

Streaming TV's New Era

Embracing Ad-Supported Streaming
Across Screens in Singapore

A Magnite Proprietary Research Study, 2023

Magnite



Spotlight: Singapore





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Introduction

Streaming is the most watched form of TV in Singapore, with ad-supported streaming reaching more people than ever before. Audiences in Singapore see streaming as a must-have and they are consuming content across devices, with viewership on smart TVs on the rise.

With roughly 5.3 million consumers on the open internet in Singapore, brands have an opportunity to connect with audiences at scale across key channels, including streaming services that reach an estimated 4.3 million consumers.¹ Streaming is a channel that drives

brand discovery, with viewers placing a high level of trust in the ads they see, as compared to social media. With an increasing share of audiences preferring ad-supported content, streaming services are essential for brands looking to connect with engaged consumers on a high-performance channel.



GAVIN BUXTON
MANAGING DIRECTOR OF
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Source: 1) Magnite estimate: Open internet = Active users (2x a week+) across OTT, gaming, audio, digital content as a subset of total internet users in Singapore; Streaming services = Active users (2x a week+) across OTT as a subset of total internet users in Singapore. Based on Magnite's cross-media usage study conducted by Milieu.





Methodology

Magnite's 2023 report, "**Streaming TV's New Era,**" puts audiences front and center, examining how consumer attitudes and behaviors are impacting the future of streaming TV in Singapore.

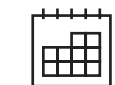
Magnite engaged Harris Interactive to execute a survey among 824 respondents in Singapore.



Online survey: The respondents are people ages 18–74 in Singapore who watch 7+ hours of TV a week, including streaming



Own/use a connected device to access internet



Fieldwork: September 7–19, 2023

Glossary of Terms

Streaming Services

All television content (such as premium-produced movies, dramas, comedies, live programming, etc.) streamed via the internet regardless of the device it is watched on (CTV and OTT).

Streamers

Audiences that stream television content to any device type

Traditional TV

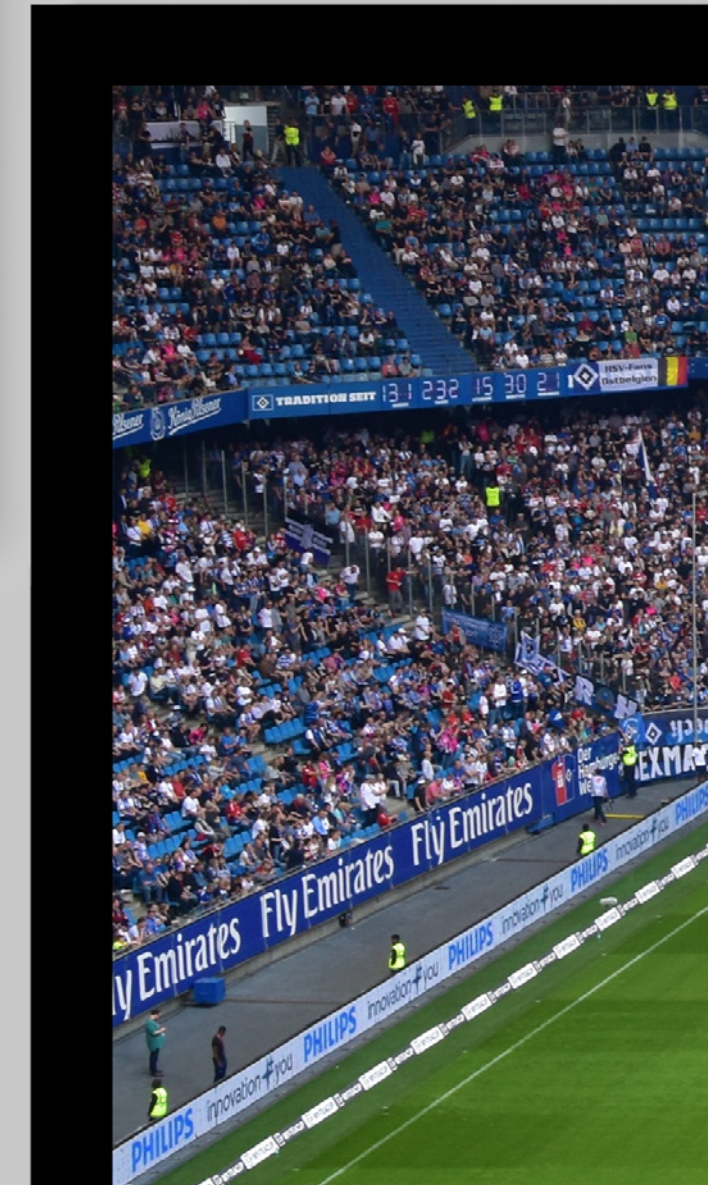
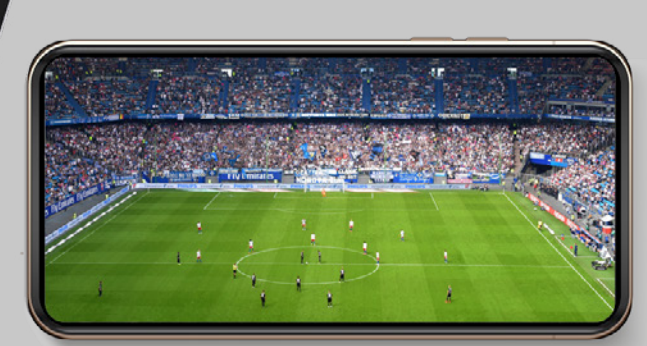
The combination of paid traditional TV (cable/satellite) and broadcast TV

TV Viewers/Total Respondents

All respondents (respondents met criteria of watching 7+ hours of TV, including streaming, each week)

Social Media Users

Those who use one or more of the following platforms: YouTube, Facebook, Instagram, Snapchat, TikTok or X (formerly Twitter)



Key Takeaways



1

Ad-supported streaming services deliver scale.

Among TV viewers (traditional and/or streaming), 65% are watching streaming services with ads, catching up to traditional TV viewers.

2

Ad-supported streamers are consuming TV content across devices.

Viewers are watching TV across device types. Notably, 59% of ad-supported streamers are watching on a smart TV always/most of the time.

3

Streaming is winning viewer attention over user-generated social video.

89% of ad-supported viewers say they are engaged when watching streaming, while 72% of social media users say user-generated videos don't hold their attention.

4

Relevant ad experiences generate better outcomes.

Nearly 9 in 10 ad-supported streamers are more likely to pay attention to ads that are relevant to their interests.

5

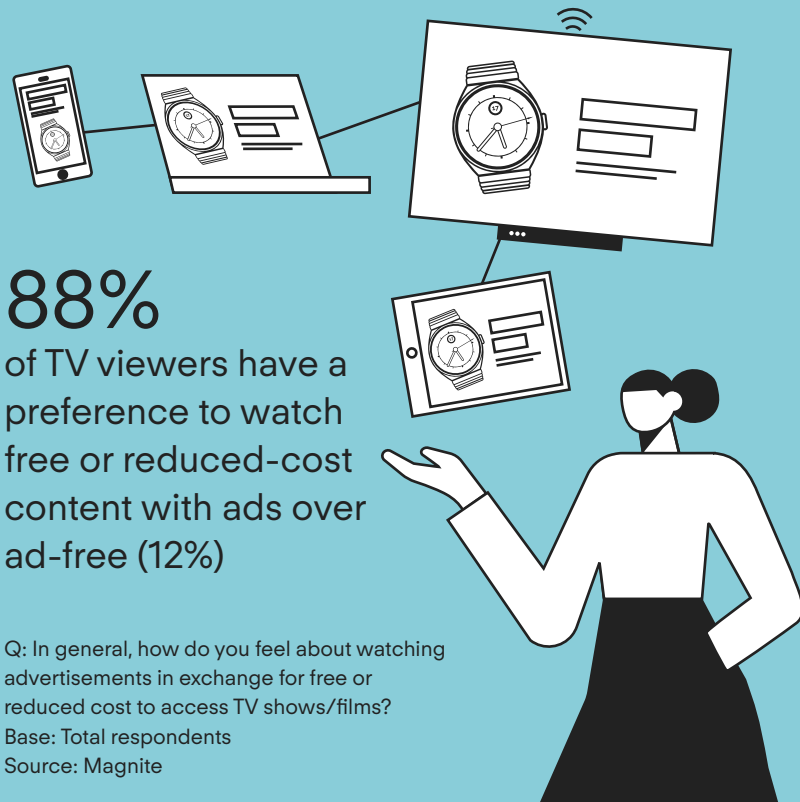
Streaming services move consumers down the purchase funnel.

52% of ad-supported streamers took action as a result of seeing an ad on streaming platforms.

Ad-supported streaming services deliver scale in Singapore.

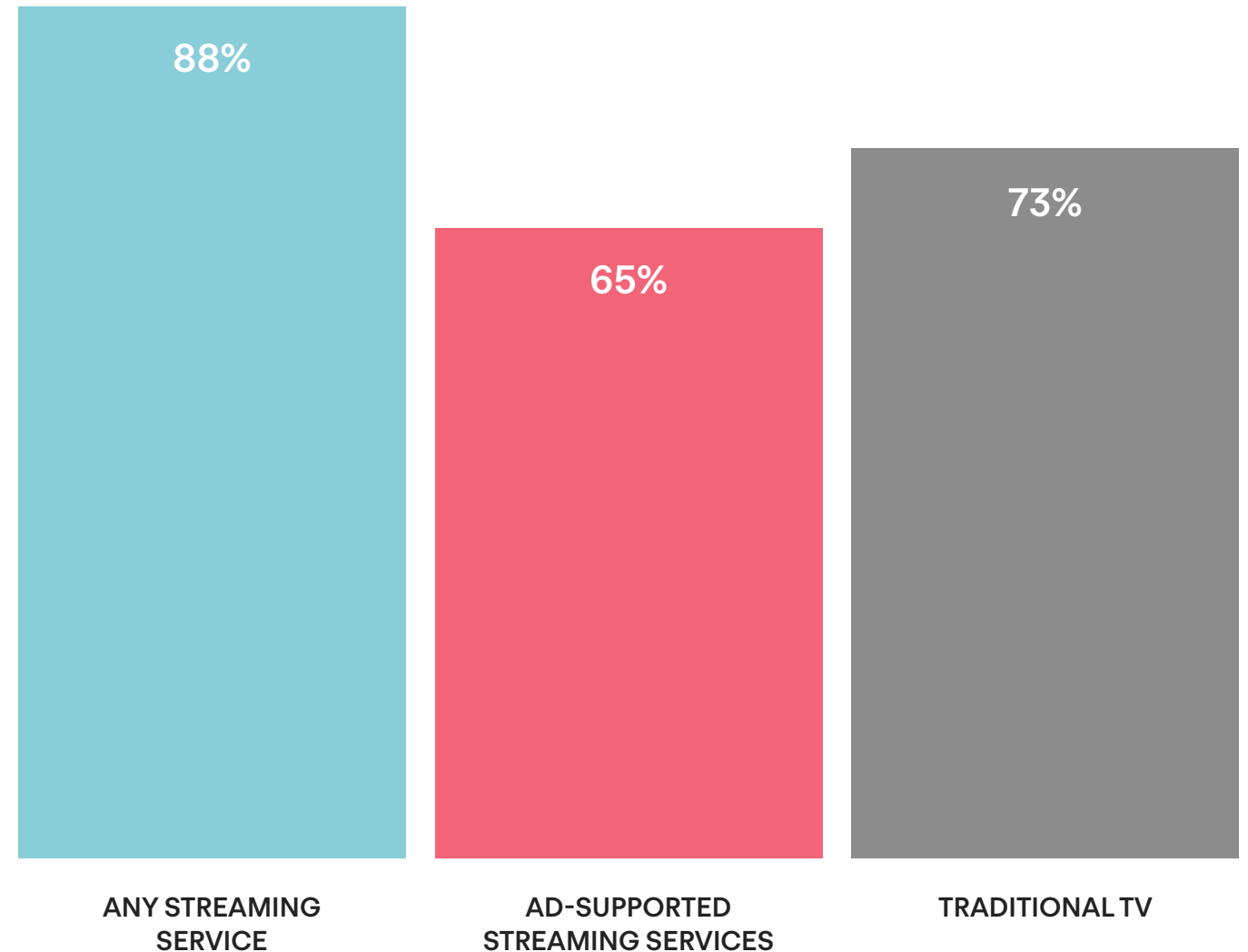
Streaming services are watched by a majority of TV viewers in Singapore. Magnite's research shows that **ad-supported streaming services continue to increase in scale**, closing the gap with traditional TV viewers.

Viewership of ad-based services will likely continue on an upward trend



Viewership of ad-supported streaming services is narrowing the gap with traditional TV

Among TV Viewers



Q: Which of these services do you use to watch TV shows and films?
Base: Total respondents
Source: Magnite

Viewership of ad-supported streaming will likely increase across all generations.

Younger generations in Singapore are currently driving ad-supported streaming viewership. Based on viewers' intentions, audiences indicated that they are likely to watch a new reduced-rate or free ad-supported streaming service, regardless of age.

Viewer intentions

Likely to watch a new free or reduced-cost streaming service with ads

GEN Z (AGE 18–25)

86%

MILLENNIALS (AGE 26–41)

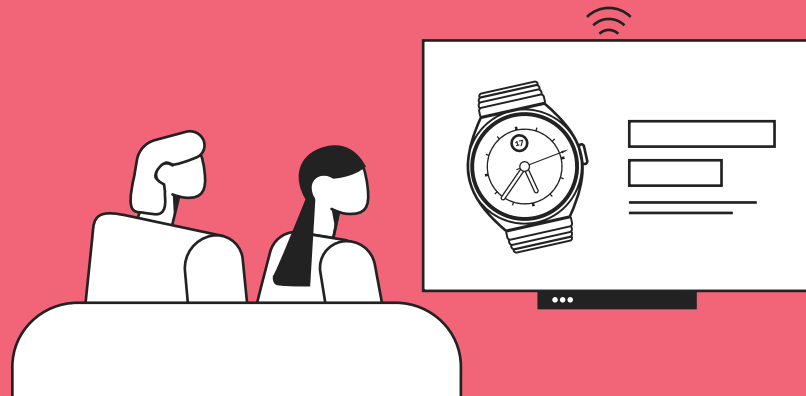
83%

GEN X (AGE 42–57)

87%

BOOMERS (AGE 58–74)

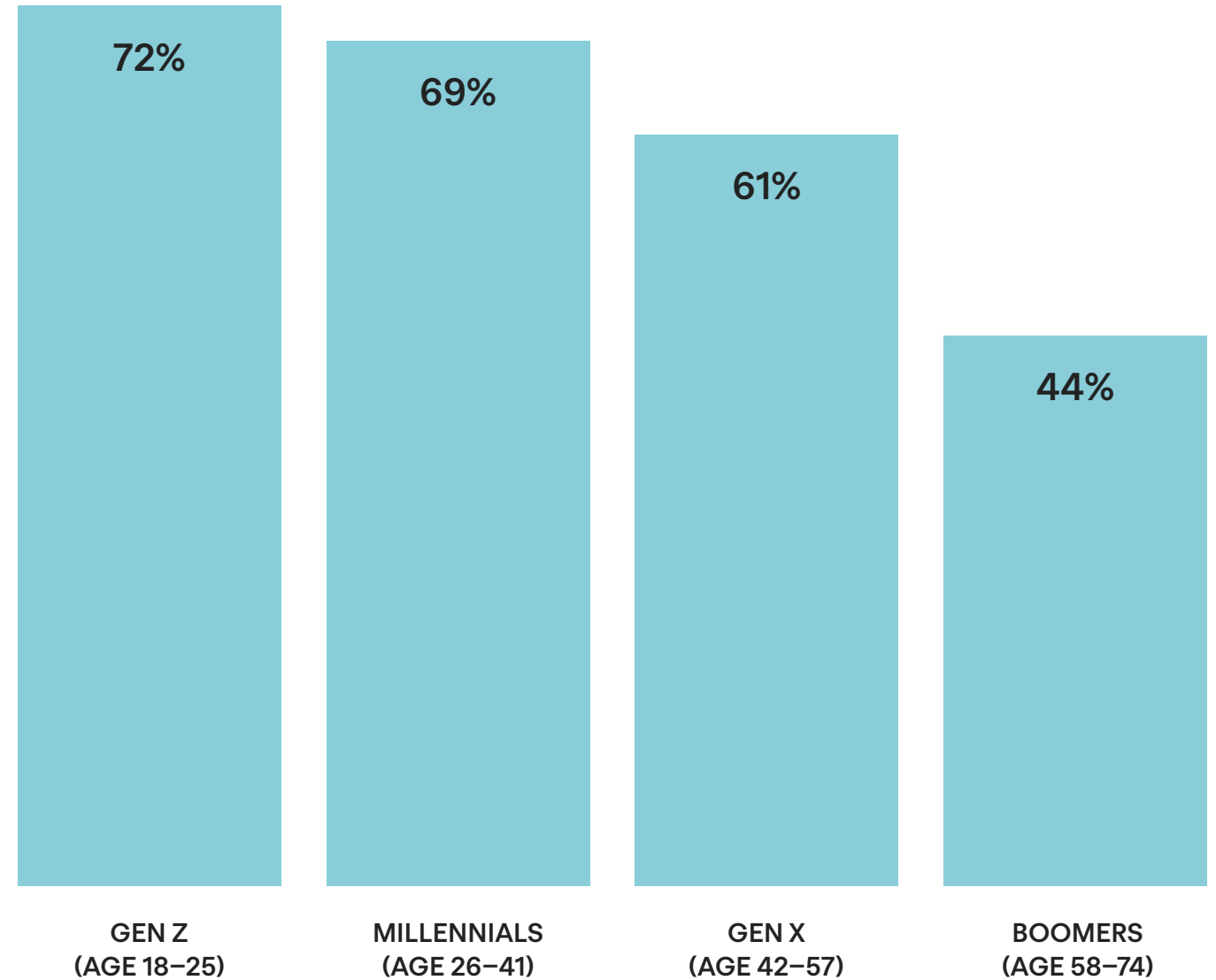
78%



Q: If a new streaming service you want to watch offers a free or reduced-cost version of its platform, which includes advertisements, would you be...? T2B:
Base: Total respondents for each generation
Source: Magnite

Gen Z and millennials are fuelling viewership of streaming services with ads

Watch Ad-Supported Streaming Among TV Viewers



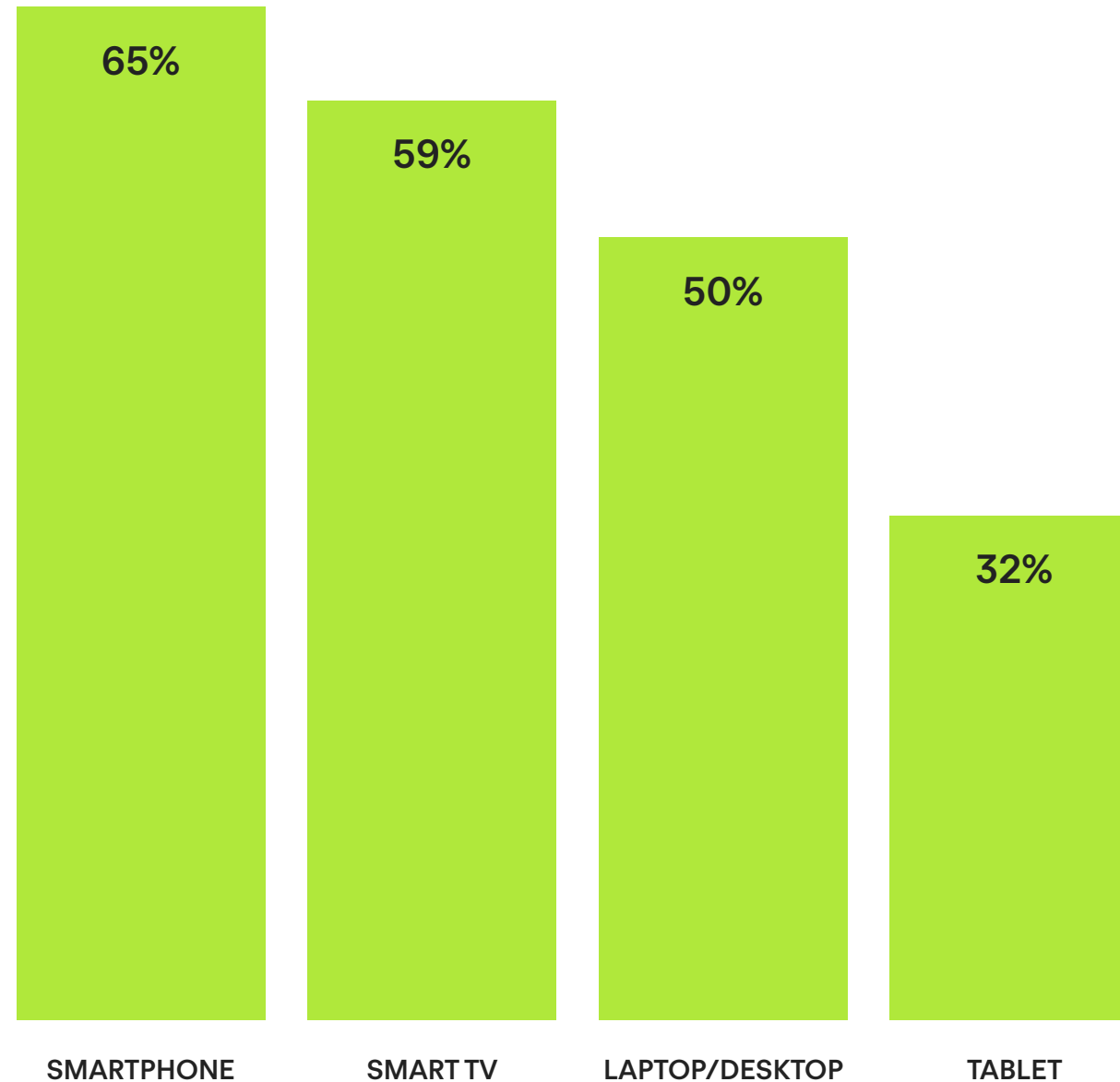
Q: Which of these services do you use to watch TV shows and films?
Base: Total respondents for each generation
Source: Magnite

Ad-supported streamers are consuming content across screen types.

Ad-supported streamers are watching TV content across devices. While smartphones have traditionally been the dominant screen in Singapore, smart TV usage is catching up to smartphones. This presents a prime opportunity for brands to reach addressable TV audiences at a household level.

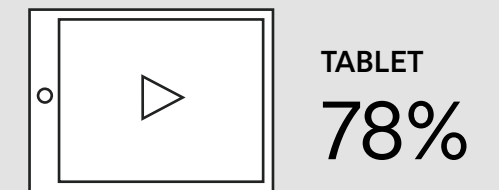
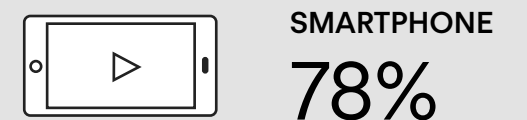
75% of ad-supported streamers who watch streaming content on a smart TV are viewing with 2 or more people in an average week.

Devices used always/most of the time to watch TV content



Q: In a typical week, how frequently do you use each of these to watch TV shows and films? Always/most of the time
 Base: Ad-supported streamers
 Source: Magnite

Positive viewing experience across devices among streamers in Singapore



Q: How would you rate your TV viewing experience on each of the following devices? (Excellent/good)
 Base: Those who watch TV content on each device among ad-supported streamers
 Source: Magnite

Ad-supported services are a staple in Singaporean households.



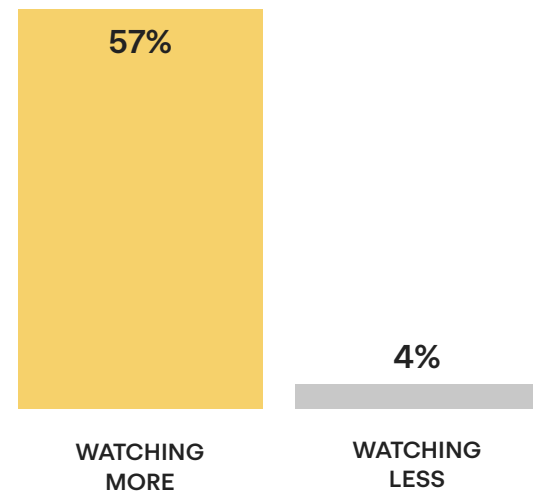
Ad-supported content consumption is on the rise in Singapore and shows no signs of slowing.

According to our research, **8 in 10 ad-supported streamers say streaming is a must-have in their household** and that they are watching more services with ads than ever before, indicating the need for advertisers to amplify their messaging across services to achieve scale.

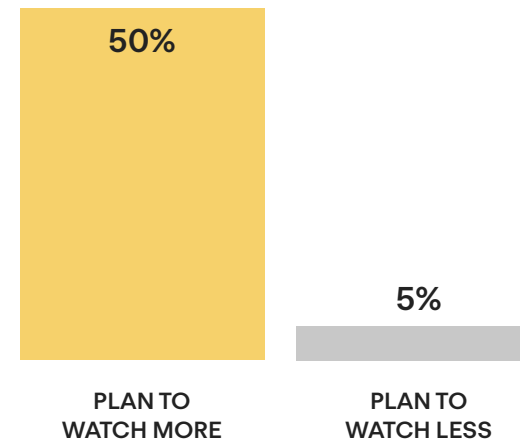
74% of ad-supported streamers said they are watching more ad-based services than a year ago.

The demand for streaming content among ad-supported viewers is strong

Streaming content consumption vs. last year

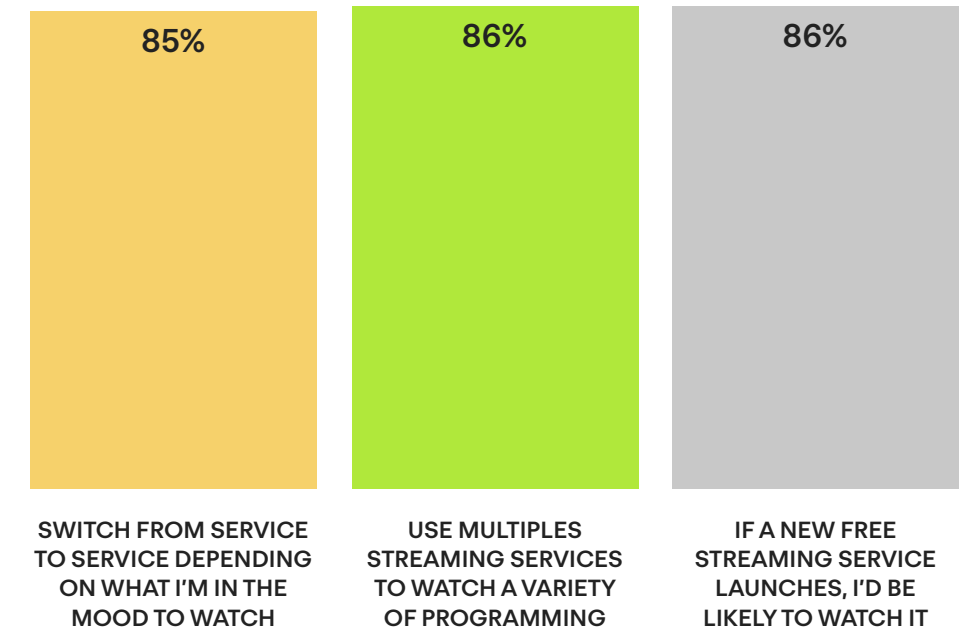


Streaming content consumption intentions in the next year



Q: Compared to one year ago, are you watching more or less content on streaming services, or has the amount remained the same?
 Q: Thinking ahead, do you think your consumption of streaming TV content will increase, stay the same or decrease in the next year?
 Based: Ad-supported Streamers
 Source: Magnite

Ad-supported streamers are watching content across multiple services



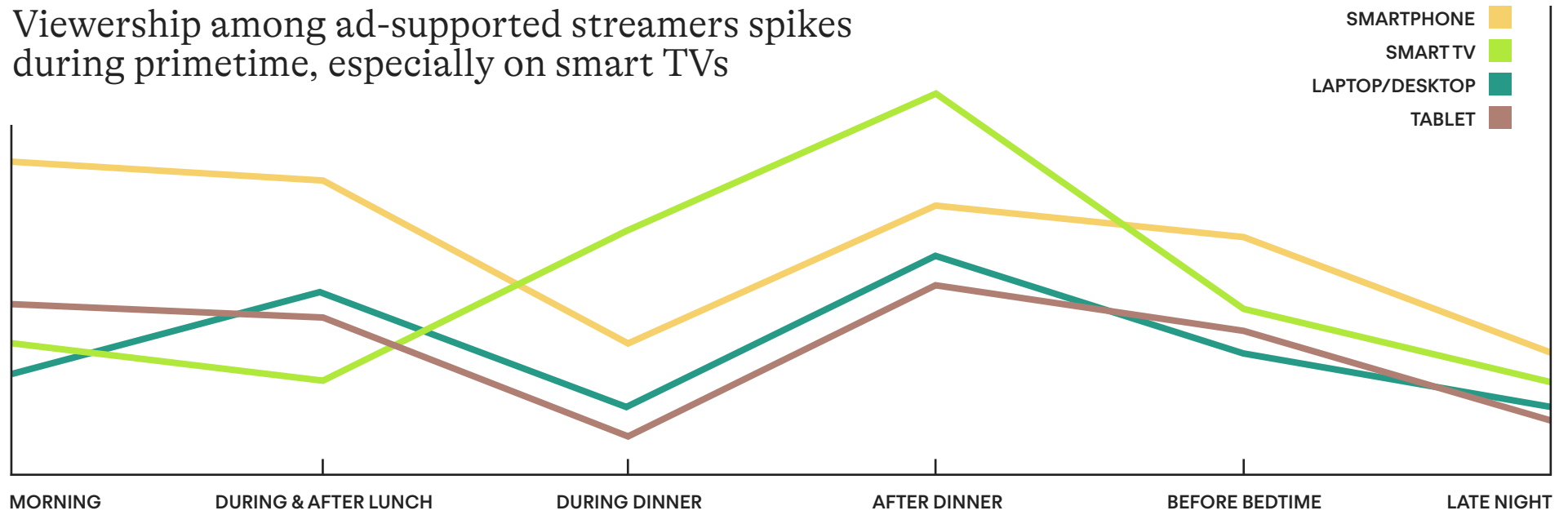
Q: To what extent do you agree or disagree with the following statements related to streaming services with advertising that you watch. T2B
 Base: Ad-supported streamers
 Source: Magnite

Streaming is watched throughout the day and across screens.



On average, streamers in Singapore watch over two hours of streaming content daily. They are watching content across devices throughout the day, with viewership heaviest in the evening.

Viewership among ad-supported streamers spikes during primetime, especially on smart TVs



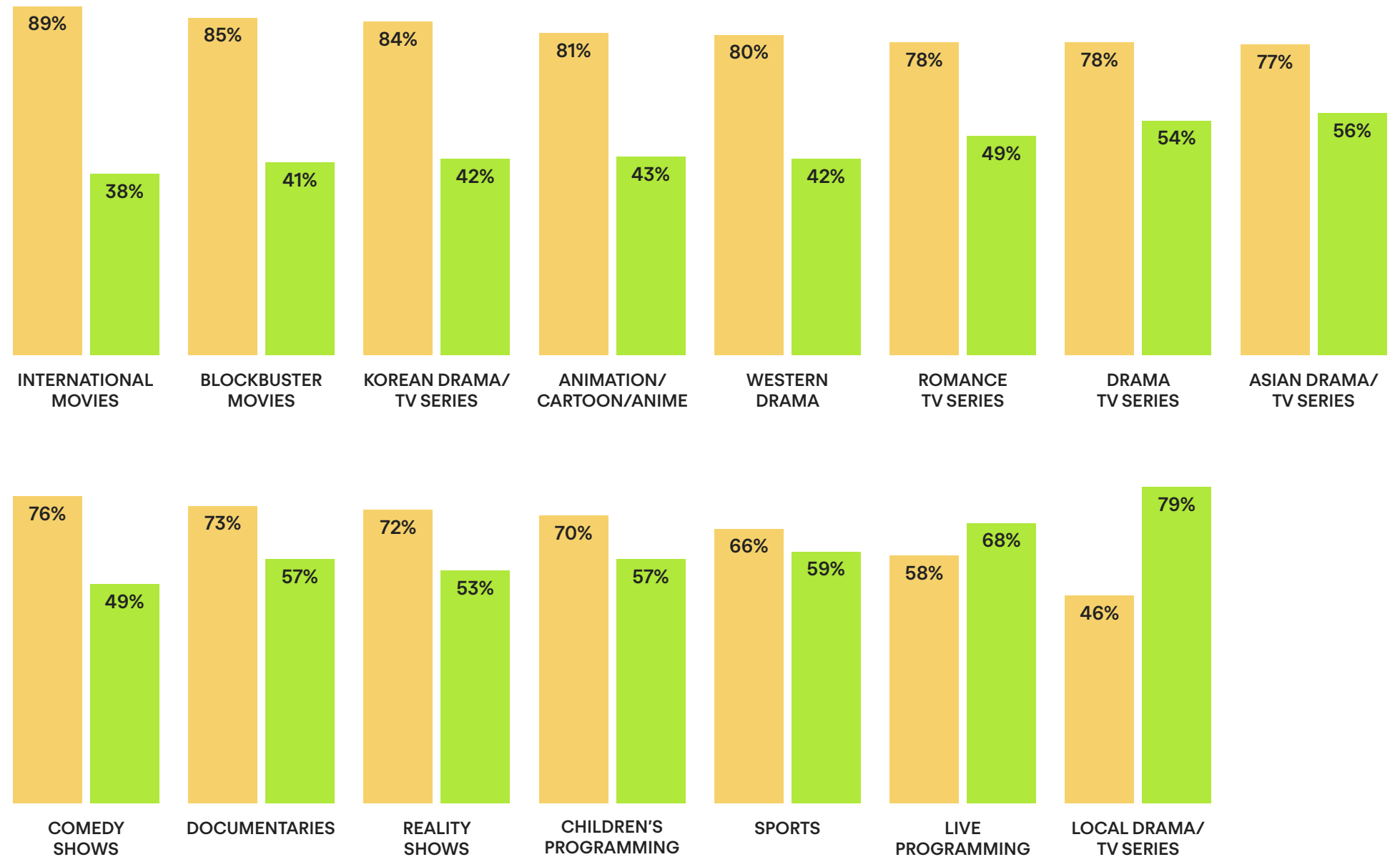
Q: Please indicate when you typically watch streaming services on the following devices.
 Base: Ad-supported streamers
 Source: Magnite

Most content, regardless of genre, is watched on streaming vs. traditional TV.

Viewers are choosing to watch content on streaming services over traditional TV, and they are engaged with a majority of content verticals, including Korean and Asian dramas, as well as international content.

Genres Watched on Streaming and Traditional TV

STREAMING SERVICES TRADITIONAL TV



Q: For the following types of programming, if you watch it, please tell us whether you watch on traditional or streaming TV.
 Base: Viewers who watch the genre of programming among those who watch streaming TV and traditional TV
 Source: Magnite

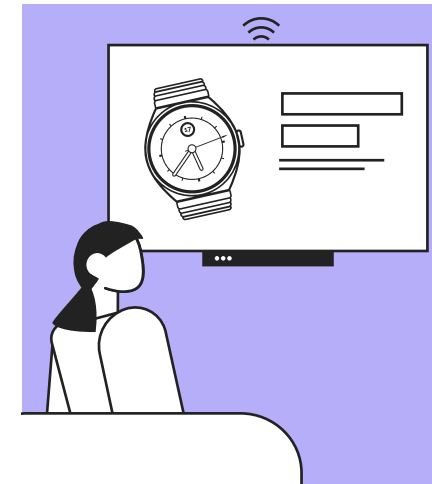


Streaming services are a high-impact channel for brands.



1

Streaming delivers an engaged audience.



2

Streaming content captures and holds viewer attention.



3

Streaming services build relationships with brands.

Streaming services deliver quality scale to brands.

Streaming services now capture approximately 4.3 million viewers in Singapore² and deliver a high quality audience of engaged viewers.

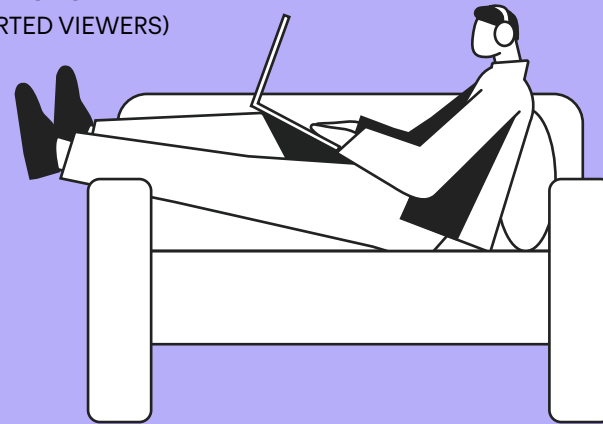
Q: To what extent do you agree or disagree with the following statements regarding the content on streaming services you watch/see on social media and the way you watch/use them? T2B
Sources: Magnite 2) Magnite estimate: Active users (2x a week+) across OTT as a subset of total internet users in Singapore, based on Magnite's cross media usage study conducted by Milieu.

Streaming viewership is intentional, and viewers are watching for long periods

STREAMING SERVICES
(AMONG AD-SUPPORTED VIEWERS)

View streaming TV content for a long period of time (more than 30 minutes) each time I watch

94%



Social media usage consists of quick scrolls during short bursts

SOCIAL MEDIA
(AMONG SOCIAL MEDIA USERS)
Launch social media app(s) multiple times throughout the day, and each session is usually brief (under a few minutes)

82%



VS.

STREAMING SERVICES
(AMONG AD-SUPPORTED VIEWERS)

My streaming service viewing is intentional, meaning I make it a point to watch the content I like

93%



SOCIAL MEDIA
(AMONG SOCIAL MEDIA USERS)
I usually scroll through my social feed quickly until I see a post that interests me

92%

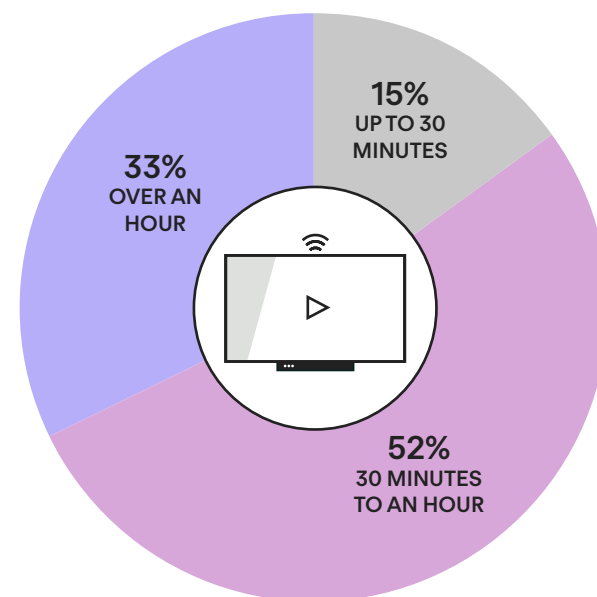
Streaming TV is an immersive experience.

Streaming services keep viewers engaged with premium, quality content.

This is reinforced by a study conducted by AVIA in Singapore. More respondents (51%) said they feel the most immersed when watching premium OTT services, compared to 39% who said the same about social/video sharing platforms.³

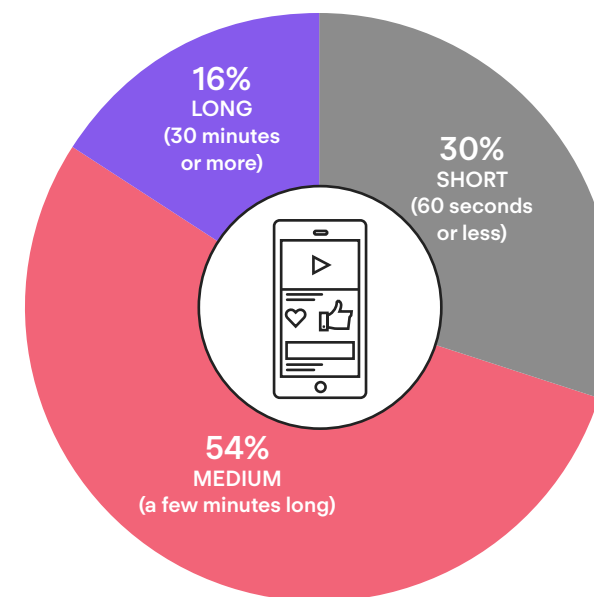
Source: 3) AVIA

Videos a half hour or longer are the most popular on streaming



Q: How long are the videos/programming you mostly watch on streaming services?
Base: Ad-supported streamers
Source: Magnite

Videos up to a few minutes long are the most popular on social platforms



Q: How long are the videos you mostly watch on social media?
Base: Social media video viewers
Source: Magnite

Streaming content is winning the attention of viewers

89%

When watching streaming, I find I'm an engaged viewer

(AMONG AD-SUPPORTED STREAMERS)

72%

The user generated videos on social media do not hold my attention for very long

(AMONG SOCIAL MEDIA USERS)

Q: To what extent do you agree or disagree with the following statements regarding the content on streaming services you watch/see on social media and the way you watch/use them? T2B

Source: Magnite

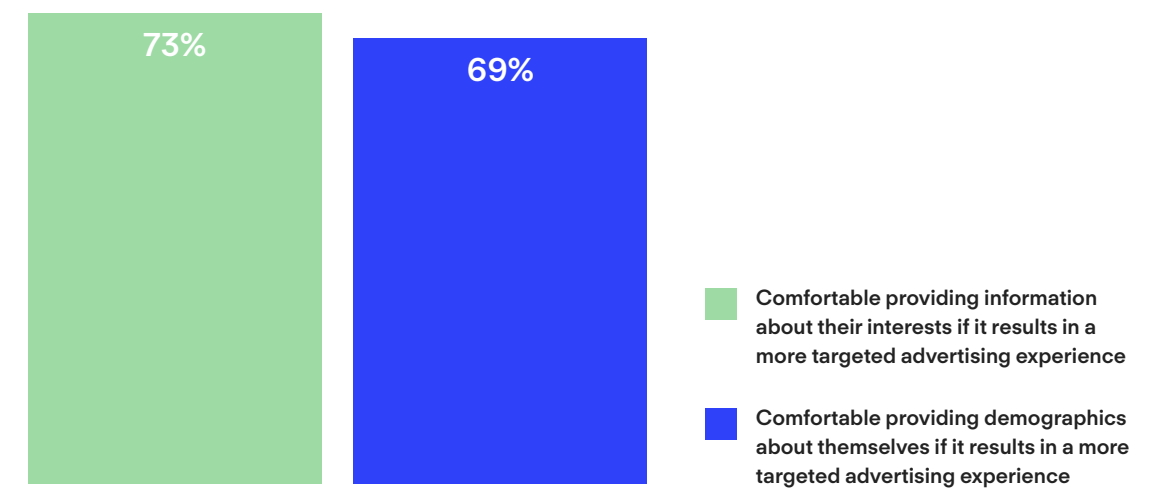


Streaming services provide the relevant ad experience viewers want.

Viewers are willing to provide information about themselves if it results in a better ad experience. Based on Magnite's findings, ad-supported streamers indicated that when they see relevant ads, they are more likely to take action.

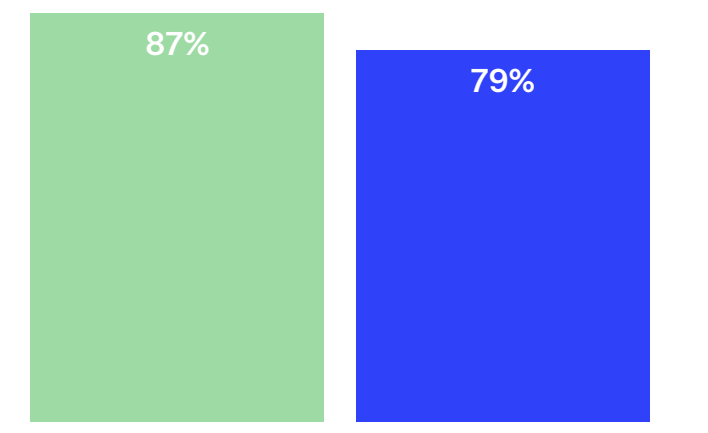
79% of ad-supported streamers are satisfied with the ad experience in streaming.

Viewers are willing to share information in order to see relevant ads

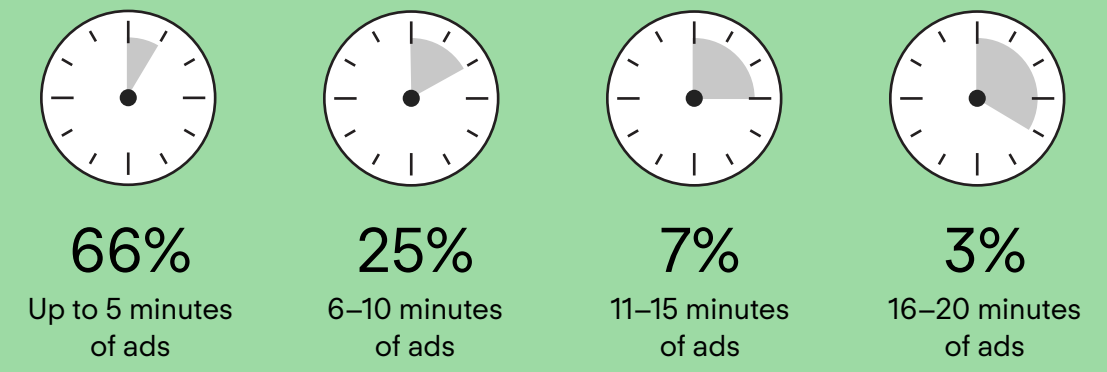


Q: To what extent do you agree or disagree with the following statements related to ads within streaming services. T2B
 Base: Ad-supported streamers
 Source: Magnite

Relevant ads get brands noticed and drive stronger purchase intent



Acceptable duration of ads per hour among ad-supported streamers



Q: How many minutes of ads per hour would you consider to be acceptable on streaming services?
 Base: Ad-supported streamers
 Source: Magnite

Streaming's environment builds relationships with viewers.

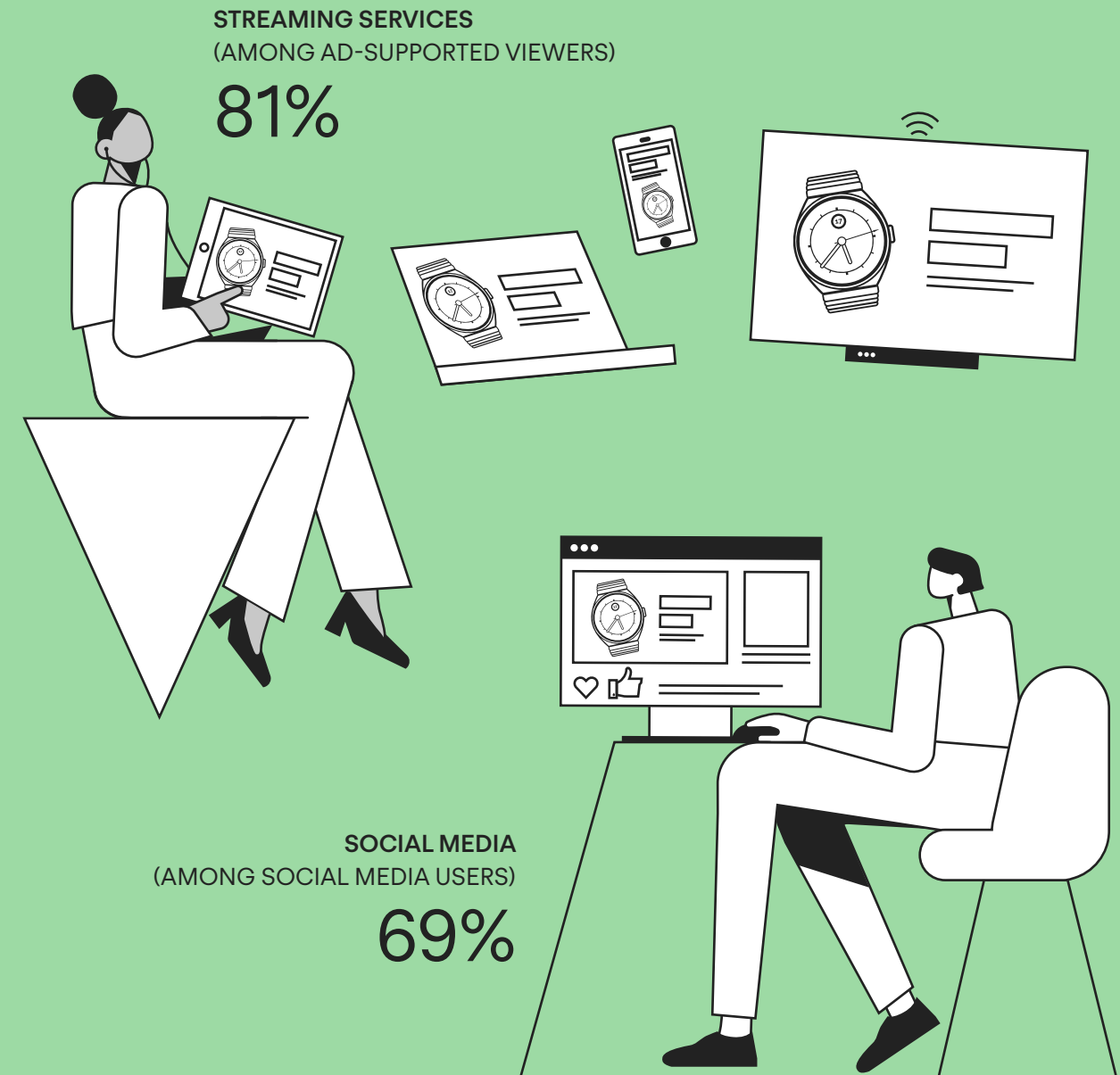
Streaming's environment fosters a positive connection with consumers. Based on findings from AVIA, the number one emotion after watching one hour of TV content was happiness (38%), whereas, the number one emotion after watching an hour of social videos was no emotion (40%)⁴.

Ad-supported viewers are also more trusting of the ads they see within streaming as compared to ads within social media.



Source: 4) AVIA

Viewers place a high level of trust in the ads on streaming platforms



Q: To what extent do you find the ads (including video ads) on the following platforms trustworthy? T2B
Source: Magnite

Streaming services deliver impact for brands.

Streaming TV is a critical channel for discovering new products and services. As a result of seeing an ad on streaming services, **52% of ad-supported streamers frequently take some sort of action** — from searching online to making a purchase. Viewers' cross-screen exposure also enhances their bond with brands and inspires them to purchase.

81% of ad-supported streamers have discovered new products/services as a result of seeing ads within streaming services.

84% of ad-supported streamers are more likely to make a purchase from a brand they engaged with across multiple devices (TV, mobile, desktop, etc.).



Streamers are more likely to make a purchase after seeing an ad on streaming vs. social media users

Buy the brand as a direct result of the seeing an ad

WITHIN STREAMING SERVICES
(AMONG AD-SUPPORTED STREAMERS)

35%

WITHIN SOCIAL MEDIA VIDEOS
(AMONG SOCIAL MEDIA USERS)

27%



Q: When you see ads while watching streaming services/social videos, how often do you do the following?
Always/almost always or frequently
Source: Magnite

SUMMARY

The benefit of ad-supported streaming.

Ad-supported streaming has achieved scale in Singapore, attracting a highly engaged audience. Cross-device viewing habits among ad-supported streamers fosters robust connections with brands, presenting the opportunity to amplify advertising impact across multiple screens.

Streaming is not only a channel where ad-supported viewers discover new brands; it's also influential in leading them to make a purchase.



Ready to make ad-supported streaming the start of your next plan?

Ask your Magnite account representative for more information or email asia-df@magnite.com