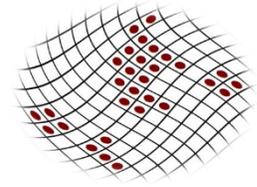


# News Release



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For Immediate Release

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## ***PR Industry in South-East Asia Facing Demographic Transformation – Burton-Taylor Report***

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### ***Gaps Seen in Media Intelligence Solutions for South-East Asia PR Practitioners***

London, New York and Singapore: Oct 31, 2017 – Public Relations professionals in South-East Asia are facing radical change as demographic shifts shake up traditional PR practices, according to a new report published today by [Burton-Taylor International Consulting](#) (part of TP ICAP's Data & Analytics division).

The analysis is based on in-depth interviews with PR practitioners doing business in Singapore, Malaysia and Indonesia and across the South-East Asia region. Interviewees spoke about issues in their industry and about the tools they are using to do their job.

“Journalists and PR professionals in the region are getting younger,” says report author Chris Pash, Director at Relate Media Asia Pacific and an associate at Burton-Taylor. “Younger PR players are less likely to put time into building relationships via face-to-face meetings. Also, younger journalists are more likely to connect online, staying in the office rather than attending a media event. Our research shows that these shifts create both challenges and opportunities for communications professionals”.

There are also gaps in the services used by South-East Asia PR professionals for day-to-day tasks such as media monitoring, media analysis and social media management.

“PR practitioners in the region told us they are using a variety of Media Intelligence services such as Meltwater, ISENTIA, Dow Jones Factiva and specialized local providers, as well as social media tools including Hootsuite, Synthesio and Digimind”, said Douglas B. Taylor, Founder & Managing Director of Burton-Taylor.

“However, the PR practitioners interviewed say no one service meets their needs for work across the South-East Asia region.”

The 71-page Burton-Taylor Public Relations Needs and Media Intelligence Solutions: South-East Asia Market Study 2017 is of interest both to vendors of Media Intelligence services and to Public Relations firms looking to understand the changing dynamics of this rapidly expanding market. The South-East Asia economy is growing at almost twice the rate of the rest of the world, according to World Bank figures.

The report may be purchased by visiting <https://burton-taylor.com/product/public-relations-needs-and-media-intelligence-solutions-south-east-asia-market-study-2017/> or by contacting [orders@burton-taylor.com](mailto:orders@burton-taylor.com), +1 646 201-4152.

Burton-Taylor also publishes the [industry benchmark standard guide](#) to global market size, share and growth in the Media Intelligence industry.

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### **About Burton-Taylor International Consulting ([www.burton-taylor.com](http://www.burton-taylor.com))**

Burton-Taylor International Consulting, part of TP ICAP's Data & Analytics division, is a recognised leader in information industry market research, strategy and business consulting. Burton-Taylor Exchange, Credit, Risk, Compliance, Media Intelligence, PR and Market Data share figures are seen as industry benchmark standard globally. Burton-Taylor clients command an estimated 80% share of global revenue in the Market Data space and include the world's largest information companies and exchange groups, key government organisations and regulatory bodies on multiple continents, the largest advisory firms serving the industry and more than 30 of the most active private equity and investment companies around the world.

### **About TP ICAP ([www.tpicap.com](http://www.tpicap.com))**

TP ICAP brings together buyers and sellers in global financial, energy and commodities markets. It is the world's largest wholesale market intermediary, with a portfolio of businesses that provide broking services, data & analytics and market intelligence, trusted by clients around the world. We operate from offices in 31 countries, supporting award-winning brokers with market-leading technology. For further information see [www.tpicap.com](http://www.tpicap.com).