

brand catalyser.

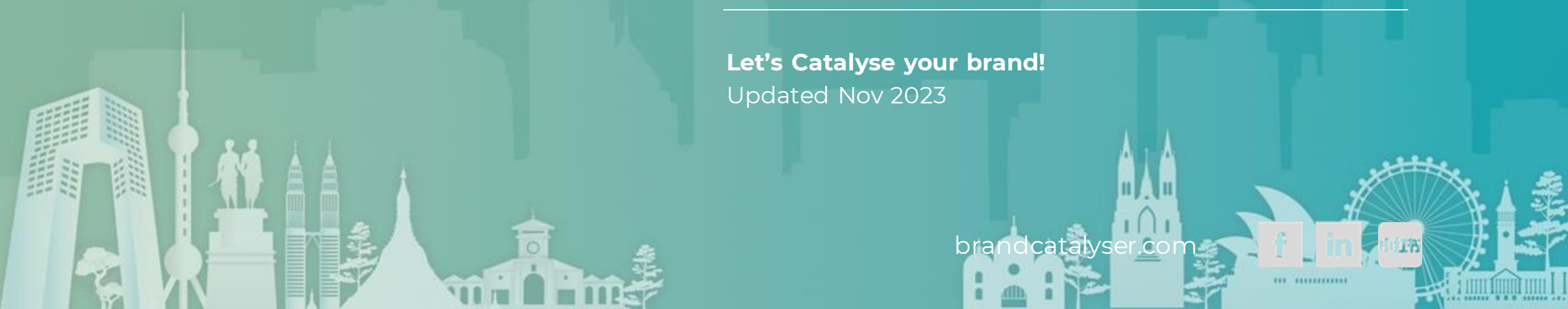
Cross-Border Distribution | Cross-Cultural Marketing

Malaysia Consumer Behaviour on Streaming Service Insights

Let's Catalyse your brand!

Updated Nov 2023

brandcatalyser.com



Malaysia Consumer Behaviour on Streaming Service



The report reflects a growing pressure on video streaming providers, as consumers are opting for cheaper ad-supported tiers, leading to slower subscription growth. "Citing current economic conditions, nearly half of consumers reported making a change to their entertainment subscriptions such as cancelling a service to save money, switching to a free, ad-supported version, or opting for bundling services.

REASON: CURRENT ECONOMIC CONDITION, SAVE COST

<https://www.nst.com.my/business/2023/06/919969/consumers-looking-connection-immersion-and-value-digital-media-says-deloitte>

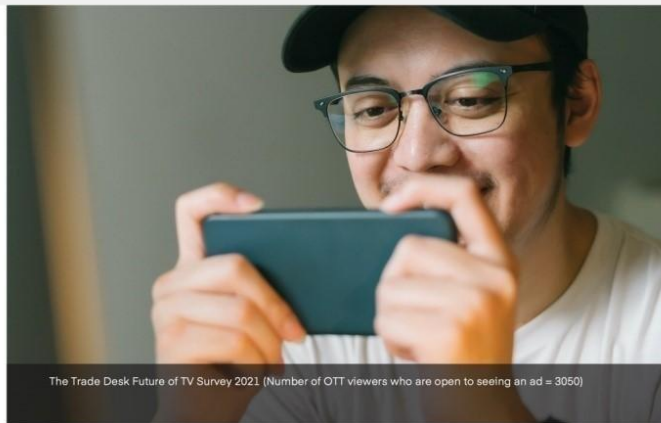
Will consumers go for ad-supported subscription?

THE FUTURE OF TV

OTT IN SEA

OTT viewers embrace ads for free content

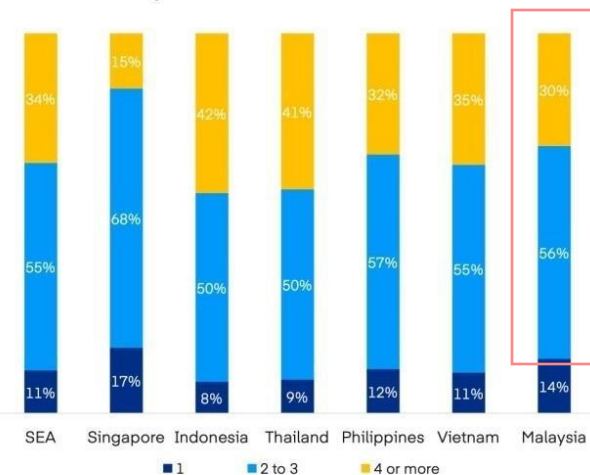
Among the 88 percent of OTT viewers who are open to seeing ads in exchange for free content, 89 percent are willing to watch two or more ads (for a one-hour show).



89%

of OTT viewers are willing to watch two or more ads per hour of free content

No. of acceptable ads in one hour of free content



Malaysia

30% highly willing
56% willing

Advertisement Penetration in SEA

THE FUTURE OF TV

OTT IN SEA

Brands are making inroads with OTT advertising

Brand recall has improved significantly, with 39 percent of OTT viewers saying they recall the brand of the last ad they saw on OTT, compared to 29 percent in 2020.

Ad relevance improved from last year as well, jumping 19 percent.



The Trade Desk Future of TV Survey 2021 Viewers recall about the last ad (n=2194),
Relevance of ad to the viewer (n=1816)

39%

of viewers say they remember the brand of the last ad they saw on OTT

44%

of viewers say that OTT ads are relevant to them all or most of the time

<https://www.marketing-interactive.com/say-yes-to-the-ad-netflix-and-disney-plus-open-up-to-ad-support>

Malaysia TOP Streaming Platforms

Tubi	No subscription fees, ad-supported
Viu	Free (limited) and subscription video-on-demand
iFlix	Free (limited) and subscription video-on-demand
Netflix	Subscription plan (slowly introducing ad-supported plan - available in Australia, Brazil, Canada, France, Germany, Italy, Japan, Korea, Mexico, Spain, the United Kingdom, and the United States.)
Amazon Prime Video	Subscription plan
Disney+ Hotstar	Subscription plan (planning to introduce ad-supported plan - already available in Europe)

<https://themalaysianreserve.com/2021/01/05/top-5-streaming-platforms-in-malaysia/>

<https://loanstreet.com.my/learning-centre/streaming-platform-comparison-malaysia>