

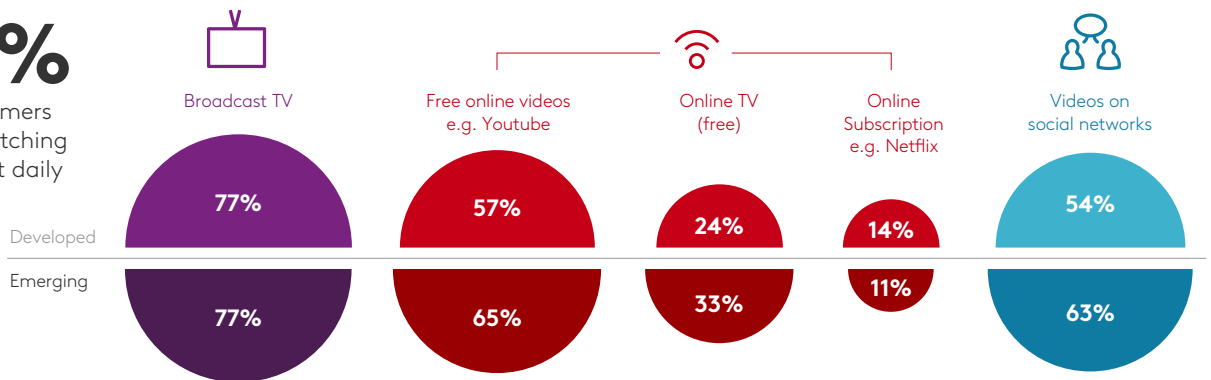
# ONLINE VIDEO VIEWING HABITS ACROSS ASIA PACIFIC

KANTAR TNS

**64%**

of connected consumers across APAC are watching online video content daily

Video content is being consumed daily in a variety of ways:



Traditional TV content is still strong across the region

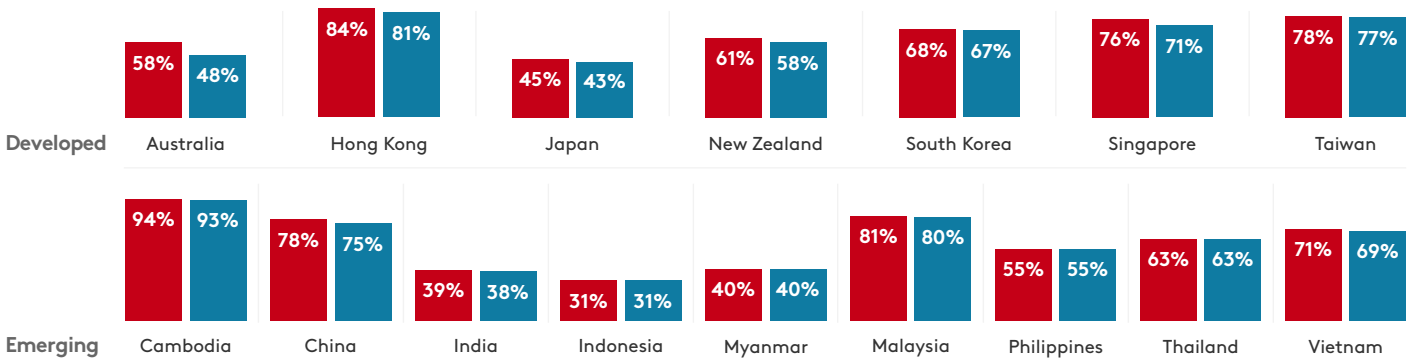
Hours spent watching broadcast TV daily in APAC



Hours spent watching online video content daily in APAC

Connected consumers watching **free online** video, such as Youtube, and video on **social networks** each day

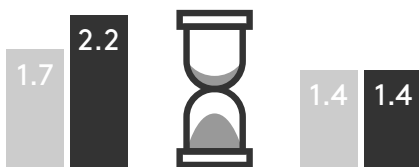
Free online Social



It's not just young people watching online video - older generations are too



Time spent watching online videos (hrs/day)



Emerging Developed

People are watching different types of content from a variety of sources

**"Most of the content I watch is produced by people like me or celebrities"**

**33%** agree with the statement



**27%** watch videos from brands on a weekly basis

"There is a strong appetite for video content online, consumed when and where people want to watch it. Brands should no longer think about targeting traditional TV primetime, but identify 'primetime' for their brand."

Zoë Lawrence  
APAC Digital Director  
Kantar TNS