



# Premium OTT

Building Its Rightful Place in the Digital Market

# Indonesia & Thailand

Supported by:

**Magnite**

 Microsoft Advertising

 **PubMatic**

# Research Specifications

## Online Survey

- Using Milieu's proprietary online panel
- Data representative of professional video users aged 16 and above in Indonesia & Thailand with minimum 200 samples of professional video heavy users per market
- Margin of +/- 4% at 95% confidence
- Data collected in November 2024



## Methodology

Online research via Milieu's proprietary panel



## Sample Size

N = 500 samples per market



## Audience

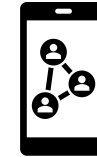
Representative of Indonesian/Thai professional video users aged 16 and above. Quotas set for age and gender with minimum 200 samples of professional video heavy users per market

# Definitions



## Professional videos

Professional videos are those created by professional broadcasters and video streaming companies. Examples would include movies, drama series, variety shows, sports, news etc and can be seen on platforms such as Netflix, Disney+Hotstar, iQIYI, Viu, WeTV, Vidio, Mola TV, GoPlay, Catchplay+, TrueID, AIS Play, etc. We will be calling this category of videos "Professional videos". (For the purposes of this survey, we are NOT including programmes/videos that you watch on local TV or cable TV).



## Social videos

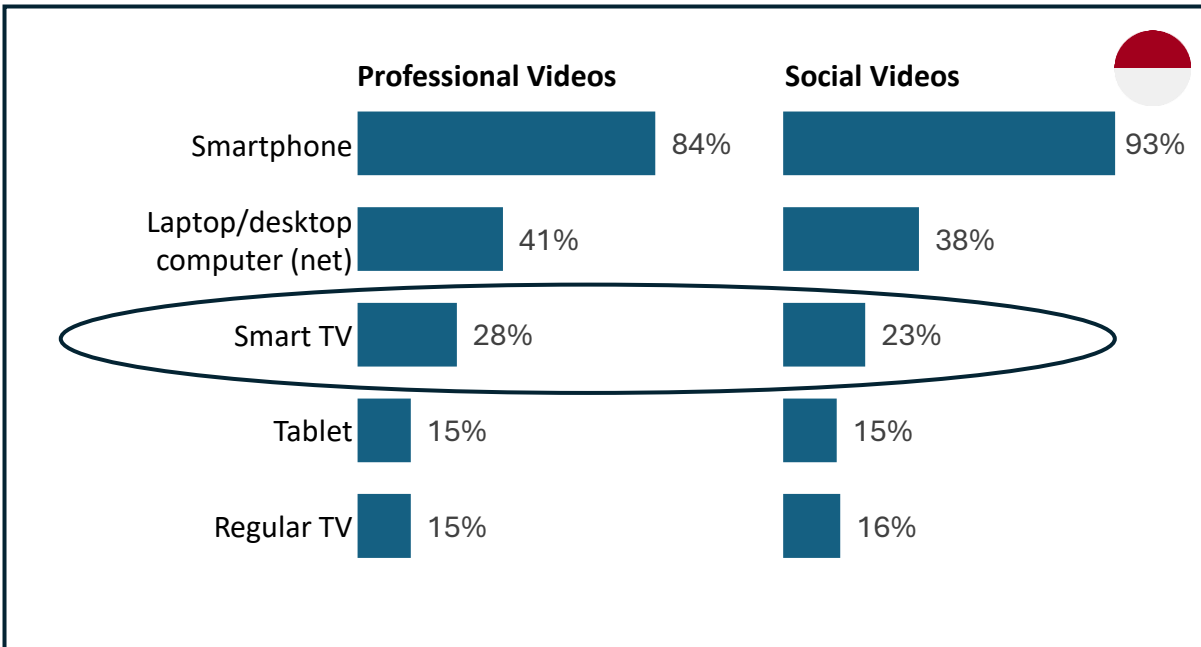
Social media or user generated videos are those created by ordinary people or social media influencers. These videos may be seen on platforms like TikTok, Facebook, Line, YouTube etc. In this survey, we will be calling this category of videos "Social videos".



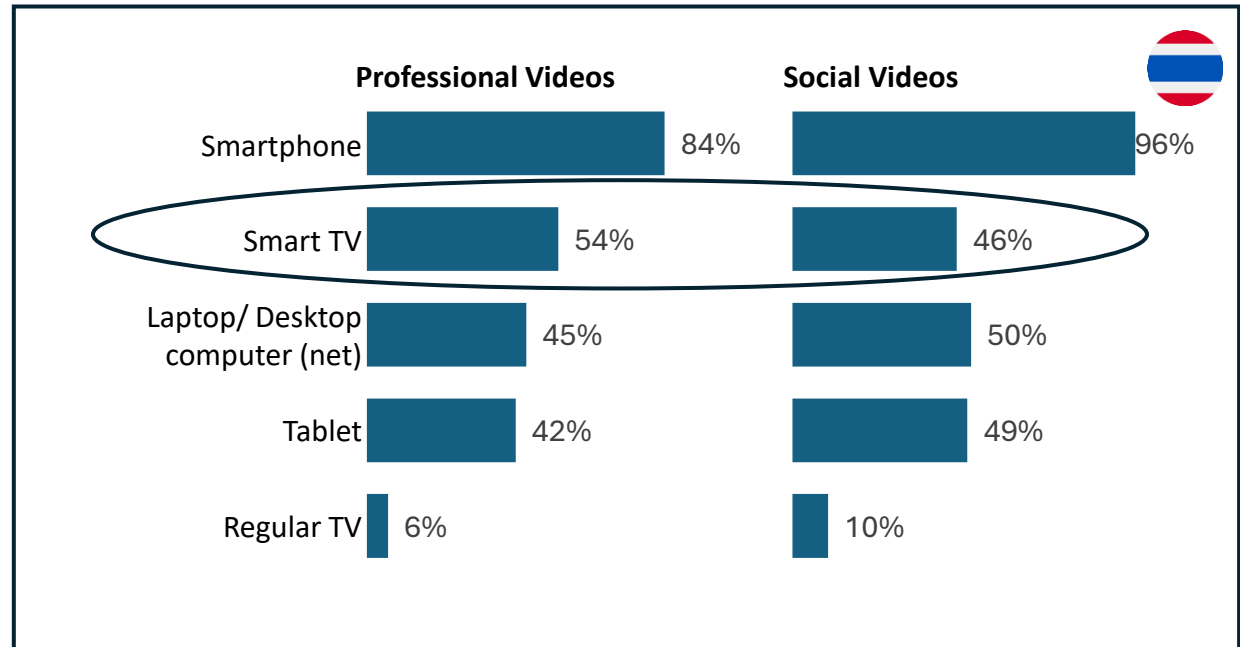
# Device for video viewing

Most respondents watch both professional and social videos using the smartphone.

All Respondents (n=500)



All Respondents (n=500)

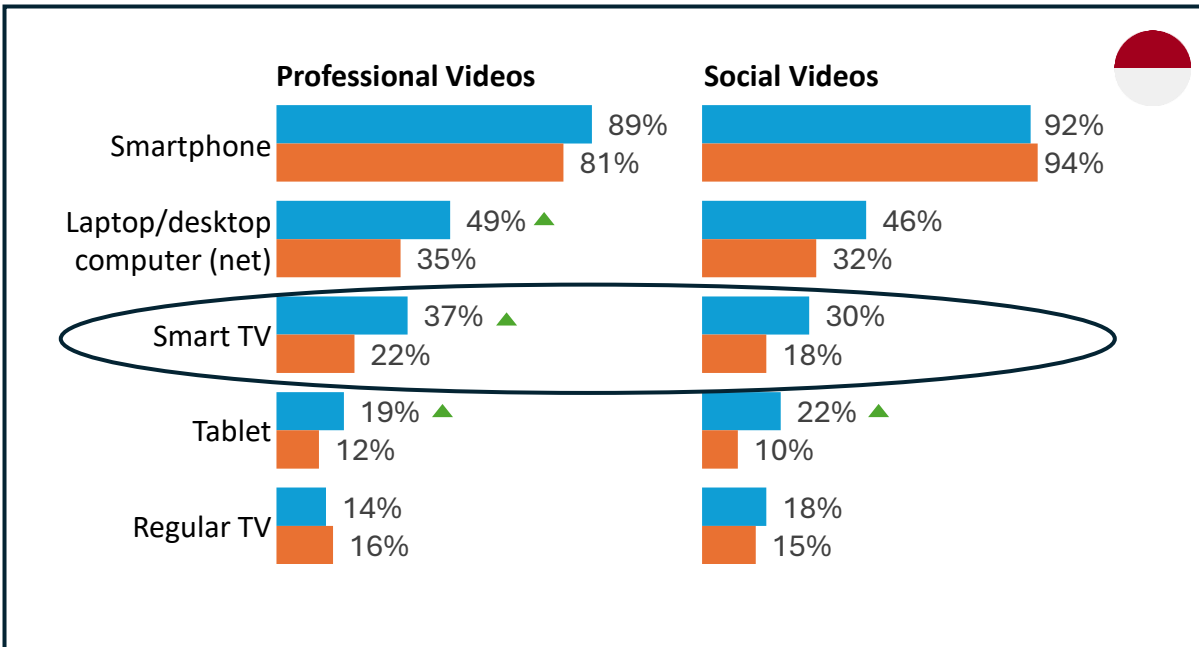




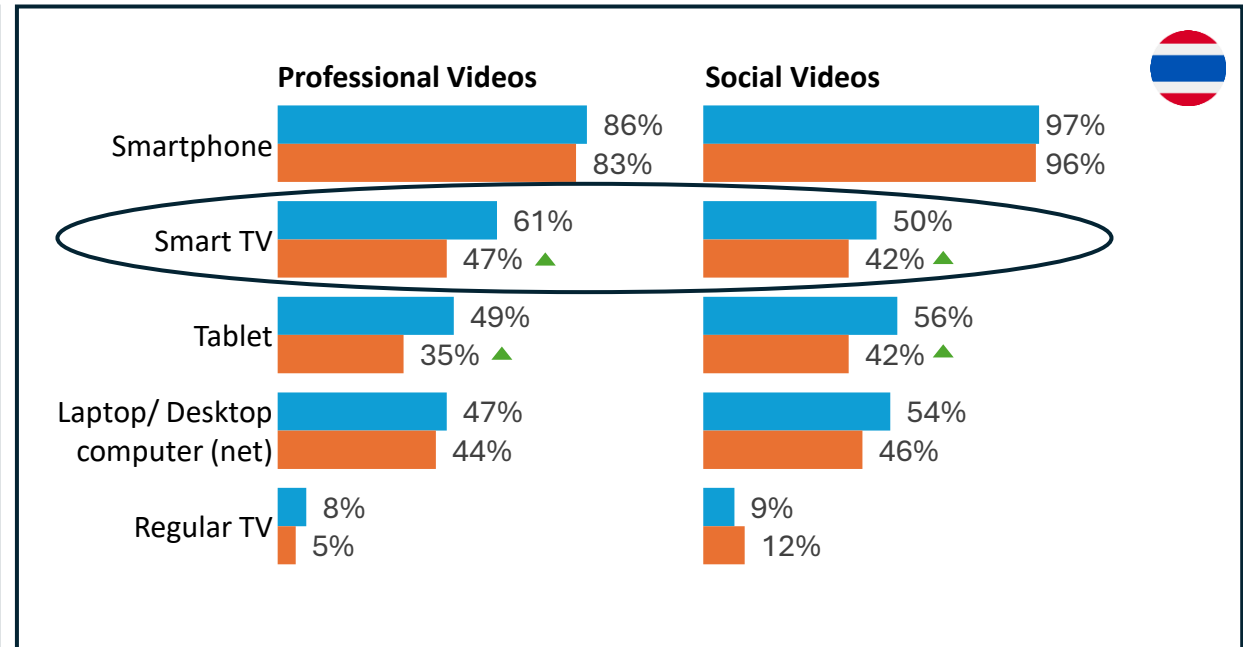
# Device for video viewing

Heavy watchers of professional videos are more likely than light watchers to watch professional video on Smart TVs and tablets.

All Respondents (n=500)



All Respondents (n=500)

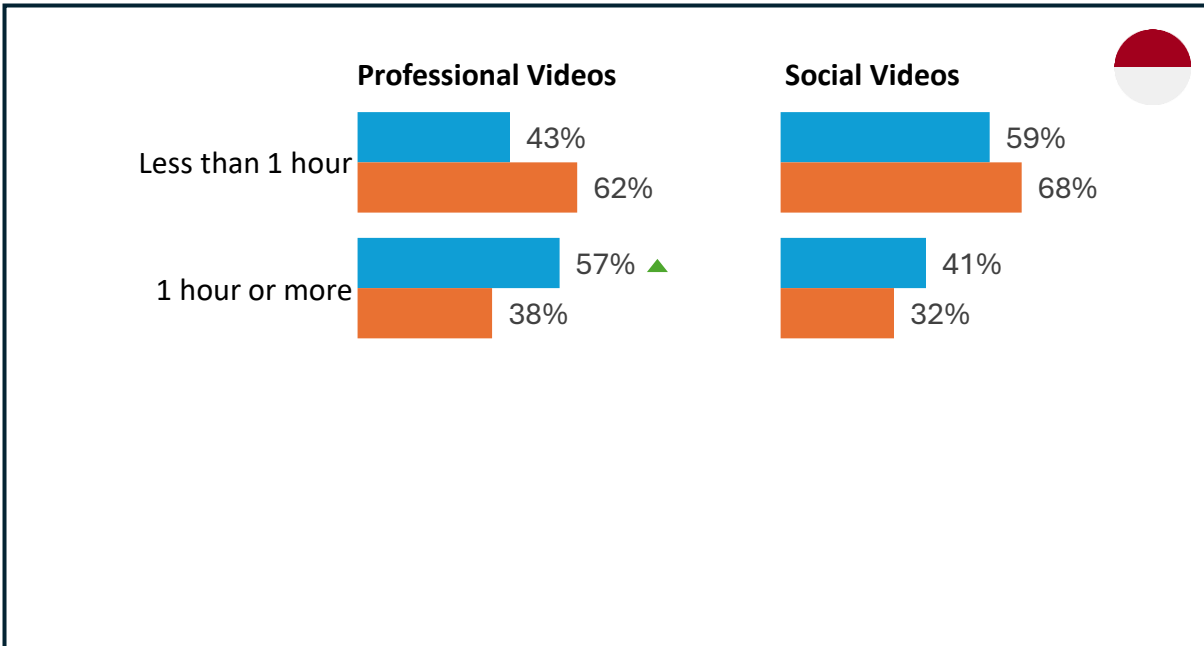


**Device Use to Watch Social & Professional Video**  
Base: Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)  
Q2. What device(s) do you use to watch social videos/ professional videos?  
▲ statistically significantly higher at 95% confidence level

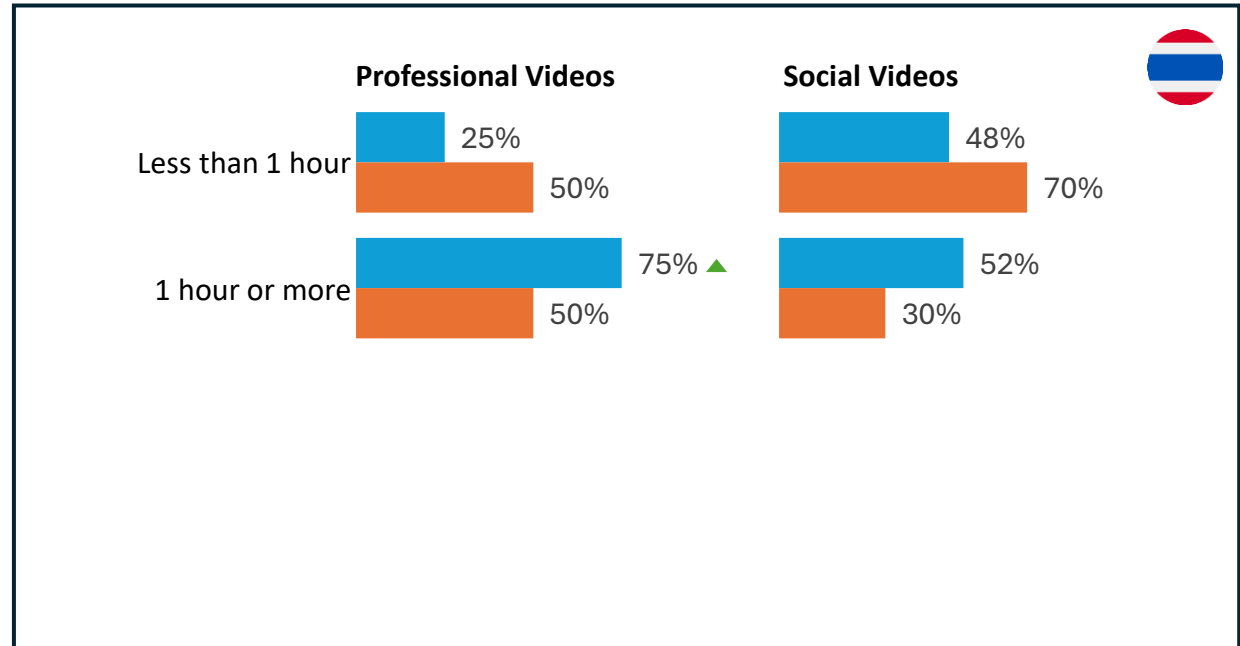
# Duration of video viewing

Heavy professional video watchers from both markets are more likely to watch professional videos for longer periods of time than light watchers.

All Respondents (n=500)



All Respondents (n=500)



**Social & Professional Video Consumption Duration**  
Base: Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)  
Q3a. On average, how long do you typically spend watching social videos/ professional videos in one sitting?  
▲ statistically significantly higher at 95% confidence level

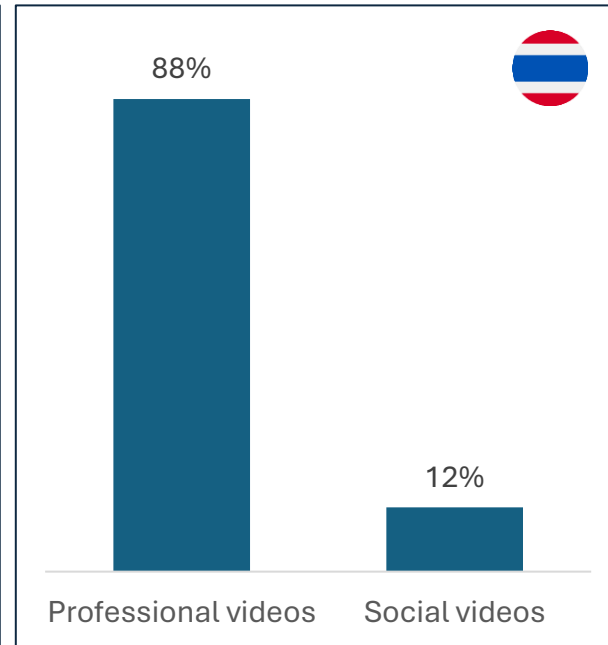
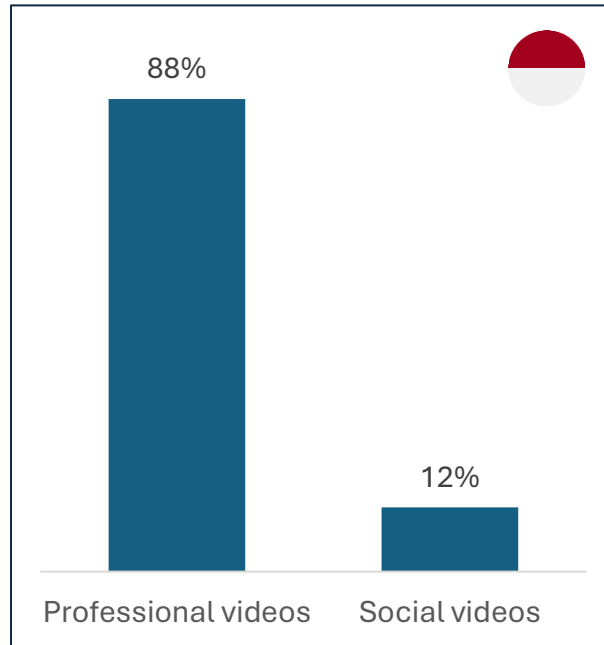
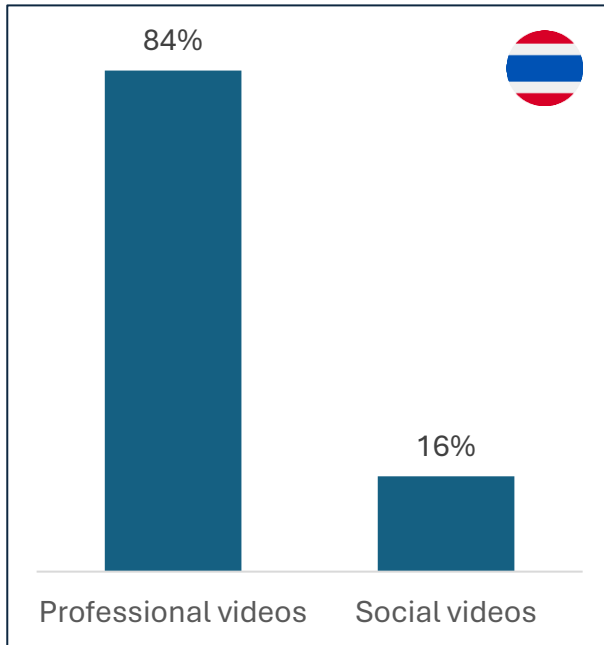
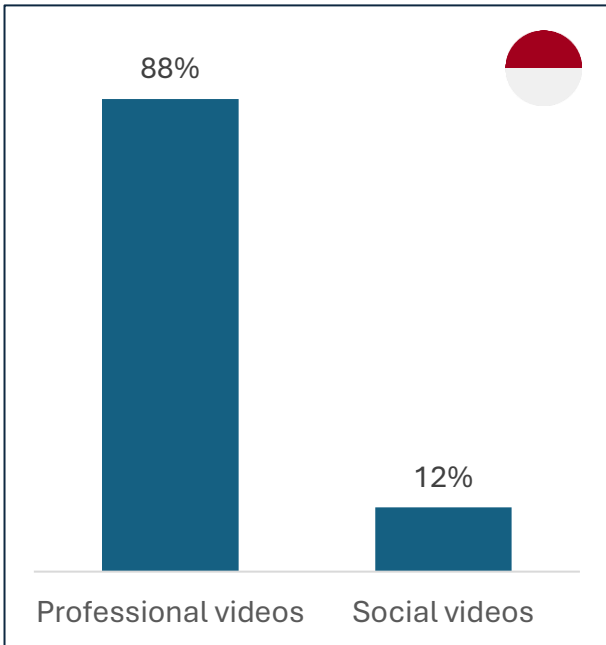


# Quality of videos

Close to 9 in 10 respondents (both in general and heavy viewers of professional videos) in both markets say that professional videos have better video quality.

All Respondents (n=500)

Professional Video Heavy Users (n=205)



**Video Quality**  
Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238)  
Q4. When you think of the quality of videos in general, which one of the following do you think has better video quality?

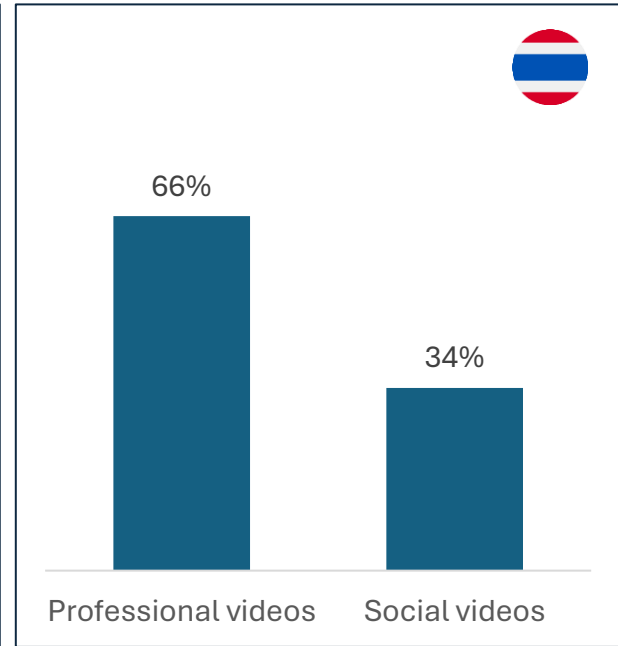
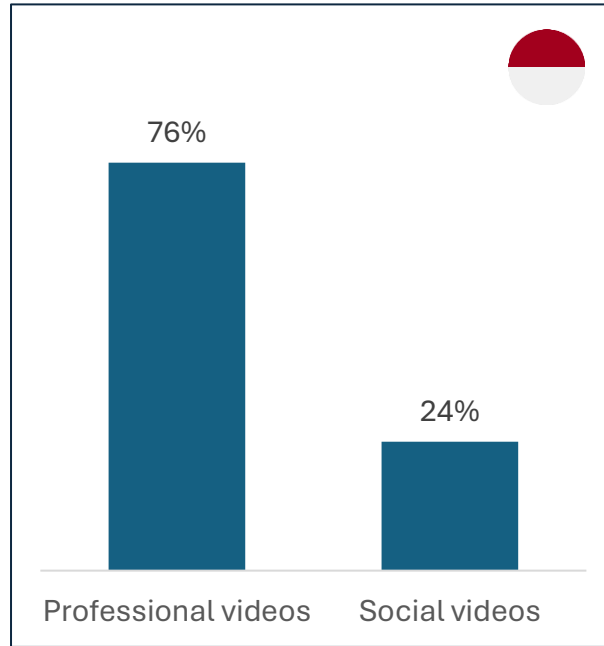
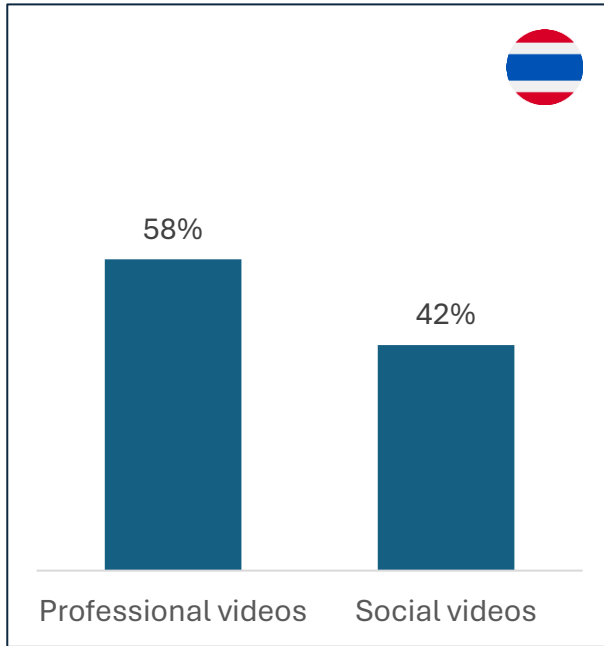
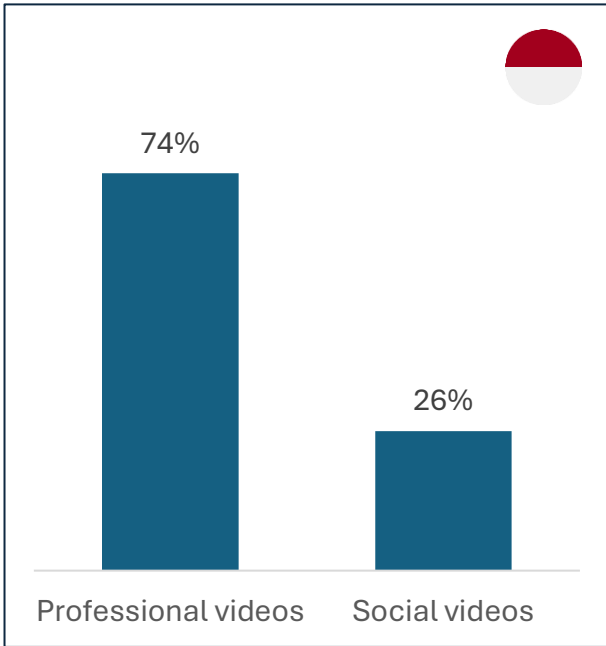


# Video Platforms Time Better Spent

Both general population and professional video heavy users in both markets agree that time is better spent when watching professional videos compared to social videos.

All Respondents (n=500)

Professional Video Heavy Users (n=205)



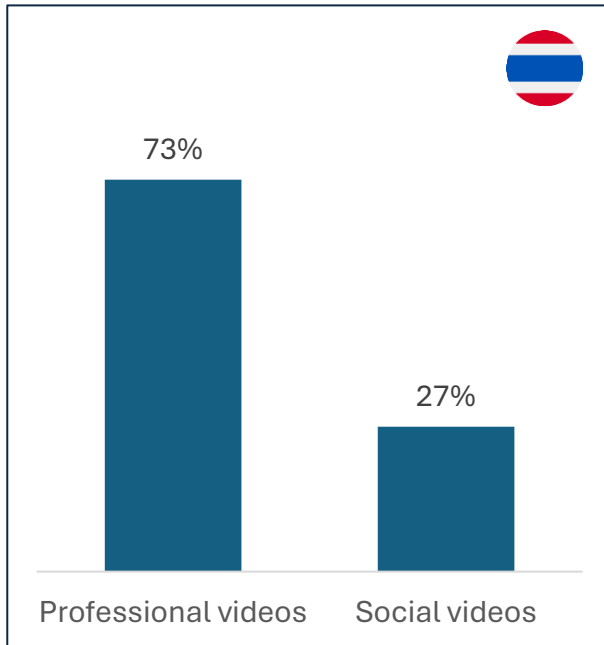
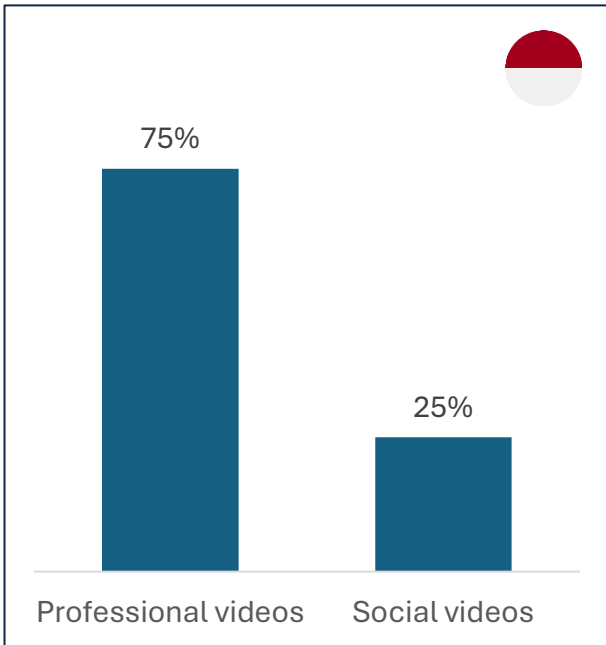




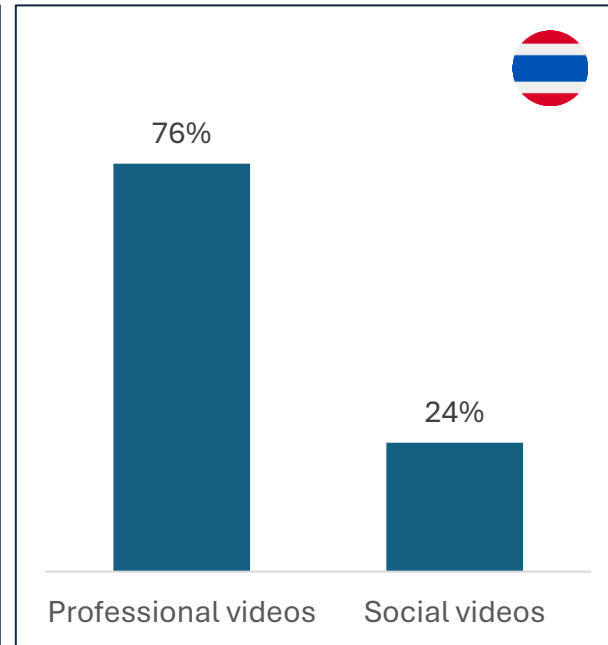
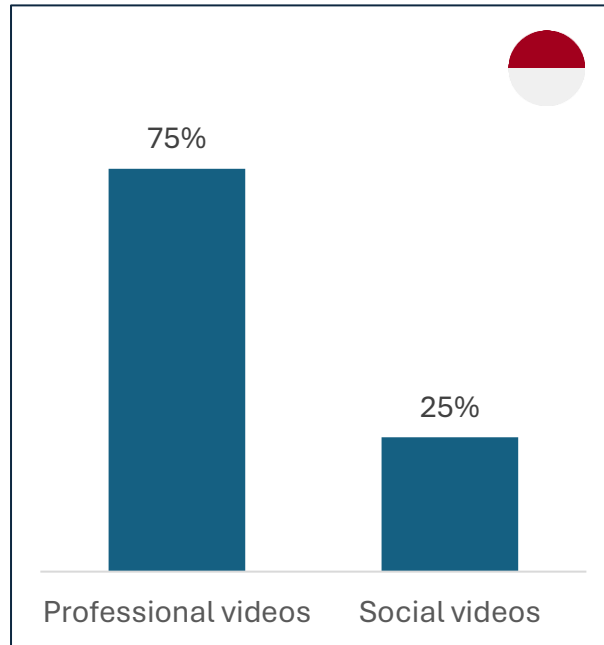
# Video Platforms Allows Better Concentration

3 out of 4 people think that professional video platforms give better concentration for a long period of time compared to social videos.

All Respondents (n=500)



Professional Video Heavy Users (n=205)



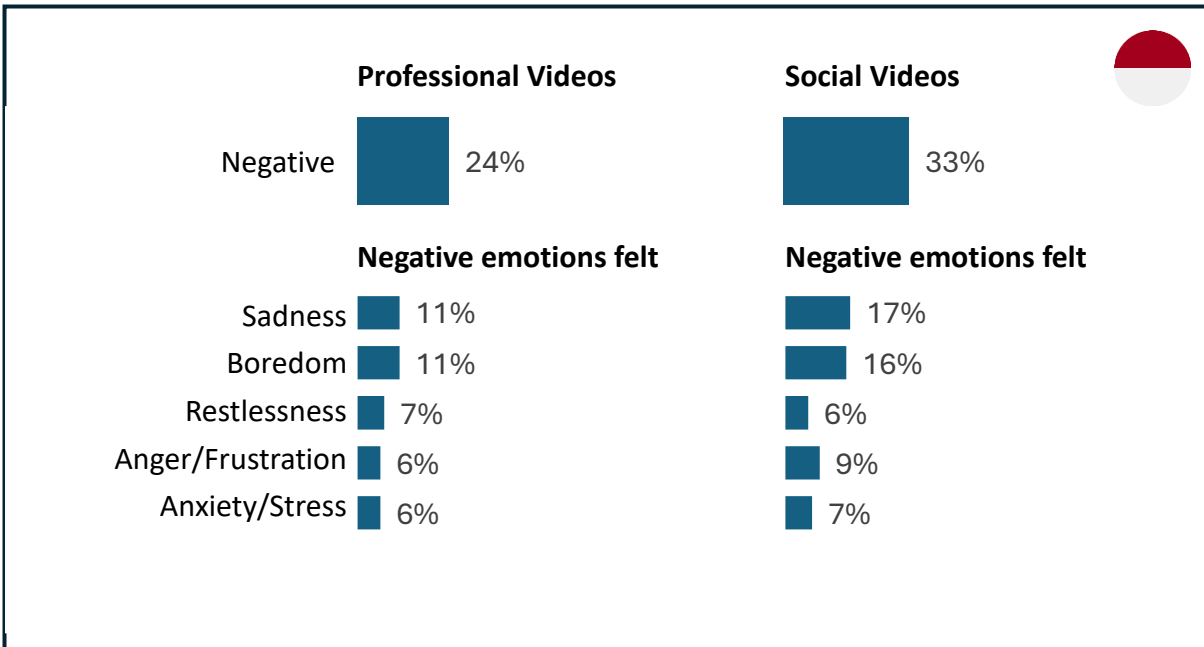
**Better Concentration**  
Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238)  
Q6. Which of the following video formats allows you to better concentrate on its content for a longer period of time?



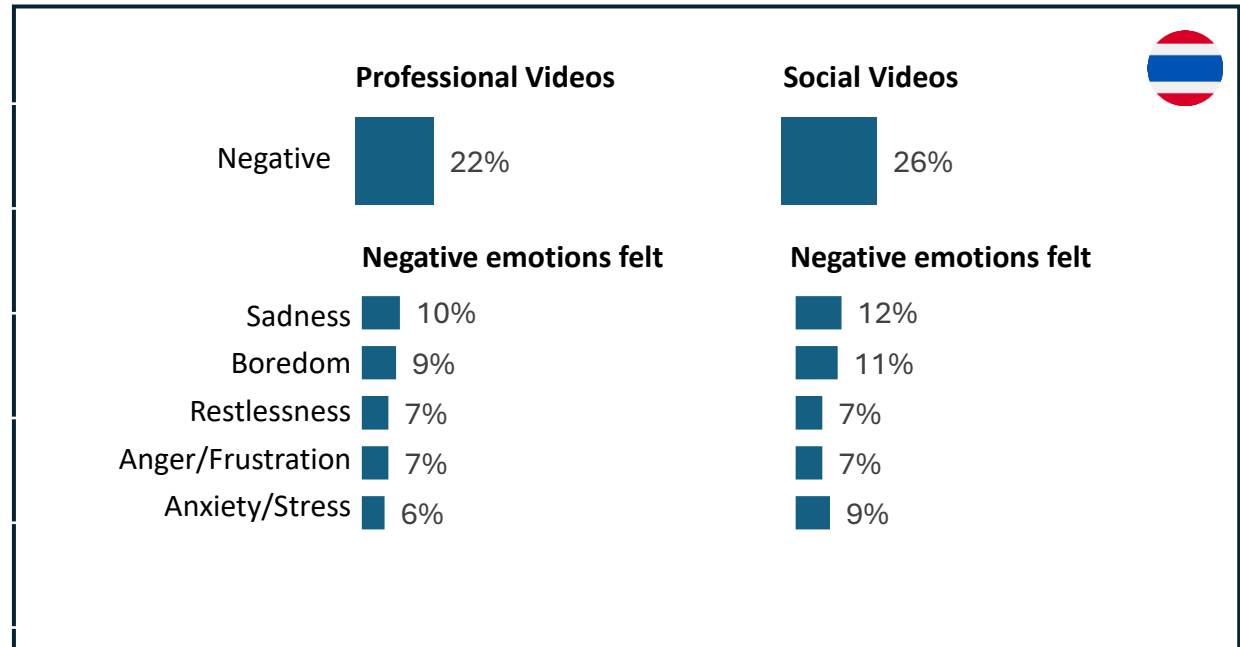
# Emotions After Watching Social & Professional Video

Users generally experience more negative emotions after watching social videos continuously for 30 minutes.

All Respondents (n=500)



All Respondents (n=500)

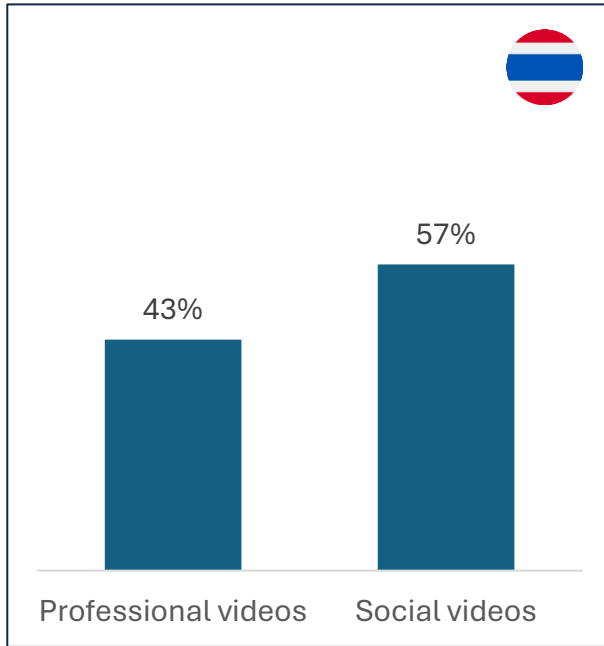
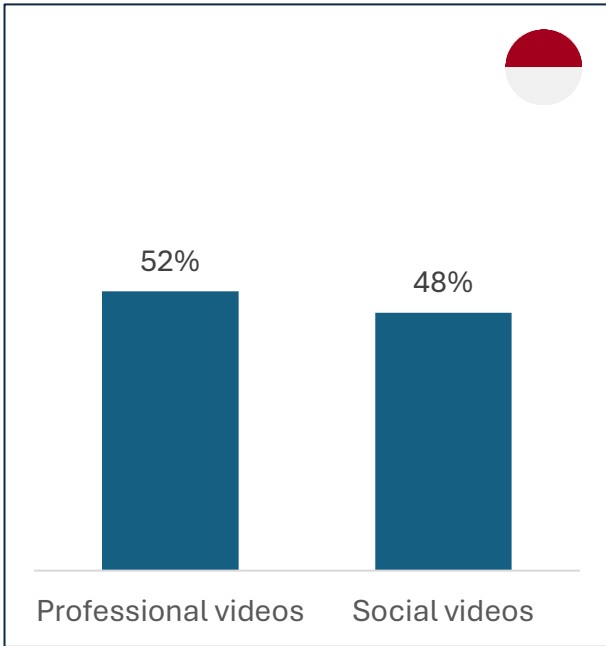




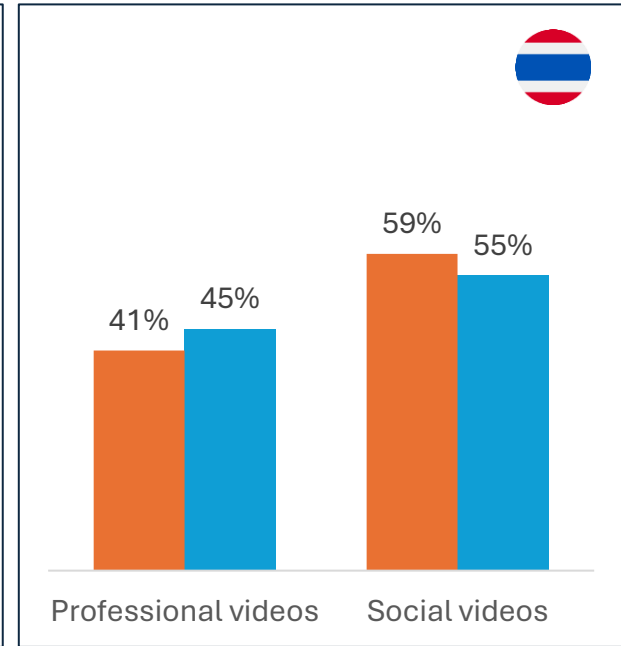
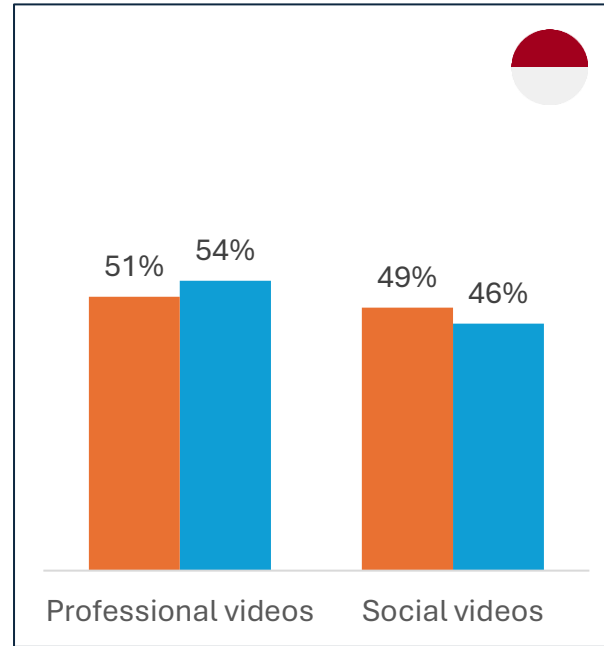
# Attention to Advertising on Video Platforms

Professional videos have slightly better performance when it comes to grabbing people’s attention to its advertising in Indonesia.

All Respondents (n=500)



All Respondents (n=500)



**Pay Attention to Advertising**

Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)  
Q8. Which of the following are you more likely to pay attention to advertising?

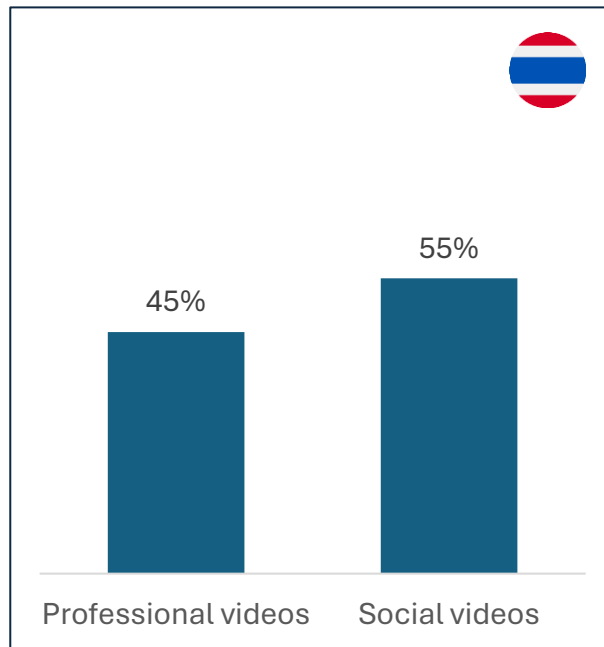
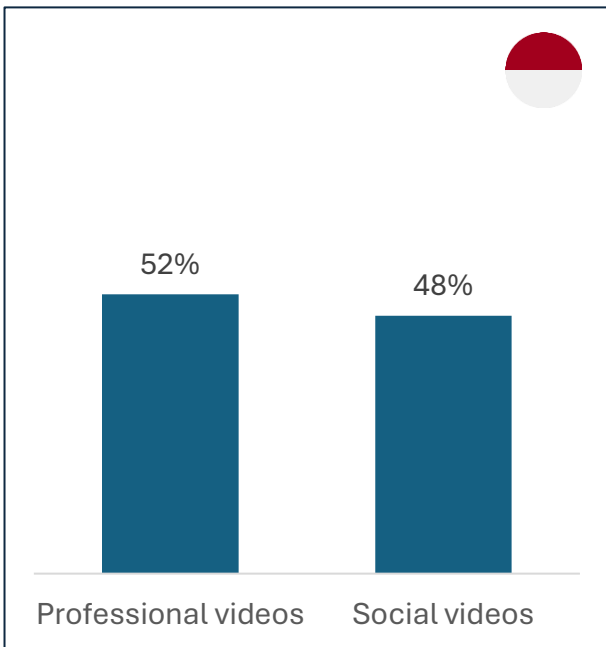
■ Heavy professional video watchers  
■ Light professional video watchers



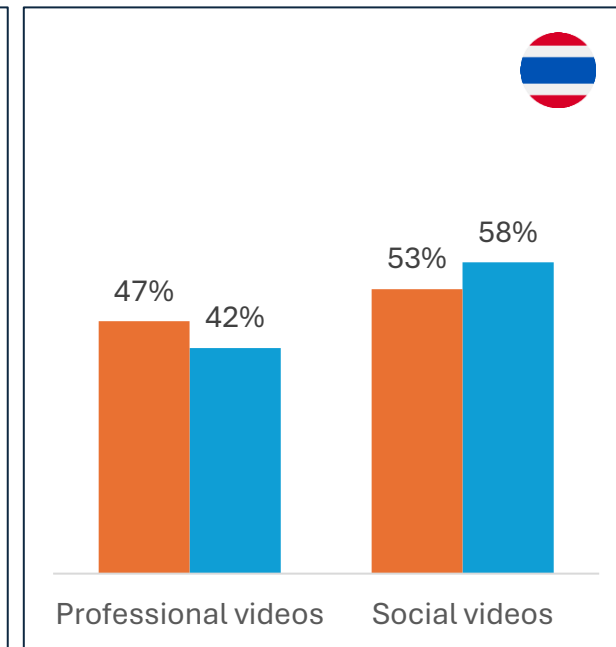
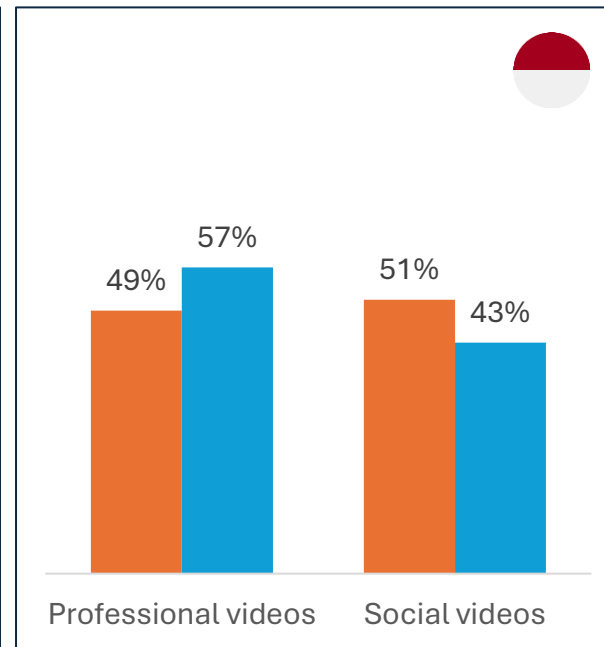
# Finding Out More Information by Video Platform

Both general population and professional video heavy users in Indonesia think that they are more likely to find out more information on a product/service when watching advertisements on professional videos.

All Respondents (n=500)



All Respondents (n=500)



**Find Out More Information**

Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)  
Q9. Which of the following are you more likely to find out more information on a product/service when watching advertisements?

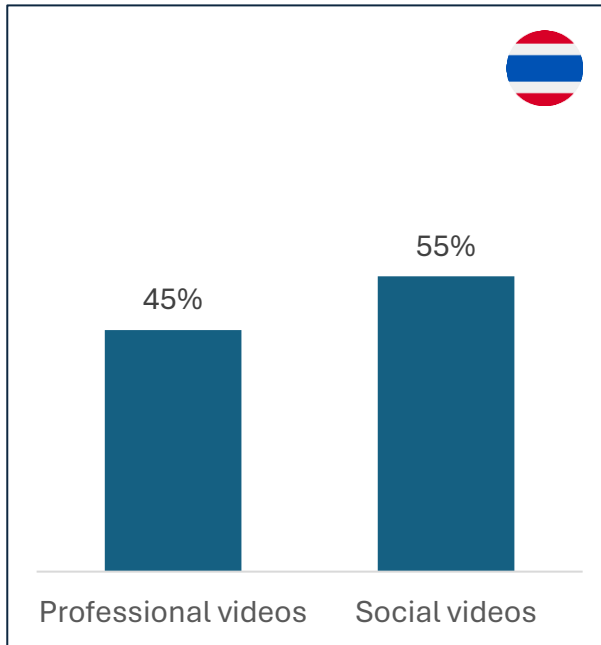
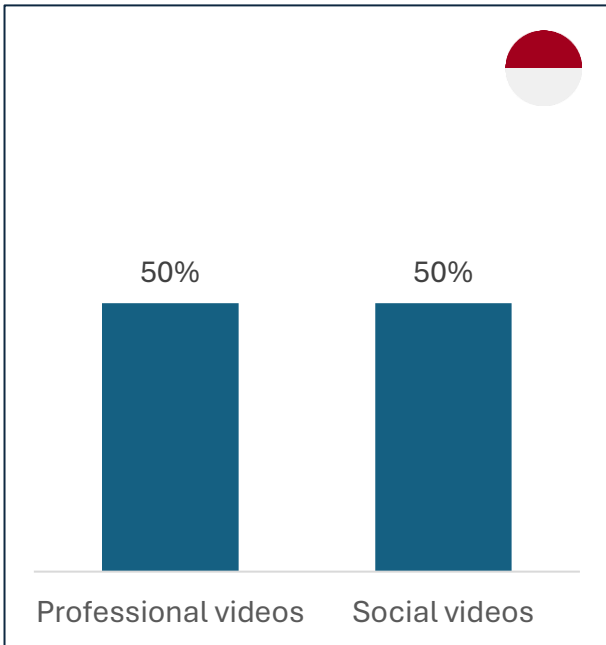
■ Heavy professional video watchers  
■ Light professional video watchers



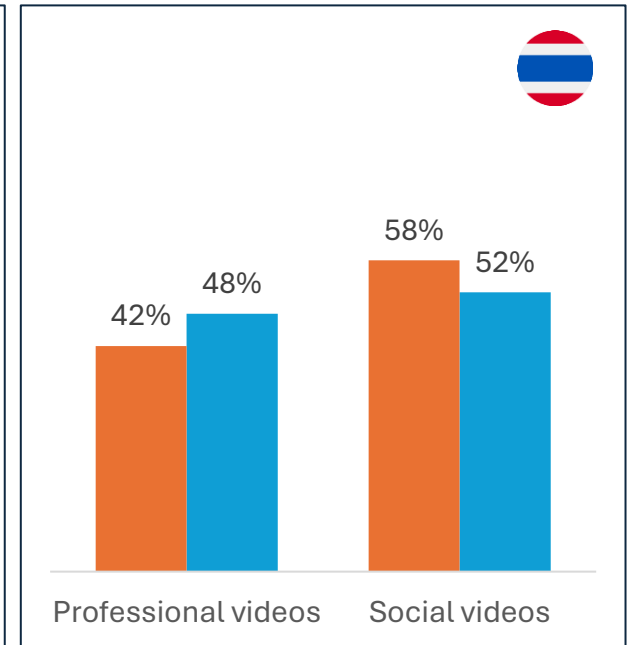
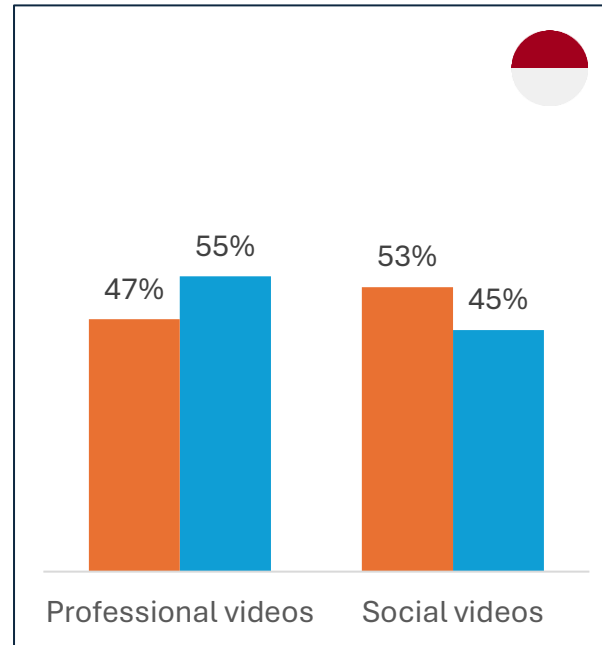
# Product Purchase by Video Platforms

Professional video heavy users in Indonesia are more likely to purchase a product/service when watching advertisements in professional videos compared to social videos.

All Respondents (n=500)



All Respondents (n=500)



**More Likely to Purchase A Product**

Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)  
Q10. Which of the following are you more likely to purchase a product/service when watching advertisements?

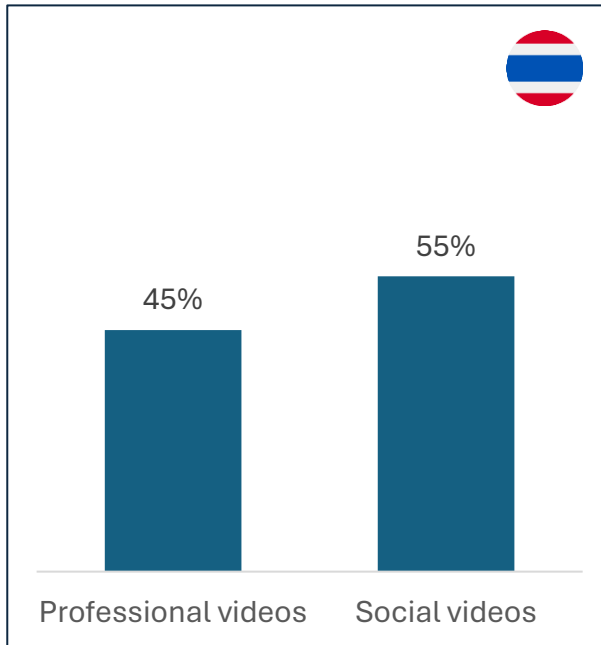
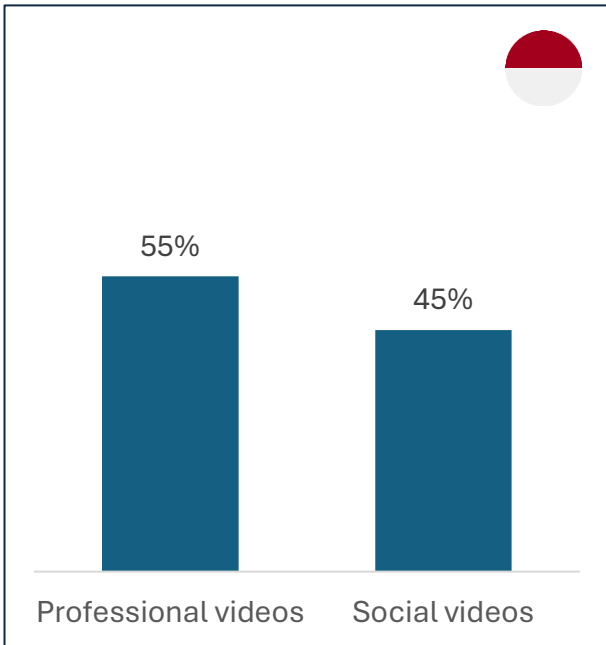
■ Heavy professional video watchers  
■ Light professional video watchers



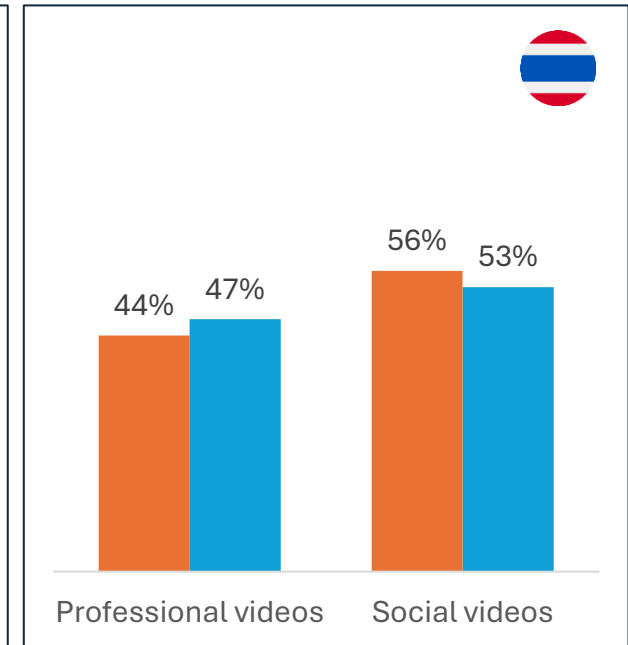
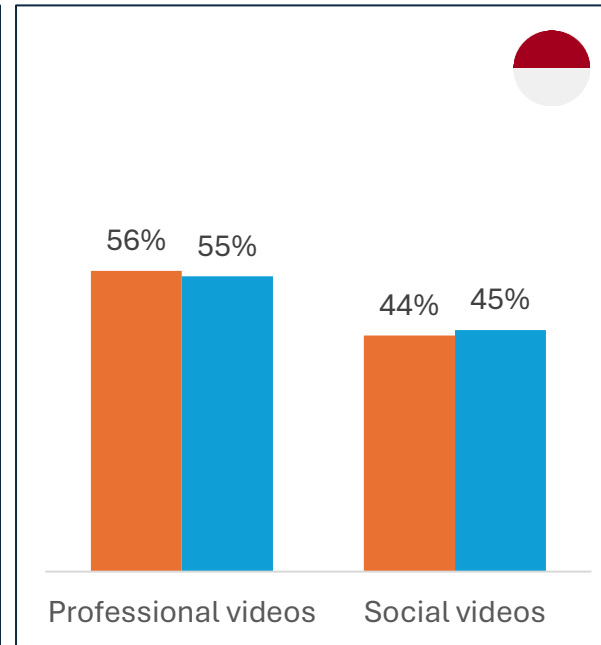
# Advertising Recall by Video Platforms

Professional video heavy users in Indonesia are more likely to remember advertisements when watching advertisements in professional videos compared to social videos.

All Respondents (n=500)



All Respondents (n=500)



**More Likely to Remember An Advertisement**

Base: All Respondents (ID n=500 | TH n=500) | Professional Video Heavy Users (ID n=205 | TH n=238) | Professional Video Light Users (ID n=295 | TH n=262)

Q11. Which of the following are you more likely to remember advertisements that you have seen?

■ Heavy professional video watchers  
■ Light professional video watchers

## Summary

- Heavy viewers of professional videos are more likely to use SmartTVs and tablets to view professional videos.
- Professional videos far outclass social videos in quality, viewer attention and feelings of time well spent.
- Social videos elicit significantly more negative emotions compared to professional videos.
- When it comes to attention to advertising, finding out more information about the product, product recall and propensity to purchase, Indonesian viewers are more likely to rate professional videos more favourably.
- There is no doubt about where to advertise if you want a quality environment and the attention of viewers.

