

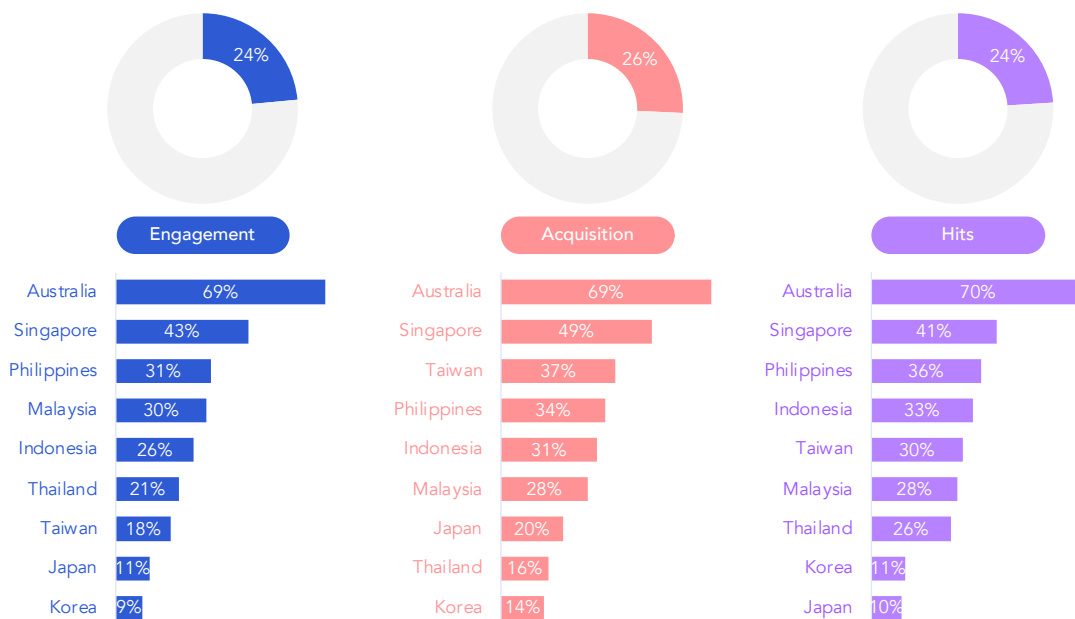
## US Content Holds Strong in APAC Subscription Video-on-Demand Market

### US-originating content powers 25% of SVOD engagement, acquisition and hits in APAC

(Singapore, 12 Jun 2024) US content has maintained leadership in reach among SVOD users, viewed by 60% of SVOD users in Q1 2024, outperforming Korean (56%) and Japanese (48%) origins, according to new research from Media Partners Asia (MPA). **The US Content in the Asia Pacific** report leverages data and insights from MPA platform ampd to unveil content preferences in streaming VOD across 9 major Asian markets – Australia, Japan, Korea, Singapore, Taiwan, Indonesia, Malaysia, Philippines and Thailand – through passive panels of 40,000 digital users over May 2023 to April 2024.

Commenting on US content’s SVOD foothold in APAC, MPA lead analyst Dhivya T said “US content is strongest in Australia and Southeast Asia, where it commands 69% and 32% of SVOD viewership respectively. While US content’s reach has declined steadily to 70% to 60% over the past two years, it retains an important role in subscriber acquisition. Even in highly local markets such as Korea, Japan and Indonesia, US content drove 15-30% of SVOD customer acquisition. Long-tail appeal and a variety of scripted genres across series and movies, topped by science fiction and fantasy, power US content popularity in APAC. Fan-favourite sitcoms and procedurals such as *Friends* and *The Office* have enduring engagement impact, with library titles making up 68% of the top 500 US titles in APAC.”

### US Content’s SVOD Impact by Market



Note: Analysis covers May 2023– Apr 2024

(1) % of Engagement refers to share of SVOD viewing hours

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

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

The report provides a deep dive into the production studios powering popular US content, with Netflix, Warner Bros. Discovery and NBCUniversal in the lead. Third-party studio content drove ~75% of US content engagement on Netflix and Amazon Prime Video, while Disney+ viewership was almost entirely produced by

The Walt Disney Co. Key third-party producers include WBD, NBCU, Paramount and Sony, with significant engagement across multiple platforms in the region. Major content partnerships – WBD & Binge, U-Next; Paramount & Hulu Japan, etc. – have driven strong engagement in markets such as Australia and Japan.

The report found that Netflix dominates US content engagement, capturing 50-75% of US streaming hours per market in the past year. The availability of local subs and dubs (Thai, Filipino, Indonesian, Japanese) at launch driving the impact of Netflix's US originals in APAC, with titles such as One Piece, Avatar: The Last Airbender and Extraction 2 topping reach in APAC. Prime Video, the SVOD leader in Japan, drove 23% of US streaming hours in Japan, while Disney+ captured ~15-20% of US content viewership in Australia, Japan and Korea. Key local platforms like Stan and Binge (Australia), Hulu Japan and U-Next (Japan), and Wavve and Tving (Korea) have captured a notable share of US content engagement in their respective markets.

## About this report

The US Content in the Asia Pacific 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.

**Media Partners Asia**  
[media-partners-asia.com/](https://media-partners-asia.com/)

**ampd**  
[ampdanalytics.com/](https://ampdanalytics.com/)

**APOS**  
[aposlive.com/](https://aposlive.com/)

**Contacts**  
Lavina Bhojwani, Vice President (lavina@media-partners-asia.com)