

BBC Media Action – Media Case Study – Myanmar

Why is it important to understand media usage?

Media landscapes are ever changing, so it's important to know how people use and access TV, radio, mobile and newspapers when choosing how to communicate to people. It is often not as straightforward as it seems.

This case study uses Myanmar data on the data portal to show how insights can be generated to help choose the right way to effectively communicate with people in Myanmar.

How do people use and access media?

How people are using and consuming media is changing rapidly. This is particularly true in Myanmar;

- In 2013, only 30% of people had access to mobile phones, now everyone has access (99%).
- In 2013, radio was the main way to reach people with 91% having access to one. However, in 2015 TV became the most popular media source with 99% having access to it.
- There has also been an increase in internet access since 2013, from 20% of the population in 2013 to 62% in 2015.

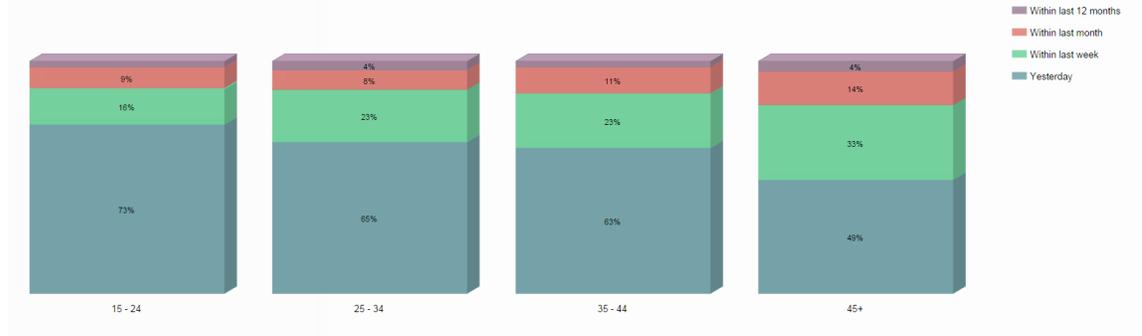
Do all media types work for everyone?

The type of media people use often depends on a number of factors i.e. their age, where they live and their education

Although radio was the third most accessed media platform in Myanmar, it is still the most important platform for connecting with rural and older audiences. 65% of respondents aged over 45 living in rural areas tuned in daily,

- In the last few years, Mobile phone ownership in Myanmar has also increased; 58% of respondents used it frequently. However, usage is more among younger audiences: 73% of 15–24-year-olds said that they had used it daily, falling to just under half (49%) of those aged 45 years and older.

How often do people use mobile phones?



- TV and Internet are the most popular and the most frequently accessed form of media across all age groups – internet access is much higher for younger age groups (73%). Both media platforms are predominantly accessed by people in urban areas.

How do people use these different forms of media?

When looking at how to communicate to a target audience, it is important to understand how and why people are using media. For example, for mobile phones, it is important to understand the features they use the most.

In Myanmar, most people use their mobile phones to make and receive calls; only 11% of people use them to send texts.

As the table below shows, 21% of people use their mobile to access the radio, this indicates a new audience for radio. However, only 18% of people use their mobile for social networking.

Making calls / Receiving calls	99.56% (2498)
Listening to music/radio	21.16% (531)
Social networking	17.78% (446)
Taking photos	12.44% (312)
Send/Receive SMS	10.72% (269)
Surfing internet	10.12% (254)
Play or download games	6.62% (166)
Play or download music / songs / videos	2.99% (75)
Audio information services	1.75% (44)
Recording Audio	0.44% (11)

The revise is the case for main use of the internet; most people use this platform for social networking, reading the news and general surfing

Category	Value
Don't know	0.29% (2)
Emailing	1.3% (9)
Gaming	11.74% (81)
General surfing	31.59% (218)
Job searching	1.3% (9)
Other	29.28% (202)
Reading news	52.03% (359)
Shopping	1.16% (8)
Social networking	70.58% (487)
Studying	0.58% (4)

What sources of information do people use and do they trust them?

Understanding what media platforms people use as sources of information and how much they trust them is also important.

Information presented by TV and radio seem to be the most trusted when compared with other media sources. Over half of respondents say these platforms are very trust worthy – 57% (TV) and 54% (Radio).

Findings indicate that people in rural areas trust radio most for information – this is especially the case for aged 45 and over

Category	TOTAL	15 - 24 - Urban	15 - 24 - Rural	15 - 24 - Other	25 - 34 - Urban	25 - 34 - Rural	25 - 34 - Other	35 - 44 - Urban	35 - 44 - Rural	35 - 44 - Other	45+ - Urban	45+ - Rural
BASE TOTAL	2924	99	251	0	155	453	0	188	444	0	409	925
Very	55.71% (1629)	36.19% (38)	46.3% (119)	0% (0)	32.93% (54)	61.27% (280)	0% (0)	40.93% (79)	56.48% (257)	0% (0)	45.79% (196)	64.4% (606)
Quite	35.88% (1049)	44.76% (47)	42.02% (108)	0% (0)	45.73% (75)	32.82% (150)	0% (0)	43.52% (84)	34.51% (157)	0% (0)	38.08% (163)	28.16% (265)
Neither / Nor	3.18% (93)	6.67% (7)	1.95% (5)	0% (0)	5.49% (9)	3.06% (14)	0% (0)	3.63% (7)	1.98% (9)	0% (0)	5.14% (22)	2.13% (20)
Not very	1.74% (51)	3.81% (4)	3.11% (8)	0% (0)	4.88% (8)	0.66% (3)	0% (0)	3.11% (6)	0.66% (3)	0% (0)	2.1% (9)	1.06% (10)
Not at all	0.41% (12)	0% (0)	0% (0)	0% (0)	0.61% (1)	0% (0)	0% (0)	1.04% (2)	0.66% (3)	0% (0)	1.17% (5)	0.11% (1)
No Access	3.08% (90)	2.86% (3)	4.28% (11)	0% (0)	4.88% (8)	1.31% (6)	0% (0)	5.18% (10)	3.3% (15)	0% (0)	3.27% (14)	2.44% (23)

How does this data help?

This data is useful when putting together a communication strategy for Myanmar – we know that:

- TV and Radio are the best ways to reach people of different age groups
- Radio is a good way to reach people living in rural areas
- Everyone has a mobile phone, but only a small percentage of people trust them. Also, most people mainly use their mobile phones to make calls, so Facebook pages, text services and radio



on the mobile phone will only be accessed by some people. Therefore to communicate to the majority of people in Myanmar through mobile, an audio based approach such as that used by BBC Media Action in India can be used.

Click [here](#) to watch the video on the audio based approach adopted in India

Video link - <https://www.youtube.com/watch?v=6e7tMMFfvMg>