

Media Buying in GEO Philippines

**Overview
by EVADAV Traffic Group**

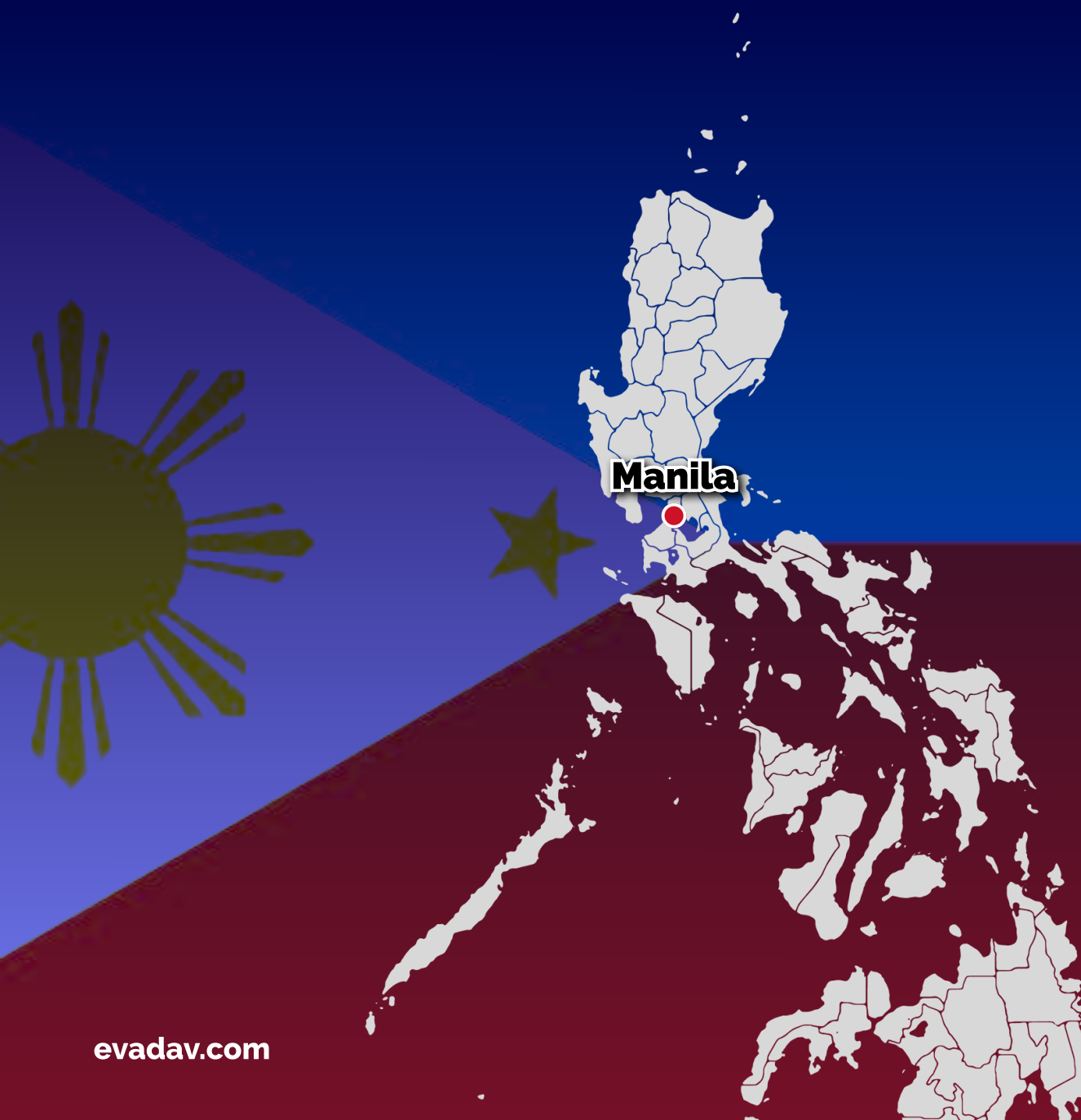
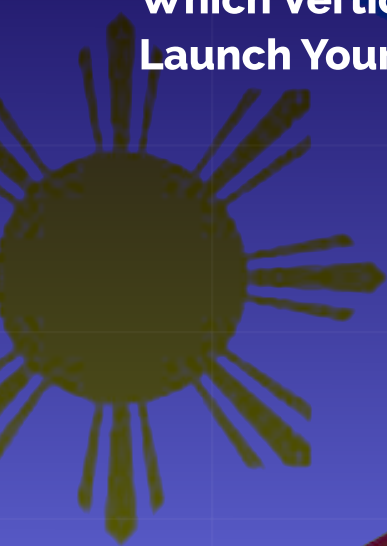


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Philippines Demographics

- **Capital city** – Manila
- **Total area** – 300,000 km²
- **Currency** – Philippine peso
- **Population** – 117 mln
- **Average age** – 26.6 years
- **Average monthly income**
 - PHP 44,800 (~ \$780)
- **Official language**
 - Tagalog
- **English fluency**
 - ~92% in urban areas



Digital landscape

98M

Internet users
(83.8% penetration)

97.8%

Access internet via
smartphone

137M

Mobile connections
(117% of population)

54h/week

Avg. time online – 2nd
highest globally

Device & Connection Profile

Android-heavy, mobile-first – smartphones are the primary access point;

desktop (62.7%) is secondary, concentrated in office/BPO hours.

Mobile speeds – ~59.6 Mbps mobile / ~105 Mbps fixed broadband

– fast enough for video, interstitials, app-install funnels.

Multi-SIM behavior – mobile connections exceed total population (dual-SIM usage across Globe/Smart).

Platform & Behavior Context

8M social media identities (82% of the population): Social media penetration is extremely high, with 82% of Filipinos actively using social platforms. Meta leads the market, reaching 97.7% of internet users, while Messenger, TikTok, YouTube, and Instagram are also among the country's most-used platforms.

4% shop online weekly and 67.1% pay for digital content monthly: Filipinos are highly accustomed to making purchases and paying for digital services online.

Daily Traffic Windows



Mobile – evenings & weekends

Peak engagement clusters after work/school (roughly 7 PM-midnight Philippine Time, UTC+8) and across weekends, driven by social scrolling, streaming, and gaming. This is prime time for iGaming and dating impressions.

Desktop – weekday & work hours

Desktop/laptop usage skews toward the large BPO and office workforce during business hours. Windows dominates the desktop OS market at 75%, so campaigns and landing pages should be tested primarily for a Windows environment. Good for utility, productivity, and research-intent traffic.



2026 National Holiday & Seasonality Calendar

National Holidays

Jan 1	New Year's Day
Feb 14	Valentine's Day
Apr 2-3	Holy Week (Maundy Thursday / Good Friday)
May 1	Labor Day
Jun 12	Independence Day
Aug 31	National Heroes Day
Sep-Dec ("Ber months")	Extended Christmas season
Nov 30	Bonifacio Day
Dec 25 / Dec 30	Christmas / Rizal Day
Variable (lunar)	Eid'l Fitr / Eid'l Adha

Sports Events

Aug 13-23	Southeast Asia Open Water Swimming Championships
Oct 31 – Nov 10	World Surf League Championship Tour
Sep 9-10	B.League Manila Games
Dec 12 - 18	26th Batang Pinoy National Championships

Payment Ecosystem

Dominant Local Methods



Payment options for top verticals



Utilities

one-time or subscription app purchases skew toward app-store billing and e-wallet checkout for web-based upsells

Dating

subscriptions are typically billed through app-store billing (Google Play/App Store) or card-on-file, with e-wallets increasingly offered as an alternative



iGaming

e-wallets are the default deposit/withdrawal method; PAGCOR-licensed operators integrate GCash/Maya directly



Localization Essentials

Language & Tone of Voice in Creatives

Try Taglish alongside English creatives: Taglish means mixing Filipino and English within the same sentence – it's simply how most Filipinos talk day to day. Creative that blends the two often feels more authentic than pure English or pure Filipino copy.

Because English fluency is high, English-only creative still performs – but Taglish CTAs typically feel warmer and more local for mass-market offers.

Always price and label offers in Philippine Pesos (₱) – quoting only USD is one of the most common and most damaging localization mistakes advertisers make in this market.



Visual & Cultural Cues (for creatives)



Warm, social, family- and
barkada (friend-group-
oriented scenes



Basketball
and local
sporting culture



Bright, high-saturation
color palettes
and confetti
/celebration motifs



Visual & Cultural Cues



Everyday local touchpoints:
jeepneys,
sari-sari stores,
tropical/beach
imagery



Mascots and cartoon
-style spokes
-characters travel
well across all three
verticals



Smiling, relatable
“everyday Filipino”
faces outperform
generic stock imagery



Karaoke/fiesta motifs
for celebratory
or bonus-themed
creative

TOP VERTICALS

iGaming

\$1.99B

Online gambling
market size

6.77%

CAGR (growth rate),
2026-2034

50.8%

Share of total PAGCOR
GGR from
online/e-games

51.55%

Sports betting share
of online gambling

Top Sports for Betting Campaigns



Horse racing



Basketball



Boxing & MMA



Football



Tennis



eSports

Traditional & Local Betting

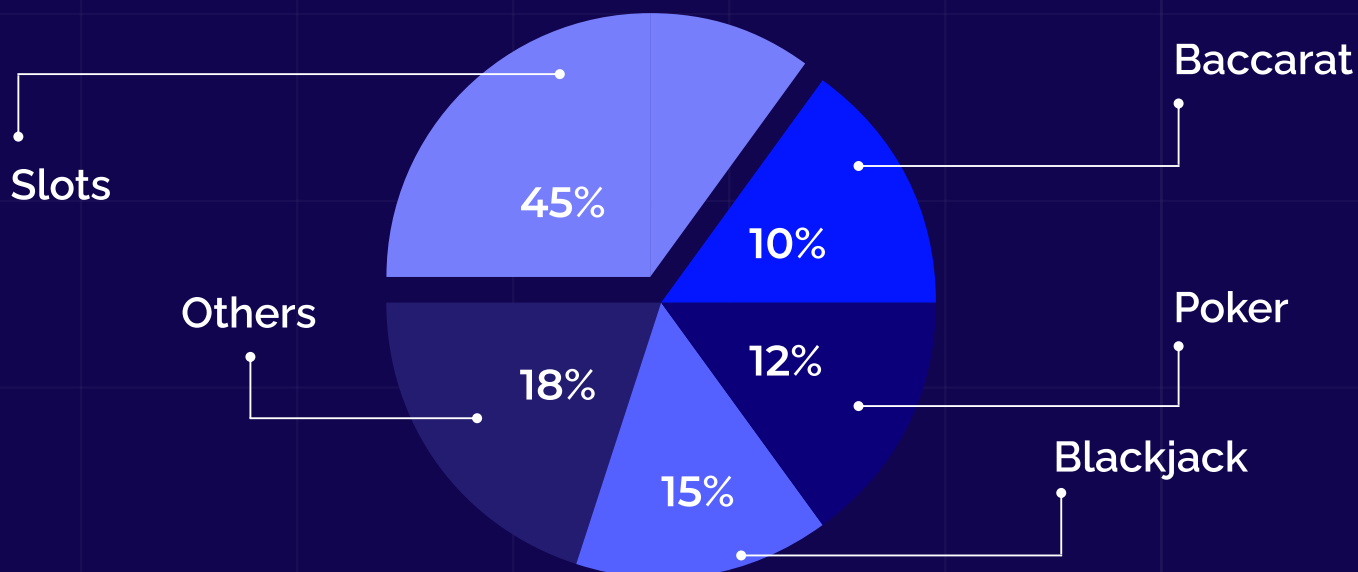


Sabong (cockfighting)

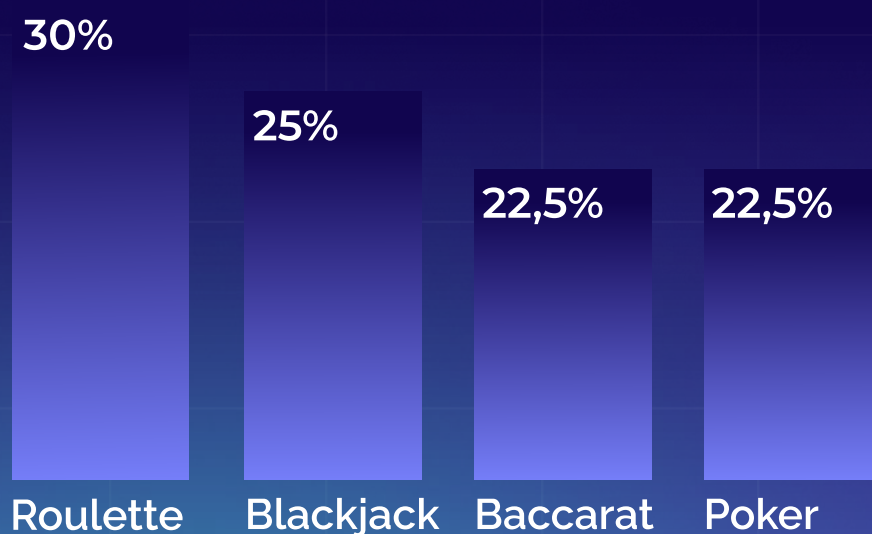


Government-run lotteries

Favorite Casino Games



Game popularity



Top Live Dealer Games

Live dealer games have drawn in more than 60% of the Philippines' entire online gambling audience – meaning over half of online casino players now choose the live-dealer format specifically.

Top 10 iGaming Brands in the Philippines.



Legal & Platform Specifics

PAGCOR

PAGCOR – Philippine Amusement and Gaming Corporation; sole regulator overseeing and licensing all iGaming operations

21

the legal age floor for casino players

Offshore restriction

PAGCOR-licensed offshore casinos serve foreign players only; they can't legally target Filipino residents, and those sites are blocked domestically. Local players are served by a separate domestic licensing track instead

Strict ad control

ads must not present gambling as a source of income or profit

PAGCOR + Ad Standards Council (ASC)

pre-screen all branded gambling advertising before it can run
– build extra lead time into launch timelines

Recommendations for Advertisers

Study PAGCOR and ASC guidelines

before launch to keep campaigns compliant

Run creative in Filipino (not just English)

it reads as more personalized despite high English fluency

Use local symbols/mascots

(sampaguita, pearl, eagle, tiger, panda) rather than generic international casino imagery

Prioritize mobile/Android

apps with seamless live betting and instant-play slots fit the on-the-go audience best

Lead with slots and live-dealer angles first

(45% and 60% audience share respectively), sports betting second, niche games (poker/baccarat) as retargeting offers rather than cold-traffic hooks

Creative Examples

Win P17,425,234.04 with Super Ace Jackpo...
Try Your Luck at Casino Plus! PAGCOR LICENSED



Claim Your Welcome Bonus at Casino Plus!
Deposit P20 to Start Playing



Philippine Online Casino
Philippine Slots: Spin & Win Huge Rewards!



LOGIN TO GET P300
KAPAG SUALINOAYON MERONO 300 FREE PHP
SA 100P CASH-IN MO MAYLIBRE KANG 288 PHP



P1 to Play Jili Super Ace & Win Million...
Play Now at Casino Plus



Claim up to P3888.
Your Top Spot for Gaming & Betting



E2BET
Spin & Win with
P3,888!
BONUS!

Claim Now



Dating

\$1.94B (2023)

Dating market size



\$3.4657B (2030)

Dating market size

8.6%

CAGR (growth rate),
2024-2030

\$6.07B

Global dating app revenue

Audience Behavior

The Philippine dating-app audience skews young and female (57.2% aged 18-24, 27.7% aged 25-34; 64.8% female vs. 35.2% male):

97%

of Filipino singles say love now shows up in small gestures — sending a meme, a playlist, an inside joke — not just grand romantic moves

66%

actively enjoy sharing authentic, warts-and-all dating content, not a polished highlight reel

65%

of Filipino women now prioritize emotional stability and reliability in a partner over excitement or spontaneity

Popular Dating Platforms

FilipinoCupid



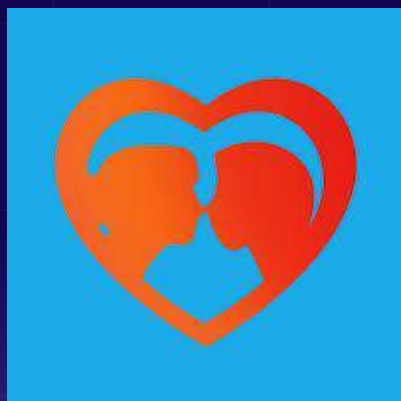
TrulyFilipino



PinaLove



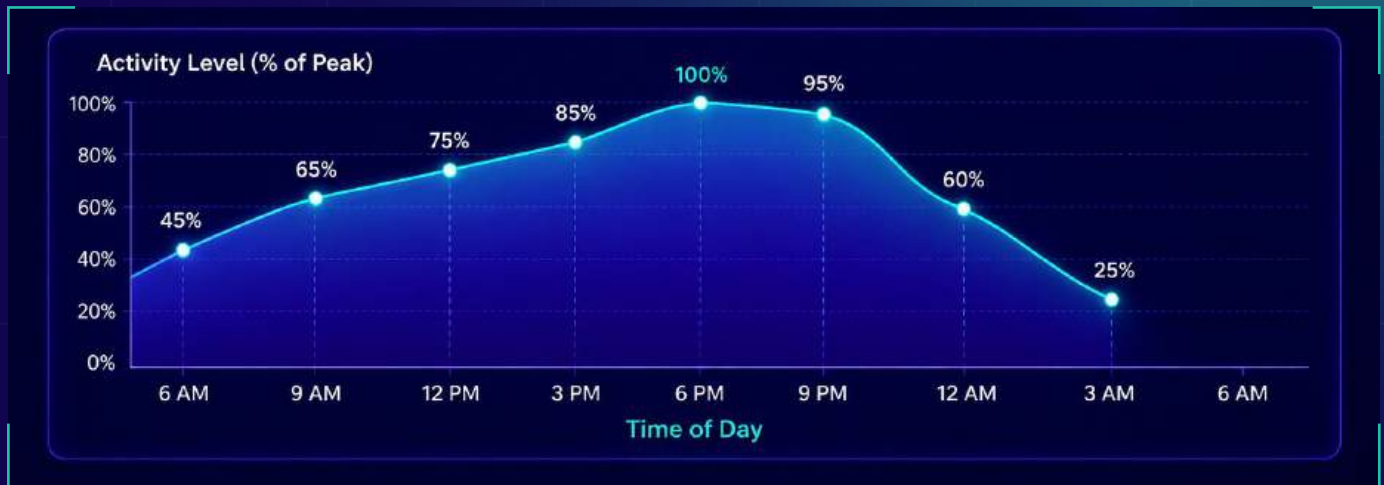
PilipinaLove



[Explore offers](#)



Peak Activity



Sunday evenings
a 2x spike over baseline

Secondary seasonal wave
PH summer (Jun-Aug)

Top Reasons Users Cite for Being on Dating Apps

- Meeting people outside their usual social circle
- Convenience
- Boredom/entertainment

Legal & Platform Specifics

Seasonality exception

Valentine's Day (Feb 14) is the single biggest annual spike

Meta/Google ad policy

restricts explicit imagery & personal-attribute targeting

NPC (Data Privacy Act)

consent & retention rules for photos, location, chat data

PH creative rule

modest, friendly imagery outperforms explicit/staged-romantic content here



Recommendations for Advertisers

Keep imagery modest and friendly, not explicit

Budget 100% mobile – desktop isn't relevant here

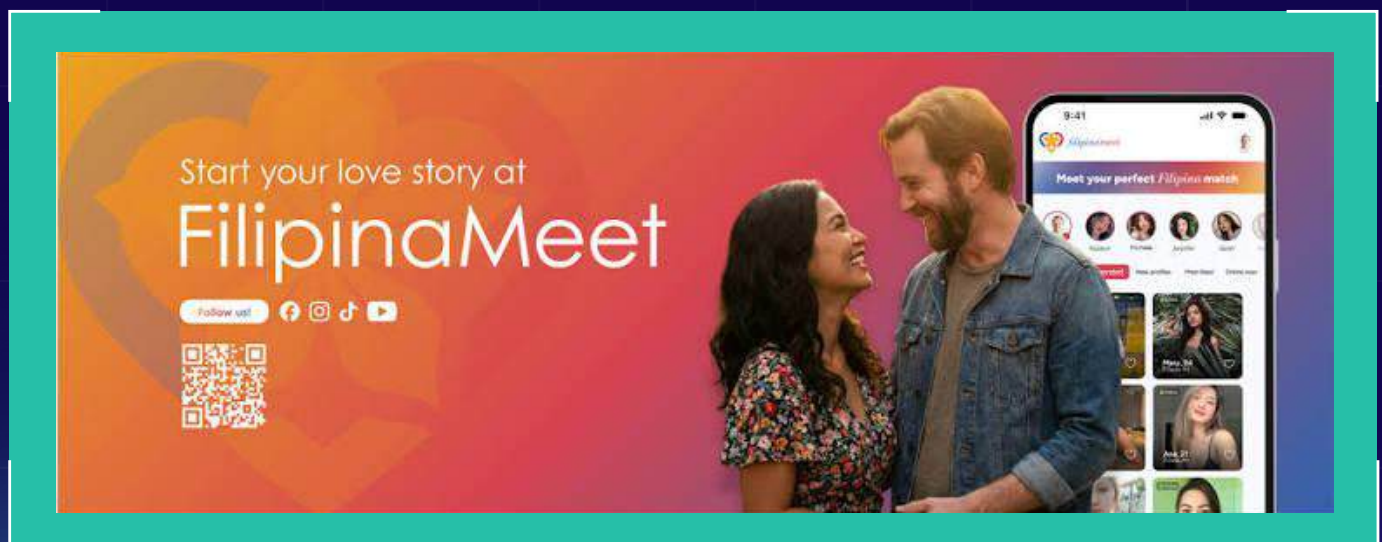
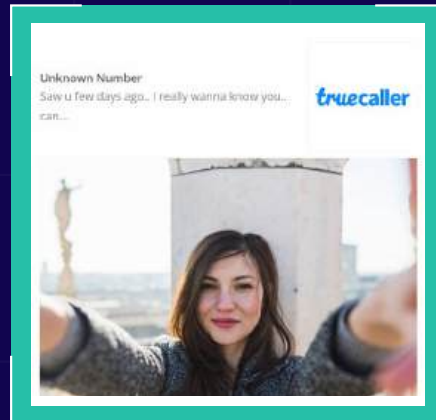
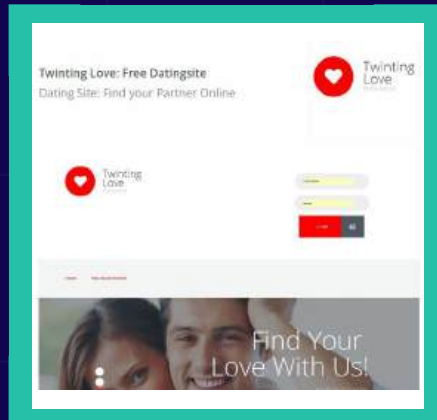
Time spend around evenings + Sunday peaks

Layer Valentine's Day and PH summer as two separate seasonal pushes

Lead with casual chat-starter angles over “find the one” messaging



Creative Examples



Adult creatives in the Philippines can use:

- 👙 women in swimsuits or lingerie
- 🍑 revealing body angles
- 🐰 cartoon characters
- 💬 "I'm here" captions

Utilities

PH cybersecurity market

\$1.4B
(2025)



\$2.8B
by (2034)

~30-37%
VPN usage

13.2%

CAGR (growth rate)
PH Mobile App
Development Market

\$168.4B (2025)

→ \$401.7B by 2032

PH Mobile App Development Market

App Categories



VPN – privacy, geo-unblocking for streaming, public Wi-Fi security



Cleaner/Booster – storage & performance optimization, especially on budget/mid-range Android



Security/Antivirus – device protection, often bundled with cleaner suites

EVADAV also builds and promotes its own portfolio of mobile apps – teams handle everything from building the app from scratch to designing the interface and scaling it after launch, reaching millions of users worldwide.

👉 [Check out the full EVADAV APPS media kit](#)

Audience Behavior & Usage Drivers

The Philippines sits among the world's highest VPN-adoption countries

VPN demand tracks internet censorship globally – the Philippines Cybercrime Prevention Act (2012) has been used to block news, blog, and human-rights sites, giving VPNs a practical, not just entertainment, use case

Filipinos average ~8h52m/day on mobile internet – driving demand for storage/speed tools alongside privacy use

Heavy streaming/entertainment consumption drives geo-unblock demand



Legal & Platform Specifics

No PH-specific VPN ban, but Google Play/App Store policy governs permissions – “cleaner” apps requesting excessive device access get flagged/removed

Deceptive scare-ware creative (“Your phone is infected!”) violates ad policy – risks disapprovals/account strikes

Standard age gating applies (13+/PEGI-equivalent)

Recommendations for Advertisers

Lead with concrete, tangible benefits (storage freed, data saved, speed regained) over abstract security jargon

Use Popunder/In-Page formats – proven to convert best for this vertical; pre-landers soften shocking virus-threat messaging without triggering panic-driven bounce

Style push/in-page creatives as System-style notifications (mimicking OS alerts) – lifts CTR

Keep messaging honest enough to avoid policy strikes – fake system warnings risk bans

Recommendations for Advertisers

Lead with concrete, tangible benefits (storage freed, data saved, speed regained) over abstract security jargon



Keep messaging honest enough to avoid policy strikes – fake system warnings risk bans

NO

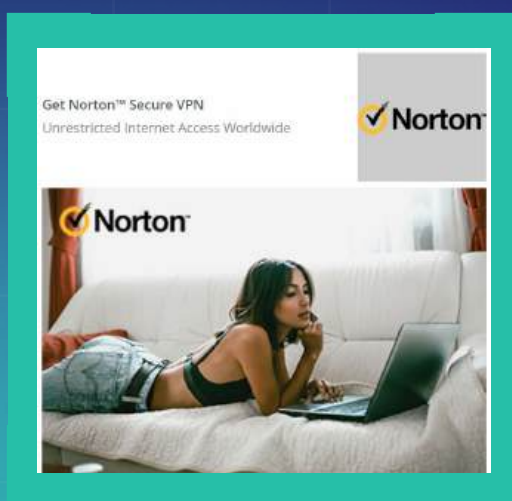
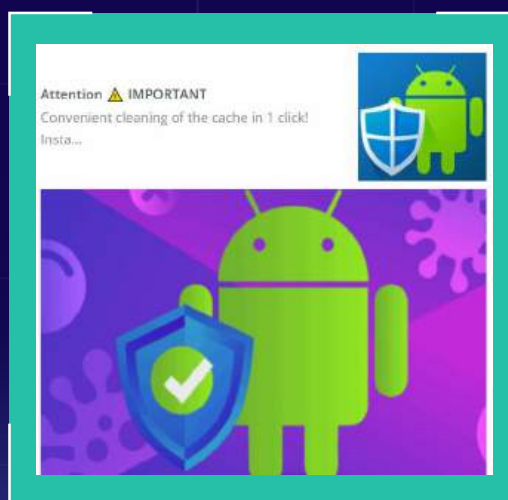
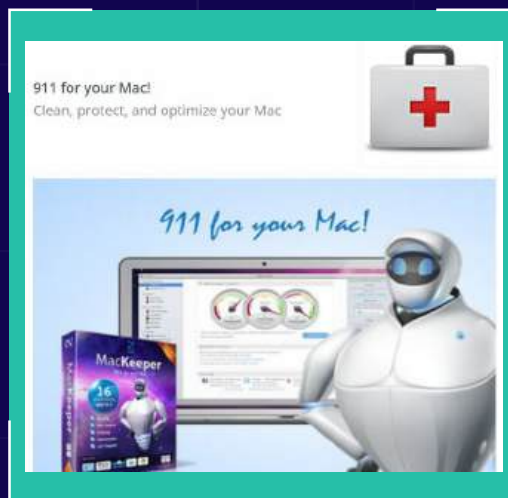
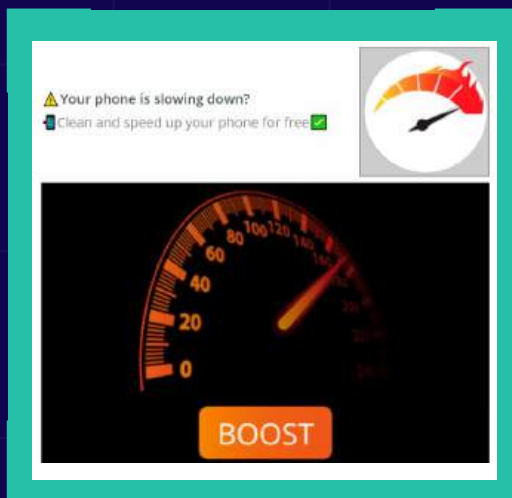


YES



SIGN UP

Creative Examples



EVADAV's Best Advertising Formats

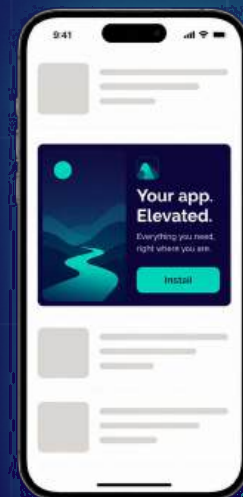
In-App



Push



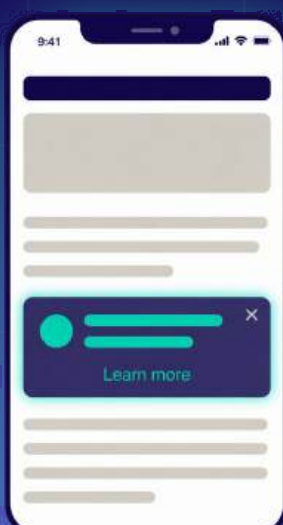
Banner



Native



In-Page



Popunder



Which Vertical Fits Your Campaign?

	Market Size	Best Ad Formats	Legal Risk	ROI Benchmark	Top GEO-Specific Hook
iGaming	\$2.99B 6.77% CAGR	In-Page Push Popunder	High ASC pr -screening + pending SB 142 ban bill	50%	Basketball -tied sports betting + live dealer
Dating	\$1.94B → \$3.47B (2030) 8.6% CAGR	Popunder In-Page Push Native	Medium NPC data privacy + Meta /Google content policy	30%	Modest /friendly imagery + Valentine's Day & PH summer seasonality
Utilities	\$168.4B → \$401.7B (2032) 13.2% CAGR	Popunder In-Page Push	Low -Medium App-store permissions + deceptive -ad policy	25%	Privacy /censorship -driven VPN demand + data-cost savings

Launch Your Philippines Ad Campaign with EVADAV



Limitless
scaling



Zero permanent bans and fast moderation. No cutthroat competition unlike social media advertising.



Self-serve dashboard
with real-time optimization



Popunder, Push, In-Page, Banner
and Native formats



Own media buying department with CPC
and CPM pricing models across 150+
traffic sources

SIGN UP TODAY

Get your new advertiser bonus 📦

For advertisers who want to enter the Philippines through EVADAV's in-house media buying, there are separate terms for topping up your ad balance:

- \$5,000 = kicks off buying and gives you ad credit to test your first hypotheses
- \$10,000 = unlocks the optimization team and a dedicated Senior manager
- \$50,000 = starts in-house buying and a credit line

Top up your balance with \$5,000 or more and get \$500 in ad credit for testing, on top of your deposit!

Promo code:
Philippines500