

PRESS RELEASE

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Asia-Pacific Communication Monitor launches in Hong Kong; shows communicators consider digital media as their biggest challenge in the coming years

Social media are now almost level-pegging with traditional media in terms of perceived importance in Asia Pacific, with 75.0% of communication professionals rating social media as relevant, compared with 76.5% believing in the significance of press relations with traditional media. Online communication via websites, intranets, and e-mail is also seen as slightly more important (73.6%) than media relations with online newspapers or magazines (73.2%).

According to the Asia-Pacific Communication Monitor, when communication professionals look three years into the future to 2018, only 46.9% see traditional media relations with print media and 53.7% see media relations with radio and TV as important. In comparison, 92.2% rate social media such as blogs, Twitter, Weibo, and so on, as important for strategic communication and 85.6% favour websites, intranets and e-mail. Mobile communication using apps and mobile websites will be leading the field in the near future: 93.7% of all respondents perceive this as important in 2018.

Given the finding that communication professionals in Asia-Pacific see social media and mobile communications as the most important developments in the field, and the modest levels of social media skills and knowledge reported, it is perhaps not surprising that coping with the digital evolution and social web is perceived as the most important issue for communication management in Asia Pacific over the next three years (53.1%). In Asia-Pacific, linking communication to business strategy, including showing the contribution of communication to organisational outcomes, is seen as the second most important issue for the profession (41.0%).

These are some of the key results found in this year's Asia-Pacific Communication Monitor (APCM), the first survey of its kind in the region based on responses from 1,200 communicators in 23 countries. The monitor was launched today at the Asia-Pacific Communications Summit in Hong Kong. A short video summarising the key findings as well as a full PDF report is available online at <http://www.communicationmonitor.asia/>.

Professor Jim Macnamara, one of the lead researchers of the project, explained: "The study reveals that discrepancies remain between the ambitions of communication

professionals to cope with technology and show the value of their efforts and the daily practices of evaluating such impacts. Excellent communication departments are better at using measurement insights. And they use those insights more effectively to manage their work strategically.”

“The findings provide a new and rich insight into the communication market in Asia-Pacific”, said Pierre Goad, Global Group Head of HR and Communications at HSBC and President of the Asia-Pacific Association of Communication Directors (APACD), one of the co-organisers of the study. He added: “Asia-Pacific provides a thriving and exciting outlook for communicators. The predictions of the Asia-Pacific Communication Monitor paint a vital picture of not only where the profession stands now but how it sees itself growing in the next few years.”

Notes for the editor

The Asia-Pacific Communication Monitor 2015/16 survey on the status quo and trends of communication management across Asia-Pacific is jointly organised by the Asia-Pacific Association of Communication Directors (APACD), Quadriga University of Applied Sciences and the European Public Relations Education and Research Association (EUPRERA). Supported by PRIME Research International, a global leader in strategic communication research, the international survey is based on replies from 1,200 communication professionals in 23 countries.

A research group of professors from leading universities in several countries, led by Professor Jim Macnamara, Associate Professor May O. Lwin, Professor Ana Adi and Professor Ansgar Zerfass, has conducted the project for the first time in the region. The Asia-Pacific Communication Monitor uses a similar methodology as the European Communication Monitor and the Latin-American Communication Monitor, making it part of the largest study in the field of strategic communication worldwide. The full report (102 pp.) is available online for free at www.communicationmonitor.asia.

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