

Thailand in View

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Premium OTT – Building its Rightful Place in the Digital Market

A Research Study in Thailand

Supported By:

Magnite

 **PubMatic**

 **theTradeDesk®**

Research Specifications

Online Survey

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



Methodology

Online research via Milieu's proprietary panel



Sample Size

N=1,000 samples



Audience

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

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► Services covered by the research:

Premium OTT

AIS Play

Amazon Prime Video

Apple TV

Bugaboo TV

CH3 Plus (Beci)

Disney+ Hotstar

HBO Go

iFlix

iQIYI

LOOX TV

MONOMAX

Netflix

OneD

TrueID

Viu

WeTV

Social Media & Video Sharing

Bilibili

Facebook

Instagram

SnackVideo

Snapchat

Telegram

TikTok

Twitch

Twitter/ X

Vimeo

WhatsApp

YouTube

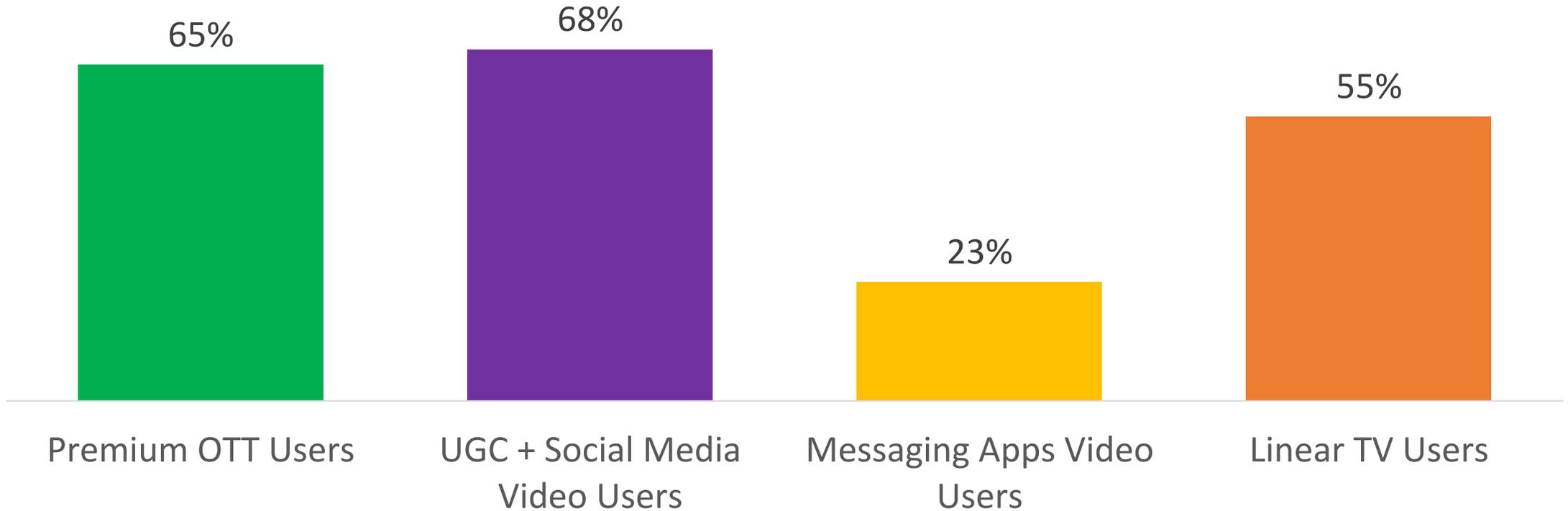
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Offers Best Quality Content



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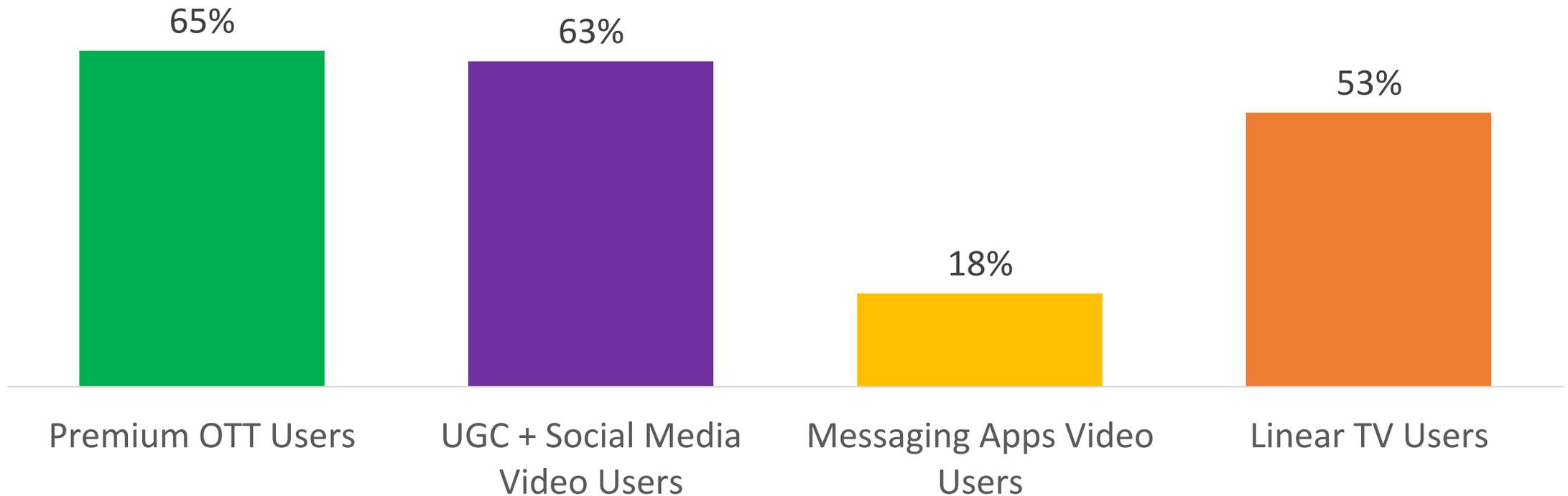
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Offers Best Quality Content (OTT Users | n=475)



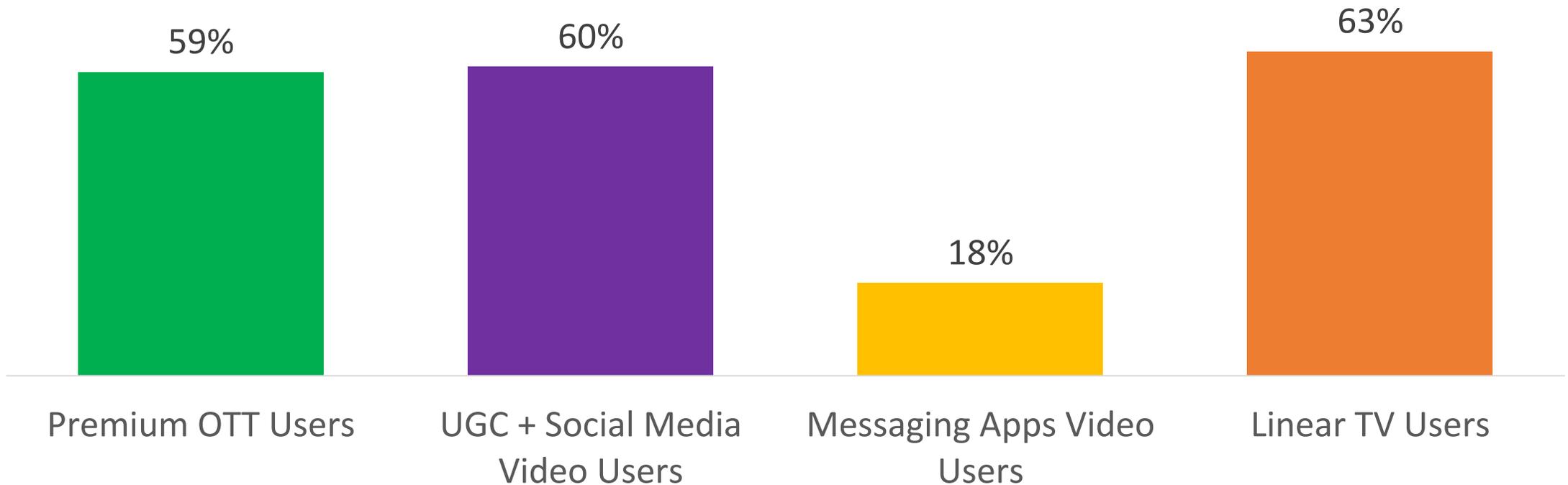
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Feel Most Immersed While Watching (OTT Users | n=475)



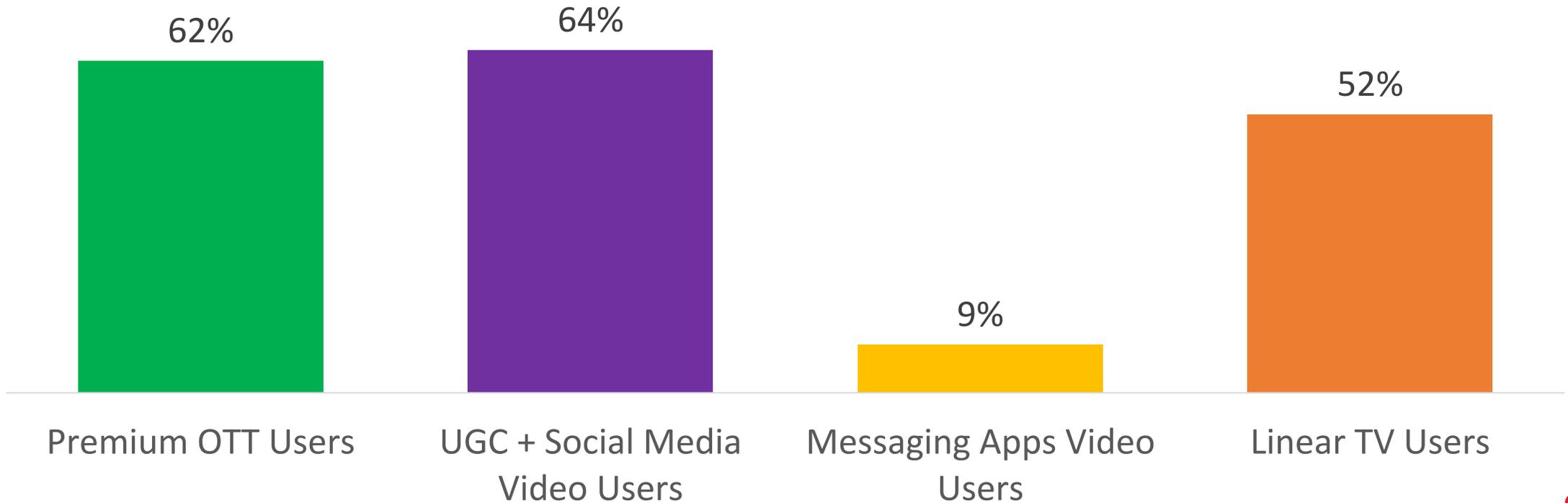
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Highest levels of attention (OTT Users | n=475)



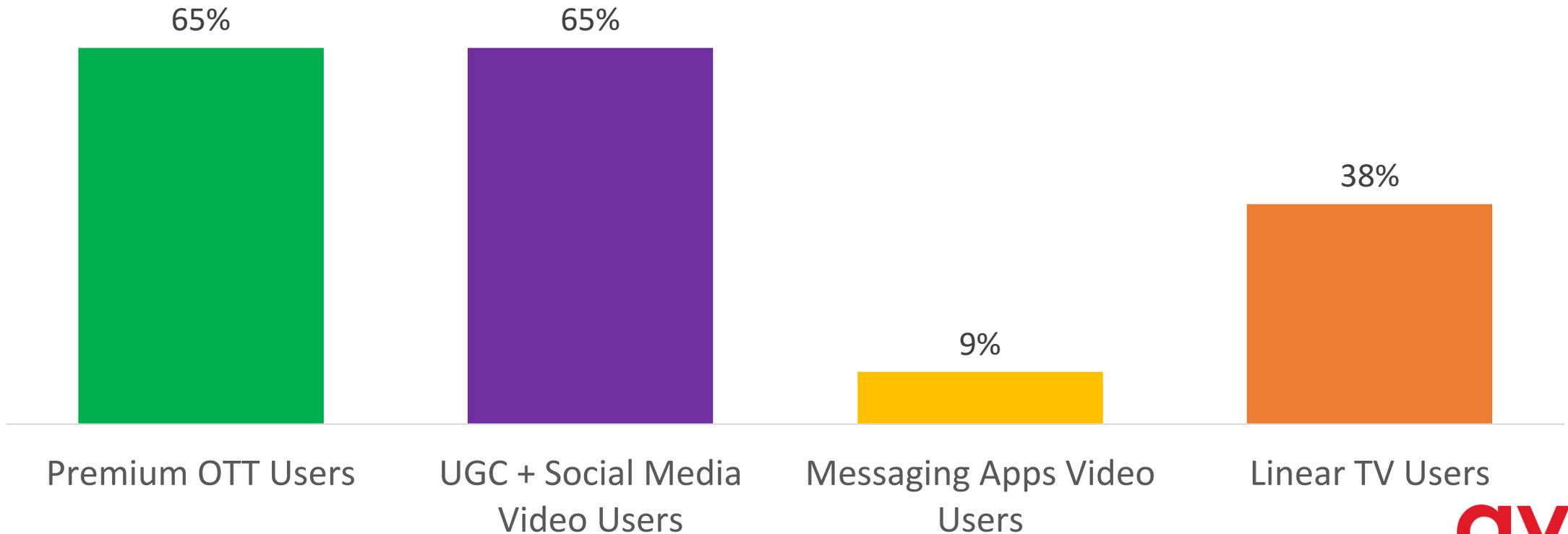
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Most Likely to Recommend (OTT Users | n=475)



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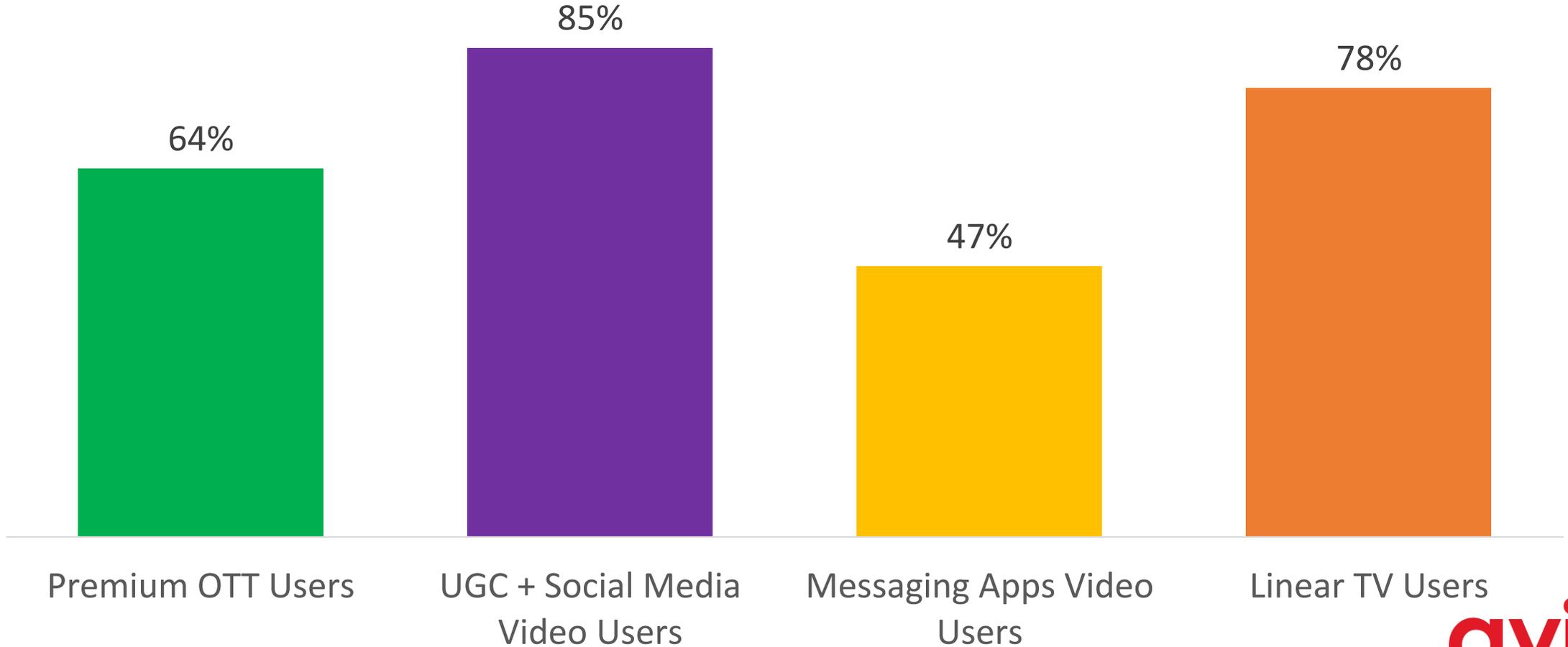
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Most Likely to Notice Advertising



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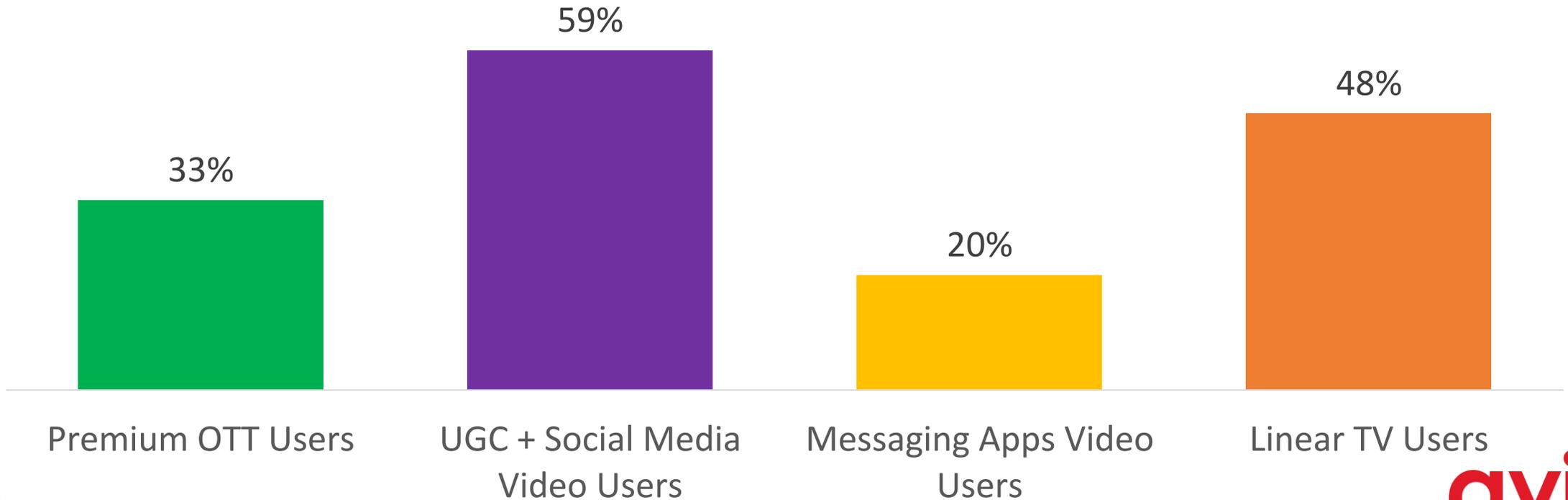
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Ads Feel Too Intrusive



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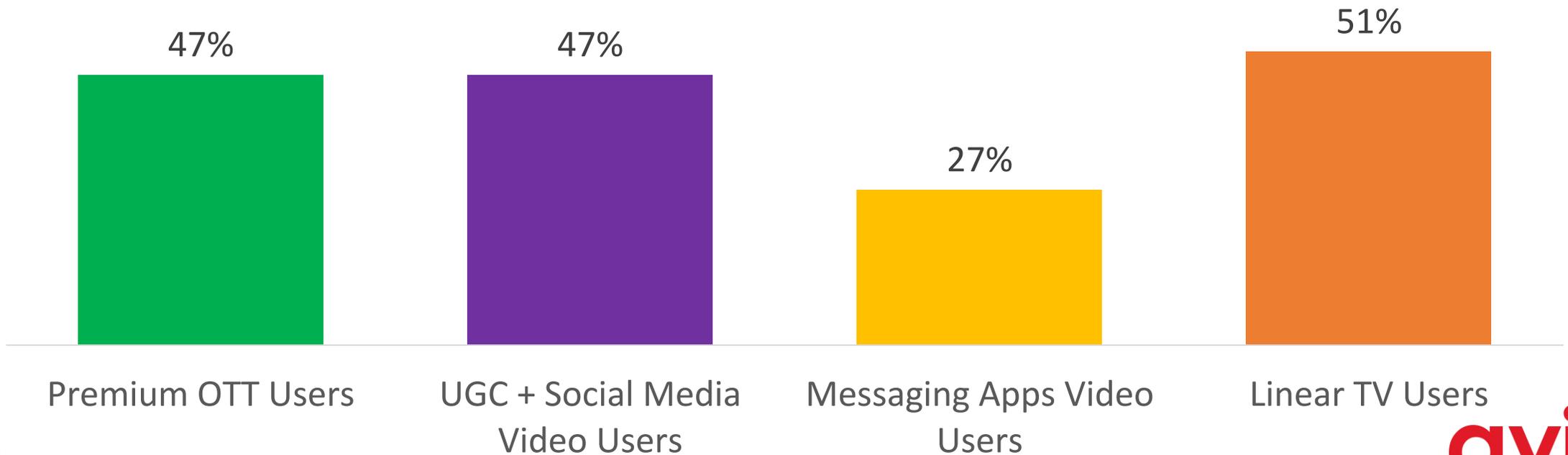
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Highest Quality Ads (OTT Users | n=475)



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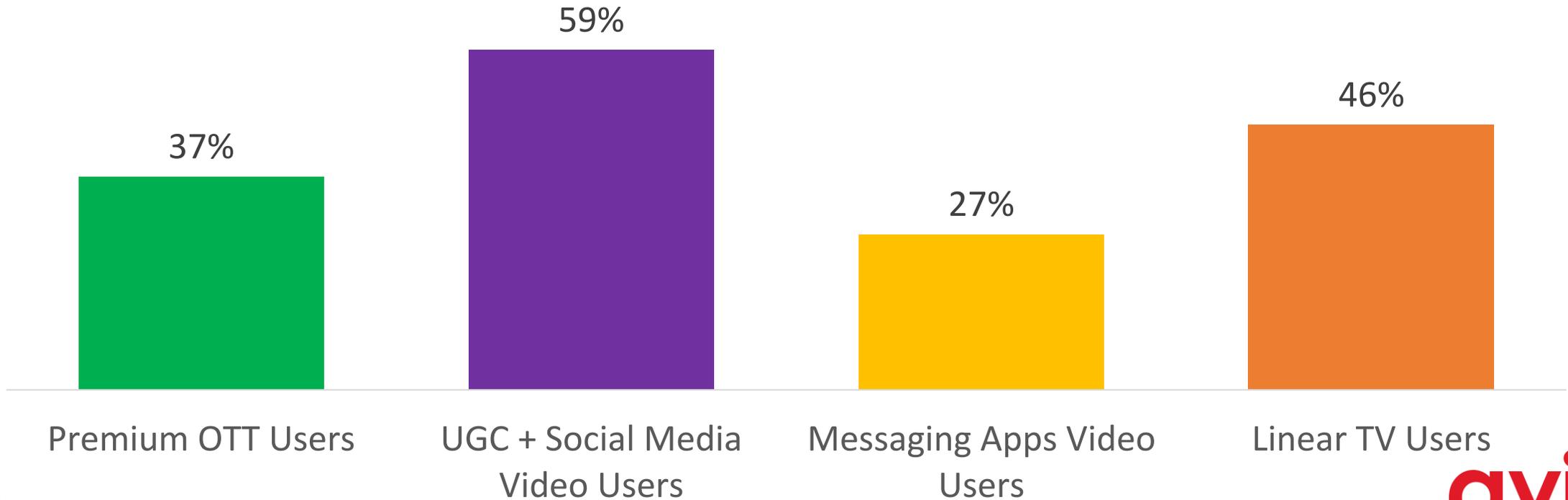
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Sought More Info After Seeing Ads (OTT Users | n=475)



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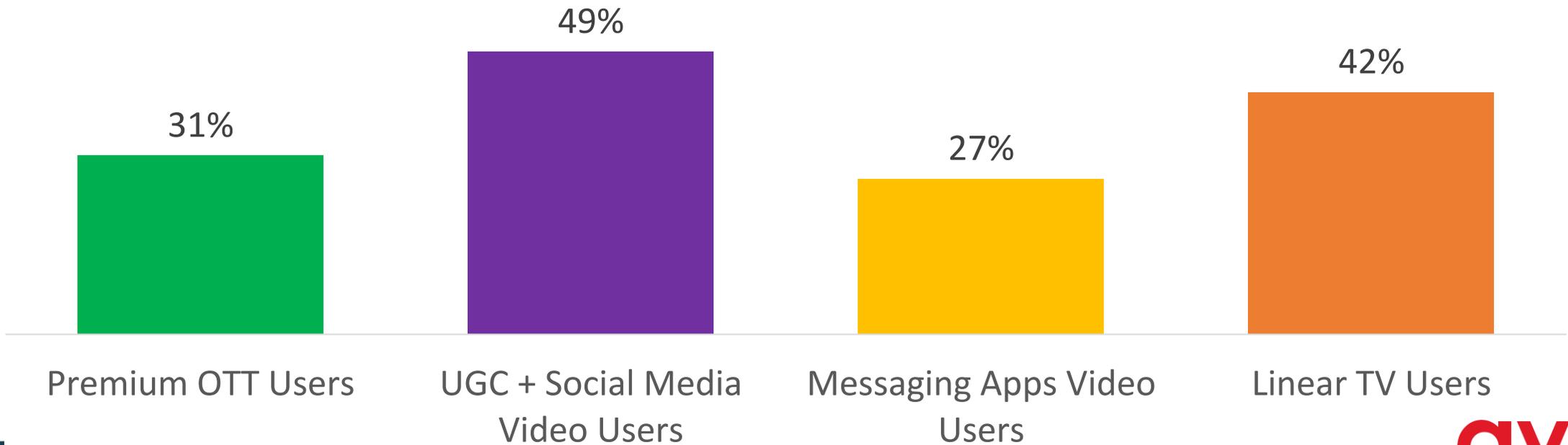
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Made a Purchase After Seeing Ads (OTT Users | n=475)



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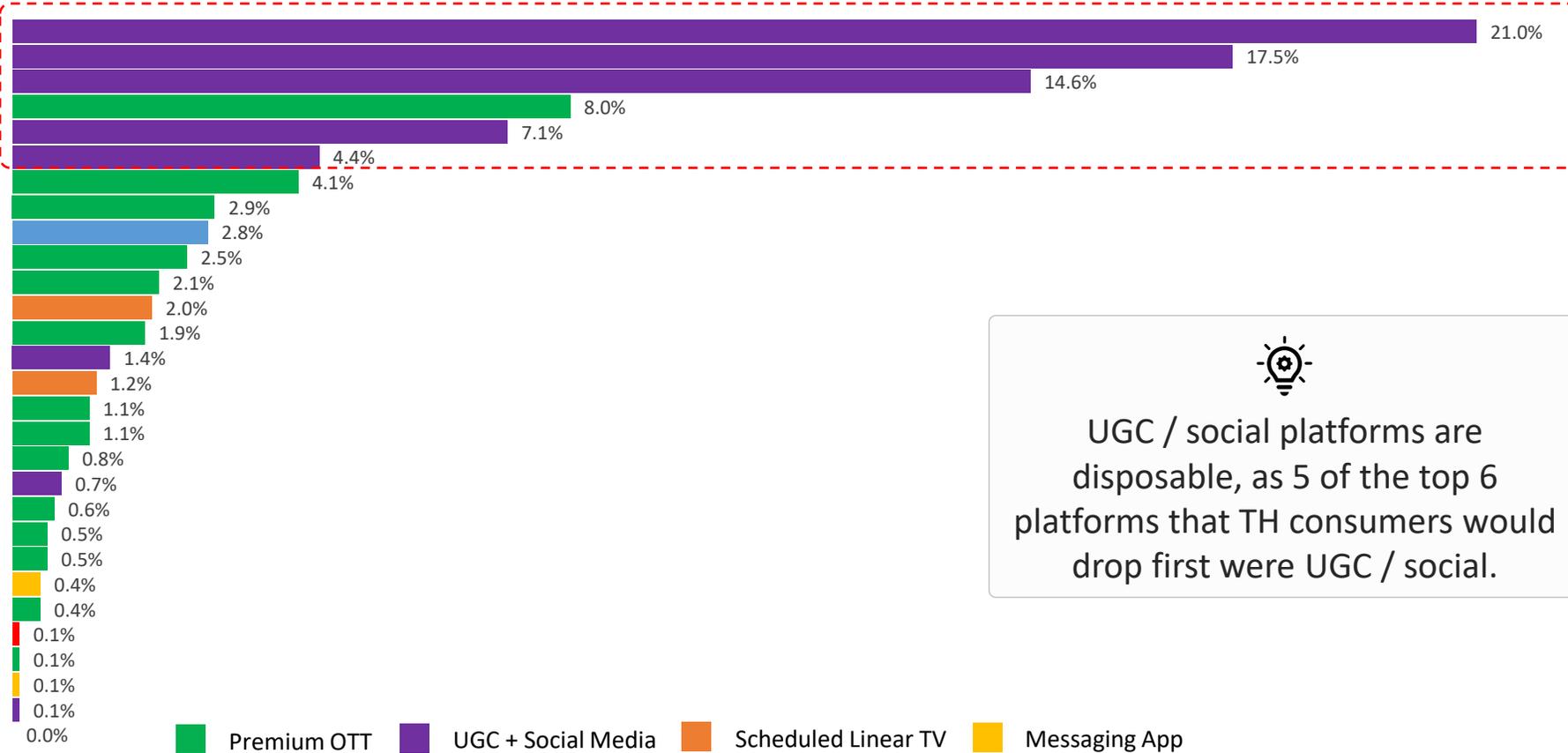
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Platforms Consumers Would Give Up First



UGC / social platforms are disposable, as 5 of the top 6 platforms that TH consumers would drop first were UGC / social.

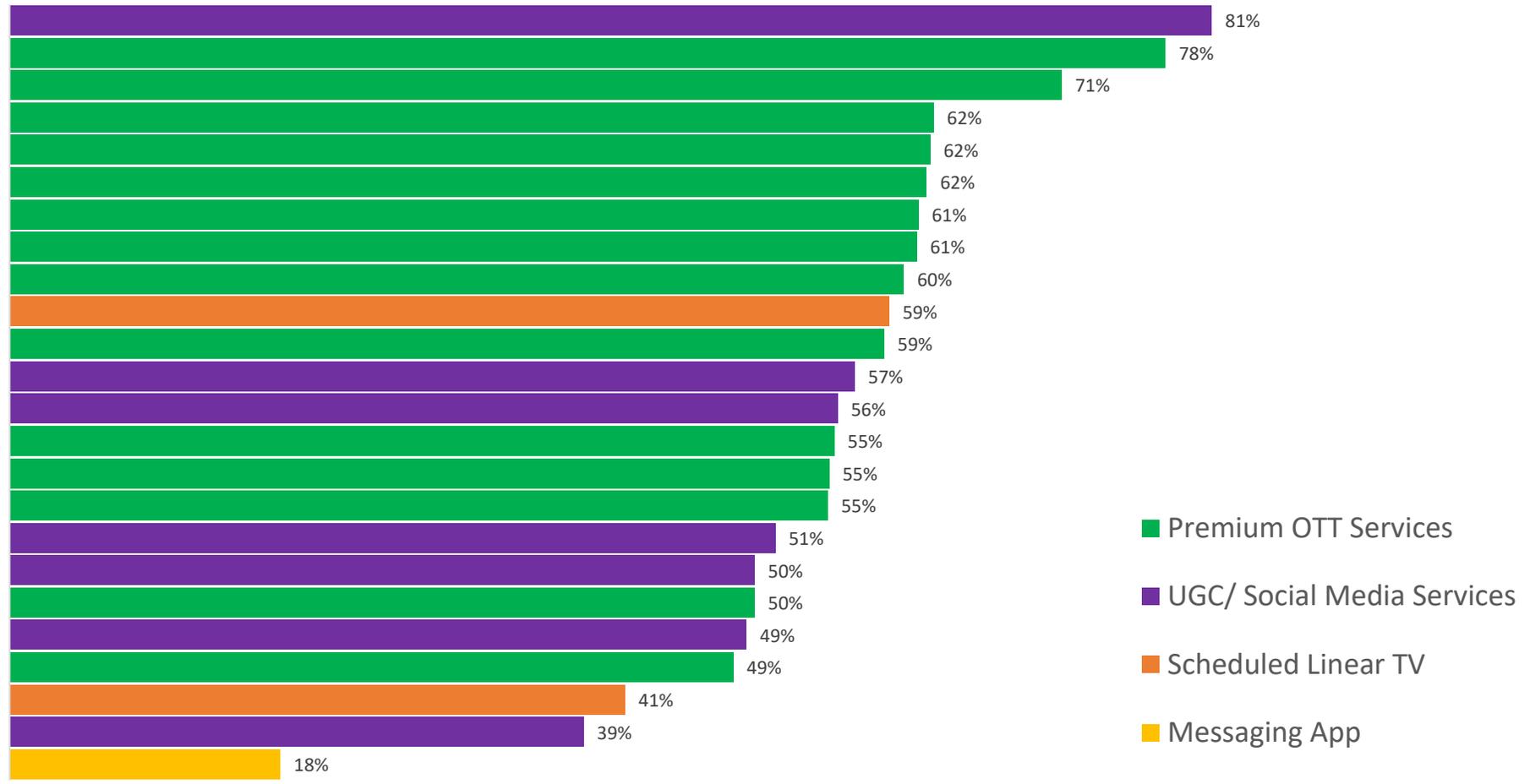
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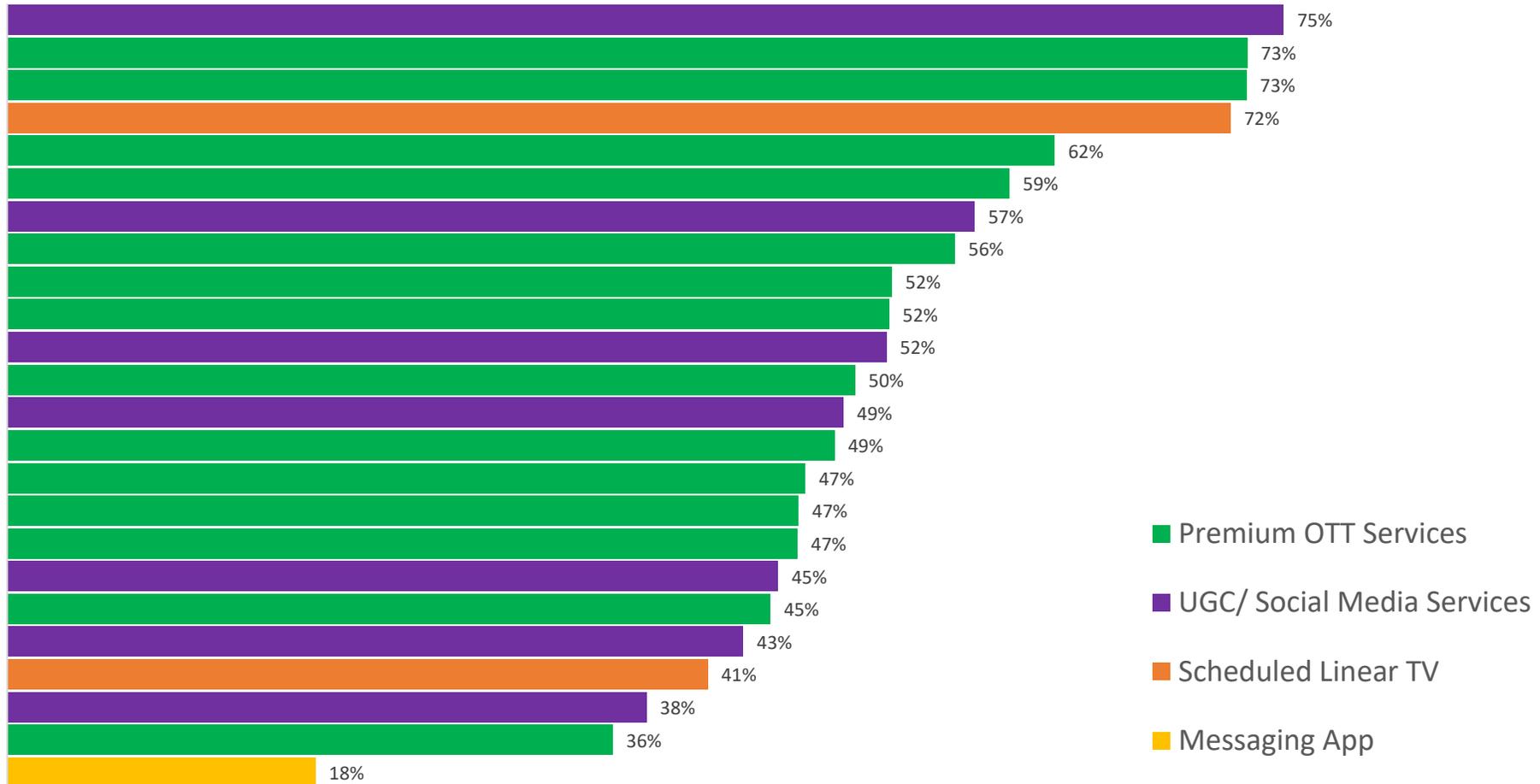
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Feel Most Immersed While Watching (OTT Users | n=475)



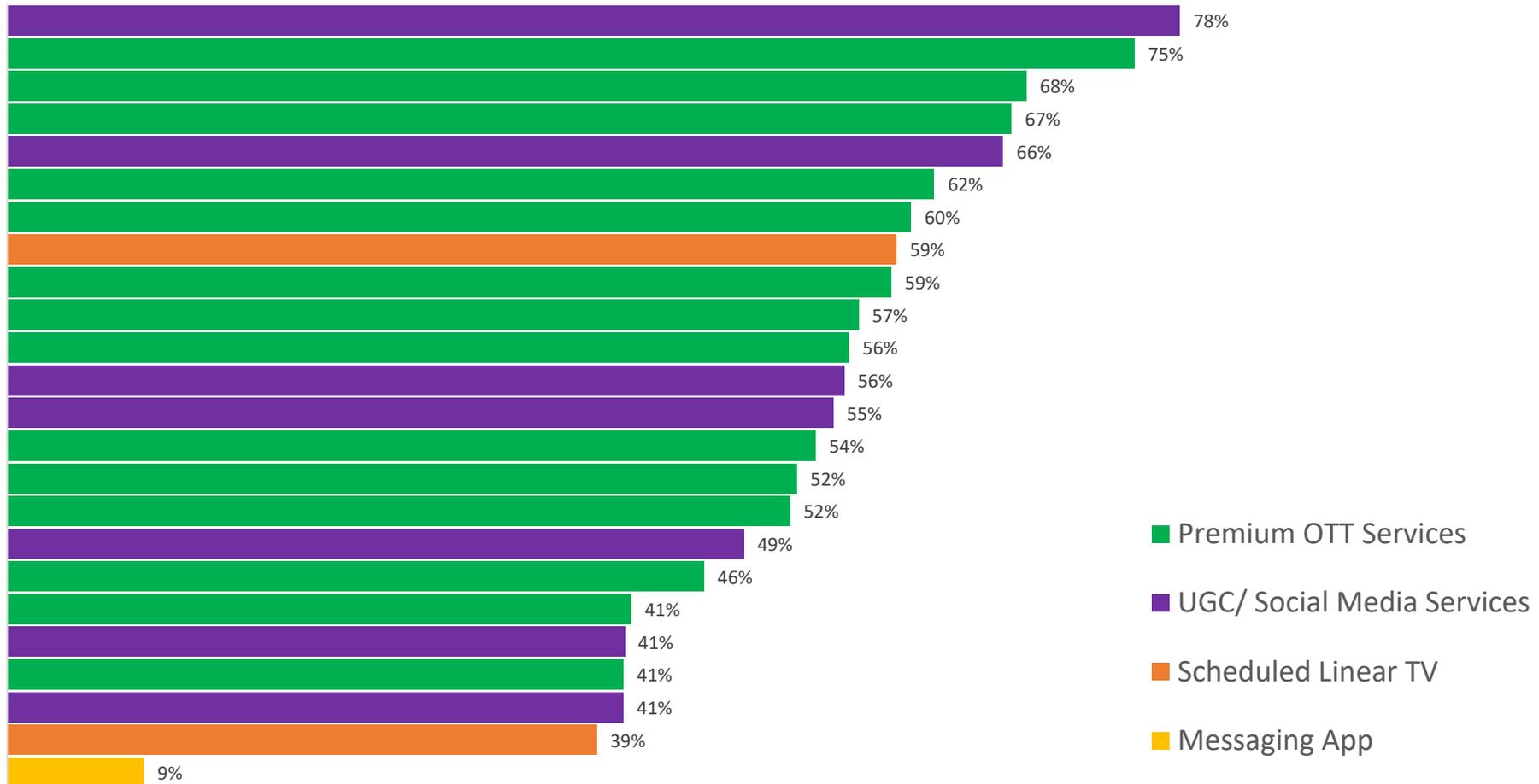
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Highest Levels of Attention While Watching (OTT Users | n=475)

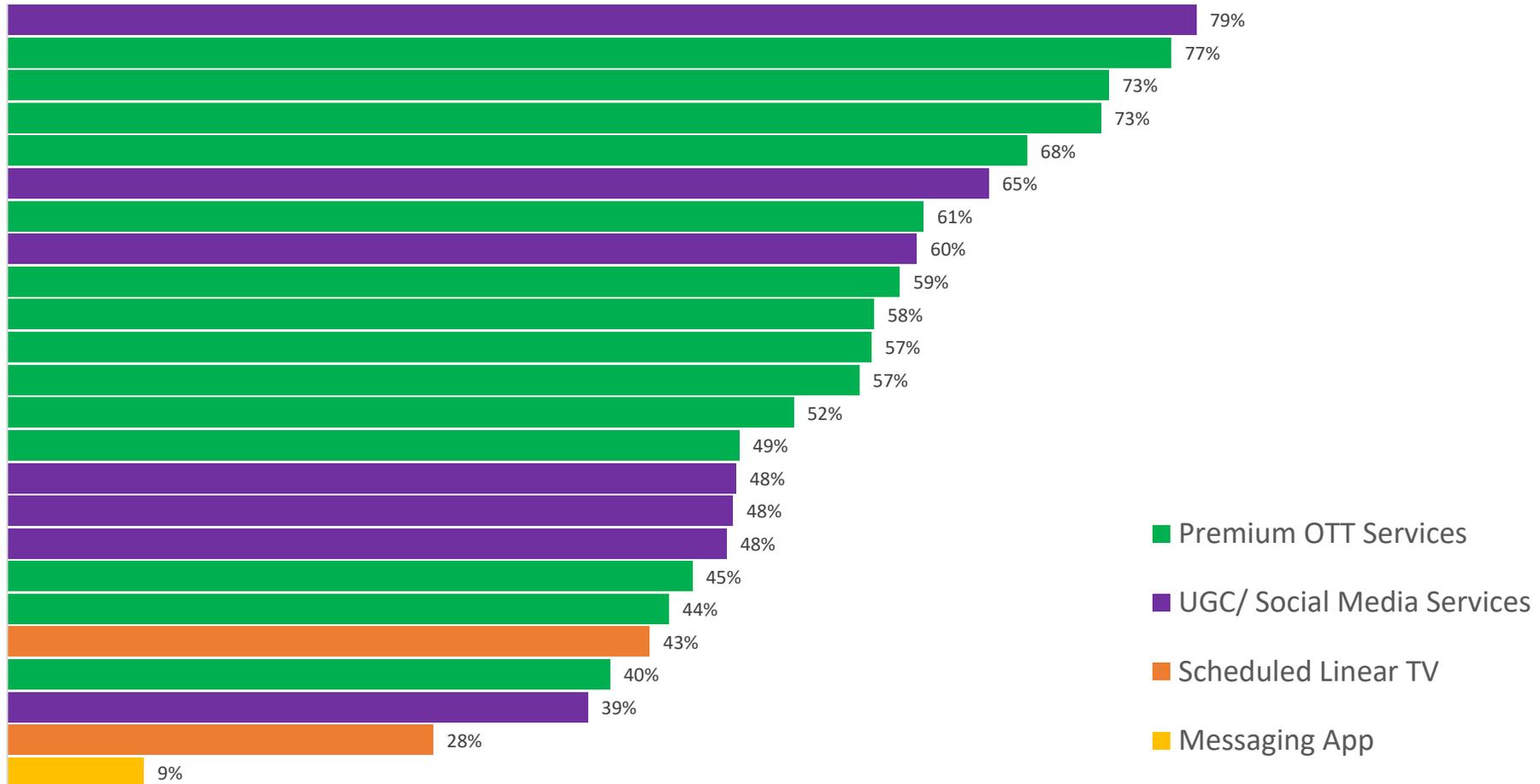


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Has Content They're Most Likely to Recommend (OTT Users | n=475)

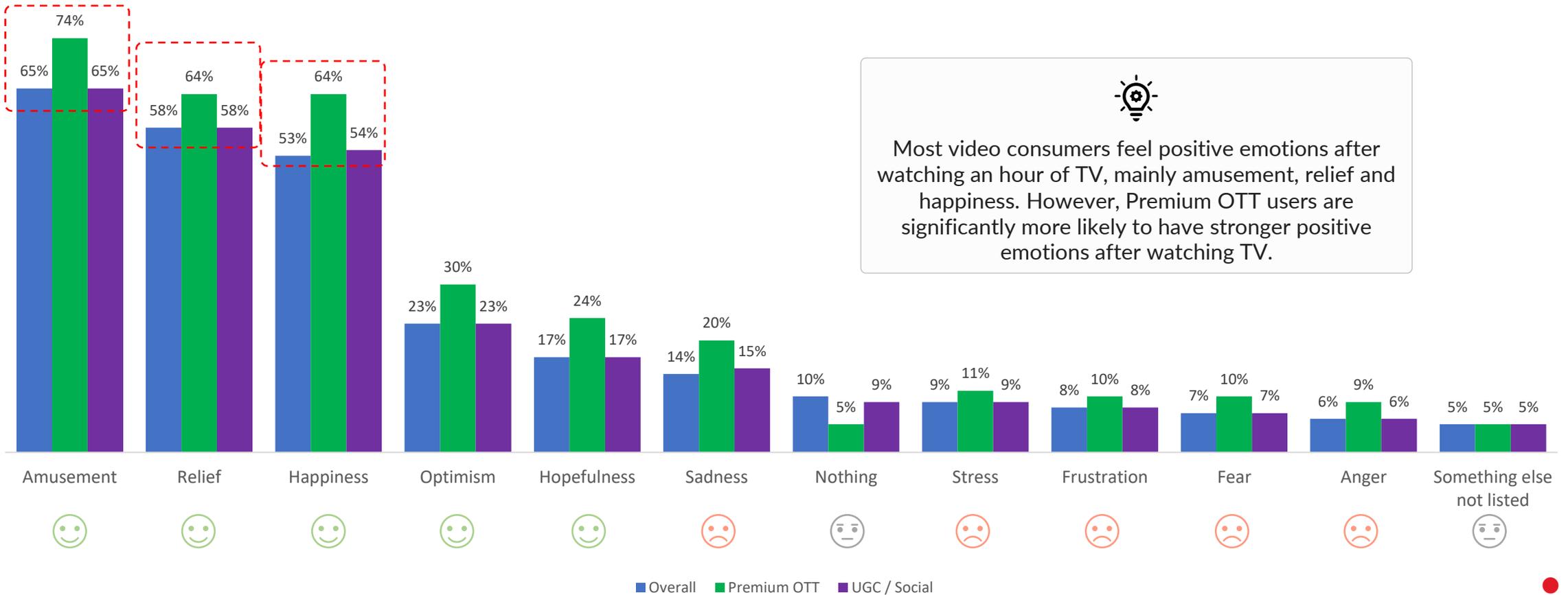


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Emotions felt after 1 hour of watching TV



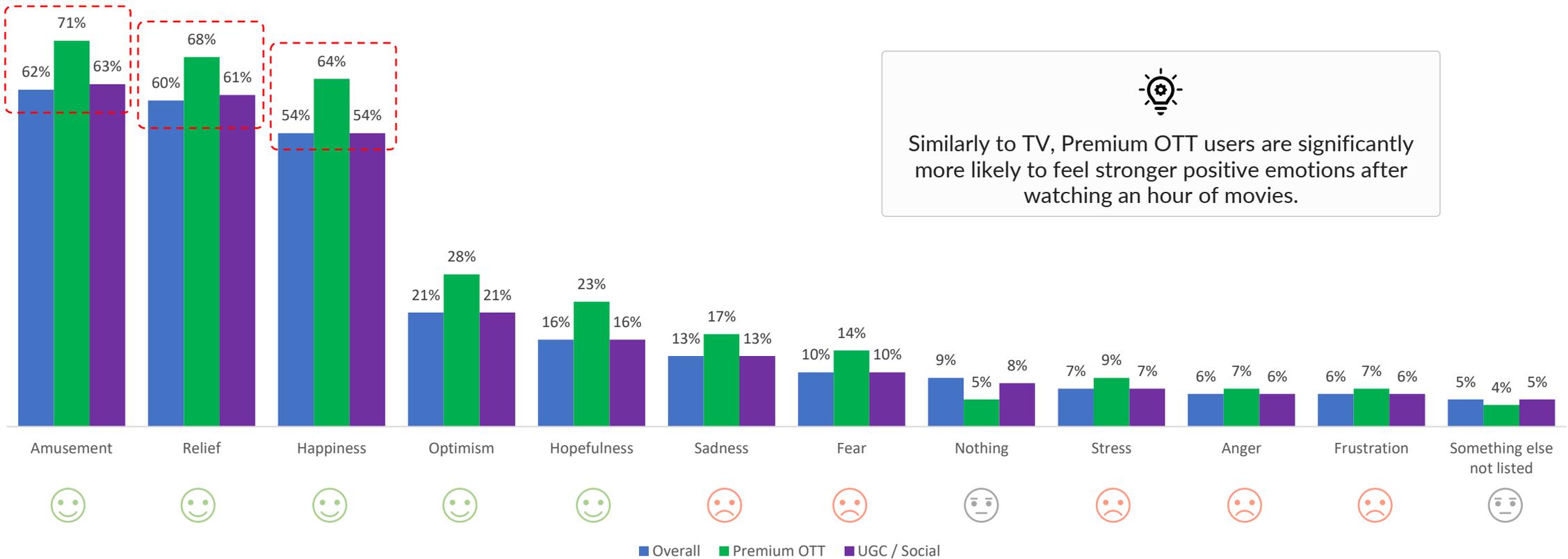
Most video consumers feel positive emotions after watching an hour of TV, mainly amusement, relief and happiness. However, Premium OTT users are significantly more likely to have stronger positive emotions after watching TV.

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Emotions felt after 1 hour of watching Movies



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Executive Summary

- **At a category level, premium OTT outperforms linear but is generally on par with UGC / social**

Across all of the attributes tested (i.e. quality content, immersion, etc.) premium OTT outperformed linear and messaging. However, performance was consistently on par with UGC/social for almost every attribute. UGC doesn't necessarily outperform premium as the ratings were close for key attributes like quality content, immersion, attention levels, etc. (see slides 6 to 14)

- **Premium is generally viewed as having high quality content, is viewed as immersive and commands high attention levels.**

Although UGC / social marginally outperformed premium at the *category* level in terms of as having high quality content (see slide 6), this result was driven mainly by two high volume UGC platforms. When we look at individual services, 7 of the top 10 platforms ranked as having the highest quality content were premium (see slide 16). Furthermore, when it comes to the highest attention levels, 6 of the top 10 services were premium. And for video platforms that TH consumers would recommend, 7 of the top 10 platforms were premium (see slides 18, 20 and 22)

- **UGC / social content is highly disposable**

When asked which platforms they would give up first, 5 of the top 6 were UGC / social, and only 1 of the 16 premium services test ranked in the top 6. (see slide 15)

- **Premium content drives happiness**

Users of premium platforms are more likely to feel positive emotion after watching an hour of TV and movies. Furthermore, they're also more likely to feel a wider range of positive emotions, including amusement, relief and happiness. (see slides 34 and 36)

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