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MPA REPORT: TAIWAN'S PREMIUM VIDEO PLATFORMS REACHED 15 BIL. MINUTES STREAMED IN Q4 2021; NETFLIX LEADS SVOD CATEGORY, WITH ASIAN CONTENT DRIVING SVOD CONSUMPTION

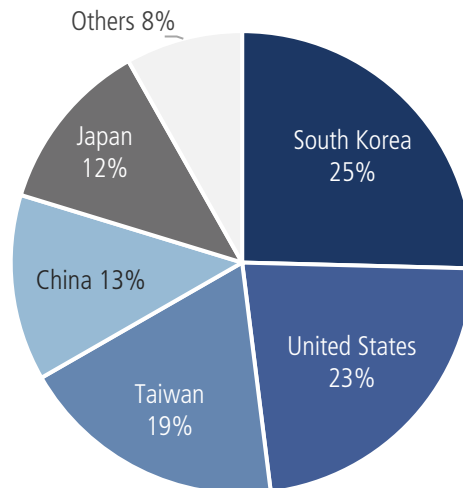
Key Highlights

- Premium video platforms captured 33% of total video streaming minutes in Taiwan in Q4 2021.
- Eight key players had an aggregate ~81% share of premium video consumption– Yahoo TV (19%), Line TV (16%), LiTV (11%), Netflix (10%), iQIYI (7%), Friday (6%), MyVideo (6%), KKTV (6%).
- SVOD subscribers reached 4.1 mil. at year-end 2021, led by Netflix with 21% share.
- Asian categories, led by Korean and local dramas, captured 72% of SVOD consumption.

(SINGAPORE, April 20, 2022) Premium video streaming in Taiwan reached 15 bil. minutes over Q4 2021, or 33% of total time spent on video, up from 29% in Q3, according to Media Partners Asia's quarterly *Taiwan Online Video Consumer Insights & Analytics* report. The report leverages MPA proprietary AMPD Research Platform to measure and analyse streaming media consumption across key VOD services on mobile devices.

The report indicates that SVOD paying subscribers in Taiwan topped 4.1 mil. at year-end 2021. Netflix is a clear leader with 850,000 subscribers or ~21% market share, with strong growth in Q4 fueled by popular local original drama *Light The Night*, new acquired local dramas and K-dramas. Regulatory constraints capped growth on China-operated iQIYI (9% share), while newly launched Disney+ had decent traction, growing to almost 300,000 subs (7% share) with strong fan demand for Marvel and kids franchise movies and series. An additional 24% share was almost evenly split amongst telco owned streaming platforms such as FriDay (FET), MyVideo (Taiwan Mobile) and separately KKTV.

CONTENT COUNTRY ORIGINS OF SVOD CONSUMPTION (Q4 2021)



Note: Measured platforms include Disney+, iQIYI (SVOD-only) and Netflix
 Source: AMPD Research, Q4 2021

Commenting on the report's findings, MPA Executive Director Vivek Couto said:

“A strong growth quarter from Netflix, Disney's launch momentum and local content efforts from Netflix and iQIYI defined Taiwan's Q4 in streaming. Among the largest SVOD-based premium platforms, we've seen local content efforts pay off with Netflix's *Light The Night* and iQIYI's *Danger Zone* and *Rainless Love In A Godless Land* driving strong subscriber demand. As a result of original hits and popular acquired dramas, local content's share of paid SVOD consumption has grown from under 8% in Q3 to 19% in Q4. Overall, Asian content categories, led by Korean and Taiwanese dominate demand, capturing 72% of premium video consumption. The larger Taiwanese premium video segment remains highly fragmented with over a dozen platforms competing for wallet, engagement, and subscriber share.”

About This Report & Methodology

This report, entitled Taiwan Online Video Consumer Insights & Analytics 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. For this report, the platform passively measured real consumption on mobile devices in Taiwan in Q4 2021 with sample size of 1,302. The data reported is anonymized and conforms to data privacy legislation in Taiwan.

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 behaviour across the digital economy, including online video and gaming. MPA hosts the APOS Summit, the defining voice for the Asia Pacific media and telecoms industry.

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

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 digital content, connectivity and advertising sectors. AMPD has a footprint across 12 international markets and 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 digital platforms and cover use cases across Advertising, Content, Connectivity, Commerce, Gaming, Music & Video.

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