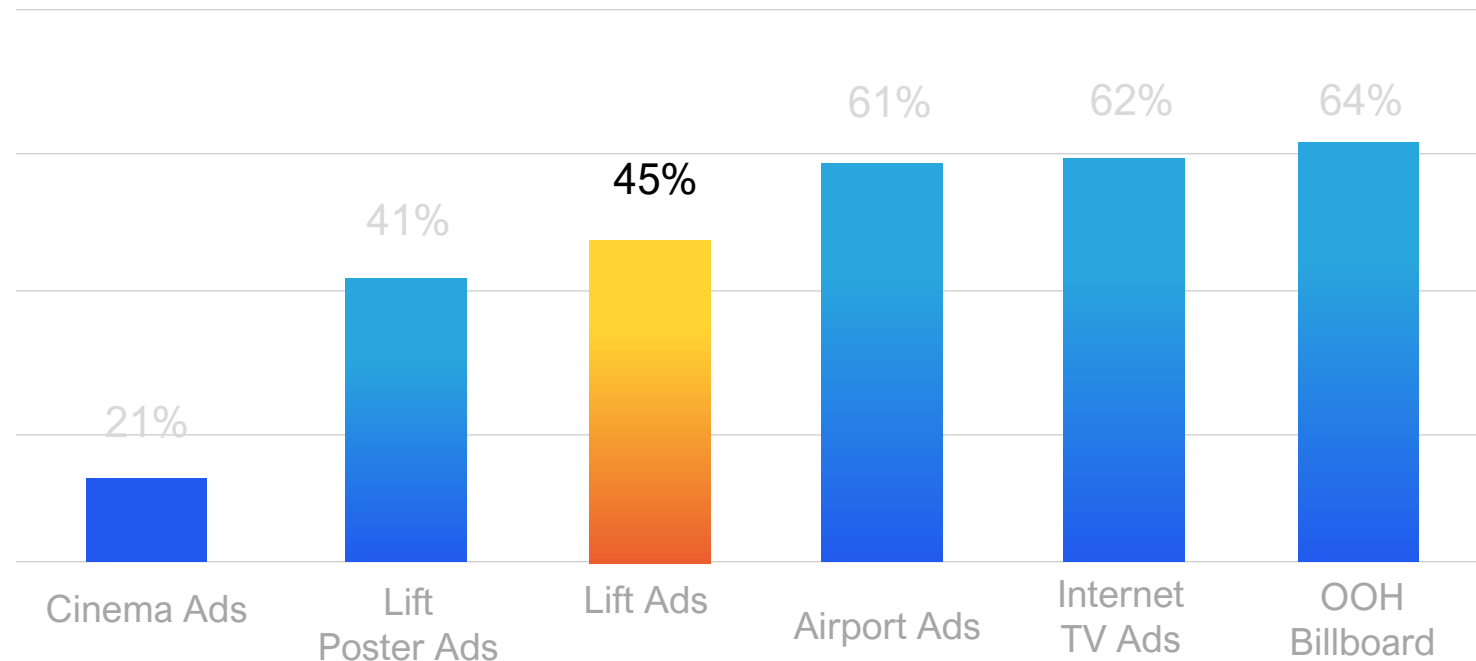
High Potential Media

Elevator advertising has a high daily reach rate and has rapid expansion in a period in Thailand.

EFFICIENCY OF LIFT MEDIA

Low-Interference

Lift media is less susceptible from cell phone interference





OOH Media

CHAOTIC

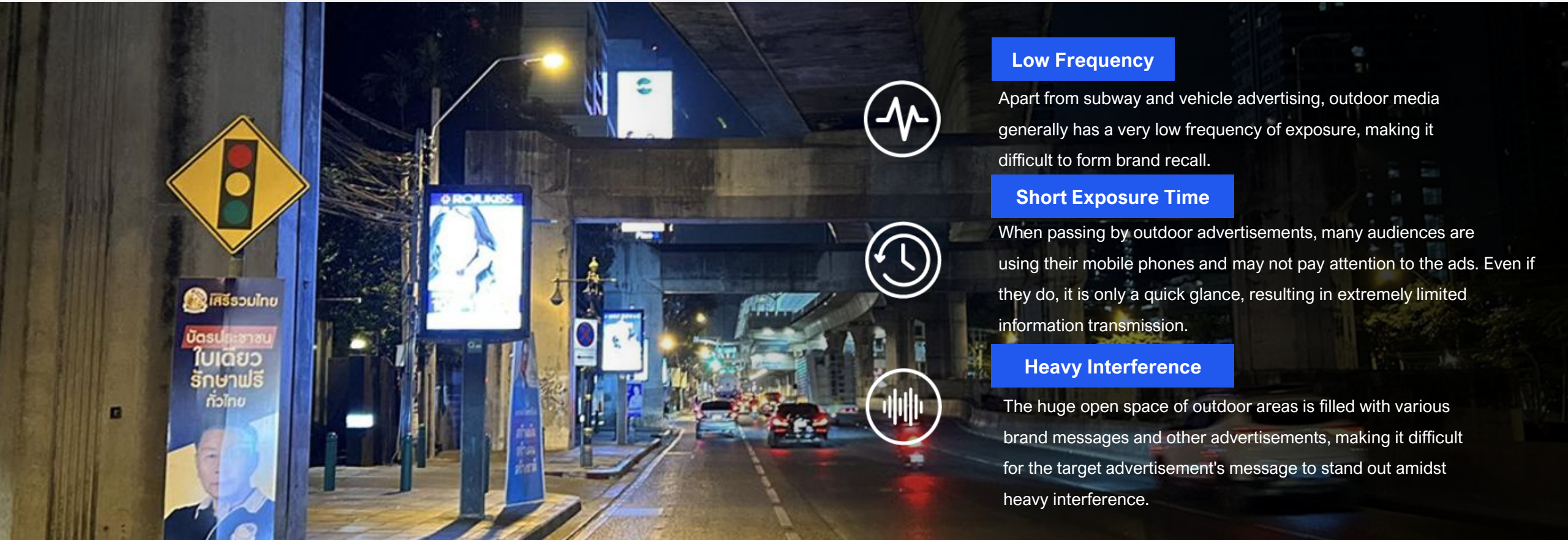
The photo of an intersection in the center of Bangkok shows that the effect of advertising brand message is disturbed by the chaotic environment and information, and the outdoor media cannot form a continuous and unified reaching effect.

- Outdoor Billboard X 5
- Outdoor Electronic Screen X 2
- Commercial Banners X 2
- Car body ads X 2

COMPETITIVE MEDIA COMPARISON

Outdoor Media & Traffic Media

Although outdoor and traffic media in Thailand have a large market share, there are problems such as uneven distribution of media quality and chaotic environments.



Low Frequency

Apart from subway and vehicle advertising, outdoor media generally has a very low frequency of exposure, making it difficult to form brand recall.

Short Exposure Time

When passing by outdoor advertisements, many audiences are using their mobile phones and may not pay attention to the ads. Even if they do, it is only a quick glance, resulting in extremely limited information transmission.

Heavy Interference

The huge open space of outdoor areas is filled with various brand messages and other advertisements, making it difficult for the target advertisement's message to stand out amidst heavy interference.

THE ENTRANCE OF OFFLINE TRAFFIC

Massive information

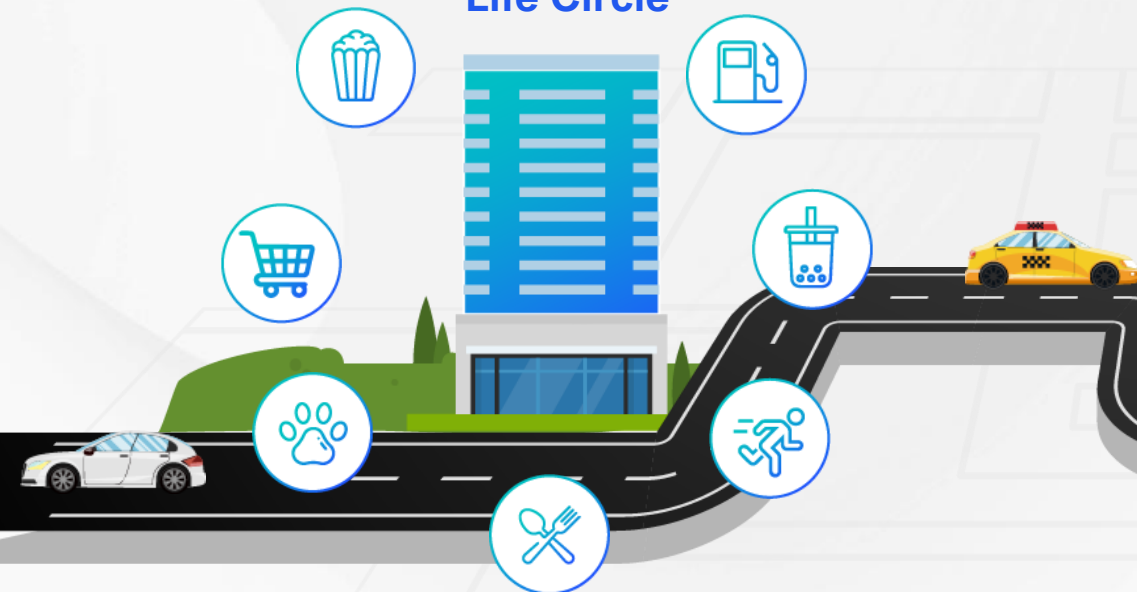
No matter what means of transportation, the audience will eventually enter the office building or apartment building, which is the entrance of offline traffic

>60%

Trading Range

More than 60% of the transactions take place within 3 kilometers of the work and life circle

Life Circle



Residential Building

Work Circle

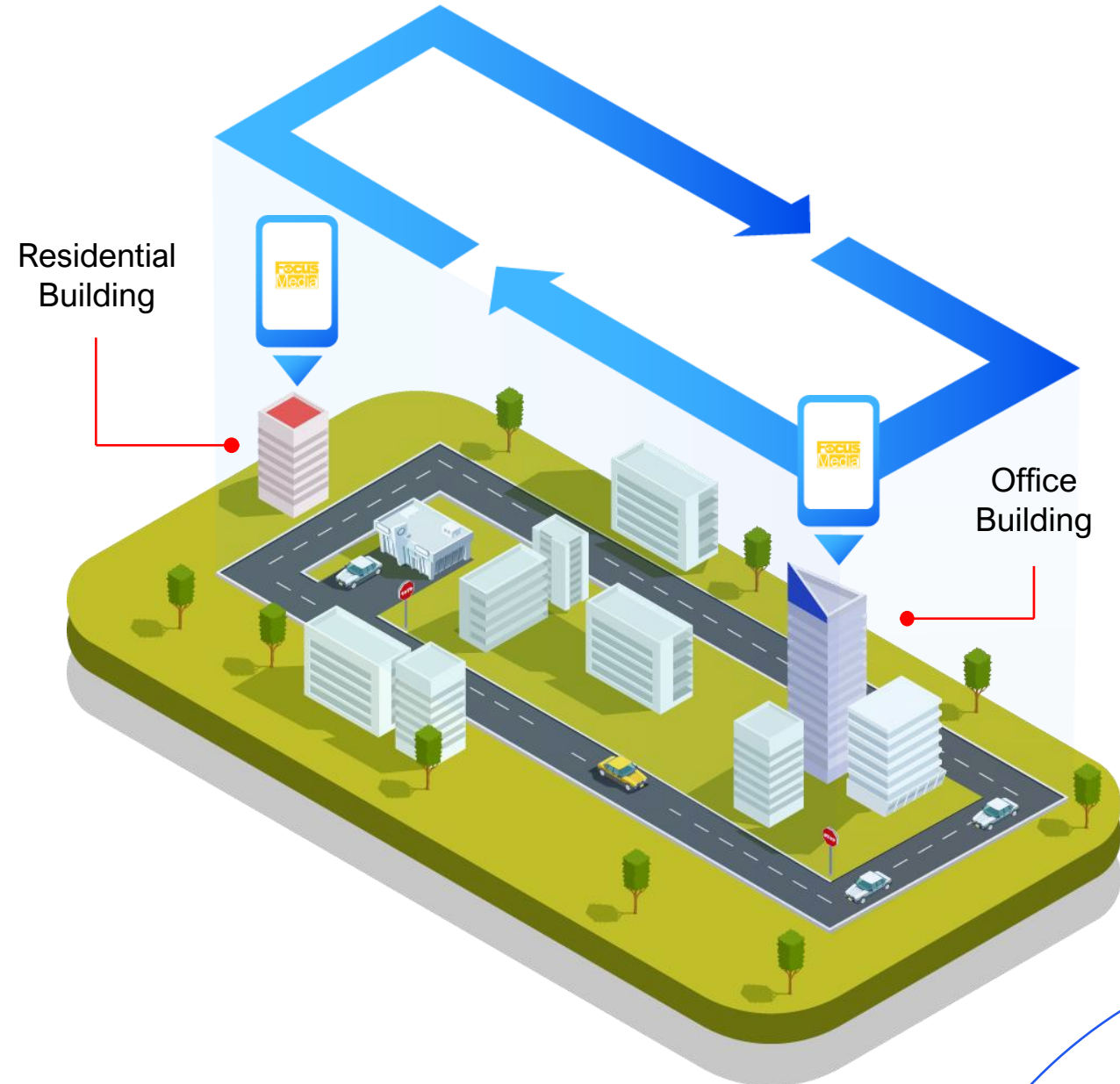


Office Building

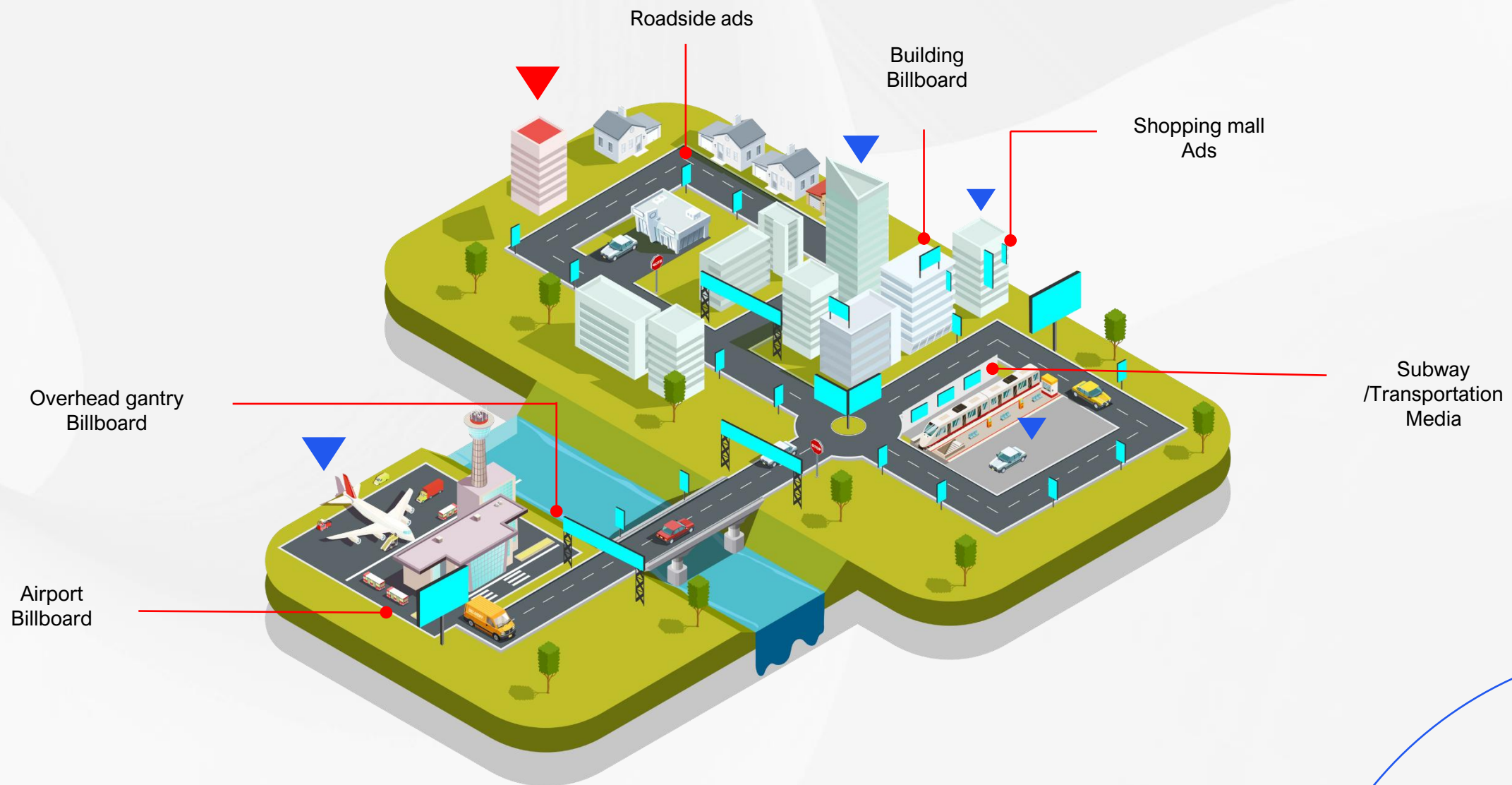
Efficient Life Media

Covering both ends of the pedestrian flow

Efficiently occupying the high-traffic offline space. Unlike outdoor and transportation media, which have complex pedestrian flows and high audience mobility, lift media can reach fixed audiences in a stable and continuous manner.



Outdoor Media



COMFORTABLE POSITION

In the elevator and
beside the elevator
(More effective for target
consumers)

Frontal eye level
(Height 140cm,
achieve most eyeballs)



VERTICAL DISPLAY

VERTICAL STANDARD
(similar with mobile phone)

Large size (25 inch, 32 inch, 55inch)





Sharp picture quality (full HD)

Frequency: 72 loop/day





Elevator TV

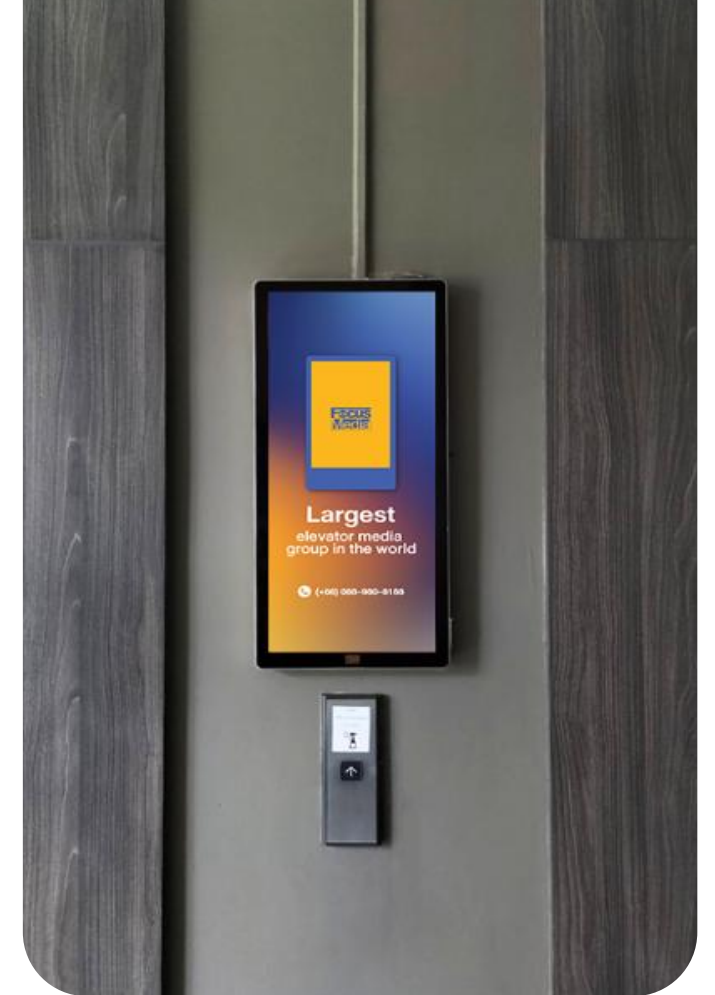
-  Static or motion video
-  Vertical displays
-  15 seconds per time
-  Total 72 times per day

Size : 21/ 25/ 32/ 55 inches



Screen Experience

High-definition screen
For a great viewing experience



INFLUENCING

THE MAINSTREAM POPULATION

Who are they

They are office workers, middle-class families, civil servants, entrepreneurs and other business people.

They are the city's major consumers, social wealth creators and community opinion leaders.

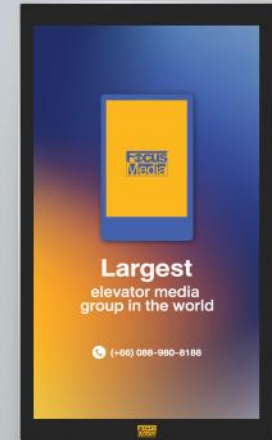
Increasing your reach to them will effectively improve the efficiency of communications.



Lift Media Research



Nielsen



FMT media touchpoint- Ads viewing behavior

- ✓ Higher reach rate
- ✓ Higher reach frequency
- ✓ Longer media exposure



3.1 times / day

Daily media touching



8 mins 42 s / day

Daily exposure time



4.02 times / week

Weekly ads effective reach



Definition of Media Values

How to Define the Value of Lift Media ? Effective Reach



Building Average Population

0.5~1.0 k
of each building

How many people in a building?



Major Occupational Percentage

59 %
of all building types

What percentage of the audience
is white-collar office workers?



Average Monthly Income

64,414 THB
per person

What is their monthly income?

Definition of Media Values

How to Define the Value of Lift Media ? Effective Reach



Number of Elevators Used Per Day

3.1

times per day

How many times a day
do these people use the lift?



Duration of Reaching Lift Ads

8:42

per day

How much time do they spend
viewing lift media every day?

Definition of Media Values

How to Define the Value of Lift Media ? Effective Reach



Reaching Probability / Active Viewing

42 %

active viewing

97 %

interacted

How likely are they to
watch lift ads?



Duration of Reaching Inside the Elevator

4.02

times per week

What is the effective
reach of lift media like?

The main target of the FMT population

High Income

High Educated

White Collar

Income

64,414 THB

Average monthly
personal income

156,554 THB

Average monthly
household income

91%

of the population has a high income level,
which is **43%** higher than the average (Nielsen's CMV database).

50,000 baht + **91%**

30,000 -49,999 baht 9%

< 30,000 baht 1%

Occupation

59% Corporate officer (white collar)

10% Student

7% Entrepreneur

6% Self employed

5% Freelance

Education

94%

bachelor degree above

Age

23-29 **15%**

30-39 **32%**

40-49 **30%**

Marital

63% are single

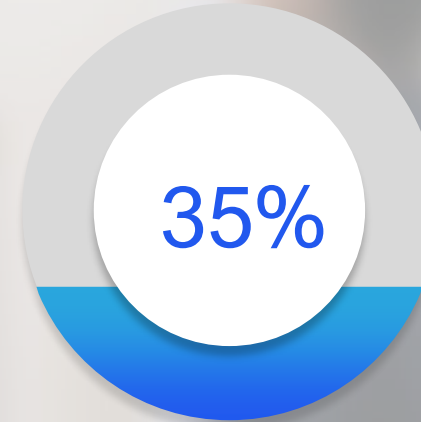


FMT media touchpoint- Ads viewing behavior

FMT's TA are willing to watch ad content actively



of audiences said they **interact**
with ad content in some way



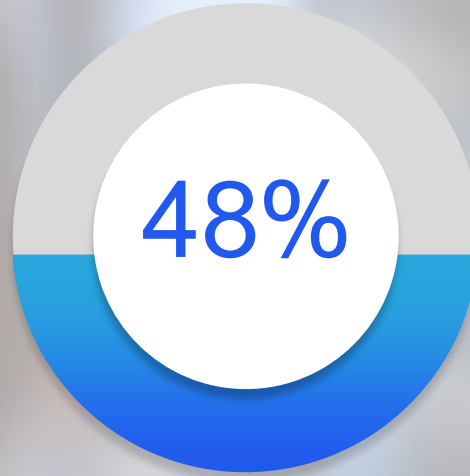
of audiences said they **pay**
attention to ads on a regular basis

FMT media touchpoint- Ads viewing behavior

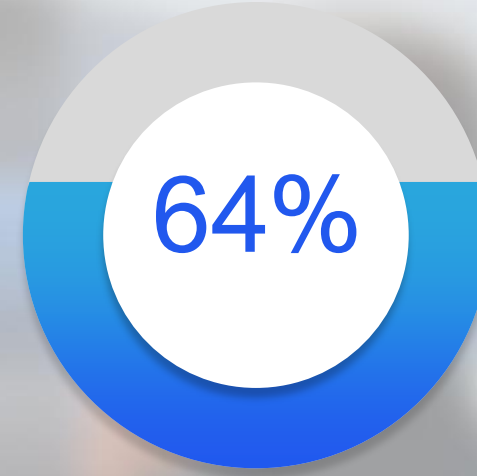
FMT's audience **positive respond to ad content**



of the audience **will actively watch ads** in the elevator



of the audience believed that **lift media helps them know products and services**



of the audience said that **sound generates interest in the content of advertisements**

Attitude

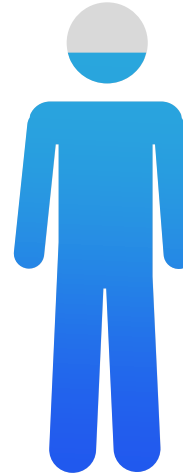
The FMT audience has an **open and active attitude towards life**



Shopee and Lazada have a penetration of around **60%**, much higher than the general population

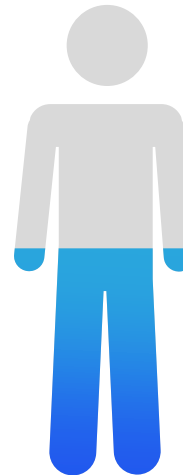


High value group are more likely to use Facebook (Meta) and younger audiences are more likely to use Tiktok



More than 90% of the audience

- Rely on internet
- Saving habit
- Online searching
- Cashless payment
- Healthy food



Around 50% of the audience

- No purchase plans
- Influenced by online opinions
- Pay in installment
- Try new things



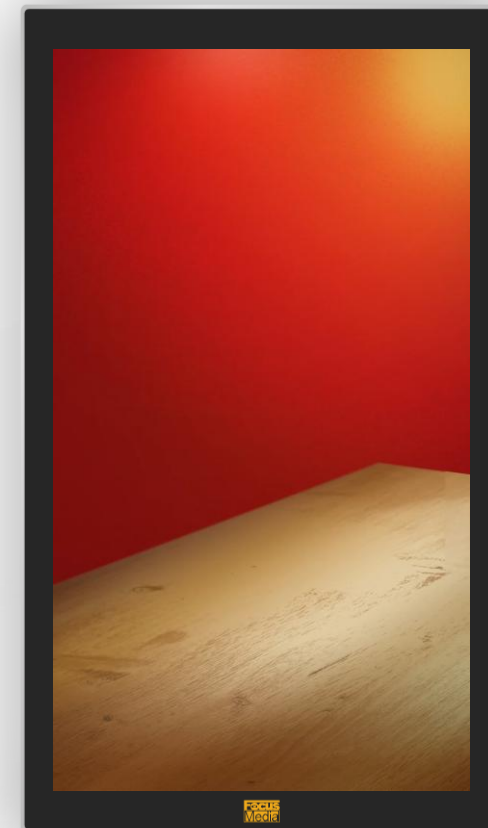
03

CLIENT CASE

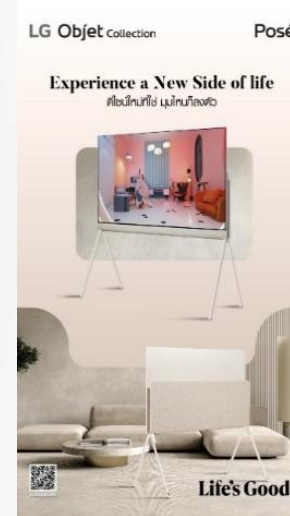
2



CASES DISPLAY



CASES DISPLAY



“FOCUS MEDIA, FOCUS YOUR IDEA”

More than 180+ brands in different industries have chosen Focus Media Thailand as their offline advertising solution provider since 2021, Focus Media Thailand will continue providing the quality services to help all our clients for their future media plan.

Agency Brand

OmnicomGroup



groupm **MI GROUP**



dentsu

IPG MEDIABRANDS



Initiative

Other brand



Mercedes-Benz



GWM



NETA



vivo



LONGINES

BYD | R-EV-EA
AUTOMOTIVE

Grab

Aj
AJINOMOTO



SAHAPAT

CENTRAL
Group



การไฟฟ้านครหลวง
Metropolitan Electricity Authority

fineline



การท่องเที่ยว
THAILAND



krungsri
กรุงศรี



Unilever



HUAWEI

konvy



พญาไท
PHYATHAI



Lazada

NocNoc

SPRINKLE
DRINKING WATER



D-nee

FMT Lift Poster

Coming Soon

- ✓ Larger display area.
stronger visual impact
- ✓ 24/7 static, higher
advertising reach rate
- ✓ More suitable for
delivering informative
contents

(590×790mm, 300DPI)



RATE CARD 2025

TIME

FREQUENCY

DURATION

Unit Price (THB)



CUSTOM BUILDING
PACKAGE

15 sec

72 times/ day

1 week

380 THB / SCREEN



FIXED 1,000
SCREEN
BUNDLE

15 sec

72 times/ day

1 week

184 THB / SCREEN



ALL-SCREEN
COMPLETE
COVERAGE

15 sec

72 times/ day

1 week

119 THB / SCREEN



1 LOOP : 15 MIN



AIR TIME
06:00AM – 11:59PM

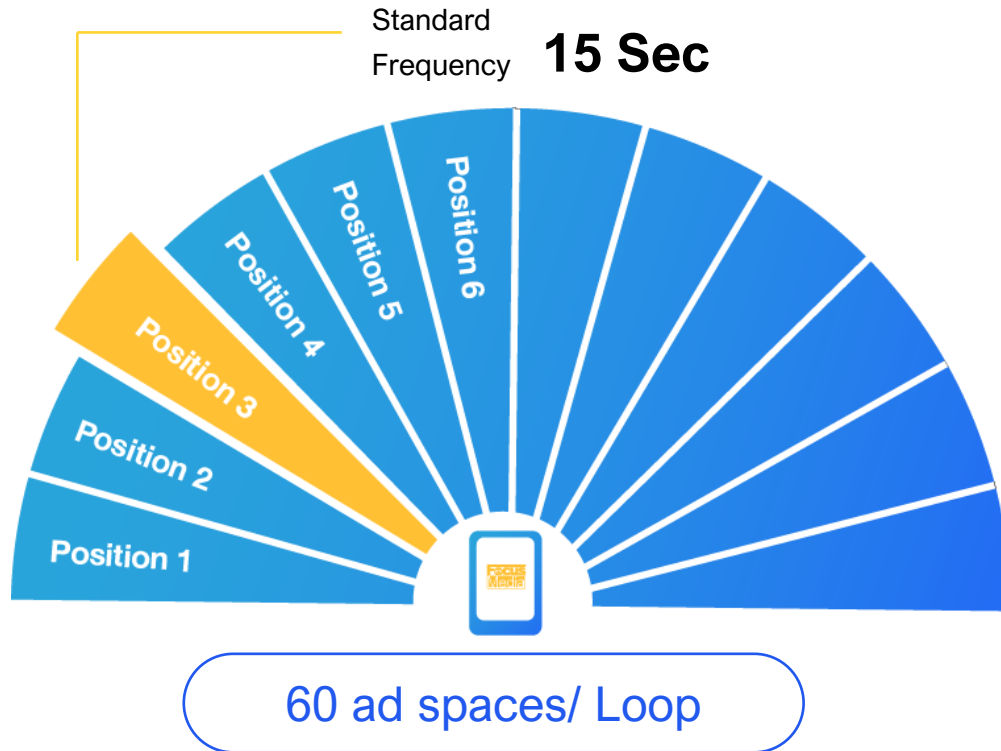


1WEEK

Definition of Media Value

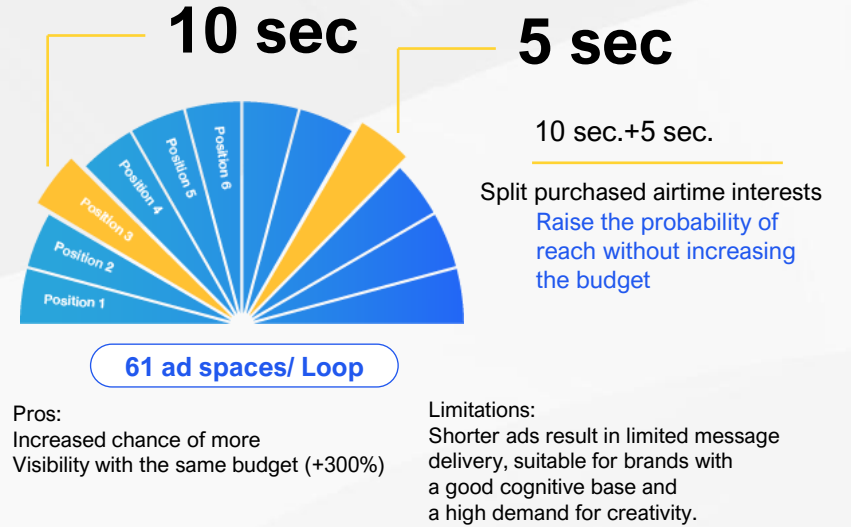
More About Frequency

Standard Loop 15 Mins



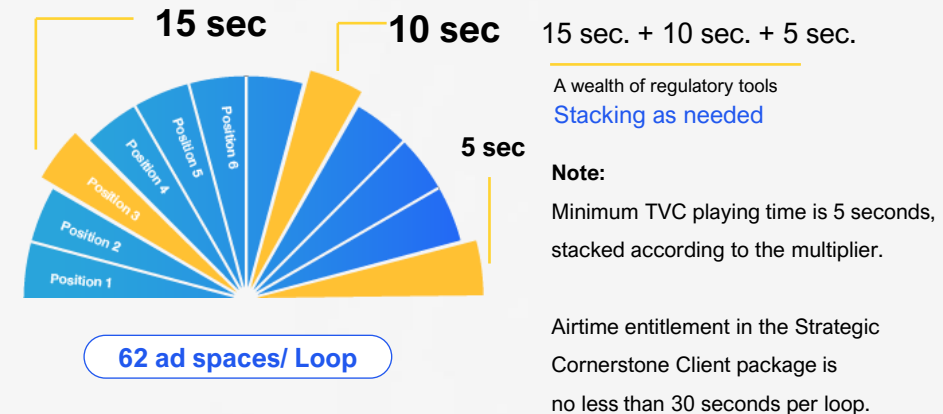
CASE 1

Standard Frequency Split 2



CASE 2

2x Standard Frequency





THANK YOU