



**ASIA PACIFIC**

# **ONLINE VIDEO & BROADBAND DISTRIBUTION 2022**

# ASIA PACIFIC ONLINE VIDEO & BROADBAND DISTRIBUTION 2022

Definitive guide to the distribution and monetization of online video services in Asia Pacific



The market for online video in Asia Pacific is entering its second phase of growth. The region remains the largest growth contributor to global online video customers and users today and is emerging as a significant contributor to revenue growth. The APAC online video industry is projected by MPA to grow at an 8% CAGR to reach US\$73 bil. in 2027. Ex-China, the APAC online video industry will grow 24% in 2022 to reach US\$26 bil. in revenue. Ex-China APAC online video revenues are forecast to grow at a CAGR of 11% to US\$43 bil. by 2027.

This comprehensive report reviews the key trends shaping the fast-moving online video and broadband industries across 14 Asia Pacific markets with analysis of:

- Online video subscribers and ARPUs
- SVOD subscription revenues
- UGC / social video, premium AVOD and total internet advertising revenues
- SVOD household penetration and average number of services per household
- SVOD & AVOD revenue market share across key operators and markets
- Mobile & home broadband penetration and subscribers by technology & ARPUs
- Online video distribution, pricing & packaging, telco partnerships & integrations across more than 100 operators

# REPORT COVERAGE – DECODING ONLINE VIDEO IN ASIA PACIFIC

## 14 MARKETS



Australia



China



Hong Kong



India



Indonesia



Japan



Korea



Malaysia



New Zealand



Philippines



Singapore



Taiwan



Thailand



Vietnam

## 100+ VOD SERVICES



And many more...

# ONLINE VIDEO, TELCO UNIVERSE & COVERAGE

## ONLINE VIDEO PLATFORMS

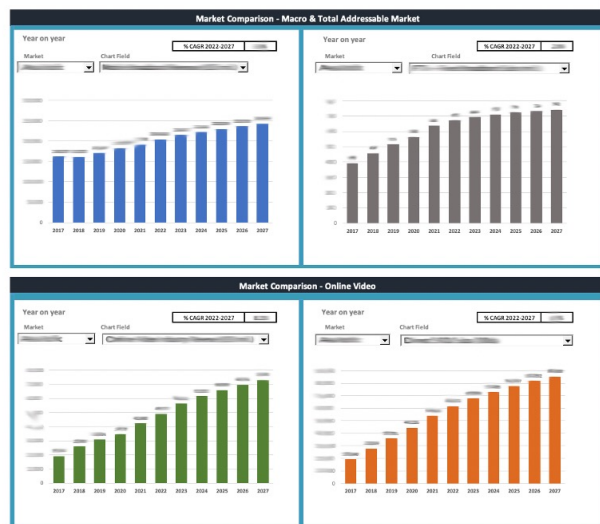
4gTV	Disney+	LiTV	PTS+	UNext
7plus	Disney+ Hotstar	Mango TV	RCTI+	U+ Mobile TV
9Now	Douyin	Maxstream	Seezn	unifi PlayTV
ABC iView	Etoday	Meta Video	Singtel Cast	Vidio
AbemaTV	Foxtel Now	meWatch	Sky Sports Now	Vidol
AIS Play	FPT Play	Migu Video	Sohu Video	VieOn
Apple TV+	FriDay	Mola TV	sooka	Vision+
Astro Go	Galaxy Play	MX player	SonyLiv	Viu
ATV Digital	GoPlay	MyTV Super	Spark Sport	ViuTV
Avex	Hami Video	MyVideo	SPOTV NOW	Vivamax
BeIN Sports Connect	HBO Go	Naver	Stan	Voot
Bilibili	HMVOD	NBA League Pass	StarHub TV+	VTV Giai Tri
Binge	Hotstar	Neon	Sun NXT	Watcha Play
Bugaboo TV	Hulu Japan	Netflix	Telasa	Wavve
CatchPlay	iCable Mobile	Niconico	Tencent Video	WeTV
CH3 Plus	iQIYI	Now E	ThreeNow	Xigua
CH7HD	iWant TFC	One31	TikTok	Yahoo Japan
Signal Play	Kakao	Onme	Tonton	Yahoo TV
Clip TV	Kayo Sports	Optus Sport	Touch TTV	Youku
Coupang Play	KKTV	Paramount+	TrueID	YouTube
DailyMotion	KlikFilm	Paravi	TVB Big Big	Zee5
Danet	Kuaishou	POPS	Tver	
DAZN	Line TV	PPTV	TVing	
Discovery+	Lionsgate Play	Prime Video	TVNZ On Demand	

## TELCOs

2degrees	Indosat Ooredoo Hutchison	Taiwan Broadband Communications
3BB/Jasmine	Jio	Taiwan Mobile
ACT Fibernet	Kbro	Telekom Malaysia
Airtel	KDDI	Telkom Indonesia
AIS	KT	Telkomsel
BSNL	LG Uplus	Telstra
Celcom Axiata	LinkNet	TOT
China Mobile	M1	TPG Group
China Mobile HK	Maxis	True Corp.
China Network Systems	MNC Play Media	U Mobile
China Telecom	Mobifone	Vietnamobile
China Unicom	Nippon Telegraph and Telephone	Viettel
Chunghwa	Optus	VNPT/Vinaphone
Converge ICT	PCCW	Vodafone Australia
Digi	PLDT/Smart	Vodafone Idea
DTAC	Rakuten	Vodafone New Zealand
Far Eastone	SIMBA Telecom	XL Axiata
FPT Telecom	Singtel	
Globe Telecom	SK Telecom	
Gtel/Gmobile	Sky Cable	
Hong Kong Broadband Network	Smartfren	
Hutchison Global Communications	Smartone	
Hutchison Telecom	Softbank	
i-Cable	Spark	
	StarHub	

## TRACKING LEADING VOD PLATFORMS AND KPIs

# DASHBOARDS



## COUNTRY MODELS

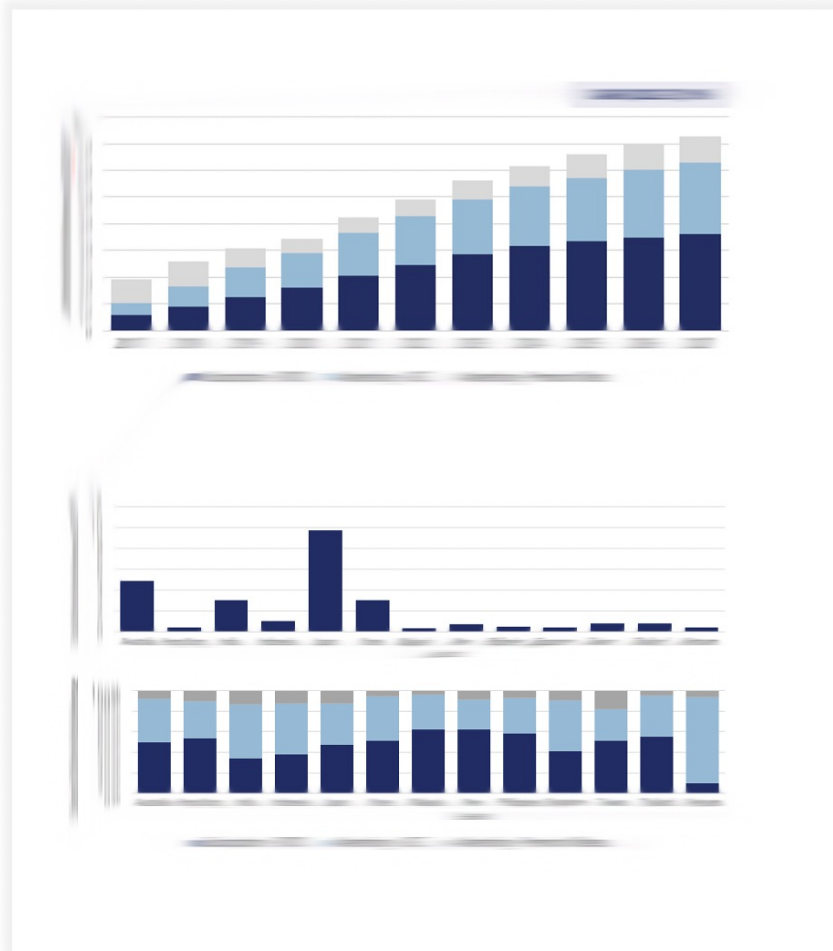
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## PRICING & PACKAGING INFORMATION

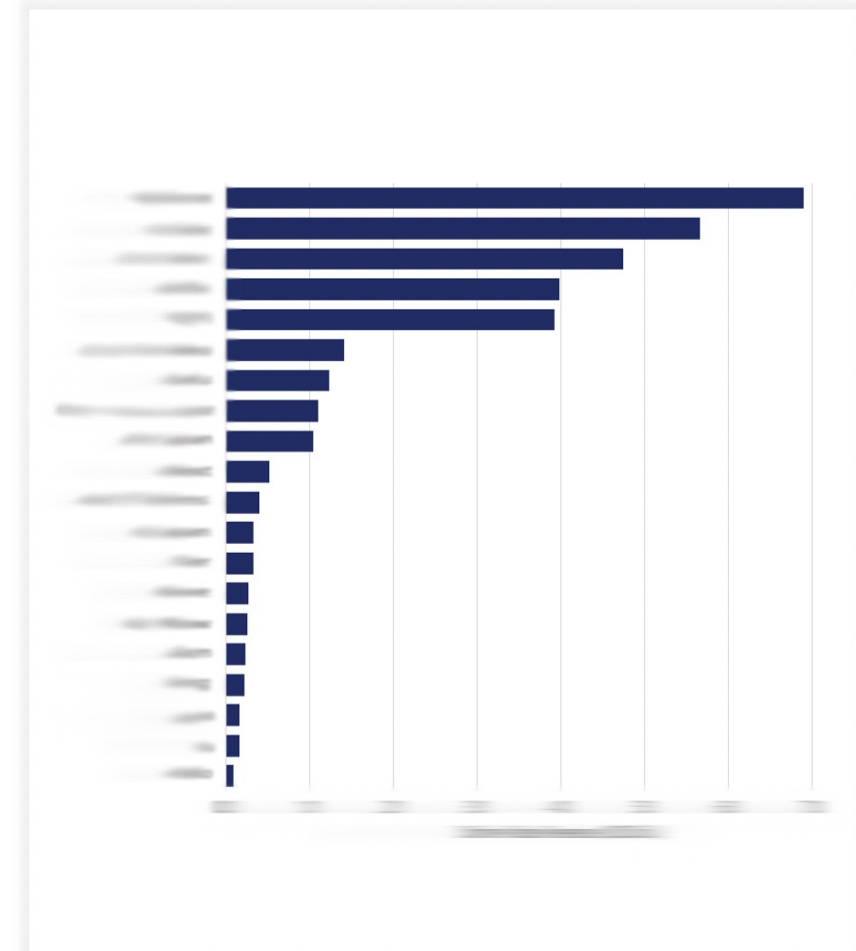
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# TRACKING LEADING VOD PLATFORMS AND KPIs

## ONLINE VIDEO INDUSTRY ECONOMICS

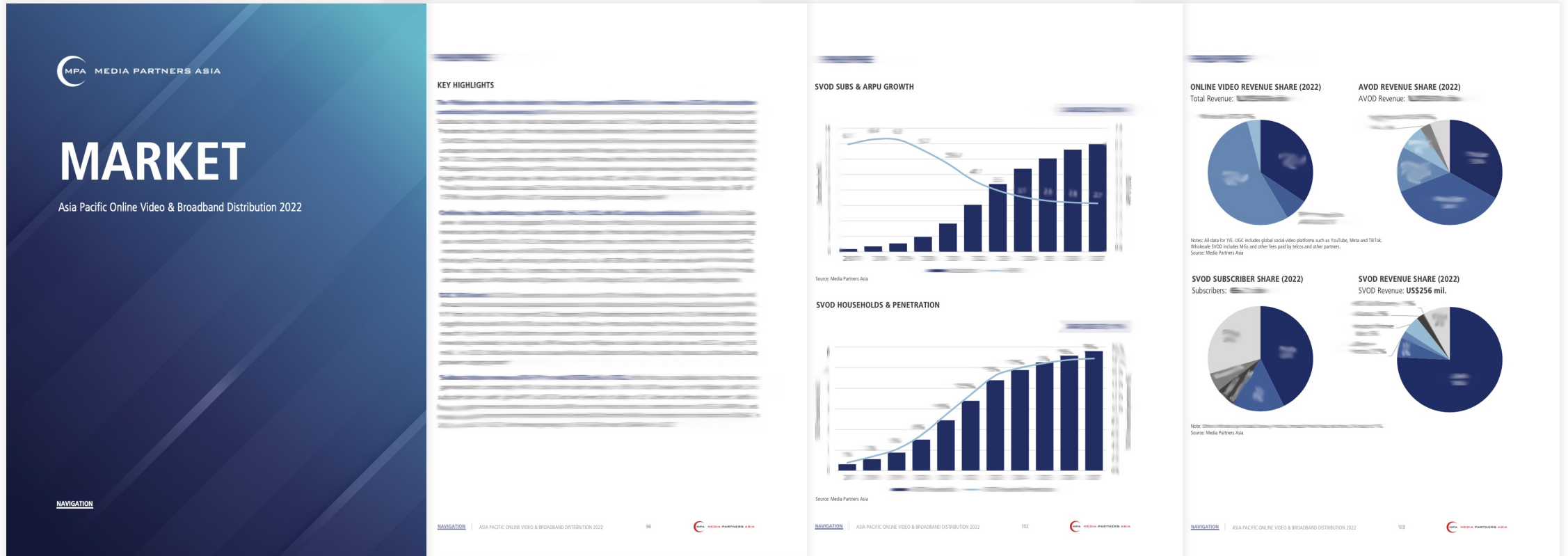


## LEADING ONLINE VIDEO PLATFORMS BY APAC REVENUE



# MARKET ANALYSIS – ONLINE VIDEO

ANALYSIS BY MARKET – SVOD SUBSCRIBER & HOUSEHOLD PENETRATION PROJECTIONS, SVOD & AVOD MARKET SHARES



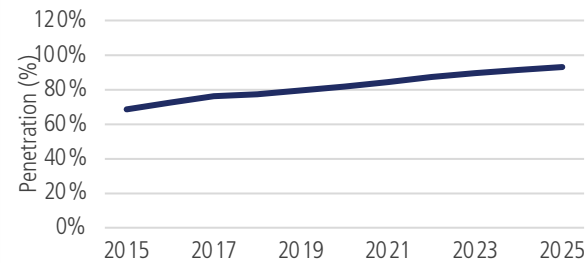


# MARKET ANALYSIS – BROADBAND

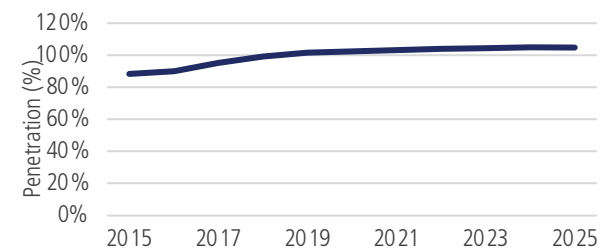
## ANALYSIS BY MARKET – FIXED & MOBILE BROADBAND KPIs



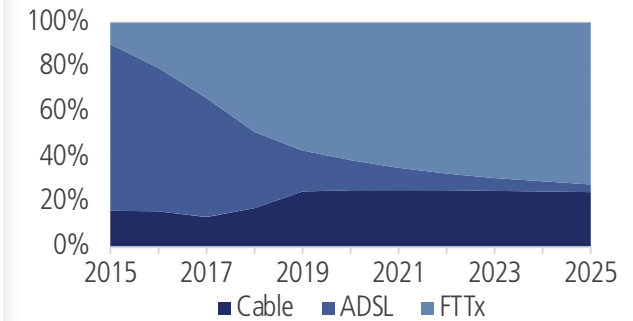
### FIXED BROADBAND PENETRATION OF HOUSEHOLDS



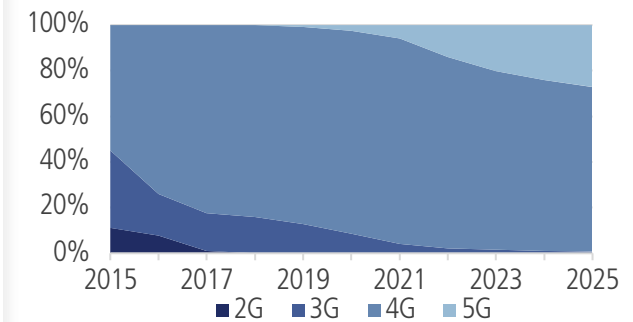
### MOBILE BROADBAND PENETRATION OF POPULATION



### FIXED BROADBAND SUBS SHARE BY TECHNOLOGY



### MOBILE SUBS SHARE BY TECHNOLOGY





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# ABOUT MEDIA PARTNERS ASIA



Media Partners Asia (MPA), established in 2001, is a leading independent provider of advisory, consulting and research services, focusing on media and telecoms in Asia Pacific and the Middle East. MPA also operates AMPD, launched in 2019. AMPD measures digital activity in 13 global markets using proprietary software, focused on video, content, advertising and connectivity sectors with detailed consumer and content insights. MPA has been involved in due diligence for M&A activity in APAC with numerous local and cross border transactions while also operating as an IC (Independent Consultant) in the IPOs of media and telecoms companies. MPA hosts and operates APOS, the leading annual summit for Asia's TMT industry with global impact.

To find out more about **Asia Pacific Online Video & Broadband Distribution 2022** or to buy the report please contact

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