Premium OTT – Building its Rightful Place in the Digital Market

A Two-Part Research Study

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Premium OTT - The Advertising Opportunity

Research Conducted in Singapore by Milieu Insight Pte Ltd

PHASE I

Methodology	Online Surveys using Milieu's Proprietary Community
Market(s)	Singapore
Audience	Representative of Singapore adult population aged 16+
Sample Size	N = 1,200
Research Dates	Aug 29th 2022
Margin of error	+/- 3% at 95% confidence level

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Research Conducted in Singapore by Milieu Insight Pte Ltd

PHASE II

Methodology	Online Surveys using Milieu's Proprietary Community – Monadic Test Design
Market(s)	Singapore
Target Audience	Regular OTT users (both free and paid services)
Sample Size	N = 2,000 overall, this includes 16 individual groups of n=100-150 per group
Research Dates	January & April 2023

PHASE I

Usage & Attitude

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- Services covered in Phase I:

Premium OTT

Amazon Prime
Apple TV+
Disney+
HBO Go
iQIYI
meWATCH
Netflix
Singtel Cast
StarHub TV+
Viu
WeTV

Social Media & Video Sharing

Daily Motion
Facebook
Instagram
Snapchat
Telegram
TikTok
Twitter
Vimeo
WhatsApp
YouTube

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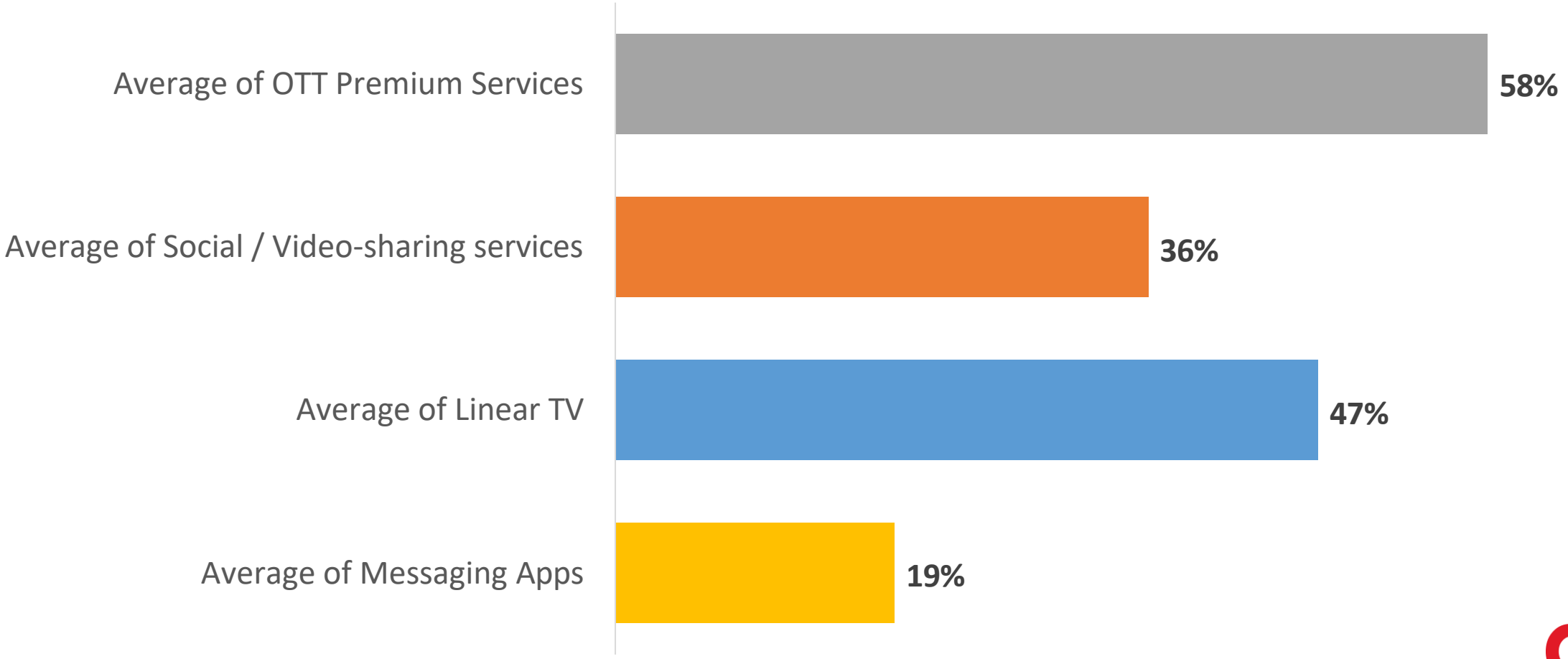
Offers best quality content:



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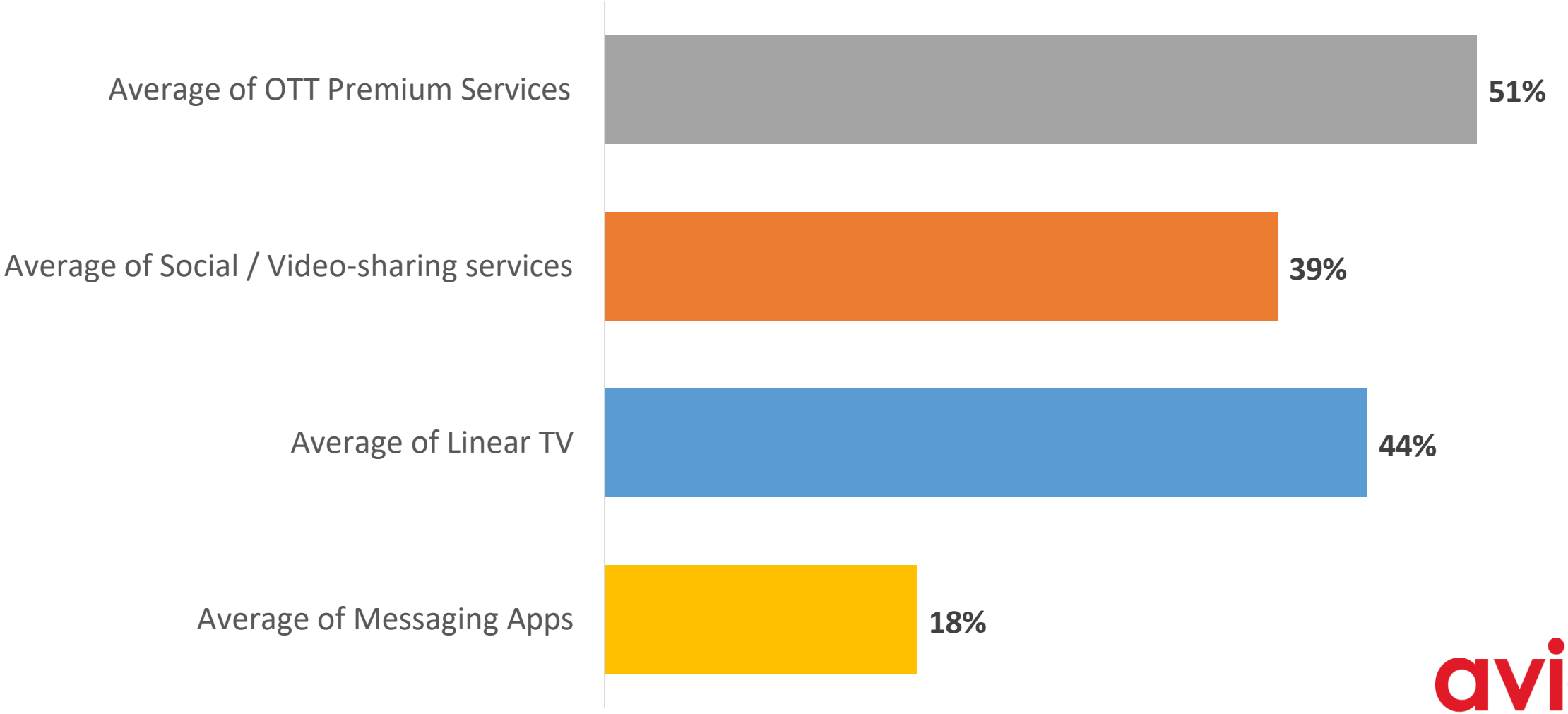
Feel most immersed while watching:



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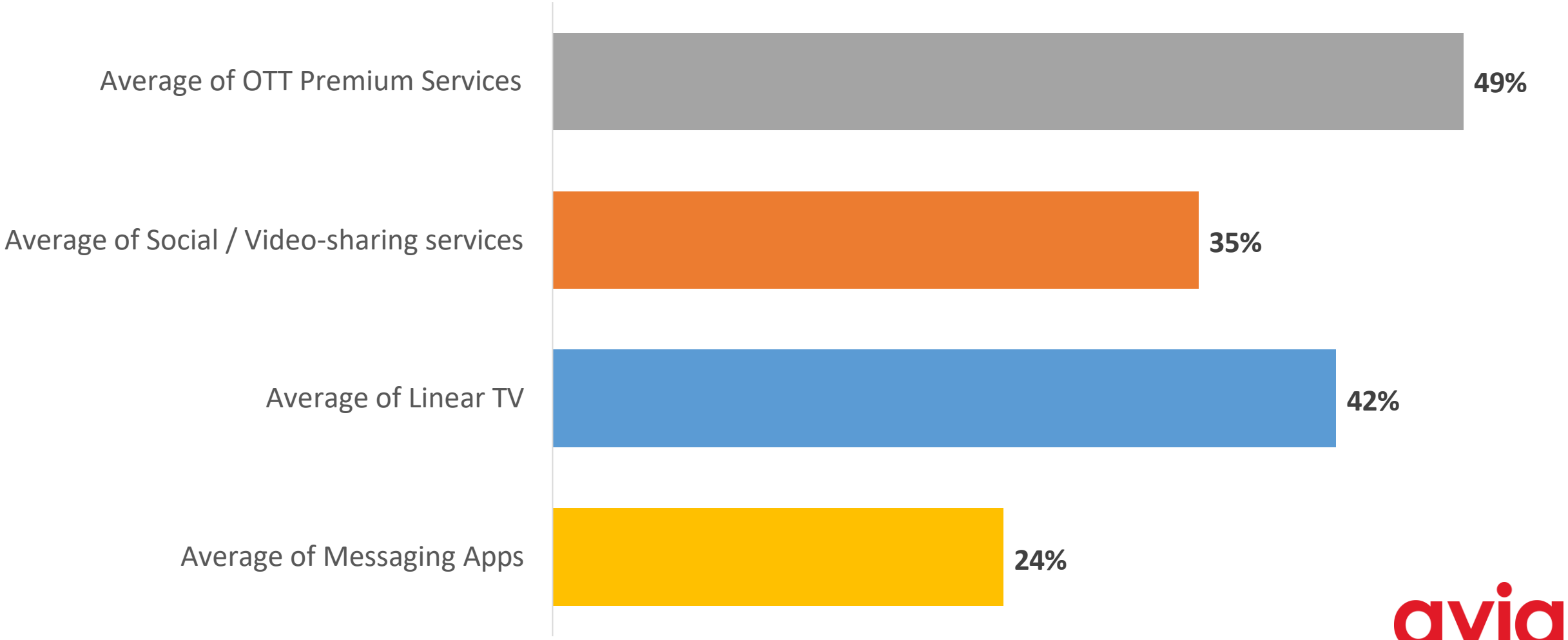
Highest levels of attention:



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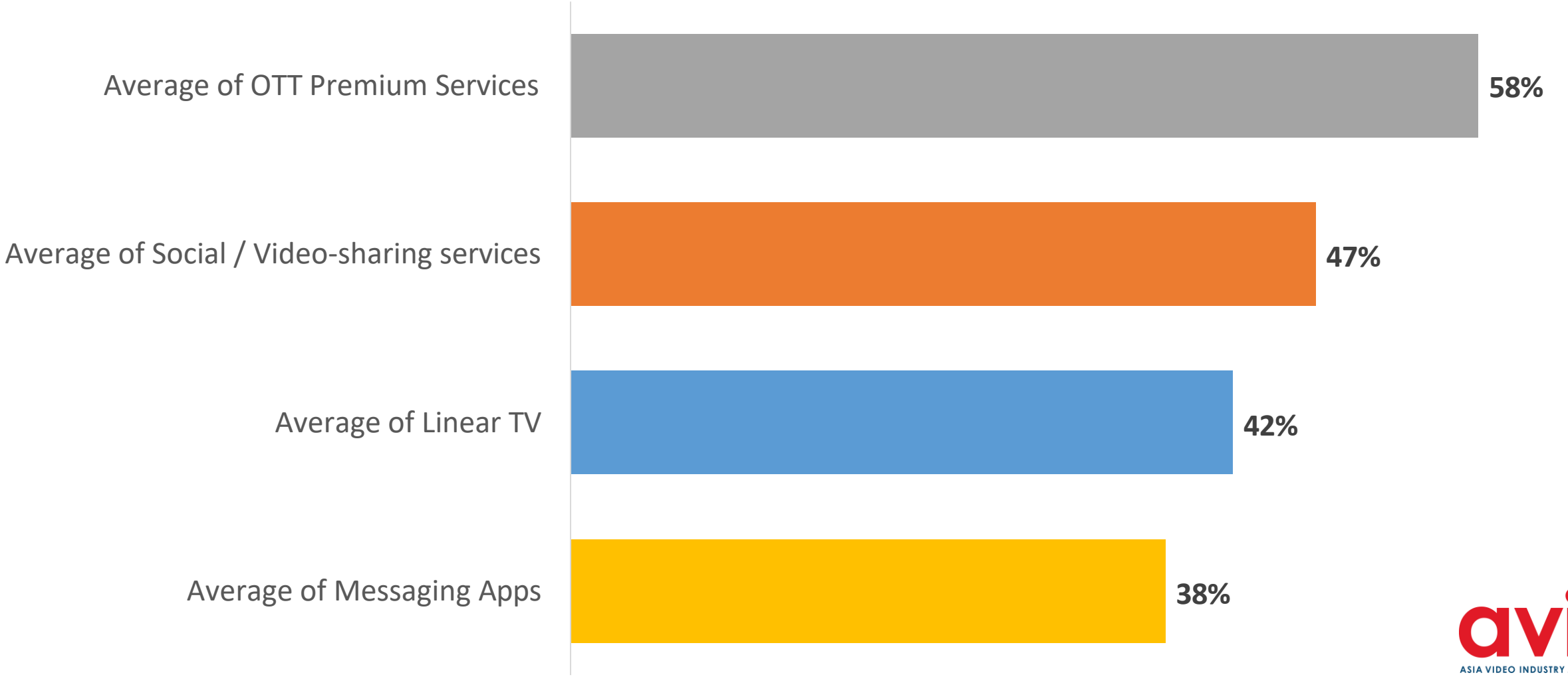
Most likely to recommend:



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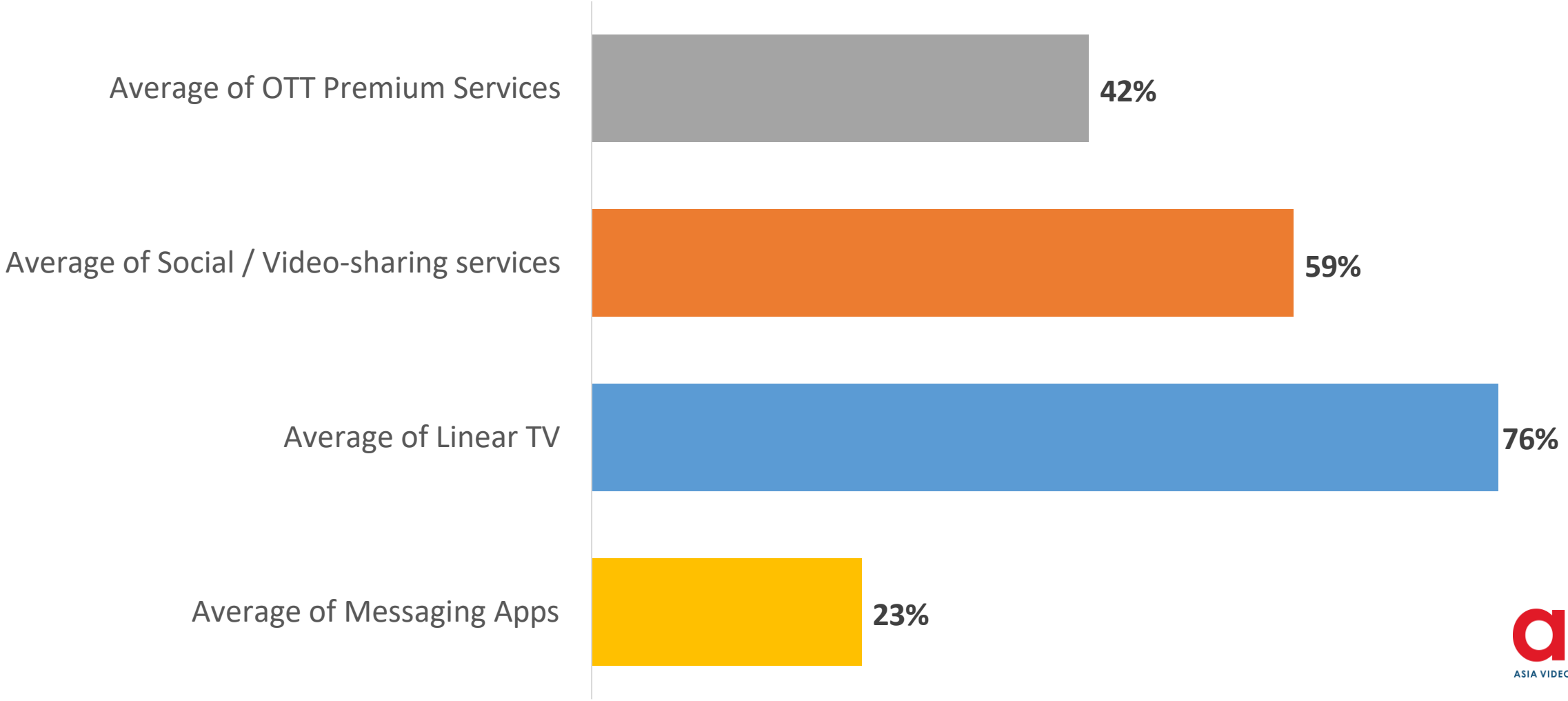
Most likely to notice advertising:



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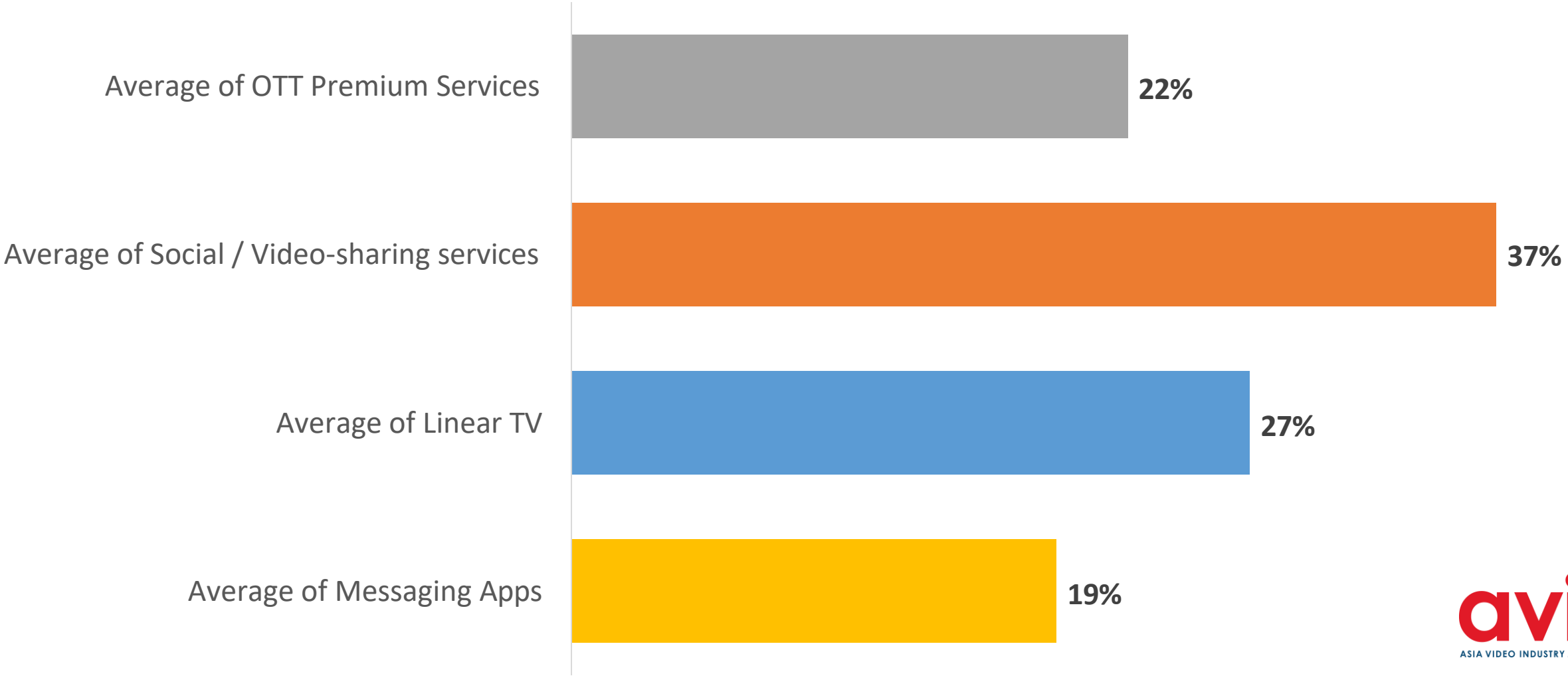
Ads feel too intrusive:



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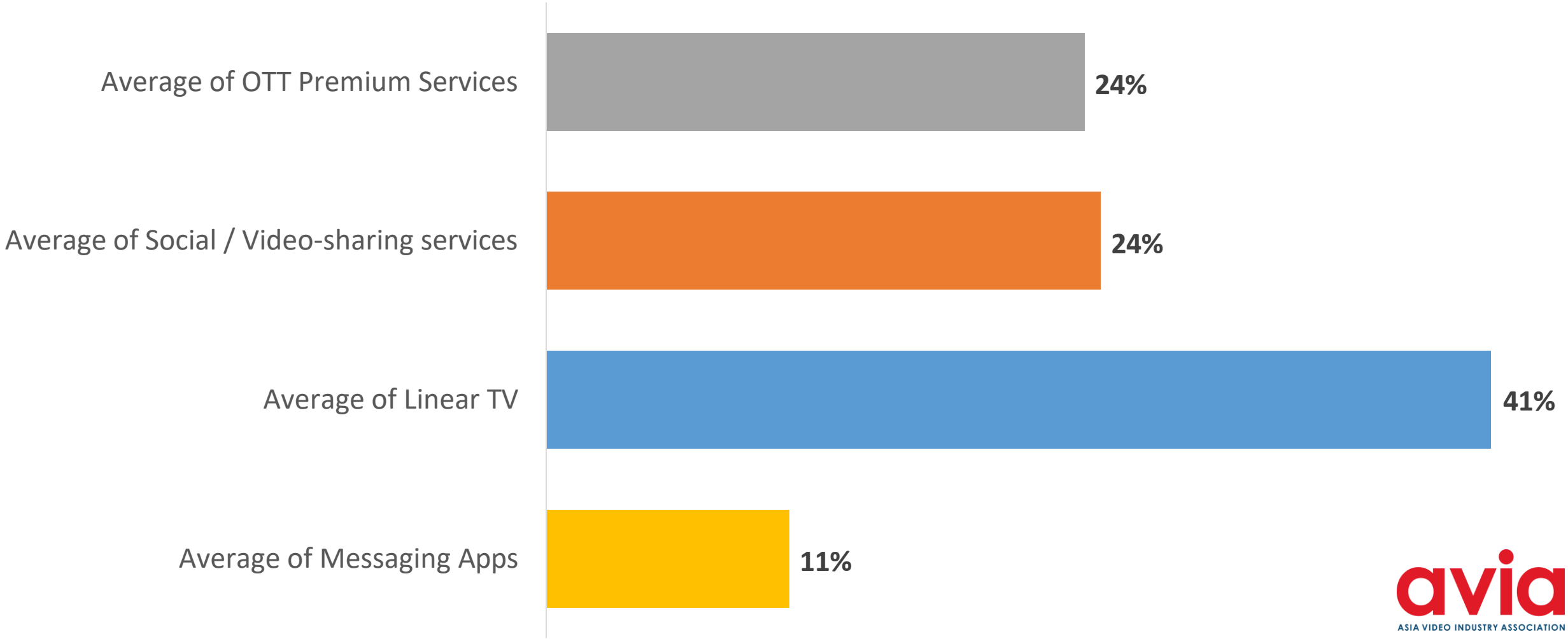
Highest quality ads:



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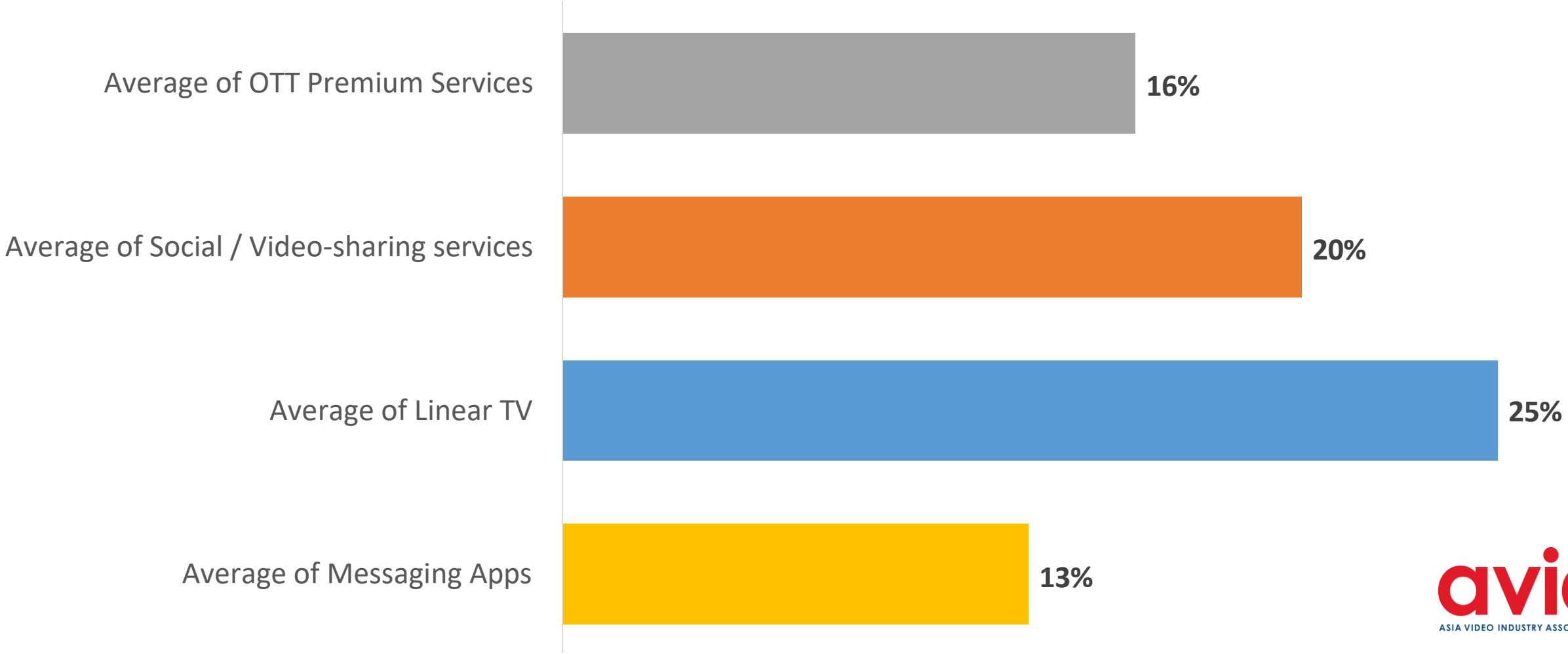
Sought more info after seeing ads:



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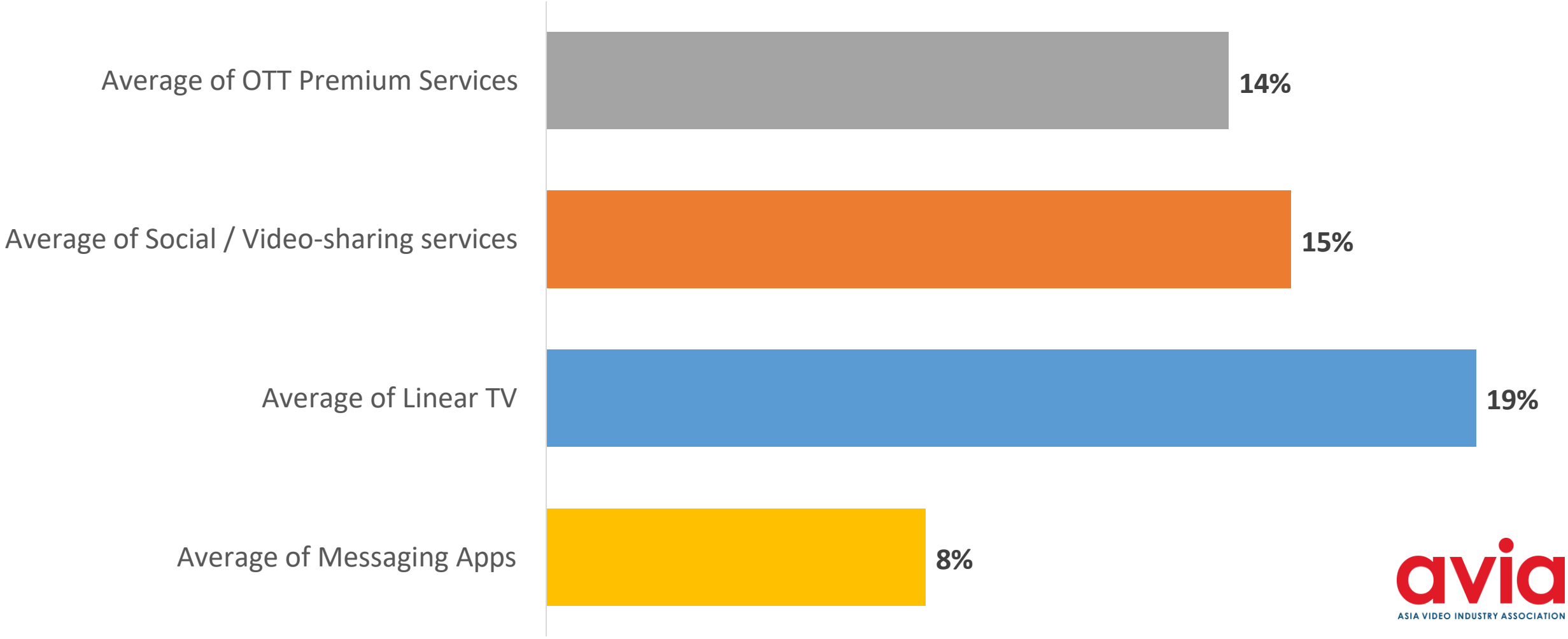
Made purchase after seeing ads:



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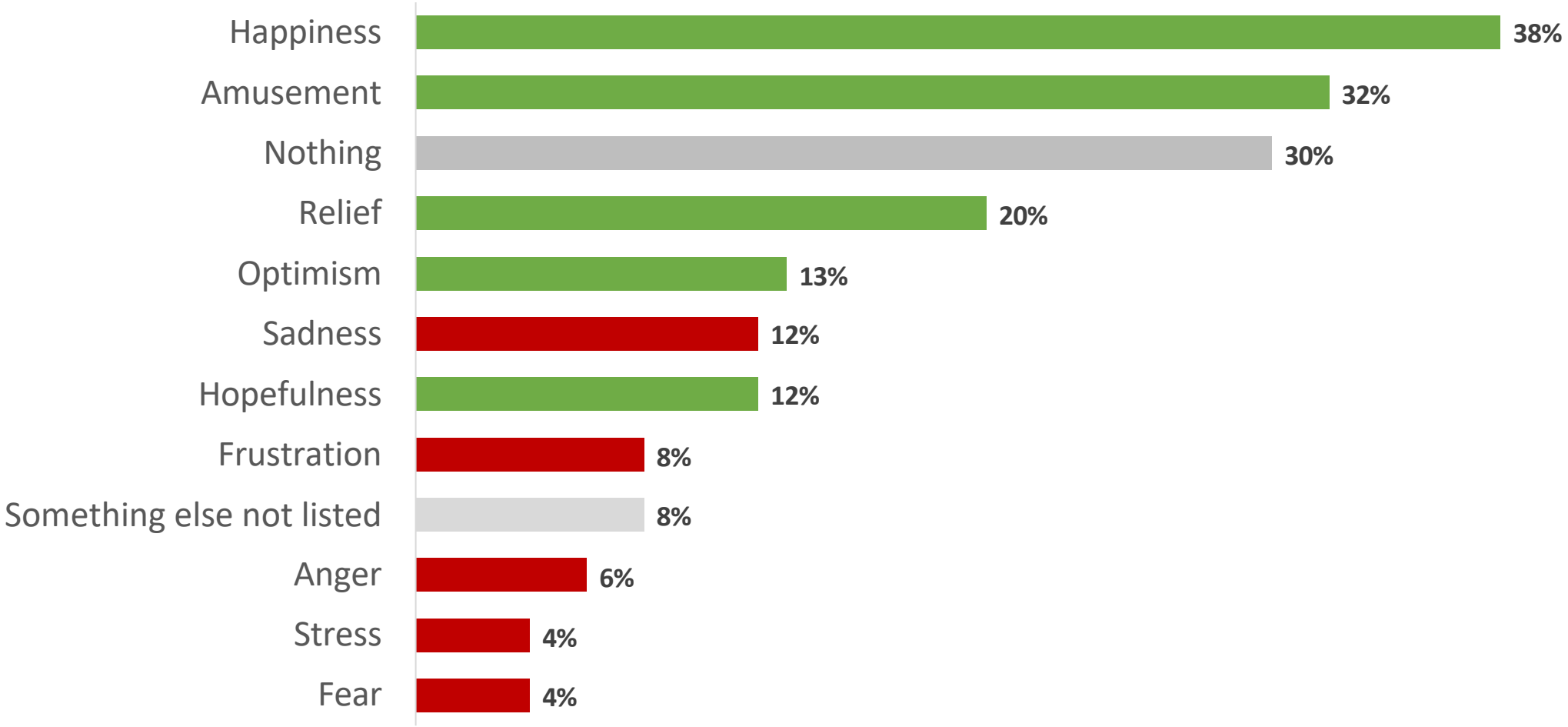
Emotions after watching an hour of TV content:



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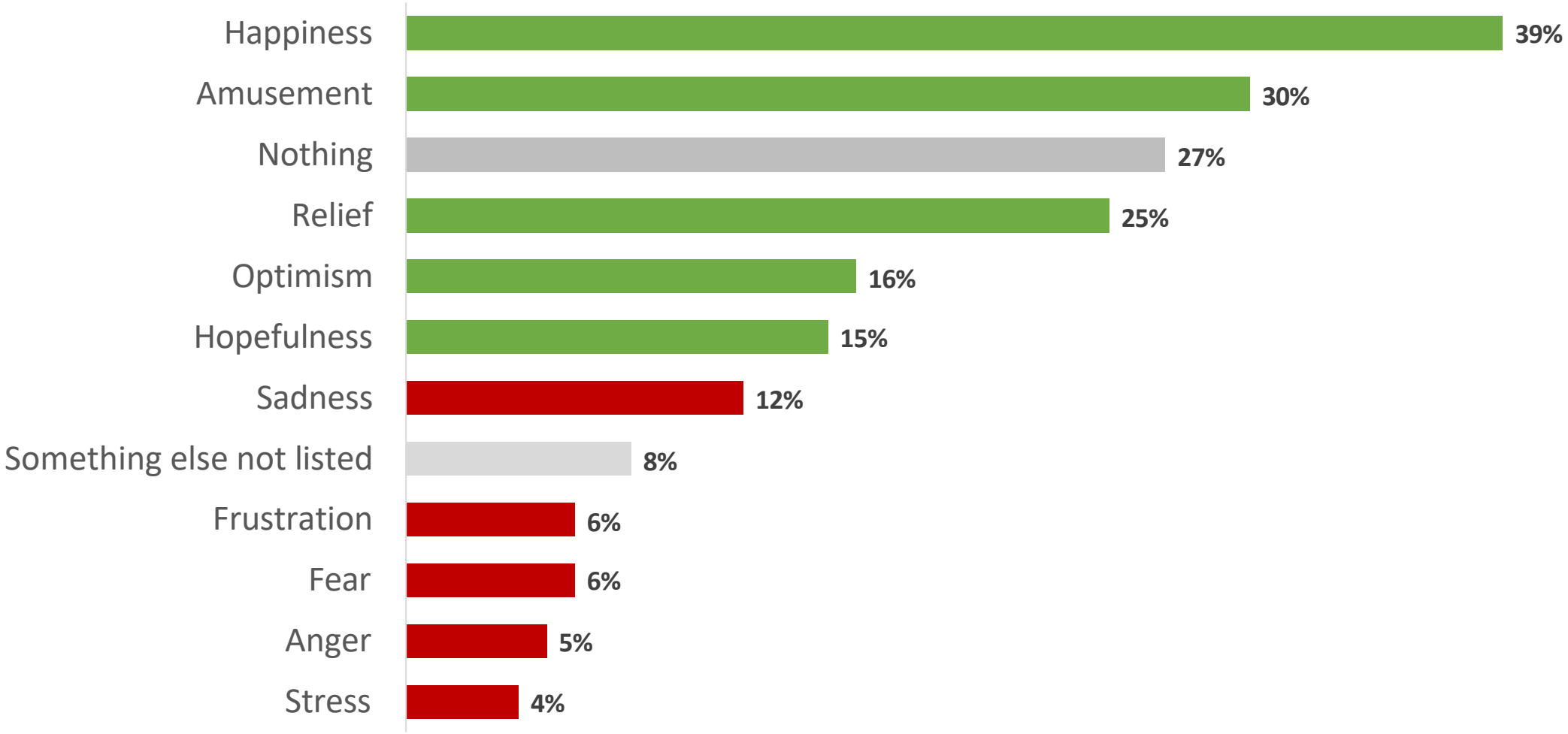
Emotions after watching a Movie:



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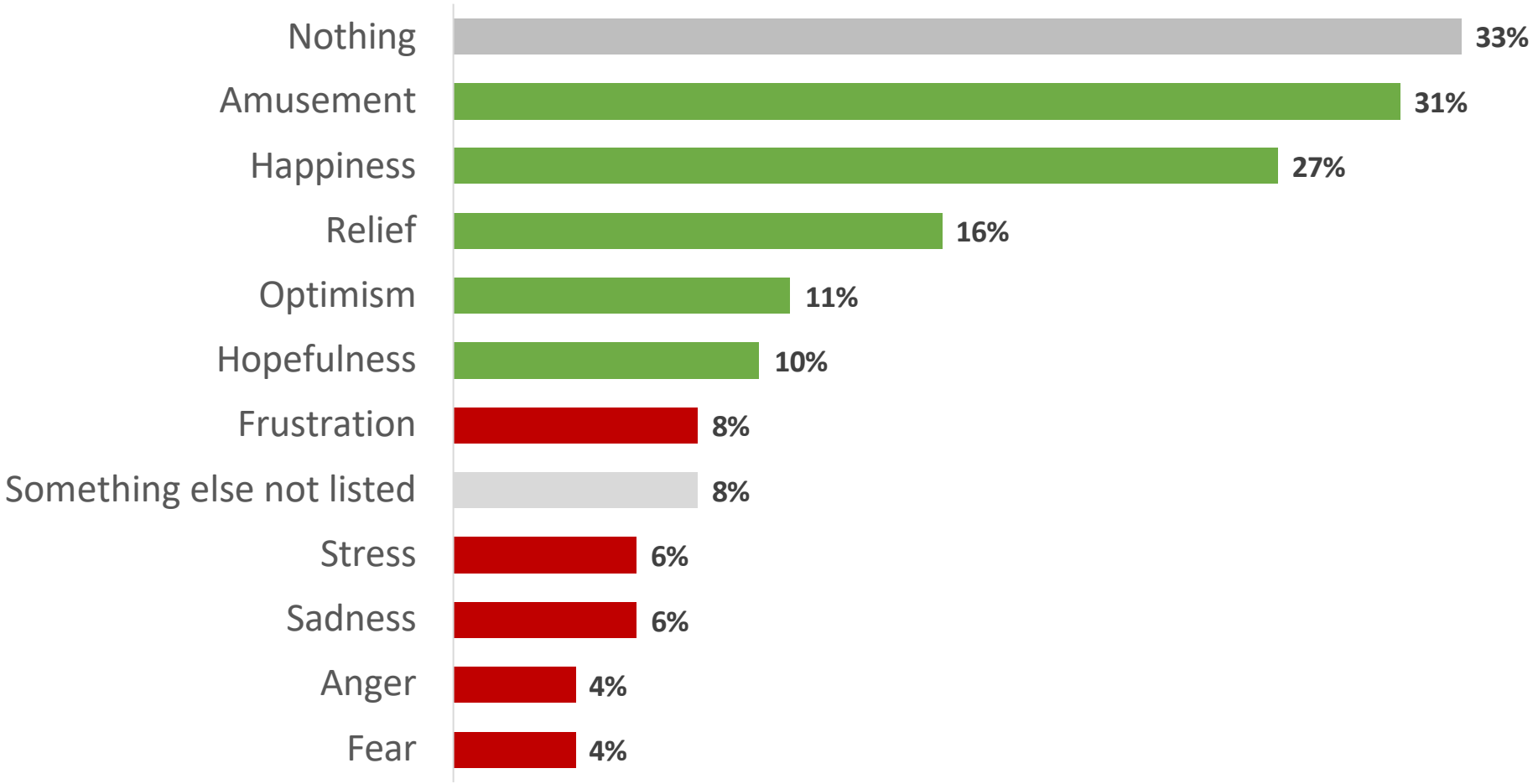
Emotions after watching an hour of UGC:



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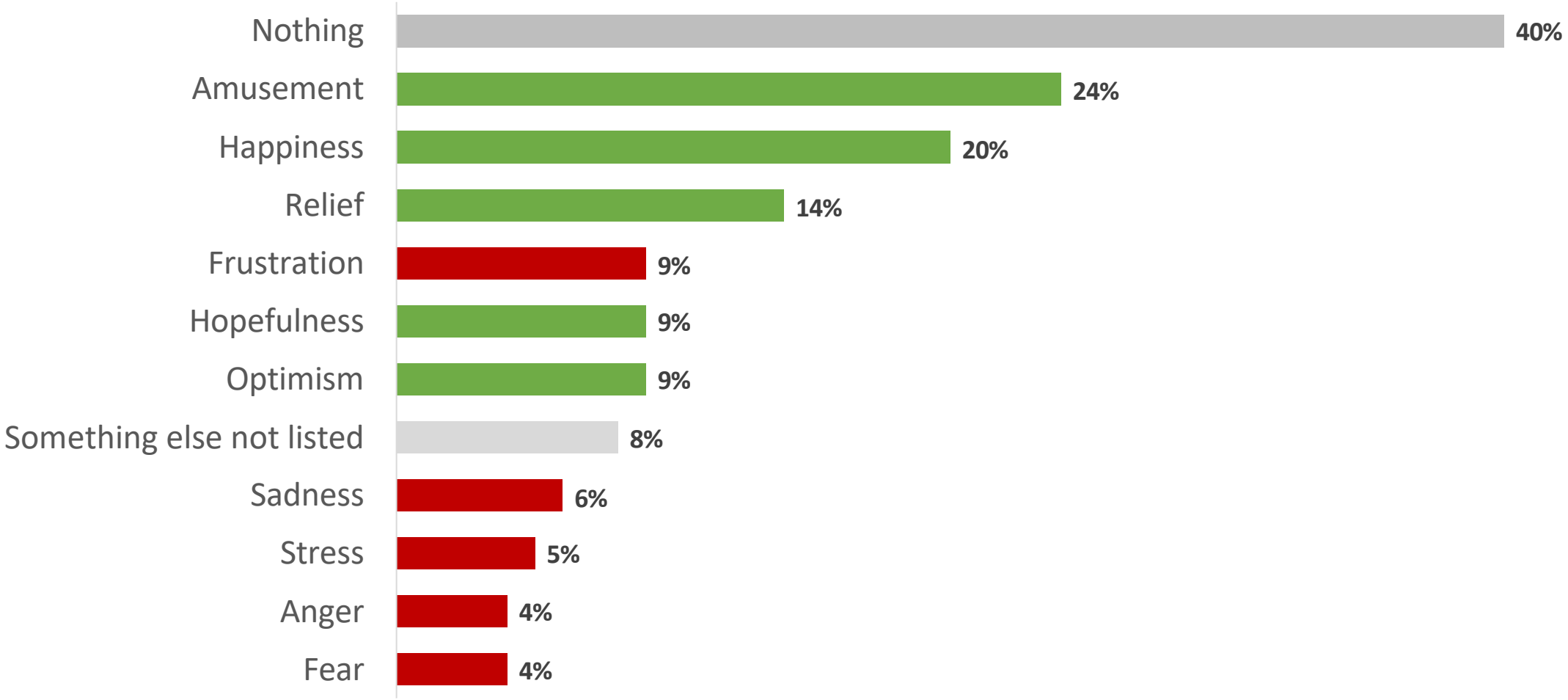
Emotions after watching an hour of Social Media Videos:



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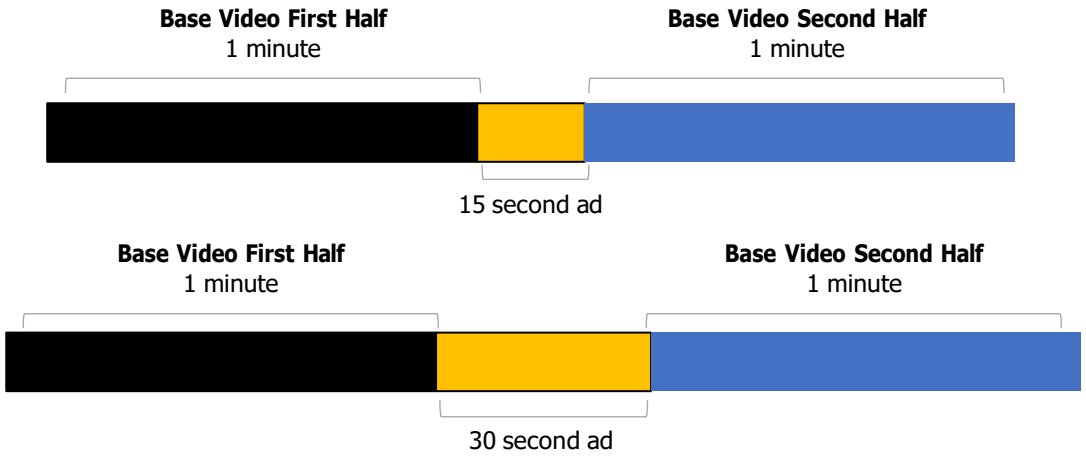
PHASE II

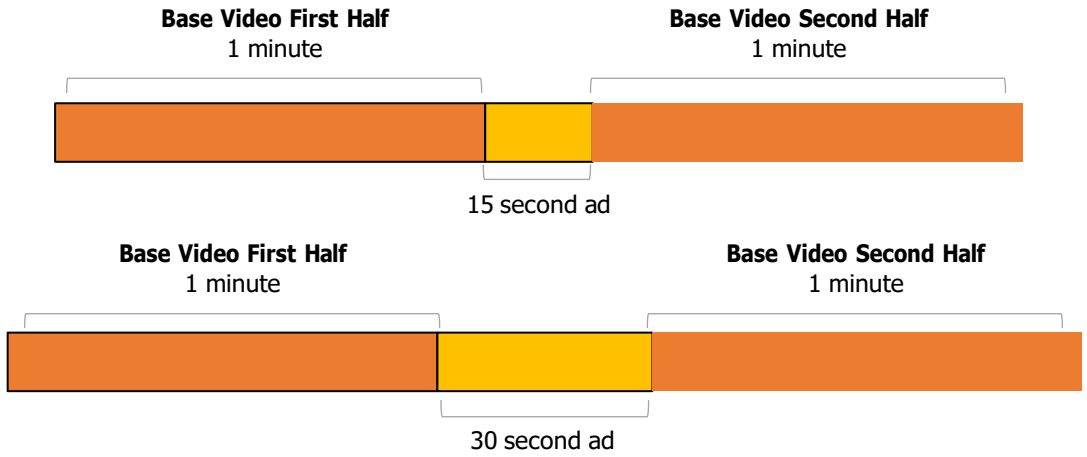
Experiential Test Design

Overview of Methodology

Mass Environment



Premium Environment



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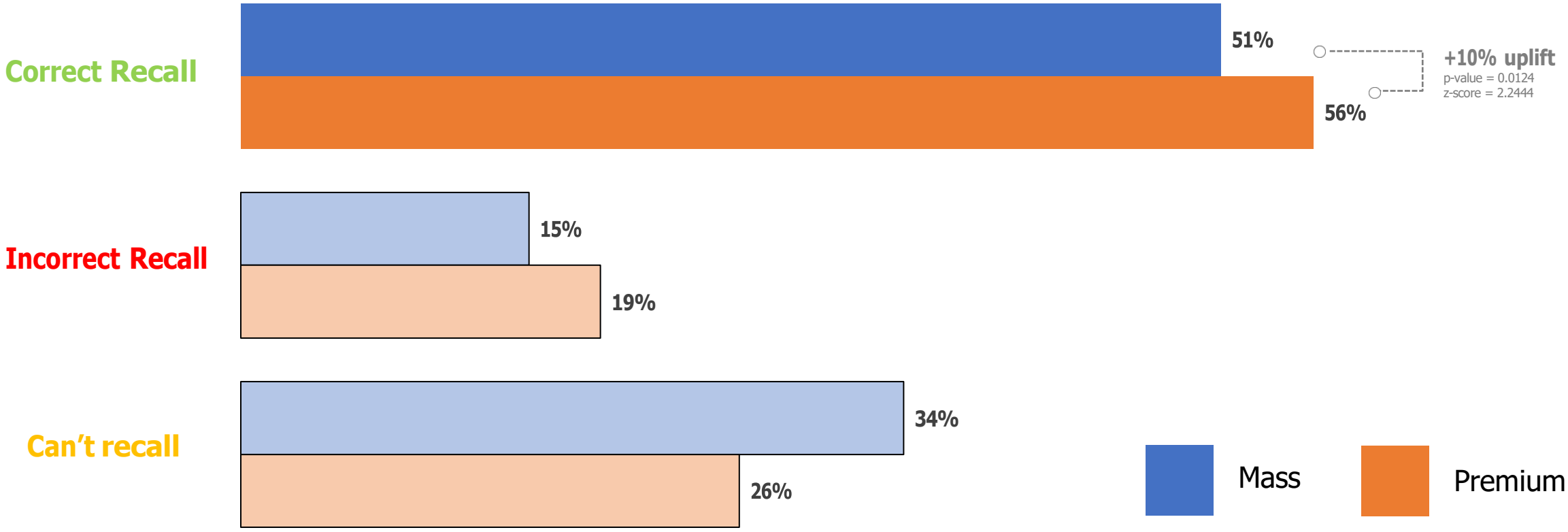
PRODUCT RECALL



Note. Data reflects respondents who are OTT users (Q1) + are regular consumers of the type of video shown (Q3) + correctly recalled the subject matter of the base video (Q4).

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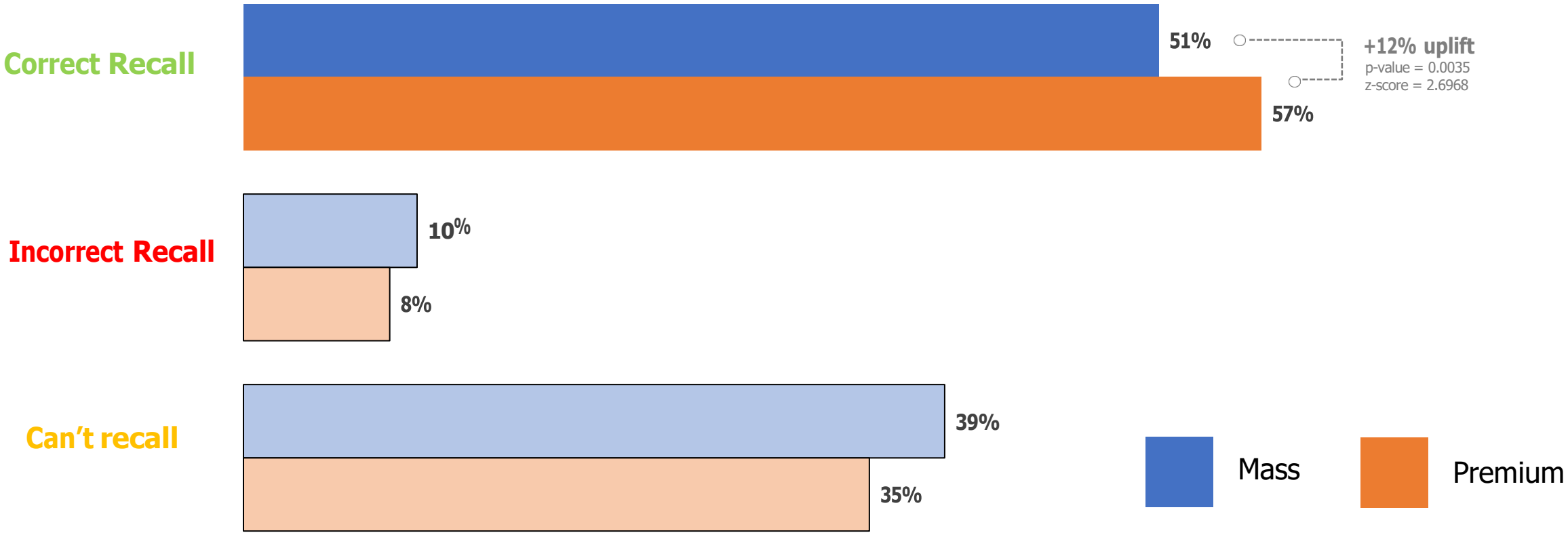
BRAND RECALL



Note. Data reflects respondents who are OTT users (Q1) + are regular consumers of the type of video shown (Q3) + correctly recalled the subject matter of the base video (Q4)

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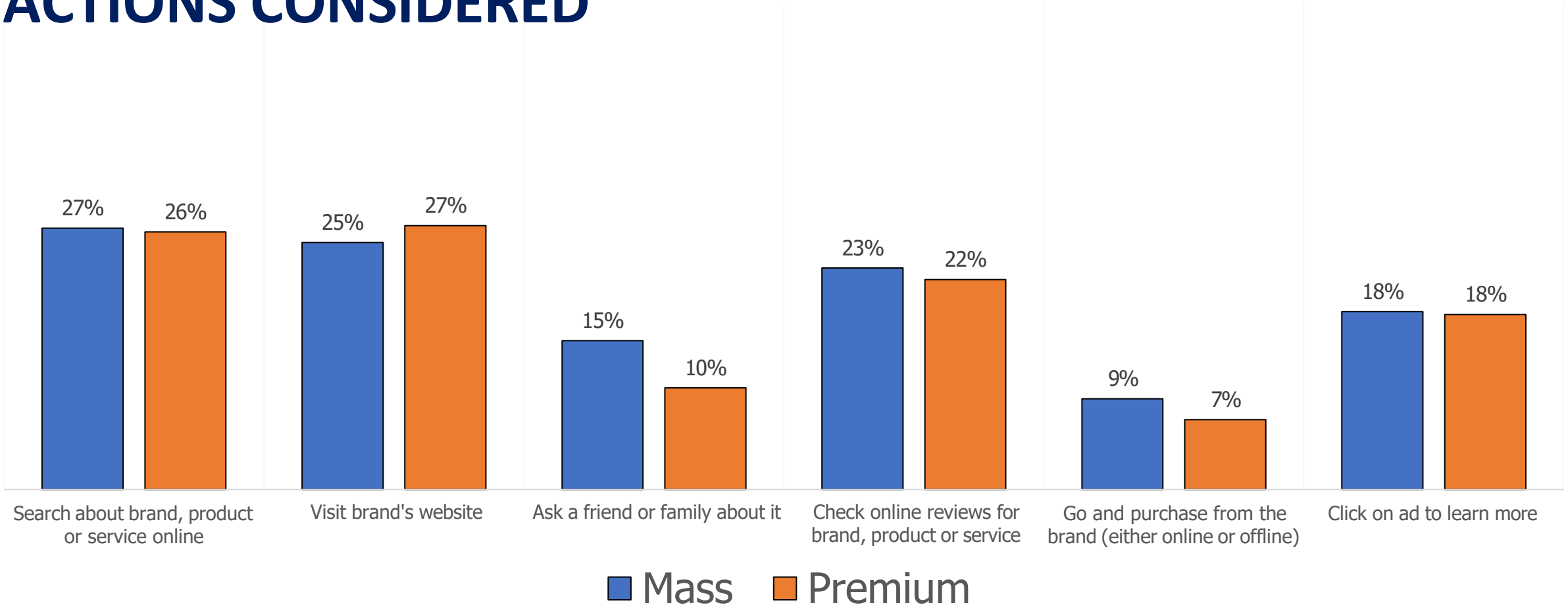
ACTIONS CONSIDERED



Note. Data reflects respondents who are OTT users (Q1) + are regular consumers of the type of video shown (Q3) + correctly recalled the subject matter of the base video (Q4).

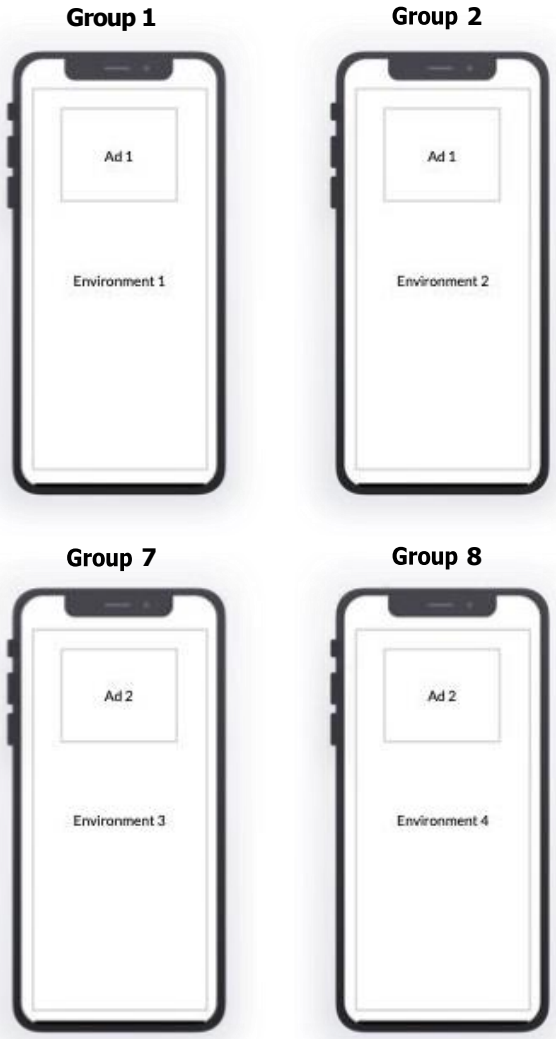
APPENDIX

PHASE II Methodology

Overview of Methodology

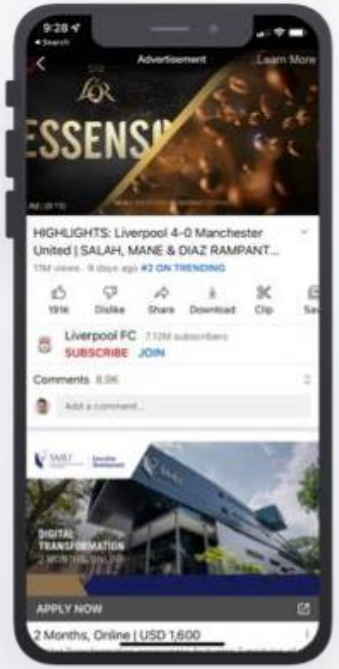
We ran the test by rendering videos that simulated ads being shown in identifiably premium and mass environments . We tested 4 different ads across multiple environments and types of content that would typically be shown in those environments. We used a monadic test design where each respondents was exposed to only 1 variant (i.e. 1 environment and 1 ad)

# of ads to be tested	4x ads of different products (e.g. F&B, electronics, etc)
# of environments to be tested	1x Mass 1x Premium
# of videos	2x Mass 2x Premium
Groups	16x in total (n=120-150 samples per group)



Premium

Mass



Base Videos & Ads

Base Videos

Mass Environment

Video #1

Video #2

Premium Environment

Video #1

Video #2

Ads

Ad #1 – Casetify – 15s

Ad #2 – Tourism Australia – 30s

Ad #3 – Ember – 15s

Ad #4 – Starbucks – 30s

Stages of Experiment

Wave 1

Groups 1 to 8
N=1,000
January 2023

Ad #1 – Casetify – 15s

Ad #2 – Tourism Australia – 30s

Wave 2

Groups 9 to 16
N=1,000
April 2023

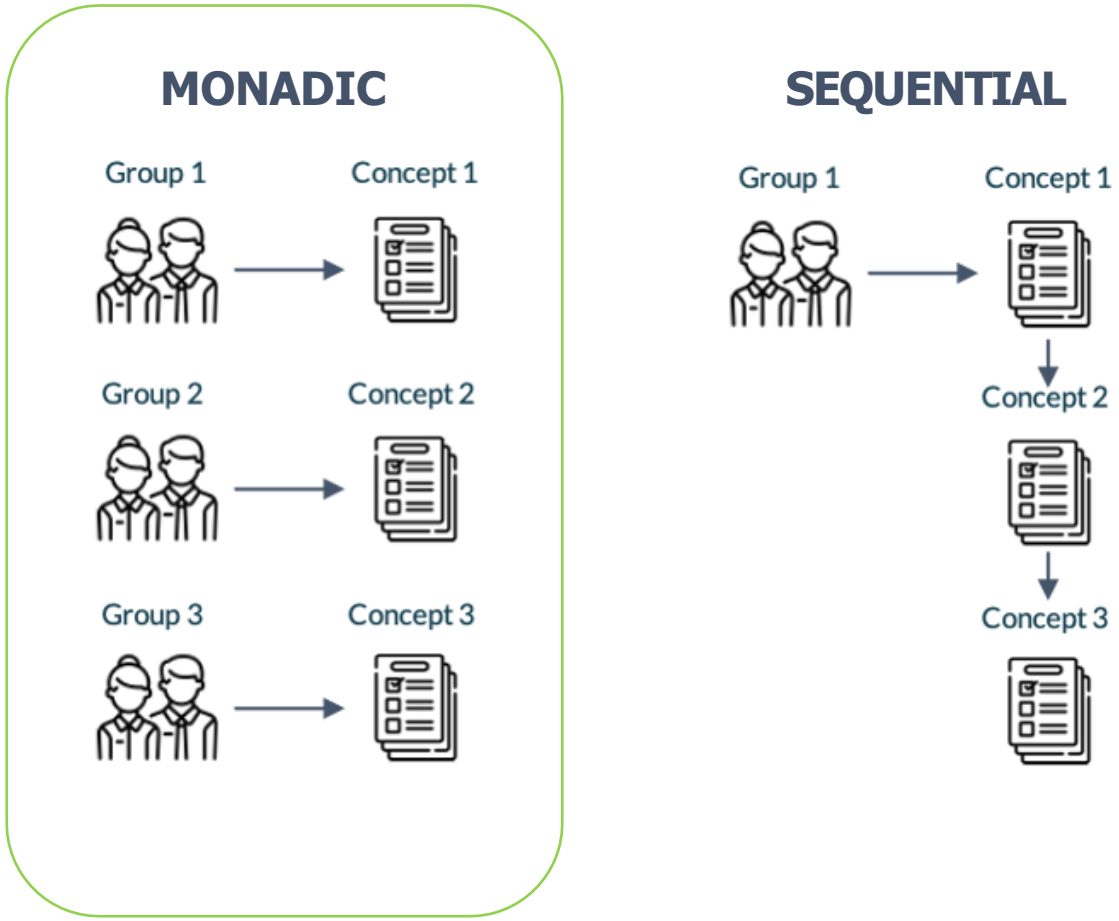
Ad #3 – Ember – 15s

Ad #4 – Starbucks – 30s

Combined Waves

Groups 1 to 16
N=2,000

Research Design



For this experiment we ran what's known as a **monadic** test. This is where we create multiple variants of a piece of content that we want to test (i.e. A vs B) and we show each variant to a different group. Each group will have the same profile (i.e. proportion of age, gender, etc). Using a monadic design allows us to test whether one design variant outperforms another. In this case, we'll be testing whether an ad in 1 environment (i.e. UGC) performs better or worse compared to another (e.g. premium video).

Thank You

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