New Video Landscape in Hong Kong – Powered by Nielsen

Review on the change of HK Video Landscape after the impact of social unrest and Covid-19

2020 HK Video Landscape

Survey Design

METHODOLOGY
Hybrid with Online and Office

TARGET RESPONDNETS
HK citizens A15-64 watched any TV or video P7D

SAMPLE SIZE AND QUOTA
n=2,574 (±1.93%)
per Government census on Gender & Age

SURVEY PERIOD
8-29 May 202

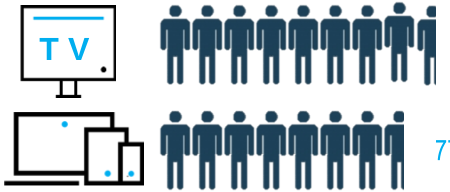
TV (Offline and Online)

Digital Video Platforms

Video Consumption Behavior

- Target Incidence: 99% Mass population viewed Video Content in the Past 7 Days

- 97% of them are Daily Viewers (+12pts)



87% (+15pts)

77% (-3pts)

- 330 minutes daily average (+25%) they spent on video contents, from both offline and online

- Long form and News contents with significant higher usage

- 85% use the Second Screen while watching video content from the Big Screen TV Set and Smartphone (87%) is the most common device used.

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020

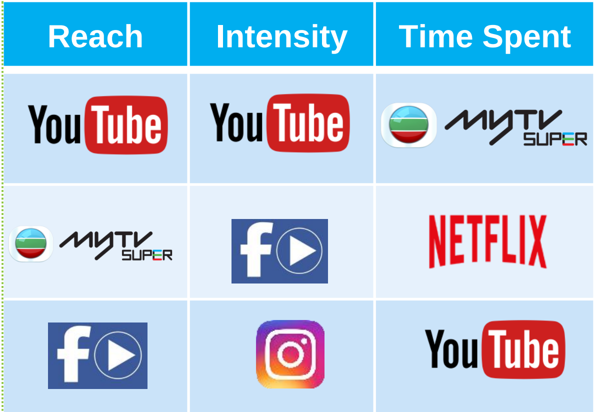
Top 10 Video Platforms

Online & Offline Video Platforms

P7D Reach Online & Offline Video Platforms		Intensity #Day a Week		TimeSpent Min Daily Ave	
TVB Linear	80	#1	5.8	212 min	#1
YouTube	69	#2	5.2	69 min	#6
myTV SUPER	58	#6	4.2	118 min	#2
ViuTV (Linear + Digital)	56		3.6	68 min	#7
Facebook Video	55	#3	5.1	44 min	
Instagram Video	37	#4	5.1	47 min	
AppleDaily	31	#5	4.9	51 min	
RTHK	30		3.1	41 min	
HK Open TV	30		3.1	41 min	
NowTV	25		3.6	69 min	#5

Online Video Platforms

Past 7 Days Audience



Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020

(58%) **AUDIENCE ARE…**

Gender

47% vs 53%

Age

10% A15-24(-3pts)
15% A25-34(-4pts)
19% A35-44(-3pts)
24% A45-54(+2pts)
31% A55-64(+7pts)

University

50% *(46%)*
(46%)

Working

79% *(79%)*
(84%)

PMEB

41% *(40%)*
(40%)

Married

69% Married *(62%)*
(60%)

9 out of 10 have Kids *(9)*
(8)

Grocery Shoppers

82% *(81%)*
(79%)

Head of Household

76% *(72%)*
(72%)

Household Monthly Income

+2.1%

HK$66,738
2019 (HK$65,378)
2018 (HK$60,809)

Personal Monthly Income

+2.6%

HK$32,196
2019 (HK$31,378)
2018 (HK$29,013)

Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched myTV SUPER content (Box/App/Web) in the past 7 days; 2020 (N=1,496); 2019 (N=1,493) ; 2018 (N=1,520)

YouTube (69%) AUDIENCE ARE…

Gender
49% vs **51%**

Age
17% A15-24 *(-)*
22% A25-34 *(-)*
22% A35-44 *(+1pts)*
22% A45-54 *(-1pts)*
16% A55-64 *(-1pts)*

University
60% *(50%)*

Working
81% *(80%)*

PMEB
39% *(38%)*

Married
54% Married *(52%)*

8 out of 10 have Kids *(8)*

Grocery Shoppers
80% *(78%)*

Head of Household
69% *(67%)*

Household Monthly Income
+4.0%

HK$63,246
(HK$60,796)

Personal Monthly Income
+9.4%

HK$30,970
(HK$28,318)

Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched YouTube content in the past 7 days; 2020 (N=1,768); 2019 (N=1,826)

(55%) AUDIENCE ARE…

Gender

47% vs **53%**

Age

13% A15-24 *(-3pts)*
25% A25-34 *(+1pts)*
25% A35-44 *(+2pts)*
22% A45-54 *(-)*
15% A55-64 *(-)*

University

60% *(52%)*

Working

84% *(81%)*

PMEB

41% *(40%)*

Married

55% Married *(52%)*

8 out of 10 have Kids *(8)*

Grocery Shoppers

83% *(79%)*

Head of Household

71% *(67%)*

Household Monthly Income

+4.5%

HK$64,968

(HK$62,192)

Personal Monthly Income

+10.2%

HK$31,795

(HK$28,862)

Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched Facebook Video content in the past 7 days; 2020 (N=1,415); 2019 (N=1,640)

(37%) AUDIENCE ARE…

Gender
46% vs 54%

Age
26% A15-24 (-)
32% A25-34 (+1pts)
22% A35-44 (+2pts)
15% A45-54 (-1pts)
6% A55-64 (-1pts)

University
65% (56%)

Working
81% (77%)

PMEB
38% (38%)

Married
44% Married (42%)

Grocery Shoppers
78% (76%)

Head of Household
64% (62%)

Household Monthly Income
+4.8%
HK$65,330
(HK$62,326)

Personal Monthly Income
+11.9%
HK$30,052
(HK$26,846)

7 out of 10 have Kids (8)

Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched Instagram Video content in the past 7 days; 2020 (N=954); 2019 (N=1,040)

NETFLIX (25%) # AUDIENCE ARE…

Gender

47% vs 53%

Age

21% A15-24 *(-1pts)*
30% A25-34 *(-6pts)*
22% A35-44 *(+3pts)*
18% A45-54 *(+2pts)*
9% A55-64 *(+2pts)*

University

71% *(63%)*

Working

84% *(82%)*

PMEB

47% *(46%)*

Married

55% Married *(51%)*

8 out of 10 have Kids *(8)*

Grocery Shoppers

81% *(81%)*

Head of Household

69% *(68%)*

Household Monthly Income

-0.4%

HK$70,657

(HK$70,932)

Personal Monthly Income

+8.7%

HK$34,194

(HK$31,453)

Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched Netflix content in the past 7 days; 2020 (N=639); 2019 (N=461)

viuTV (17%) **AUDIENCE ARE…**

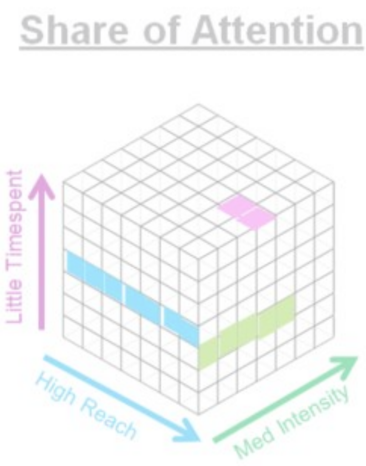
Gender	Age	University	Working	PMEB
47% vs 53%	16% A15-24 (+2pts) 32% A25-34 (+1pts) 24% A35-44 (-1pts) 21% A45-54 (+2pts) 8% A55-64 (-3pts)	67% (55%)	88% (85%)	50% (46%)

Married	Grocery Shoppers	Head of Household	Household Monthly Income	Personal Monthly Income
54% Married (54%) 8 out of 10 have Kids (8)	86% (87%)	75% (74%)	+4.9% HK$71,037 (HK$67,704)	+12.3% HK$34,662 (HK$30,876)

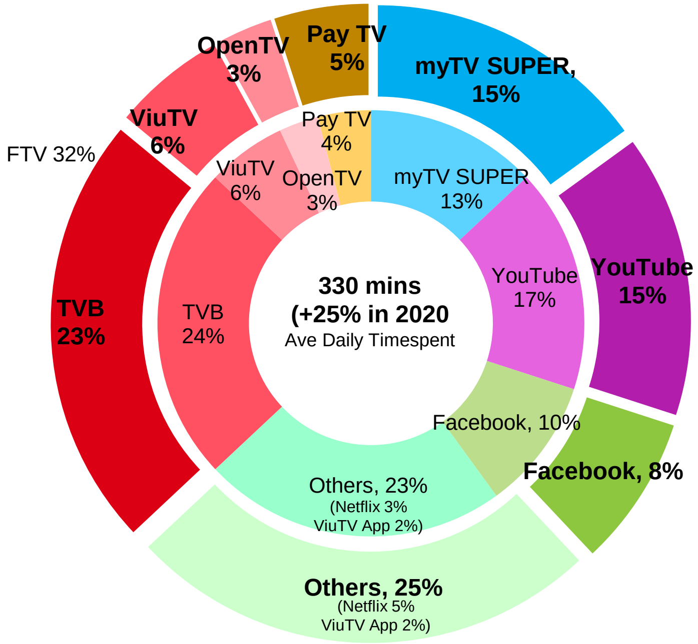
Source: 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 HK Citizen who watched any online or offline video in the past 7 days)
Base: All viewers who have watched ViuTV App/Web content in the past 7 days; 2020 (N=287); 2019 (N=525)

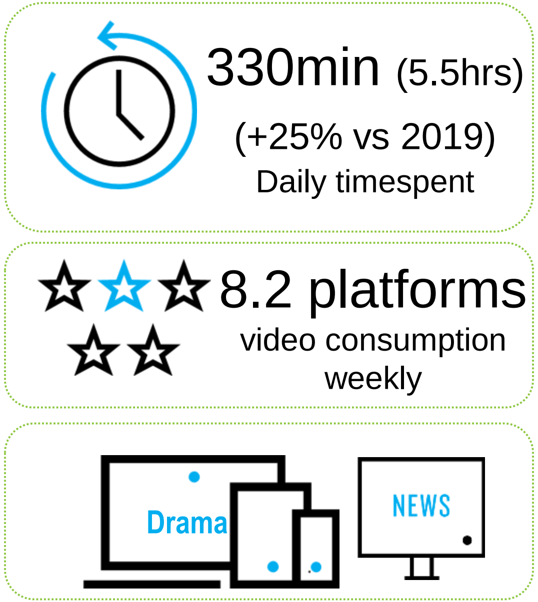
Stay-at-home Drives The Spike In Time Spent

Re-distributed slightly on the share with more gain on Big Screen Players from the Social on Video Consumption



Share of Attention 2020 (outer circle)





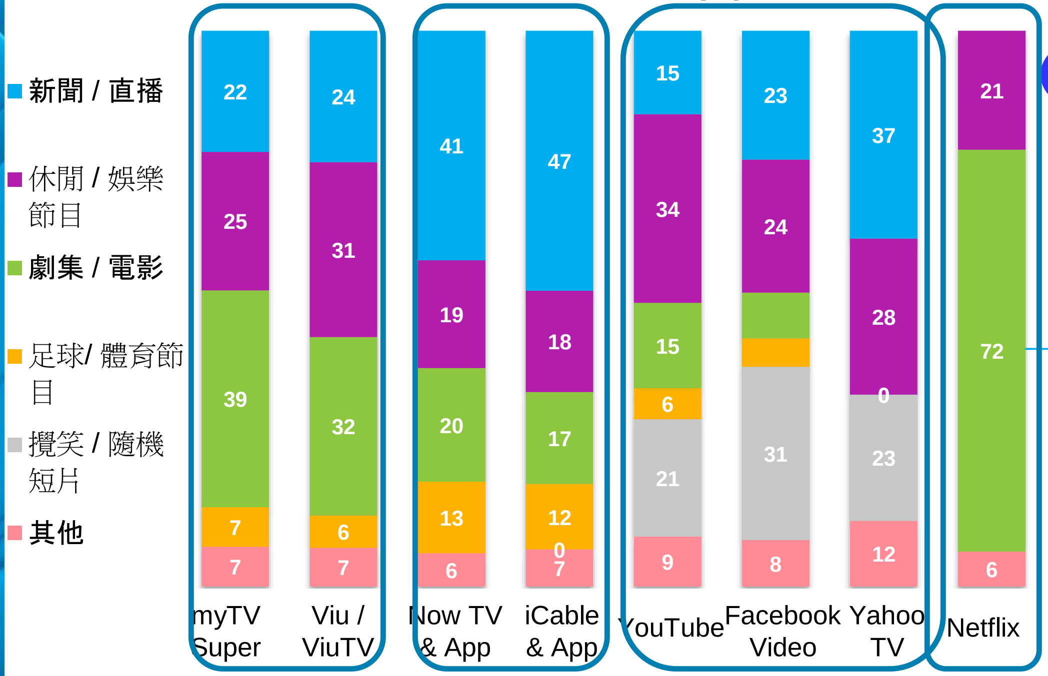
Definition : myTV SUPER (OTT Box, App, Web), Free TV (TVB Jade, TVB Pearl, ViuTV Ch99, HK Open TV), Pay TV (iCable TV, nowTV, now E Box), Others (Instagram video, Netflix, HBG Go, Yahoo TV, ViuApp, ViuTV App, Now App, Now E App, Appledaily, On.cc, ATV digital, iQiyi, Qianxun, Tencent video, YouKu, Xiaomi, Android box)

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)

Fieldwork period: May 8-29, 2020

Drama/Movies are leading among key OTT & FTV players while News/Live content are the primary choice by PTV viewers. For social, diversified content with mainly for fun & entertaining

Genre Distribution (%)



myTV SUPER

Majority time goes to follow drama/movies series and nearly equal split on leisure and live news consumption

OTT players

Time spent on Netflix is almost on the premium abundance choice of drama/movies as well as the leisure program

Social media

Genre viewership on YouTube and Facebook are more diversified with content and mainly serve a leisure and funny enjoyment purpose

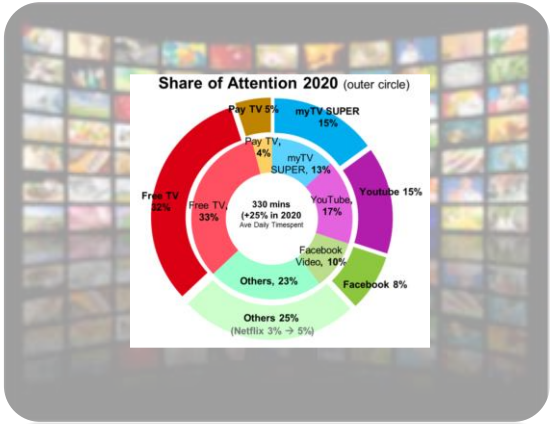
Pay TV

Informative live news are the leading genre among pay TV viewers and also the share of sports content is highest among the competitors

Q :平均每月來說，你在以下媒體收看影片時間既分佈是如何? 請以時間百分比表示
Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020

Consumers, more then ever, need a board content mix

– Top 6 combinations occupied 50% audience and 62% attention time



Platforms Consumption in P7D	% of Audience	% on Attention	Minutes Spent
1. myTV SUPER, FTV, YT, FB, Others (no PTV)	13.0%	16.5%	387 min
2. myTV SUPER, FTV, PTV, YT, FB, Other	10.5%	18.7%	543 min
3. FTV, YT, FB, Other (no myTV SUPER, PTV)	9.9%	10.3%	316 min
4. myTV SUPER, FTV (no PTV, YT, FB, Other)	8.1%	6.1%	231 min
5. FTV, PTV, YT, FB, Other (no myTV SUPER)	6.5%	8.4%	397 min
6. FTV only	4.2%	1.7%	122 min
7. myTV SUPER, FTV, Other (no PTV, YT, FB)	3.9%	3.8%	296 min
8. myTV SUPER, FTV, YT, Other (no PTV, FB)	3.6%	4.3%	359 min
9. FTV, YT, Other (no myTV SUPER, PTV, FB)	3.3%	2.9%	273 min
10. myTV SUPER only	2.6%	1.9%	221 min
….. 59 various audience consumption compositions			

Definition : myTV SUPER (OTT Box, App, Web), Free TV (TVB Jade, TVB Pearl, ViuTV Ch99, HK Open TV), Pay TV (iCable TV, nowTV, now E Box), Others (Instagram video, Netflix, HBG Go, Yahoo TV, ViuApp, ViuTV App, Now App, Now E App, Appledaily, On.cc, ATV digital, iQiyi, Qianxun, Tencent video, YouKu, Xiaomi, Android box)

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days) Fieldwork period: May 8-29, 2020

13.0% Video Viewer (P7D), 16.5% Share of Attention

myTV SUPER+FTV+YT+FB+Others Only (no PTV)

(387min average time spent on Video content)

Demographic & Household Status

- Female (51%), Male (49%)
- A25-34 (22%), A35-44 (27%), A45-54 (26%)
- Living with families (HH3+ 77%)
- Married (57%) with Kids (76%)
- Working (87%), PMEB (39%)
- MPI $31,900 & MHI $63,000

89% Outbound travelers
7 of 10 more than 2x trips a year

Interest on Finance & Banking Products
81% Insurance owner
76% Stock or bonds
49% Premium banking

Attention on health
Spent on self images

Worth paying more for quality goods
Interest on luxury products

Interest on latest digital electronics
Enjoy shopping

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

10.5% Video Viewer (P7D), 18.7% Share of Attention

myTV SUPER+FTV+PTV+YT+FB+Others Only

(**543min** average time spent on Video content)

Demographic & Household Status

- Female (50%), Male (50%)
- A25-34 (31%), A44-54 (25%), A45-54 (23%)
- Big families (HH3+ 83%)
- Married (67%) with Kids (88%), Kids under 18 over 79%
- Working (92%), PMEB (58%)
- MPI $40,000 & MHI $79,200

94% Outbound travelers
4 of 5 more than 2x trips a year
Higher spending power

84% Insurance owner
75% Stock or bonds
62% Funds / Retirement plan
56% Premium banking

Pet lovers
Attention on kids education & growth
Higher chance studying abroad

Strong attention on Health
Willing to invest on themselves

Higher interest on luxury items
Worth paying for quality
46% Car Owner

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

9.9% Video Viewer (P7D), 10.3% Share of Attention

FTV+YT+FB+Others Only (no MT, PTV)

(**316min** average time spent on Video content)

Demographic & Household Status

- Female (52%), Male (48%)
- A15-24 (18%), A25-44 (50%), A45-64 (32%)
- Living with families (HH3+ 70%)
- Single (52%)
- Students (11%), Working (83%), PMEB (36%)
- MPI $27,800 & MHI $55,900

78% Outbound travelers
Most likely 1x-2x trips a year

Interest to understand Finance products
72% Insurance owner
69% Stock or bonds

Interest on latest digital electronics
Digital Guru

Grocery shoppers
Enjoy shopping

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

8.1% Video Viewer (P7D), 6.1% Share of Attention

myTV SUPER+FTV Only

(231min average time spent on Video content)

Demographic & Household Status

- Female (53%), Male (47%)
- A55-64 (71%), A35-54 (23%)
- Living with families (HH3+ 82%)
- Married (88%) with Kids (88%), Grown up kids (A18+) over 75%
- Working (65%), Housewives (23%), Retired (7%)
- MPI $25,200 & MHI $57,700

68% Outbound travelers
Most likely 1x-2x trips a year
Budget travelling

70% Stocks / Bonds
60% Insurance owner

Enjoy cooking at home
Grocery shoppers

Attention on health
Worth paying for quality

Unlikely to spent on self images or luxury items
Not keen on chasing latest digital electronic products

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

6.5% Video Viewer (P7D), 8.4% Share of Attention

FTV+PTV+YT+FB+Others Only (no MT)

(**397min** average time spent on Video content)

Demographic & Household Status

- Female (48%), Male (52%)
- A25-44 (60%), A45-64 (26%), A15-24 (14%)
- Living with families (HH3+ 75%)
- Married (49%) with Kids (67%), Divorced (4%)
- Working (88%), PMEB (41%), Students (8%)
- MPI $33,500 & MHI $68,300

89% Outbound travelers
7 of 10 more than 2x trips a year
Higher spending power

43% Premium Banking
75% Insurance
72% Stocks / Bonds

Attention on kids education & growth
Higher chance studying abroad

Enjoy shopping
Grocery shoppers
High interest in latest digital electronics

Worth paying on quality
Willing to spend on self images

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

4.2% Video Viewer (P7D), 1.7% Share of Attention

FTV Only

(**122min** average time spent on Video content)

Demographic & Household Status

- **Female (54%), Male (46%)**
- **A45-64 (60%), A35-44 (23%)**
- **HH Size 1-2 (39%); HH3+ 61%**
- **Married (57%) with Kids (68%)**
- **Working (91%) PMEB (39%)**
- **MPI $31,000 & MHI $56,600**

72% Outbound travelers
4 of 5 travel 1x-2x a year
Budget travelling

65% Insurance owner
59% Stock or bonds
40%+ hold Funds/Retirement Plans or Foreign Currency

Grocery shoppers
Worth paying for quality

Unlikely to spent on self images or luxury items
Not keen on chasing latest digital electronic products

Source : 2020 Video Consumption Landscape Survey (n=2,574 Aged 15-64 General Video User for HK local population in the past 7 days)
Fieldwork period: May 8-29, 2020
Base : Video viewer in the past 7 days; the intensity and average time spent over a video player

BIG SCREEN AND OTT-COMMERCE

Big Screen

Positive Commentary on the Big Screen Enjoyment

Especially on the growth of Triggering on purchase from the Attractive ad

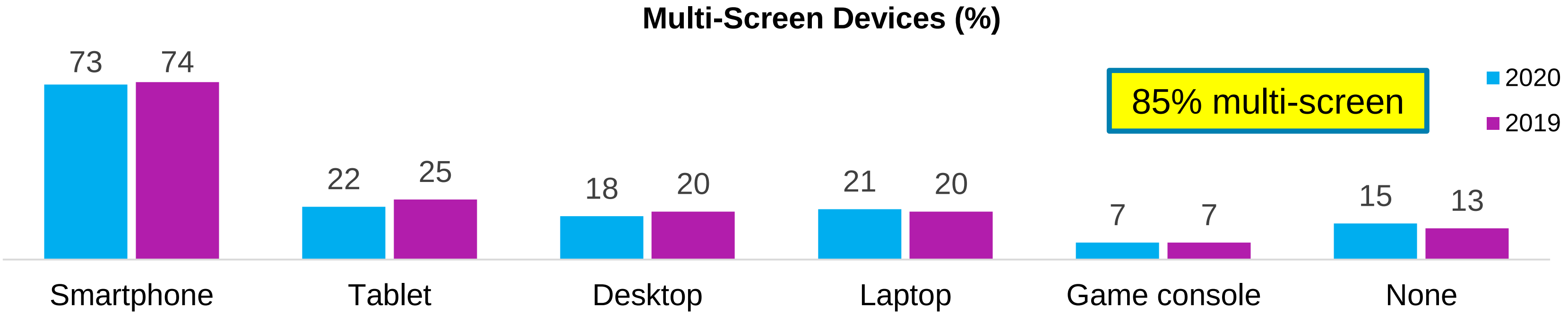
	Big Screen Advantages	15-64 (%) (Strongly agree)	15-64 (%) (Top 2 boxes)	Difference from 2019	15-24	25-34	35-44	45-54	55-64
Related to experience	大屏幕上能更享受較長的節目和影片	28	75	+4pts	69% (-1pt)	71% (-2pts)	75% (+3pts)	77% **(+6pts)**	80% **(+9pts)**
	影音效果豐富多姿, 可以更好享受電視節目	27	74	+3pts	66% (-3pts)	66% (-3pts)	76% (+3pts)	75% (+4pts)	80% (+9pts)
	電視大屏幕中可以找到我喜歡的節目	18	62	+1pt	51% (-5pts)	55% (-5pts)	64% (+4pts)	63% (+2pts)	70% (+6pts)
	機頂盒在屏幕上自由選擇節目, 更佳觀賞體驗	18	60	+2pts	51% (-7pts)	56% (+3pts)	59% (0%)	59% (+1pt)	70% (+14pts)
	大屏幕比起手機更方便去尋找節目	22	58	+2pts	43% (-4pts)	51% (+4pts)	52% (0%)	66% (+7pts)	70% (+9pts)
Related to Family	屬於家庭休閒娛樂的日常生活	25	74	+3pts	73% (+3pts)	72% (+4pts)	74% (0%)	74% (+3pts)	77% (+6pts)
	同家人一齊睇電視可以多點共同話題	24	72	+2pts	66% (-1pt)	68% (+1pt)	74% (+7pts)	72% (+3pts)	74% (+1pt)
	在沙發休息時想看看電視在播放什麼節目	20	66	+2pts	57% (-7pts)	59% (-4pts)	68% (+7pts)	68% (+2pts)	70% (+3pts)
	回家就開電視是我的生活習慣	23	58	+3pts	40% (+2pts)	50% (-3pts)	62% (+3pts)	60% (+2pts)	68% (+7pts)
Related to Ads	有時好的廣告會促使我購買該產品	10	51	+14pts	49% (+12pts)	51% (+17pts)	48% (+6pts)	51% (+16pts)	54% (+15pts)
	我對賣過電視廣告的產品更有信心, 更吸引	9	40	+3pts	31% (-6pts)	36% (+2pts)	38% (-4pts)	42% (+7pts)	50% (+11pts)

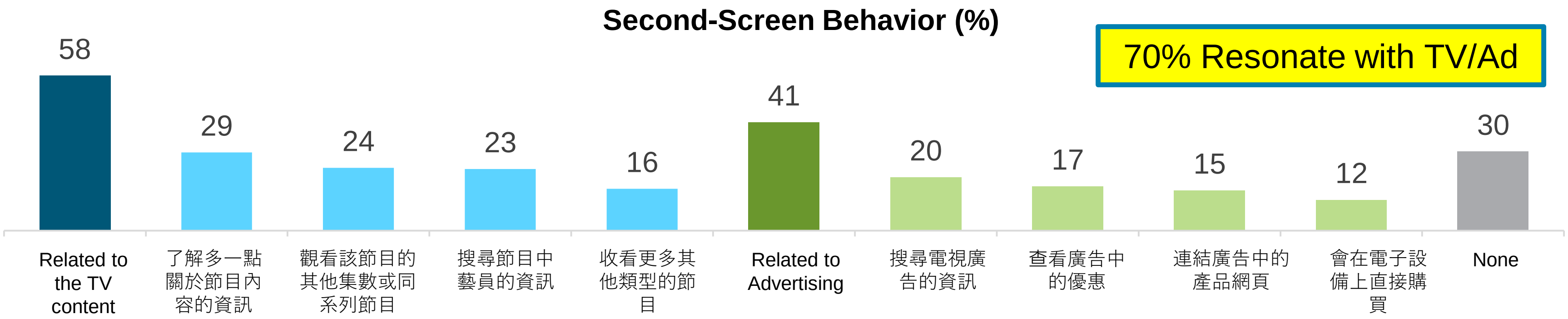
Q14. 當通過電視大屏觀看節目或影片時，你有幾同意以下句子 (Strongly agree / Top 2 boxes)
Base: All TV viewers
Total (n=2,570); 15-24 (n=350); 25-34 (n=477); 35-44 (n=532) ; 45-54 (n=588) ; 55-64 (n=623)

(2020 vs. 2019)
YOY key change

Second Screen get the most Audience Devices and Time

Resonate a Direct Reaction for Advertising Products and Turns to Conversion



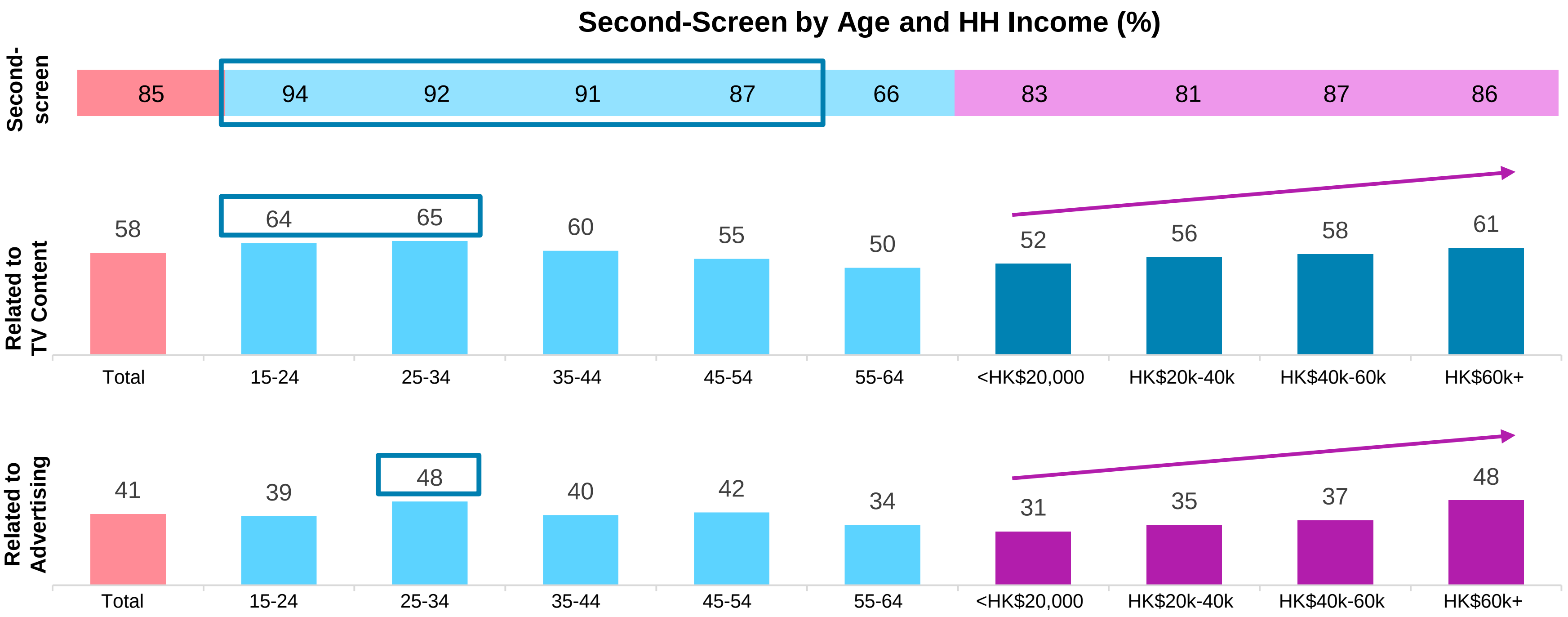


Q54. 一般來說，在你看電視嘅時候，會否同時使用以下嘅電子設備? (Device)
Base: All TV viewers
2020 (n=2,570); 2019 (n=2,577)

Q55. 在睇電視的同時使用其他電子設備的好處係? (Behavior)
Base: Secondscreen Viewers
2020 (n=2,177)

Second Screen is Common for A15-54

Younger with higher Tendency on Content Related Searching; while the higher MHI are keen on the Information Related to the Ads in TV



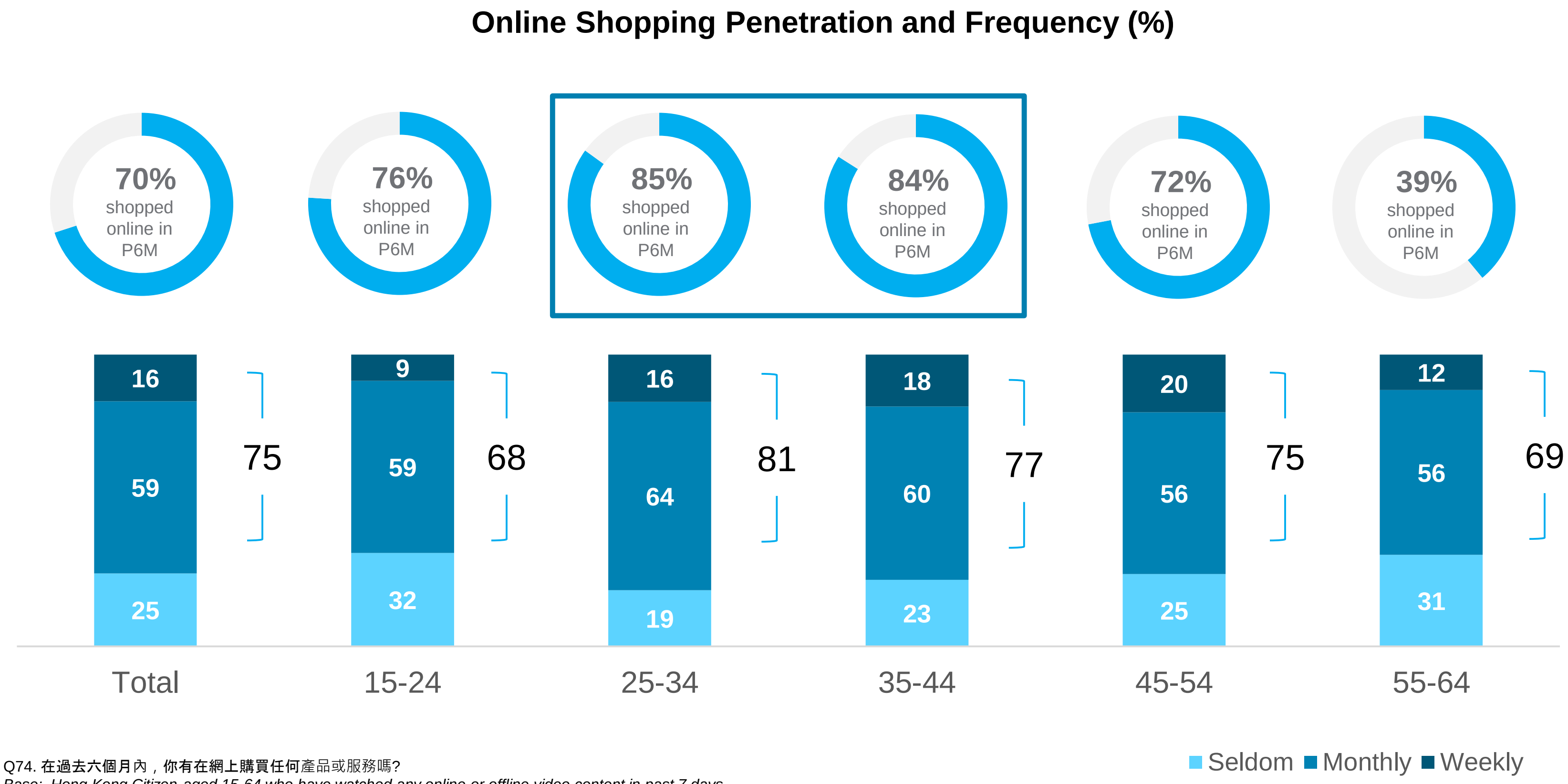
Q55. 在睇電視的同時使用其他電子設備的好處係? (Behavior)

Base: Multiscreen Viewers

Total (n=2,177); Age: 15-24 (n=330); 25-34 (n=437); 35-44 (n=484); 45-54 (n=514); 55-64 (n=412); HH Income: <HK$20k (n=146); HK$20k-40k (n=556); HK$40k-60k (n=554); HK$60k (n=921)

Online Shopping

Shopping Online Is Popular For The Mass Audience



Q74. 在過去六個月內，你有在網上購買任何產品或服務嗎?
Base: Hong Kong Citizen aged 15-64 who have watched any online or offline video content in past 7 days
Total (n=2,574); 15-24 (n=351); 25-34 (n=479); 35-44 (n=532) ; 45-54 (n=589) ; 55-64 (n=623)

Groceries & Household Items - Most Common For A35+

While Fashion Accessories Is Also a Hot Item For A15-34

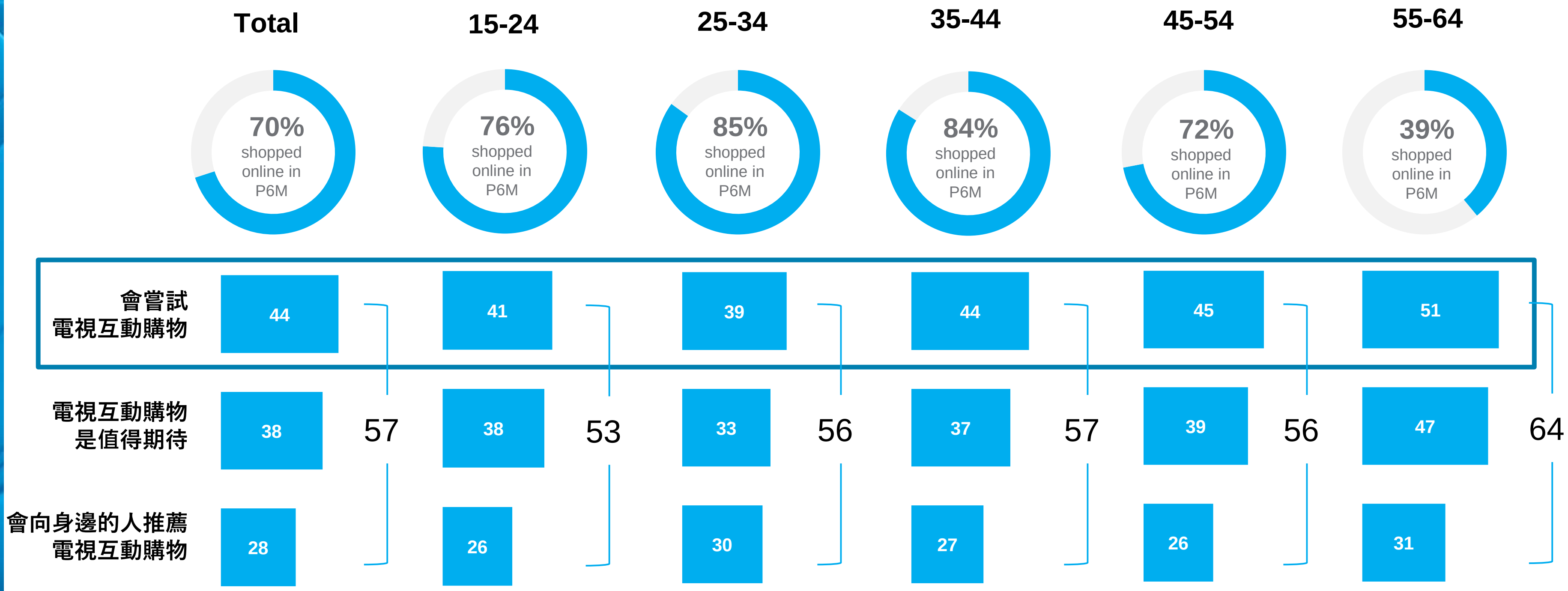
Q75. 你在網上購買過什麼種類的產品 / 服務?

Base: Online Shoppers Within Past 6 Months; Total (n=1,792); 15-24 (n=266); 25-34 (n=409); 35-44 (n=448); 45-54 (n=426); 55-64 (n=243)

OTT Commerce

Higher Potential For A Trial Of Shopping Via Big Screen Among A35+ where The Elder The Audience The More Intention On Trial

Intention for OTT Commerce (%)

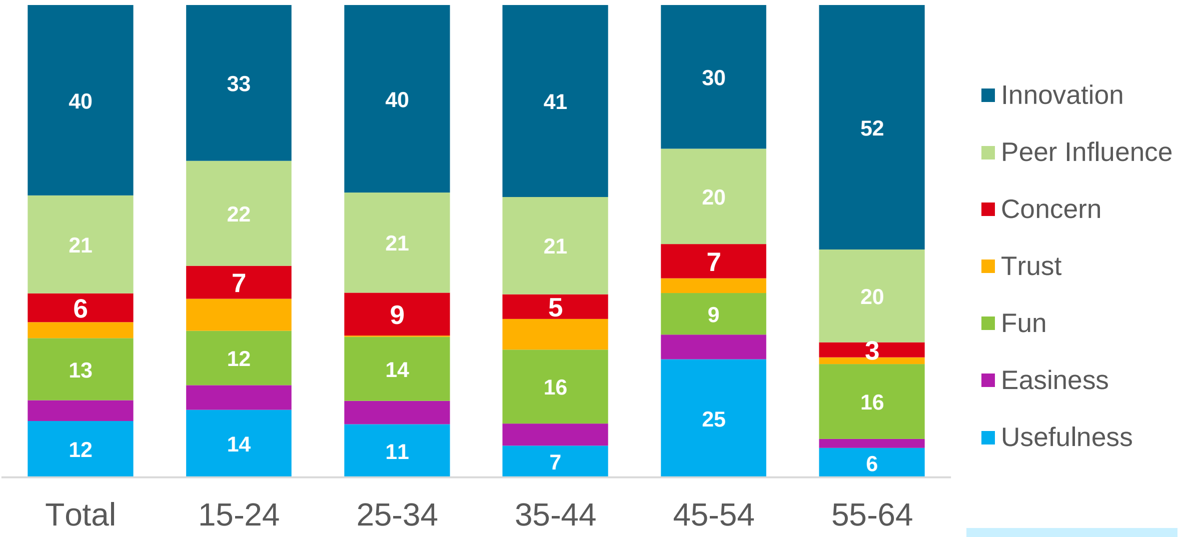


Q77. 對於 "電視互動購物" 這種網購途徑，你有幾同意以下句子
Base: online shopper in P6M; Total (n=1,792); 15-24 (n=266); 25-34 (n=409); 35-44 (n=448) ; 45-54 (n=426) ; 55-64 (n=243)

Relative Importance On Shopping In Big Screen By Linear Regression Model

Dimension	Attributes
Intention (Y)	**Likelihood, Recommendation and Expectation**
Innovation	Trendy, Future, New experience
Peer influence	Friends/Relative, media, celebrity
Concern	Payment, Quality, Hinder viewing, Expensive
Trust	Product Reliability and Credibility
Fun	Enjoyment of OTT commerce
Easiness	2nd screen multi-usage, QR Code
Usefulness	Convenience, Save time, Relevancy

Influence Factor for OTT Commerce (%)

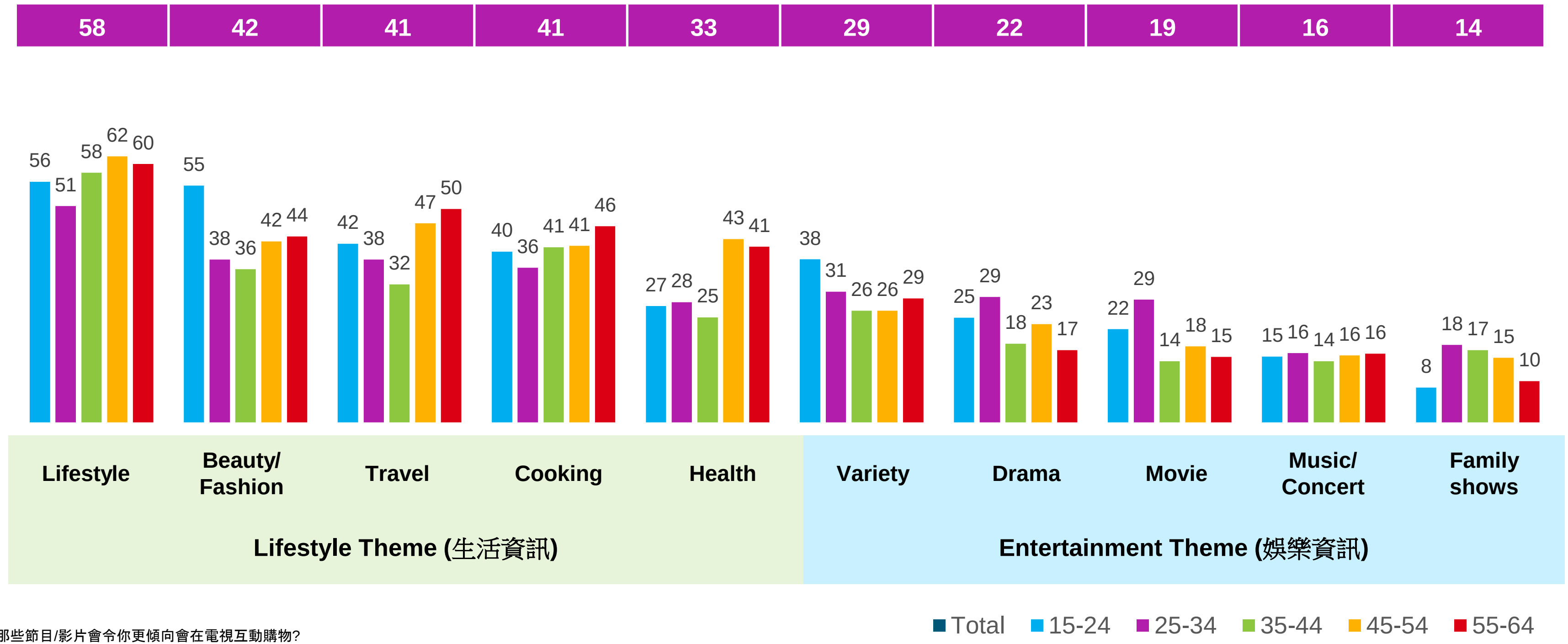


	Total	15-24	25-34	35-44	45-54	55-64
Model fitness (R-square)	0.72	0.68	0.74	0.74	0.75	0.74

Q77. 對於 "電視互動購物" 這種網購途徑，你有幾同意以下句子
Base: online shopper in P6M; Total (n=1,792); 15-24 (n=266); 25-34 (n=409); 35-44 (n=448) ; 45-54 (n=426) ; 55-64 (n=243)

Audience Prefer Lifestyle To Entertainment Theme

Top 10 Genre Fit for OTT Commerce (%)



Q78.那些節目/影片會令你更傾向會在電視互動購物?
Base: Online Shoppers Within Past 6 Months and likely shop on big screen;
Total (n=780); 15-24 (n=110); 25-34 (n=160); 35-44 (n=195); 45-54 (n=191); 55-64 (n=124)

Summary

330min

(5.5hrs, +25%)

daily on video

8.2 platforms

video consumption weekly

Drama

Long Format and News

NEWS

58% Weekly Reach
4.2 Days a Week
118 minutes a Day
15% Share of Attention
Top3 for Most Common, Most Favorite & Recommended

51% trigger to purchase via Big Screen Enjoyment
85% Second Phone

OTT Commerce Intention trigger by Innovation (40%) & Peer Influence (21%)
Lifestyle Theme content more appropriated for OTT commerce

Impact of the Covid-19 Widespread that to Sharp Business and Consumer Behavior

- ➢ While the humanitarian & safety-related aspects of this outbreak are top of mind, it's unquestionable that social distancing, lockdown policy & staying home will have a significant effect on media consumption
- ➢ Implication are straightforward: More TV & Video Consumption Time, Attentions on News content, both Linear TV and Digital benefit
- ➢ Audience become hungry for entertainment & home centric contents…Consumers, more than ever, need a broad content mix adjust to indoor living style
- ➢ Audience considered adding new paid subscription since the outbreak, essential to have the audience engagement strategy to maintain higher level engagement (Reach, Intensity & Timespent)
- → Need to adapt & seek business opportunities, understand what is the trending and knowing the sales driven factors

Next Sections

OTT Commerce is ready to take off in 2021
Oct 23, 2020 (2:30pm – 3:00pm)

Programmatic comes of age with connected TV and OTT
Oct 23, 2020 (4:00pm – 4:30pm)