

inMOBI

The OTT Premium Video Wave

2021 Consumer Study, Asia Pacific



Content



- Understanding Viewers in Asia Pacific
- Understanding Singapore's OTT Viewers
- India's OTT Viewers and their Preferences
- Understanding Viewers in Indonesia
- Decoding OTT viewers in Philippines
- Unraveling Australian OTT Viewer Insights
- OTT Survey Respondent Profiles across APAC

Research methodology



Mobile survey conducted using InMobi Pulse

A sample of $n=500+$ smartphone users (50% male and 50% female) from India, Singapore, Indonesia, Philippines, and Australia



Respondents recruited programmatically via the InMobi mobile advertising platform in July 2021

Results targeted and weighted to be representative of each country's smartphone population



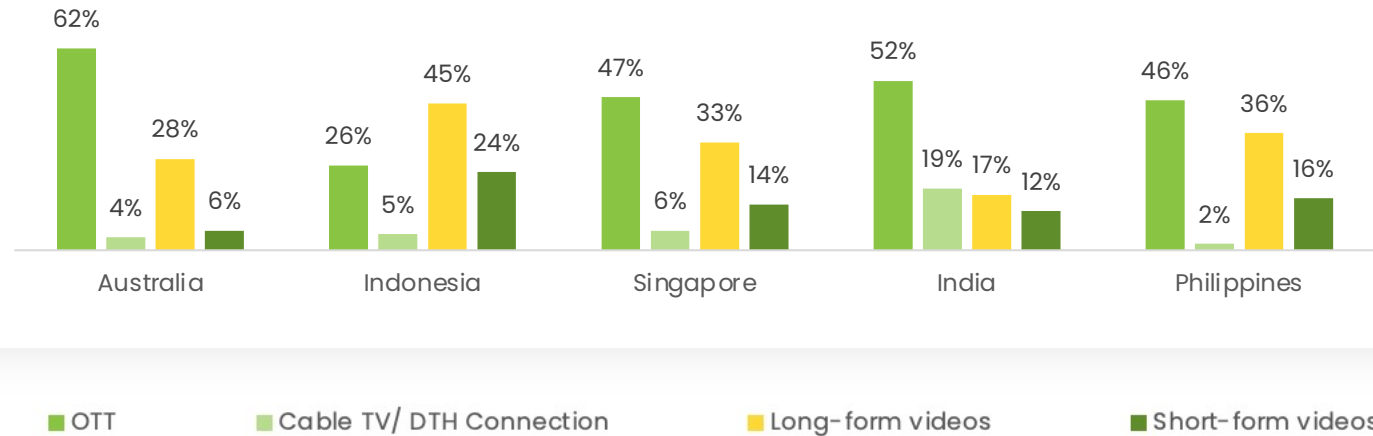


Asia Pacific

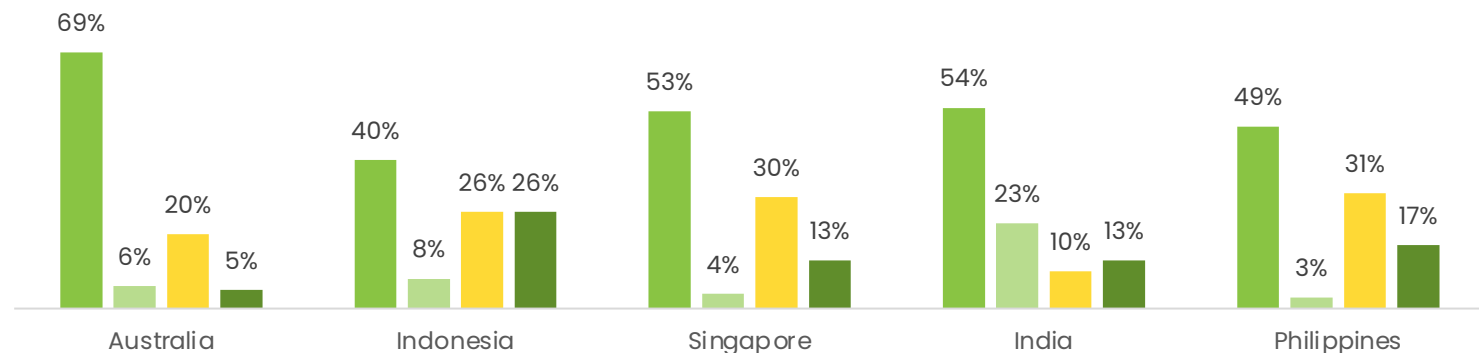
The OTT Premium Wave:

Consumer perception and preference varies across different countries, but one platform consistently rules the roost, and that's OTT!

Which platform do you watch the most?



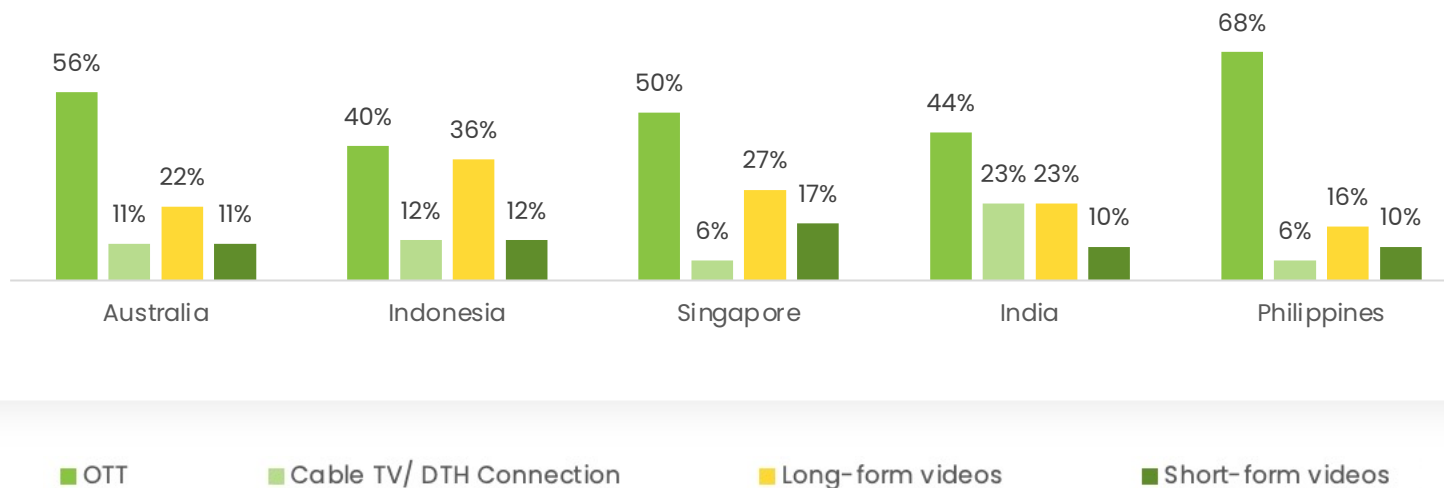
Which platform has the most immersive and engaging content?



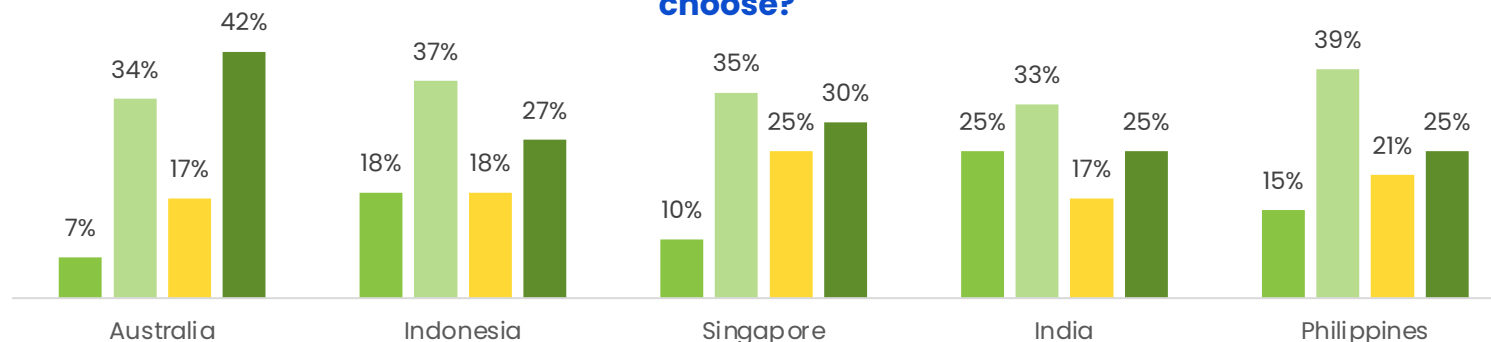
The OTT Premium Wave:

When it comes to the most valuable platform, consumers across Asia perceive OTT as the most important one, finding it the hardest to give up when given a choice.

Which platform do you think is complete value for money?



If you had to give up one platform from these options, which one would you choose?



The OTT Premium Wave

Consumers across Asia perceive OTT to be the most valuable video platform and are willing to either pay or go for a completely ad-based model if they get to watch their favorite shows

If given a choice, which two platforms would you pay for?



Australia

OTT

Long Form Video



Indonesia

OTT

Long Form Video



Singapore

OTT

Long Form Video



India

OTT

Cable TV/ DTH Connection



Philippines

OTT

Long Form Video

Which two platforms would you continue to use if it were completely ad based?



Australia

OTT

Long Form Videos



Indonesia

OTT

Long Form Videos



Singapore

OTT

Long Form Videos



India

OTT

Long Form Videos



Philippines

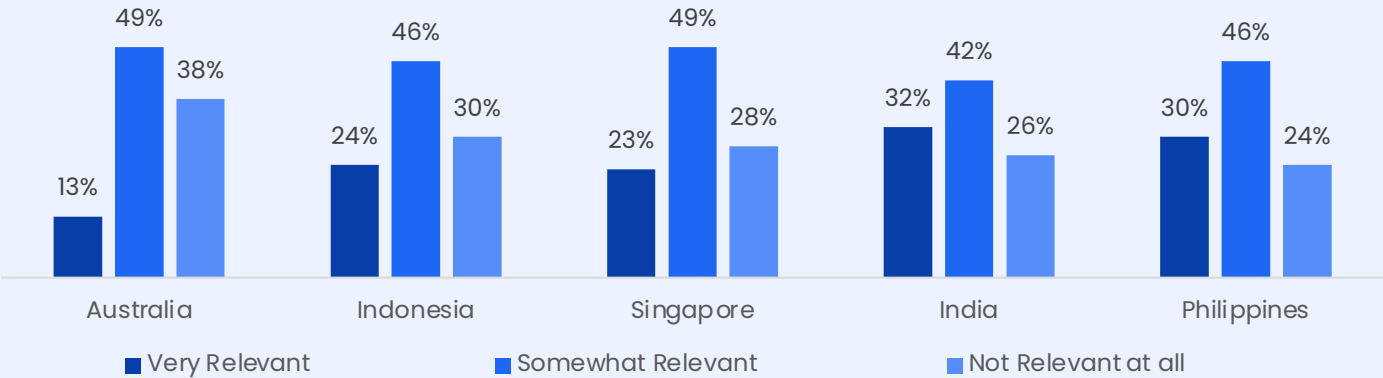
OTT

Long Form Videos

The OTT Premium Wave:

OTT is one of the most influential video platforms and consumers across Asia have come to have high expectations from advertisers who spend on this medium

How relevant do you find ads on OTT platforms?



On which platforms are the ads most engaging/interesting?



Australia Indonesia Singapore India Philippines

OTT OTT Long-form Videos Cable TV/DTH Connection Long-form Videos

Long-form Videos Short-form Videos OTT Short-form videos OTT

Cable TV/DTH Connection Long-form Videos Short-form Videos Long-form Video Short-form Videos

Which two platforms have the most influence on your product selection and purchase?



Australia Indonesia Singapore India Philippines

OTT Long-form Videos Long-form Videos OTT Long-form Videos

Long-form Videos Short-form Videos OTT Long-form Videos OTT

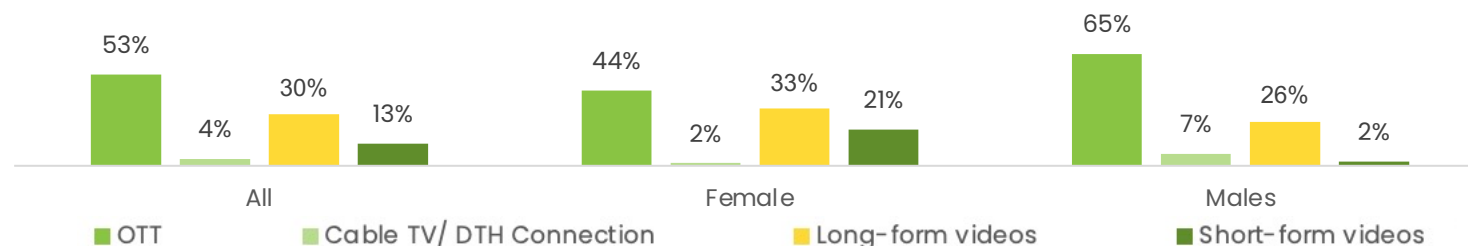


Singapore

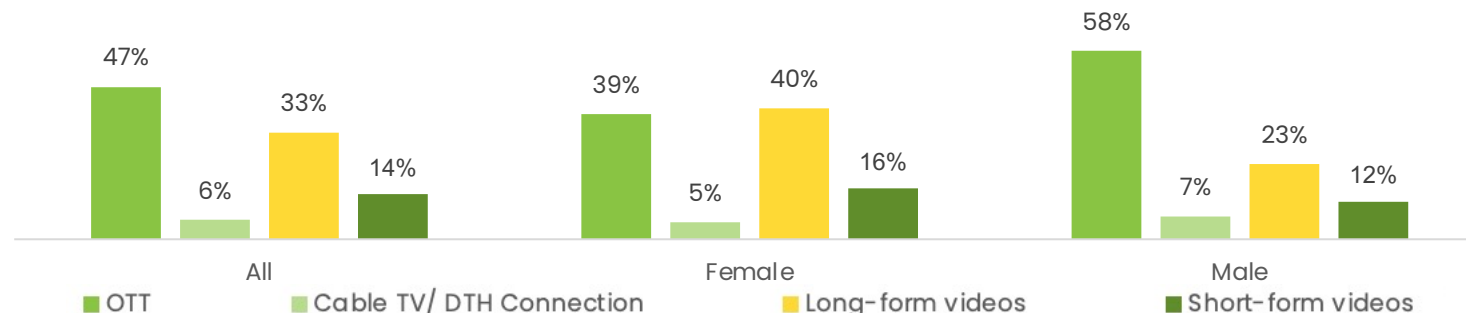
The OTT Premium Wave:

Consumer Perception and preferences show OTT as the most popular medium of entertainment in Singapore

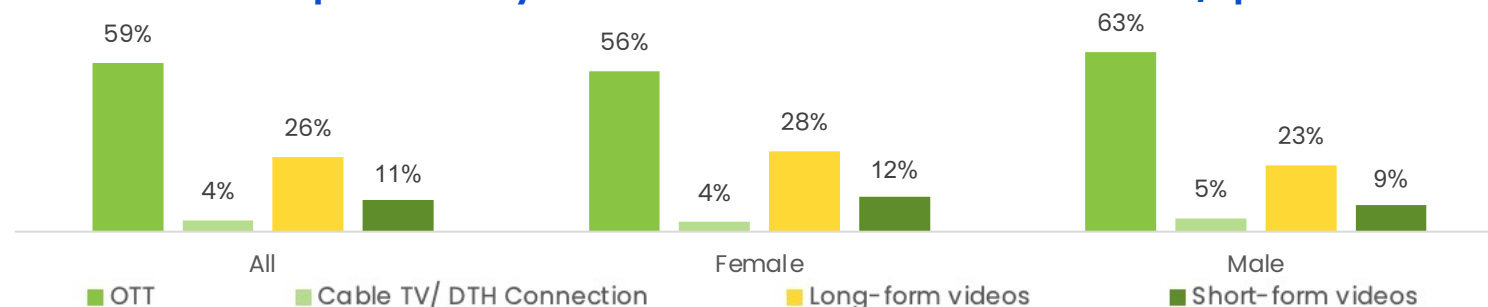
Which platform has the most immersive and engaging content?



Which platform do you watch the most?



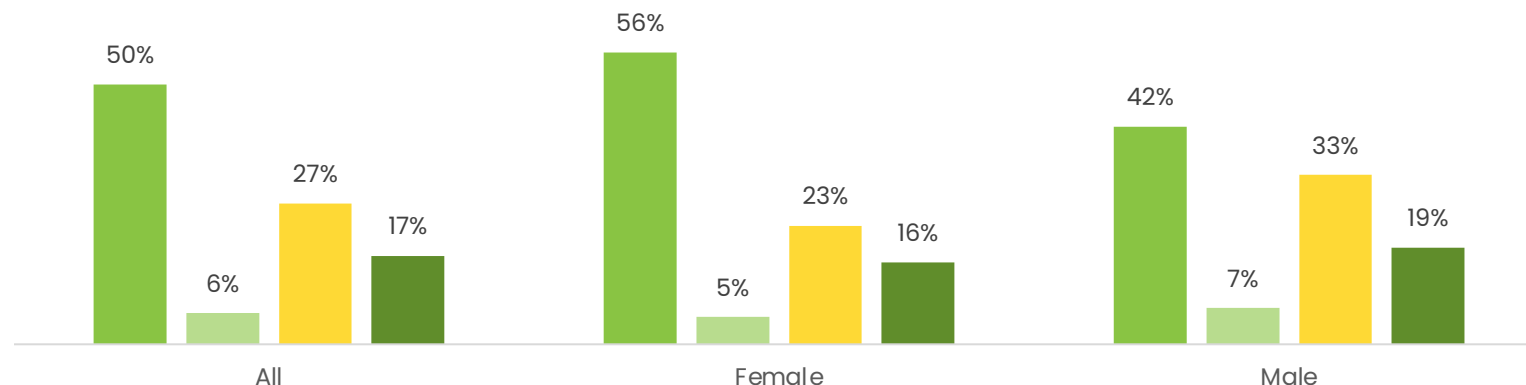
Which platform do you most look forward to for new releases/updates?



The OTT Premium Wave:

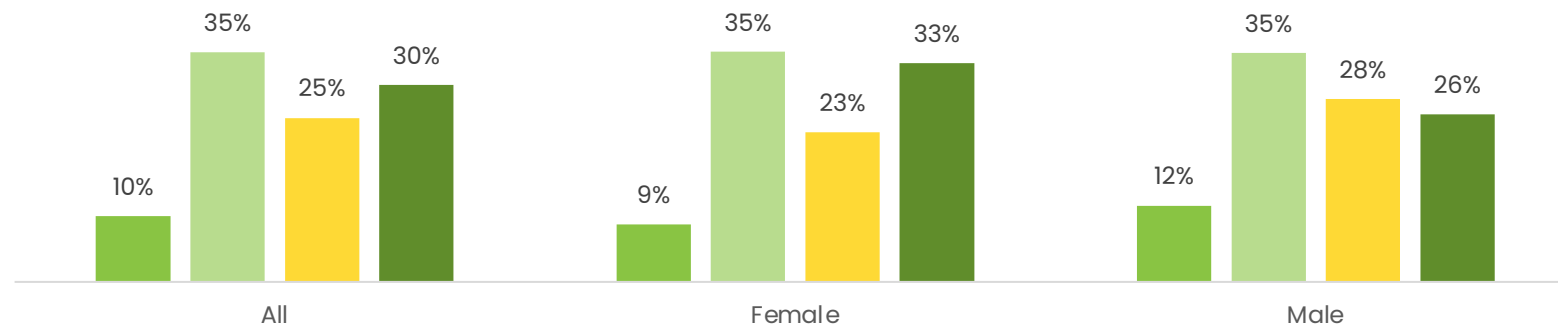
Singaporean consumers find OTT to be the most value for money platform hand's down and find it to be the hardest medium to give up

Which platform do you think is complete value for money?



■ OTT ■ Cable TV/ DTH Connection ■ Long-form videos ■ Short-form videos

If you had to give up one platform from these options, which one would you choose?



The OTT Premium Wave:

OTT is a beloved choice across genders in Singapore as consumers are happy to either pay for it or use it when completely ad-based, as long as they can watch their favorite shows

If given a choice, which two platforms would you pay for?

All



OTT

Long-form videos

Which two platforms would you continue to use if it were completely ad based?

All



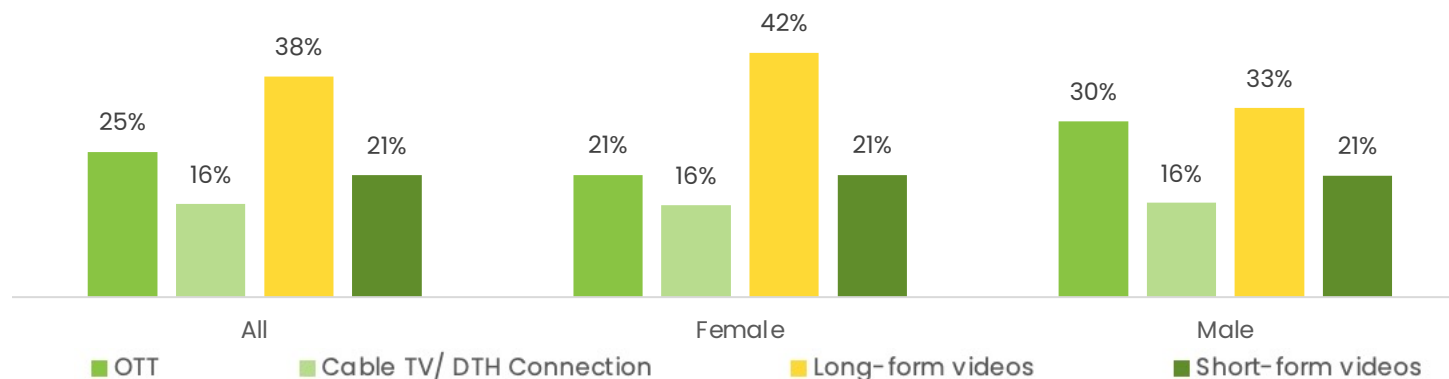
OTT

Long-form videos

The OTT Premium Wave:

Despite being one of the most influential advertising mediums, consumers in Singapore don't find OTT ads to be as engaging as some other video platforms, making it an area of immense growth for advertisers

On which platforms are the ads most engaging/ interesting?

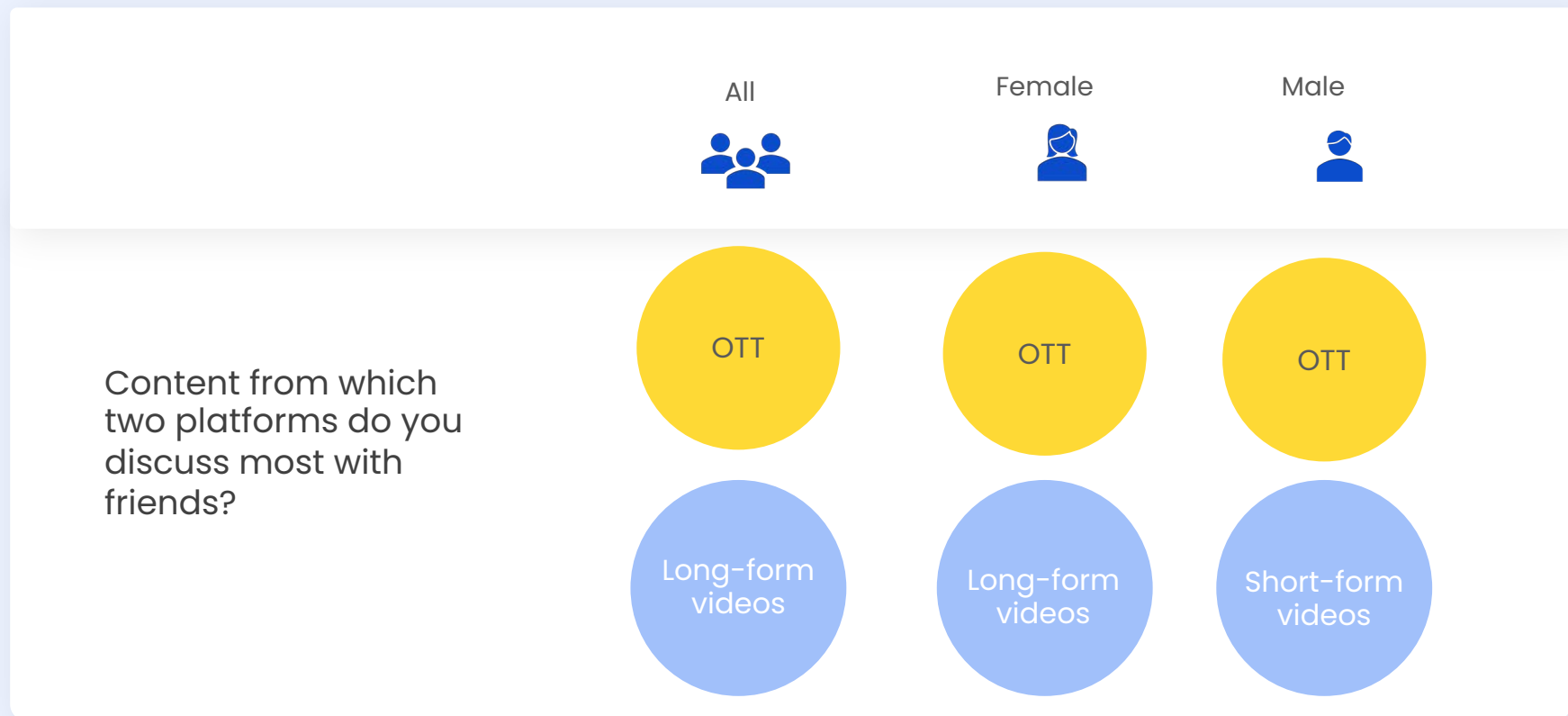


Which two platforms have the most influence on your product selection and purchase?



The OTT Premium Wave:

OTT is the most discussed and talked about video platform in Singapore, with consumers awaiting new releases or rediscovering old favorites with their friends and family





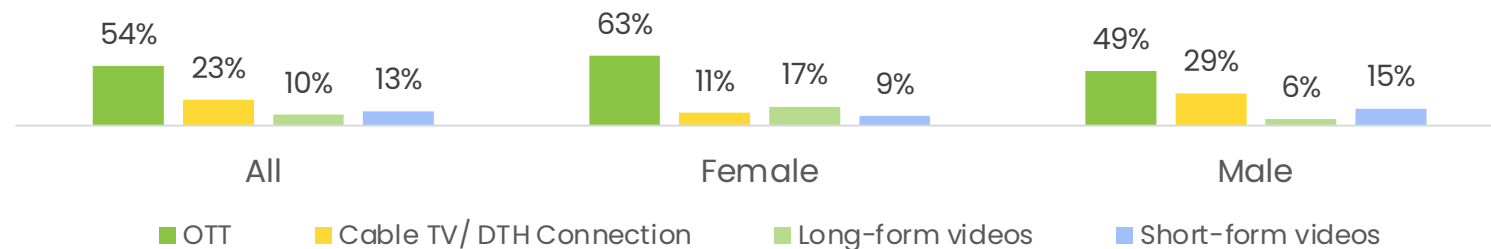
India

INMOBI

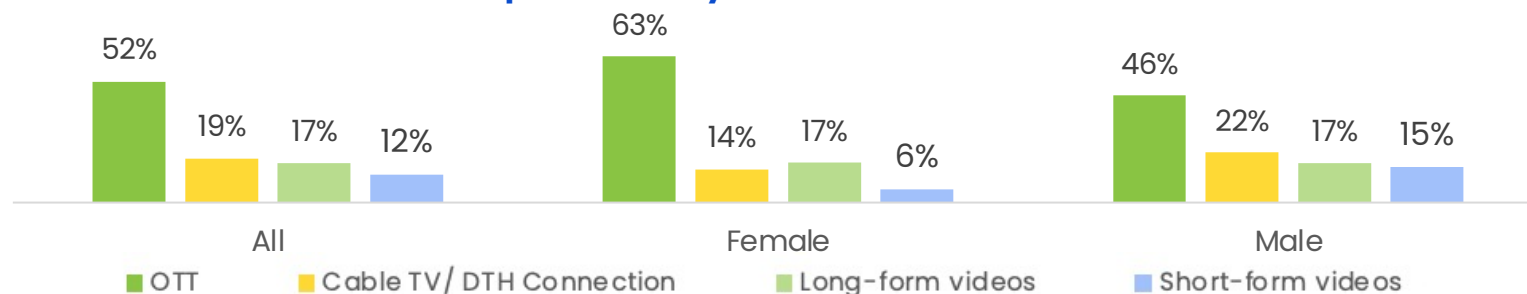
The OTT Premium Wave:

Consumer Perception and preferences show OTT as one of the most popular mediums of entertainment in India

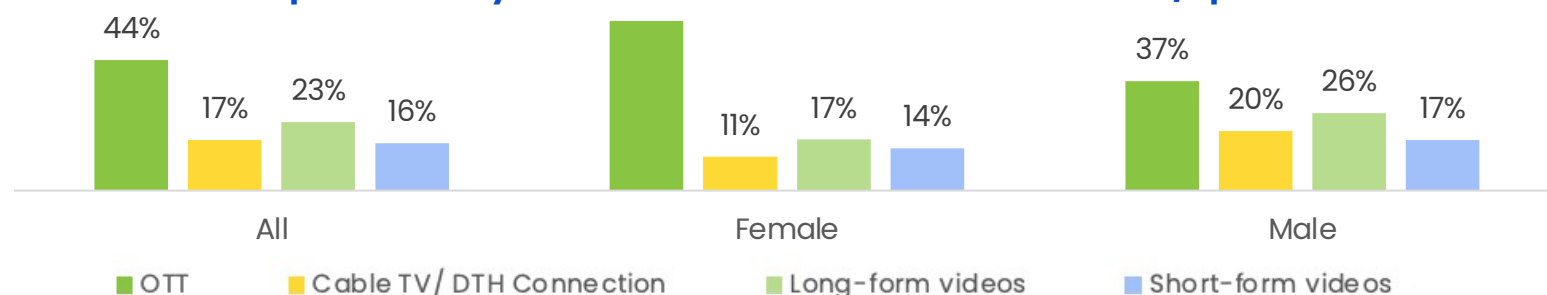
Which platform has the most immersive and engaging content?



Which platform do you watch the most?



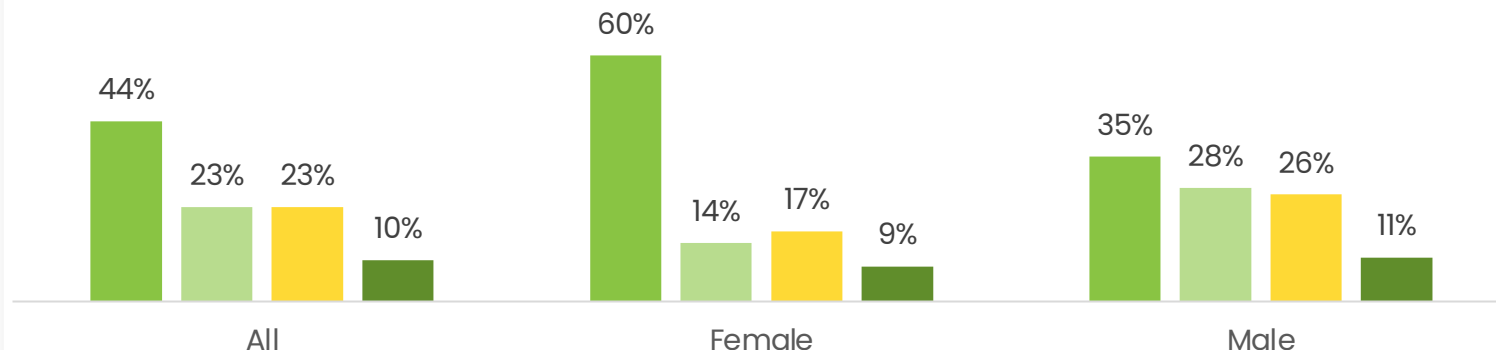
Which platform do you most look forward to for new releases/updates?



The OTT Premium Wave:

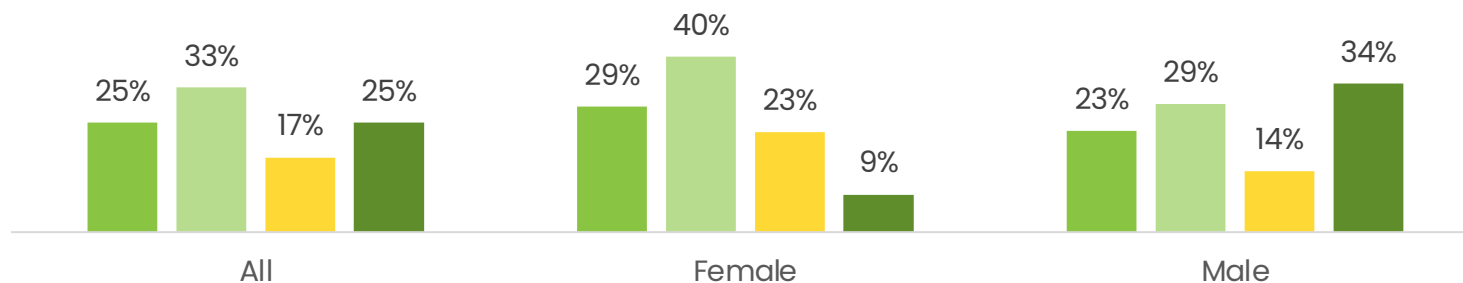
Indian consumers, especially women, find OTT to be the most value for money video platform, making it one of the platforms they're least likely to give up

Which platform do you think is complete value for money?



■ OTT
 ■ Cable TV/ DTH Connection
 ■ Long-form videos
 ■ Short-form videos

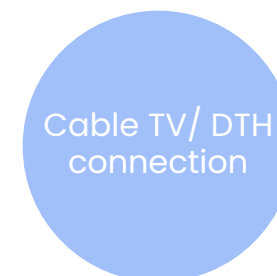
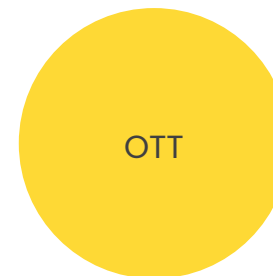
If you had to give up one platform from the options, which one would you choose?



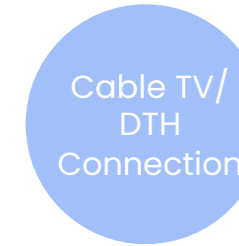
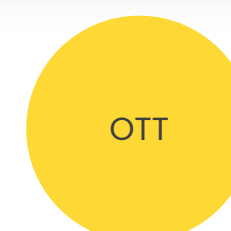
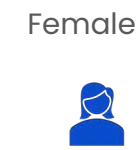
The OTT Premium Wave:

OTT is a beloved choice across genders in India as consumers are happy to either pay for it or use it when completely ad-based, as long as they can watch their favorite shows

If given a choice, which 2 platforms would you pay for?



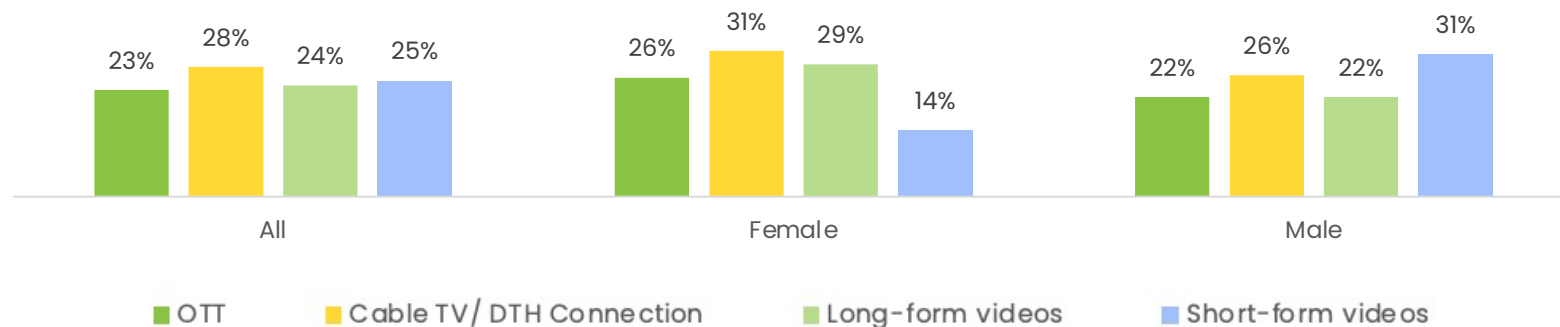
Which two platforms would you continue to use if it were completely ad based, instead of paying for its subscription?



The OTT Premium Wave:

Despite being one of the most influential advertising mediums, viewers in India don't find OTT ads to be as engaging as some other video platforms, making it an area of immense growth for advertisers

On which platforms are the ads most engaging/ interesting?

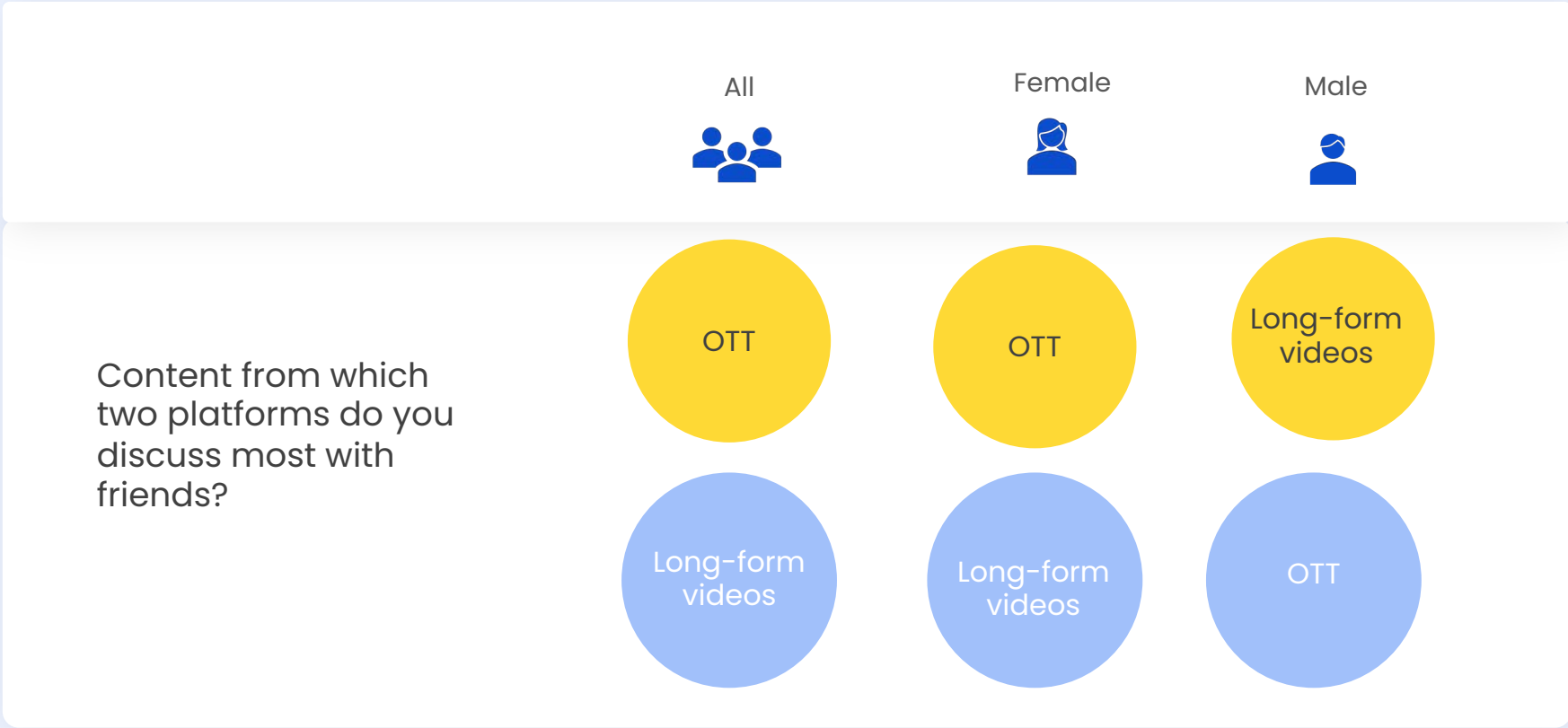


Which two platforms have the most influence on your product selection and purchase?



The OTT Premium Wave:

OTT is the most discussed and talked about video platform in India, with consumers awaiting new releases or rediscovering old favorites with their friends and family



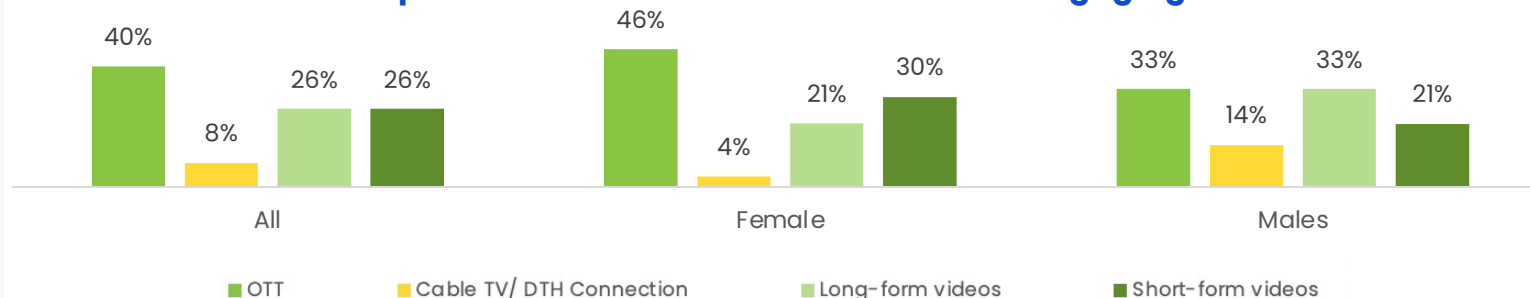


Indonesia

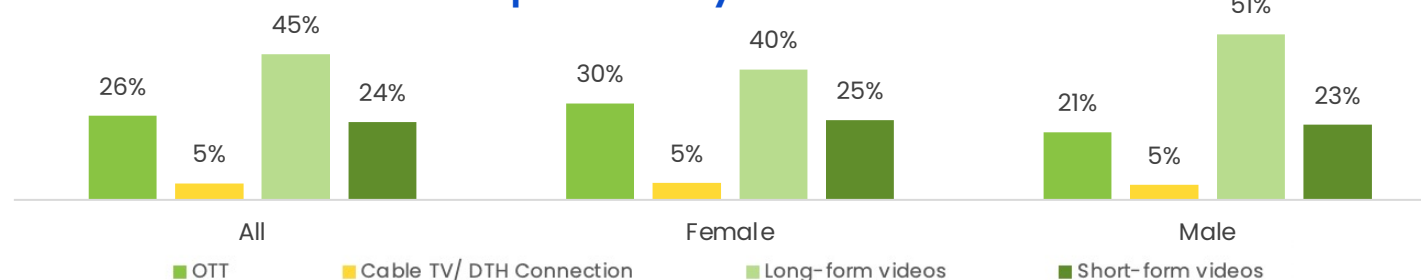
The OTT Premium Wave:

Consumer Perception and preferences show OTT and long-form videos as the most popular mediums of entertainment in Indonesia

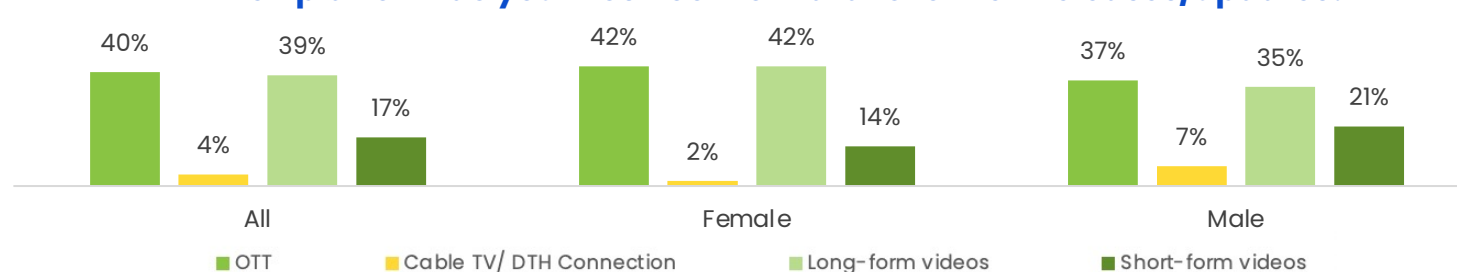
Which platform has the most immersive and engaging content?



Which platform do you watch the most?



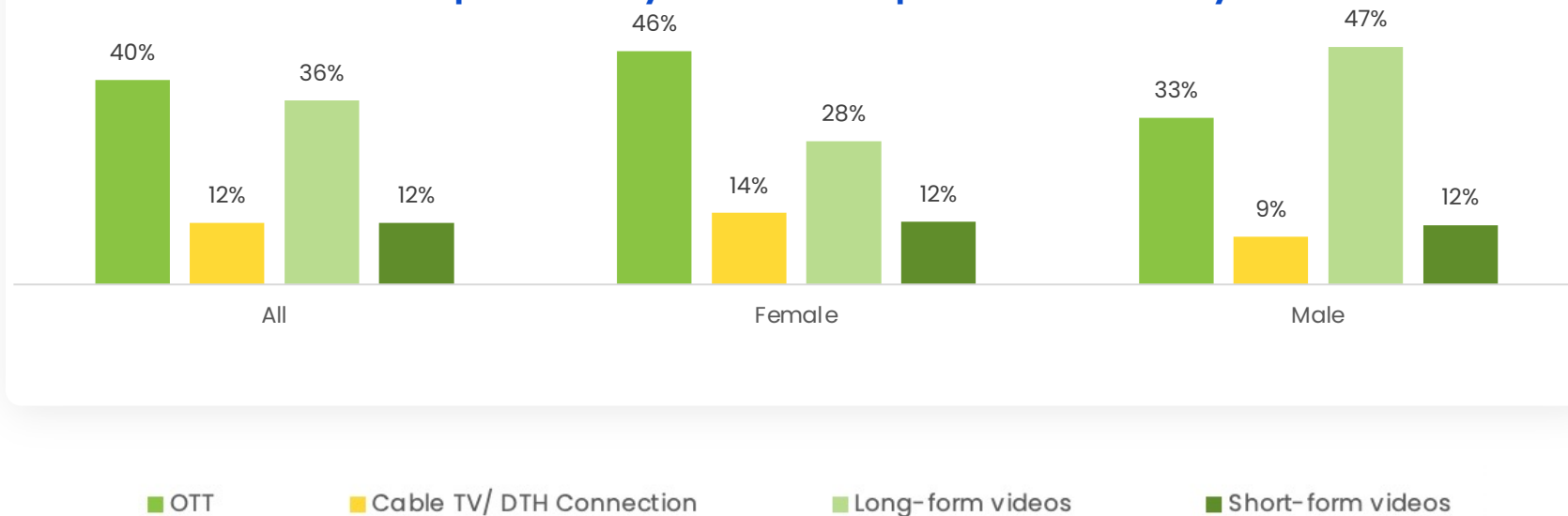
Which platform do you most look forward to for new releases/updates?



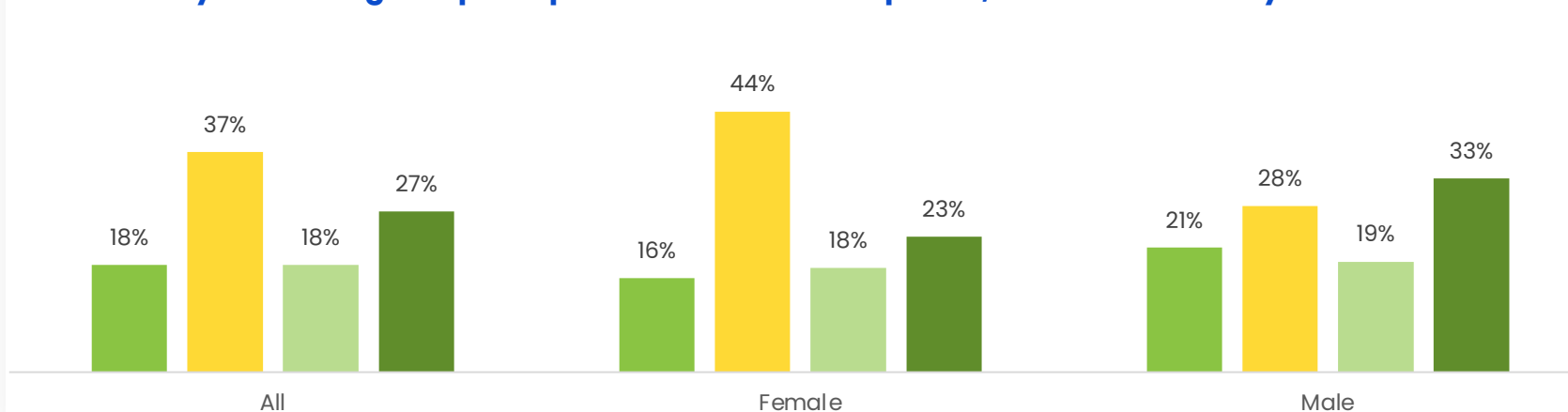
The OTT Premium Wave:

Indonesian women consumers find OTT to be the most value for money video platform, making it one of the platforms they're least likely to give up

Which platform do you think is complete value for money?

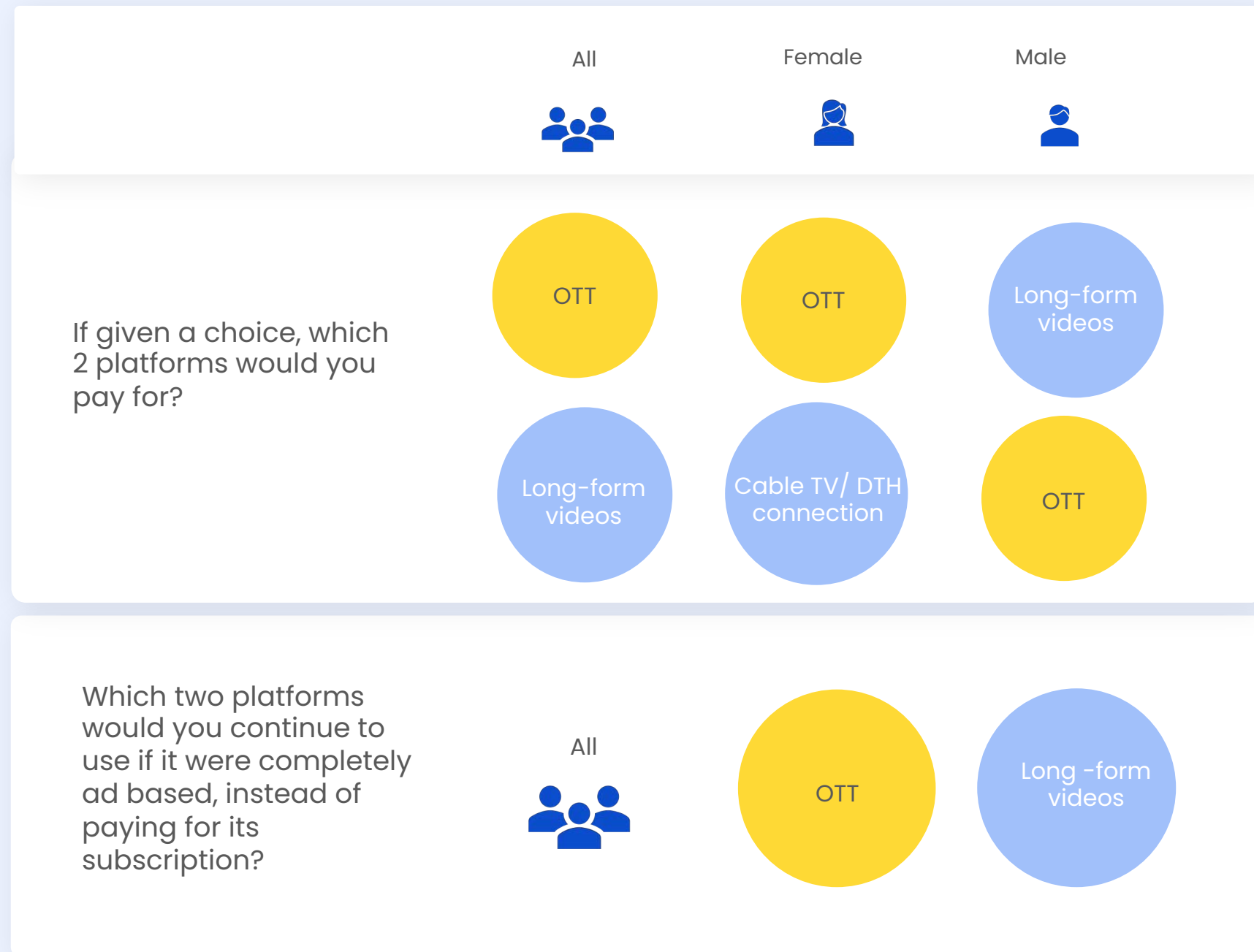


If you had to give up one platform from these options, which one would you choose?



The OTT Premium Wave:

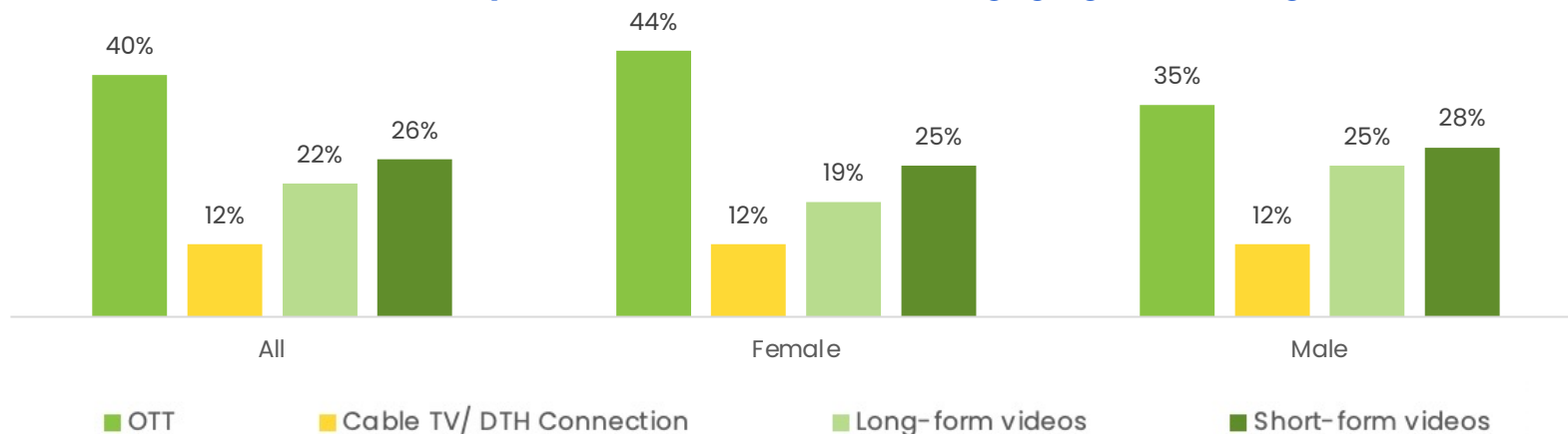
OTT is a beloved choice across genders in Indonesia as consumers are happy to either pay for the platform or use it when completely ad-based, as long as they can watch their favorite shows



The OTT Premium Wave:

Consumers in Indonesia find OTT ads to be as the most engaging, making it one of the most influential video platforms in the region

On which platforms are the ads most engaging/ interesting?



Which two platforms have the most influence on your product selection and purchase?



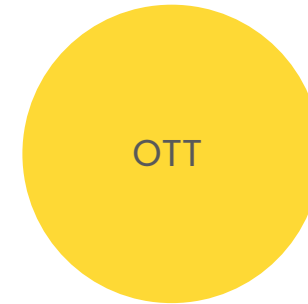
The OTT Premium Wave:

OTT is the most discussed and talked about video platform across genders in Indonesia, with consumers awaiting new releases or rediscovering old favorites with their friends and family

Content from which two platforms do you discuss most with friends?



All



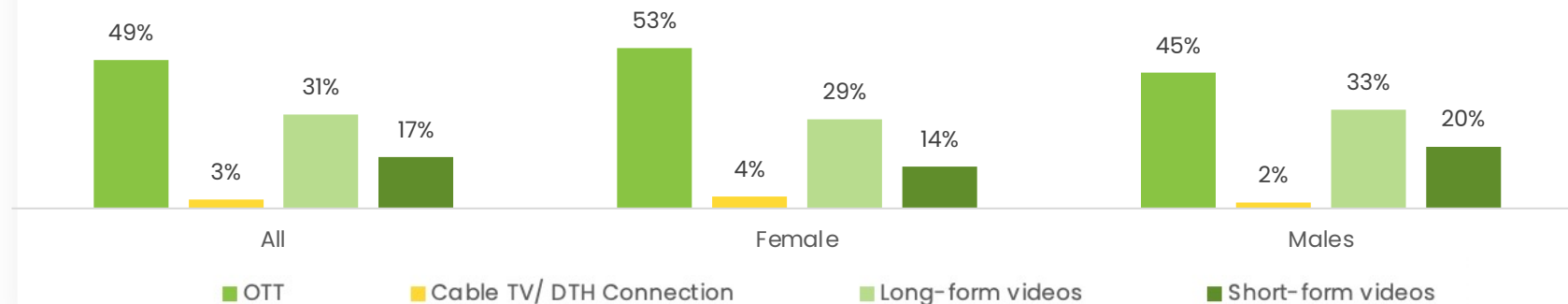


The Philippines

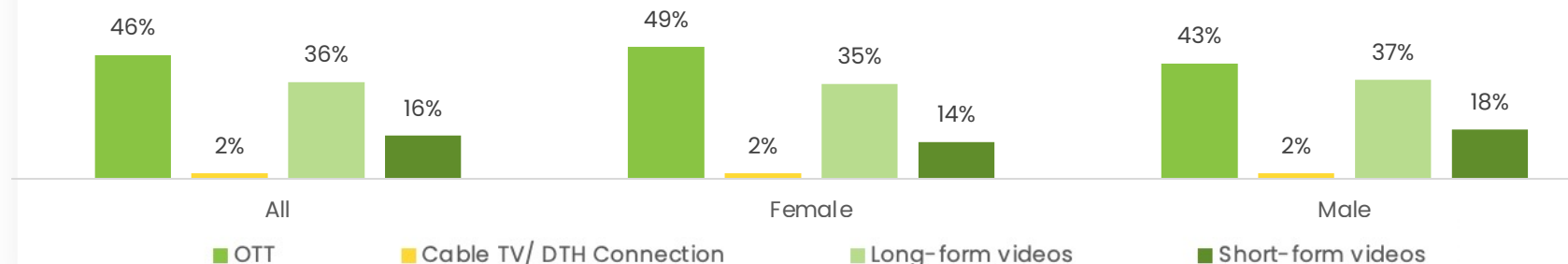
The OTT Premium Wave:

Consumer Perception and preferences show OTT and long-form videos as the most popular mediums of entertainment in the Philippines

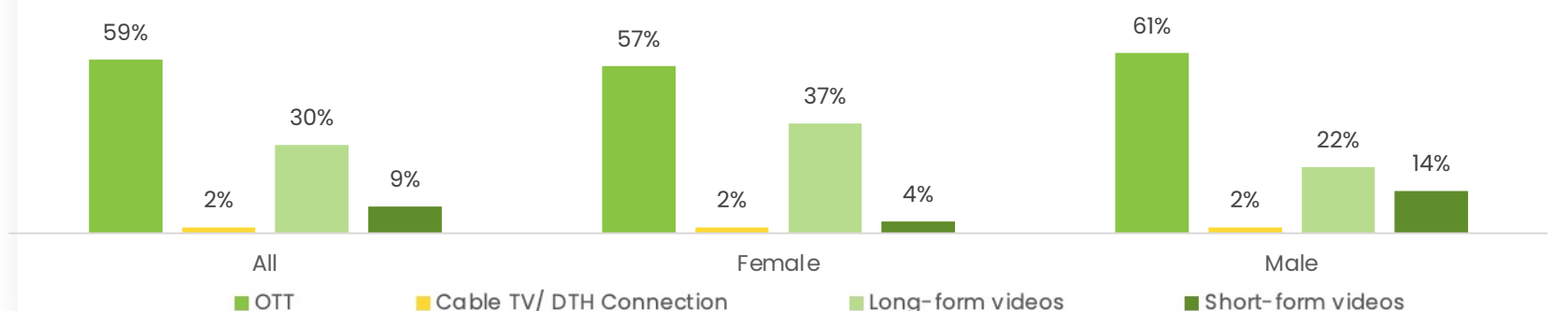
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Which platform do you watch the most?



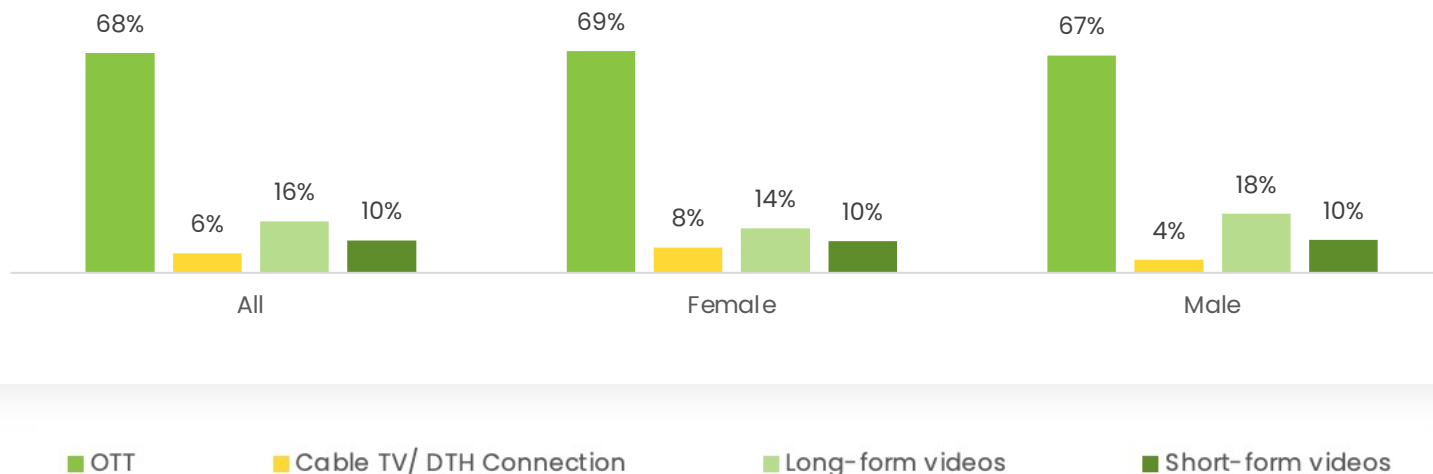
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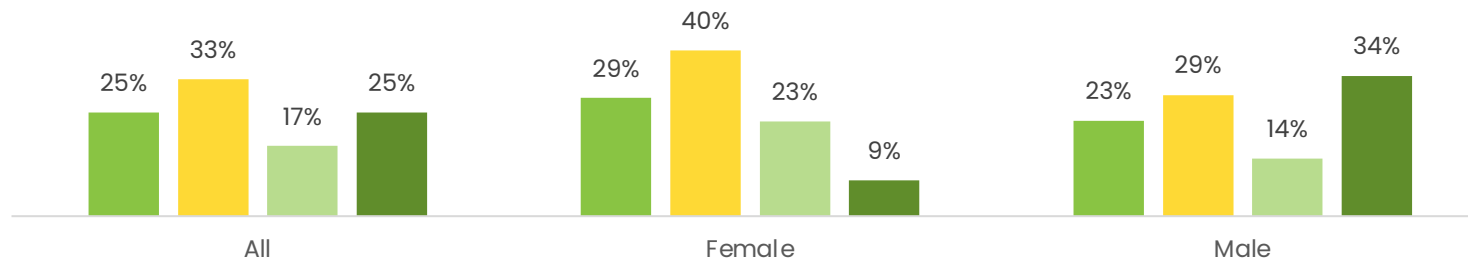
The OTT Premium Wave:

Filipino consumers find OTT to be the most value for money video platform, making it one of the platforms they're least likely to give up

Which platform do you think is complete value for money?



If you had to give up one platform from these options, which one would you choose?



The OTT Premium Wave:

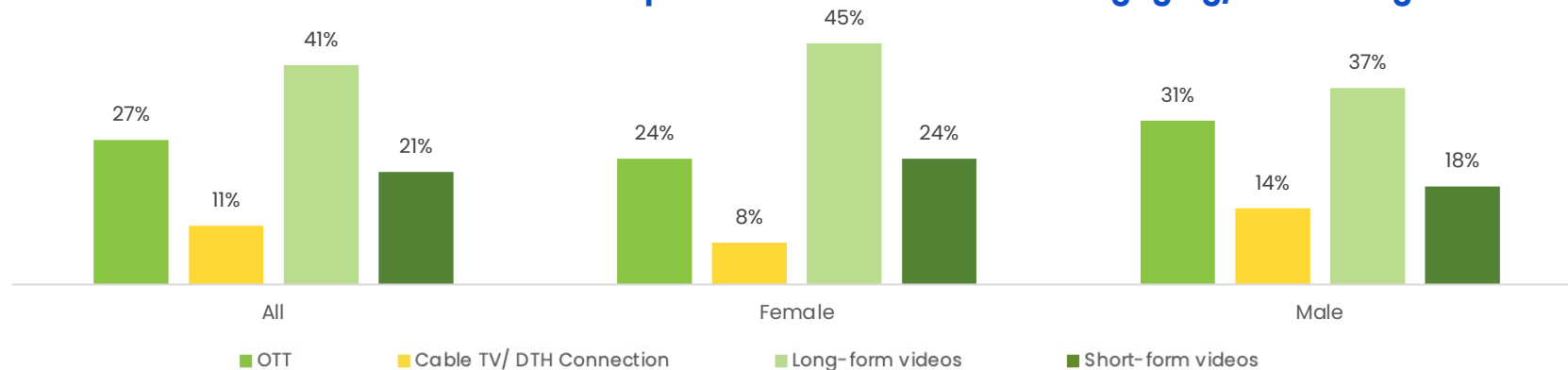
OTT is a beloved choice across genders in the Philippines as consumers are happy to either pay for the platform or use it when completely ad-based, as long as they can watch their favorite shows



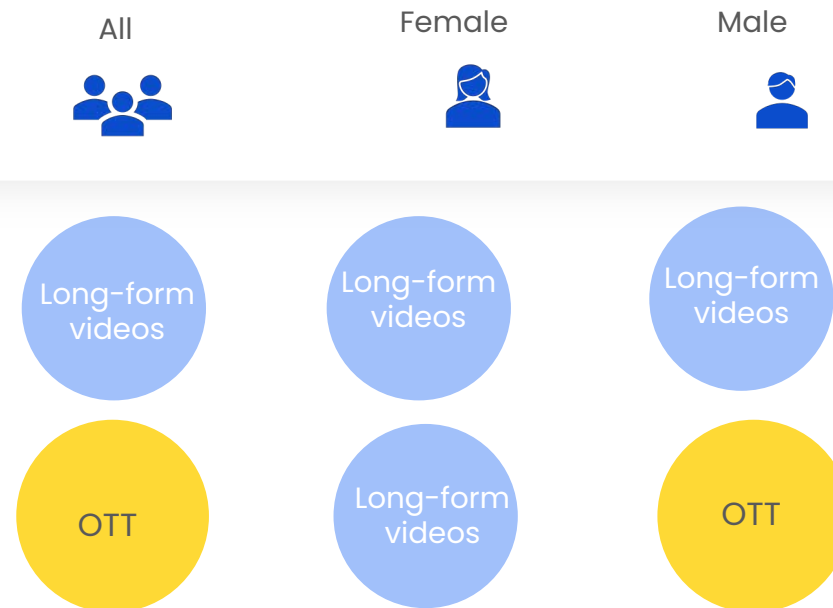
The OTT Premium Wave:

Despite ranking as one of the most influential advertising mediums, viewers in the Philippines don't find OTT ads to be as engaging as some other video platforms, making it an area of immense growth for advertisers

On which platforms are the ads most engaging/ interesting?

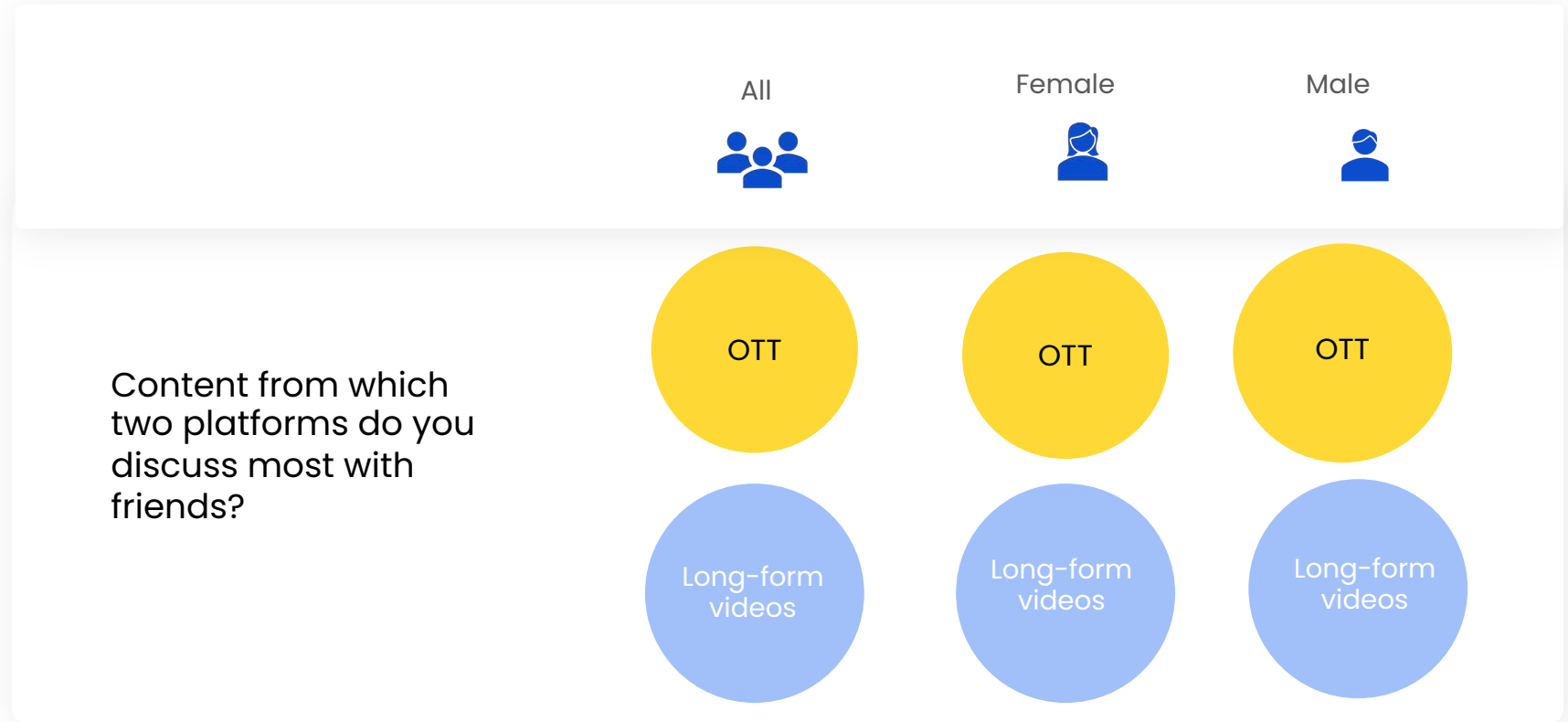


Which two platforms have the most influence on your product selection and purchase?



The OTT Premium Wave:

OTT is the most discussed and talked about video platform across genders in the Philippines, with consumers awaiting new releases or rediscovering old favorites with their friends and family



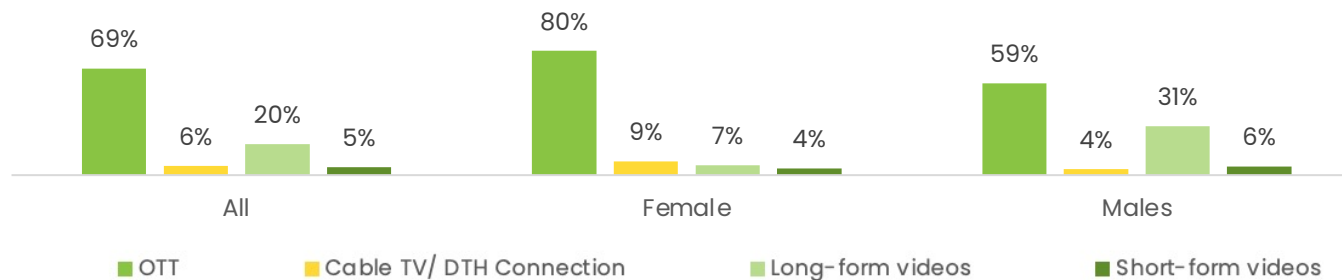


Australia

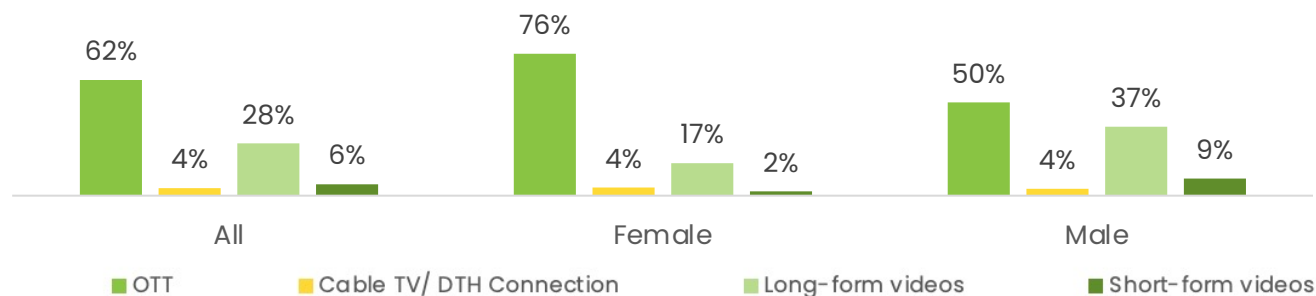
The OTT Premium Wave:

Consumer Perception and preferences show OTT as one of the most popular mediums of entertainment in Australia, especially among women viewers

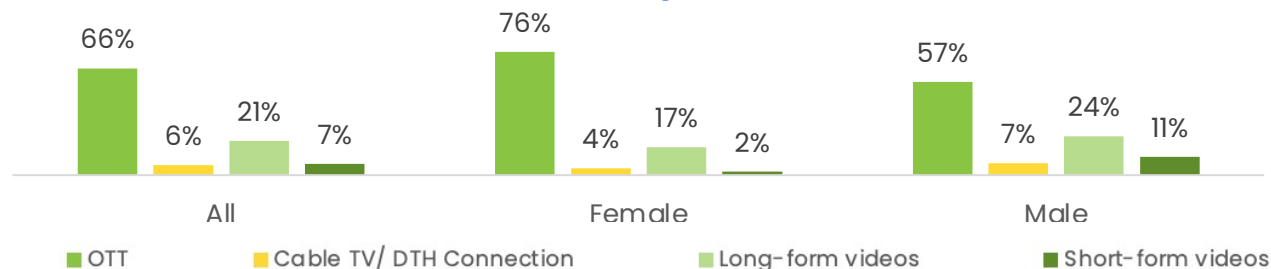
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Which platform do you watch the most?



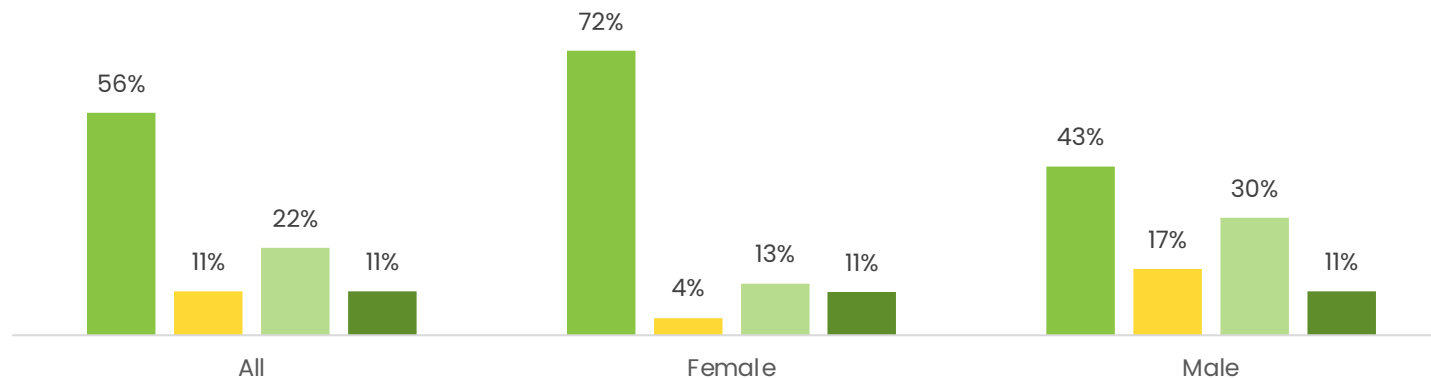
Which platform do you most look forward to for new releases/updates?



The OTT Premium Wave:

Women viewers are huge advocates for OTT in Australia as they find it to be the most value for money video platform, making it one of the platforms they're least likely to give up

Which platform do you think is complete value for money?



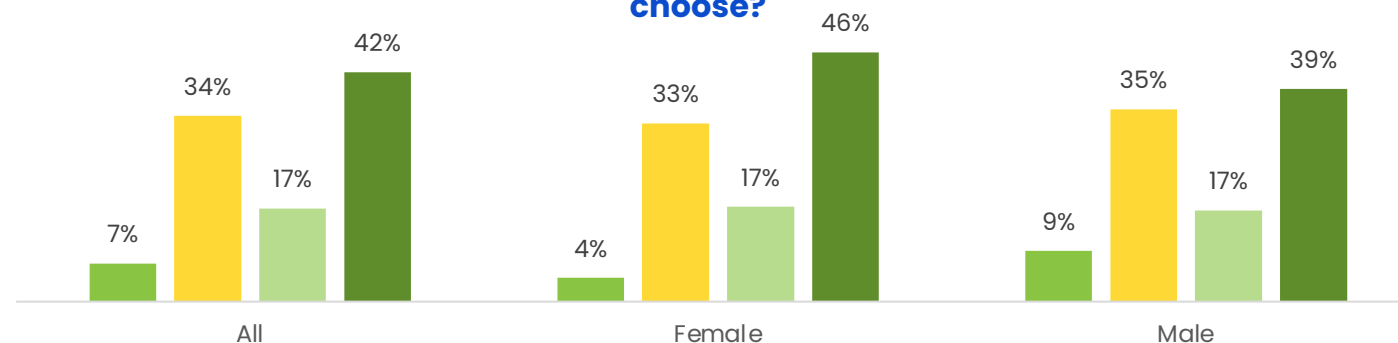
■ OTT

■ Cable TV/ DTH Connection

■ Long-form videos

■ Short-form videos

If you had to give up one platform from these options, which one would you choose?





The OTT Premium Wave:

OTT is a beloved choice across genders in Australia as consumers are happy to either pay for the platform or use it when completely ad-based, as long as they can watch their favorite shows

Which two platforms would you continue to use if it were completely ad based?

All


Female


Male


OTT

OTT

Long-form videos

Long-form videos

Cable TV/
DTH
Connections

OTT

OTT

OTT

OTT

If given a choice, which 2 platforms would you pay for?

Long-form videos

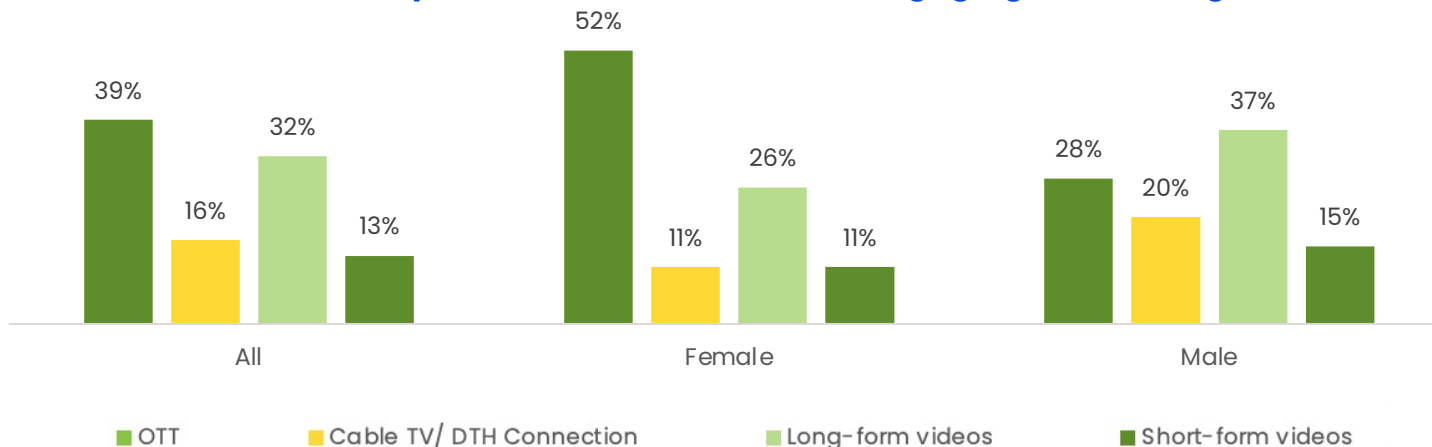
Cable TV/
DTH
Connections

Long-form videos

The OTT Premium Wave:

Consumers in Australia find OTT ads to be as the most engaging, making it one of the most influential video platforms in the region

On which platforms are the ads most engaging/ interesting?



Which two platforms have the most influence on your product selection and purchase?



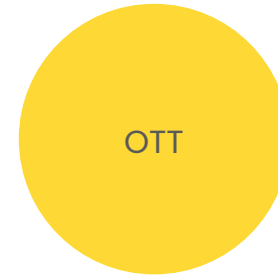
The OTT Premium Wave:

Across genders, OTT is the most discussed and talked about video platform in Asutralia, with consumers awaiting new releases or rediscovering old favorites with their friends and family

Content from which two platforms do you discuss most with friends?



All





Respondent Profiles



Singapore-Survey Findings

Sample size = 100



57%



43%

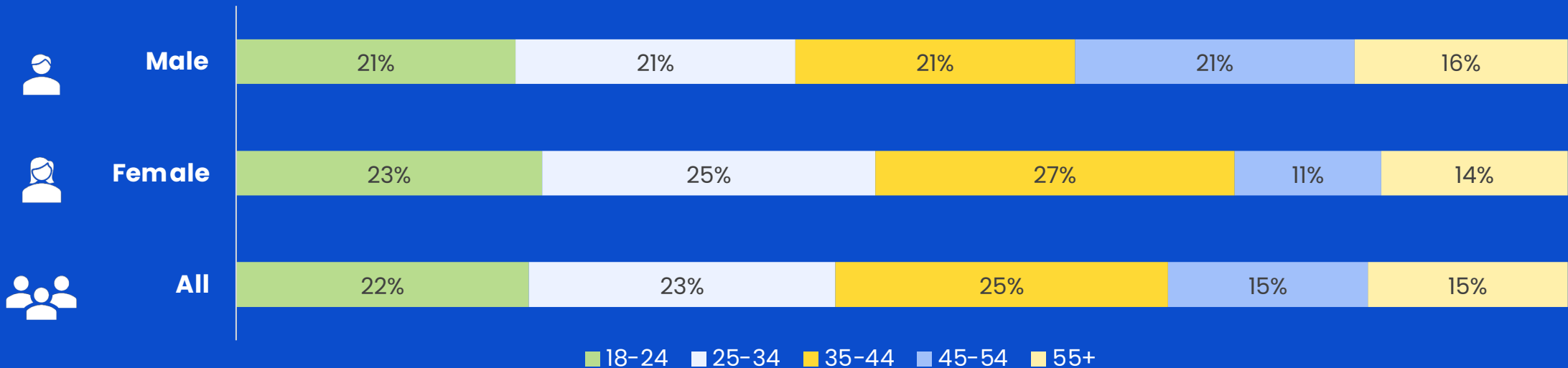
100%

of the respondents use OTT platforms

72%

of the respondents pay to watch content in OTT platforms

Age Split





India-Survey Findings

Sample size = 100



35%



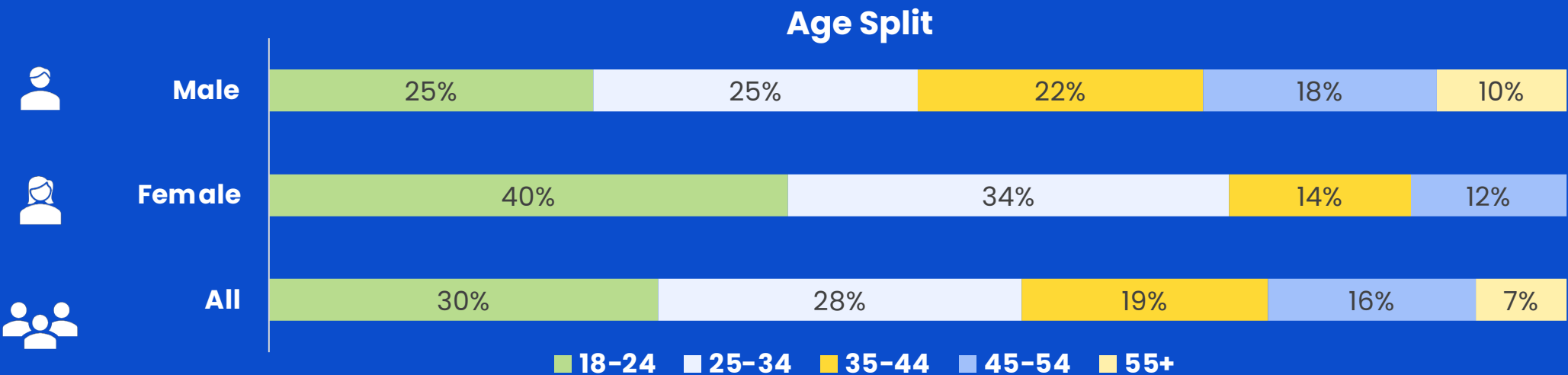
65%

100%

of the respondents use OTT platforms

73%

of the respondents pay to watch content in OTT platforms





Indonesia-Survey Findings

Sample size = 100



57%



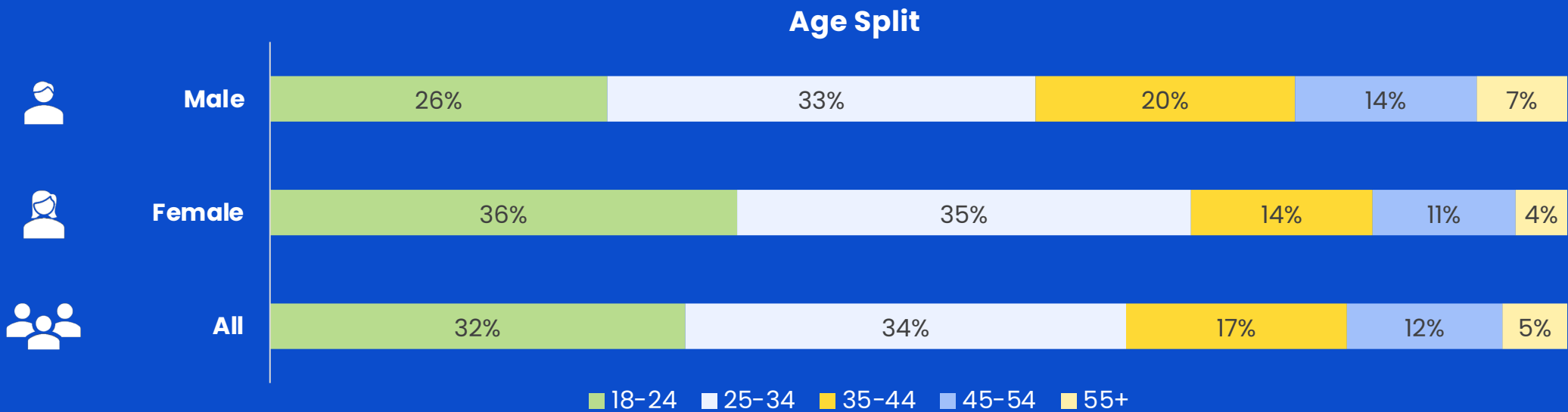
43%

100%

of the respondents use OTT platforms

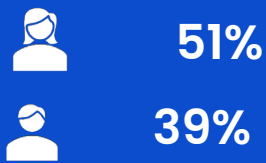
45%

of the respondents pay to watch content in OTT platforms



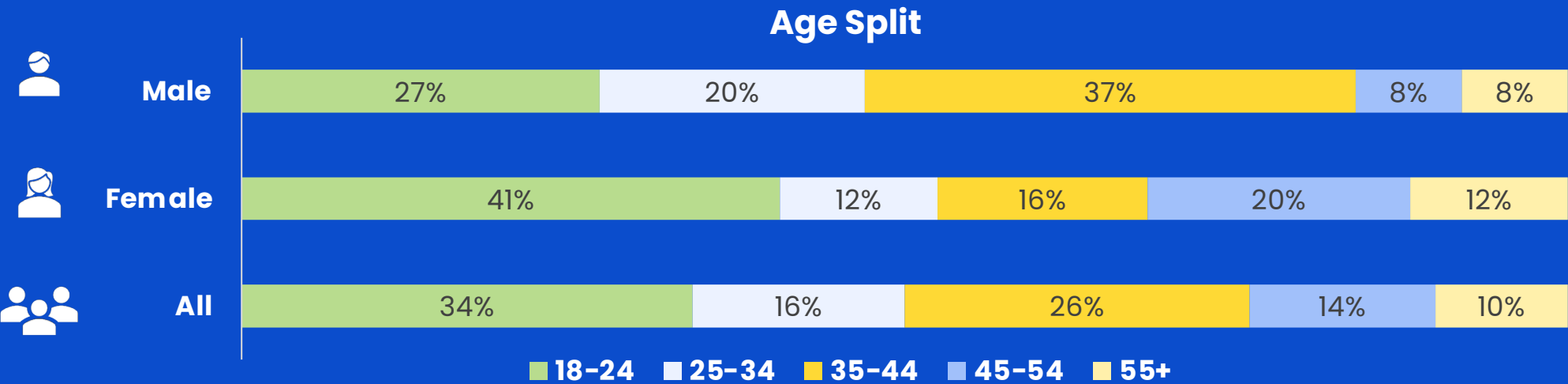
 **Philippines–Survey Findings**

Sample size = 100



100%
of the
respondents use
OTT platforms

73%
of the respondents
pay to watch
content in OTT
platforms





Australia-Survey Findings

Sample size = 100



46%



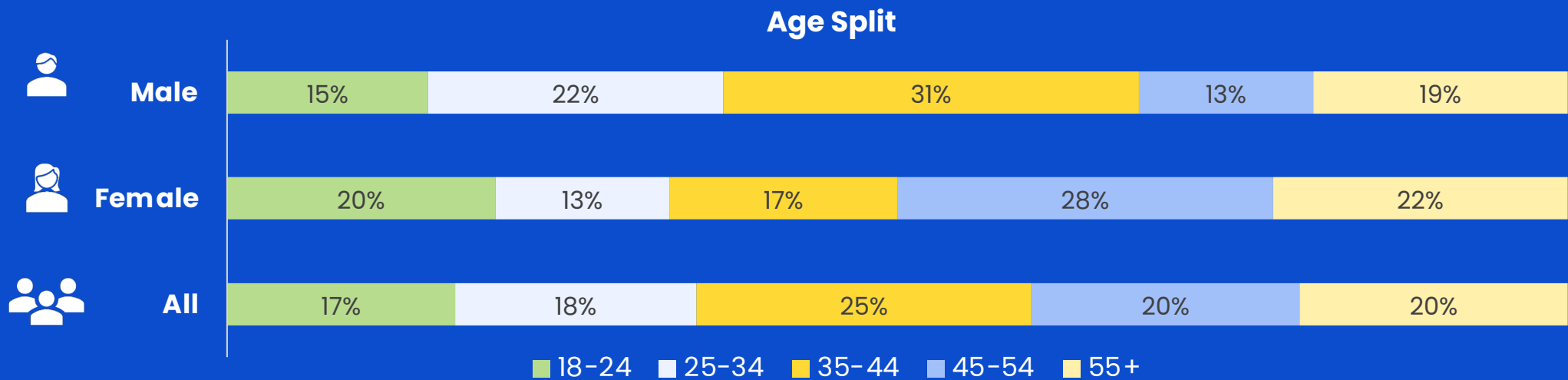
54%

100%

of the respondents use OTT platforms

81%

of the respondents pay to watch content in OTT platforms



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

Interested in learning more? Write to us at mobilemarketing@inmobi.com

Marketing Cloud

