

November 1, 2023

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## TAIWAN'S PREMIUM VOD CATEGORY TOPS 5.8 MIL. SUBSCRIPTIONS; NETFLIX & DISNEY LEAD GROWTH IN SUBS & ENGAGEMENT

- Taiwan posted robust premium VOD subscriber and engagement growth in Q3 2023, adding 315,000 net new SVOD subs to reach a total of 5.8 mil. subscriptions.
- Disney+ and Netflix account for over 80% of net new subs in the quarter and lead the category with 38% of total subscriptions.
- Premium VOD platforms maintain 20% of total online video streaming, while YouTube leads with 67% of viewership. TikTok (12%) is gaining traction, adding 4 points in share of total online video streaming in Q3.
- Asian categories, led by Chinese and Korean dramas, command 85% of premium VOD viewership.

(SINGAPORE, November 1, 2023) Taiwan posted strong premium VOD subscriber and engagement growth in Q3 2023 to reach 5.8 mil. paid subscriptions, according to a new report from Media Partners Asia (MPA). *The Online Video in Taiwan* report leverages MPA's consumer insights platform AMPD Research to track online video viewership trends across key VOD services on mobile devices.

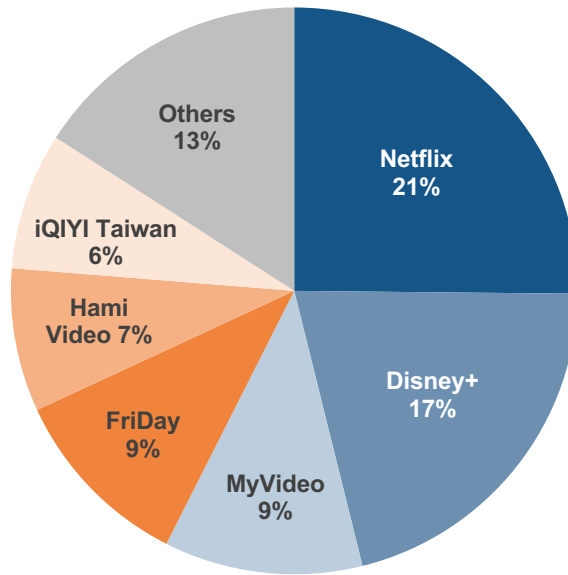
The report found that premium VOD engagement and subscriptions were up 6% Q/Q in Q3 2023, with the premium VOD category capturing 20% of total time spent on online video. YouTube maintains leadership with 67% of total online video viewership, though share was down 3 points as TikTok (12% of viewership) gained traction in the market. With shares of 18%, 15% and 9% respectively, Line TV, Netflix and Disney+ lead premium VOD engagement, each growing 2-4 points in share Q/Q.

Netflix and Disney, with a combined 38% of total subscriptions, are clear leaders in an otherwise fragmented SVOD landscape where over a dozen other platforms compete with under 10% subscriber market share. Commenting on Taiwan SVOD industry, MPA executive director Vivek Couto said:

“Taiwan’s strong quarter was led by Disney+’s impactful marketing efforts and hit Korean superhero drama *Moving*, as well as organic subscriber growth from Netflix’s international offering and measures to reduce account sharing. The two platforms are key contributors to Taiwan’s steady annual subscriber growth of ~1.0 mil., returning strong revenue growth of 25% Y/Y in 9M 2023. Overall, Asian content categories, particularly Chinese and Korean dramas, dominate demand, capturing 85% of premium VOD viewership in Q3 2023.”

## Share of SVOD Subscriptions (Q3 2023)

Total: 5.8 mil.



Source: AMPD Research

### About This Report & Methodology

This report, entitled Online Video in Taiwan leverages MPA's proprietary AMPD Research Platform to evaluate consumer behavior and usage patterns across VOD media services in Taiwan. The report includes analysis and profiles of 14 unique OTT video platforms focusing on paying subscribers, monthly active users, streaming minutes, average daily time spent, viewer profiles and demographics. The platforms are YouTube, Netflix, Disney+, iQIYI Taiwan, FriDay, MyVideo, KKTV, LiTV, Line TV, Catchplay+, Hami Video, Gt TV, WeTV and Yahoo TV. Title-level analysis, including country of origin and genre split, and viewership by age and gender demographics are provided for Disney+, Netflix and iQIYI.

The AMPD Vision® platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. The data reported is anonymized and conforms to data privacy legislation in Taiwan.

## **About AMPD Research**

Launched in 2019 by MPA, AMPD provides businesses with valuable customer insights through real customer behaviour. Using our unique technology and sizable customer panel solutions, we collect data on how customers interact with brands and content across various touchpoints, from app & website visits to in-store purchases with detailed title level consumption. AMPD data drives insights that help businesses optimize strategies, including customer acquisition, content creation, monetization and marketing campaigns.

Across the 13 markets in which we operate, AMPD leverages more than 60,000 passively measured panel members. We have proven use cases across online video, advertising, connectivity as well content creation and acquisition. AMPD won the Best International Media Research Award at the 2023 UK Mediatel Media Research Awards, which recognizes organizations driving innovation in research.

## **About Media Partners Asia**

Established in 2001, our mission is to serve companies focused on the creation, distribution and monetization of content, connectivity, data and related services across Asia Pacific. We provide definitive reports with proprietary industry models and forecasts. Our reports are widely used and sourced by local, regional and global companies for business planning, market strategy and capital market transactions.

MPA uses its deep strategic and operational knowledge of local markets to support corporate strategies driving growth. Our local market expertise provides clients with detailed country-level insights across media and telecoms, tracking key commercial and regulatory dynamics with relevant due diligence and strategy recommendations. We offer customized services to guide strategic planning and business development activities and support the launch of new products and services.

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