

# JAPAN ONLINE VIDEO

## CONSUMER INSIGHTS & ANALYTICS

**Q3 2022**

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# METHODOLOGY

**This report leverages data from the AMPD platform owned and operated by Media Partners Asia (MPA).**

The AMPD platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. For this report, the platform passively measured real consumption on all android and IOS devices in Japan in Q3 2022 with a sample size of 23,500 sourced from our in-market research partner Intage Group (ITG), Japan's largest market research institute.

The data reported is anonymized and conforms to data privacy legislation in Japan. AMPD Vision was used by MPA to provide a granular view of streaming content consumption across key VOD services. Data from AMPD and MPA informs key metrics reported in Sections I & II of this study.

Consumption and streaming minutes in Section III are based on MPA's proprietary weighting & projection techniques to be nationally representative of mobile consumption for individuals aged 15 to 69. Starting December 1, 2021, iOS was fully integrated into total consumption analysis in addition to android measurement. Starting Q4 2022, title level analysis in this report will include both android and iOS measurements.