

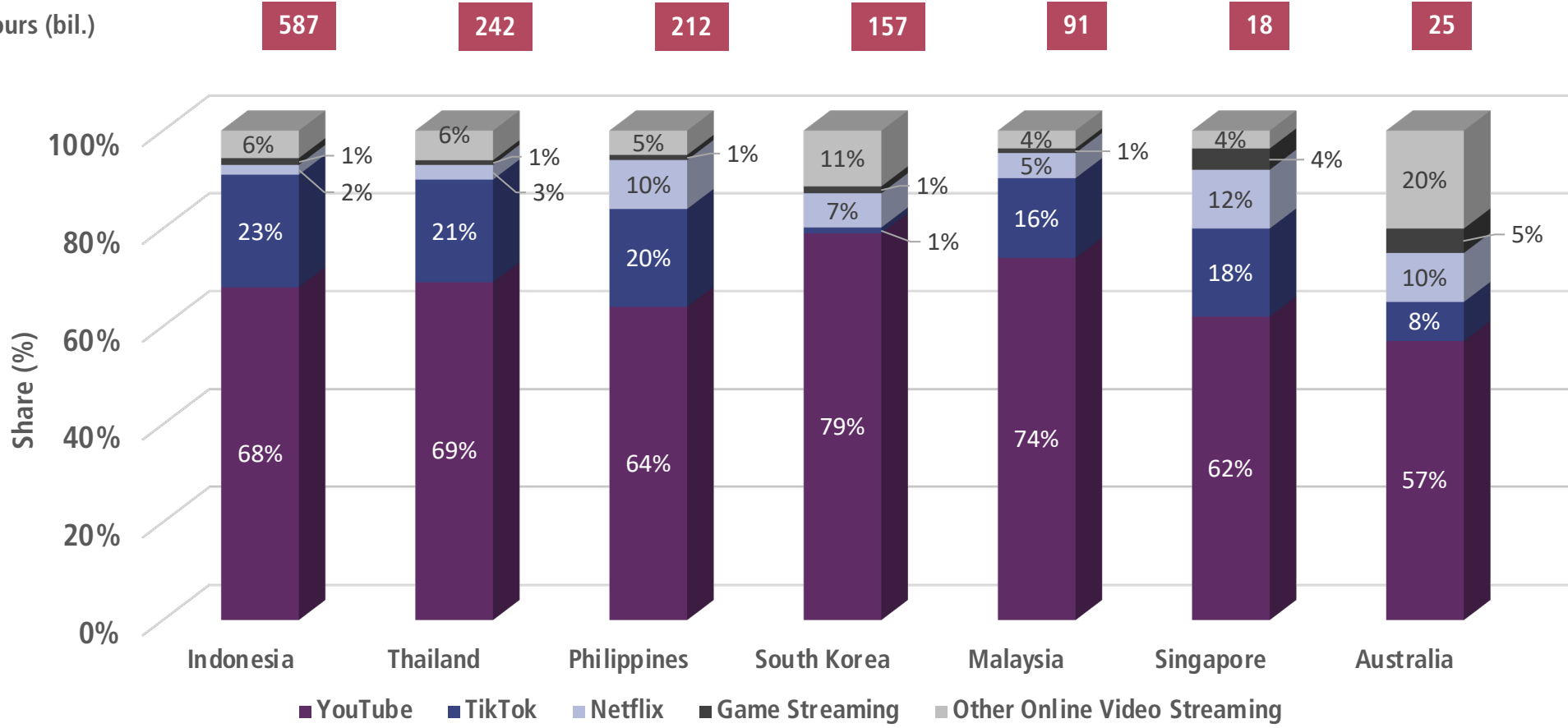
CONSUMER & CONTENT INSIGHTS

April 2021

AXIS OF CONSUMER LOVE: YOUTUBE, TIKTOK & NETFLIX

USAGE BY PLATFORM (Q1 2021)

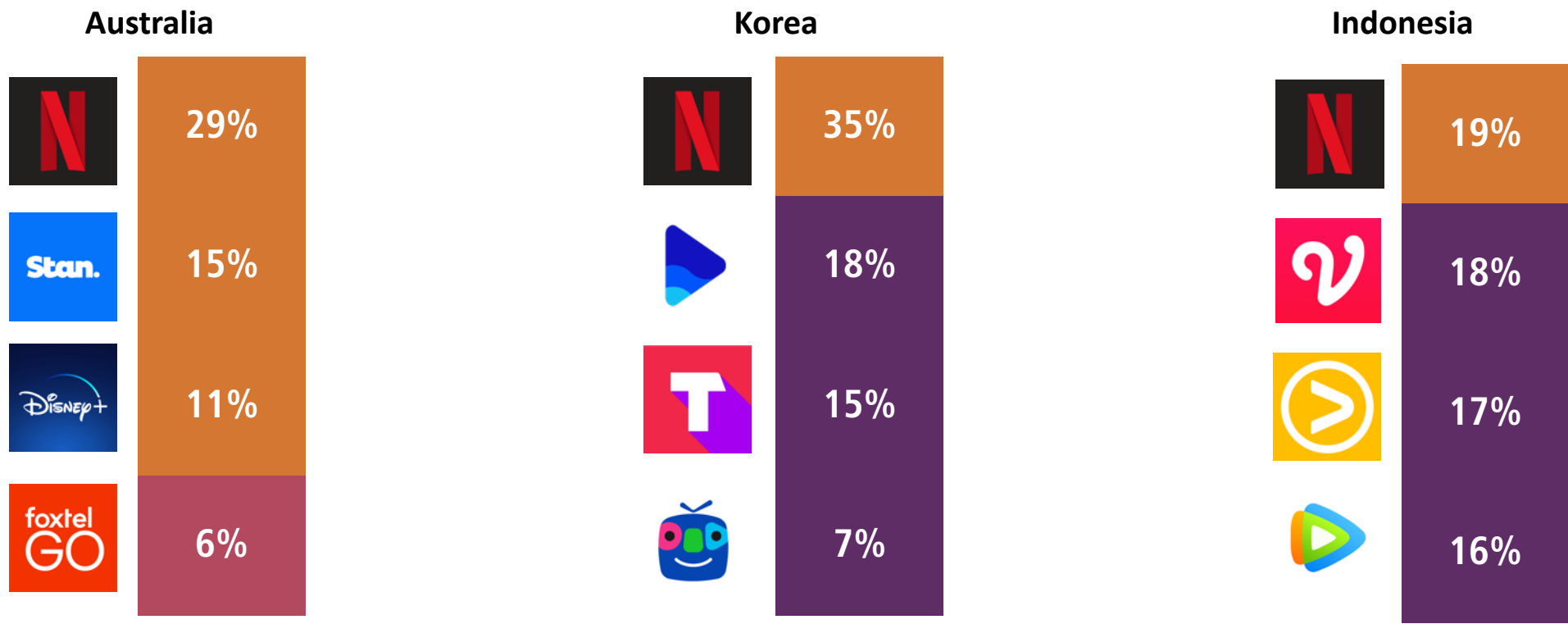
Total Hours (bil.)



Source: AMPD Research, a Media Partners Asia company

NETFLIX LEADS CONSUMPTION BUT KEY PLAYERS ARE CLOSING THE GAP

TOP VIDEO PLATFORMS BY CONSUMPTION EX-YOUTUBE & TIKTOK (Q1 2021)

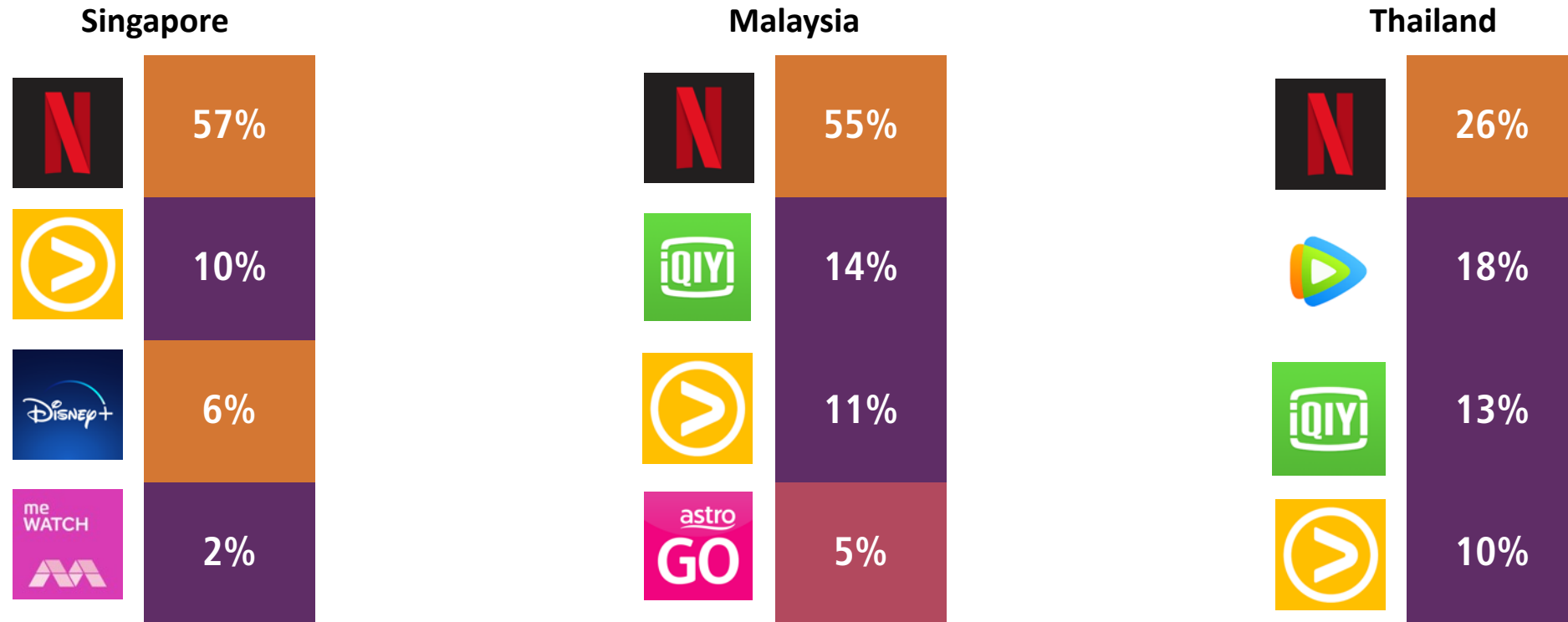


Note: % share of total minutes excl. YouTube & TikTok
Source: AMPD Research, a Media Partners Asia company

SVOD FREEMIUM/AVOD AUTHENTICATED

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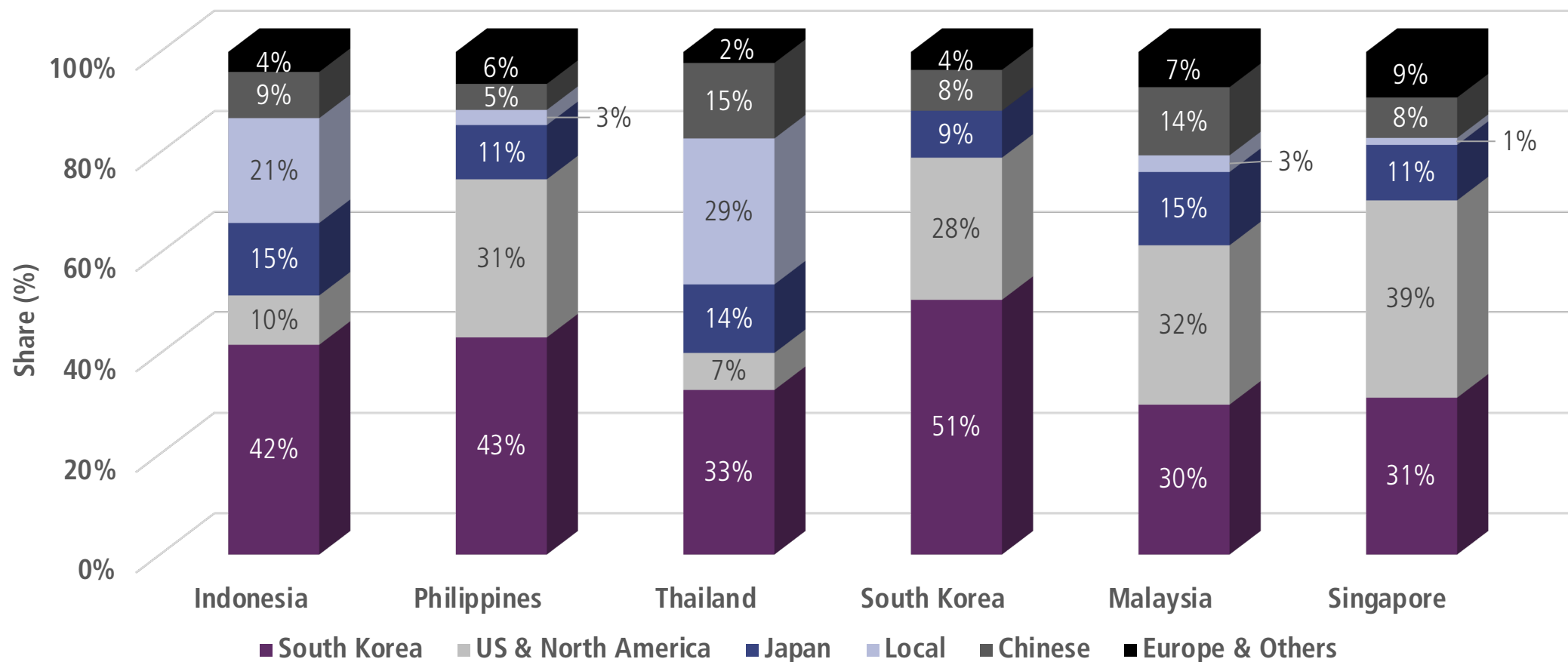
SVOD

FREEMIUM/AVOD

AUTHENTICATED

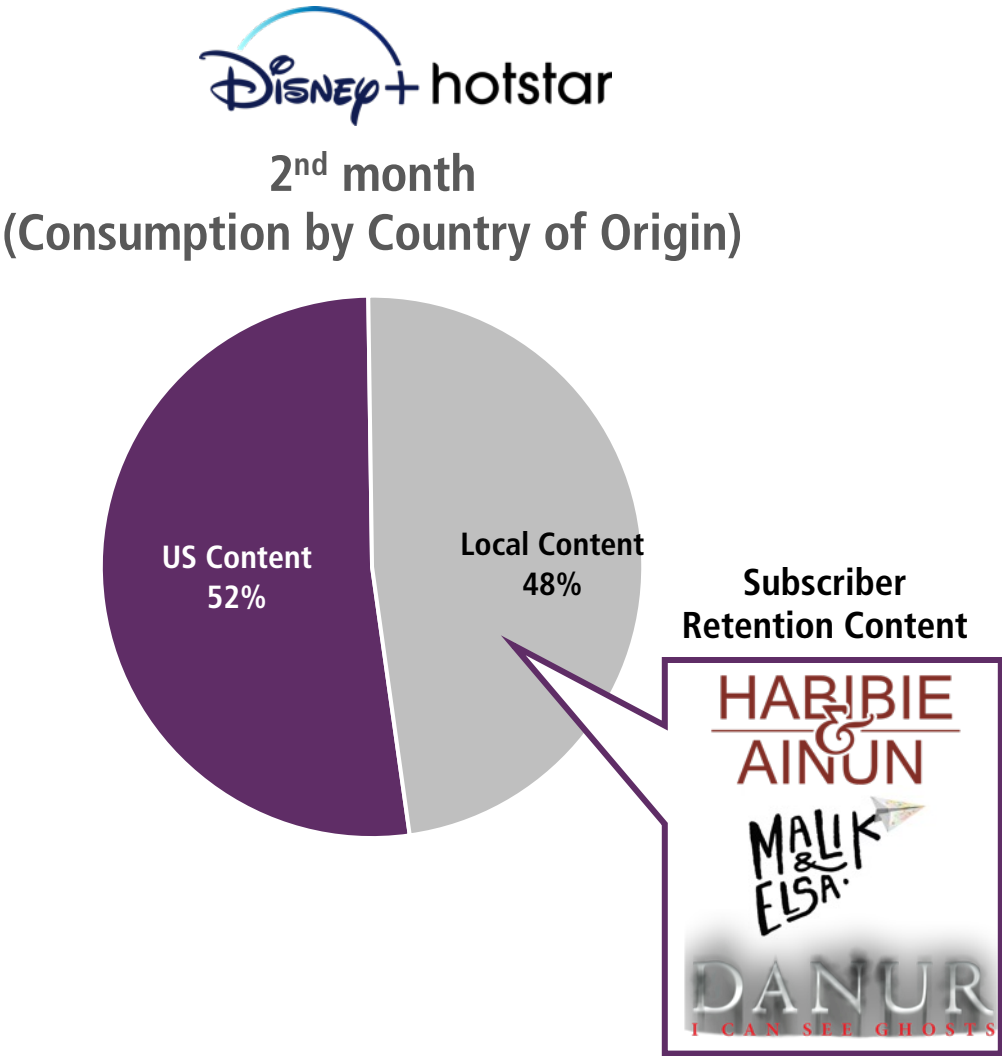
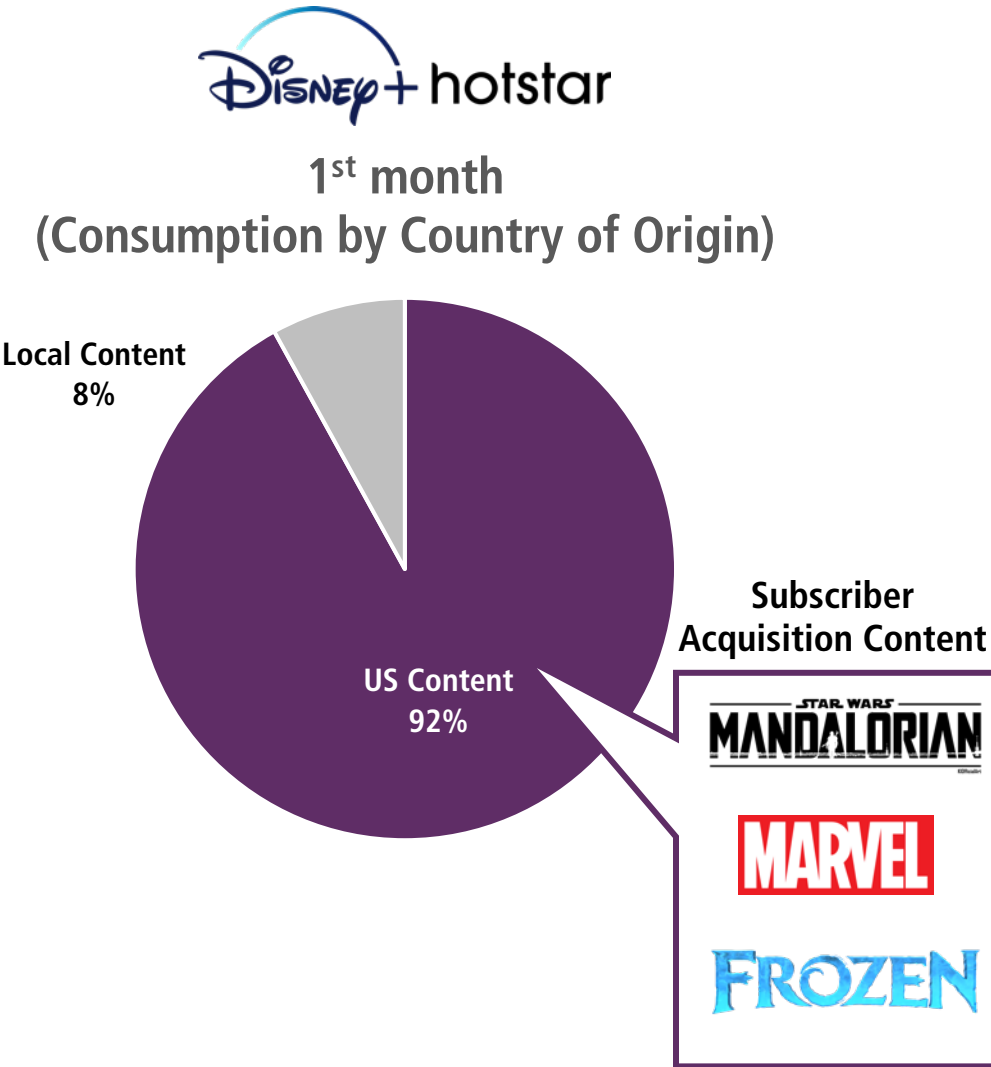
KOREAN CONTENT IS KING AT HOME, AS WELL AS ACROSS SEA

STREAMING CONSUMPTION BY COUNTRY OF ORIGIN (Q1 2021)



Note: Consumption excludes YouTube
Source: AMPD Research, a Media Partners Asia company

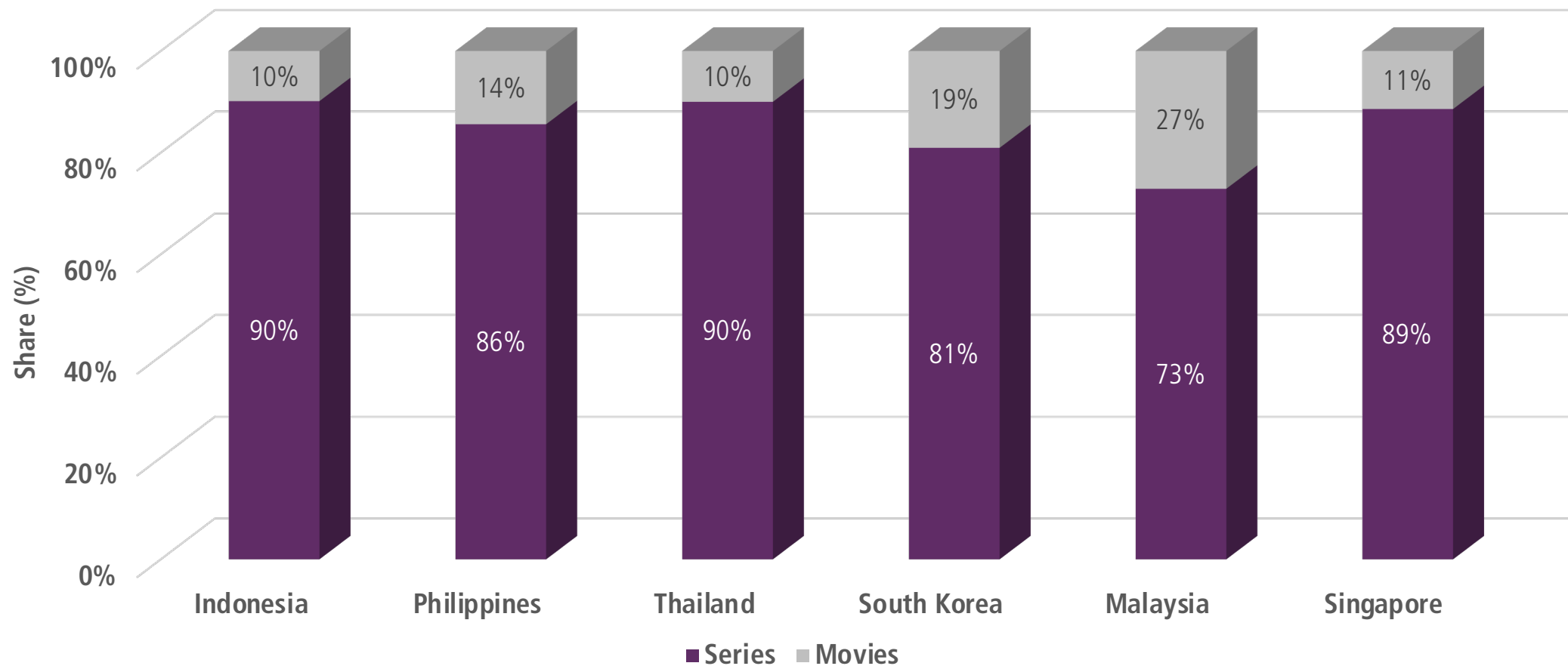
DEMAND FOR LOCAL CONTENT SURGES IN INDONESIA AS LIBRARY BUILDS



Source: AMPD Research, a Media Partners Asia company

SERIES ACCOUNT FOR MAJORITY OF THE CONSUMPTION

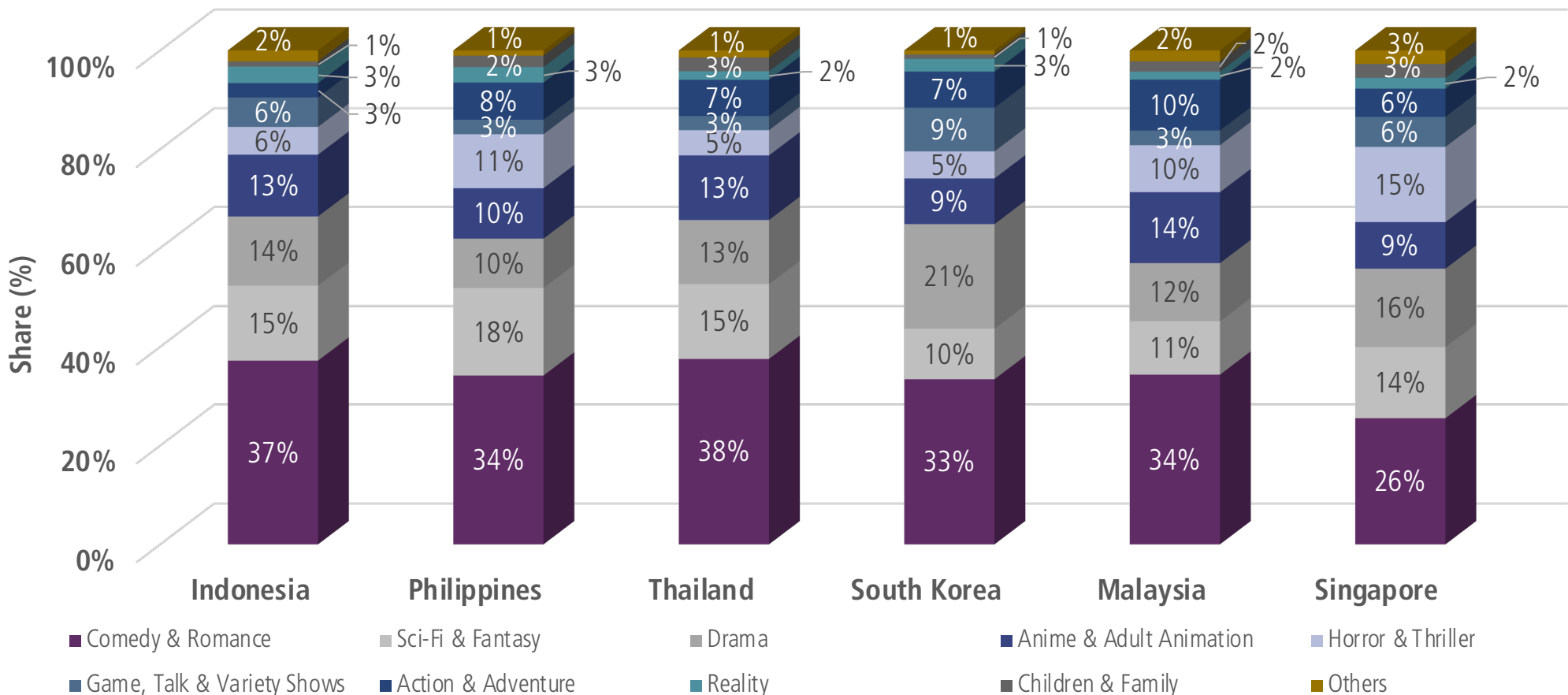
STREAMING CONSUMPTION BY CATEGORY (Q1 2021)



Note: Consumption excludes YouTube
Source: AMPD Research, a Media Partners Asia company

SCRIPTED CONTENT DOMINATES ACROSS SEA, KOREA

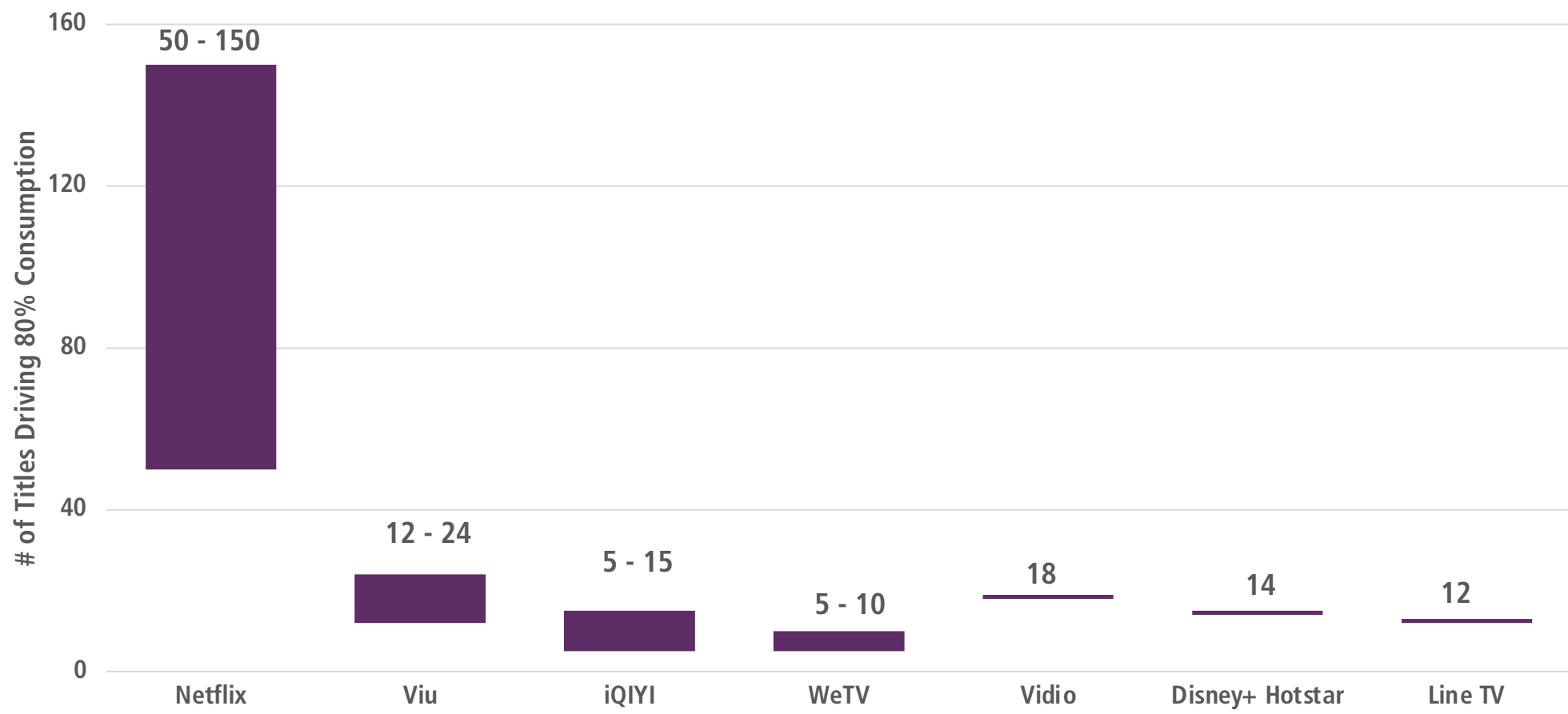
STREAMING CONSUMPTION BY GENRE (Q1 2021)



Note: Consumption excludes YouTube
 Source: AMPD Research, a Media Partners Asia company

HIT TITLES DRIVE CONSUMPTION

OF TITLES DRIVING 80% OF CONSUMPTION



Source: AMPD Research, a Media Partners Asia company

ABOUT US



AMPD Research is a leading media insights specialist, measuring and decoding consumer behaviour across the digital economy, including online video. AMPD has built a series of digital measurement panels using groundbreaking passive metering technology developed by UK technology firm, RealityMine. With passive measurement panels deployed across 10 markets in the Asia Pacific and Latin America, AMPD provides its clients with an unparalleled view into digital consumption habits across video, gaming, audio streaming, and e-commerce on smart devices and computers. As living room device consumption matures across many developing markets, the AMPD and RealityMine partnership is piloting new technology that will measure the total digital entertainment ecosystem by adding the measurement of smart TVs and set-top boxes in 2021.

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