

Online video viewing habits across **Asia Pacific**

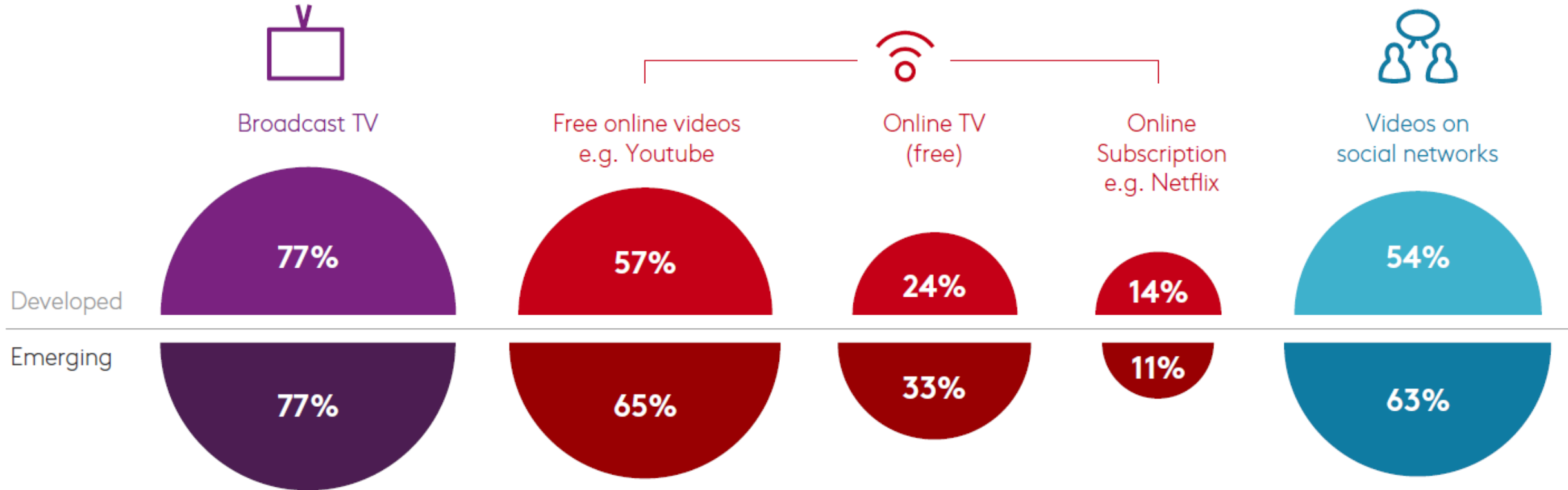
Connected consumers across APAC are watching more video content than ever before.

Connected Life study in **Japan**

64% of connected consumers across **Asia Pacific**
are watching online video content daily

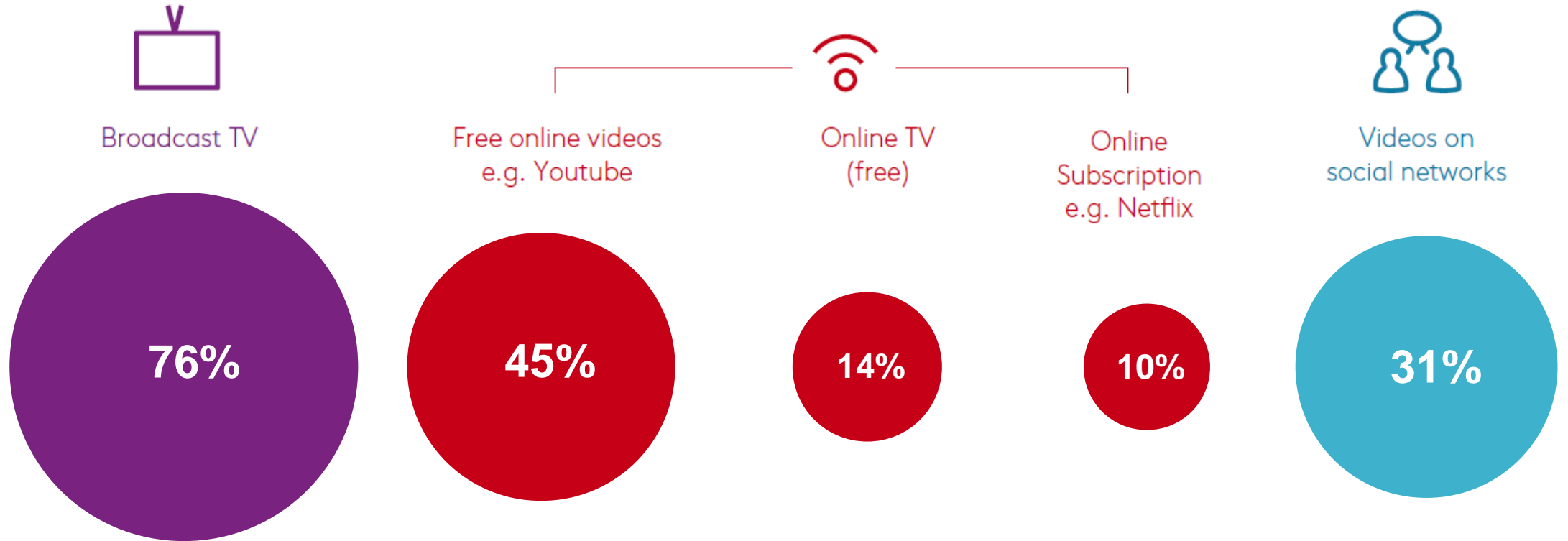
People care consuming video content in a variety of ways

Asia Pacific



People are consuming video content in a variety of ways

Japan



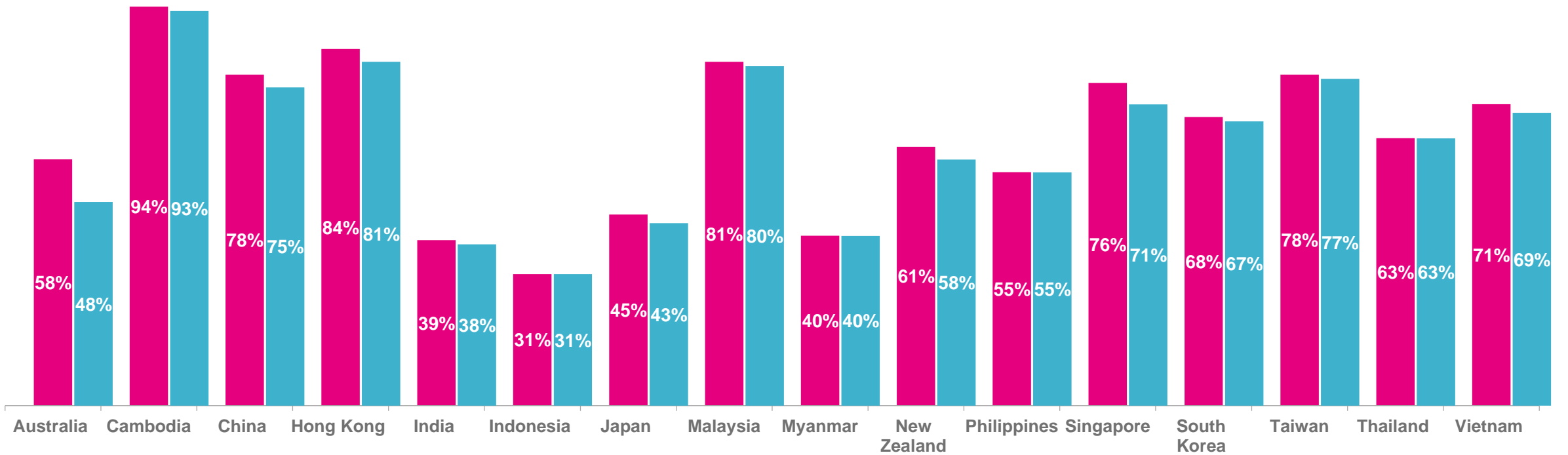
Traditional TV content is still strong in Japan

Hours spent watching broadcast TV in Japan per day

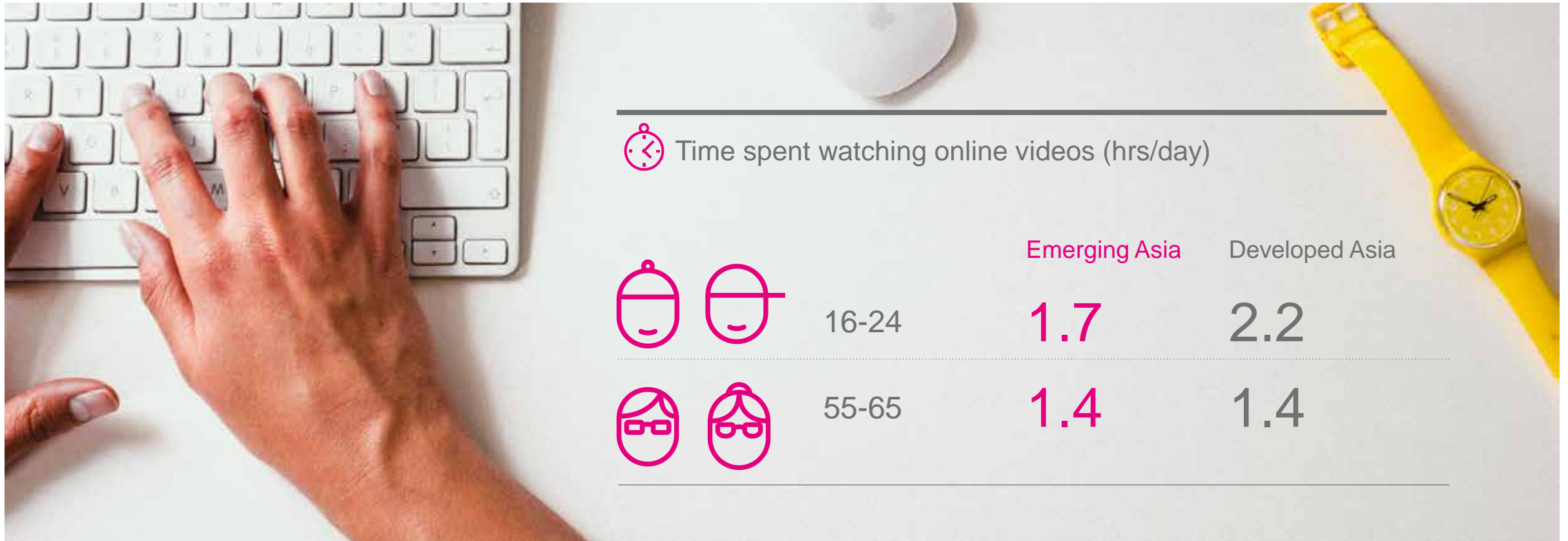


Hours spent watching online video content in Japan per day

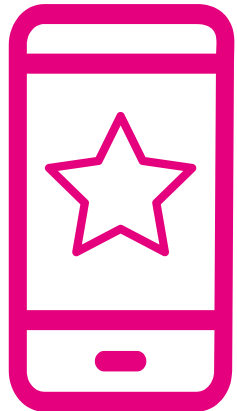
Connected consumers watching **free online video**, such as Youtube daily and watching video on **social networks** each day



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



Influencer-generated content is popular throughout Asia Pacific



“Most of the video content I watch is produced by people like me or celebrities”

Asia Pacific

33%

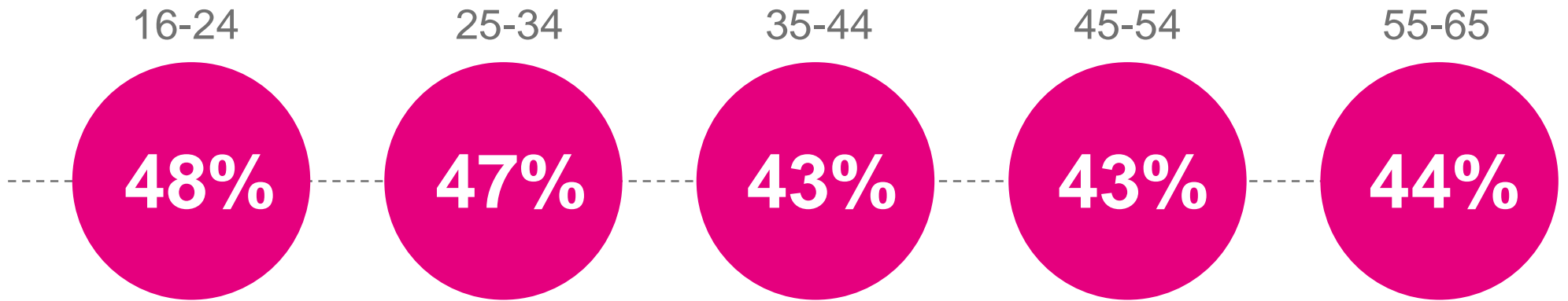
agree with the statement

Japan

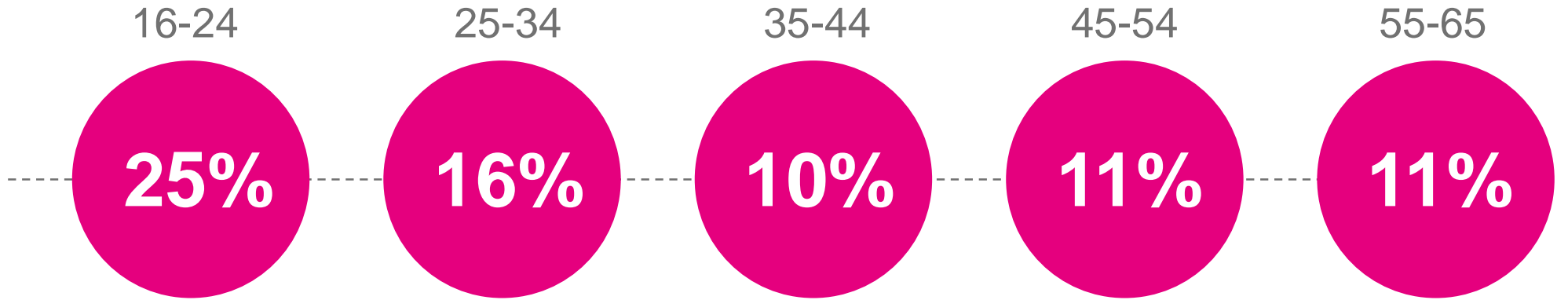
13%

agree with the statement

And this behaviour is not limited to millennials;
influencer-generated content is becoming increasingly relevant



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The definition of 'influencer' is changing

Justin Bieber YouTube followers



24,783,509



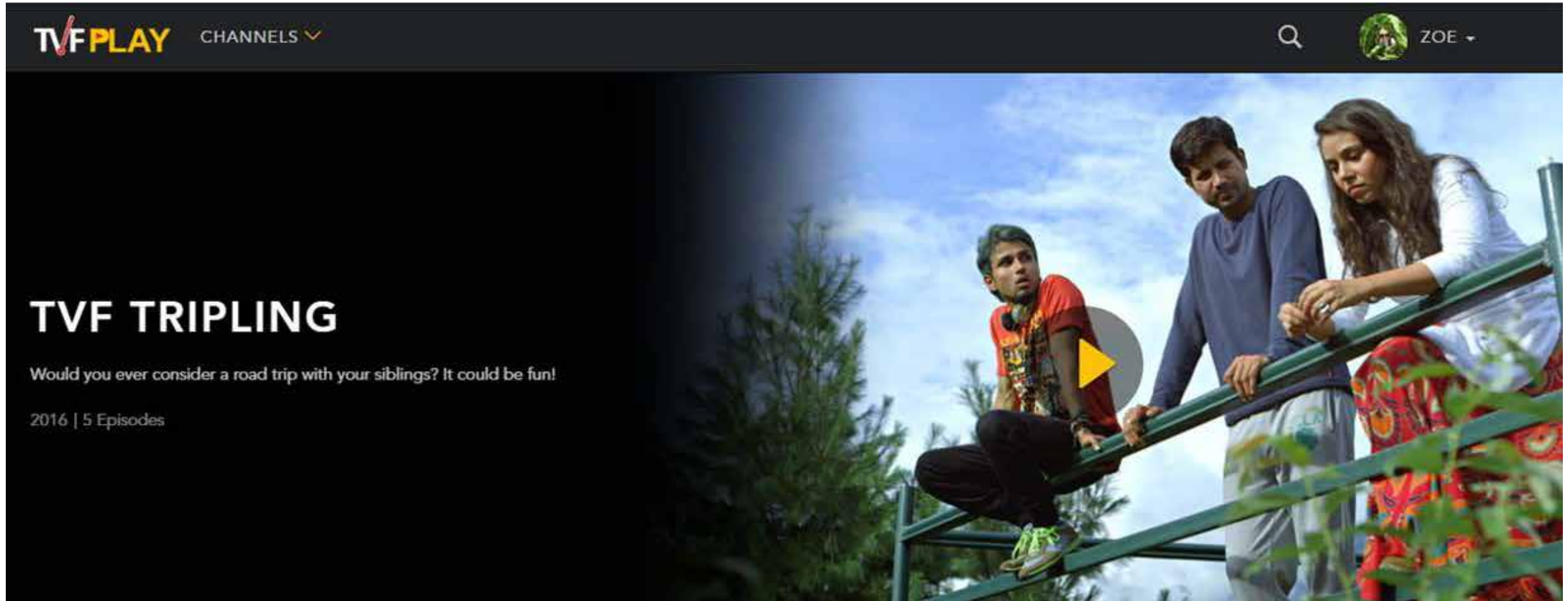
PewDie Pie YouTube followers



48,410,289



Brands can work with influencers to co-create impactful content



The image shows a screenshot of a video player interface. At the top left, the 'TVF PLAY' logo is displayed in yellow and white, followed by 'CHANNELS' with a downward arrow. On the top right, there is a search icon, a profile picture of a person, and the name 'ZOE' with a downward arrow. The main content area features a large video thumbnail showing three people (two men and one woman) sitting on a green metal railing outdoors. The man on the left is wearing a red t-shirt and black pants, the man in the middle is wearing a blue long-sleeved shirt and grey pants, and the woman on the right is wearing a white top and a colorful patterned skirt. A yellow play button icon is overlaid on the video. To the left of the video, the text 'TVF TRIPLING' is written in large white letters. Below it, a subtitle reads 'Would you ever consider a road trip with your siblings? It could be fun!'. At the bottom left of the video area, it says '2016 | 5 Episodes'.

TVF PLAY CHANNELS ▾

SEARCH 🔍 ZOE ▾






TVF TRIPLING

Would you ever consider a road trip with your siblings? It could be fun!

2016 | 5 Episodes

People are also watching content from brands

% of online brand interactions (weekly)

-  Watch brand video online
-  Watch brand video on **Facebook**
-  Read brand posts on **Facebook**
-  Watch brand video on **YouTube**
-  Watch video from celebrity / blogger on **YouTube**

Asia Pacific



Japan

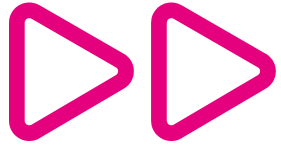


Brands should go beyond TV, using online video to reach audiences

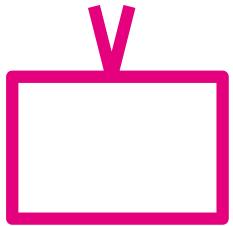


POND'S

- Over 3 million views in 3 weeks
- Reaching 5.6 million users – 75% of the total female teen target market online



The future is not about programming grids and prime time; the future is about **fully searchable databases of content**, with consumers watching what they want to watch, when and where they want to watch it.



TV is absolutely not dead and has a meaningful role to play as part of an integrated marketing strategy.



Brands should no longer think about targeting traditional TV primetime, but **identify 'primetime'** for their brand.

What next?



- § How much online video does your target audience consume?
- § What is their expectation of brands online?
- § What platforms are they watching online video on?
- § What type of video content appeals to them?
- § How can you develop great online video content that will meet your marketing objectives?
- § What influencers are they following?
- § What new media moments exist for your brand?