

Would Consumers Prefer to Have Ads on Video-on-Demand Services?

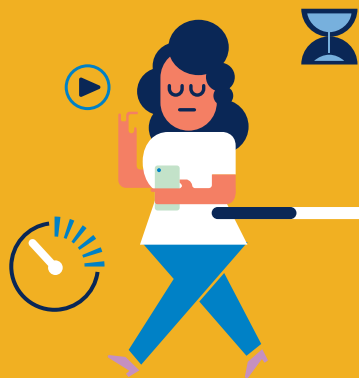
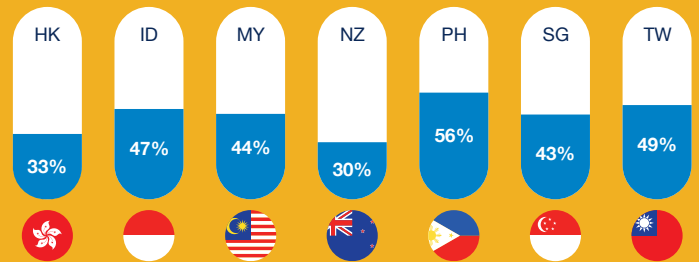


Consumers are undecided about ads in VOD services ^[1]



However, there are differences around Asia Pacific

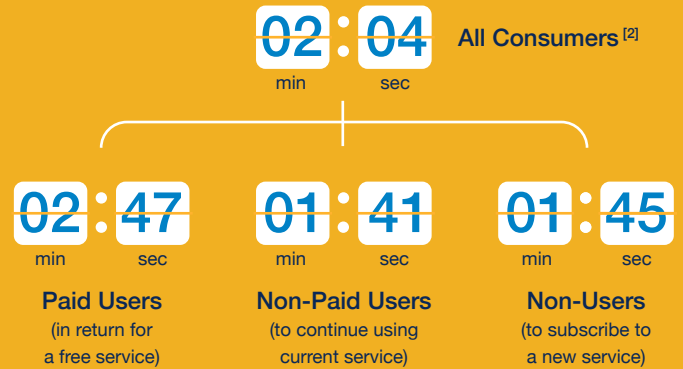
% who say they are open to seeing ads if VOD service is cheaper/free ^[2]



Consumers would tolerate two minutes of ads in a one hour VOD programme

Paid users would potentially tolerate more

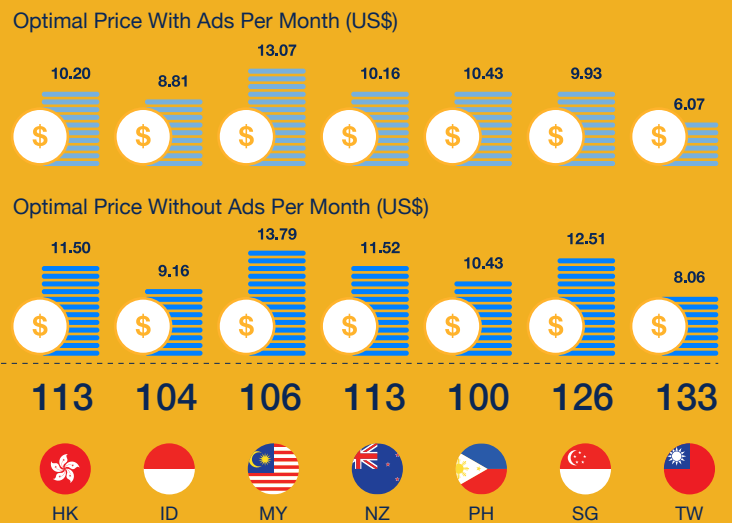
Total length of ads consumers would tolerate



The premium consumers are willing to pay for an ad-free VOD service varies by market

Van Westendorp's Price Sensitivity Meter

Index (without ads vs. with ads)



[1] Average Among Paid Users, Non-Paid Users and Non-Users in Hong Kong / Indonesia / Malaysia / New Zealand / Philippines / Singapore / Taiwan
[2] Average of Paid Users, Non-Paid Users and Non-Users