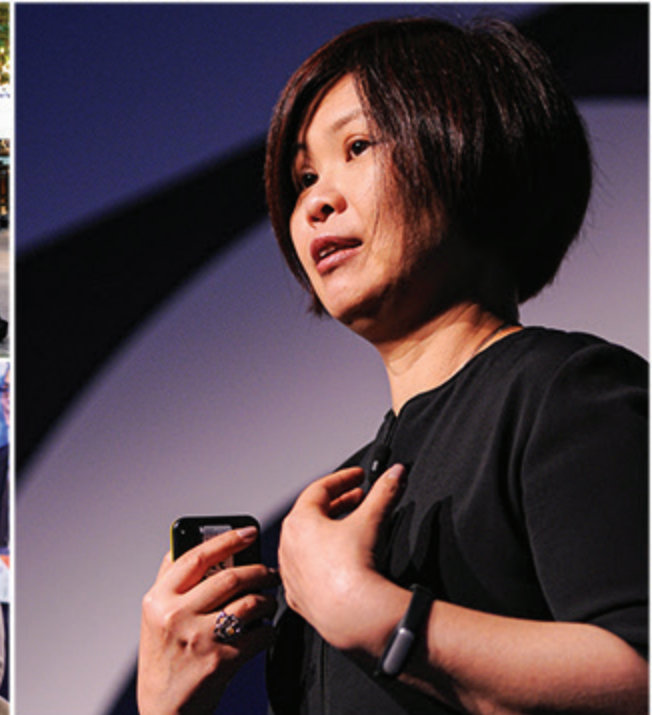


ADVERTISING WEEKASIA

MAY 14 - 17 2018

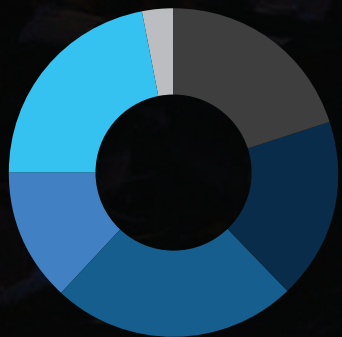
#AWASIA



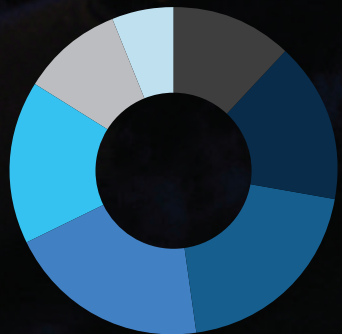
2017 ATTENDANCE —

4 DAYS 100 EVENTS 13,174 ATTENDEES
210 SPEAKERS 162 REGISTERED PRESS

DELEGATE PROFILE —



- Agency, Media 20%
- Agency, Creative 18%
- Media Owner 24%
- Marketer 13%
- Technology & Digital 22%
- Other 3%



- President/CEO 12%
- CMO/CFO/CMO 16%
- EVP/Managing Director 20%
- VP 20%
- Director 16%
- Manager 10%
- Other 6%





MOST BUZZED ABOUT

AT #AWASIA

69,904,993

#AWAsia Twitter Impressions

3,415

Tweets

50,000+

Keynote Livestream Viewers in China

FB Live + Tencent (QQ)

44,617,583

#AWAsia Instagram Impressions

Top Buzzwords

VR

TV

UX

Jean Lin

Global

1,500,000+

News Readers in China

