

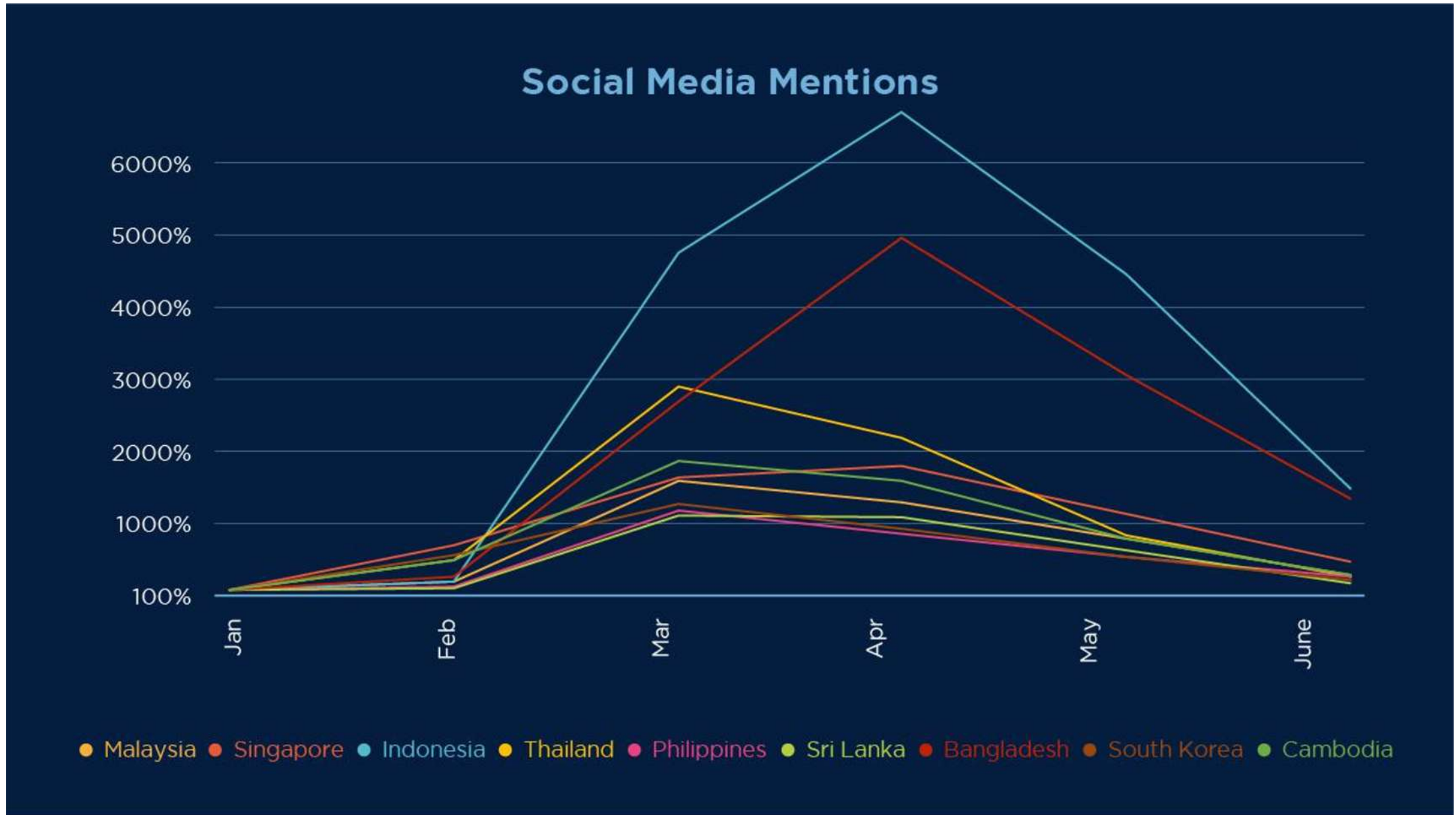
The logo for 'ada' is rendered in a clean, lowercase, sans-serif font. The letters are white with a subtle gradient and a slight shadow, giving them a three-dimensional appearance. They are centered horizontally and positioned above the tagline.

ada

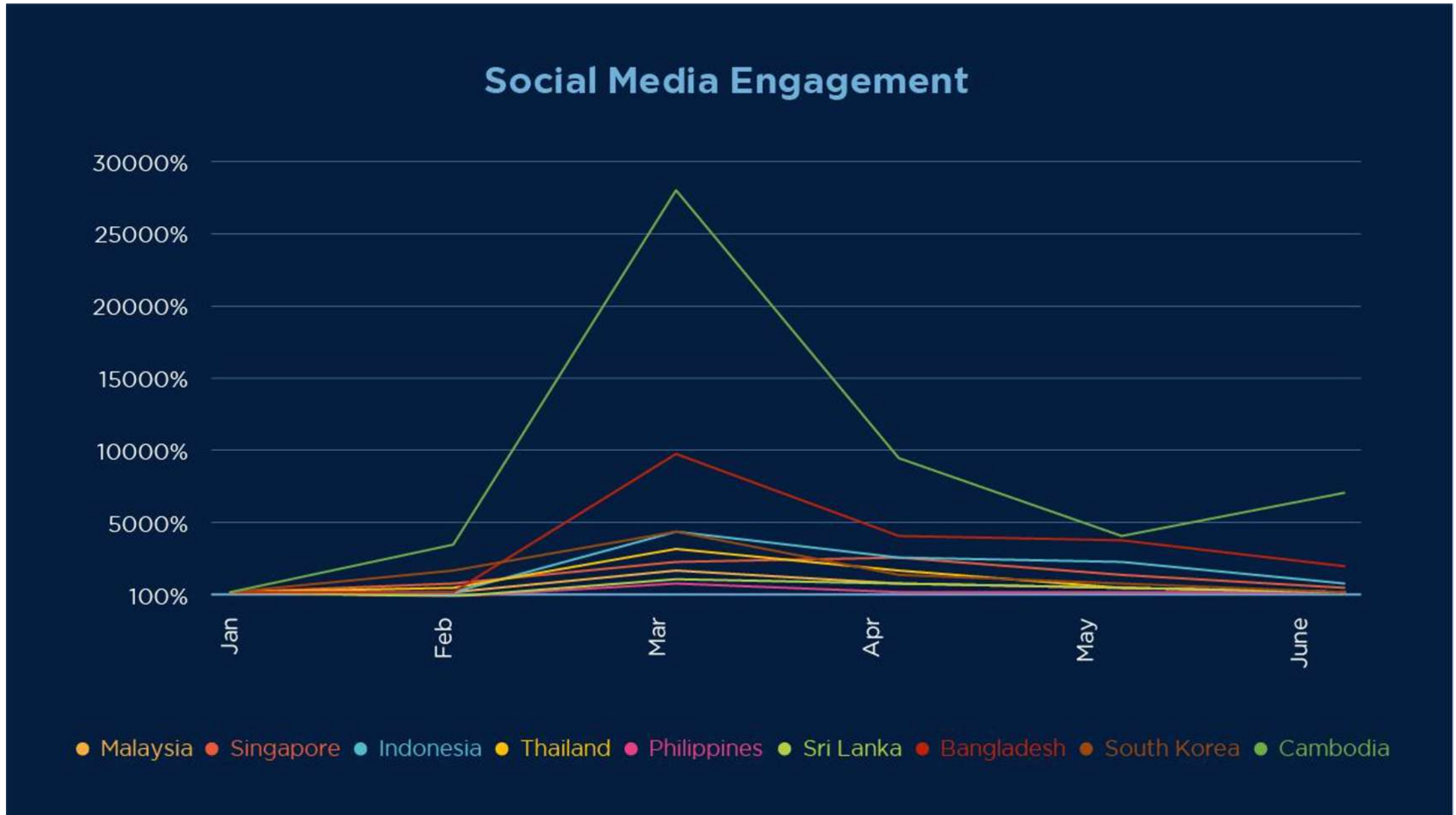
analytics · data · advertising

SOCIAL MEDIA REPORT

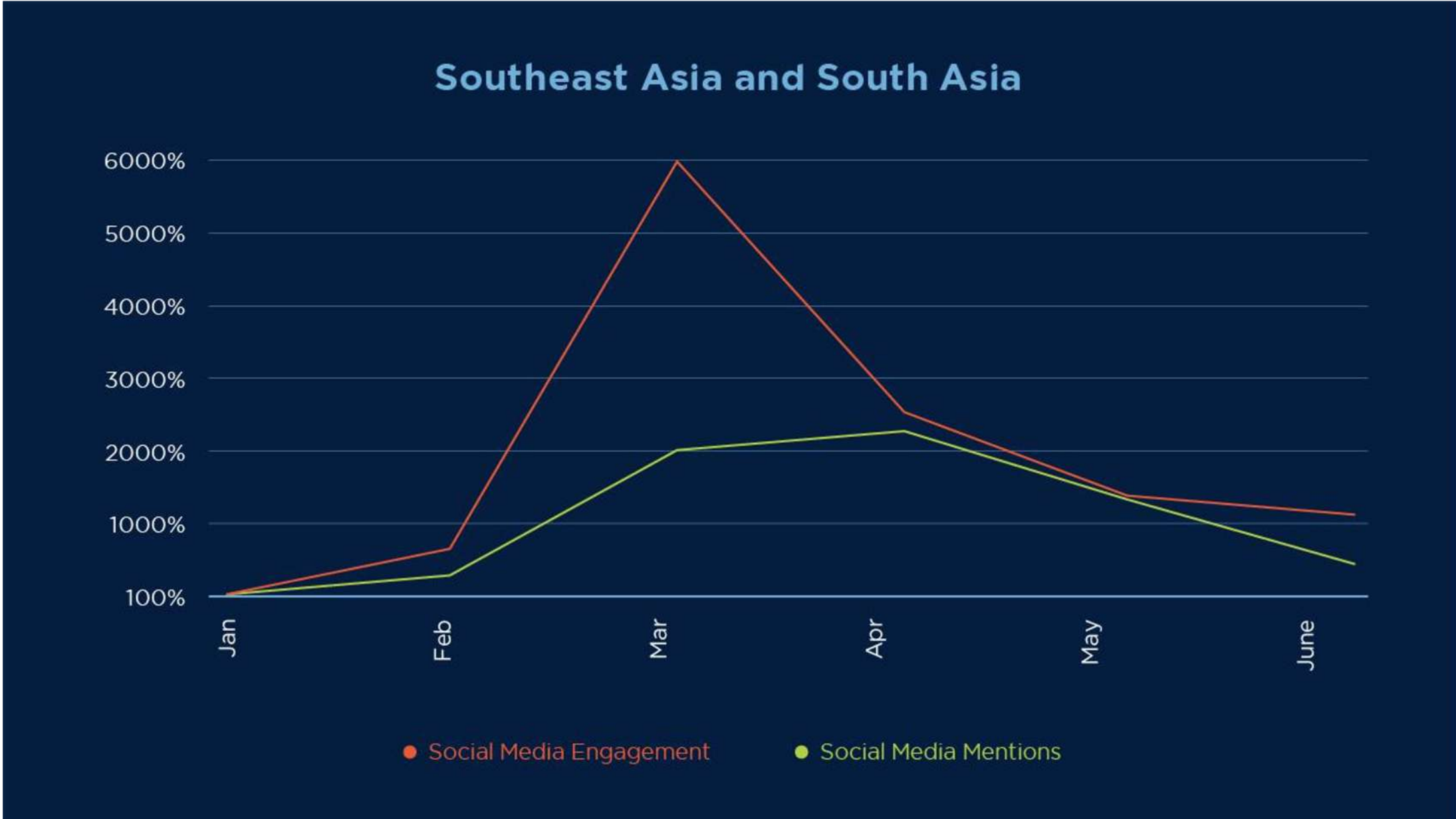
Mentions vs Engagement by country



Mentions vs Engagement by country

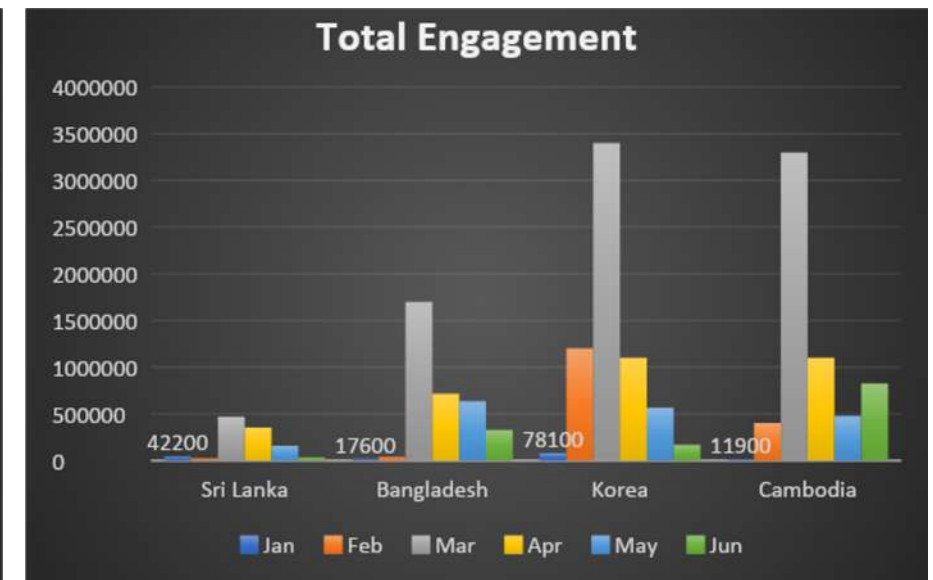
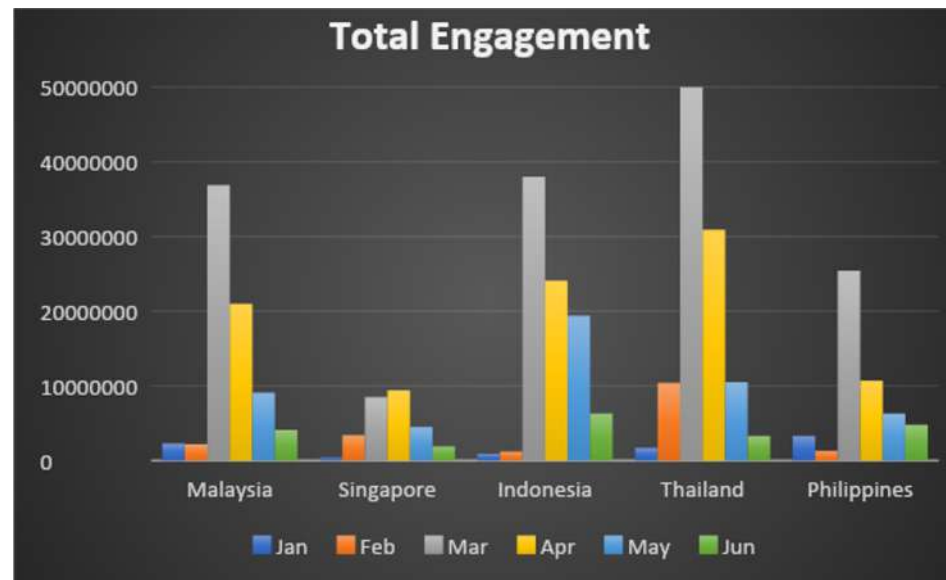
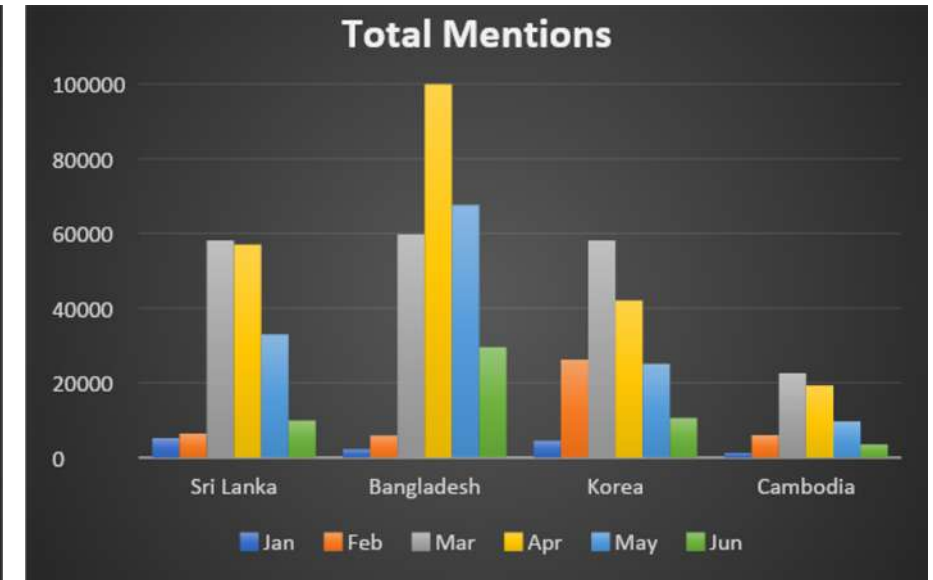
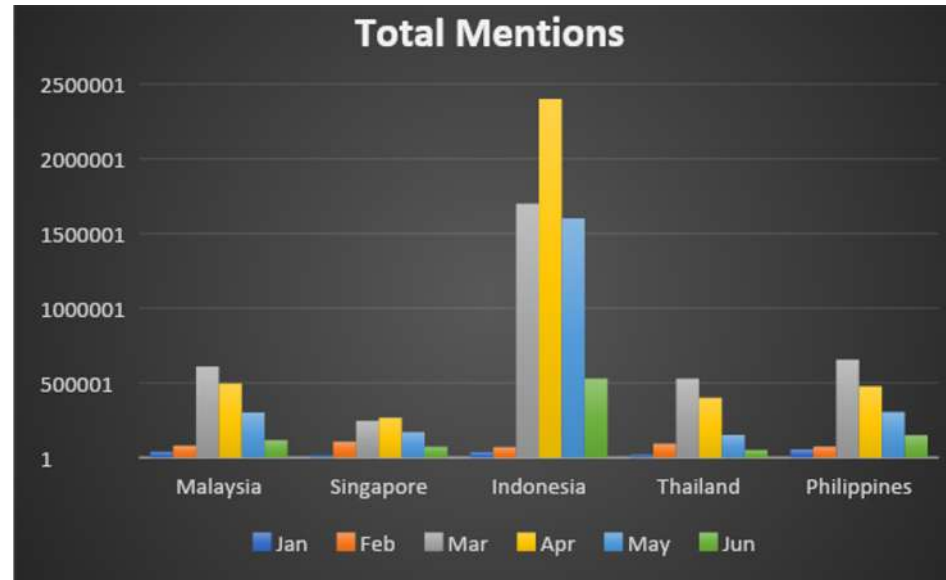


Mentions vs Engagement by country



Mentions vs Engagement by country

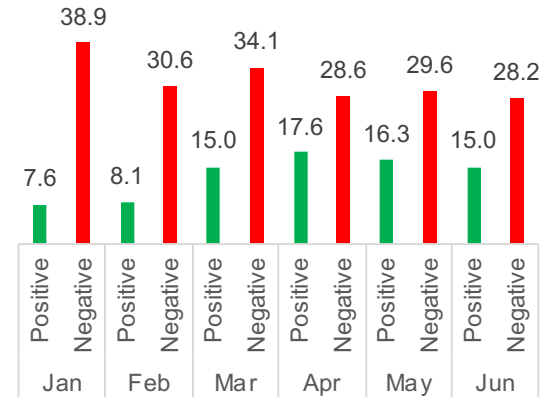
- Overall there's a sharp spike in social media mentions and engagement, but the spikes correlate more with government actions rather than with the spread of the virus.
- Indonesia and Bangladesh has the highest number of mentions on the subject of COVID-19 followed by South Korea and Sri Lanka.
- However when it comes to people engaging with and having conversations around these posts, Thailand, Indonesia and Malaysia rank the highest followed by Cambodia and South Korea.



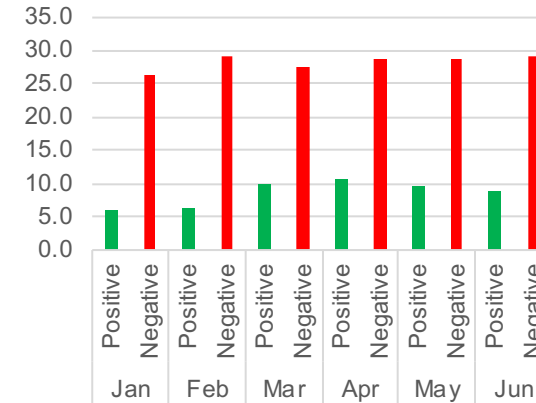
Sentiment Analysis

- Overall sentiment towards the situation within the pandemic has been negative, however, Indonesia, Thailand, and Philippines appear to be more positive than the other countries while Singapore, Cambodia, Korea and Bangladesh seem to be the least positive.
- In Singapore there was a slight increasing trend in terms of positive sentiment however that took a downward trend in mid-April when cases suddenly spike within the country despite being able to control the spread during the initial months.
- Escalating political instability in the Philippines does not seem to affect the positive sentiment in the country whereas Malaysia seems to be increasingly affected by the ups and downs of politics.
- In countries like Thailand and Cambodia positive sentiment correlates with the number of cases in each country, as the number of cases decreased in these countries, the positive sentiment increased.

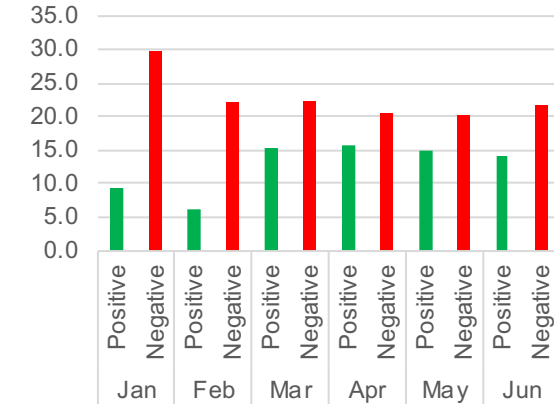
Malaysia Sentiment Analysis



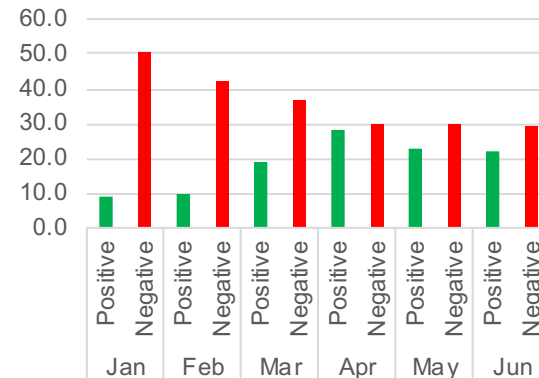
Singapore Sentiment Analysis



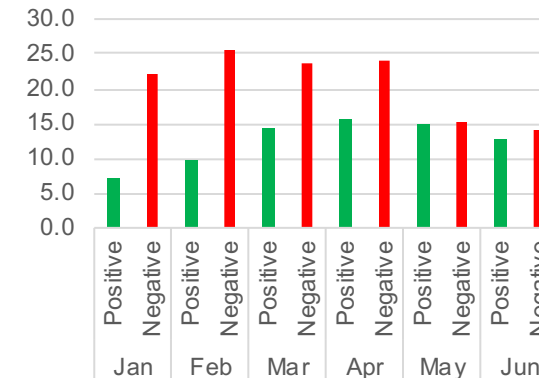
Philippines Sentiment Analysis



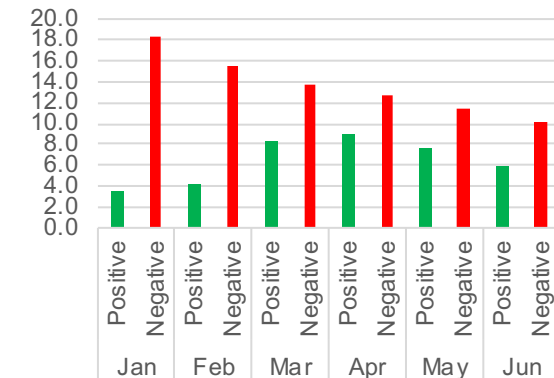
Indonesia Sentiment Analysis



Thailand Sentiment Analysis

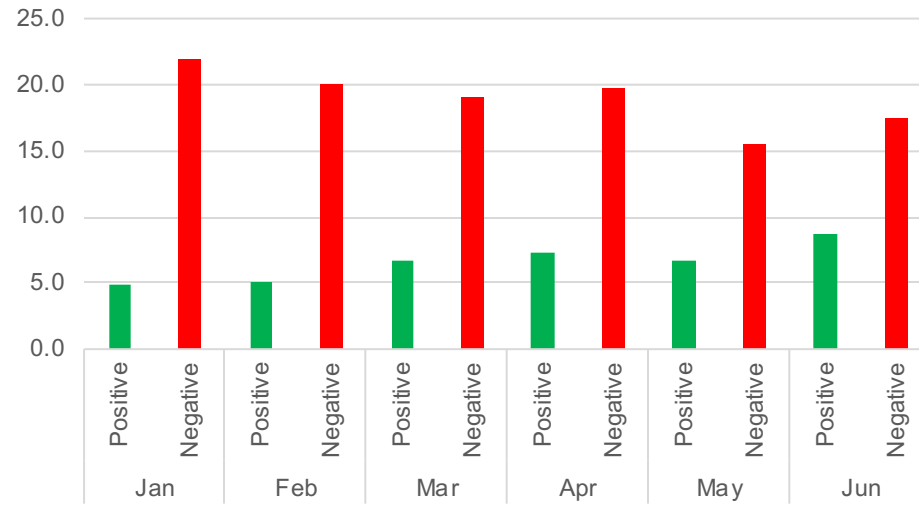


Sri Lanka Sentiment Analysis

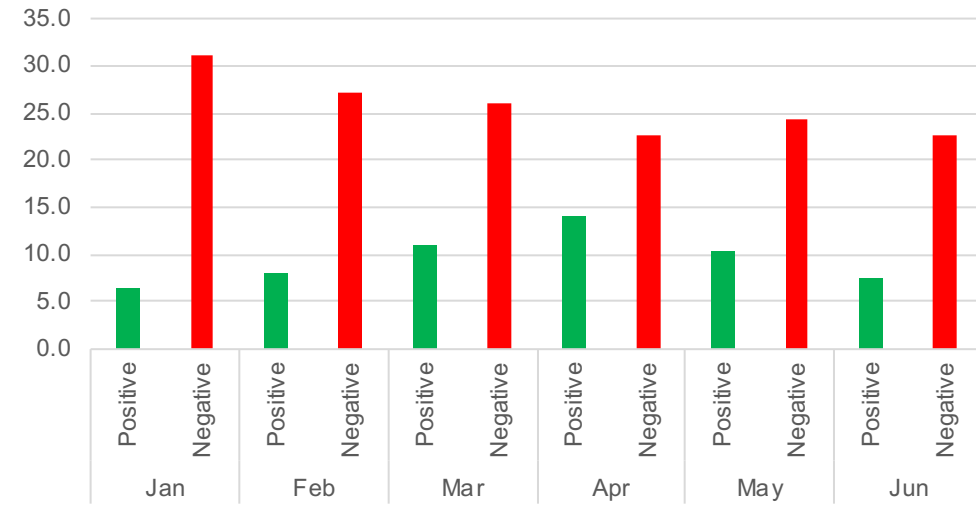


Sentiment Analysis

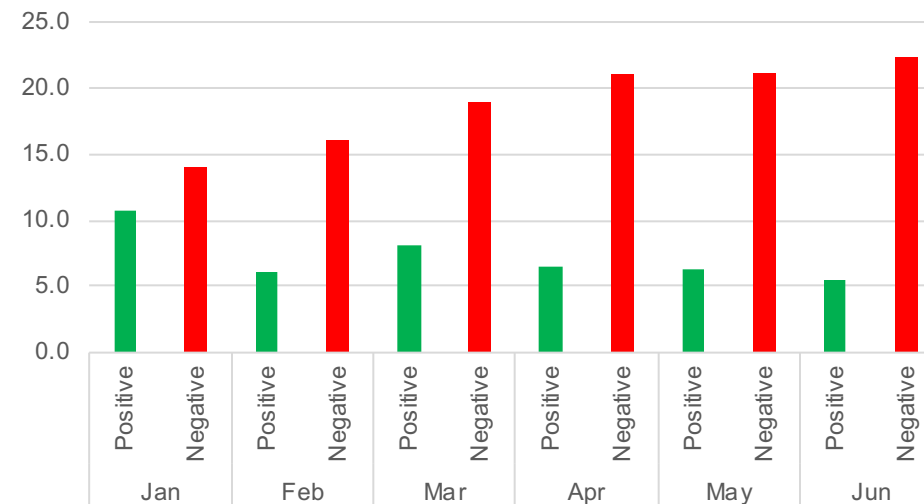
Cambodia Sentiment Analysis



Korea Sentiment Analysis



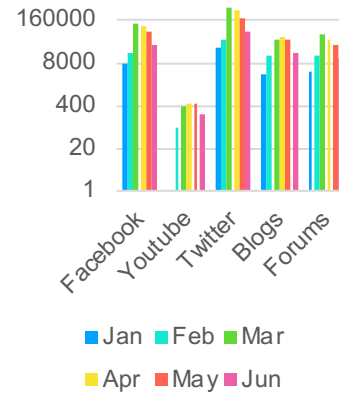
Bangladesh Sentiment Analysis



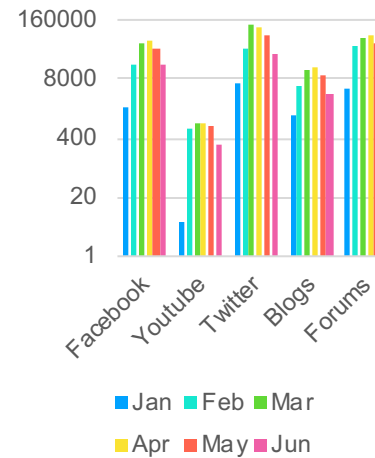
Media Type Breakdown by country

- Overall we see an increase in all types of social media channels across the region.
- Twitter appears to be the most popular social media channel during this period in all countries, largely due to the quick news updates available on this channel
- Youtube seems to be the lowest channel during this time as the channel is mainly used to consume user generated videos as news outlets have a tendency to focus on other media channels.

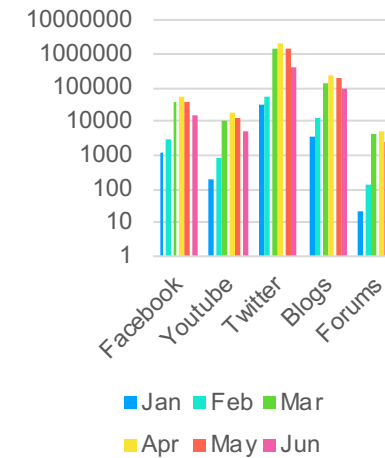
Malaysia



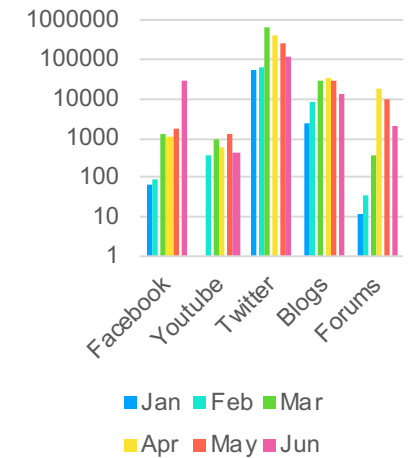
Singapore



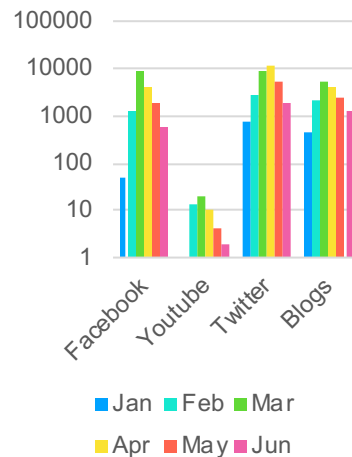
Indonesia



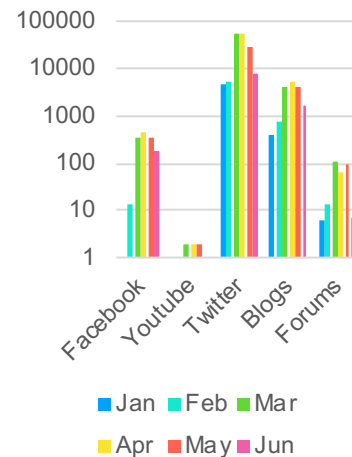
Philippines



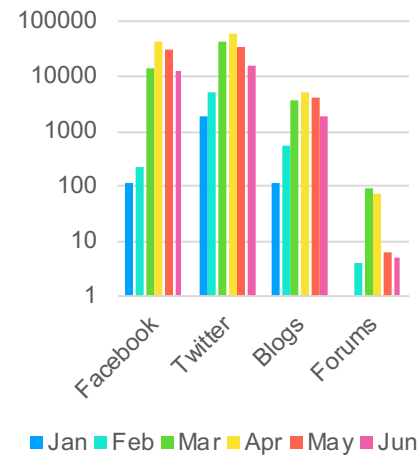
Cambodia



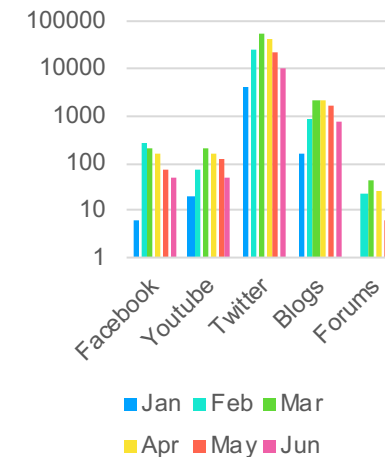
Sri Lanka



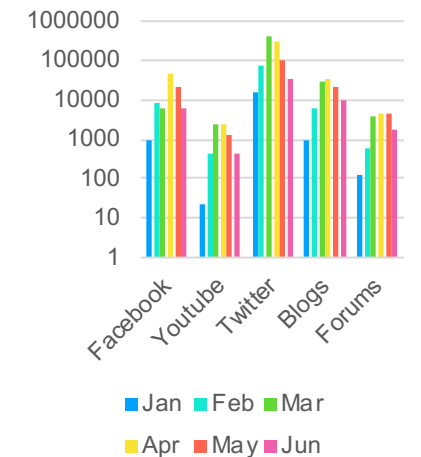
Bangladesh



Korea



Thailand



Video Analytics and Creation Engine - Content Theme Insights

- Overall we see a decrease in videos created before the region sees a significant COVID-19 impact and after.
- In all countries, light-hearted content tends to reduce in viewership and in the number of uploads. Content like comedy, romance, films and sports.
- Content that surrounds learning and information such as conferences, talks, home improvement, and news tends to increase in all countries.
- In some countries there is also a spike in gaming content such as Singapore and Cambodia.
- In countries like Singapore and Cambodia people streaming music on platforms like YouTube also tends to increase, likely due to the increase in work from home measures placed.

