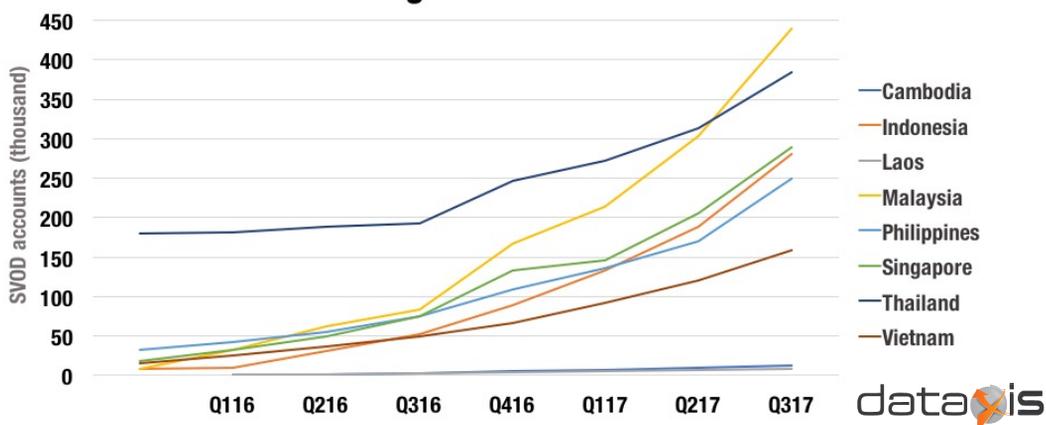


SVOD subscribers reach 1.8 million in South East Asia

According to Dataxis research, South East Asian countries amounted to 1.82 million paid SVOD accounts at the end of September 2017, most of the growth coming from Malaysia and Indonesia.

SVOD growth in South East Asia

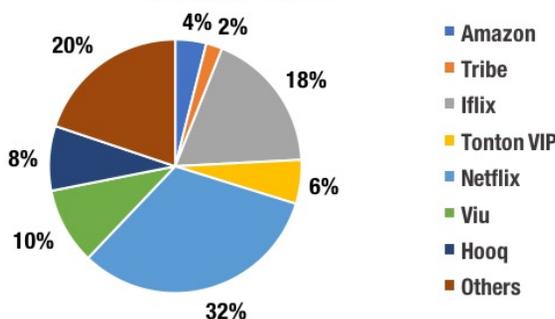


Even though the region tripled its number of paying subscribers during the year, SVOD penetration among households remains very low at 1.2%, illegal streaming being a main issue for most actors.

In this context, the market is still structuring with seven major international and regional players by country on average. In order to get viewers used to pay for content, some actors like Tonton in Malaysia and Viu are opting for freemium models, while most of them are bidding on partnerships with telecom operators to reach subscribers. Smaller size local operators have only been able to survive in Vietnam and Thailand so far.

SVOD platforms are also looking for their own identity: Iflix has a wide offer of broadly sourced Asian entertainment while Hooq focuses more on Korean and Chinese content and Viu is a niche player for Korean dramas. Notably, all main regional actors launched original content in 2016 and 2017, often targeting a single country to cater to local audiences and thus compete with TV channels.

Main SVOD players in South East Asia in Q317



By Juliette Boulay

FOR MORE INFORMATION

Juliette Boulay, Junior Analyst Asia-Pacific | Email: juliette.boulay@dataxis.com

Valerie Viaud, Head of Marketing Communications | Email: pr@dataxis.com

ABOUT DATAXIS

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit www.dataxis.com | Press Release <https://goo.gl/SjeBZM> January 2018 | ©2017 Dataxis - All rights reserved.