

# A short overview of Myanmar's Media Landscape

By

Eric Glover

Freelance Media Consultant

# What we are going to talk about...



- Who I am...
- The main problems in Myanmar's Media...
- ... and the many opportunities!
- Going digital ?
- How VCS can help you...
- Q&A

# Who I am...

- Freelance Media Consultant
- Freelance Organization and Change Management Consultant
- 20 years experience in major French and British medias
- 8 years experience as Deputy training director
- 10 years experience as an International trainer
- Living in Myanmar for 4 years

# The main problems in Myanmar's Media...

- A very low level of education, skills and qualification...
- A complex legal and licensing framework
- Major language(s) issue(s)
- Printing and distribution issues
- A weak advertisement market (lack of reliable figures and measures...)

# The main problems in Myanmar's Media...

- Poor journalism, lack of skills and general knowledge, sometimes of ethic as well
- Total confusion between comments and reporting
- Poor to no management
- A pyramidal and seniority culture that favors the lack of checking and sourcing
- No critical thinking
- A high staff's turn over issue (working culture...)

## ... and the many opportunities!



- A usually curious and open-minded population (as long as you don't talk about religion...)
- Myanmar citizens read a lot, spend money in the media, are deeply willing to learn and know
- Especially the middle class is strongly looking for “food for thought”
- A real demand and no relevant supply...
- **YET**

# ... and the many opportunities!



- All markets are open...
  - ❖ health
  - ❖ environment
  - ❖ Humanities (history, geography, economy...)
  - ❖ Sport, leisure, entertainment...
- Markets are easy to target
- Very low costs
- No real competition...
- **YET**

# ... and the many opportunities!



- New medias are coming...
  - ❖ TV
  - ❖ Radio Broadcast
  - ❖ Digital
- Need for contents
- Need for skills
- Need for attitude



# Going digital ?

- The country is not yet totally covered
- Even if the provider pretend to 3G or 4G, many places still have very poor connections
- No digital literacy in Myanmar
- Article 66 is watching you...
- No critical mind and attitude

# Going digital ?

- A lot of good quality smartphones
- A very high use of digital network but not really for news
- No dynamic programs...
- Thus a place to take
- A possible market for the paid contents, for instance for education and knowledge
- An advertisement market to develop

# How VCS can help you...

- Needs assessment
- Market analysis
- Networking
- Training (Management, basic journalism, targeted knowledge, organization...)
- Change management
- Advising: in-house coaching

# Q&A