

Premium OTT – Building its Rightful Place in the Digital Market

A Research Study in Indonesia

Supported By:

Magnite

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Research Specifications

Online Survey

- Using Milieu's proprietary online panel
- Data representative of adult population aged 16 and above in Indonesia
- Margin of error of +/- 3% at 95% confidence
- Data collected in August 2023



Methodology

Online research via Milieu's proprietary panel



Sample Size

N=,1000 samples



Audience

Representative of Indonesian resident population of adults aged 16 and above. Quotas set for age and gender

► Services covered by the research:

Premium OTT

Disney+ Hotstar
HBO Go
iFlix
iQIYI
Metro TV Online
Netflix

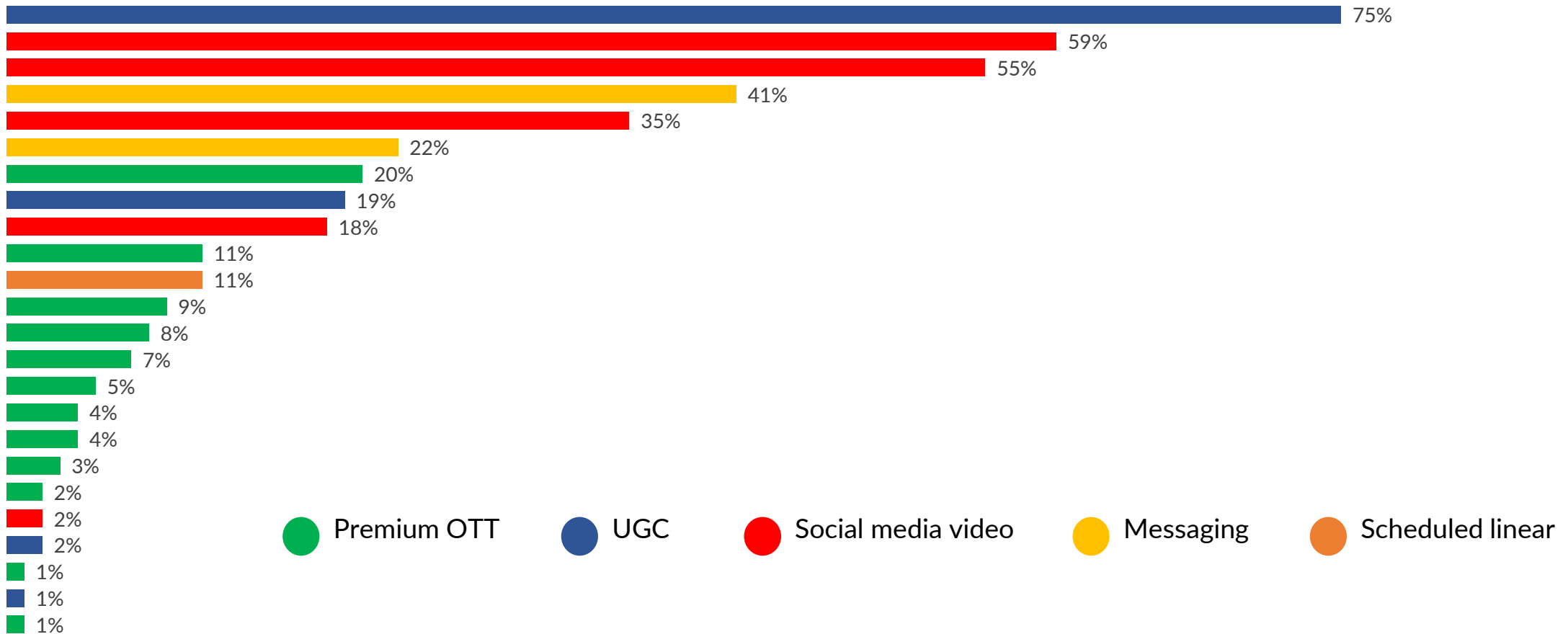
RCTI+
TVRI Online
Vidio
Vision+
Viu
WeTV

Social Media & Video Sharing

Facebook
Instagram
SnackVideo
Snapchat
Telegram
TikTok

Twitch
Twitter
Vimeo
WhatsApp
YouTube

Video platforms used regularly – All respondents



Question: Which of the following services do you use to watch video content? | Multi-select | n=1,000

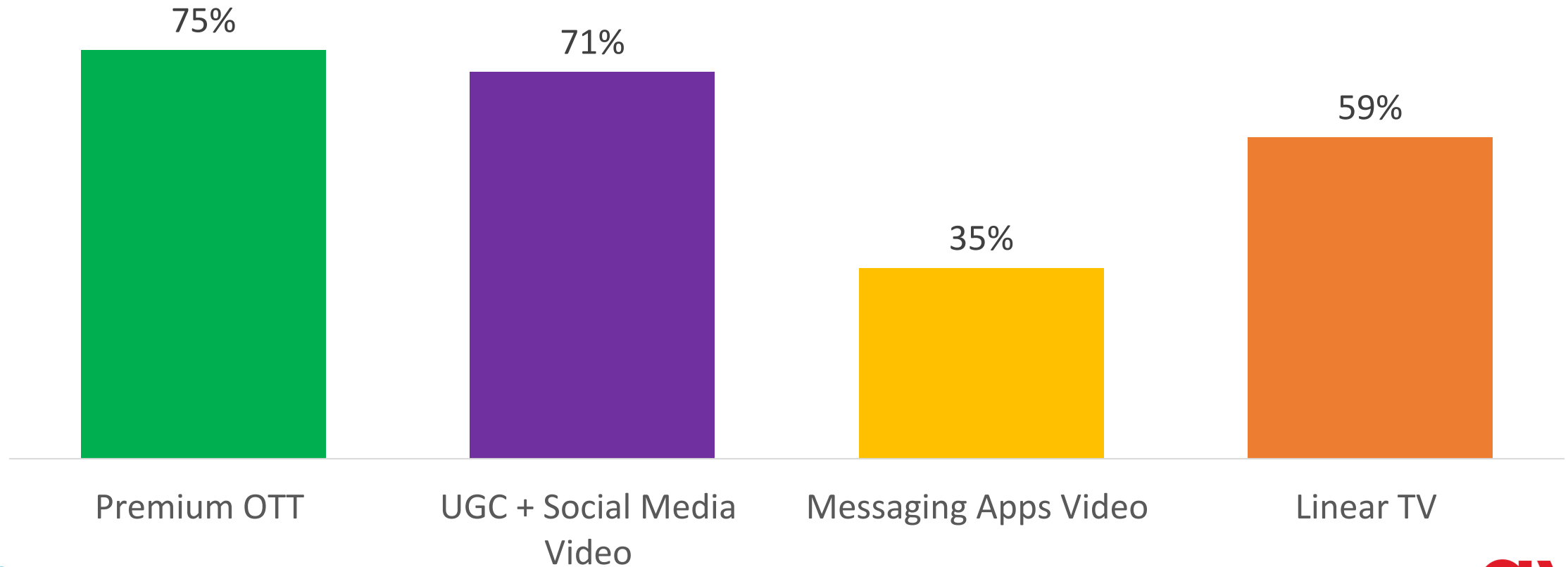
Indonesia In View

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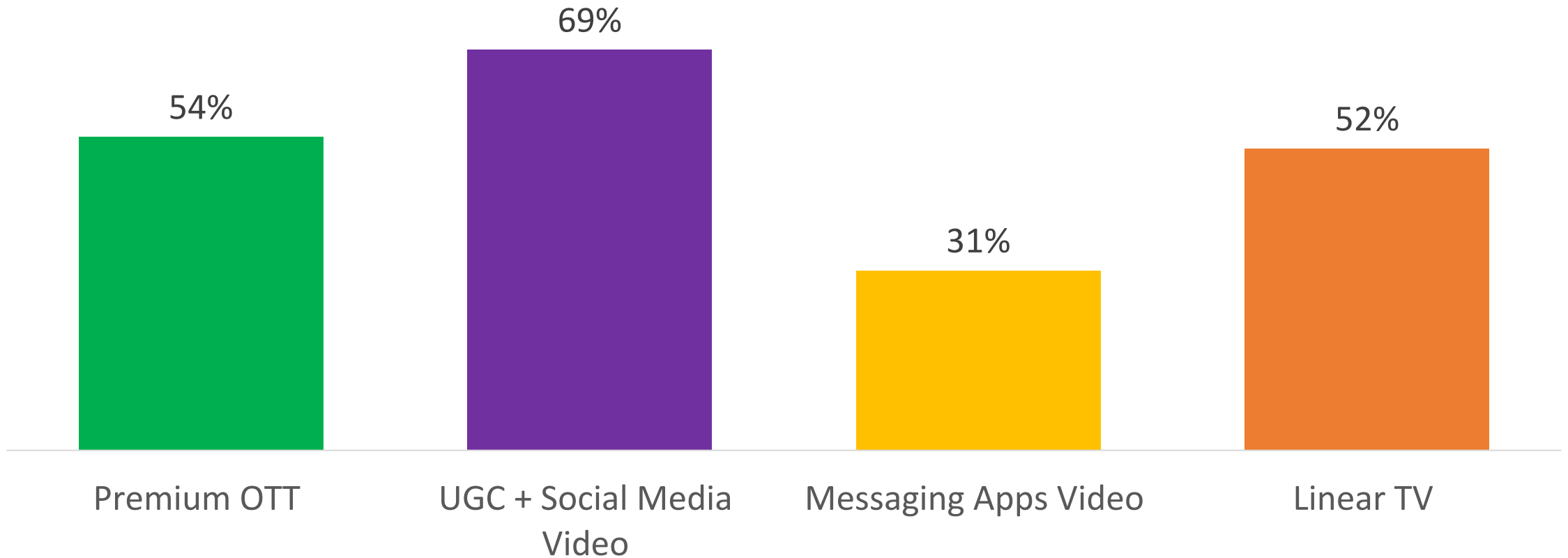
Offers Best Quality Content



milieu

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Feel Most Immersed While Watching



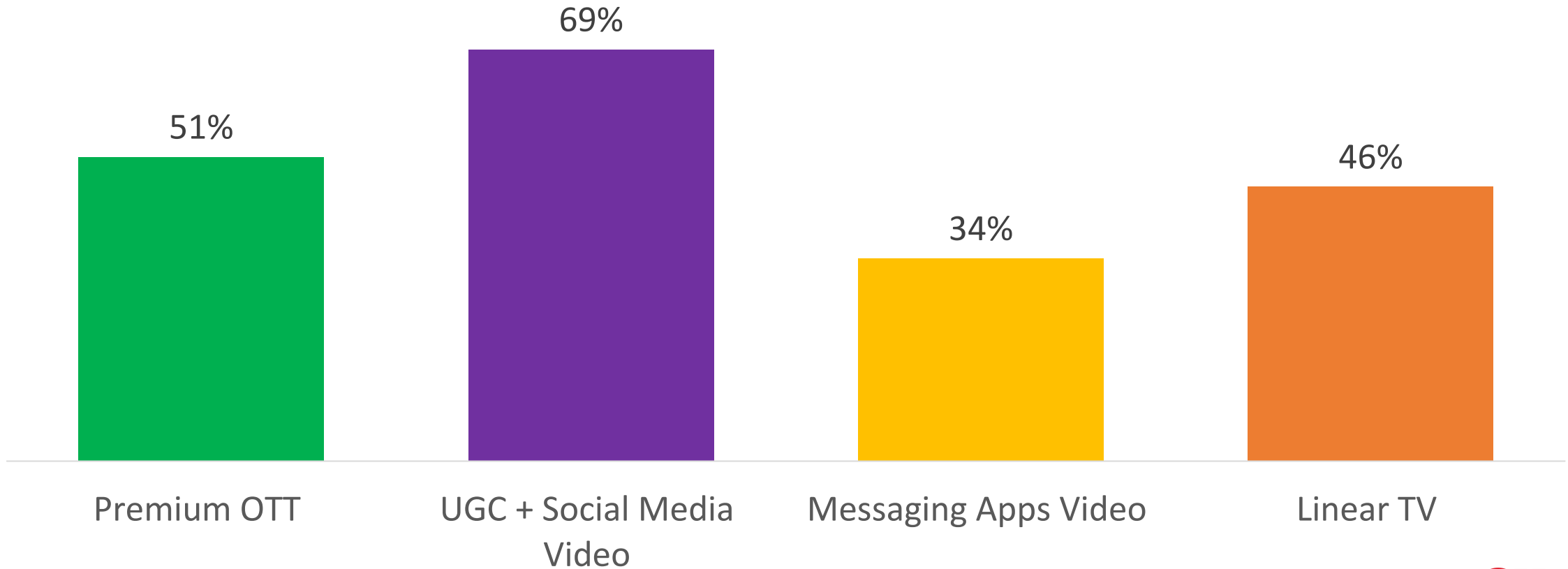
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Highest levels of attention



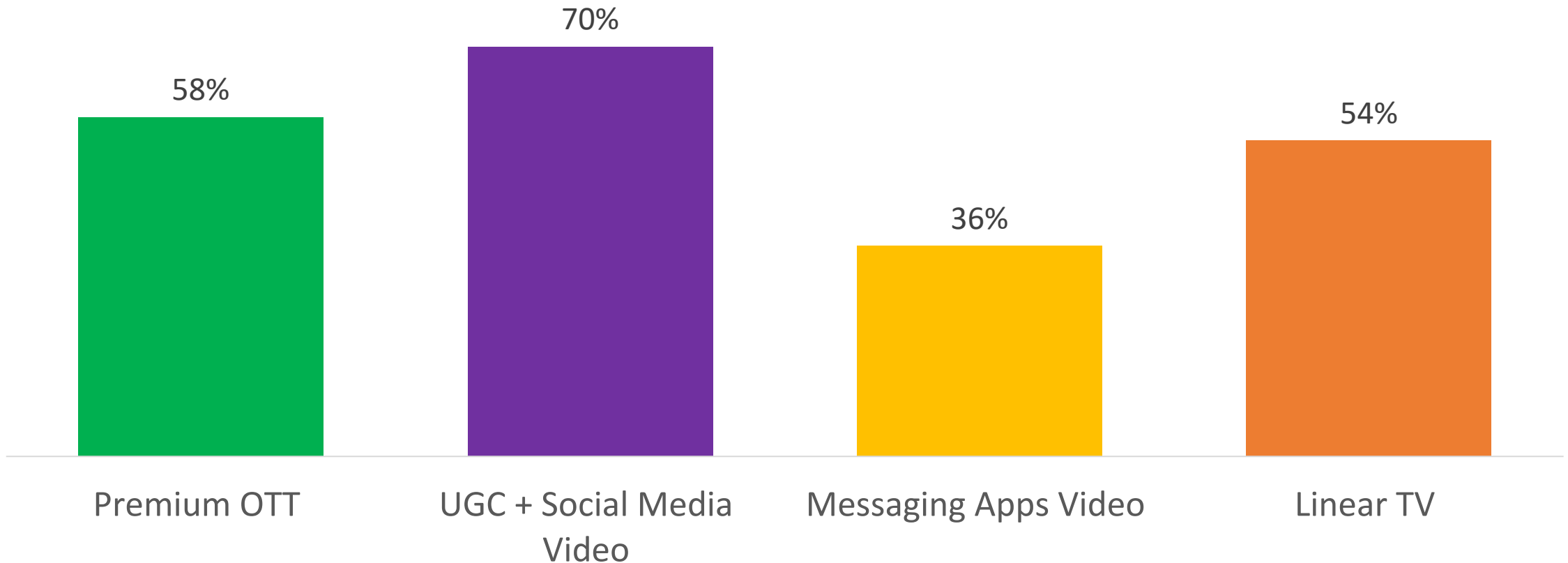
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Most Likely to Recommend



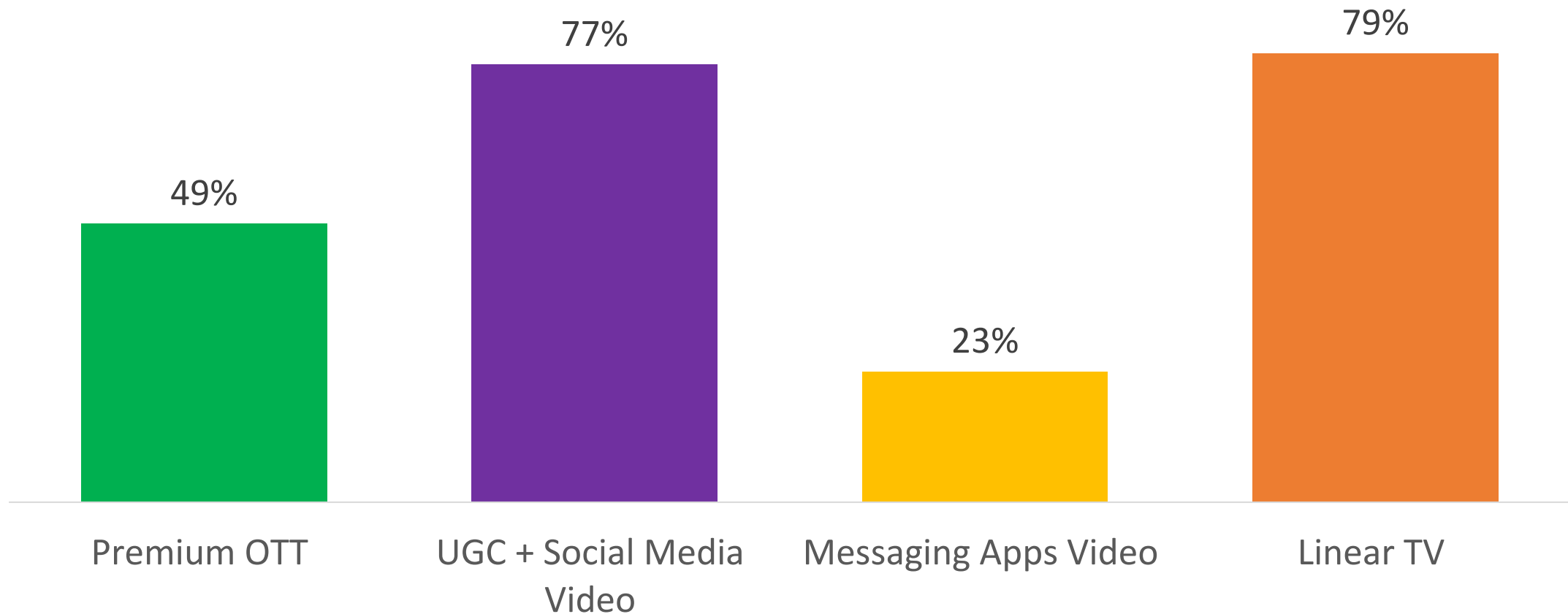
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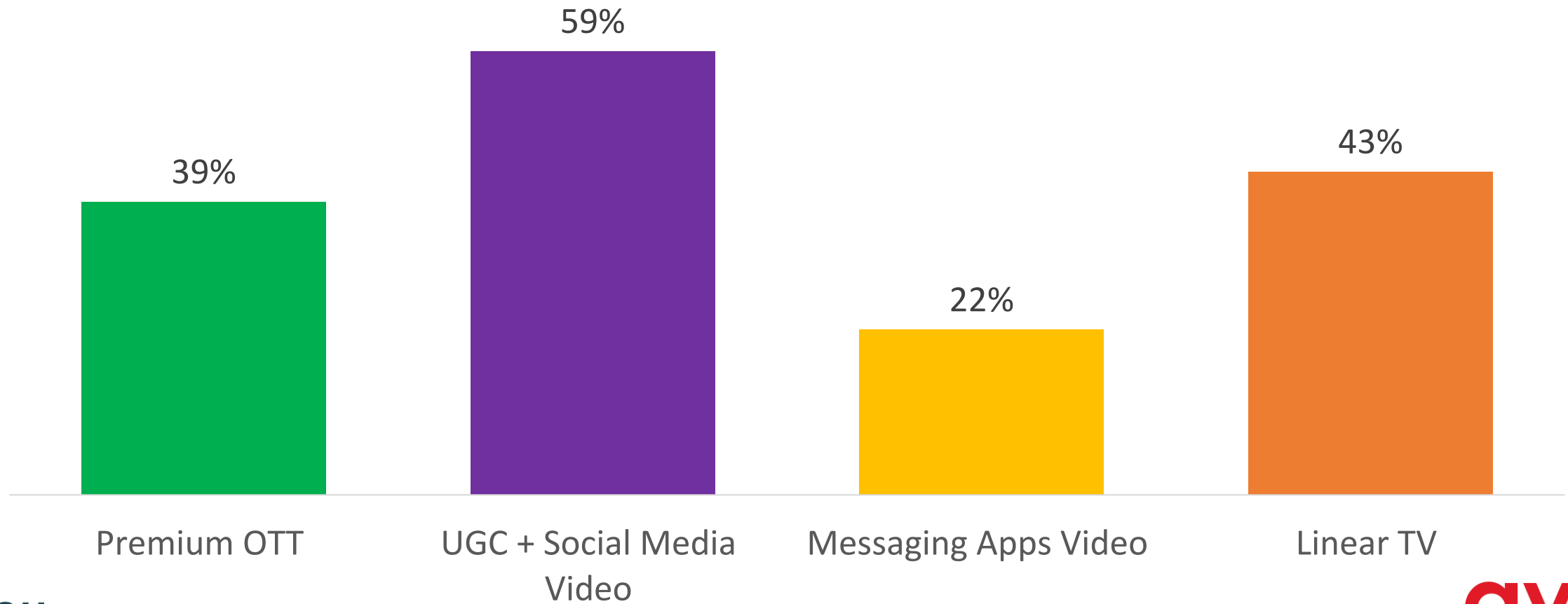
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Most Likely to Notice Advertising



Ads Feel Too Intrusive



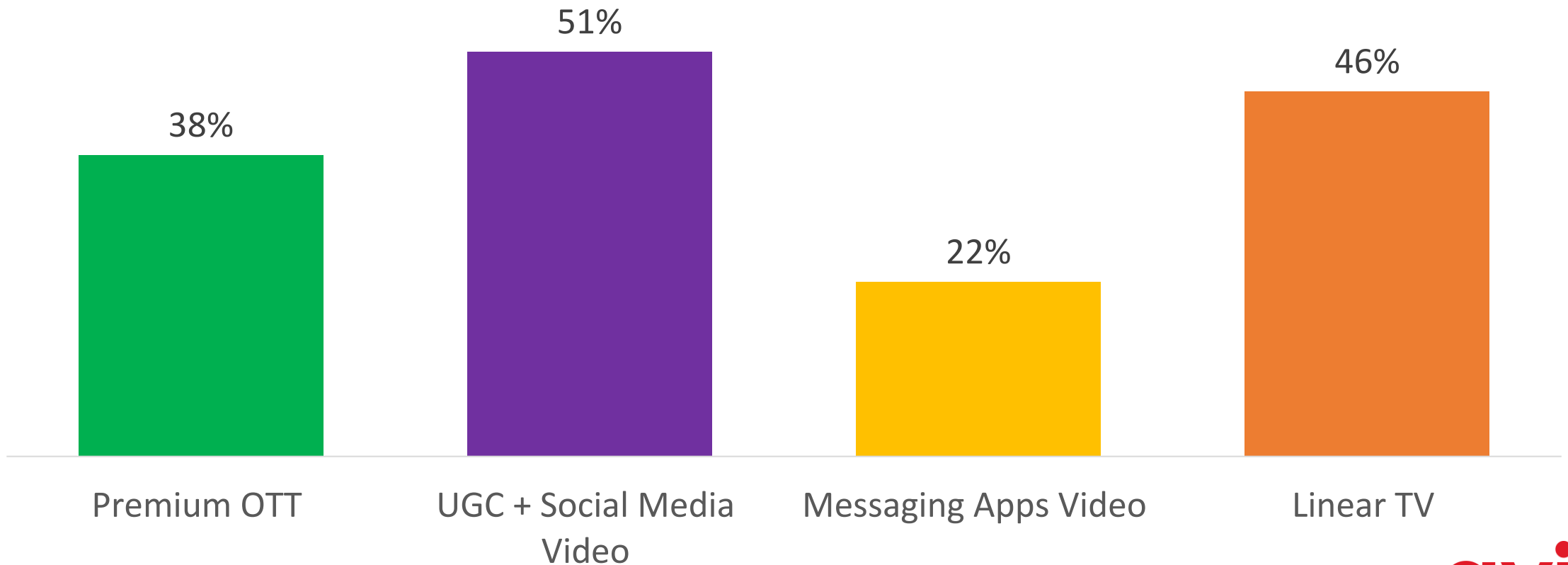
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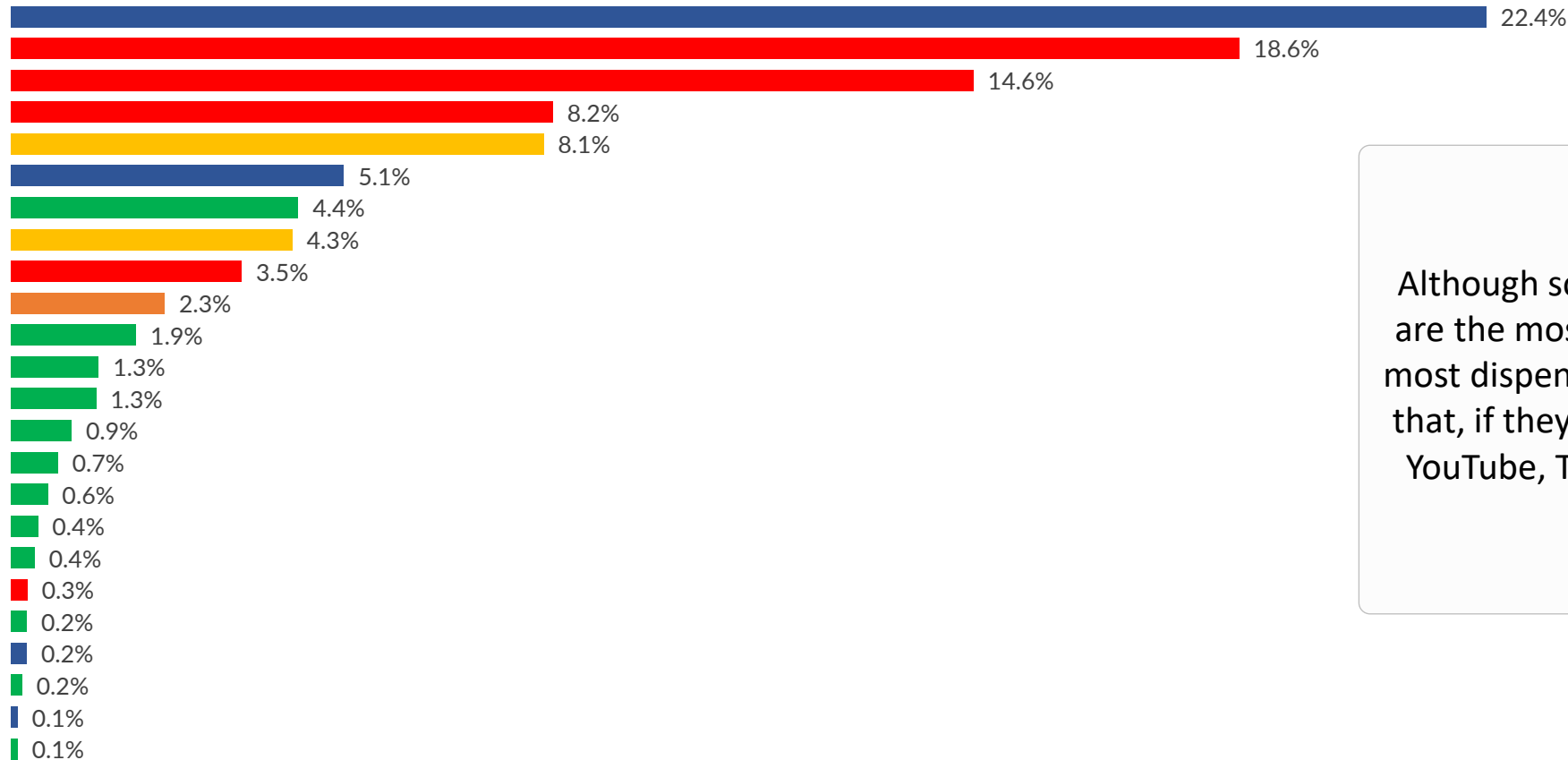
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Highest Quality Ads

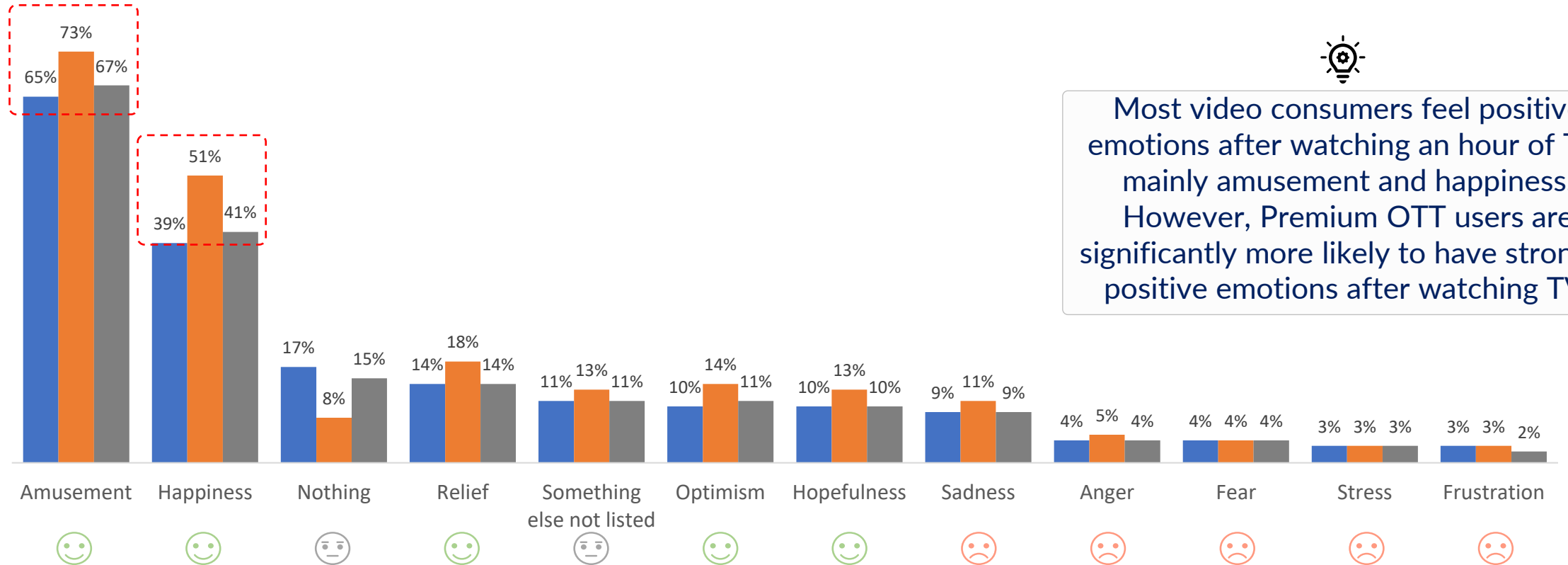


Platforms Consumers Would Give Up First



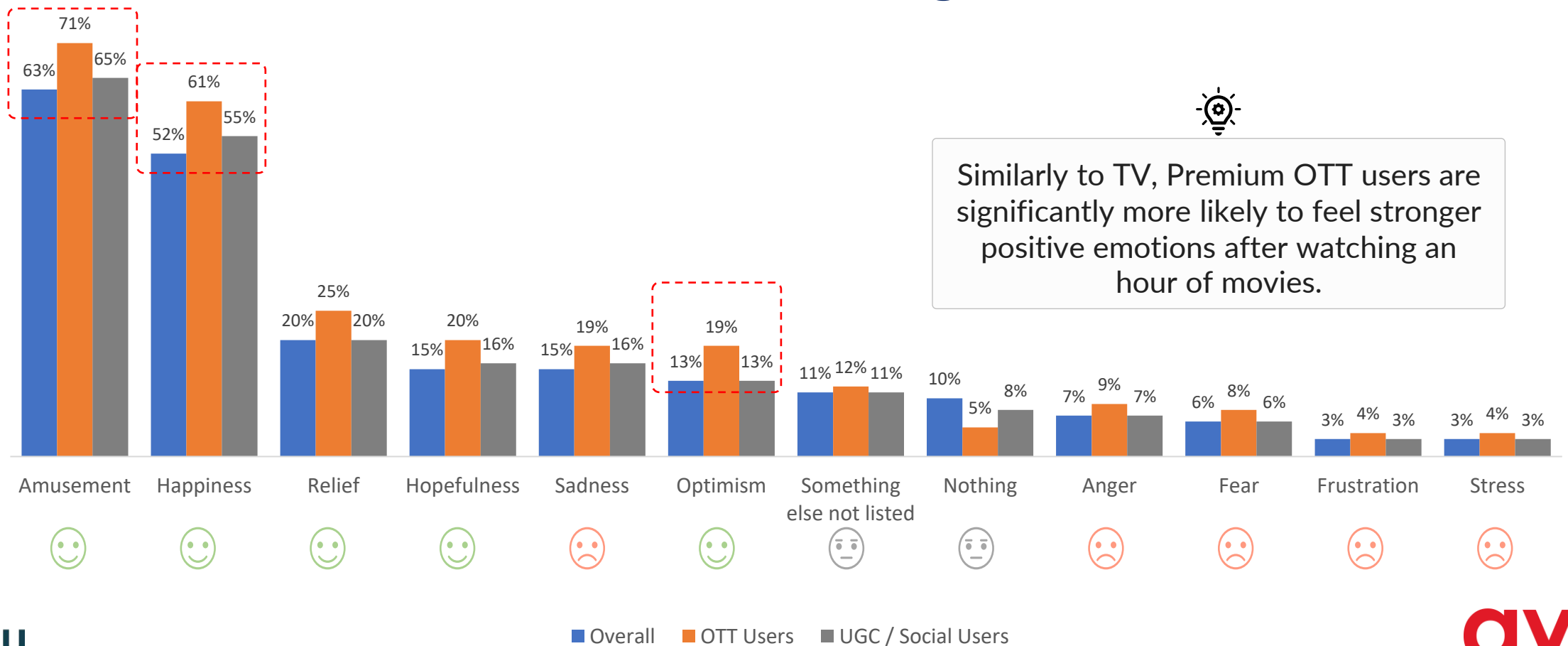
Although social media and UGC platforms are the most widely used, they're also the most dispensable, with respondents stating that, if they had to give up a video service, YouTube, TikTok and Instagram would be the first to go.

Emotions felt after 1 hour of watching TV

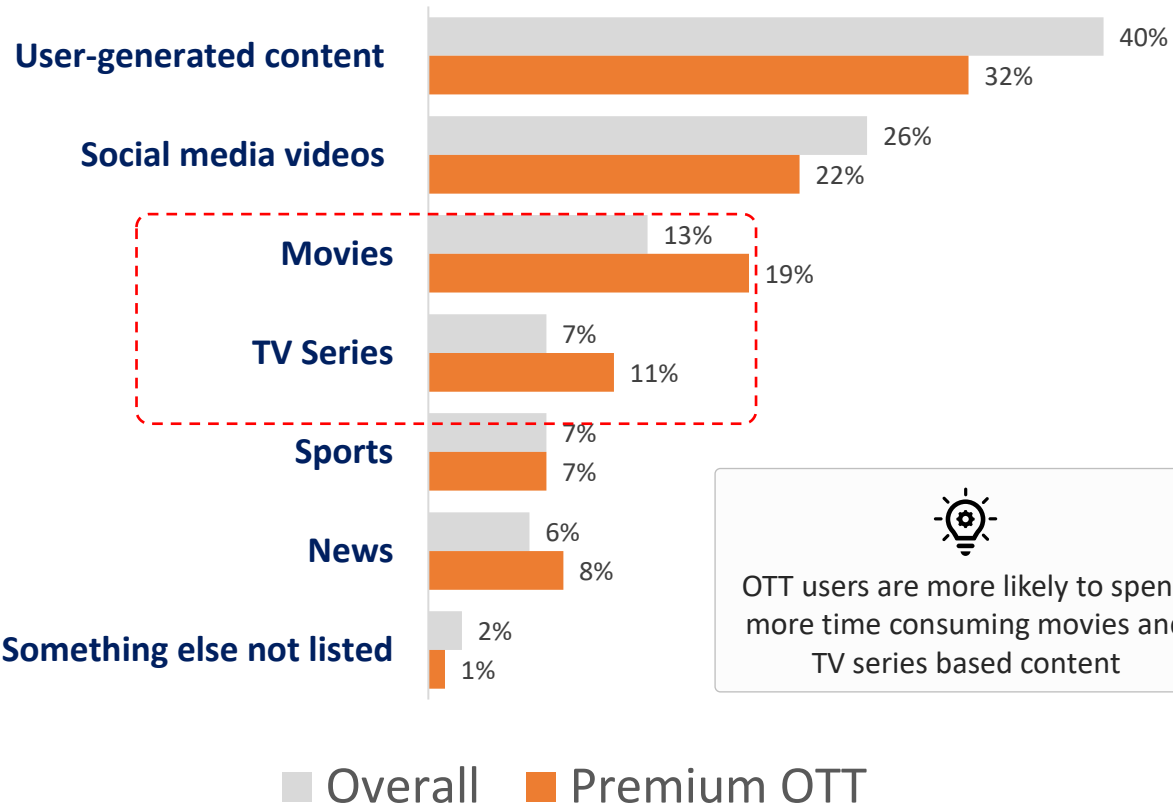


Most video consumers feel positive emotions after watching an hour of TV, mainly amusement and happiness. However, Premium OTT users are significantly more likely to have stronger positive emotions after watching TV.

Emotions felt after 1 hour of watching Movies

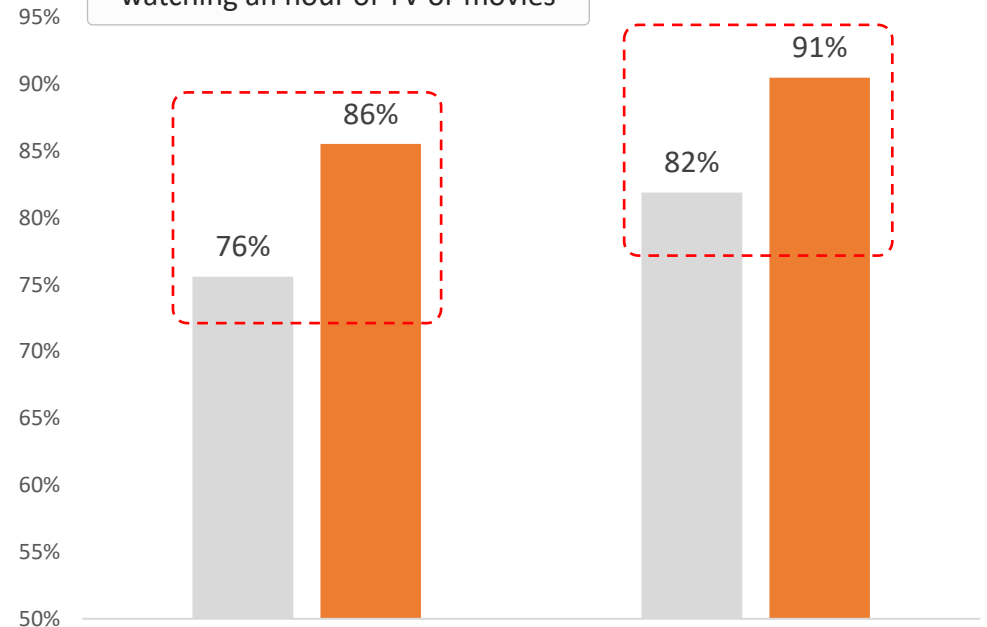


Time spent watching different types of video content



OTT users are more likely to spend more time consuming movies and TV series based content

And OTT users are more likely to feel positive emotions after watching an hour of TV or movies



Felt positive emotions after 1 hour of TV

Felt positive emotions after 1 hour of Movies

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