



OTT Upfront Showcase

8 September 2022



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Premium OTT – Building its Rightful Place in the Digital Market

A Research Study

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Research Conducted in Singapore by Milieu Insight Pte Ltd

- Methodology: Online (Milieu Insight's online panel)
- Sample size: n=1200
- Audience: Representative of Singapore adult population aged 16+
- Margin of error: +/- 3% at 95% confidence level
- Fieldwork dates: Aug 29th 2022
- Survey duration: 25 questions (5 minutes)

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➤ Services covered by the research:

Premium OTT

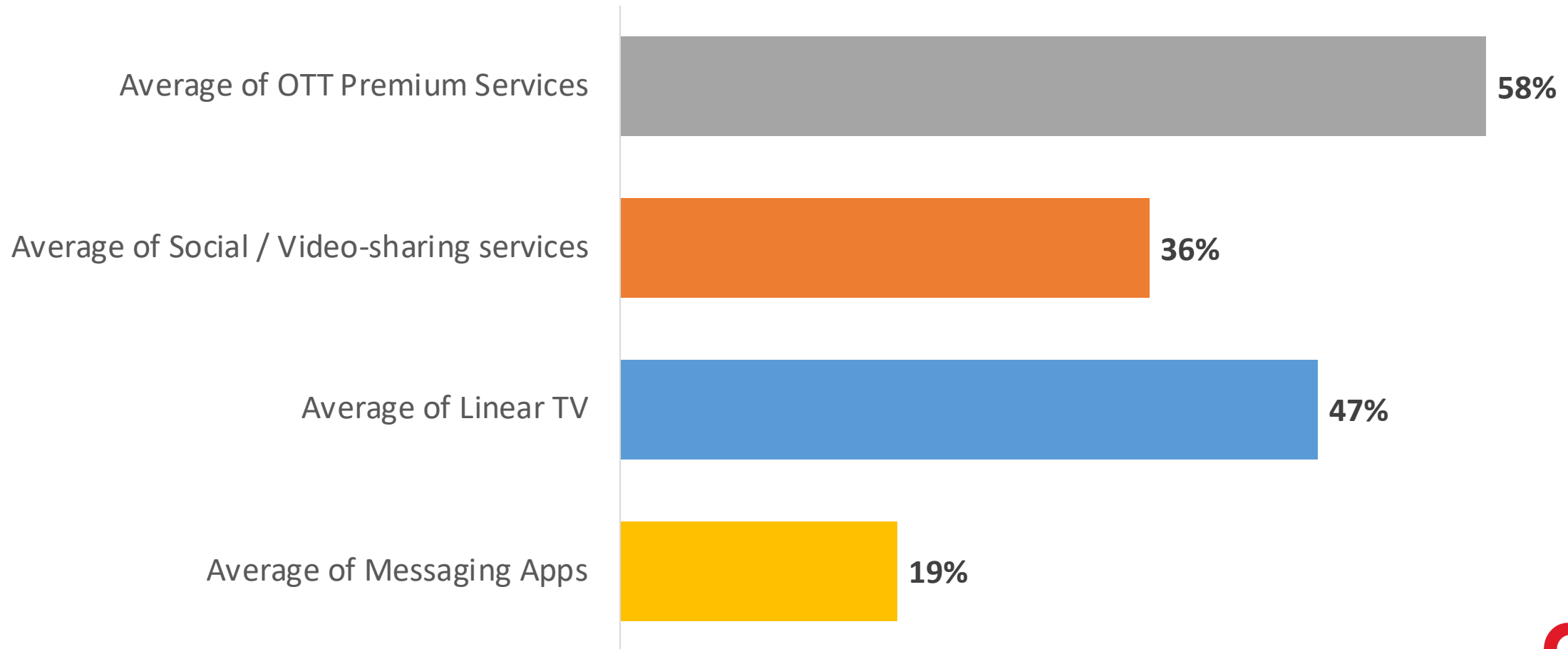
Amazon Prime	meWATCH
Apple TV+	Netflix
Disney+	Singtel Cast
HBO Go	StarHub TV+
iQIYI	Viu
	WeTV

Social Media & Video Sharing

Daily Motion	TikTok
Facebook	Twitter
Instagram	Vimeo
Snapchat	WhatsApp
Telegram	YouTube

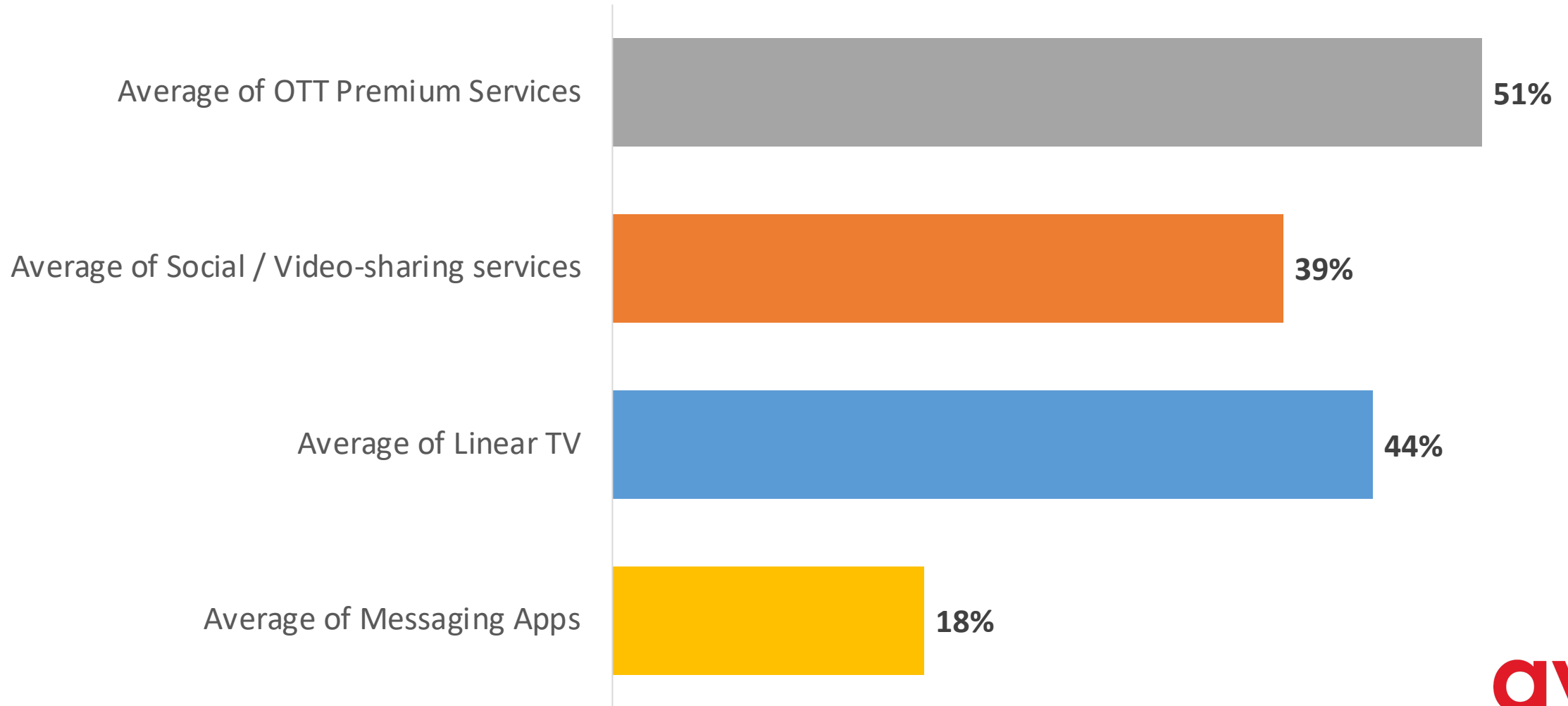


Offers best quality content:



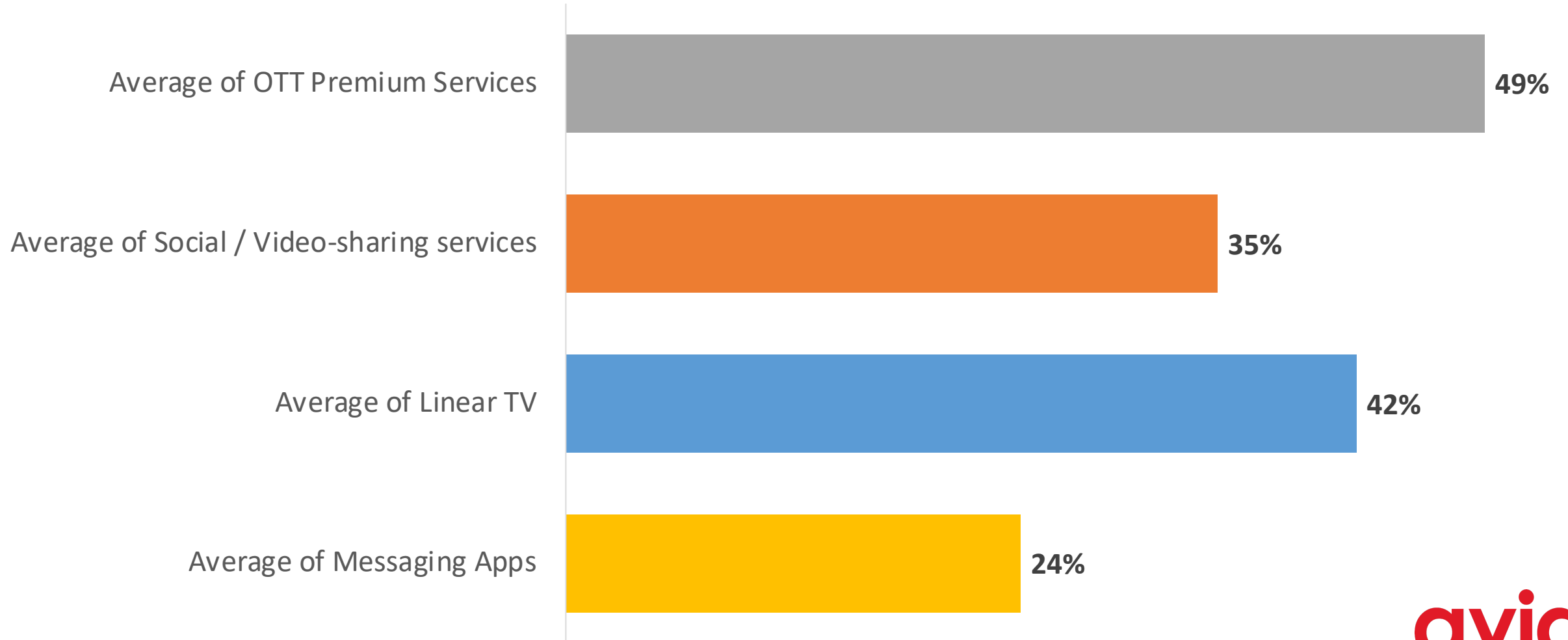


Feel most immersed while watching:



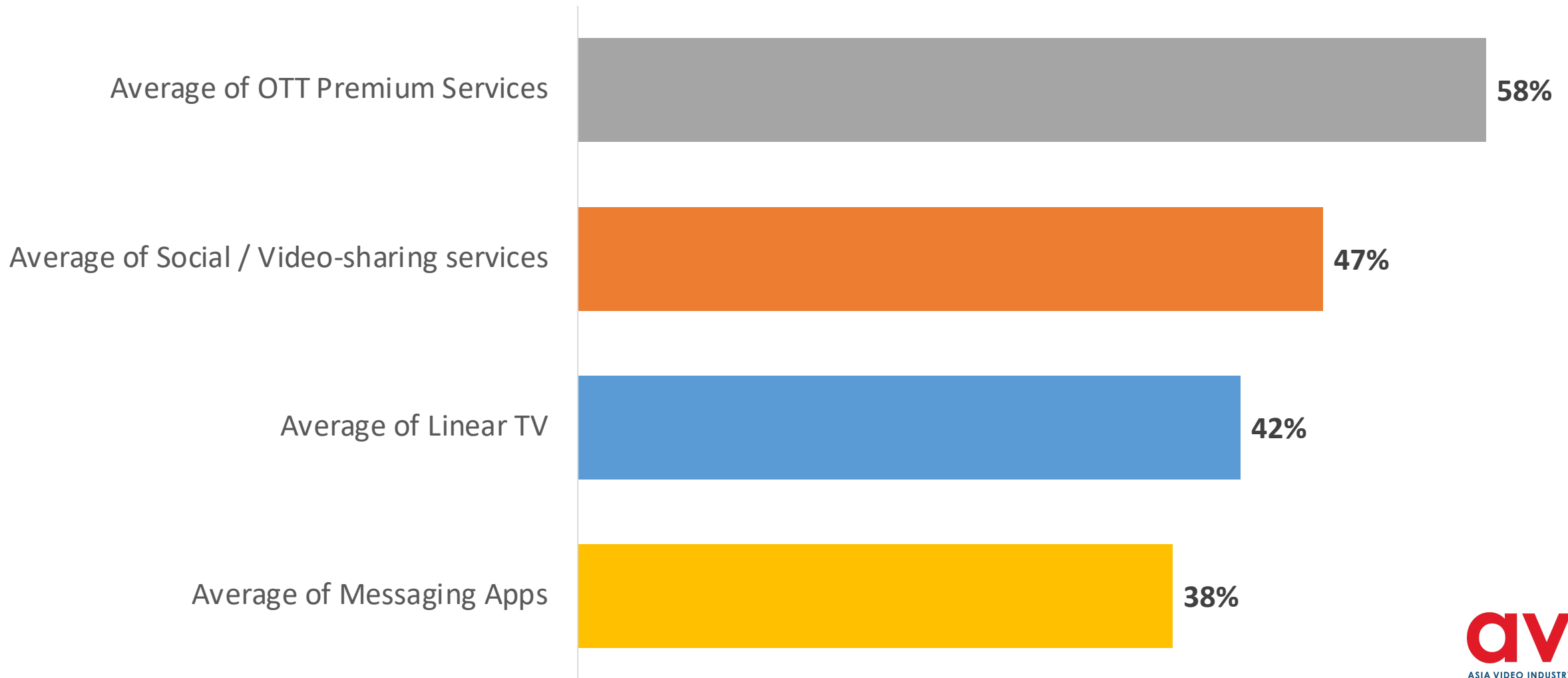


Highest levels of attention:



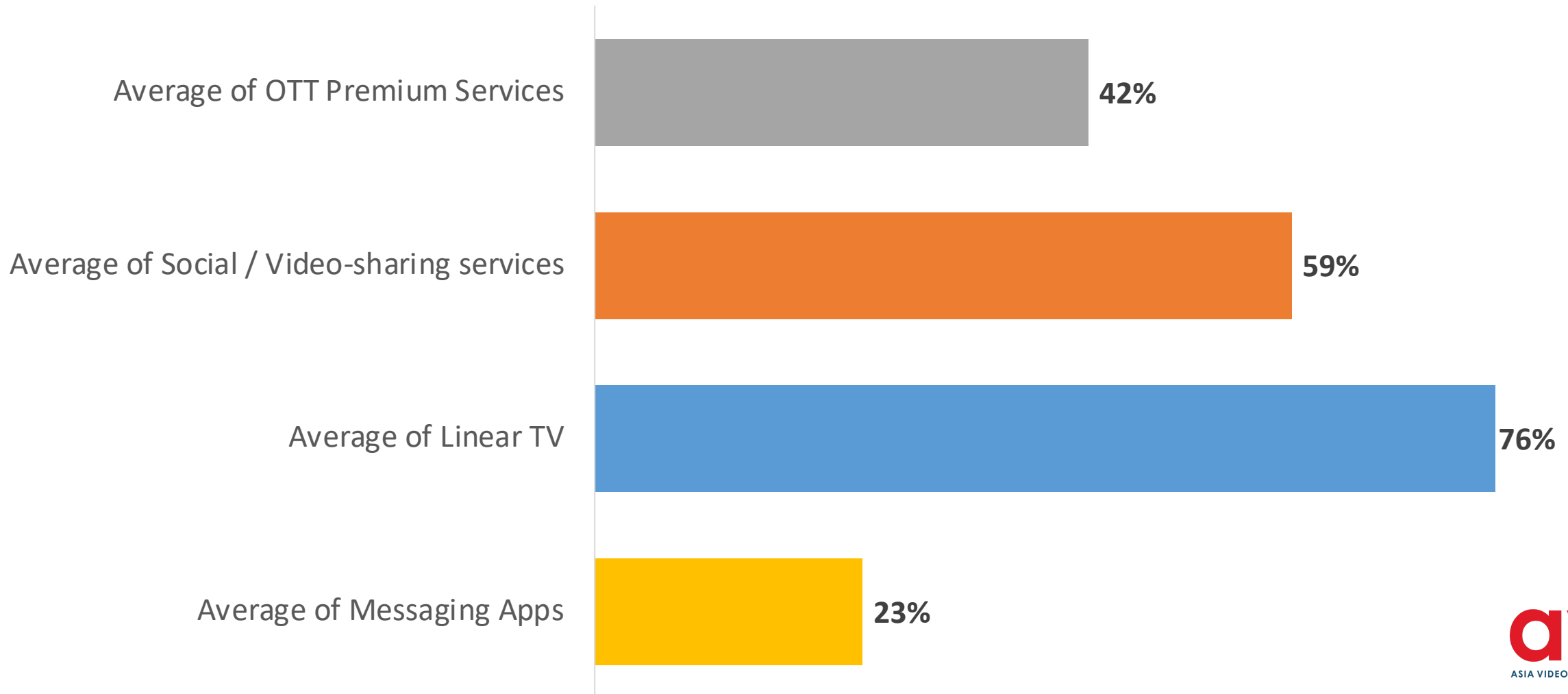


Most likely to recommend:



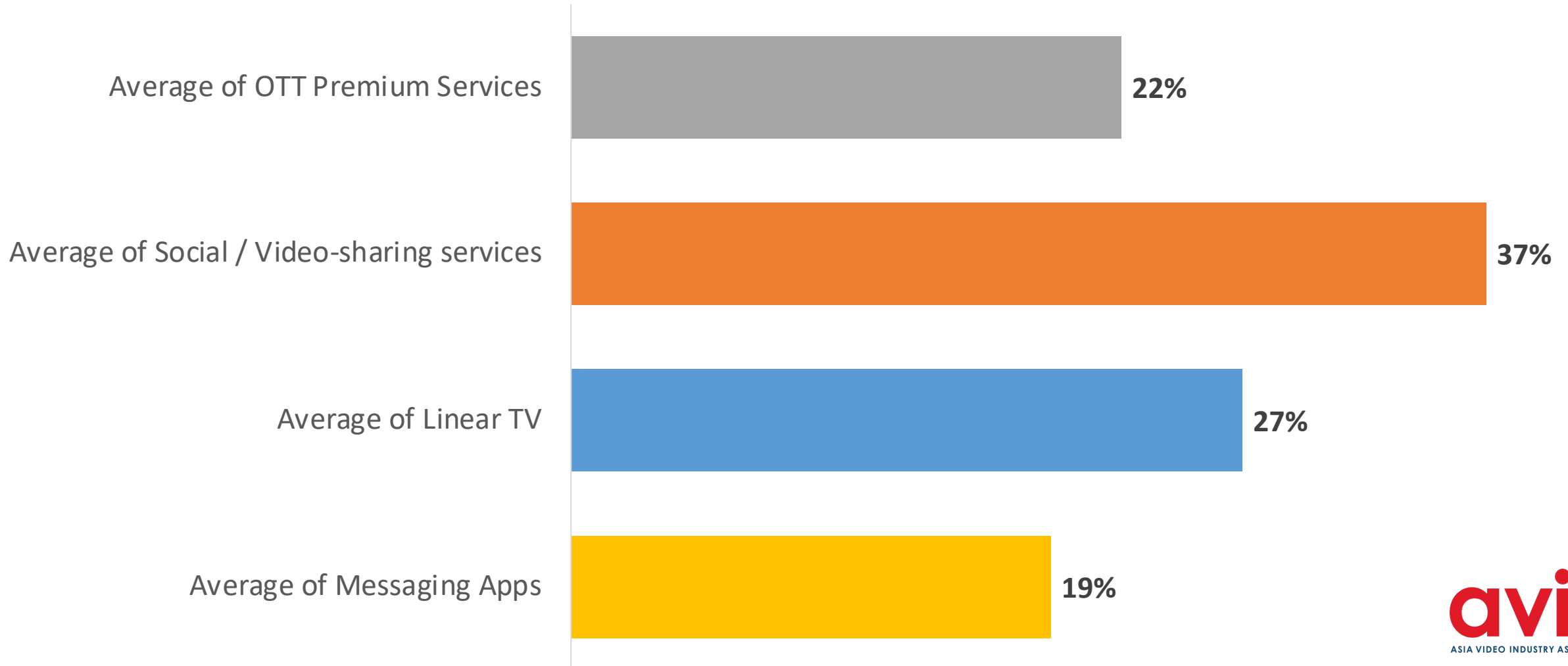


Most likely to notice advertising:



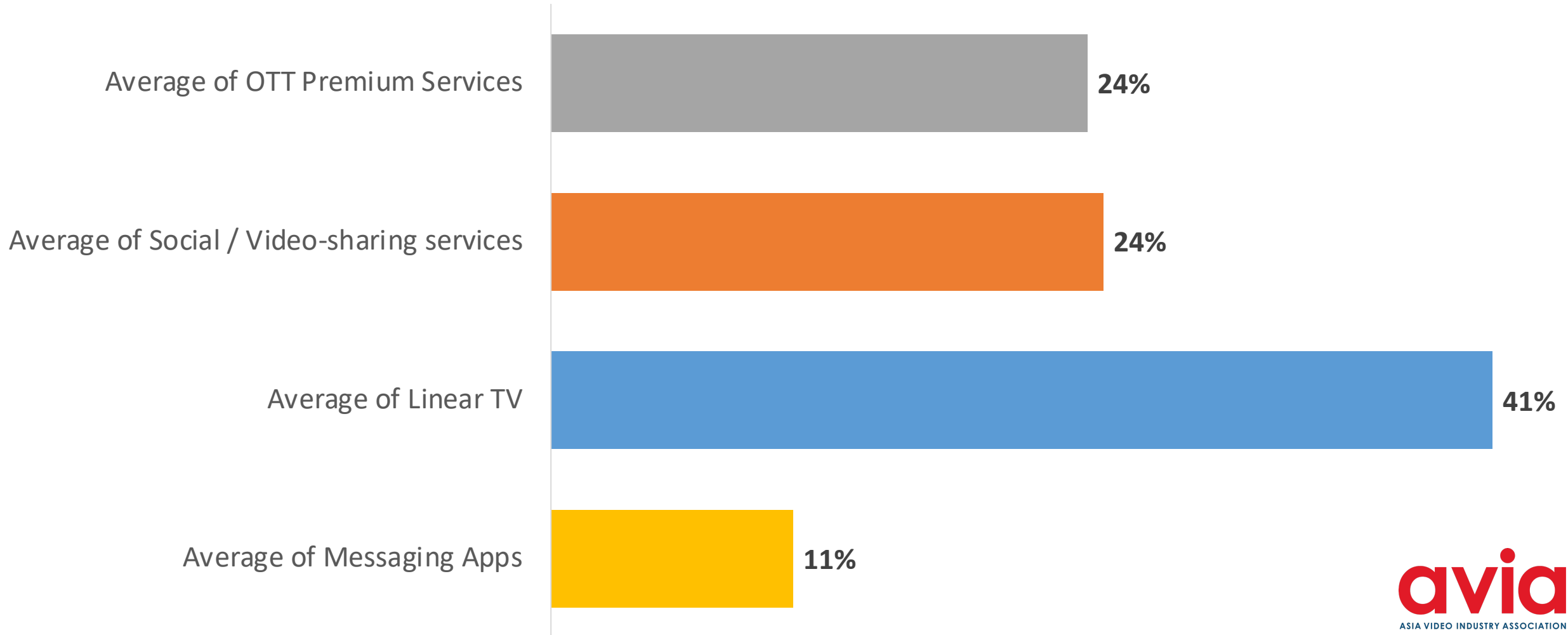


Ads feel too intrusive:



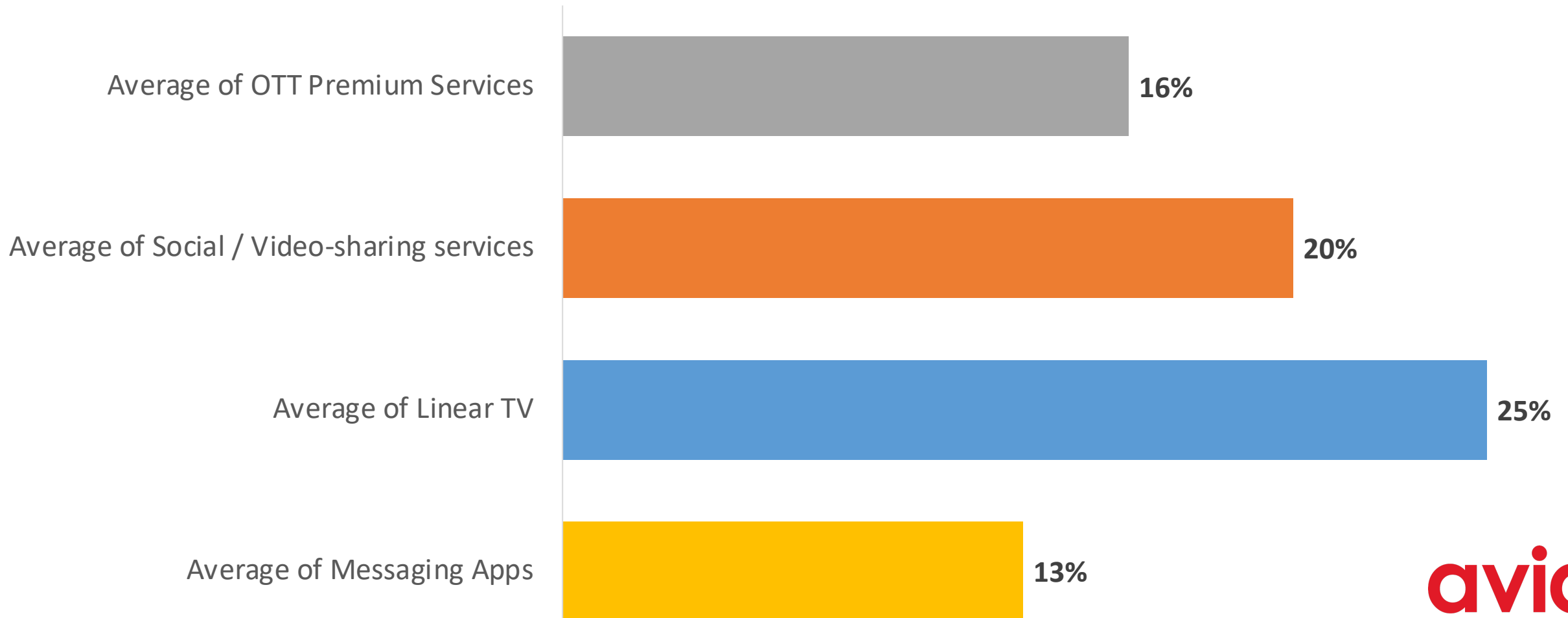


Highest quality ads:



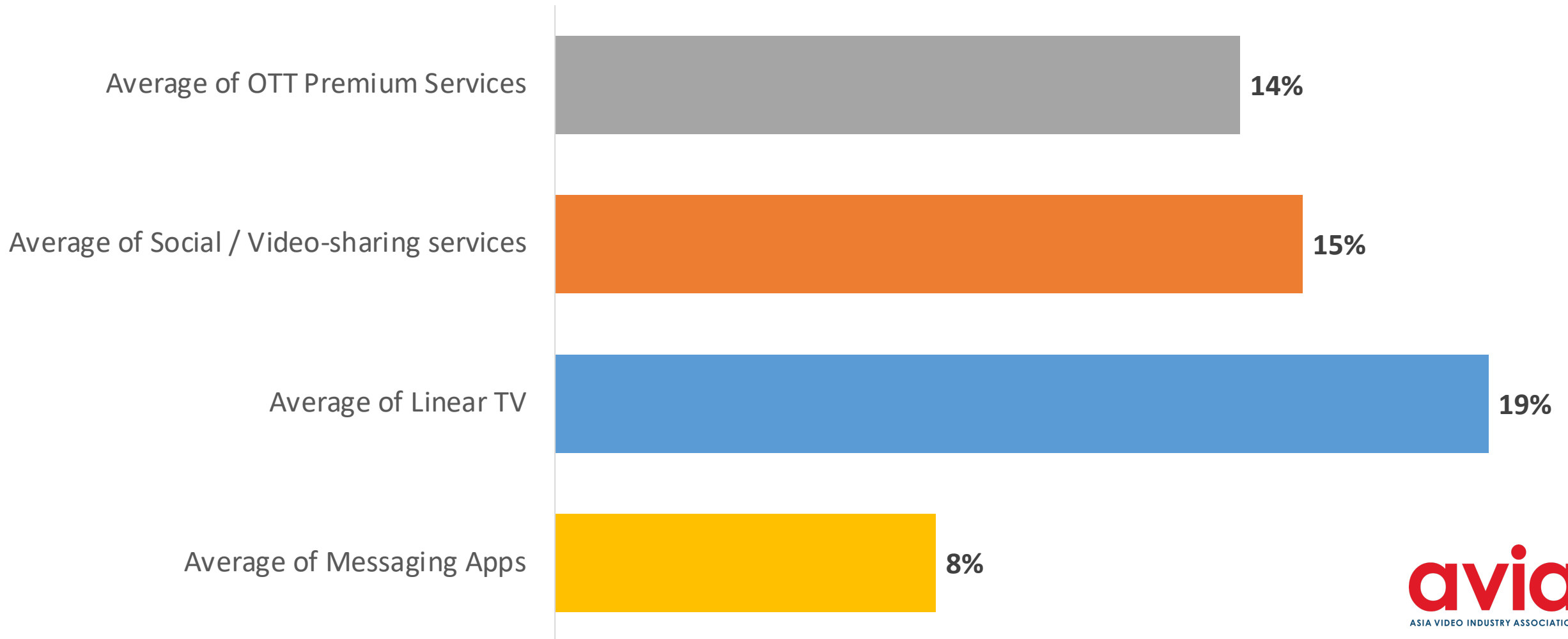


Sought more info after seeing ads:



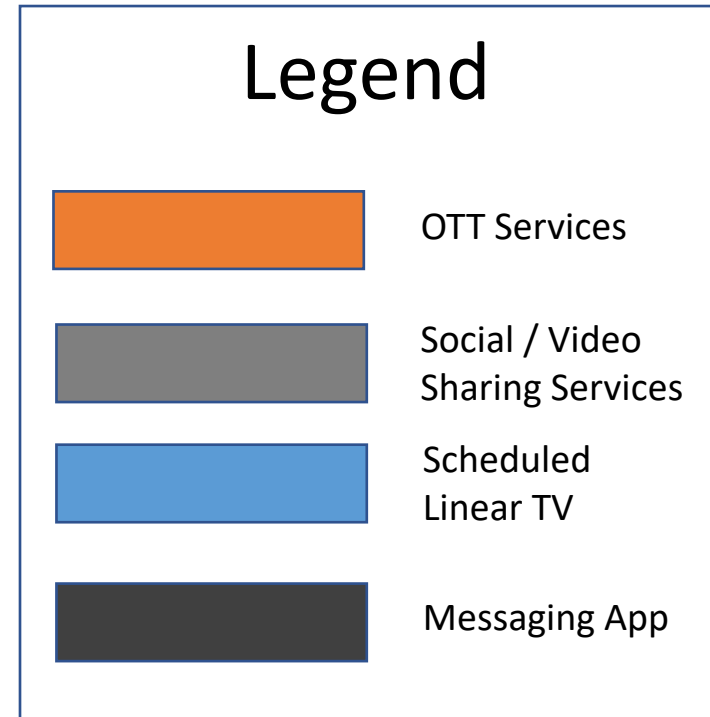
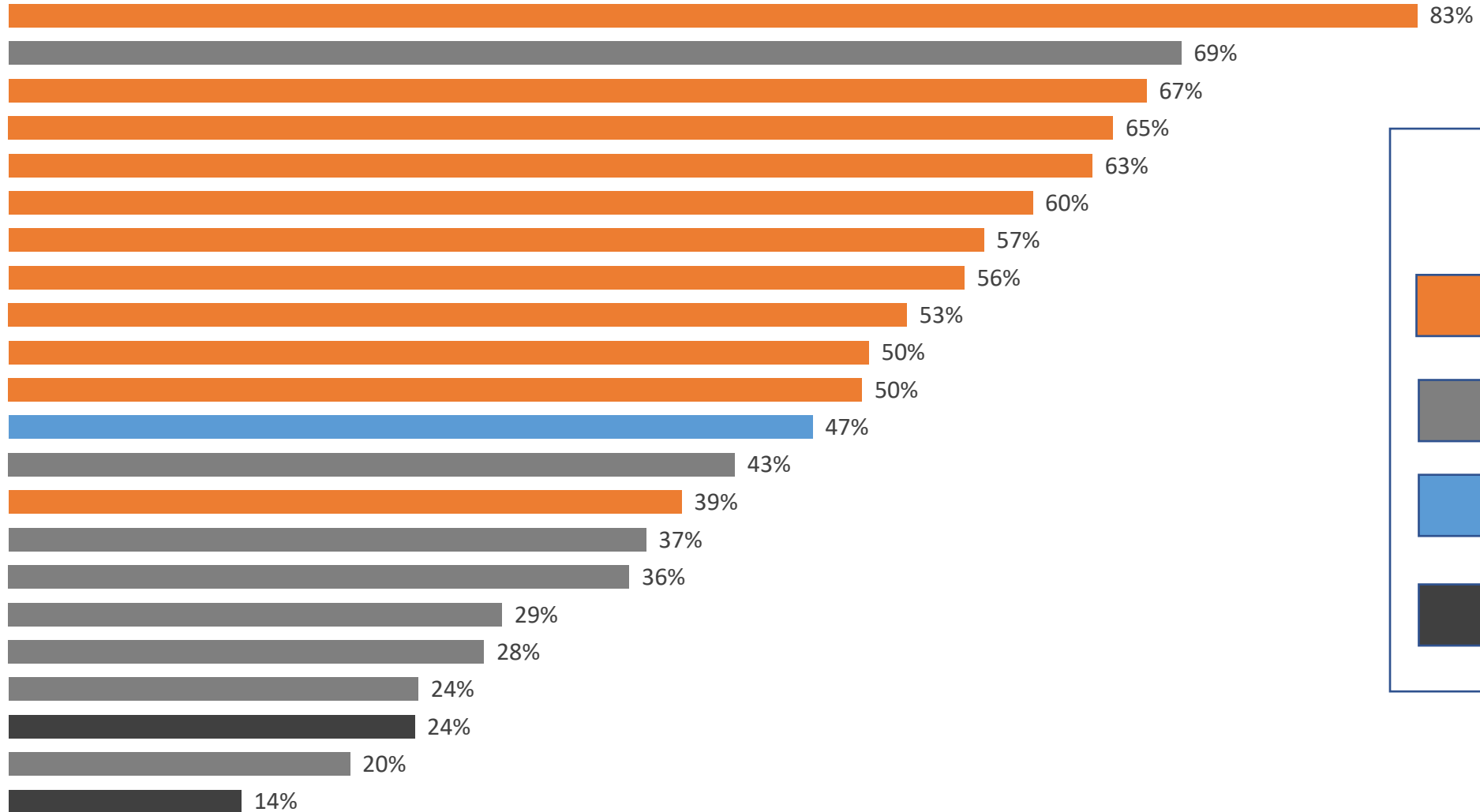


Made purchase after seeing ads:



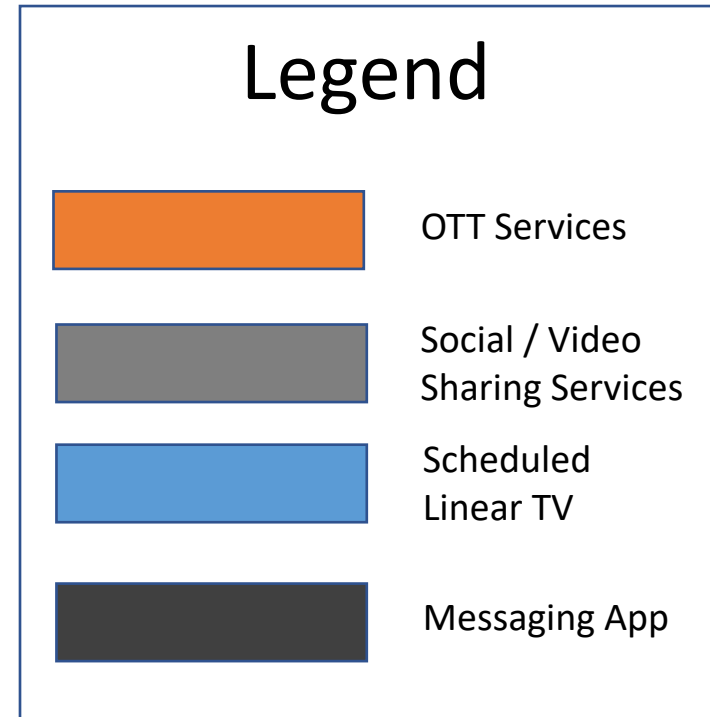
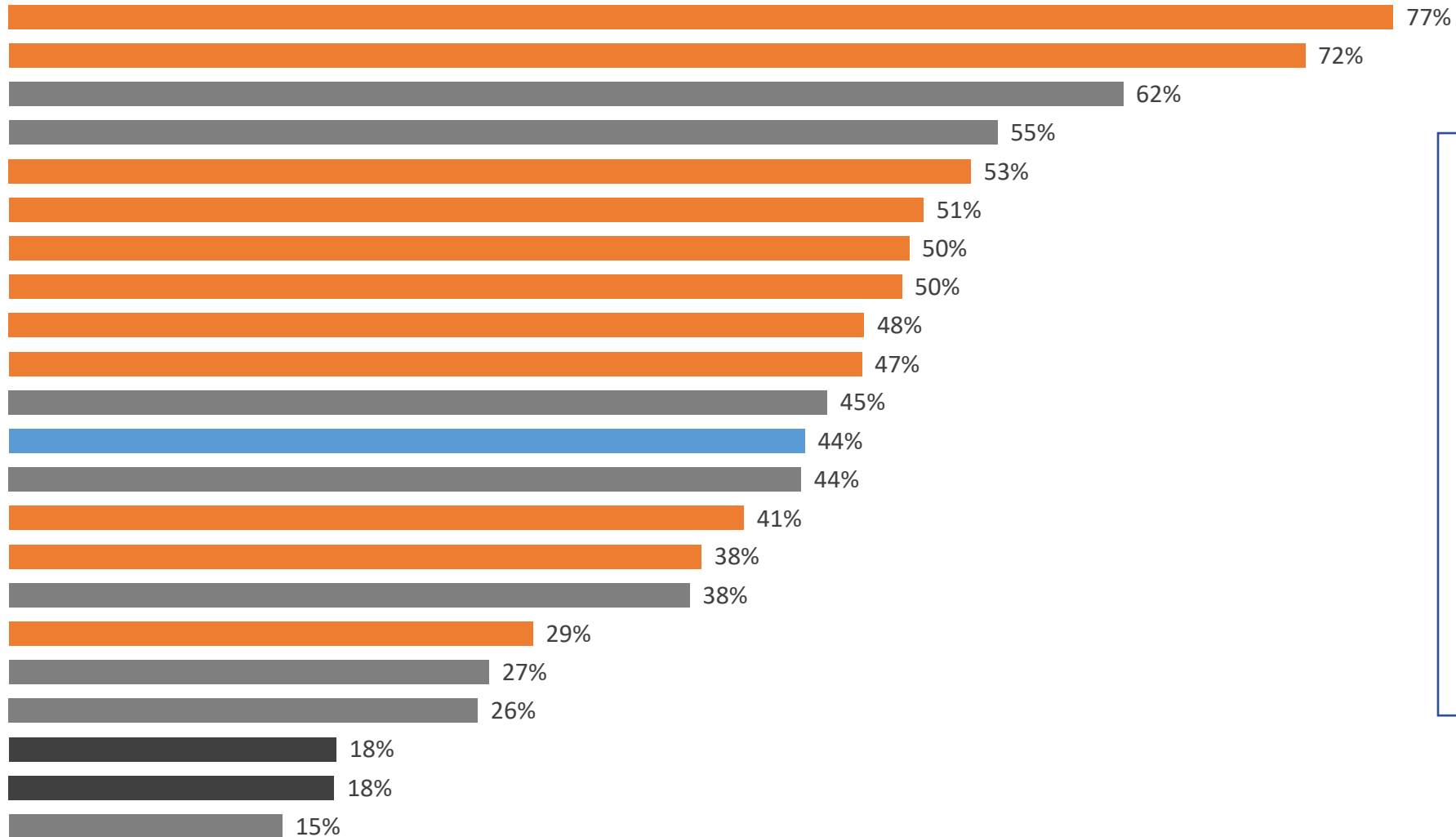


Offers best quality content:





Feel most immersed while watching:

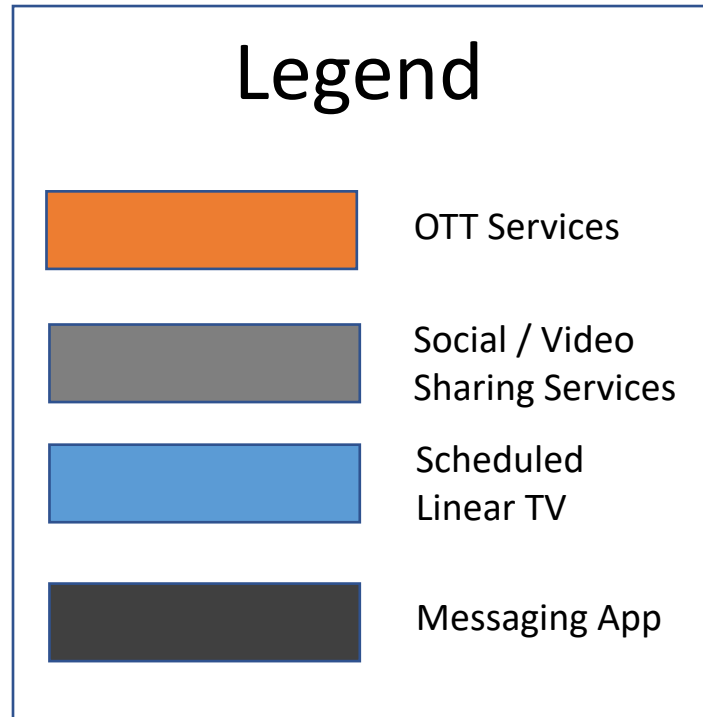
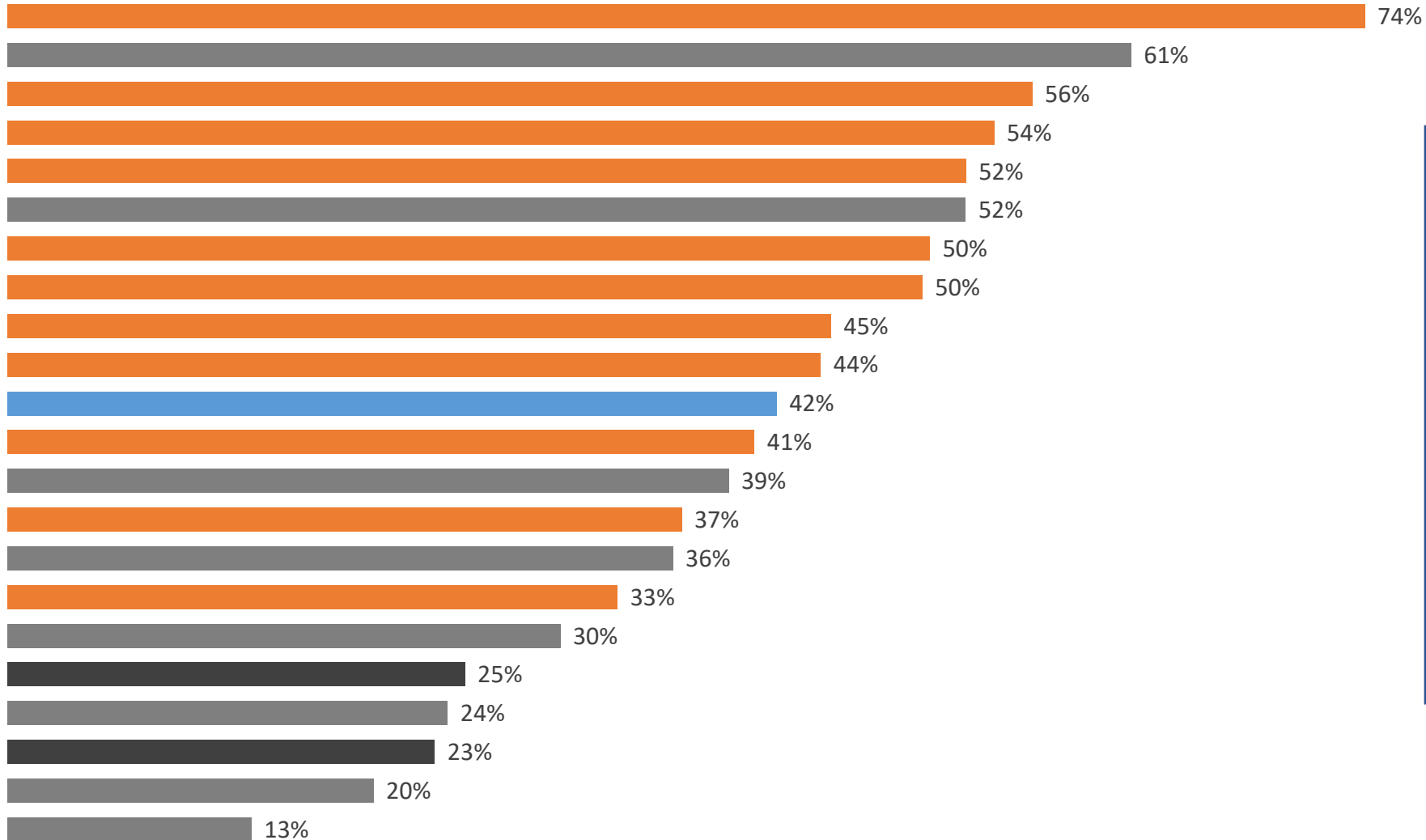


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Highest levels of attention:

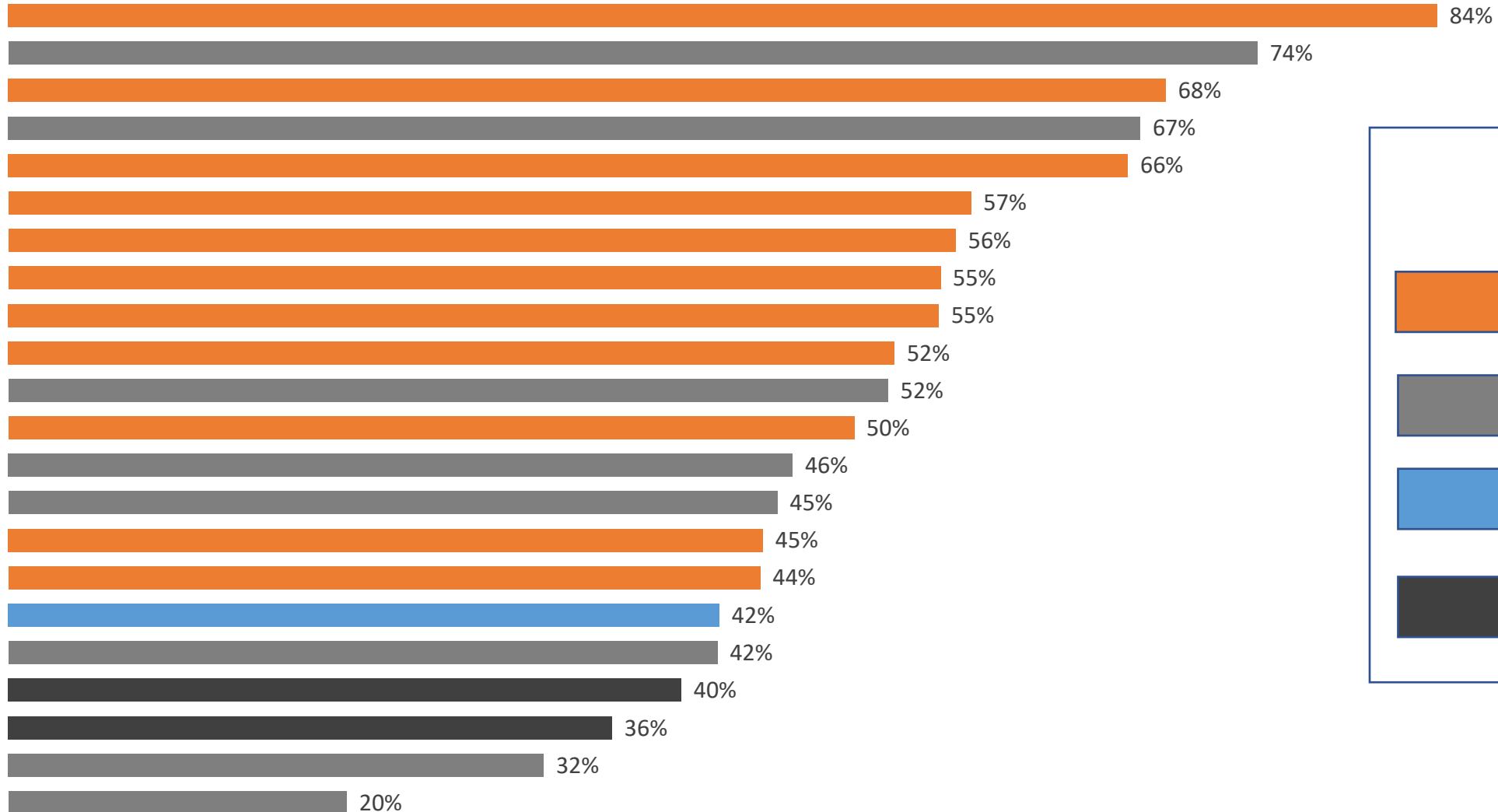


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Has content they're most likely to recommend:



Legend

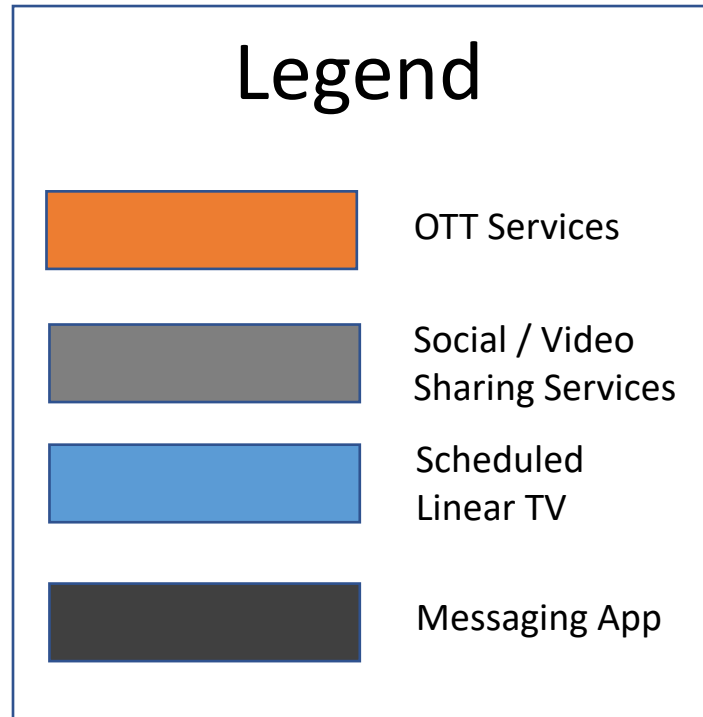
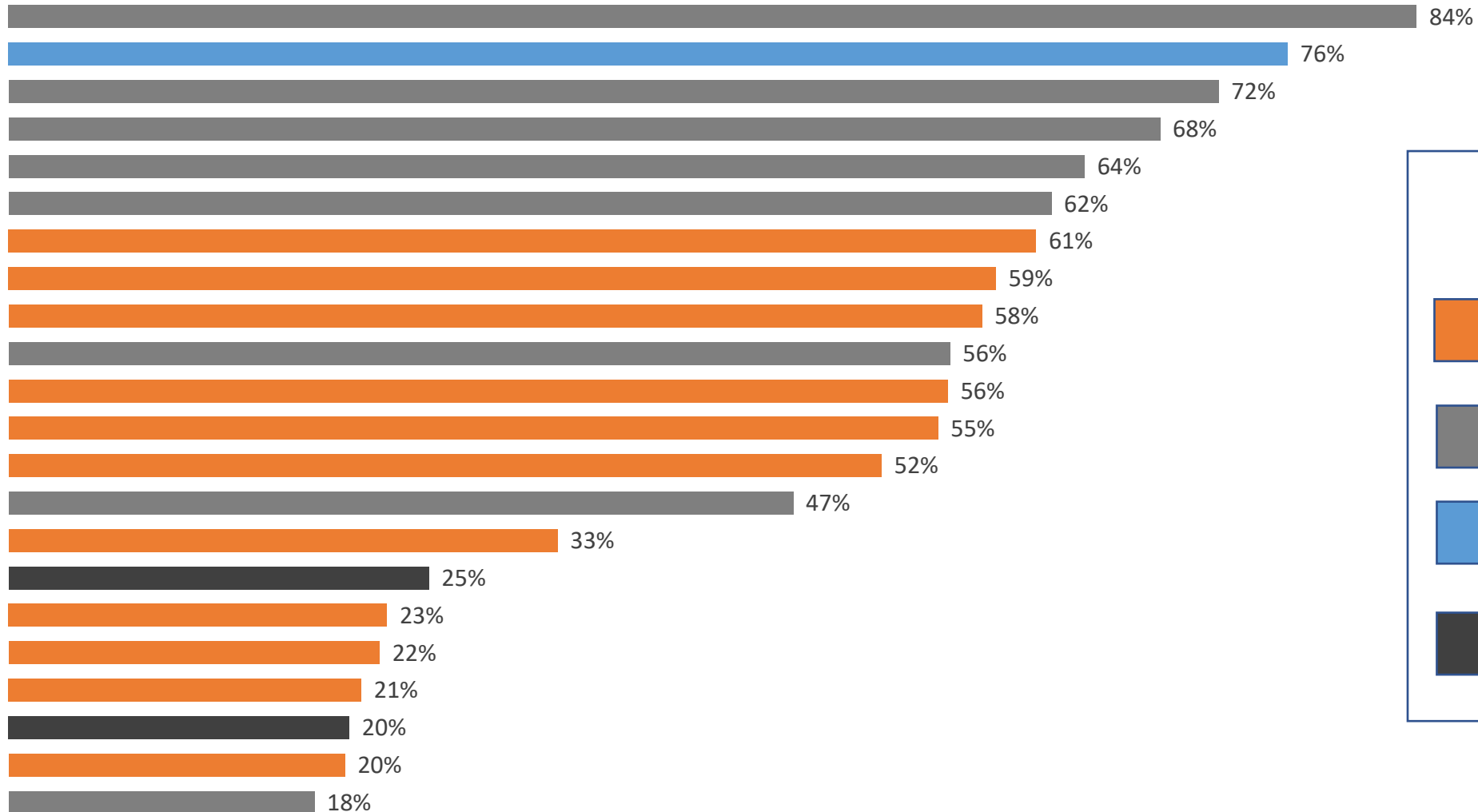
- OTT Services
- Social / Video Sharing Services
- Scheduled Linear TV
- Messaging App

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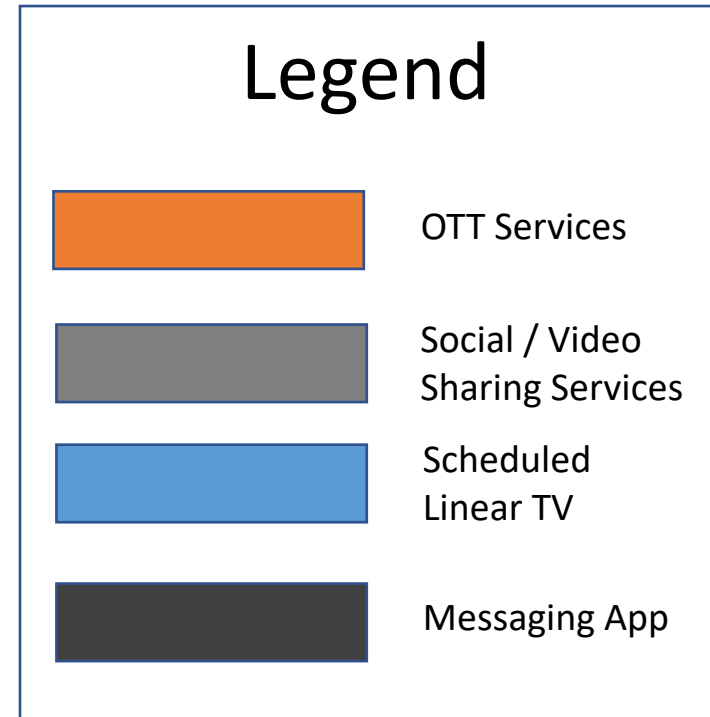
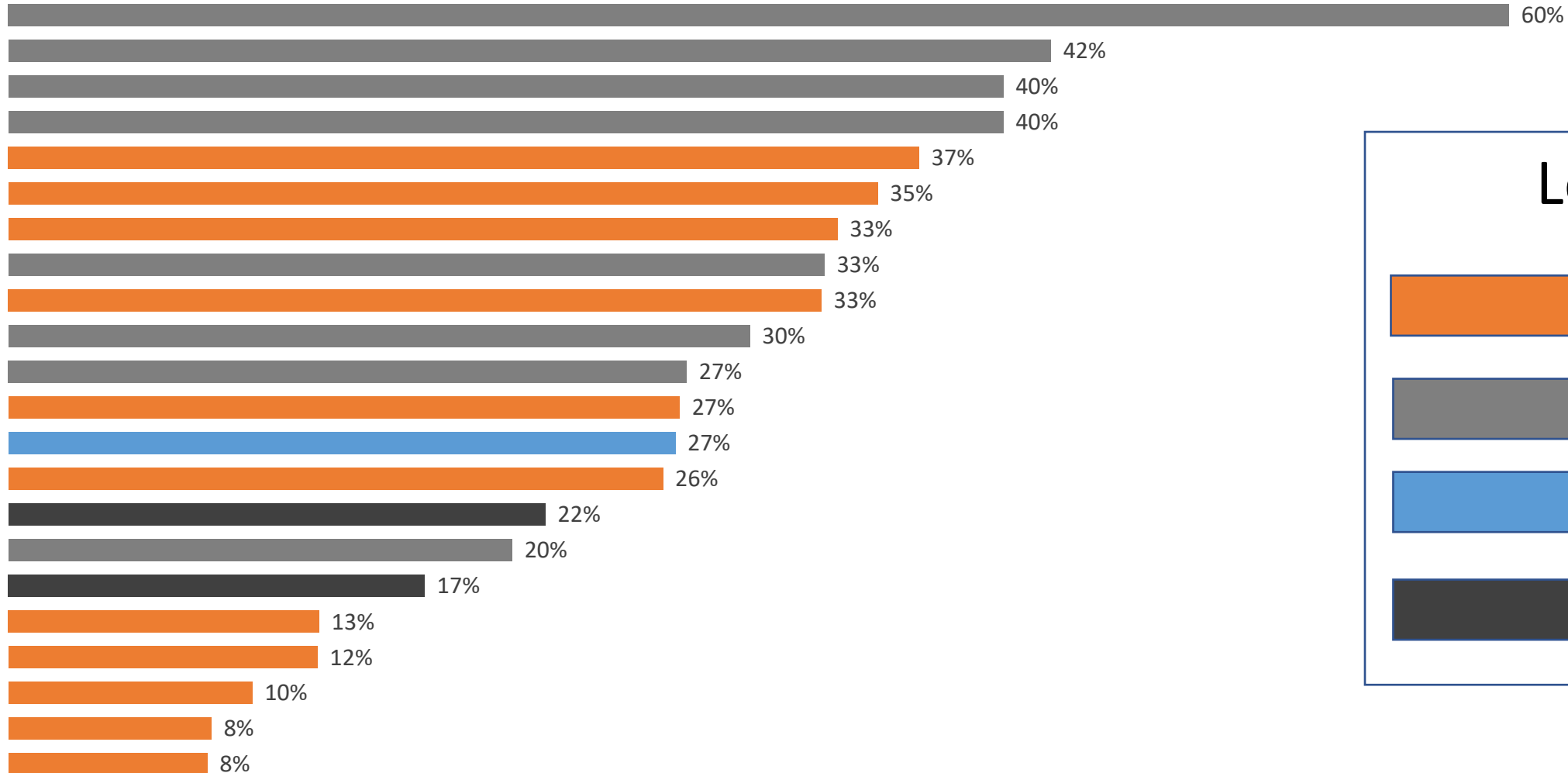
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Most likely to notice advertising:



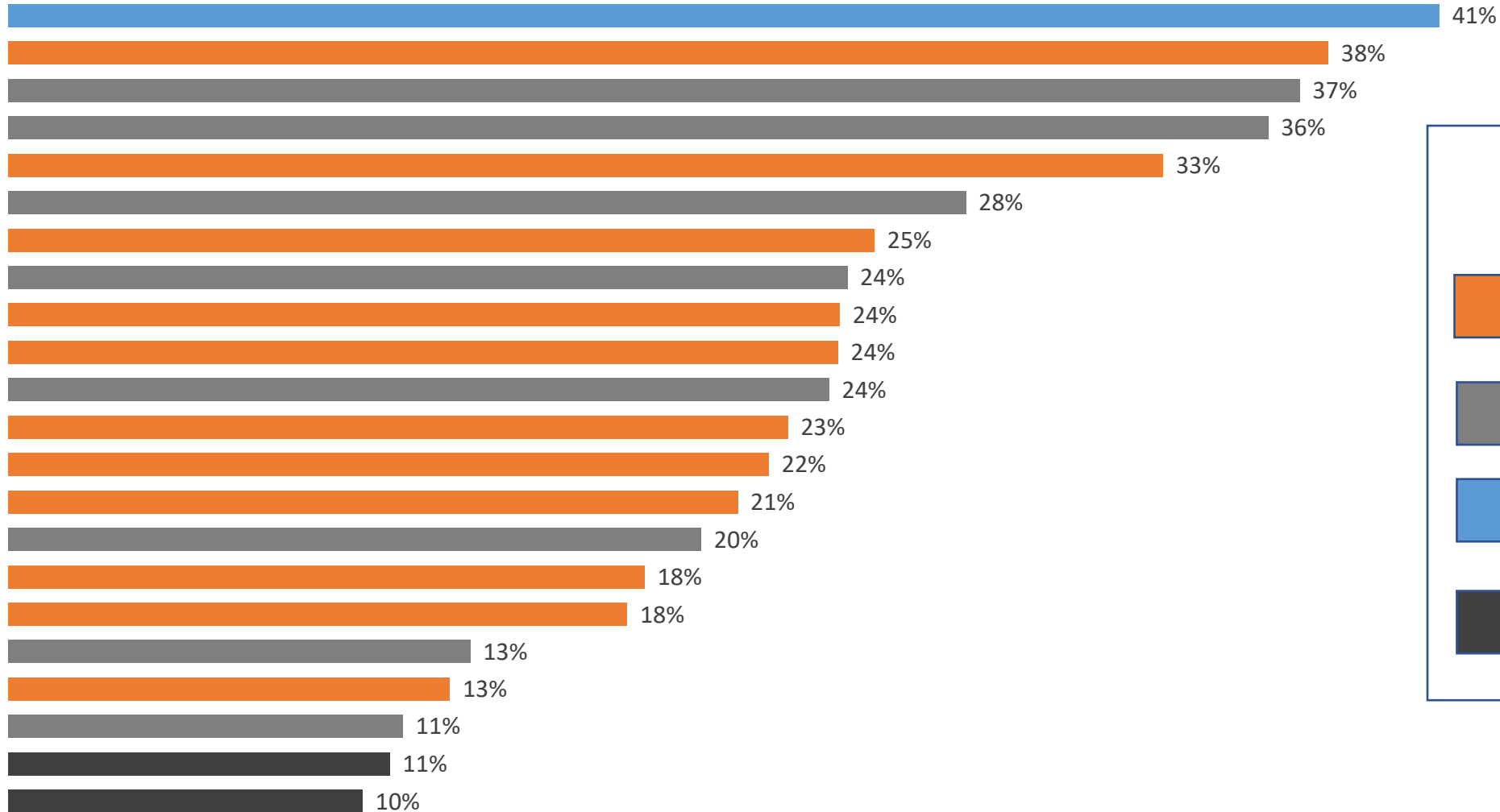


Ads feel too intrusive:





Highest quality ads:



Legend

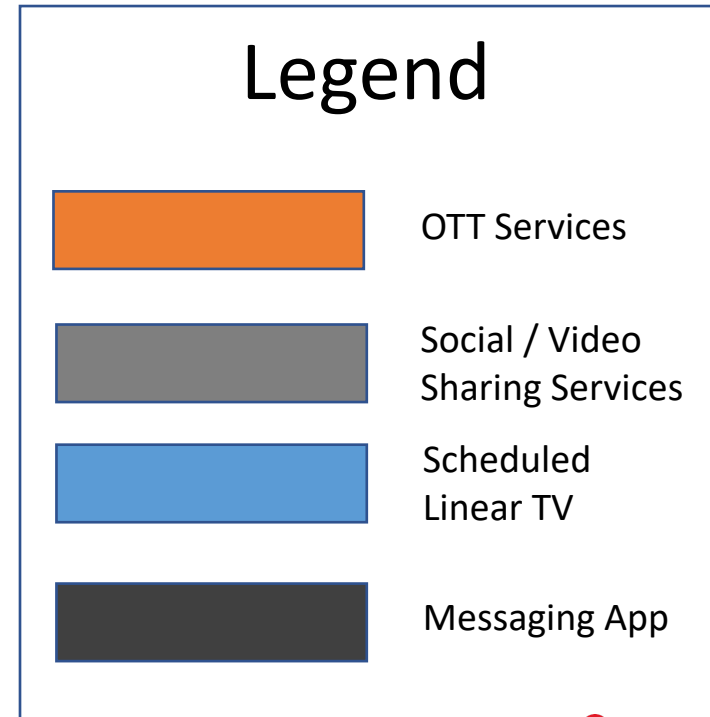
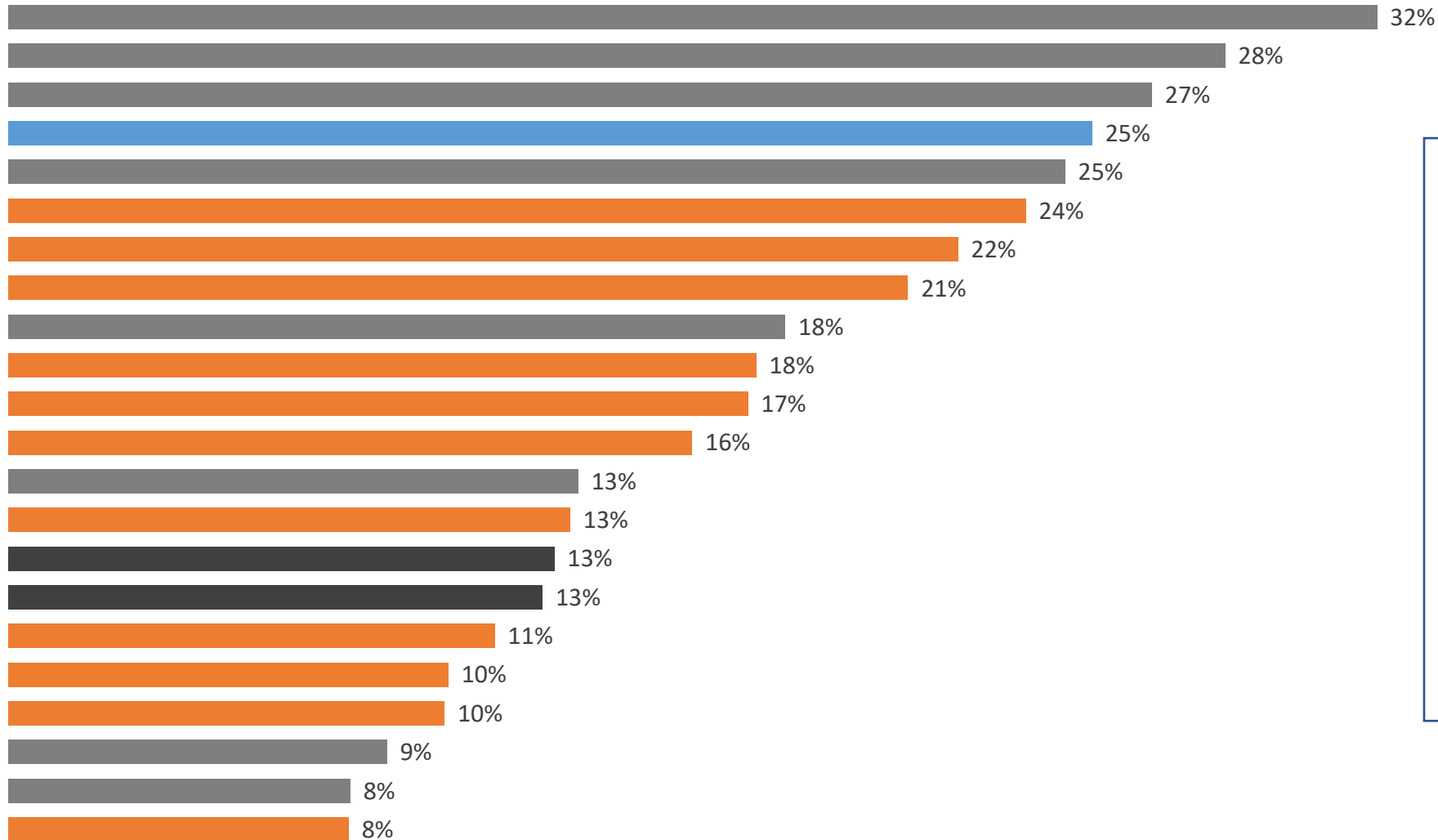
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Sought more info after seeing ads:

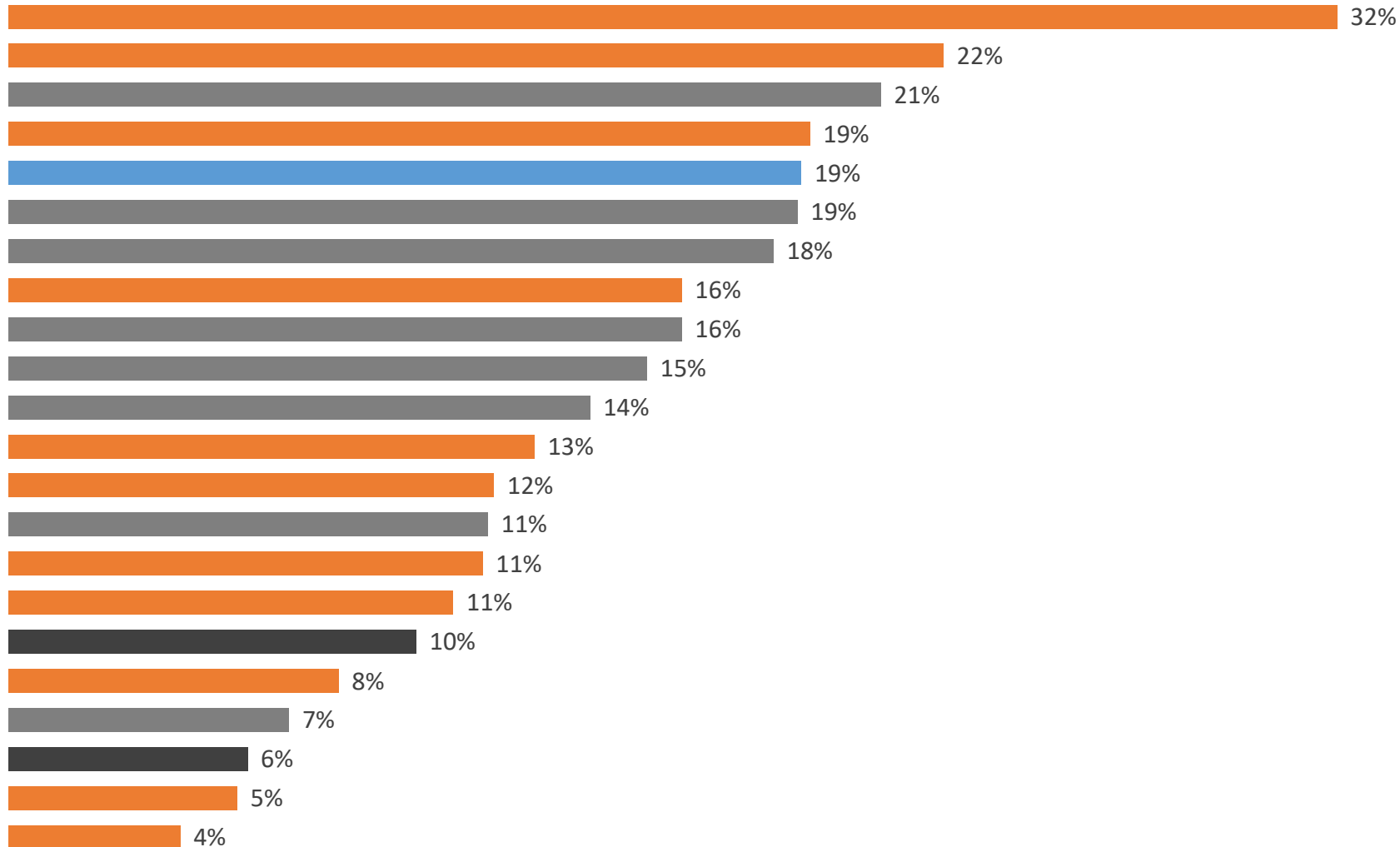


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Made purchase after seeing ads:

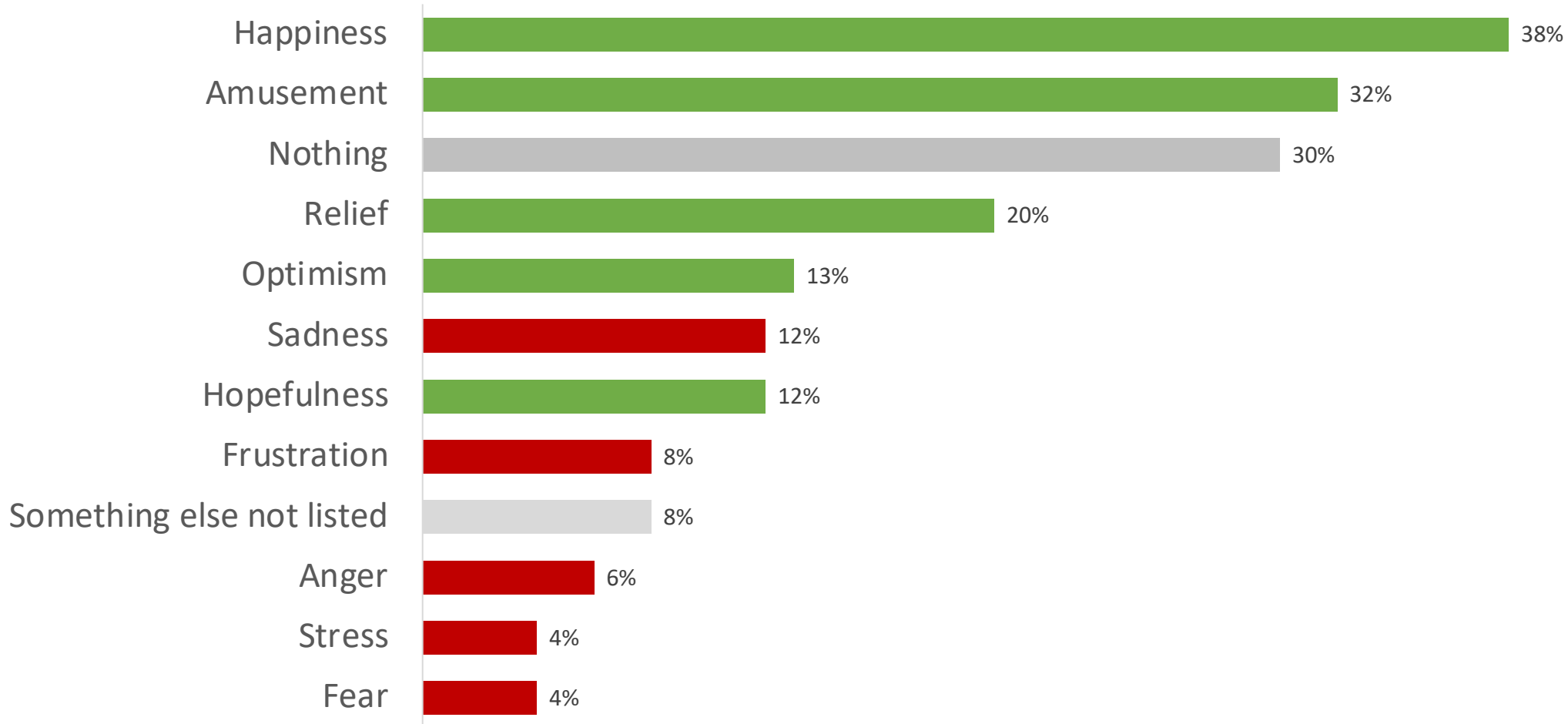


Legend

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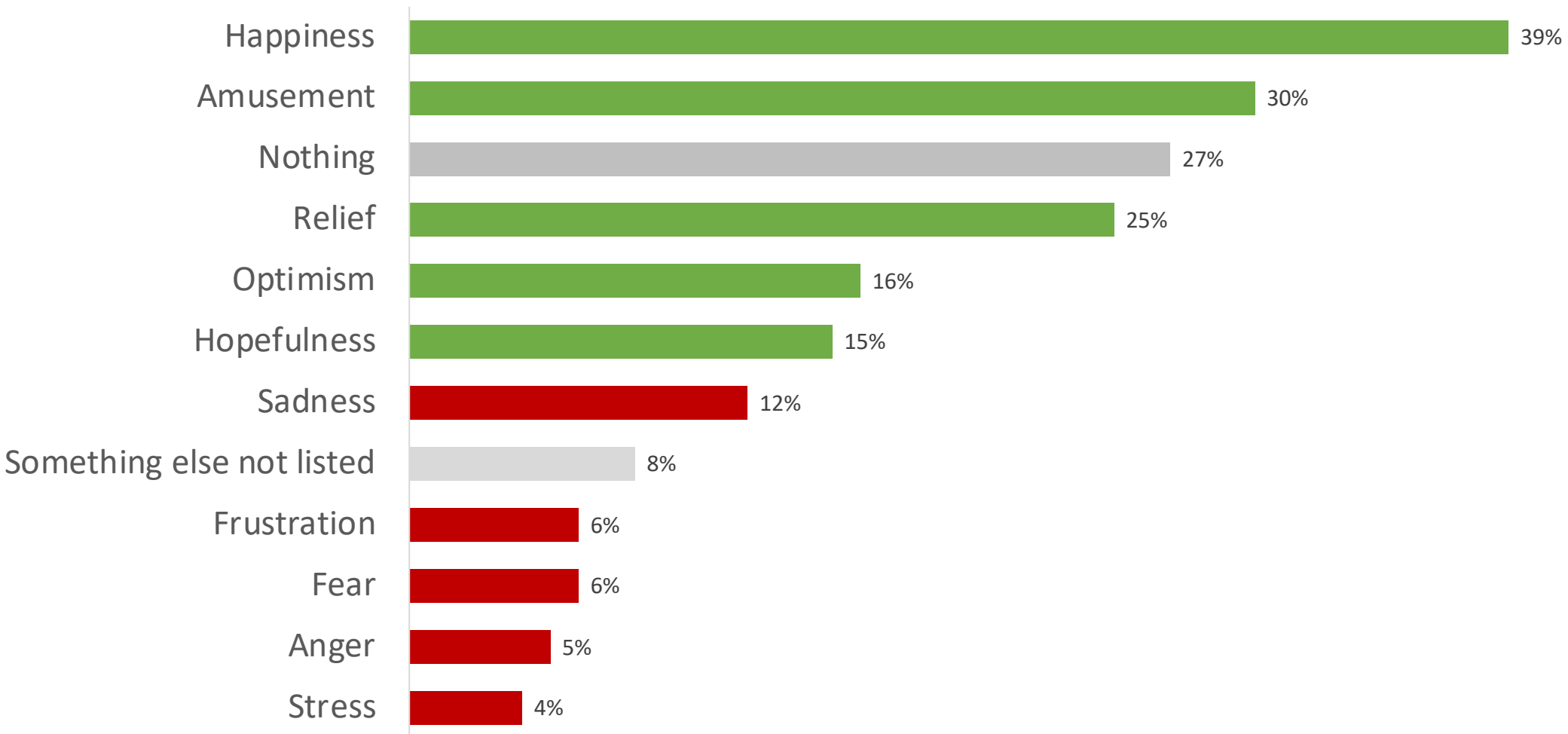


Emotions after watching an hour of TV content:



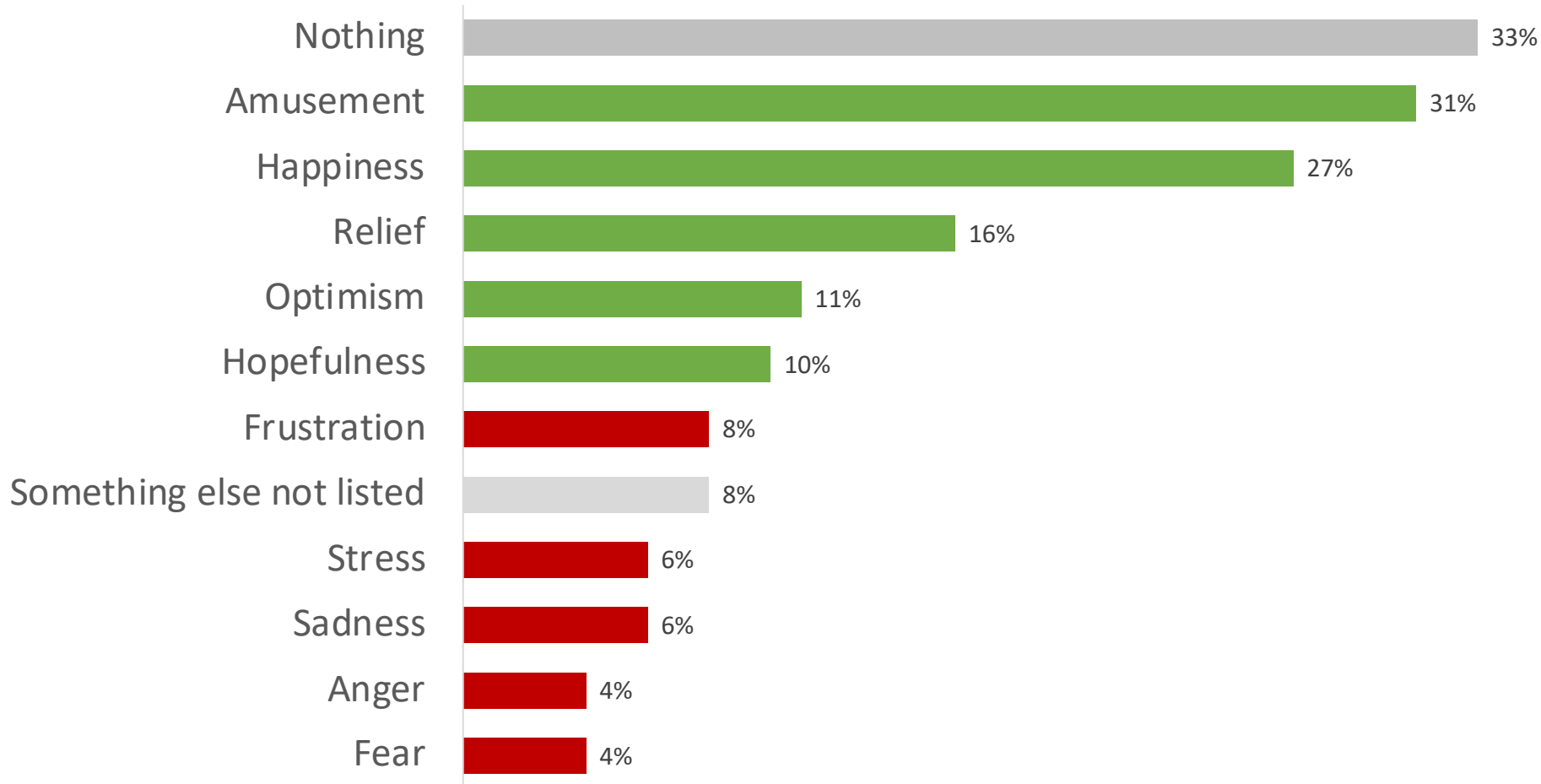


Emotions after watching a Movie:



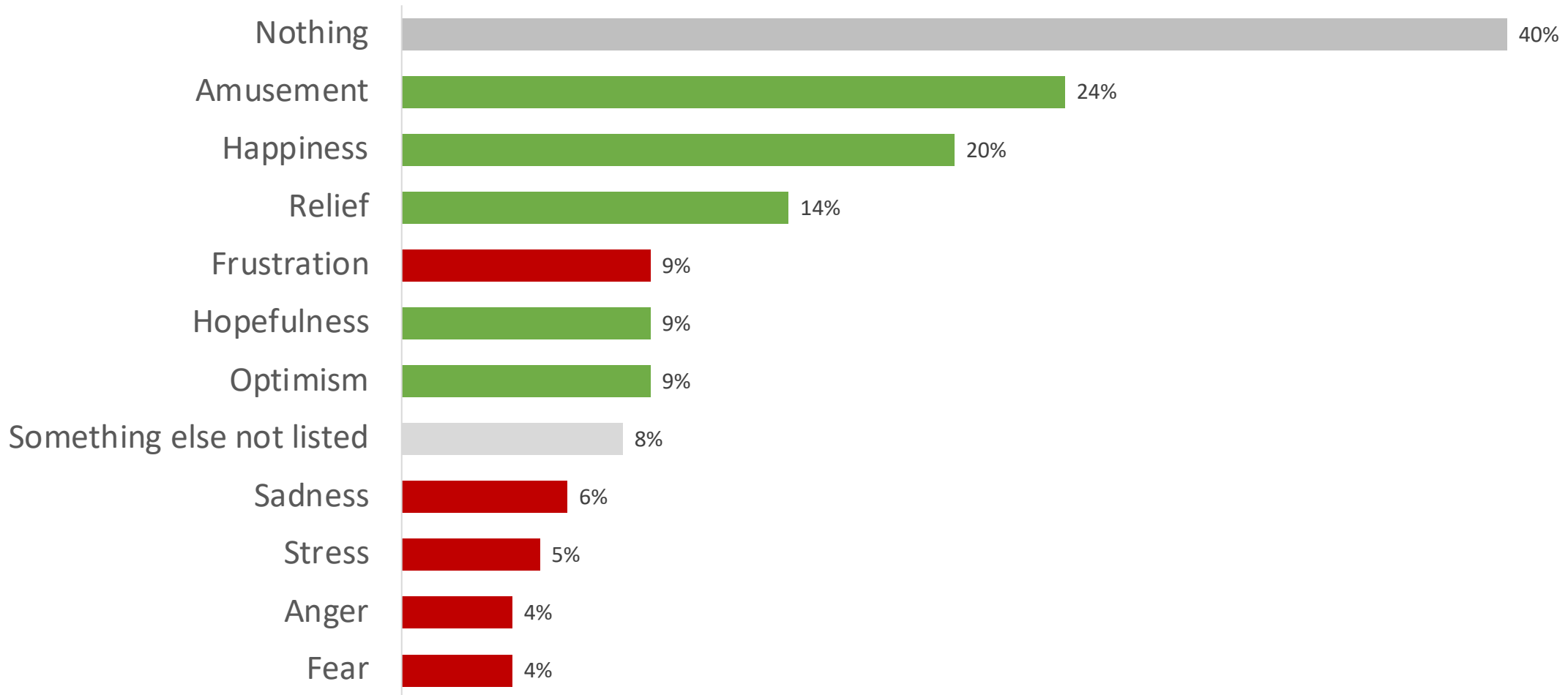


Emotions after watching an hour of UGC:





Emotions after watching an hour of Social Media Videos:





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