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MPA Premium Briefings 2023

Press Release

US Content in the Asia Pacific - June 8, 2023

The Korean Wave - July 20, 2023

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MPA Report: US Content Resonant with APAC Audiences, Core to SVOD Appeal in the Region

(SINGAPORE, June 8, 2023) A new report published today by Media Partners Asia (MPA) entitled *US Content in the Asia Pacific*, leverages MPA subsidiary AMPD Research's nationally representative passive panel solutions of 40,000 online video users to measure actual premium video content viewership in APAC. The report aggregates passively measured viewership behaviour across 10 markets to unveil key trends in genres, formats, studios and hits, with insights on the impact of US content in the region.

The report highlights the vital role of US-originating content in APAC's subscription video on demand (SVOD) economy. Capturing 30% of SVOD viewership during the January 2022 - March 2023 period, US content is now established as the second largest SVOD viewership driver after South Korean productions. Australia, a US\$2.2 billion SVOD market, exhibits the highest reliance on US entertainment with 72% of measured SVOD viewership, followed by Singapore, Malaysia, and the Philippines where US content accounts for 40-50% of viewership on average with Indonesia close behind at 35%. In two of Asia's major SVOD markets – Japan and Korea, worth an aggregate US\$5.5B – US content has limited impact in generating streaming subscriptions. SVOD growth in these markets is anchored to domestic productions, particularly Korean dramas and variety and Japanese anime and live-action.

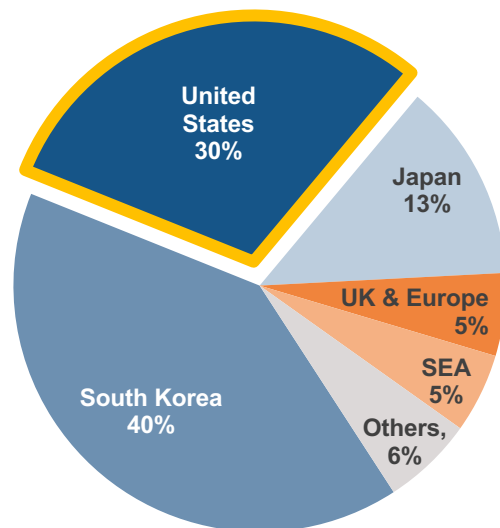
The report emphasizes the robust subscriber appeal of US content and growing fandoms in Australia, Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam, despite competition from emergent local content demand (Indonesia and Thailand), and the popularity of K-dramas. MPA head of content insights Dhivya T added,

“US originals on Netflix are increasingly launched with Japanese, Indonesian, Thai, and Tagalog dubs, expanding their reach and accessibility in Asia. Strong fandoms have developed around many of Netflix's top originals, building on multi-season momentum like *Stranger Things* S4, *You* S4, and *Bridgerton* S2, while Disney taps into Marvel, Star Wars and family franchise fan bases. Sci-fi and fantasy emerged as the most popular US content genre in Asia over the past year, while comedy rules in Australia. It's notable that unscripted US content has had little impact in APAC ex-Australia, especially in Japan and Korea where audiences are well-served by distinct local variety & reality formats.”

The report also found that third-party studios drive significant US demand on across platforms, with the exception of Disney+ where most content supplied is owned by Disney's various GE, franchise and family properties. Licensed titles from Warner Bros. Discovery (*Friends*); NBCU

(Brooklyn Nine-Nine); Sony (Venom, Spider-Man); Paramount (SpongeBob, Big Bang Theory) contributed material viewership on Netflix. Warner Bros. Discovery titles, particularly HBO dramas (House of the Dragon, The Last of Us), capture significant viewership on Binge (Australia), while Paramount drives much of TVING's (Korea) limited US content demand.

APAC SVOD Viewership by Content Origin (Jan 2022 - Mar 2023)



Note: Analysis covers SVOD viewership measured through 1 Jan 2022 to 31 Mar 2023 in Australia, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Platforms covered include Astro Go, Binge, Disney+, Disney+ Hotstar, Hulu Japan, Netflix, Prime Video, Stan, TruelD, TVING, U-Next and Wavve.

Source: AMPD Research, Media Partners Asia

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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July 20, 2023

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MPA Report: Korean Wave Sweeps Asia, Reaches Record High VOD Audiences in 2023

(SINGAPORE, July 20, 2023) A new report published today by Media Partners Asia (MPA) entitled *The Korean Wave*, leverages MPA subsidiary AMPD Research's nationally representative passive panel solutions of 40,000 online video users to measure actual premium VOD content viewership in APAC across 9 markets in Jan-Jun 2023 including Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report evaluates Korean content demand, genres, formats, studios and hits with insights on the impact of K-content in Asia's VOD industry, key trends in video content investment and the growth of the studio ecosystem.

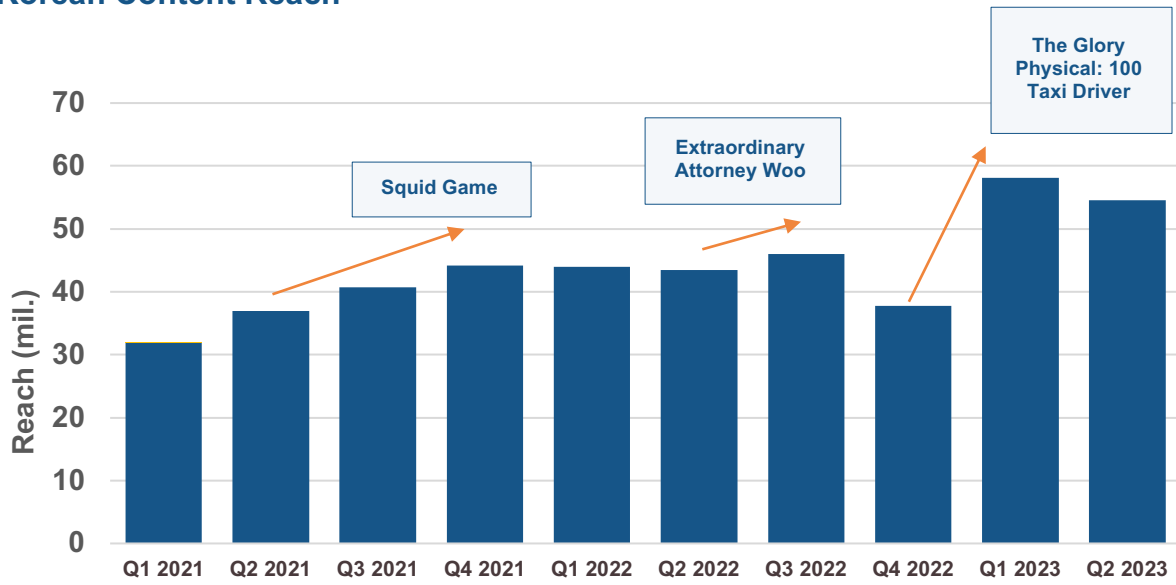
Korea-originating content continues to drive online video viewership, engagement, and subscriber growth across Asia. A large domestic audience combined with massive reach makes South Korea the leading origin for premium VOD content in Asia, capturing 50% of SVOD viewership and 42% of freemium viewership in 1H 2023. A record-breaking 58 million VOD users across nine measured Asian markets streamed Korean content online in Q1 2023. Netflix is the major driver of SVOD Korean content demand in the region, while Viu leads significant freemium demand in Southeast Asia. Other notable platforms with Korean content investment and growing reach include Tving and Wavve in Korea, and global services Disney+ and Amazon Prime Video.

Regular breakout hits from Korea have helped expand the premium VOD audience for K-content, which reached a new high in 2023, boosted by titles such as *The Glory* (Netflix) and *Taxi Driver* (Viu in SEA). Both titles benefited from platform exclusivity, star power, local dubbing, and tap into resonant drama elements such as revenge and vengeance plots and in the case of *The Glory*, a strong female lead. New formats like Netflix's *Physical: 100* have also contributed to growing reach. Korean content has the highest daily engagement rate across 9 markets, ahead of US and fast growing Chinese, Thai, Indian and Japanese content.

Commenting on the unabated growth of Korean content in the region, MPA head of content insights Dhivya T said:

"While romance and comedy have historically been definitive Korean drama genres, growing investment from VOD platforms seeking to differentiate and elevate their K-offering has allowed for the rise of crime, thriller, sci-fi and fantasy genres and unscripted formats, expanding the audience for Korean content. We expect Korea to maintain its stronghold as the top-travelling content category online in the region as total online video investment in Korean content is estimated to top US\$1.9 billion in 2024. Beyond Korea, strong engagement with Chinese and Thai content in the region is promising, pointing to potential further diversification in impactful Asian entertainment with regional travelability."

Korean Content Reach



Note:

- (1) Korean Content Reach refers to the total numbers of unique users who streamed at least 1 continuous minute of Korea-originating content in Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.
- (2) Platforms covered include AbemaTV, Astro Go, Disney+, Disney+ Hotstar, Hulu Japan, iQIYI, Netflix, Prime Video, TrueID, Tver, TVING, U-Next, Vidio, Viu, Wavve, WeTV.

Source: AMPD Research, Media Partners Asia

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