

MEDIA PARTNERS ASIA
RESEARCH & CONSULTING

The Route



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Regional

Australia, Korean operators boost pay-TV subscriber growth in Asia ex-China & India

- Korean IPTV, Foxtel, Fetch TV lead net new customer growth
- Indonesia leads slowdown in Southeast Asia
- Robust ARPU growth in mature markets
- Comparison of key operators: Net adds, ARPU growth, EBITDA, FCF

Global

Global and regional scale as well as deep content synergies critical for winners in SVOD wars

- Netflix's A-P conquest starts well with Australian invasion but faces barriers in China, India and Indonesia
- Pan-Asian OTT: A long, long way to go
- Sky's Now TV highlights pay-TV path and shows Netflix's incremental (not transformational) impact
- HBO Now making headway in the US on the path to US\$1.5 bil. pa top line
- Broadcast direct-to-consumer fraught with execution and cost risk

Macro Indicators

Data & commentary across 14 markets

1

Advertising Indicators

Market ranking & comparison by ad volume, growth, GDP ratio and market share (TV / digital)

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Financial Indicators

Latest Asia & Global media indices

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Pay-TV Indicators

Market ranking & comparison by pay-TV growth, penetration, ARPU and entry packages

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Telecom Indicators

Market ranking & comparison by broadband subscribers and penetration across fixed and mobile networks

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Media Equities

Winners & losers for 2015

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Media Rankings

Leading Global and Asia media companies by market cap

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