

## TAIWAN ONLINE VIDEO 53 BIL. MINUTES STREAMED IN Q2, 3.4 MIL. SVOD SUBS

### Key Highlights

- *YouTube, Line TV and Yahoo TV lead consumption.*
- *Netflix approaching 20% market share in the SVOD sector.*
- *Line TV, LiTV and iQIYI dominated fragmented freemium market.*

**(SINGAPORE, AUGUST 3, 2021)** Total streaming minutes measured across AVOD, SVOD and live streaming platforms increased to ~53 billion in Q2 2021, representing a ~2.3 billion net quarterly growth in minutes, according to a new report published by Media Partners Asia (MPA) today. The report, titled ***Taiwan Online Video Consumer Insights & Analytics***, leverages MPA’s proprietary AMPD Research platform to measure and analyse streaming media consumption across VOD services on mobile devices.

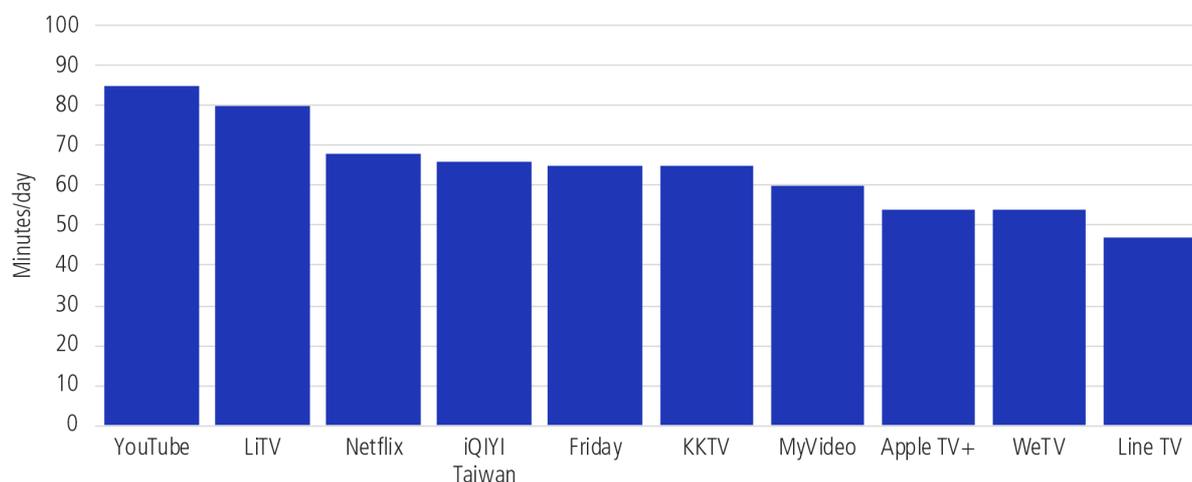
YouTube, Line TV and Yahoo TV lead consumption. YouTube led the online video category with a 70% share as MAUs reached 16 mil. versus 14 mil. in Q1. AVOD player Yahoo TV and freemium platform Line TV were in second and third place respectively in Q2 with a 7% and 3% share of streaming minutes.

Total streamed minutes across SVOD & freemium categories reached 10 billion in aggregate during Q2. SVOD platforms contributed 16% of the pie, led by Netflix. In the freemium category, Line TV, LiTV and iQIYI Taiwan were the most streamed services. SVOD adoption continues to grow with total paying subs reaching 3.4 million in Q2 2021 versus 3.0 million in Q1 with the average household subscribing to 2.9 services. Netflix led with close to a 20% share of paying subscribers.

Commenting on the key findings of the report MPA senior analyst Adrian Tong said:

“Netflix’s performance is attributable to its increasing focus on Asian content offerings (i.e. Korean and Japanese, local Taiwanese and Chinese content), while consumption of its US content remains strong. iQIYI’s growth remains driven largely by Chinese and Korean dramas. Separately, during Q2, promotional offerings that granted free 14-30 day access to premium content were launched by multiple SVOD platforms including Friday, MyVideo, KKTV, Line TV and CatchPlay+. These promotions were intended to help limit community spread of COVID by encouraging people to consume content at home. As a result, a number of platforms experienced a healthy spike in their subs base by the upselling and gifting of TVOD vouchers.”

### Taiwan’s Top 10 OTT Video Platforms: Average Daily Time Spent



## **About This Report & Methodology**

This report leverages MPA's proprietary AMPD Research Platform to evaluate consumer behaviour and usage patterns across VOD media services in Taiwan. The report includes analysis and profiles of 13 unique OTT video platforms focusing on paying subscribers, monthly active users, streaming minutes, average daily time spent, viewer profiles and demographics. Title-level analysis, including country of origin and genre split, and viewership by age and gender demographics are provided for key SVOD and freemium platforms. The report is updated quarterly.

Two key tools were used to conduct research and frame analysis: (1) **Passive Measurement**. The AMPD Vision® platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. For this report, the platform passively measured real consumption on all android mobile devices in Korea in Q2 2021 with a sample size of 1,500+. The data reported is anonymized and conforms to data privacy legislation in Taiwan; and (2) **Consumer Survey**. MPA used the results of a Consumer Survey, which serves as a VOD Profiling Study conducted in Taiwan. Data is collected through an interactive online survey. The survey was conducted among internet users aged 15 years and above who use both mobile and / or home broadband. A sample size of 4,076 respondents completed a structured survey of mostly closed-end questions.

## **About Media Partners Asia (MPA)**

Media Partners Asia (MPA) is the leading independent provider of research, advisory and consulting services across media, telecoms, sports and entertainment industries in the Asia Pacific and the Middle East. We provide customized research with strategic recommendations to help clients launch new products & services, enter new markets, as well as acquire and sell businesses. MPA reports are used and sourced by local, regional and global companies for strategic planning and equity & debt transactions. We also offer dedicated primary research through subsidiary AMPD Research to measure consumer behaviour across the digital economy, including online video and gaming. MPA also hosts the APOS Summit, the defining voice for the Asia Pacific media and telecoms industry.

For more details, visit [www.media-partners-asia.com](http://www.media-partners-asia.com)

## **About AMPD Research (AMPD)**

AMPD Research is a leading media insights specialist, measuring and decoding consumer behaviour across the digital economy, including online video. AMPD has built a series of digital measurement panels using groundbreaking passive metering technology developed by UK technology firm, RealityMine. With passive measurement panels deployed across 10 markets globally, AMPD provides its clients with an unparalleled view into digital consumption habits across video, gaming, audio streaming, and e-commerce on smart devices and computers. As living room device consumption matures across many developing markets, the AMPD and RealityMine partnership is piloting new technology that will measure the total digital entertainment ecosystem by adding the measurement of smart TVs and set-top boxes in 2021.

## **Contact**

Lavina Bhojwani

VP & GM

Media Partners Asia

E: [lavina@media-partners-asia.com](mailto:lavina@media-partners-asia.com)

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