

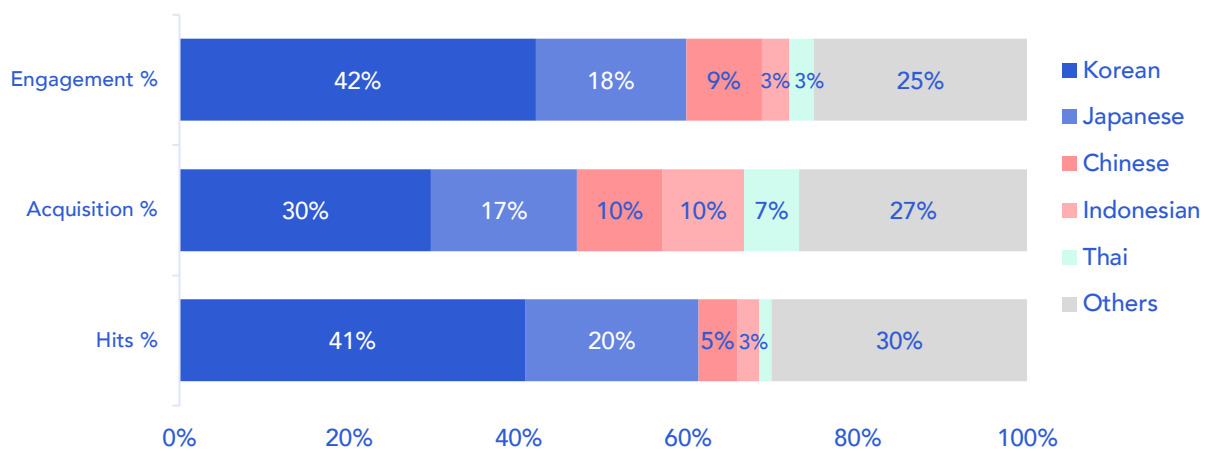
## Asian Content Dominates Streaming

### Korean, Japanese, Chinese, Indonesian & Thai content power premium VOD engagement, acquisition and hits in Asia

(Singapore, 15 May 2024) Asian audiences are turning to homegrown content in their streaming choices, with Asian titles powering 80% of premium VOD engagement and customer acquisition, according to new research from Media Partners Asia (MPA). **The Rise of Asian Content** report leverages data and insights from MPA platform ampd to unveil content preferences in streaming VOD across 9 major Asian markets - Japan, Korea, Singapore, Taiwan, Indonesia, Malaysia, Philippines and Thailand – through passive panels of 40,000 digital users over January 2023 – March 2024.

Commenting on Asia’s content powerhouses, MPA Lead Analyst Dhivya T said, "Content originating from Korea, Japan, China, Indonesia and Thailand drives 70-75% of premium VOD engagement, acquisition and hits in Asia. While the impact and travelability of K-dramas and anime is well-established, Chinese, Thai and Indonesian content are also emerging as important categories. Modern Chinese dramas are increasingly taking on K-drama-like storylines and themes, appealing to wider audiences through platforms like Netflix and Viu, relative to traditional Chinese costume fantasy dramas, which remain popular in Thailand, Taiwan. In Indonesia and Thailand, key studios (Screenplay, MD Entertainment, The One Enterprise, GDH 559) are growing into producers of streaming hits, with Thai drama, romance, comedy, and Indonesian horror emerging as the genres with the highest regional travelability and appeal."

#### Premium VOD Performance by Content Origin (Jan 2023 – Mar 2024)



Note: Analysis covers Japan, Korea, Singapore, Taiwan, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

(1) % of Engagement refers to share of total premium VOD viewing hours

(2) % of Acquisition refers to share of new/returning users first-title premium VOD viewership

(3) Hits % refers to share of top 500 titles

Source: ampd

Korean content stands out as Asia’s leading content category with over 40% of engagement and hits and 30% of customer acquisition. Korea is also the largest destination for content investment, attracting an estimated US\$1.3 bil. from major streamers Netflix, Viu, Disney and Amazon Prime Video in 2023. A variety of genres contribute to the Korean wave. While romance remains hugely popular, revenge plots (Taxi Driver), supernatural fantasies (Island, The Uncanny Counter), strong female-led thrillers and comedies (The Glory, Mask Girl) were among the top titles of 2023-24 while the variety & reality genre maintains a strong following for networks staples such as Running Man, while expanding into new formats such as Netflix’s Physical: 100.

Anime is the cornerstone of Japanese content travelability, capturing 60-70% of Japanese content engagement, acquisition, and hits in Asia and over 90% in Southeast Asia. Prolific anime production is supported by a large, decentralized studio ecosystem, where over with 50 different studios contributed to the top 100 anime titles in 2023-24.

The report also explores the studio landscapes in various markets, highlighting key players like CJ ENM and JTBC in Korea, Screenplay and MD Entertainment in Indonesia, and GMM and BEC World in Thailand.

## **About this report**

The Rise of Asian Content report leverages data and insights from MPA platform ampd, which 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 all web-based platforms and mobile devices in Asia with nationally representative Passive Panels of approximately 40,000 online video users. The report aggregates passively measured viewership behaviour across 8 Asian markets to determine trending origins, genres, formats, talent, studios and hits.

All data is based on ampd's proprietary weighting & projection techniques to be nationally representative of mobile consumption for individuals aged 15 to 69. 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 MPA**

For more than 20 years, MPA data, insights and research have helped clients navigate the past, present and future of dynamic media, entertainment and telecoms industries in the Asia Pacific. We provide research and tools that enable business planning and drive business outcomes for clients in multiple markets and sectors. Our advisory services assist companies with strategy, commercial due diligence for M&A, industry and competitive benchmarking, and independent analysis for capital market transactions.

MPA also owns & operates ampd and APOS platforms. ampd offers insights across Asia's key digital economies with innovative technology and unparalleled expertise, empowering businesses for customer-centric strategies success. Across 9 Asian markets, the ampd platform leverages 60,000 passively measured panel members with two SaaS based products – ampd Vision and ampd Pulse – focused on VOD, Content, Connectivity and Advertising along with customized research.

APOS, launched by Media Partners Asia in 2010, remains the ultimate destination for local and global industry leaders to navigate the future of entertainment, providing an unparalleled platform for thought leadership, partnerships and deals. The summit takes place in Bali, Indonesia every year with the 2024 edition confirmed for Sept. 24-26 at the Ayana Estate.

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