


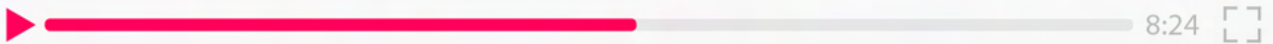


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# SINGAPORE Video Trends 2022



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# INTRODUCTION

**Video consumption habits across Singapore and Asia are changing rapidly. This presents both challenges and opportunities for broadcasters and publishers to reach new audiences and generate engagement with consumers.**

In March 2022 we surveyed over 1000 consumers in Singapore to find out how they watch video - which platforms they are using, which devices they are using and most importantly, what content they want to see.

In this report, we've used this information to help inform your video production and distribution strategies.

Singapore is among the most technologically advanced nations in the world. Consumers are tech-savvy and early adopters.

In 2020, online streaming overtook traditional TV viewing for the first time. Consumers across all demographics are adopting a 'new normal' of watching video - which comes with the ability to watch across any device, at any time and in any place.

We also have the continued rise of social media platforms. In 2021, Singapore had approximately 5 million social media users, among a population of around 5.5 million.

Social platforms are evolving beyond purely social networking tools to entertainment and video destinations. The interactive and communal aspect of social media now enhances the viewing experience for consumers, as they are able to discuss and connect with others in real-time.

We want to offer guidance in tailoring your content strategy across all your online channels, maximizing the potential of video to grow your audience, generate engagement and drive revenue.

**We hope you enjoy reading!**

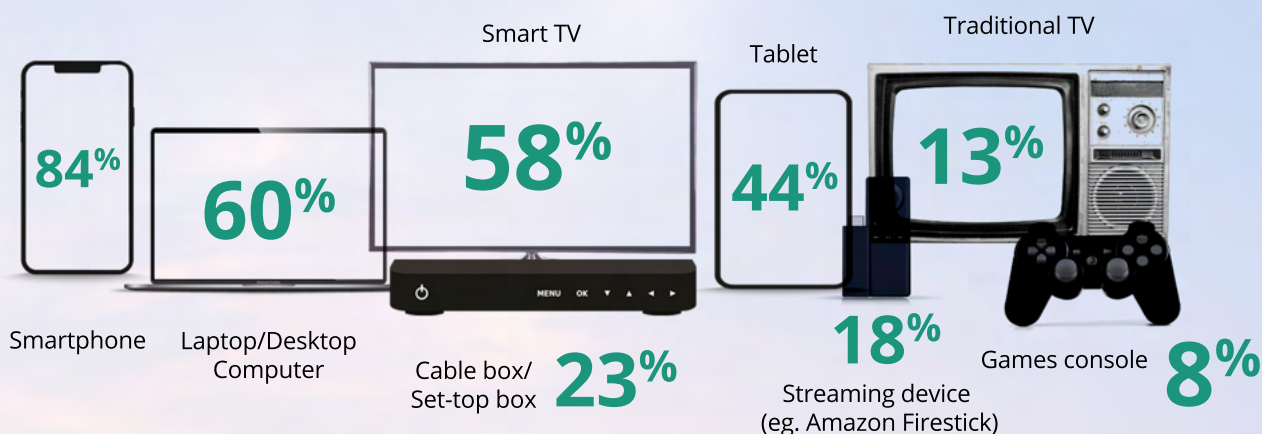


**Elliot Renton**  
EVP and Head of APAC, Grabyo

# WHICH SCREEN?


Consumers in Singapore are digitally-advanced and have been quick to adopt new technology and video services. In 2020 online streaming consumption overtook broadcast TV consumption, which is reflected in which devices Singaporeans are choosing to watch video today.

## Which devices do Singaporean consumers use to watch video?

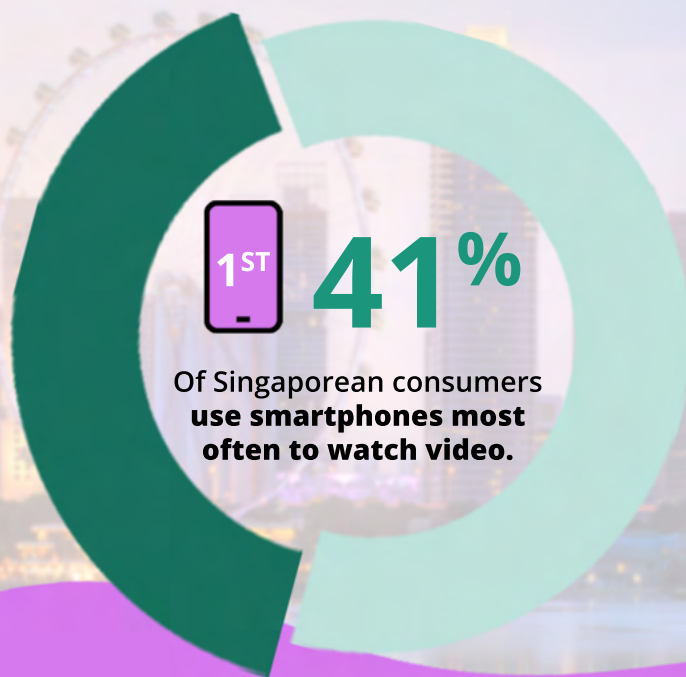


## Which devices do they use most often to watch video?

72%   
say smartphones are in their top three most-used devices for video

50%   
say smart TVs are in their top three most-used devices for video

46%   
say laptops/desktop computers are in their top three most-used devices for video



## TAKEAWAYS

1. Smartphones are the leading device in Singapore - mobile video must be a core component of your video strategy
2. Digital video and streaming devices are the most popular - invest in tools that allow you to deliver high-quality video over the internet
3. Singaporeans access video over multiple devices - ensure you are delivering video to every screen and platform

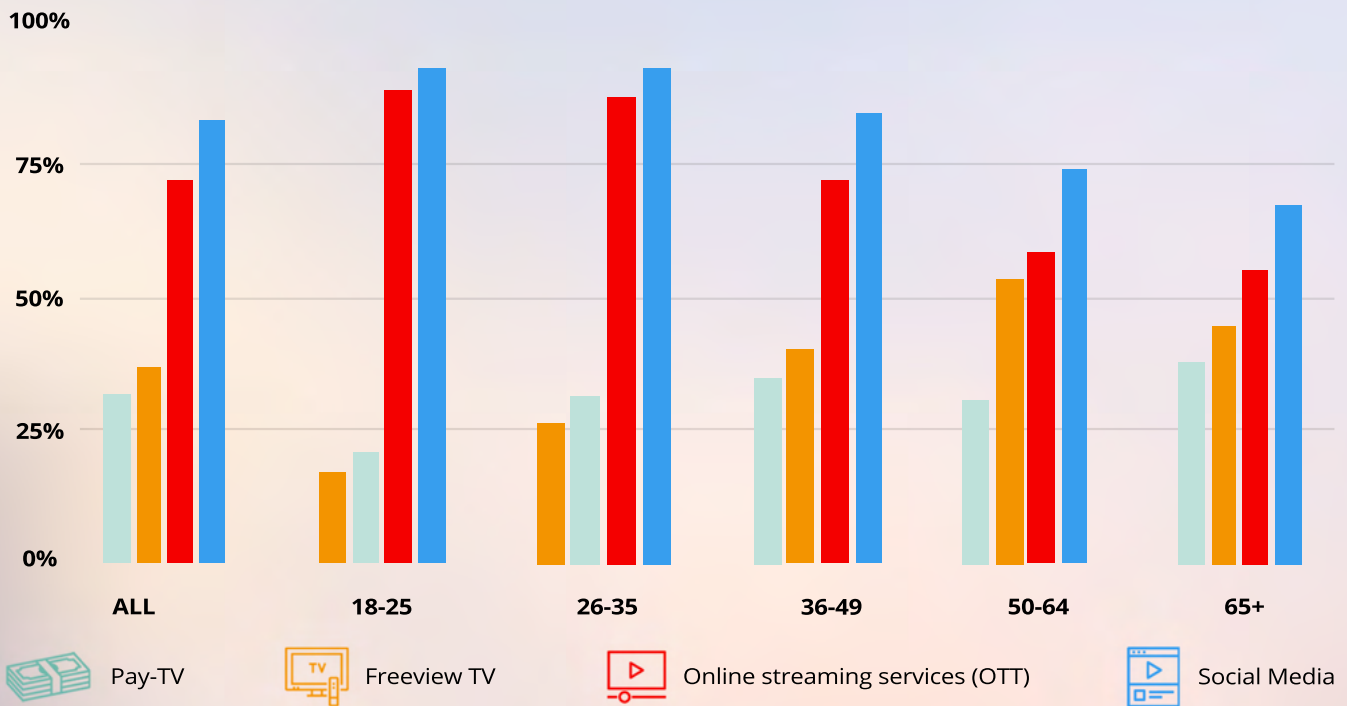


# WHICH PLATFORM?

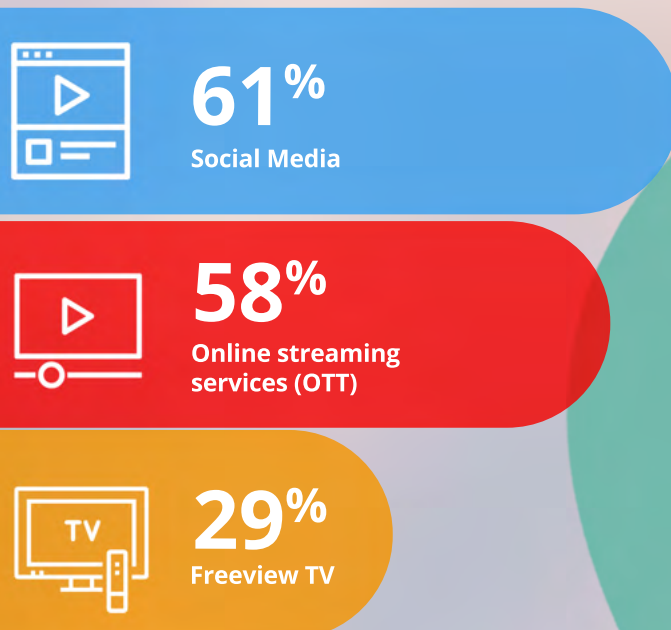


Social media has evolved from a social networking tool into an entertainment destination across Asia, and Singaporeans across all demographics report using social media most often to watch video. Streaming - be it free-to-access or paid OTT services, is now dominant across the city-state.

## Which platforms are Singaporean consumers using to watch video most often?



## Which platforms are Singaporean consumers using to watch video most often?



### TAKEAWAYS

1. Social media video must be centerfold in your video distribution strategy, you must repackage or reoptimize all of your content for these platforms
2. Creating bespoke, social-first content will help to set you apart - lean into the interactive nature of these platforms for live social video
3. Explore sponsorship and advertising opportunities, leverage your social audience to deliver additional value and exposure for brand partners

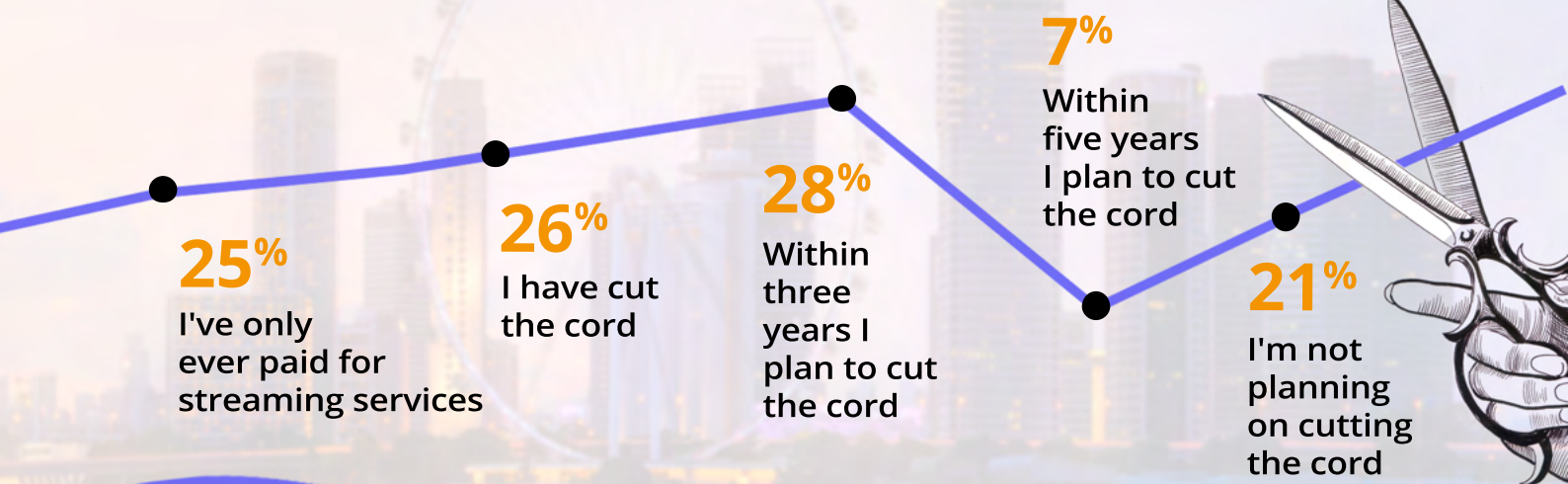
# THE VALUE OF VIDEO

The accessibility and flexibility of streaming has Singaporeans looking to abandon pay-TV subscriptions in favor of OTT services and ad-supported video on social media platforms. Only one-fifth of consumers remain completely loyal to the traditional pay-TV model.

## Which video services do Singaporean consumers pay for?



## Are they looking to cut the cord and stop paying for broadcast TV services?\*



## TAKEAWAYS

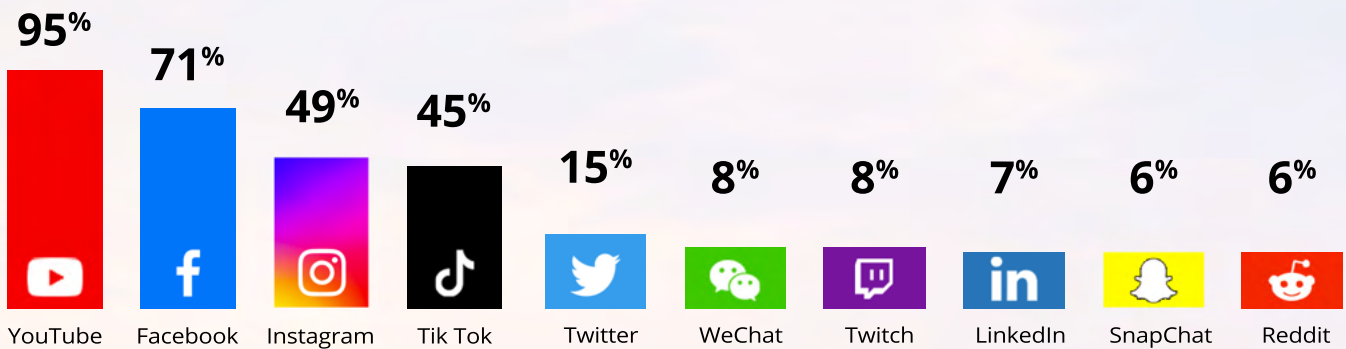
1. Digital video consumption is top of mind for consumers in Singapore today - they want the flexibility to watch video across multiple devices beyond the TV screen
2. Over the next five years you should look to invest in providing digital video services - be it ad-supported (AVOD), subscription/paid services (SVOD) or pay-per-view (PPV)
3. Older demographics are increasingly using streaming platforms more than pay-TV - tailor your content to engage a broad range of consumers

\* Data included only from consumers who pay/plan to pay for video services

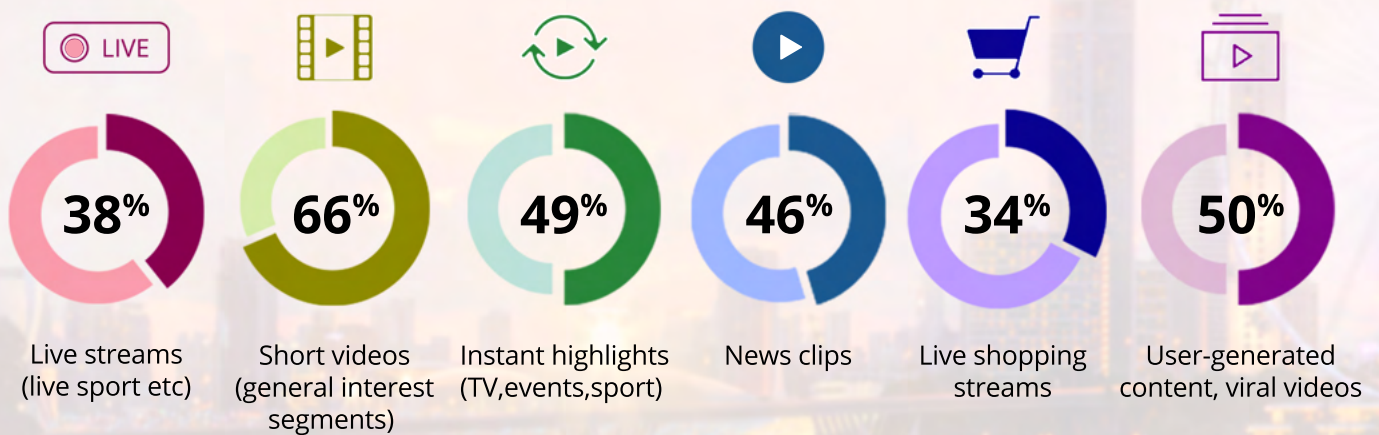
# SOCIAL MEDIA

Social media platforms have become the primary destination for consumers looking to watch video. From live streams to special interest videos and highlight clips, consumers across all demographics are logging on to multiple social platforms to consume video daily.

## Which social platforms do Singaporean consumers use to watch video?



## Which types of content do they want to watch on social media from broadcasters and media publishers?



## TAKEAWAYS

1. Live social video continues to rise in popularity - you should experiment to discover which formats resonate with your audience to capitalize. It's inexpensive and easy to try
2. Half of consumers use social media to keep up with live events - speed and quantity are key, even at the expense of production value, which isn't expected on these platforms
3. Over one-third of Singaporean consumers are watching live shopping streams - consider how to combine your marketing with live video



# HOW GRABYO CAN HELP

Produce digital and social content from anywhere.

Using our cloud video platform, you can produce and distribute live streams and real-time video to every major social, digital, OTT and broadcast platform. Collaborate in a remote workflow, and publish at speed.



Generate revenue from video using our native integrations with all major social media platforms. Create branded content, sponsor takeovers and deliver more value to your brand partners.

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