

ASIA PACIFIC

VIDEO CONSUMER STUDY 2017

July 2017

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Methodology

Decrypting Consumer Attitudes Towards Video: MPA Consumer Study

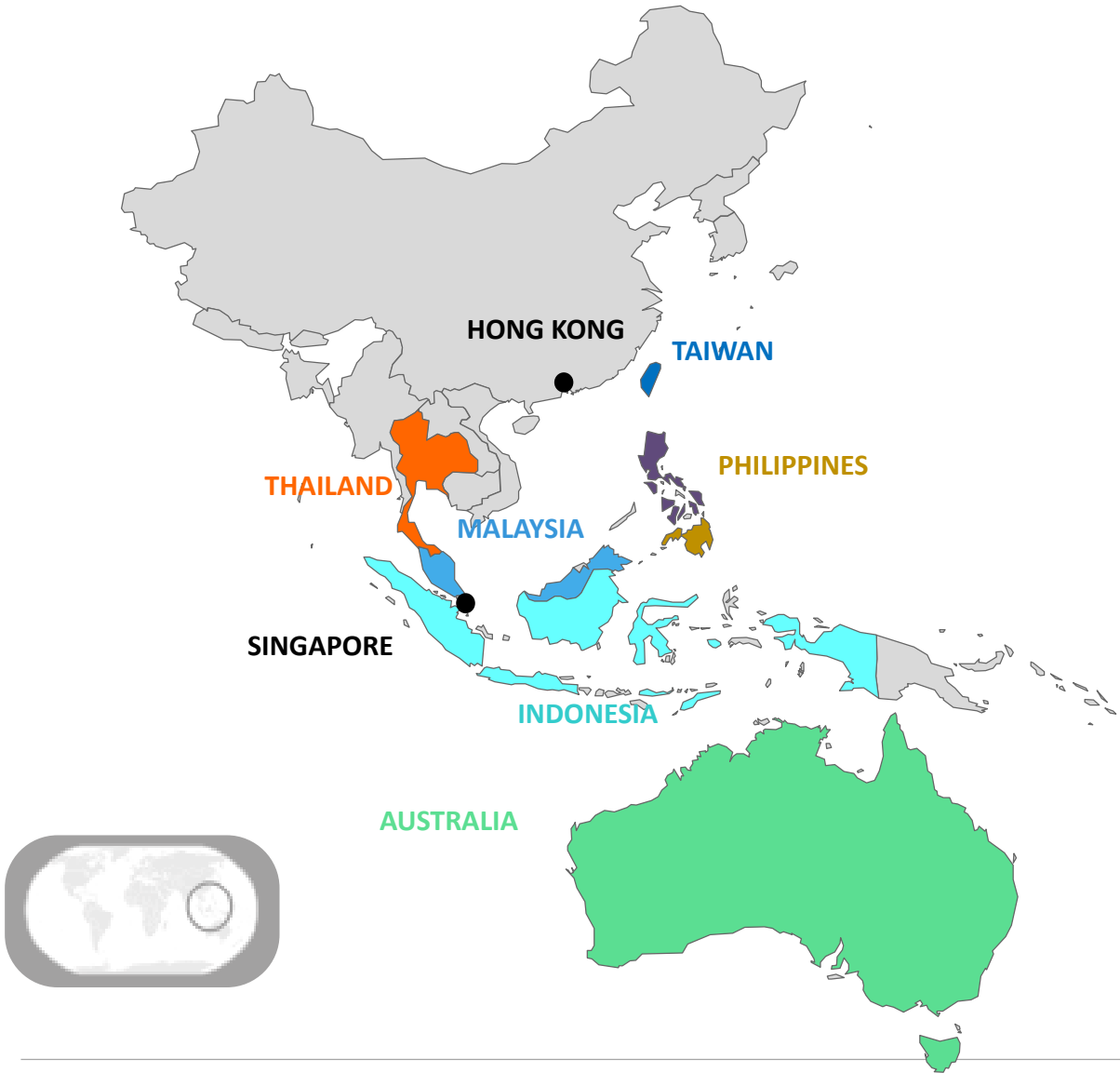
Eight Markets



Sample Size (Aged 18-64)



Methodology: Survey Coverage



Sample

The study has been designed to estimate streaming video consumption among online consumers aged 18-64

In addition to being representative of age and gender, the study is weighted to fixed-line broadband, pay-TV & smartphone penetration

To improve the study's granularity at a service provider level, sample boosters are employed to over-represent streaming video services

Survey Measured



Sign-up method



Service tenure/length and frequency of access



Content preferences



Churn motivations