



OTT IS FOR
EVERYONE

VIETNAM

SPOTLIGHT

The Combined Power of 3 Leading Platforms

Magnite

Industry-leading innovation. The most complete source of omnichannel supply.



- Creator of global marketplace for Buyers and Sellers
- One of the largest display and video marketplace with premium video partners
- Prebid co-founders, pioneers of server-side header bidding
- Developed open source standard for header bidding



- Platform built solely for premium video & CTV
- Developer of live-streaming programmatic platform
- Run live auctions in linear streaming television
- Exclusive SSP chosen by Hulu

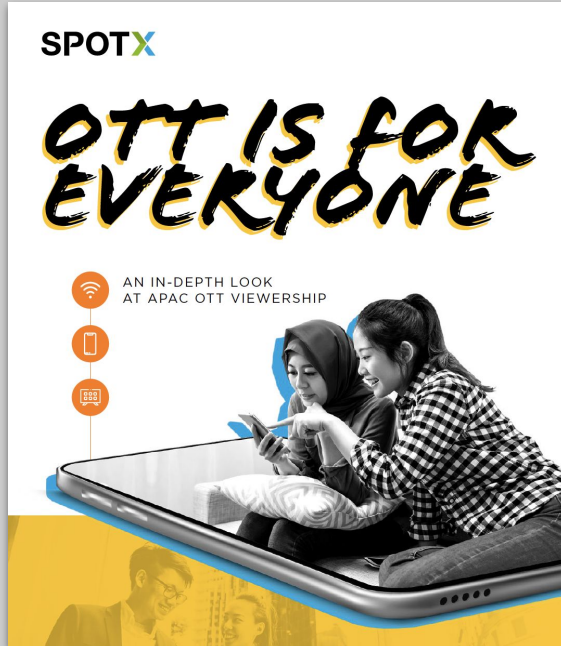


- First to market with a digital video advertising marketplace
- 100% focused on digital video since 2007
- The most diverse source of CTV and OTT supply
- The first and largest publisher-approved demand facilitation team

OTT Research Introduction

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Commissioned to understand OTT consumption and receptivity towards video ads across APAC markets.



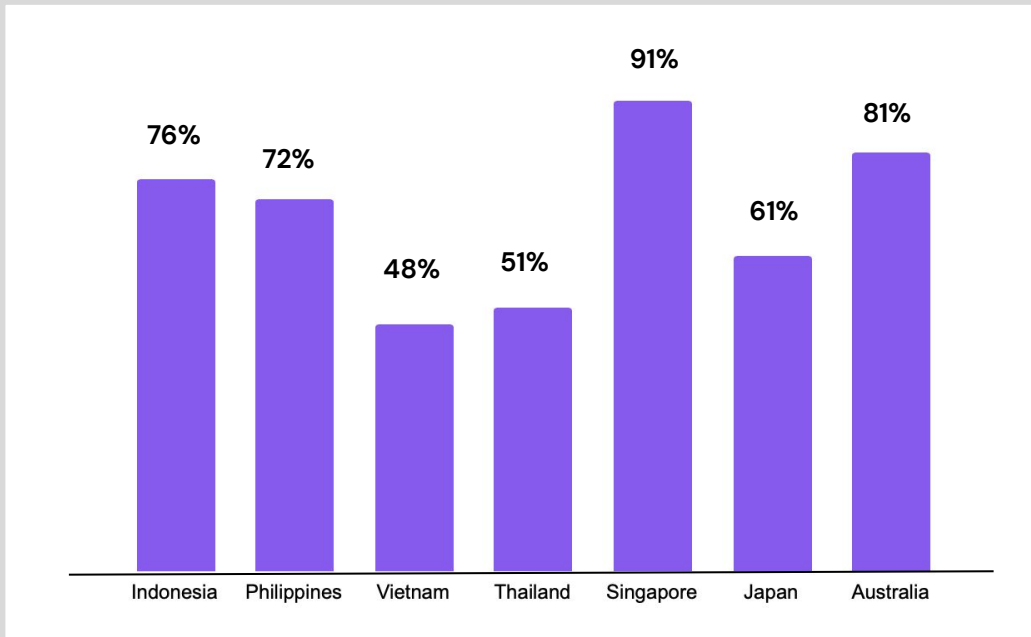
- Conducted by Milieu Insights
- 7 markets inc:
 - ID, SG, PH, VN, TH, AU & JP
- Online research methodology
- 50 questions
- 7,000 interviews
- Online representative audience

milieu

OTT has reached critical mass in APAC

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1



Qtext : Which platforms do you watch video content REGULARLY on (i.e at least once a week)?

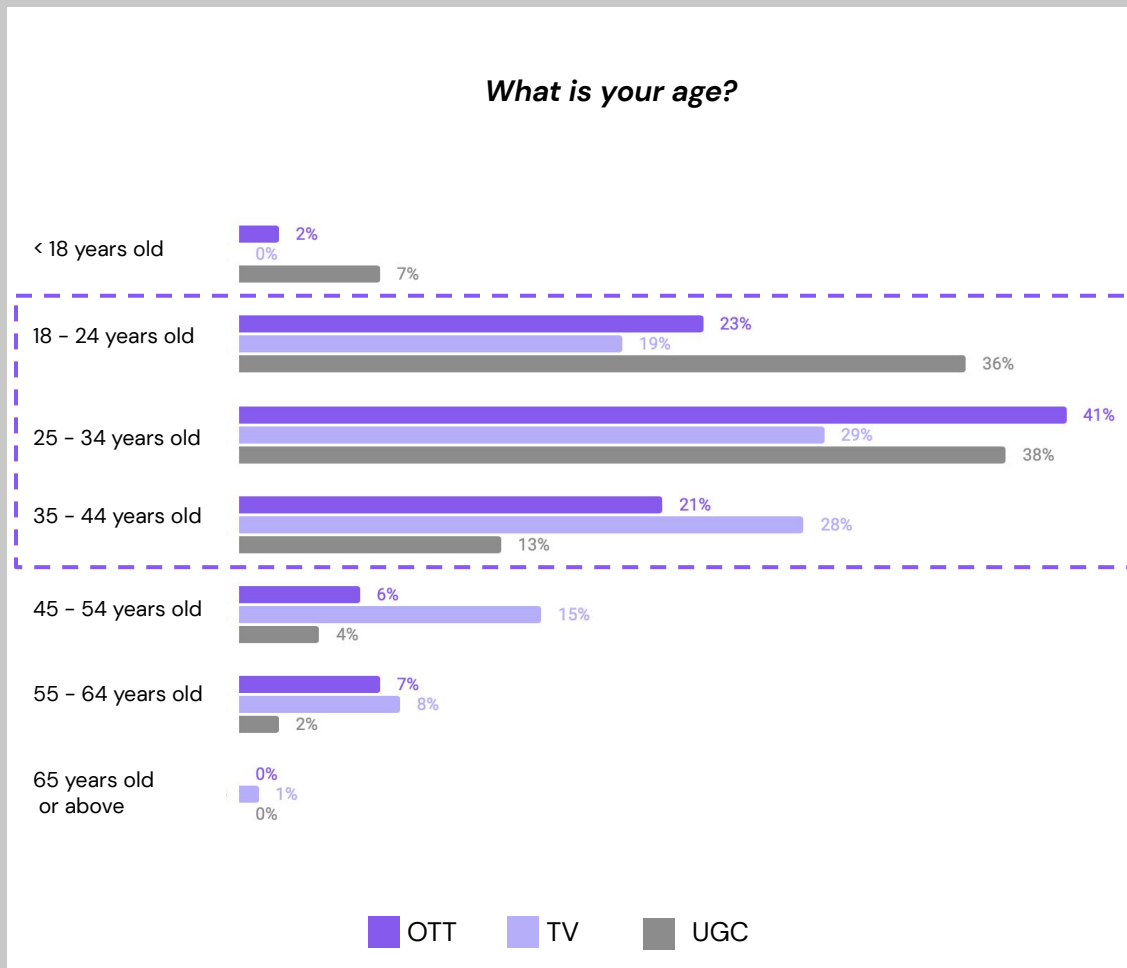


OTT is estimated to reach 392 million viewers in APAC

Over two-thirds (69%) of video viewers in the region watch streaming video at least once a week

OTT is for Everyone In Vietnam

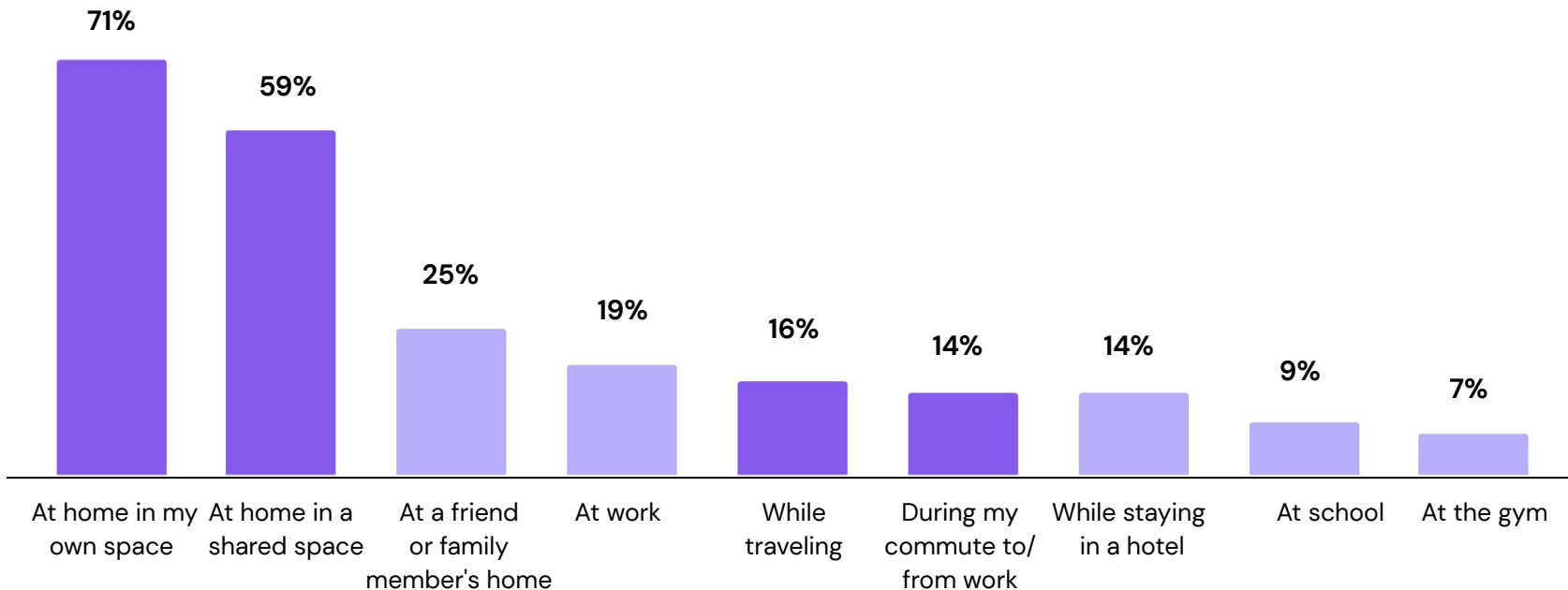
- > TV maintaining older audiences, reduction in millennials
- > Social video bias to 18 – 34
- > OTT growing across all audiences, current bias to 25 – 44



Viewers are watching at home and on the go

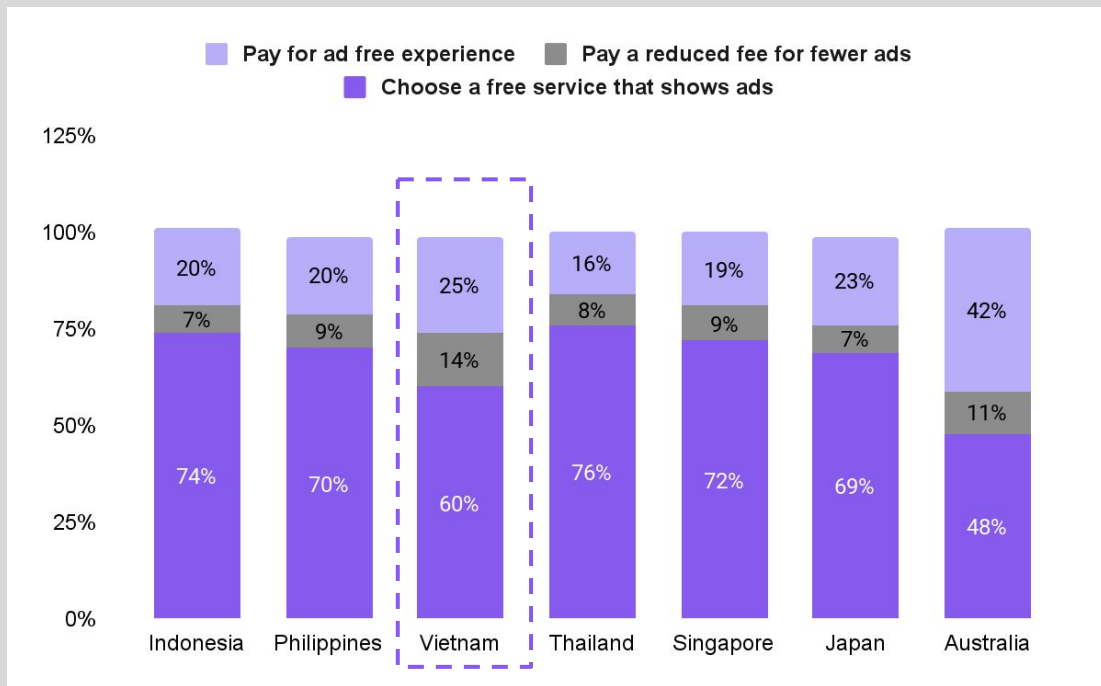
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Where do you typically watch video content?



AVOD is the most popular method of OTT viewership Magnite

2



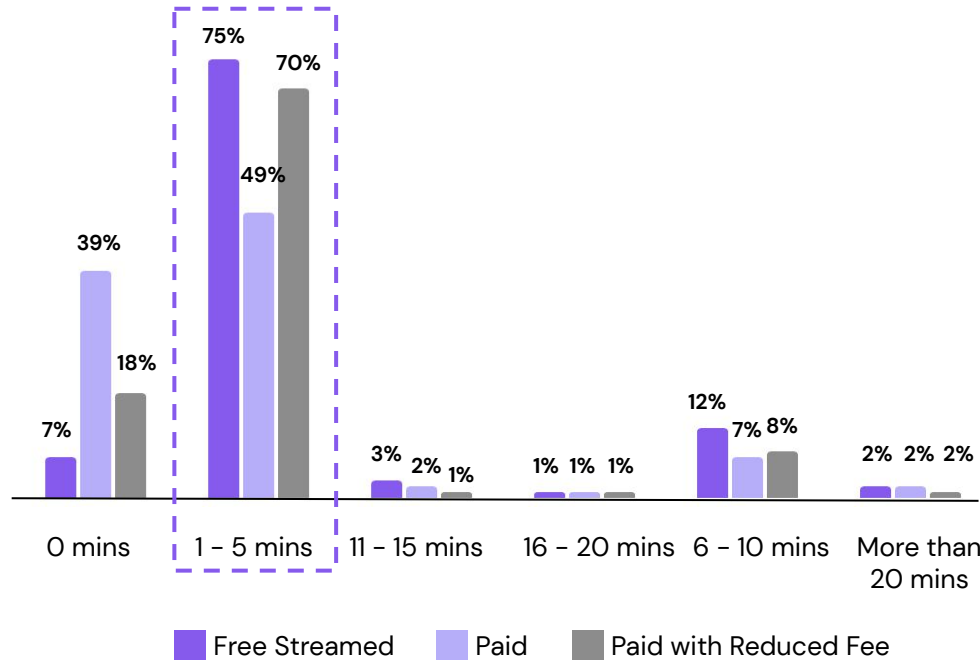
AVOD appeals to ad-tolerant streamers and will drive OTT growth in APAC.

Qtext : When it comes to video streaming services, would you be more likely to... (all video viewers)

Vietnam OTT viewers readily accept ads

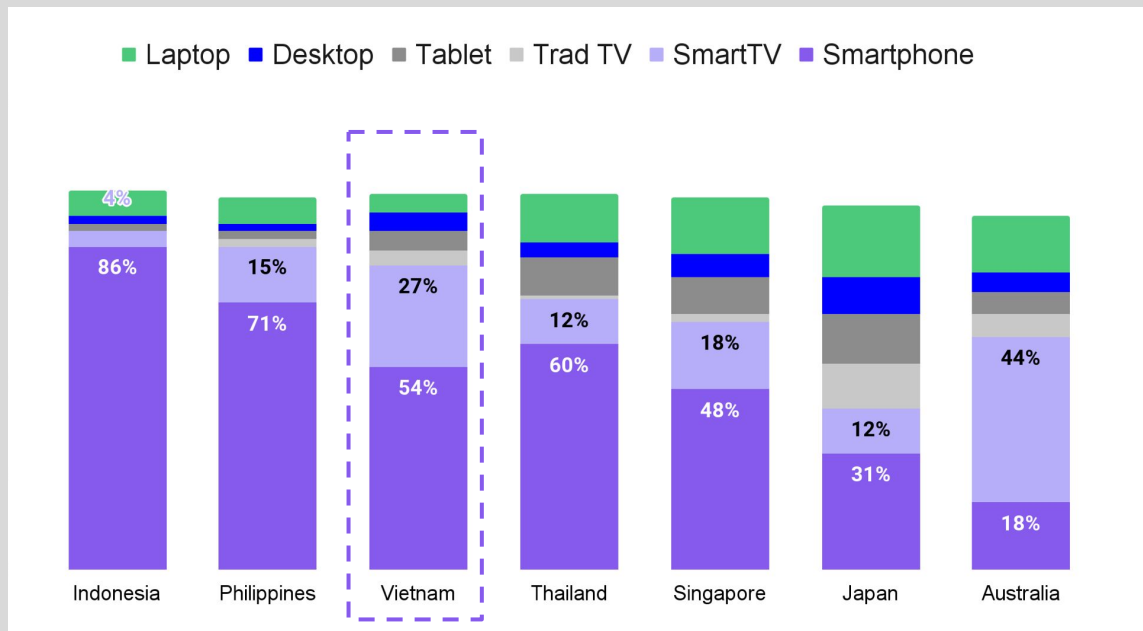
75% consider 1-5 mins of ads acceptable

How many total minutes of advertising in an hour would you consider to be ACCEPTABLE?



Smartphones dominate OTT with smart TV growing

3

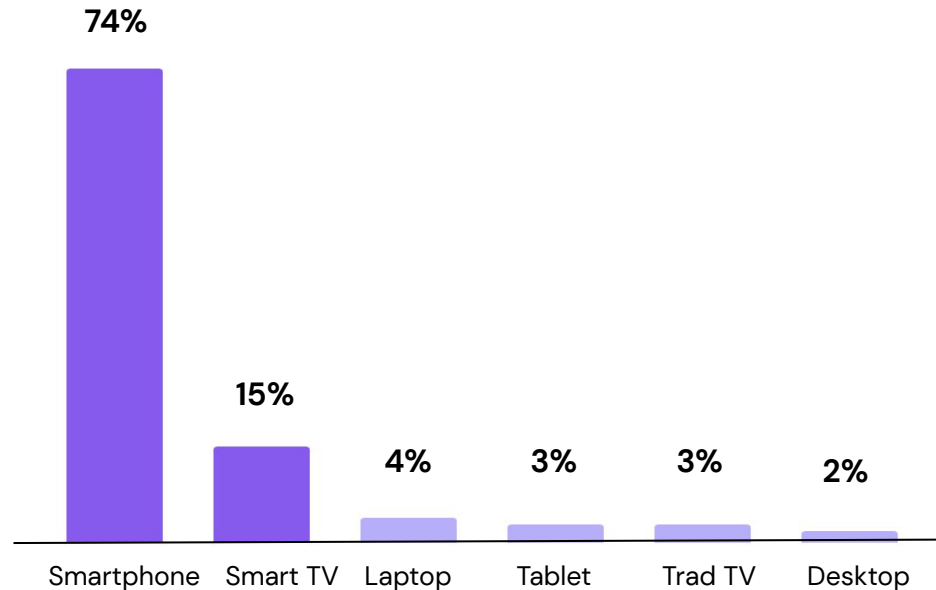


**66% of OTT viewers
spend the most time
streaming on mobile**

Qtext : Which device do you spend THE MOST TIME watching video content on? (OTT viewers)

Mobile Dominates, Smart TV Accelerating in Vietnam

*Which platforms do you watch video content REGULARLY on
(i.e at least once a week)?*



Mobile viewing experience equals that of TV

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*How would you rate your viewing experience
of watching video content on a*

Traditional TV



Smartphone



Very Good

Good

Somewhat Good

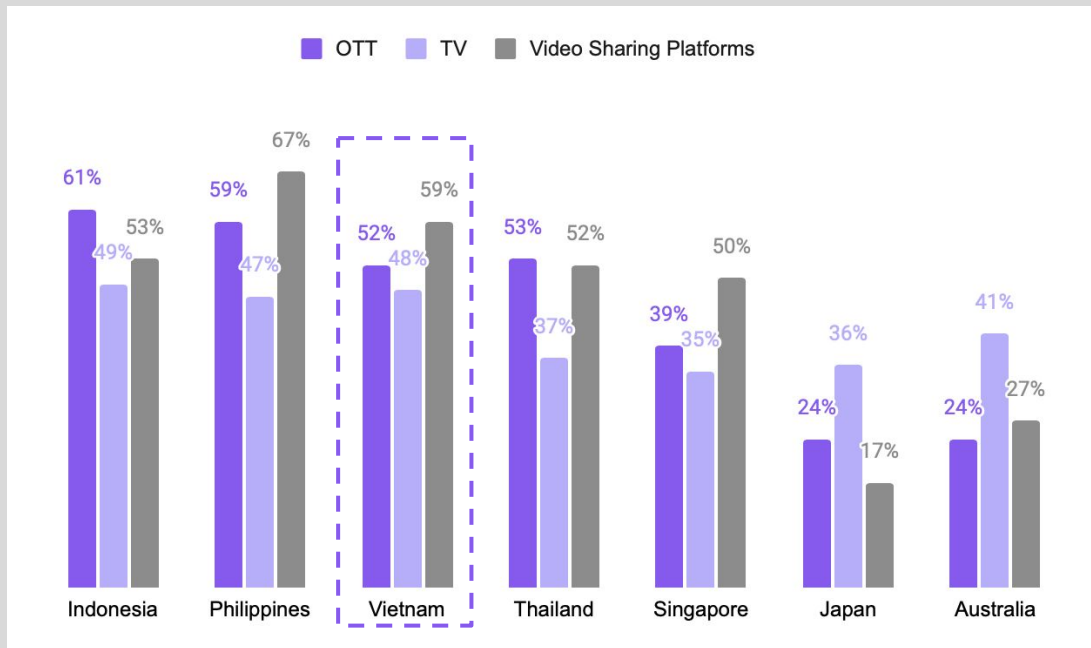
Somewhat Bad

Bad

Very Bad

OTT ads rival social ads and resonate better than TV ads

4



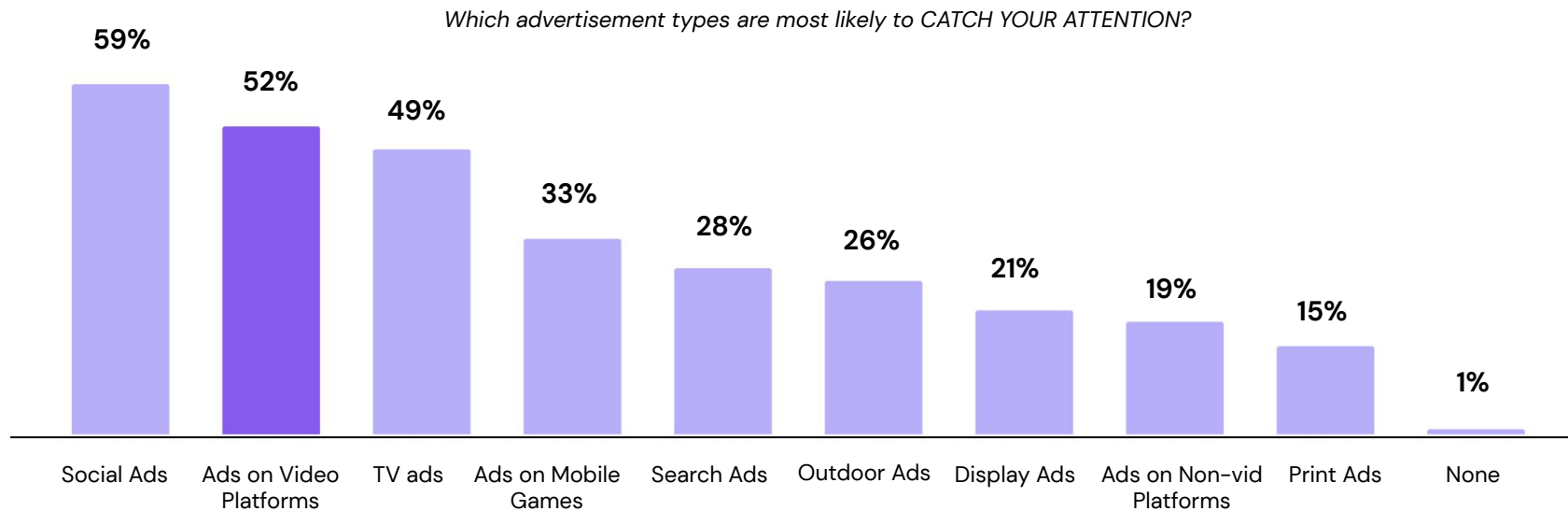
Qtext : Q: Which of these advertisement types are most likely to CATCH YOUR ATTENTION?



**OTT ads are unmissable
rivalling other platforms
for impact**

Ads on Video Platforms rank 2nd for grabbing attention in Vietnam

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Creativity, Relevant, Funny, Interesting Ads resonate with viewers

"What are the TOP 3 factors that make a video advertisement effective?"



"I'm less likely to skip an ad if..."



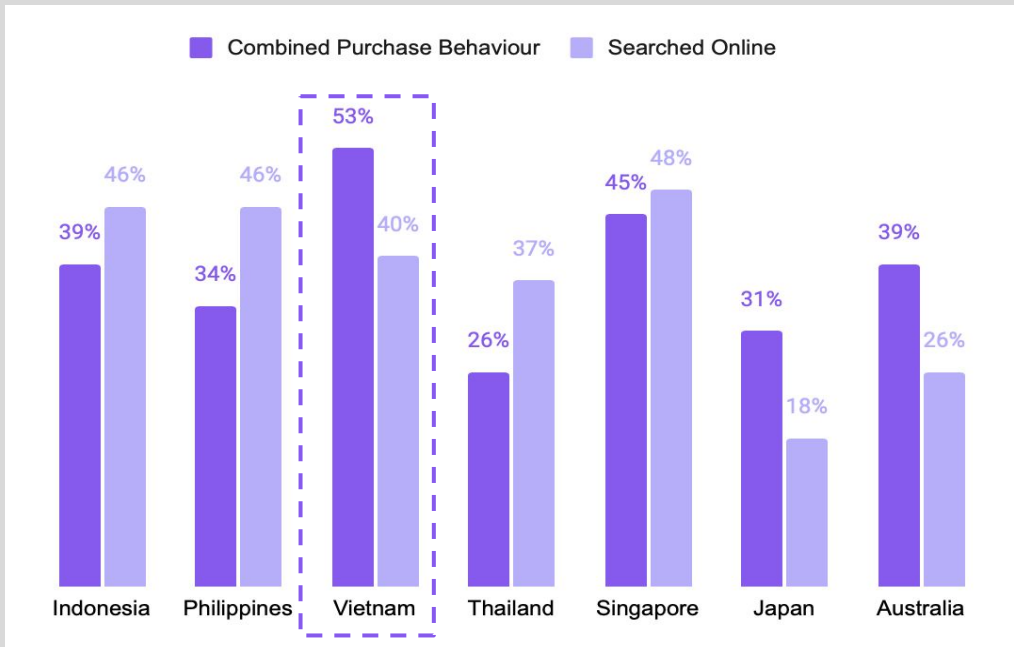
"I don't mind watching ads if..."



OTT ads drive purchase behaviour

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5



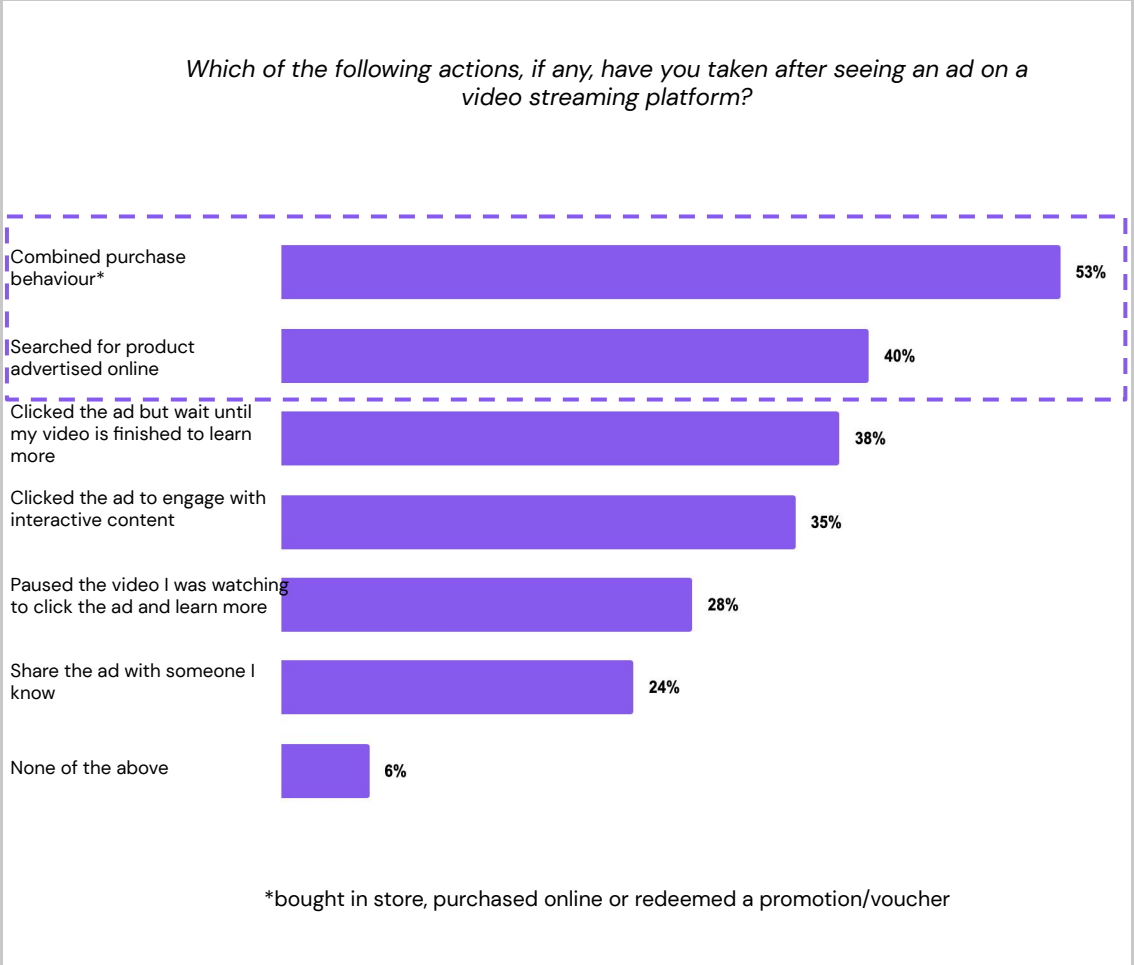
OTT delivers against activation objectives as well as top of funnel branding

Qtext : Which of the following actions, if any, have you taken after seeing an ad on a video streaming platform?

* Combined purchase behaviour = Respondents who have redeemed a promotion/offer OR made an online purchase OR made an in-store purchase

Post-Ad Action

53% of OTT viewers engage in post-ad action after watching an ad on a video streaming platform





QUALITY OF CONTENT

- PREMIUM LONG FORM CONTENT AT SCALE IN ASIA
- AVOD - ADS AN ACCEPTED VALUE EXCHANGE
- LESS ADS EXPECTED

QUALITY OF MEDIA

VIEWABILITY & BRAND SAFETY

- PREMIUM BRAND SAFE ENVIRONMENT
- HIGH VIEWABILITY : 85%+
- HIGH CVR : 85%+

ATTENTION

- OTT IS FOR EVERYONE : BIAS TO AGE 18-44
- MOBILE FIRST, SMART TV GROWING
- MOBILE EXPERIENCE EQUAL TO TV
- OTT ADS DRIVE HIGH ATTENTION

RESONANCE

- RESONATE : INTERESTING, FUNNY, FEEL GOOD
- EFFECTIVE : CREATIVE, RELEVANT, STORY
- FULL FUNNEL - BRAND TO ACTIONS
- INTERACTIVE CREATIVE

GREATER EFFECTIVENESS