

OTT MARKET SNAPSHOT

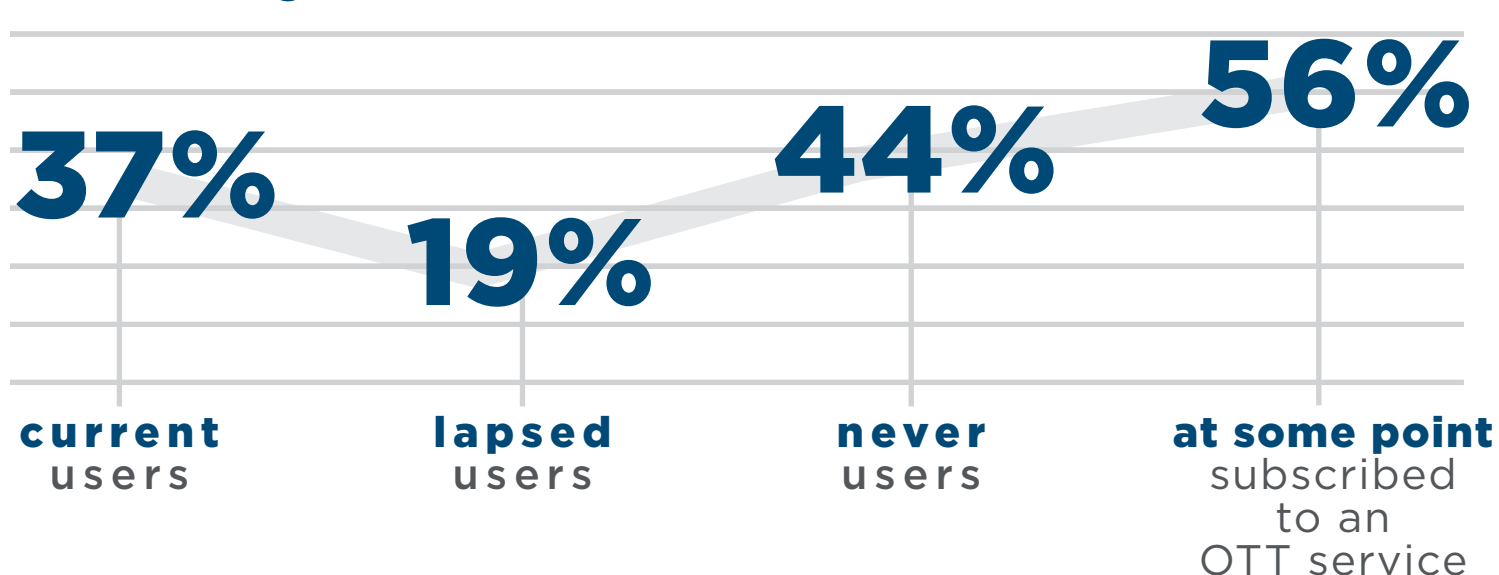
SOUTH EAST ASIA | 2019

To learn more about OTT preferences and behaviours in South East Asia, we teamed up with YouGov, a global public opinion and data company, to survey 5,000 participants across five countries.

By understanding the insights below, you can *make data-driven decisions on how to maximise the potential of your OTT service.*

STATE OF OTT SUBSCRIPTIONS

IN SOUTH EAST ASIA



TOP 3 REASONS

WHY CONSUMERS SUBSCRIBE TO MULTIPLE OTT SERVICES

Content remains the primary motivator for subscribing to multiple OTT services.

43%

Want more content options

42%

Free trial and/or promotion offers

38%

Need to satisfy the programming needs for an entire family

TOP 3 REASONS

FOR UNSUBSCRIBING FROM OTT SERVICES

OTT operators need to focus on establishing a desirable pricing strategy.

42%

Service is too expensive and fails to convey value

29%

Get content from free streaming services

28%

Poor video streaming experience



HOW VIEWERS WANT TO PAY FOR OTT SERVICES

There is room for an ad-funded model in South East Asia.



28%

Pay nothing and see ads



21%

Pay a lower fee and see some ads



14%

Pay a higher fee and see no ads



MOST WANTED FEATURES IN AN OTT SERVICE

OTT service providers need to tailor specific experiences to users who are on the go.



43%

Offline download



38%

Access on mobile



37%

Use less data when streaming on mobile



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