



# FUTURE MEDIA

INTERNATIONAL FORUM  
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## RIANOVOSTI

RIA Novosti is a leading Russian media company with a rich 70-year history. Today, the RIA Novosti media holding includes the eponymous multimedia Russian Information Agency, the Russian Agency of Legal and Judicial Information, the R-sport news agency, the Moscow News Publishing House, which publishes newspapers in Russian, English and Arabic, a press center, as well as more than 70 Internet resources in 14 languages.

## RIA70 NOVOSTI

In celebration of its 70th anniversary, the RIA Novosti media holding launches the International Future Media Forum, which focuses on the development of media technology, the impact of new and traditional media on society, and the future of journalism.



## FUTURE MEDIA INTERNATIONAL FORUM

Modern business  
models for media

Social revolution  
and new media

Media: future  
technologies



Gremil Alessandro  
Alcazar Naz  
Educational Testing  
Preparation  
Services, Inc. writer

Special session:

Russian and  
Foreign Media:  
Past, Present,  
Future

# Overview of the Philippine media (Part 2)

Gremil Alessandro Alcazar Naz, MPSDC, MAMCC  
Writer, Educational Testing Preparation Services Inc.  
Doctoral Student, University of the Philippines

# Audience preference (medium)

- 18.1 percent subscribe to cable television
- 77.8 percent own radio sets
- 64.5 percent read newspapers regularly
- 22.9 percent read magazines regularly
- 92.6 percent of Filipinos own television sets

# Audience preference (content)

- Print media audiences prefer general news, entertainment, and sports.
- Broadcast media audiences prefer news, comedy, and cooking shows.

# Foreign mass media products and agencies present in the Philippines

- Hollywood films
- Foreign television programs
- International magazines

# Foreign mass media products and agencies present in the Philippines

- The Philippine constitution does not allow foreign ownership of the mass media.
- Most foreign news entities have correspondents and stringers in the Philippines.

# Level of development of social media in the Philippines

- The Philippines has a high level of development in terms of social media.
- Filipinos have the highest level of engagement on social networking sites.
- The Philippines emerged as the top market for Facebook with 92.9 percent of its online population visiting the website during February 2011.

# Level of development of social media in the Philippines

- The Philippines was in third place among countries that contributed the highest number of new members on Facebook in May.
- The Philippines is seventh in terms of the number of Facebook users.



# Level of development of social media in the Philippines

- Facebook is the most popular website in the Philippines, while eight of the top ten sites have a social component.
- The Philippines is the 8<sup>th</sup> most popular country for Twitter use on a global scale, with a penetration rate of 16.1 percent.

# Level of development of social media in the Philippines

- The Philippines is 1st in watching shared videos online and 2nd in uploading videos on a video sharing website.
- A bill is currently being debated in the Philippine Congress that will penalize cyberstalking and defamation over social media.