

SPECIAL RELEASE

MASS MEDIA EXPOSURE IN THE MIMAROPA REGION 2024 FUNCTIONAL LITERACY, EDUCATION AND MASS MEDIA SURVEY (FLEMMS)

Date of Release: 01 July 2025

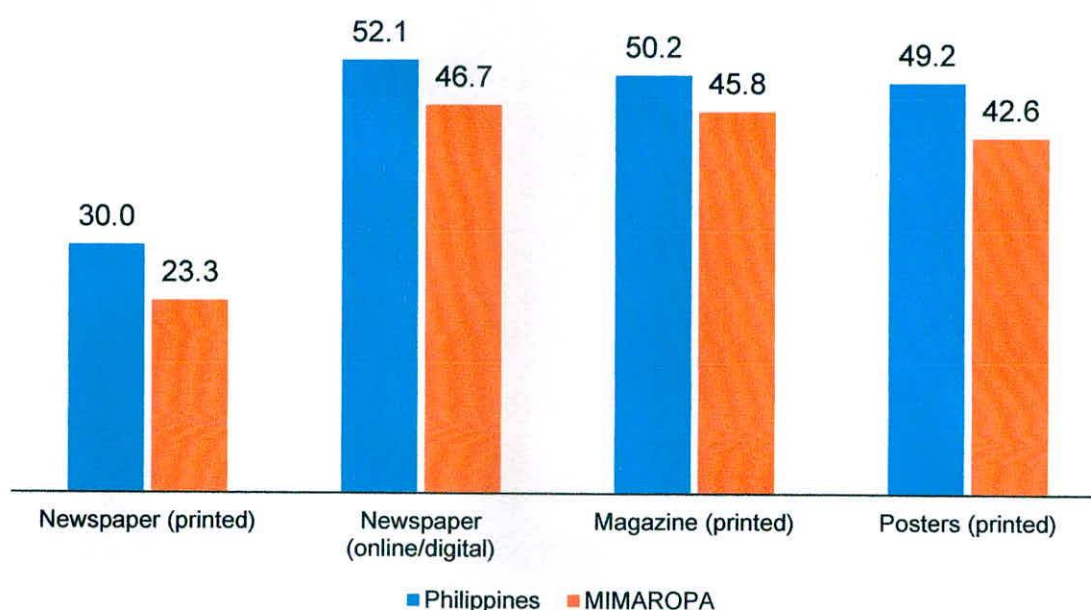
Reference No. 2025-SR-62

Mass Media refers to technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet.

Exposure Rate to Various Reading Platforms

In 2024, among the various reading platforms, Filipinos aged 10 to 64 years old were mostly exposed to online or digital newspaper, recorded at 52.1 percent. This was followed by printed magazine (50.2%), printed posters (49.2%), and printed newspaper (30.0%). In the MIMAROPA Region, a similar trend can be observed, with online or digital newspaper recording the highest rate of 46.7 percent.

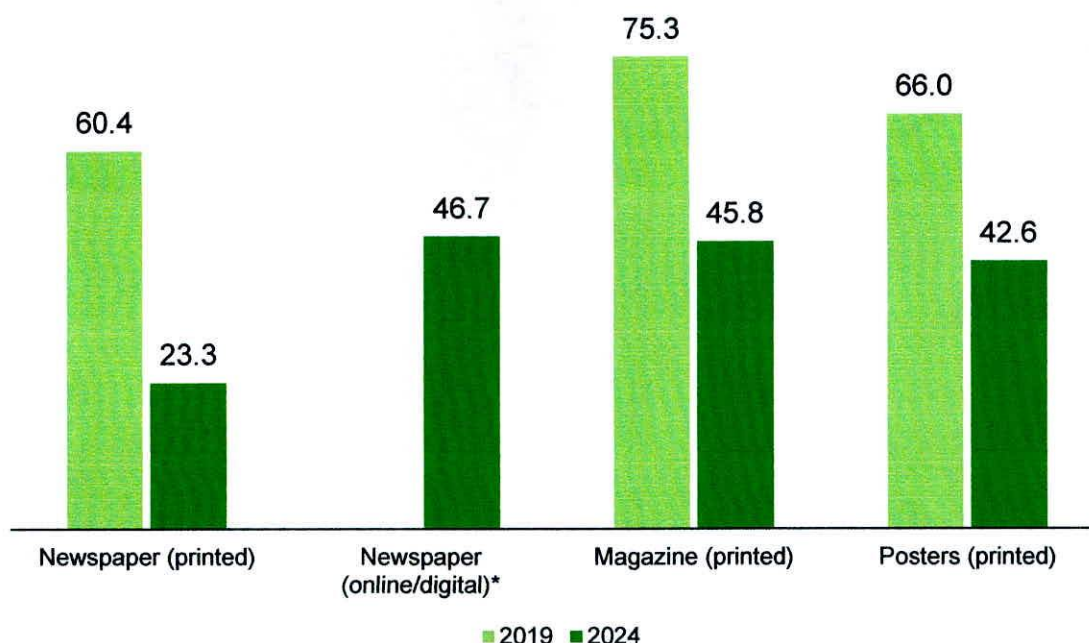
Figure 1. Exposure Rate to Various Reading Platforms of Population 10 to 64 years old, MIMAROPA Region and Philippines: 2024 (in percent)



Comparing the results with the 2019 FLEMMS, generally, exposure rate to printed materials dropped in 2024. Printed magazine recorded a decline, from 75.3 percent to 45.8 percent. However, despite the trend, printed magazine remained to be one of the usual reading platforms of MIMAROPAns in 2024.

Meanwhile, online or digital newspaper emerges as the highest with 46.7 percent, which was not covered in the 2019 FLEMMS. Printed newspaper recorded the lowest exposure rate of 23.3 percent.

Figure 2. Exposure Rate to Various Reading Platforms of Population 10 to 64 years old, MIMAROPA Region: 2019 and 2024 (in percent)



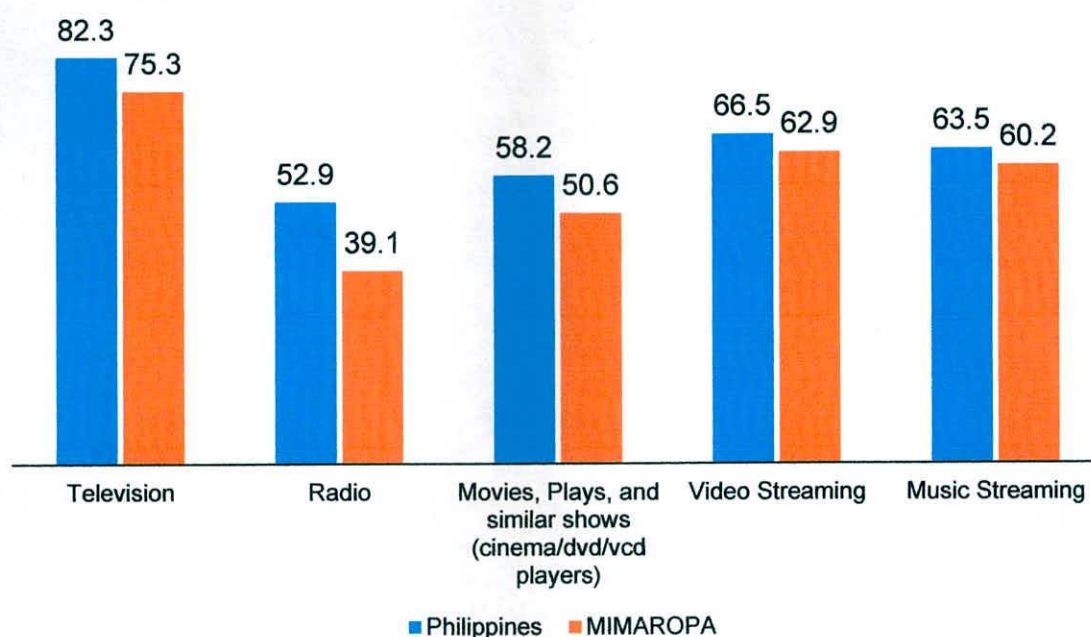
* - not covered in 2019 FLEMMS

Source: Philippine Statistics Authority, 2019 and 2024 FLEMMS

Exposure Rate to Various Audio/Visual Platforms

Among the various audio or visual platforms, Filipinos aged 10 to 64 years old typically watched television, registering an exposure rate of 82.3 percent. Video and music streaming came in second and third, with 66.5 and 63.5 percent, respectively. In the MIMAROPA Region, watching television likewise recorded the highest, at 75.3 percent. This was also followed by video streaming and music streaming, with 62.9 percent and 60.2 percent, respectively.

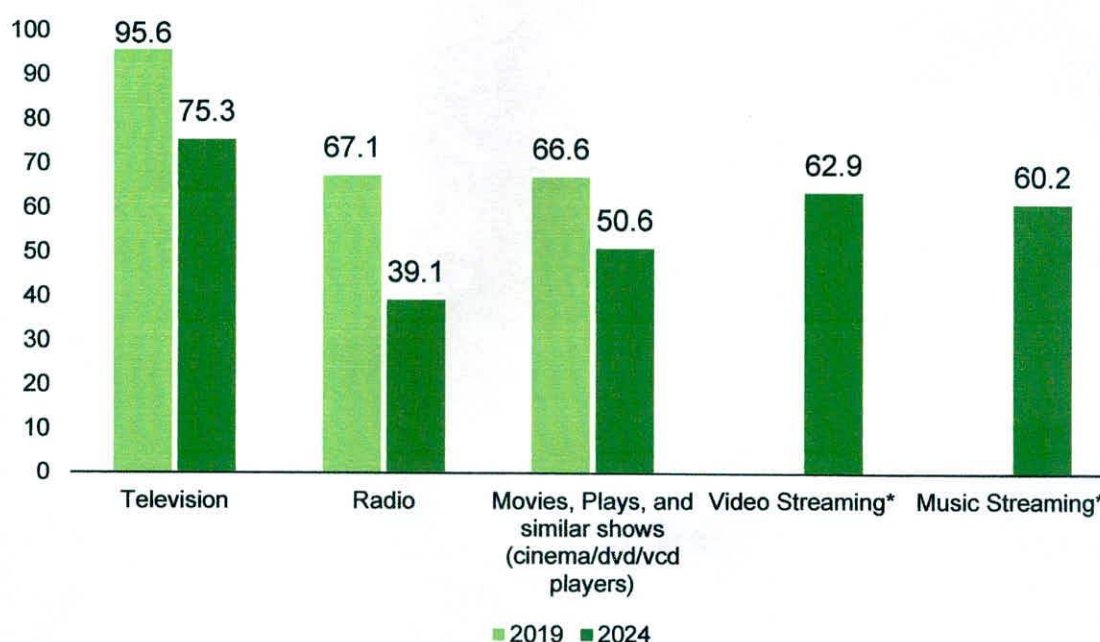
Figure 3. Exposure Rate to Various Audio/Visual Platforms of Population 10 to 64 years old, MIMAROPA Region and Philippines: 2024 (in percent)



Source: Philippine Statistics Authority, 2024 FLEMMS

On the other hand, in 2024, exposure rate among television, radio, and movies, plays and similar shows noted declines, compared with the 2019 FLEMMS results. Listening to radio declined by 28.0 percentage points. Furthermore, television dropped by 20.3 percentage points. Video and music streaming recorded significant percentages of individuals aged 10 to 64 years old exposed to the audio/visual platform, with 62.9 percent and 60.2 percent, respectively.

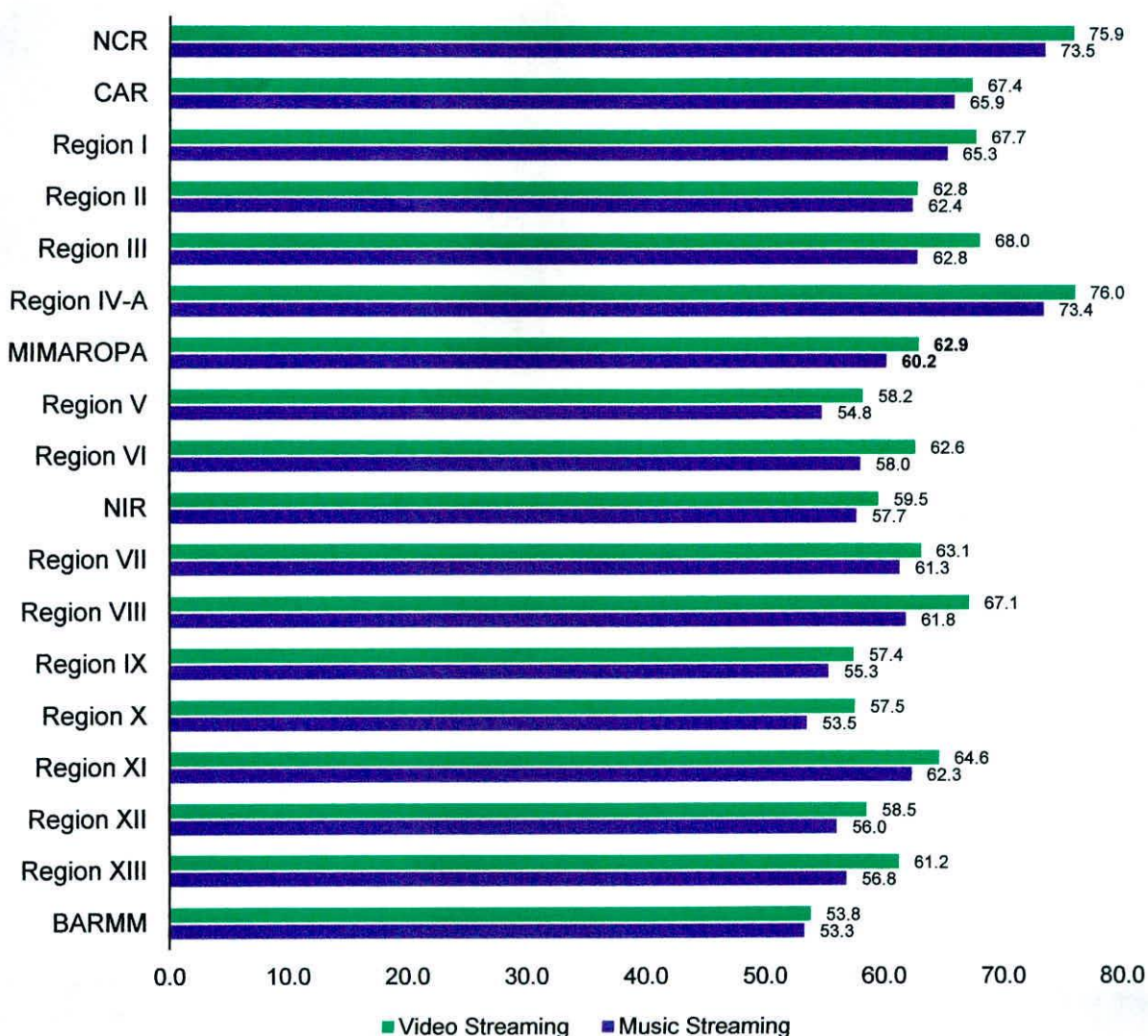
Figure 4. Exposure Rate to Various Audio/Visual Platforms of Population 10 to 64 years old, MIMAROPA Region: 2019 and 2024 (in percent)



* - not covered in 2019 FLEMMS

Source: Philippine Statistics Authority, 2019 and 2024 FLEMMS

Figure 5. Exposure Rate to Video and Music Streaming of Population 10 to 64 years old, by Region: 2024 (in percent)



Source: Philippine Statistics Authority, 2024 FLEMMS

In 2024, Region IV-A (CALABARZON) had the highest proportion of Filipinos aged 10 to 64 years old who were exposed to video streaming, with 76.0 percent, while the National Capital Region (NCR) logged the top percentage of individuals who were exposed to music streaming. The Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) had the lowest exposure rate for both video and music streaming, at 53.8 percent and 53.3 percent, respectively.


LEN R. RIOFLORIDO
 Regional Director


 MLLM / RRL / APAR

STATISTICAL TABLES

Table 1. Exposure Rate of Population 10 to 64 Years Old by Various Forms of Mass Media, MIMAROPA Region and Philippines: 2024

| Forms of Mass Media | Exposure Rate (in percent) | |
|---|----------------------------|----------|
| | Philippines | MIMAROPA |
| Reading Platforms | | |
| Newspaper (printed) | 30.0 | 23.3 |
| Newspaper (online/digital) | 52.1 | 46.7 |
| Magazine (printed) | 50.2 | 45.8 |
| Posters (printed) | 49.2 | 42.6 |
| Audio/Visual Platforms | | |
| Television | 82.3 | 75.3 |
| Radio | 52.9 | 39.1 |
| Movies, Plays, and similar shows (Cinema/DVD/VCD players) | 58.2 | 50.6 |
| Video Streaming | 66.5 | 62.9 |
| Music Streaming | 63.5 | 60.2 |

* - not covered in 2019 FLEMMS

Source: Philippine Statistics Authority, 2024 FLEMMS

Table 2. Exposure Rate of Population 10 to 64 Years Old by Various Forms of Mass Media, MIMAROPA Region: 2019 and 2024

| Forms of Mass Media | Exposure Rate (in percent) | |
|---|----------------------------|------|
| | 2019 | 2024 |
| Reading Platforms | | |
| Newspaper (printed) | 60.4 | 23.3 |
| Newspaper (online/digital)* | | 46.7 |
| Magazine (printed) | 75.3 | 45.8 |
| Posters (printed) | 66.0 | 42.6 |
| Audio/Visual Platforms | | |
| Television | 95.6 | 75.3 |
| Radio | 67.1 | 39.1 |
| Movies, Plays, and similar shows (Cinema/DVD/VCD players) | 66.6 | 50.6 |
| Video Streaming* | | 62.9 |
| Music Streaming* | | 60.2 |

* - not covered in 2019 FLEMMS

Source: Philippine Statistics Authority, 2019 and 2024 FLEMMS

Table 3. Exposure Rate to Video and Music Streaming of Population 10 to 64 Years Old, by Region: 2024

| Region | Exposure Rate (in percent) | |
|---|----------------------------|-----------------|
| | Video Streaming | Music Streaming |
| National Capital Region (NCR) | 75.9 | 73.5 |
| Cordillera Administrative Region (CAR) | 67.4 | 65.9 |
| Region I - Ilocos Region | 67.7 | 65.3 |
| Region II - Cagayan Valley | 62.8 | 62.4 |
| Region III - Central Luzon | 68.0 | 62.8 |
| Region IVA - CALABARZON | 76.0 | 73.4 |
| MIMAROPA | 62.9 | 60.2 |
| Region V - Bicol | 58.2 | 54.8 |
| Region VI - Western Visayas | 62.6 | 58.0 |
| Negros Island Region (NIR) | 59.5 | 57.7 |
| Region VII - Central Visayas | 63.1 | 61.3 |
| Region VIII - Eastern Visayas | 67.1 | 61.8 |
| Region IX - Zamboanga Peninsula | 57.4 | 55.3 |
| Region X - Northern Mindanao | 57.5 | 53.5 |
| Region XI - Davao | 64.6 | 62.3 |
| Region XII - SOCCSKSARGEN | 58.5 | 56.0 |
| Region XIII - Caraga | 61.2 | 56.8 |
| Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) | 53.8 | 53.3 |

Source: Philippine Statistics Authority, 2024 FLEMMS