

## Online video viewing habits across **Asia Pacific**

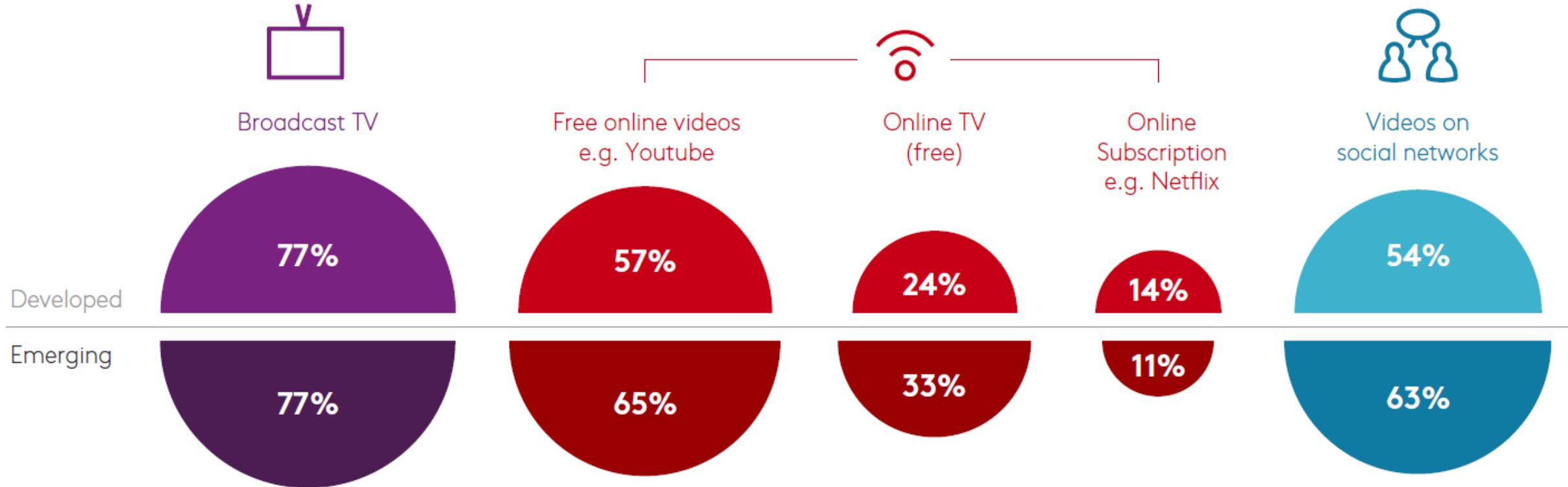
Connected consumers across APAC are watching more video content than ever before.

Connected Life study in **Japan**

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

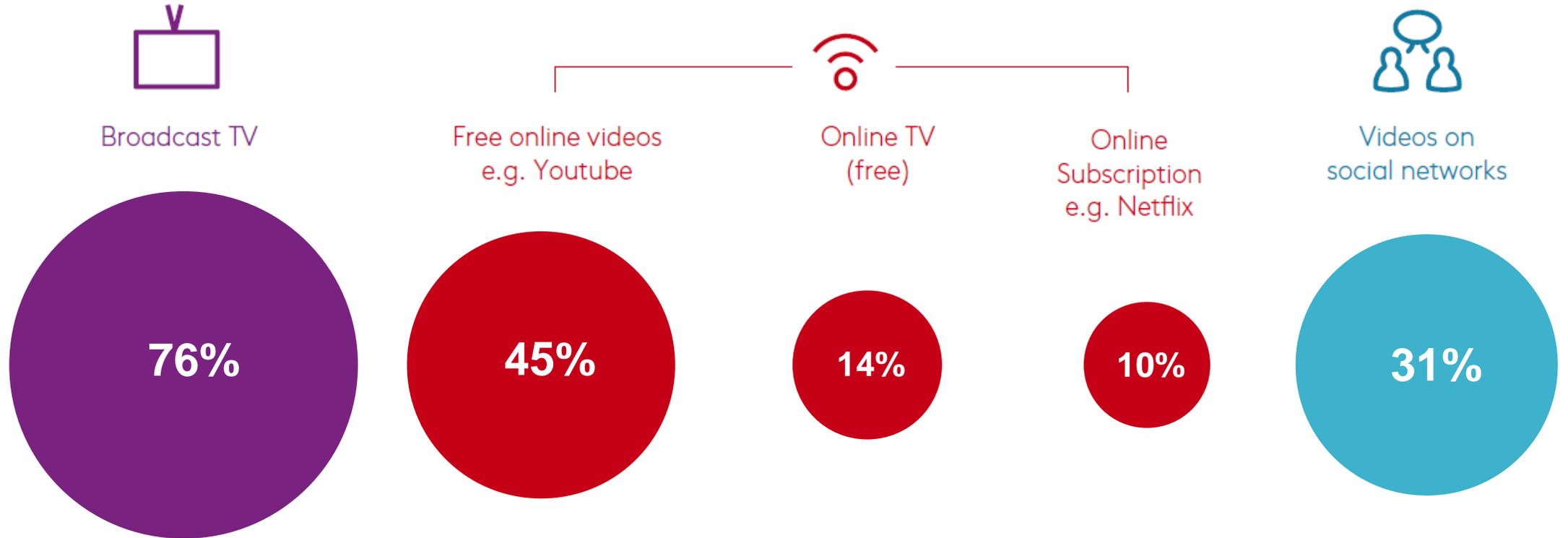
# People care consuming video content in a variety of ways

## Asia Pacific



# People are consuming video content in a variety of ways

Japan



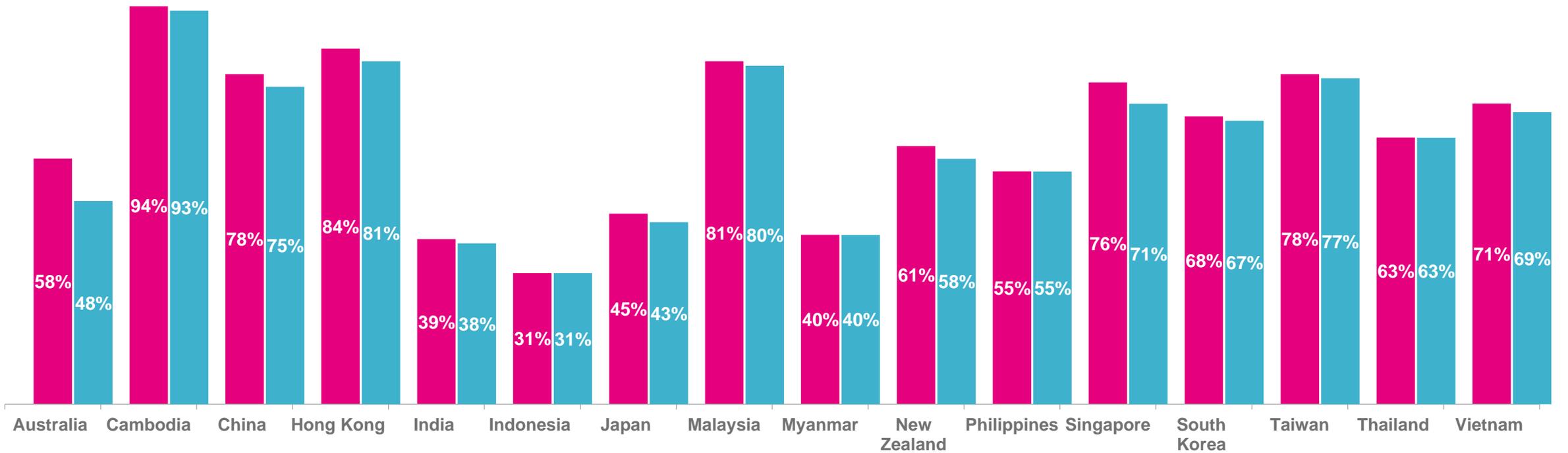
# Traditional TV content is still strong in Japan

Hours spent watching broadcast TV in Japan per day

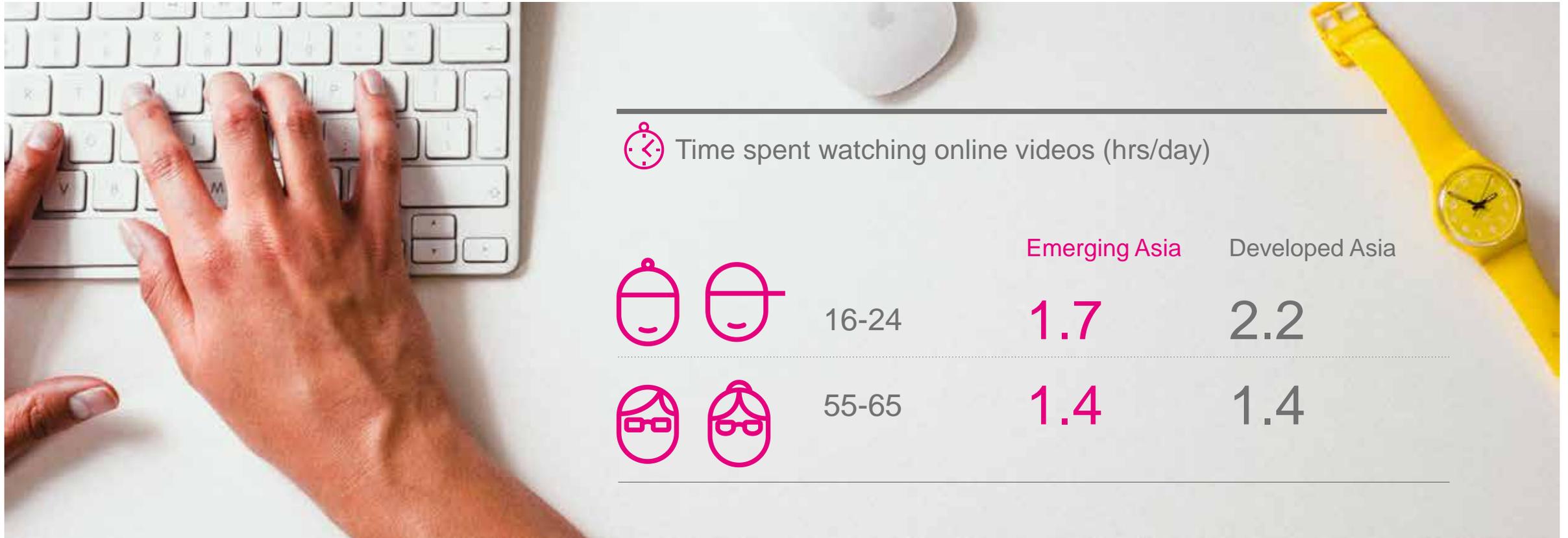


Hours spent watching online video content in Japan per day

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%**

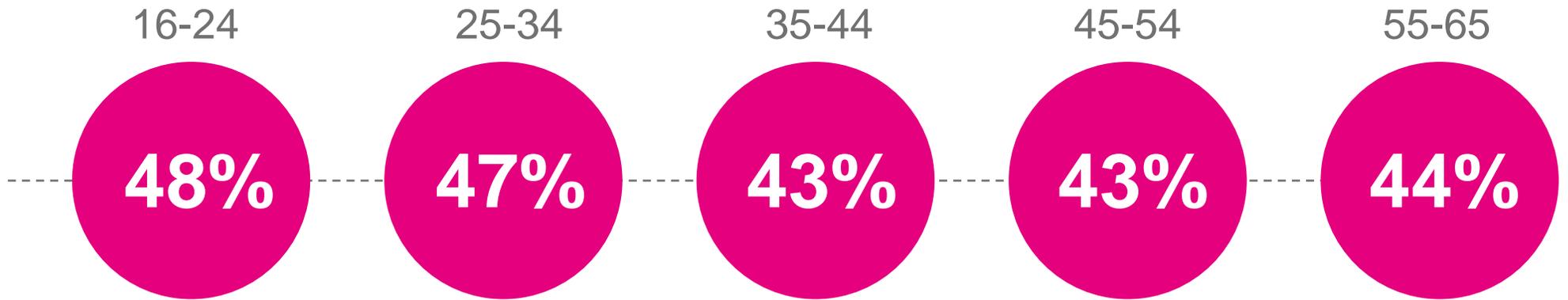
agree with the statement

Japan

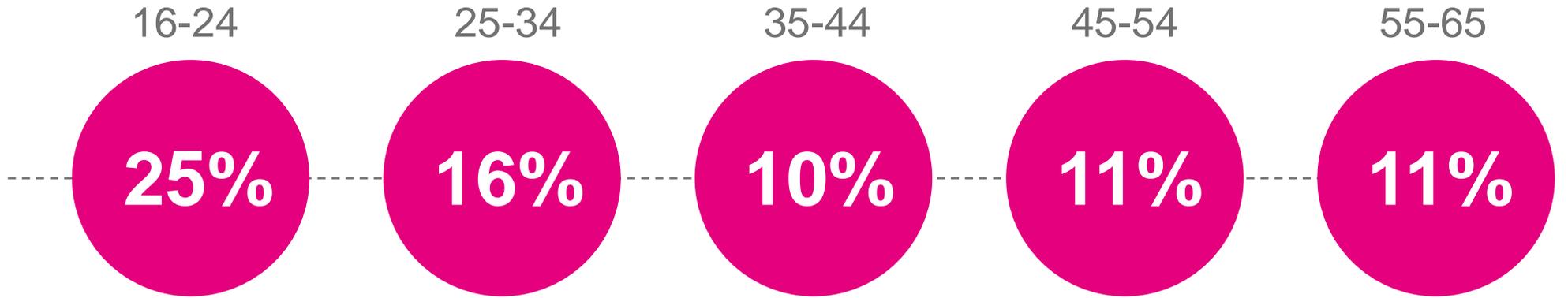
**13%**

agree with the statement

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



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



# The definition of 'influencer' is changing

Justin Bieber YouTube followers



**24,783,509**



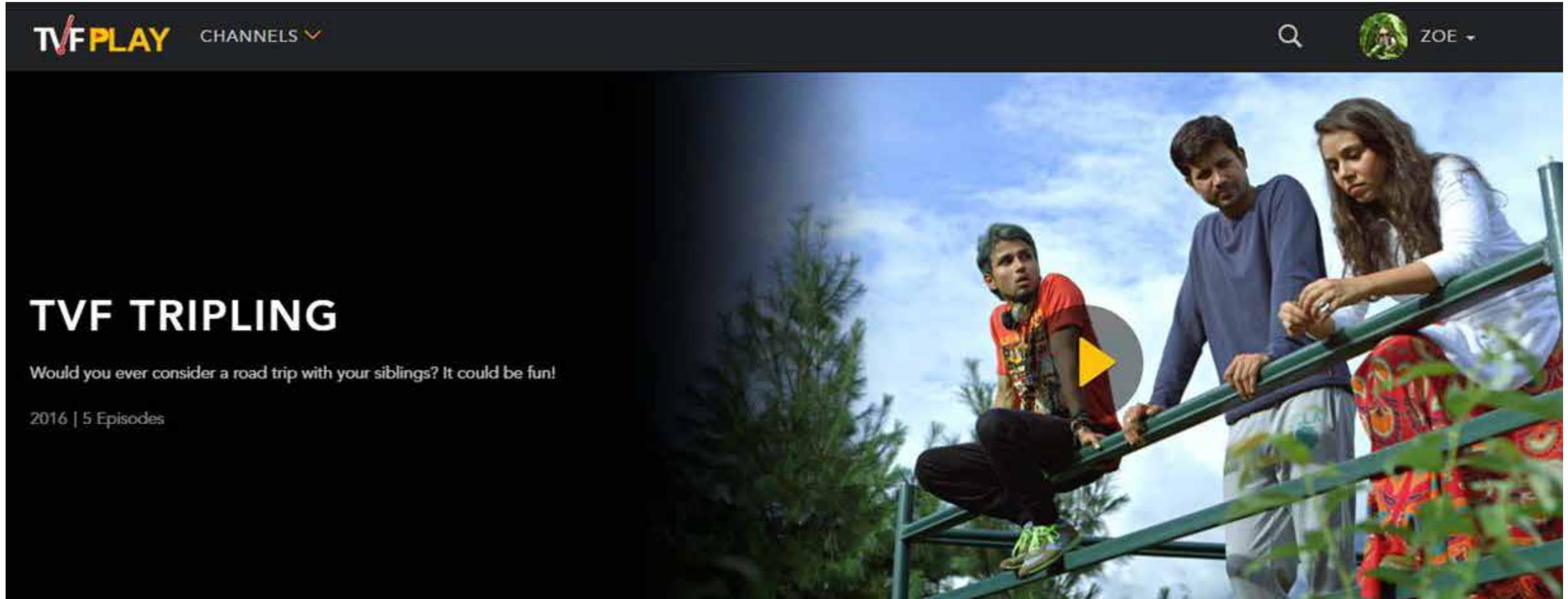
PewDie Pie YouTube followers



**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

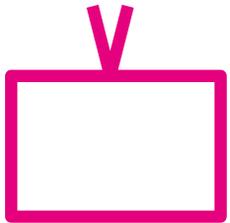


## POND'S

- 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?