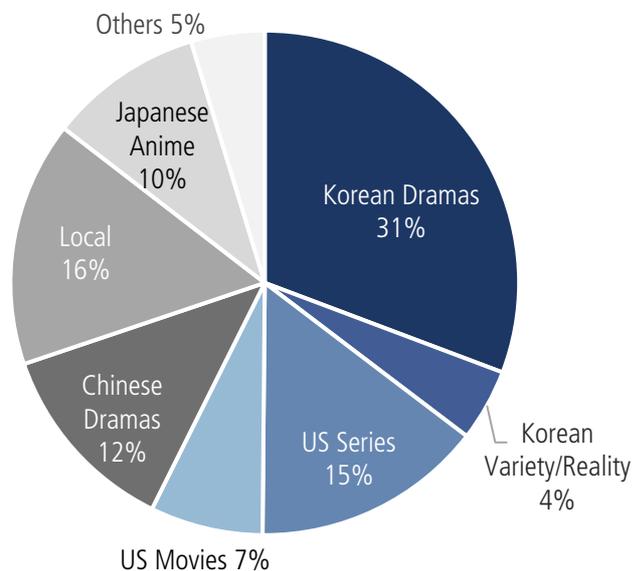


March 28, 2022

PREMIUM ASIAN CONTENT DRIVES SEA SVOD CATEGORY EXPANSION

(SINGAPORE, MARCH 28, 2022) Korean dramas were the largest consumed online video content category in Southeast Asia (SEA) in 2021, followed by local content (particularly Thai and Indonesian) with US content in third place, according to the latest analysis published by Media Partners Asia (MPA). The MPA report, titled *Southeast Asia Online Video Consumer Insights & Analytics*, leverages MPA’s AMPD Research Platform to measure VOD in five SEA markets with quarterly updates. SEA added 16.2 million net new subscribers through 2021 with the total aggregate customer base reaching 36.6 million at end-2021. Indonesia and Thailand, SEA’s two largest SVOD markets, contributed 75% to growth. Disney, Viu and Netflix remain SEA’s largest SVOD platforms with customer bases of 7.2 million, 6.5 million and 6.4 million, respectively.

2021 SOUTHEAST ASIA PREMIUM VIDEO CONSUMPTION



Note: Covers SVOD, AVOD & Freemium Platforms in five SEA markets.

Source: MPA, AMPD Research

Key content drivers include:

- Premium day-and-date Korean dramas, driven largely by Netflix and Viu across all markets. Disney introduced Korean originals in Nov. 2021, with decent early demand in SEA; the slate has grown significantly in 2022 and is expected to drive demand across SEA.
- Local content in Indonesia, which consistently played an outsized role in influencing subscriber acquisition across SVOD platforms in 2021. Both Vidio and WeTV’s local series have helped grow the subscriber acquisition funnel while premium sports enabled new customer demand at Vidio. Disney’s acquired Indonesian movies had consistent appeal through 2021. Much the same is occurring for Disney’s local series through Q1 2022.
- Local content consumption continues to grow in Thailand with some travelability across SEA. Key drivers include Netflix’s original series and acquired movies as well as FTA dramas on iQIYI and Viu. Netflix’s Thai titles also travelled well in 2021, particularly in the Philippines and Indonesia. WeTV’s Chinese dramas helped drive its Thai customer growth in 2021.

- US series and movies accounted for 22% of SEA consumption, led by Netflix’s library and originals, and Disney’s franchises and kids content. US content is the most influential category in English-speaking markets Philippines, Malaysia and Singapore, driving 35-40% of consumption.
- Period and romantic Chinese dramas are popular on both WeTV and iQIYI, with willingness to pay for premium Chinese content emerging in Thailand. Ex-Thailand, Chinese content demand generally under-indexes supply, with users opting for Korean or local dramas instead.
- Japanese anime remains important. Popular anime titles are generally non-exclusive and ubiquitous, available through Netflix, iQIYI (AVOD), Viu (AVOD), WeTV (AVOD) and others

Notes & Methodology

This report used two key tools to conduct research & frame analysis:

I. Consumer Survey. Data from the Consumer Survey informs key metrics reported in this study including: (1) Socio-economic & demographic indicators by VOD platform (2) Paying subscribers and monthly active users by VOD platform. MPA used the results of a Consumer Survey, which serves as a VOD Profiling Study conducted continuously across Indonesia, the Philippines, Singapore and Thailand. Data is collected through an interactive online survey among internet users aged 15 years and above who use both mobile and/or home broadband. Respondents are sample according to representative quotas for age, gender and regions corresponding to AMPD Research's online universe estimates modelled using official government statistics and MPA analysis. The samples are sourced using AMPD Research's proprietary online panels, pre-screened for actual VOD consumption. For this report, the sample size was 37,003 respondents.

II. Passive Measurement. The AMPD Vision 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 mobile devices across 5 SEA markets in 2021 with a sample size of 6,500. Title level consumption data from AMPD Vision informs key metrics reported in this study including streaming minutes & consumption share by platform, genre and country of origin. The data reported is anonymized and conforms to data privacy legislation in markets where the service operates including European Union’s General Data Protection Regulation (GDPR) and the Republic of Singapore’s Personal Data Protection Act (PDPA) which delivers parallel compliance in Asia-Pacific Economic Cooperation (APEC) member states.

About AMPD Research (AMPD)

Founded by Media Partners Asia (MPA) in 2019, AMPD captures real consumer data to provide deep insights across the digital ecosystem with a focus on the fast-growing global streaming economy. AMPD has a footprint across 12 global markets. Critically, working with Reality Mine technology, AMPD is the only global platform with available title-level reporting for streaming platforms capturing all consumption. AMPD uses passive measurement and proprietary software to measure consumer behavior and generate reliable app / platform metrics across mobile android, iOS and PCs platforms. AMPD reports and custom-made research projects include the analysis of more than 100 online video platforms and cover several use cases across Advertising, Content, Connectivity, Commerce, Gaming, Music & Video sectors.

About Media Partners Asia (MPA)

Media Partners Asia (MPA) is the leading independent provider of research, advisory and consulting services across media, telecoms, sports and entertainment industries in the Asia Pacific and the Middle East. We provide customized research with strategic recommendations to help clients launch new products & services, enter new markets, as well as acquire and sell businesses. MPA reports are used and sourced by local, regional and global companies for strategic planning and equity & debt transactions. We also offer dedicated primary research through subsidiary AMPD Research to measure consumer behavior across the digital economy, including online video and gaming. MPA also hosts the APOS Summit, the defining voice for the Asia Pacific media, telecoms, sports and entertainment industry.

For more details, visit www.media-partners-asia.com

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