LIRNEasia Monitoring – December, 2016
(Final Report)
## Print Media – December, 2016

<table>
<thead>
<tr>
<th>No</th>
<th><strong>Headline</strong></th>
<th><strong>Media</strong></th>
<th><strong>Date</strong></th>
<th><strong>AVE ($)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook users in Myanmar is about 12 million</td>
<td>7 Day Daily</td>
<td>17 Dec</td>
<td>727</td>
</tr>
<tr>
<td>2</td>
<td>Although there are improvements in Myanmar communication sector, some weaknesses can be found in Digital literacy and the difficulties are mostly for women.</td>
<td>Daily Eleven</td>
<td>17 Dec</td>
<td>3,115</td>
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<td>3</td>
<td>ICT improvement in Myanmar increases</td>
<td>7 Day Daily</td>
<td>18 Dec</td>
<td>2,261</td>
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<td>4</td>
<td>LIRNEasia showed that among mobile owners aged 15-65 in Myanmar, 21 percent use Facebook daily</td>
<td>Internet Journal</td>
<td>19 Dec</td>
<td>516</td>
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<td>5</td>
<td>Digital literacy rate needs to be improved in the country</td>
<td>Myawaddy</td>
<td>20 Dec</td>
<td>253</td>
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<td>6</td>
<td>The 78% usage of smart phone in Myanmar is almost the same as American</td>
<td>Newsday New</td>
<td>21 Dec</td>
<td>374</td>
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<td>7</td>
<td>LIRNEasia has shown that 78 percent of mobile handsets in Myanmar are smartphones</td>
<td>Union Daily</td>
<td>22 Dec</td>
<td>230</td>
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<td>8</td>
<td>Facing difficulties in getting full potential of small media enterprise opportunities and other services due to lack of digital literacy</td>
<td>Union Daily</td>
<td>25 Dec</td>
<td>253</td>
</tr>
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<td>9</td>
<td>A survey shows that there are some needs in local mobile phone users at finding information</td>
<td>7 Day Daily</td>
<td>27 Dec</td>
<td>1,938</td>
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Online Media – December, 2016

<table>
<thead>
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<th>No</th>
<th>Headline</th>
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<th>Date</th>
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<tr>
<td>10</td>
<td>The 78% usage of smart phone in Myanmar is almost the same as American</td>
<td>7 Day TV</td>
<td>16 Dec</td>
<td>6690</td>
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<td>11</td>
<td>Facing difficulties in getting full potential of small media enterprise opportunities and other services due to lack of digital literacy</td>
<td>Union Daily</td>
<td>17 Dec</td>
<td>1200</td>
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<td>12</td>
<td>The 78% usage of smart phone in Myanmar is almost the same as American</td>
<td>Yadanar pone</td>
<td>24 Dec</td>
<td>1200</td>
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<td>Total AVE -</td>
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English Summary: Among 1.29 billion users in the world, there are 12 million users in Myanmar, an official release from Facebook says. The Facebook users in Myanmar are between the ages of 18 to 65 years. LIRNEasia CEO Ms. Helani Galpaya said, “To communicate with people from Myanmar, Facebook is a very effective way.” Information flow in Myanmar is dominated by Facebook but many are facing legal battles because of the things they posted on FB. As mobile sim cards increases, the Facebook users in Myanmar increases more rapidly. The telecom operators compete by decreasing prices for the Facebook users.
Although there are improvements in Myanmar communication sector, some weaknesses can be found in Digital literacy and the difficulties are mostly for women.

Publication: Daily Eleven
Issue Date: December 17, 2016
By Nay Myo Tun
AVE: $ 3,115

English Summary: Although there are improvements in Myanmar communication sector, some weaknesses can be found in Digital literacy and the difficulties are mostly for women. The suggestions of LIRNEasia for Myanmar are to solve the literacy requirements in digital field, to emphasize more for women, more information written in local language and to provide internet with fair price.
English Summary: As the survey of International Telecommunication Union (ITU) in 2016, the usage of ICT for Myanmar stands at 140 out of 175 countries. Last year, Myanmar was at 142. However, digital literacy has been an issue and online services, e-government services, small businesses are not a part of the digital scene. Only 24% male and 19% female can search online for the information they want. Work.com.mm announced that women use internet 14% more than men and 70% uses mobile to apply for jobs online. According to the operator’s announcement, there are 20 million MPT users, 18 million Telenor and 8.2 million Ooredoo users.
English Summary: A recent survey has shown that by August 2016, 78 percent of mobile handsets in Myanmar are smartphones, among the highest in the world (about the same as in the US). The nationally representative survey conducted by LIRNEasia showed that among mobile owners aged 15-65 in Myanmar, 21 percent use Facebook daily. The survey was conducted among 7,500 people with 15-69 year olds across Myanmar between June and August 2016. Stratified Four Stage PPS Cluster sampling was used to ensure representation of the 15-65 population of Myanmar within a 95% confidence interval and +/-3% margin of error. The sample covered all states and regions, but excluded 32 townships that were deemed unsafe or inaccessible for research. A recent survey has shown that by August 2016, 78 percent of mobile handsets in Myanmar are smartphones, among the highest in the world (about the same as in the US). The findings highlight the fact that mobiles are the most important medium for reaching Myanmar citizens in today's context. Furthermore, Facebook is powerful means of reaching citizens in Myanmar, reported Helani Galpaya, CEO of LIRNEasia.
English Summary: “Although the country develops in information technology, the digital literacy rate among people still needs to be improved,” said Daw Htike Htike Aung, director of the Myanmar ICT for Development Organization-MIDO. According to the survey released by LIRNEasia on 16 December, up to 83 percent of population possesses mobile phones. However, about 24 percent of male and nearly 19 percent of the female use the internet to search the information. The other factor is that most people in rural areas rarely use the internet compared with city dwellers. There is no application which is written in Burmese language. As a result, they don’t apply the ICT,” said Daw Htike Htike Aung. Myanmar stands at the 140th place among 175 countries in the world in the development index of the ICT sector in 2016.
Headline: The 78% usage of smart phone in Myanmar is almost the same as American
Publication: Newsday New
Issue Date: December 21, 2016
By Zaw Min
AVE: $374

English Summary: According to the LIRNEasia’s survey, 78 percent of mobile phone users in Myanmar are using internet enabled smart phones. This survey was announced with the caption “Information and Communication Technology, Needs and Habits in Myanmar” at Novotel Hotel on Pyay Road by Myanmar ICT for Development Organization-MIDO and LIRNE asia. MIDO Director Daw Htaike Htaike Aung said, “The main information found is the development of Telecom sector. About 80 people out of 100 is using a mobile phone now.” The survey was conducted at 300 townships with age-group of 15 to 65 and a total of 7204 sample base. The survey result is 95% correct. The survey released by LIRNEasia is supported by Canada-based International Development Research Centre (IDRC) and UK Aid, Department for Intentional Development (UK). LIRNEasia is the Think Tank group in Asia and it has started working with MIDO since 2013.

Scan:
English Summary: A recent survey has shown that by August 2016, 78 percent of mobile handsets in Myanmar are smartphones, among the highest in the world (about the same as in the US). The nationally representative survey conducted by LIRNEasia showed that among mobile owners aged 15-65 in Myanmar, 21 percent use Facebook daily. Another 14 percent use it less frequently. Furthermore, Facebook is powerful means of reaching citizens in Myanmar, reported Helani Galpaya, CEO of LIRNEasia. ITU’s 2016 ICT Development Index ranks Myanmar 140th out of 175. It is four places ahead of Lao PDR and ahead of both Bangladesh and Pakistan. It is within striking distance of India.
English Summary: According to LIRNEasia, despite the progress Myanmar has seen in recent years, barriers of low digital literacy, especially among women, need to be overcome to fully benefit from the potential of ICTs. “Today's smartphones have more computing power than desktop computers in 1980s, but low digital skills limits the benefits that mobile owners can reap from online services and opportunities, such as E-Government services and micro-work opportunities, just to name two. Just 24% of male mobile owners, and 19% of female mobile owners are able to search for information online by themselves. Among the recommendations made by LIRNEasia, the need to address the digital skills barrier was made clear, especially among women. Further issues of local content and affordability were also mentioned. The research is funded by the International Development Research Centre (Canada) and UKAid from the Department for International Development (UK). LIRNEasia is a non-profit regional ICT policy and regulation think tank working across emerging Asia. It has been working in Myanmar since 2013 in close collaboration with MIDO.
Headline: A survey shows that there are some needs in local mobile phone users at finding information
Publication: 7 Day Daily
Issue Date: December 27, 2016
By Myint Kyaw Hlaing
AVE: $ 1938

English Summary: “Online services and opportunities, such as e-government services and micro-work opportunities, just to name two. Just 24% of male mobile owners, and 19% of female mobile owners are able to search for information online by themselves”, said LIRNE Asia CEO Ms.Helani Galpaya. Among the recommendations made by LIRNEasia, the need to address the digital skills barrier was made clear, especially among women. Further issues of local content and affordability were also mentioned. The survey was conducted among 7,500 15-69 year olds across Myanmar between June and August 2016. Stratified Four Stage PPS Cluster sampling was used to ensure representation of the 15-65 population of Myanmar within a 95% confidence interval and +/-3% margin of error. The sample covered all states and regions, but excluded 32 townships that were deemed unsafe or inaccessible for research.

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Headline: The 78% usage of smart phone in Myanmar is almost the same as American
Publication: 7 Day TV (Online)
Issue Date: 16 December, 2016
By Staff Writer
AVE: $ 6690

English Summary: The usage of smart phones in 2015 is over 60 percent and now it’s increased to 78 percent was known by the release of LIRNEasia and MIDO group 2016 survey. Third Eye Co, conducted fieldwork with supervision by LIRNEasia and Myanmar ICT for Development Organization (MIDO)

Scan:

Link: https://www.youtube.com/watch?v=mQq8PsgbeNc