



ADVERTISING WEEK ASIA

ASIA 2019

MAY 27 - 30 • #AWASIA



EVENT SNAPSHOT



3

Days

117

Events

150

Registered
Press

262

Speakers

76

Seminars &
Workshops

12,560

Overall
Attendees



AWASIA AUDIENCE PROFILE



ATTENDANCE PROFILE



BY JOB TITLE

13% Pres./CEO/Founder

18% CMO/CFO

21% EVP/Managing Dir. /SVP

16% VP/Heads Of

14% Director

12% Manager

6% Other

BY COMPANY TYPE

20% Agency / Media

13% Agency / Creative

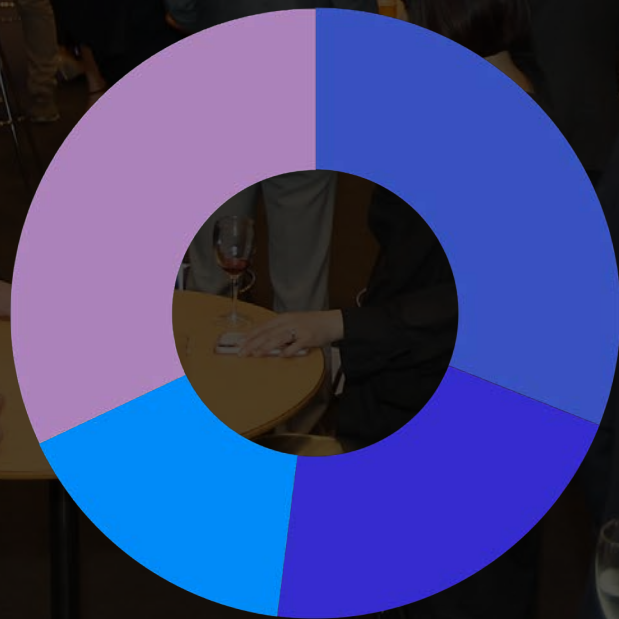
19% Media Owner

21% Marketer, Brand

20% Technology & Digital

7% Other

DECISION MAKER INDEX

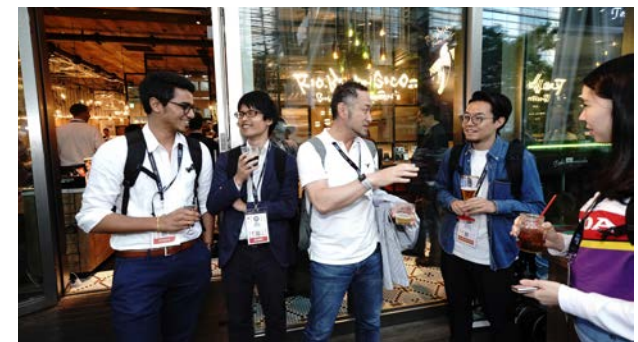


- 31% Ultimate Decision Maker
- 21% Decision-Maker
- 16% Decision-Maker for Specific Department
- 32% Direct Report of Decision-Maker

AWASIA APP

21,441
APP OPENS
MAY 2019





THANK YOU