

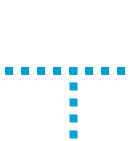










# APAC Regional Trends Broadcast & Media Industry Developments

Ana-Claire Bernardes, Senior Analyst, IABM

# Macroeconomic Highlights

Asia remains a dynamic region compared to a challenging world economy

											
Real GDP growth, %	World	Asia	AEs	EMDEs	China	Japan	India	Korea	Australia	ASEAN	PICs
2022	3.4	3.8	1.8	4.4	3.0	1.1	6.8	2.6	3.7	5.7	1.0
2023	2.8	4.6	1.6	5.3	5.2	1.3	5.9	1.5	1.6	4.6	3.9
Revisions since Oct. 2022 WEO	0.1	0.3	-0.4	0.4	0.8	-0.3	-0.2	-0.5	-0.3	-0.1	-0.4
2024	3.0	4.4	1.7	5.0	4.5	1.0	6.3	2.4	1.7	4.9	3.6
Revisions since Oct. 2022 WEO	-0.2	-0.2	-0.2	-0.2	0.0	-0.3	-0.5	-0.3	-0.1	-0.2	-0.1

Sources: World Economic Outlook

# Macroeconomic Highlights

China's economy is boosting Asia's growth



**70%**

Of the global growth in 2023 will be contributed by China



**10%**

Is the average annual growth rate of China over the last 30 years



**US\$19.4 trillion**

Is China's 2023 GDP, up 8.1% from the previous year

Sources: IABM, IMF

# Macroeconomic Highlights

China's economy has been boosted by a five-year plan for growth and innovation

1.

Fiscal incentive

2.

Core expertise

3.

Digitalization

4.

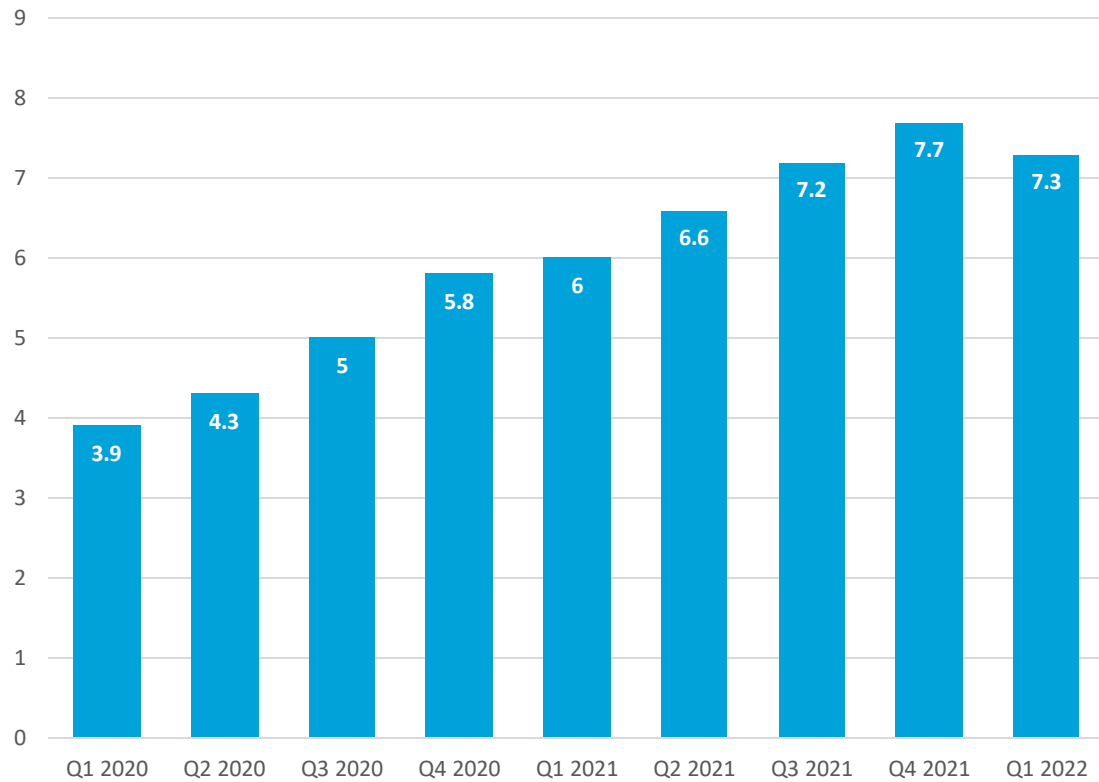
Tech self-reliance

Sources: IABM, ADB

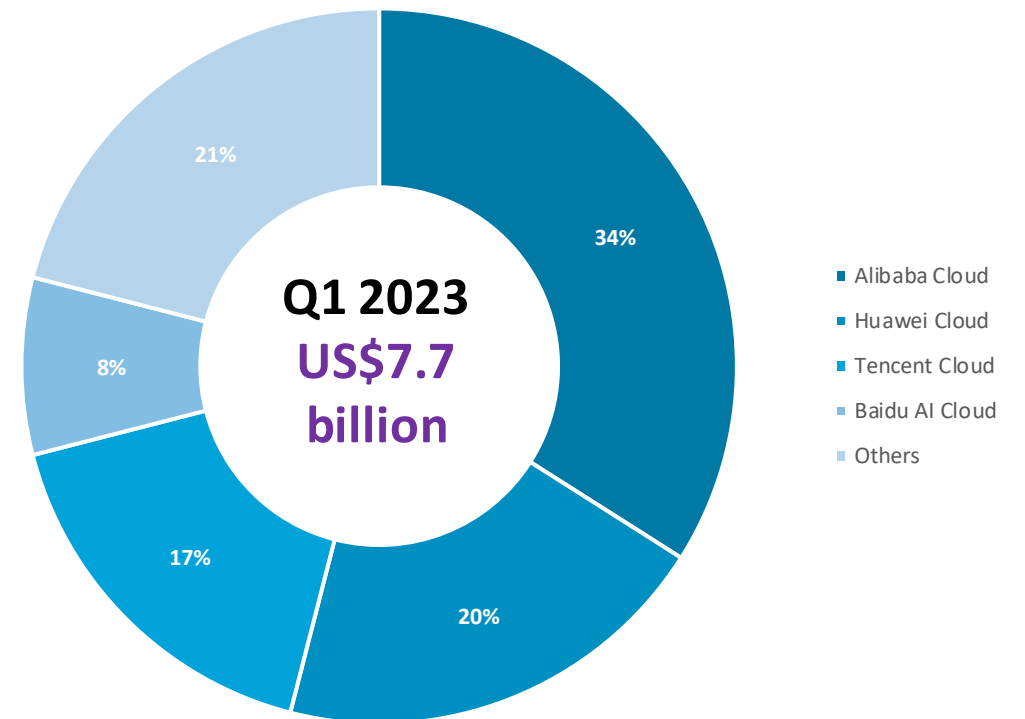
# Macroeconomic Highlights

China's cloud service spending has grown to US\$7.7 million in Q1 2023

China cloud infrastructure services spend, Q1 2020 to Q1 2022 (US\$ billion)



China cloud infrastructure services spend, Q1 2023



Sources: IABM, Canalys

# Media Market Fundamentals

Asia enjoys a solid telecom infrastructure

1. Internet penetration

2. Median download speed

3. Smartphone adoption

4. Interest of 5G consumers

Sources: IABM, Digital 2022, GSMA, Datareportal

# Media Market Fundamentals

## Fixed broadband market in APAC



**FTTH is the leading broadband technology**



**Fiber deployment and the demand for fast and reliable internet connection increased APAC's customer base to 596.5 million as of year-end 2022**



**Fixed broadband service providers earned \$82.83 billion in subscription revenues**



**Broadband networks can increasingly be used to provide video services**

Country	2022 Broadband Subscribers (000)
China	392,899
Japan	44,759
India	34,662
South Korea	23,321
Vietnam	20,417
Thailand	14,041
Indonesia	13,231
Thailand	14,041
Philippines	11,554
Australia	7,953
Malaysia	3,406
Pakistan	2,983
Hong Kong	2,636
New Zealand	1,559
Singapore	1,426

Sources: IABM, S&P Global

# Media Market Fundamentals

South Korea and China currently lead the Asia 5G race

Top countries' 5G network adoption scores

Country	Network Coverage & Speed	Progress on 5G trials	Robustness of 5G policy
South Korea	High	High	High
China	High	High	High
Japan	Medium	High	High
Singapore	Medium	Medium	High
Hong Kong	Medium	Low	Medium
New Zealand	Low	Medium	Medium
Australia	Low	Medium	Medium

2022

2023

## APAC mobile adoption key milestone

- Over 100 million 5G connections
- Over 75% smartphone adoption
- Over 45% mobile internet penetration

- 2 billion 4G connections
- 1.3 billion mobile internet subscribers
- 60% mobile adoption

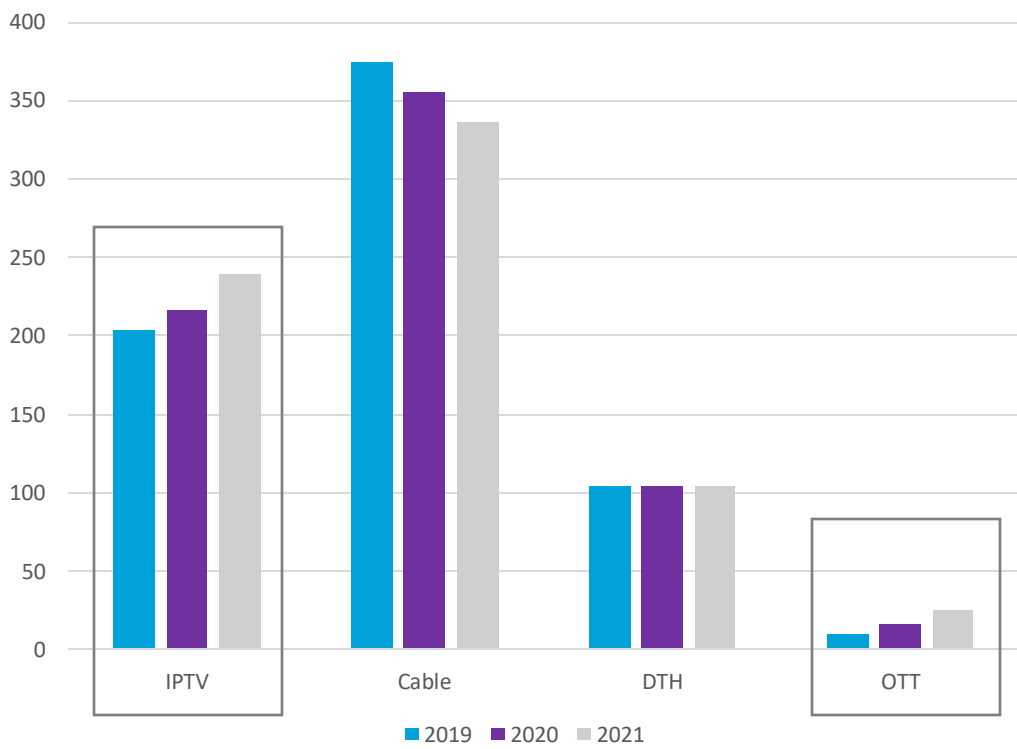
Sources: IABM, National telecoms regulators and ministries, Ookla, The Economist Intelligence Unit, GSMA



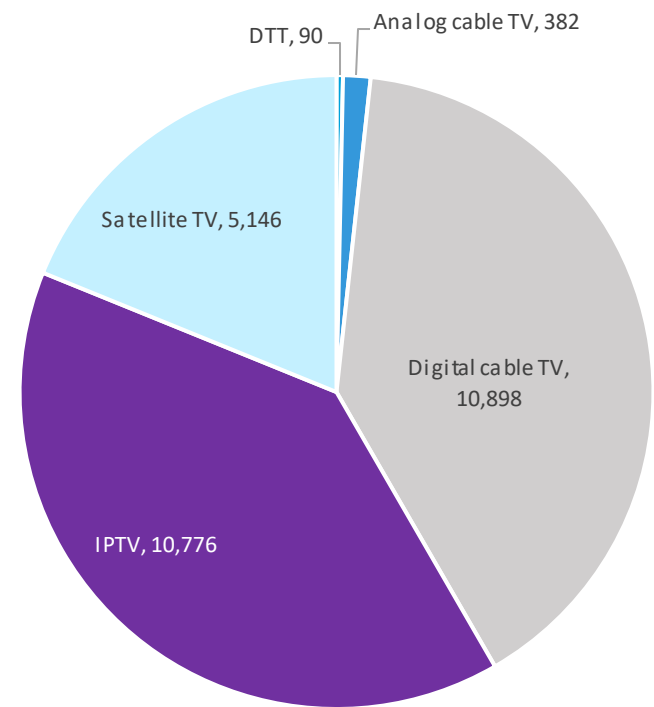
# Media Market Fundamentals

On-demand content consumption is growing steadily

Number of Pay-TV subscriptions in APAC by distribution platforms (million)



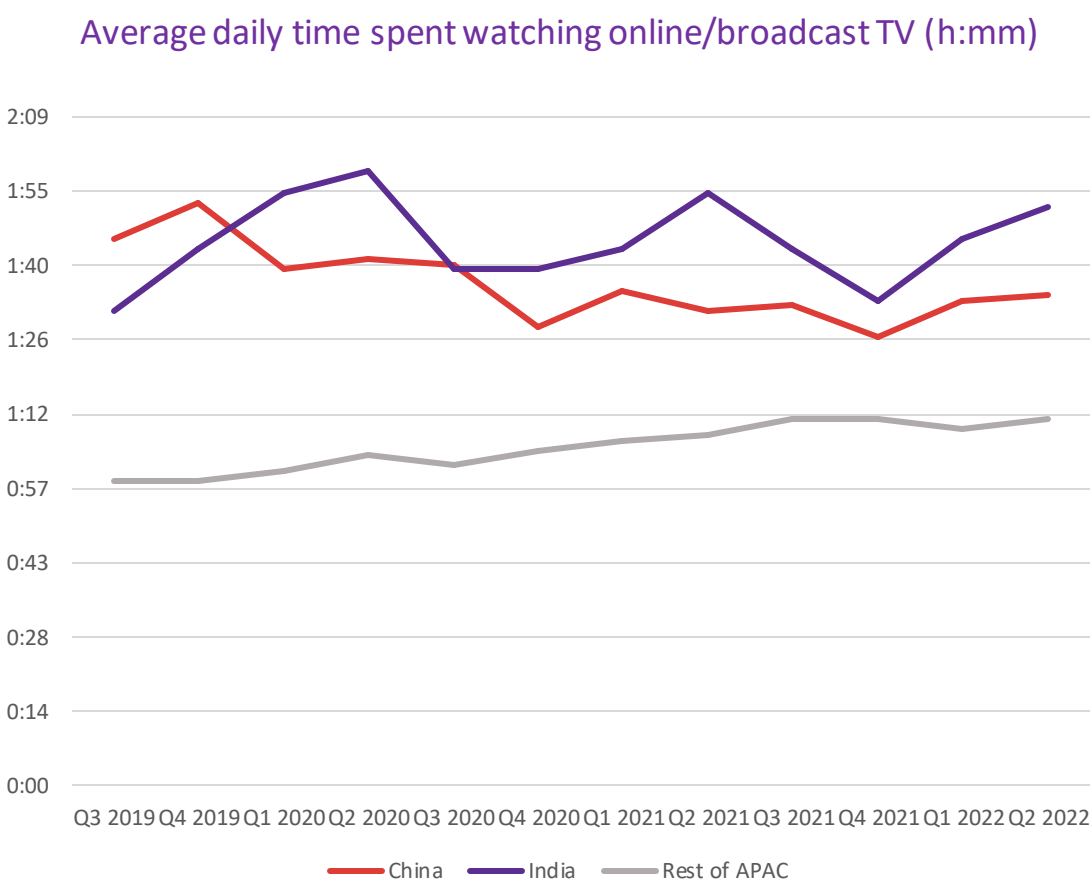
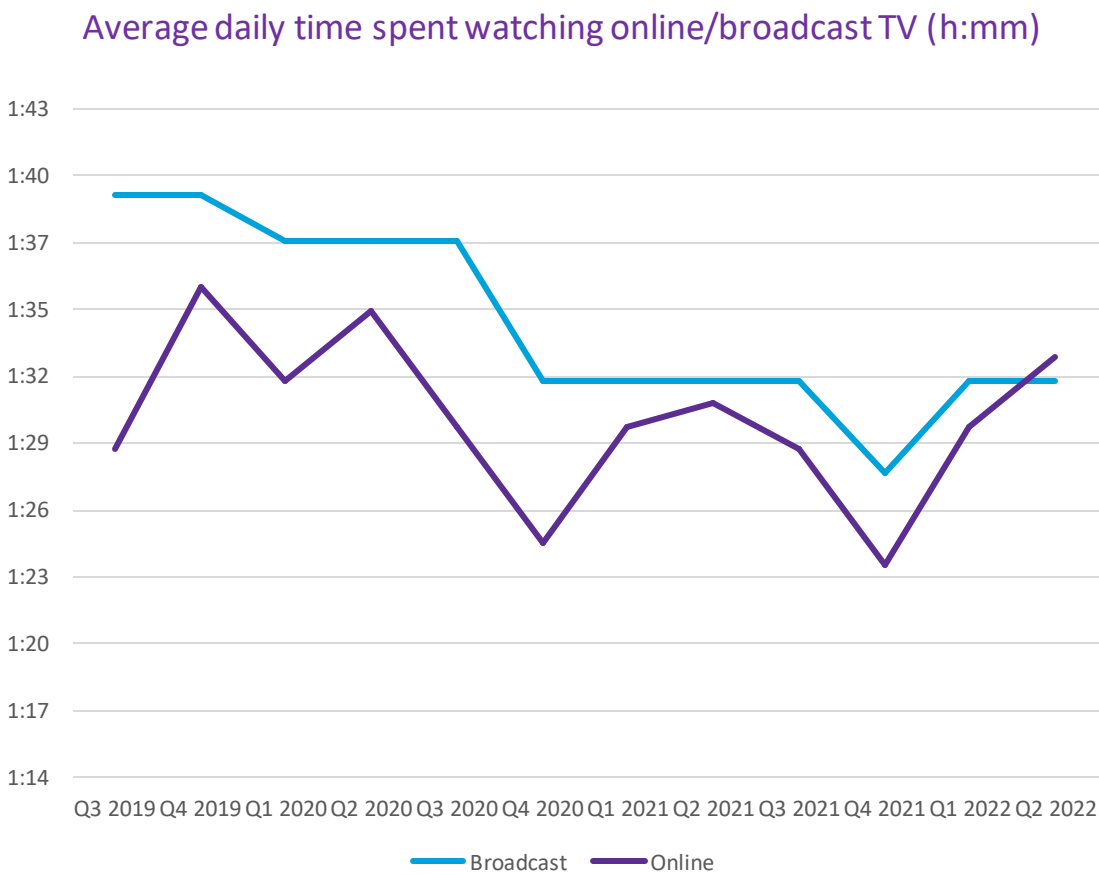
Pay-TV revenue by platforms, in 2022 (million)



Sources: IABM, Dataxis, Digital TV Research

# Media Market Fundamentals

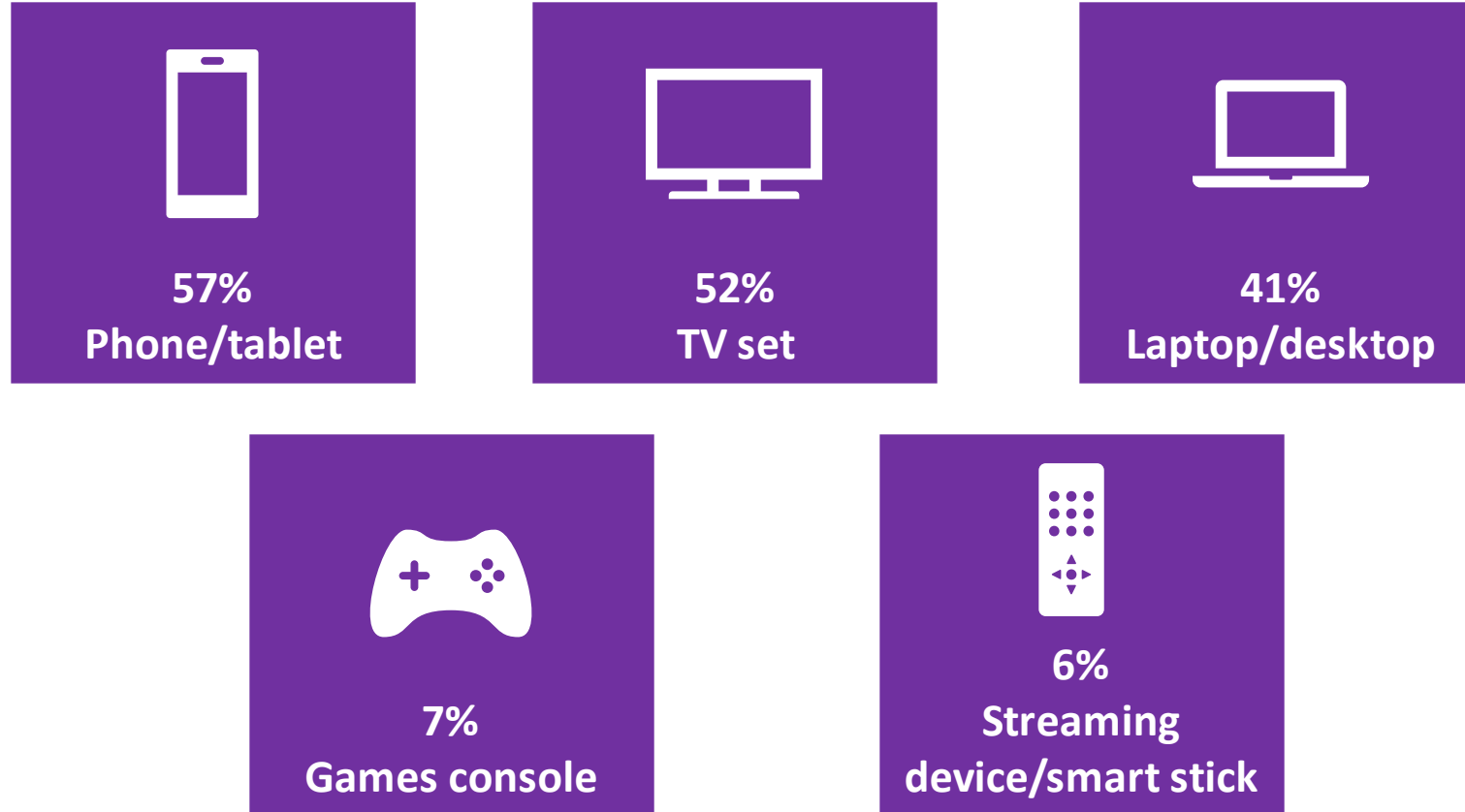
Time spent watching online TV has overtaken broadcast in APAC



Sources: IABM, GWI

# Media Market Fundamentals

Streaming is taking place across a variety of different screens

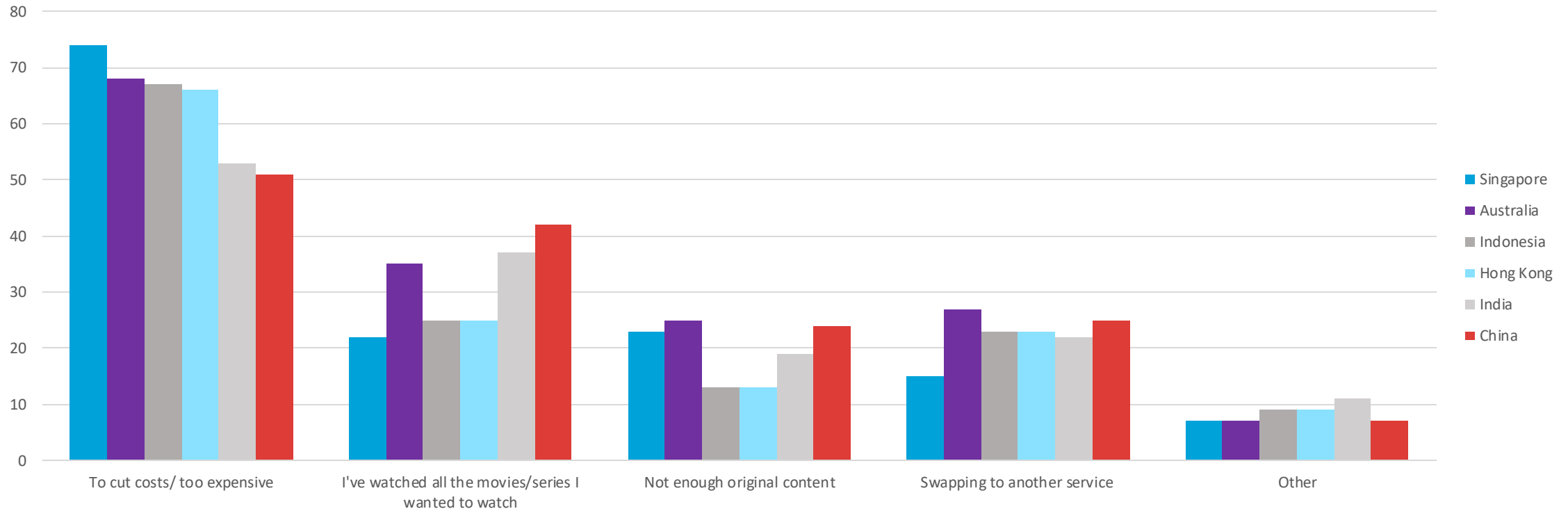


Sources: IABM, GWI

# Media Market Fundamentals

## Cutting costs is consumers' number one reason for cancelling streaming subscriptions

Reasons consumers are cancelling streaming subscriptions, 2022, %

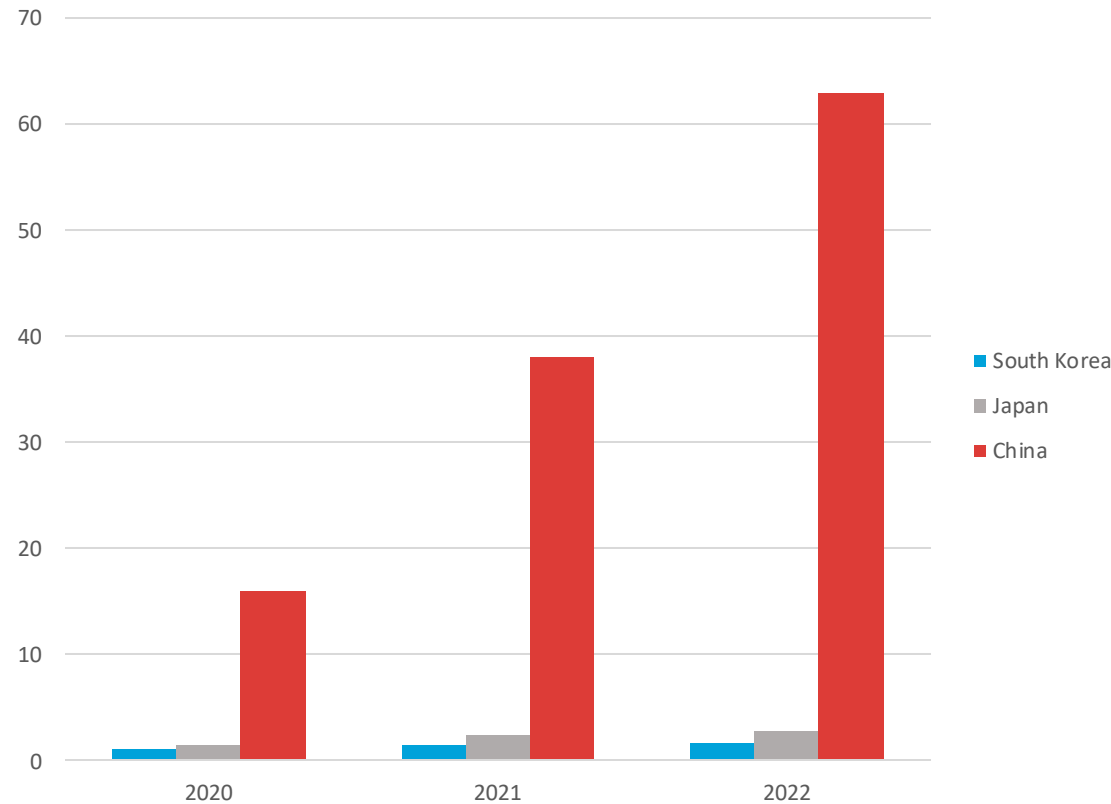


Sources: IABM, YouGov

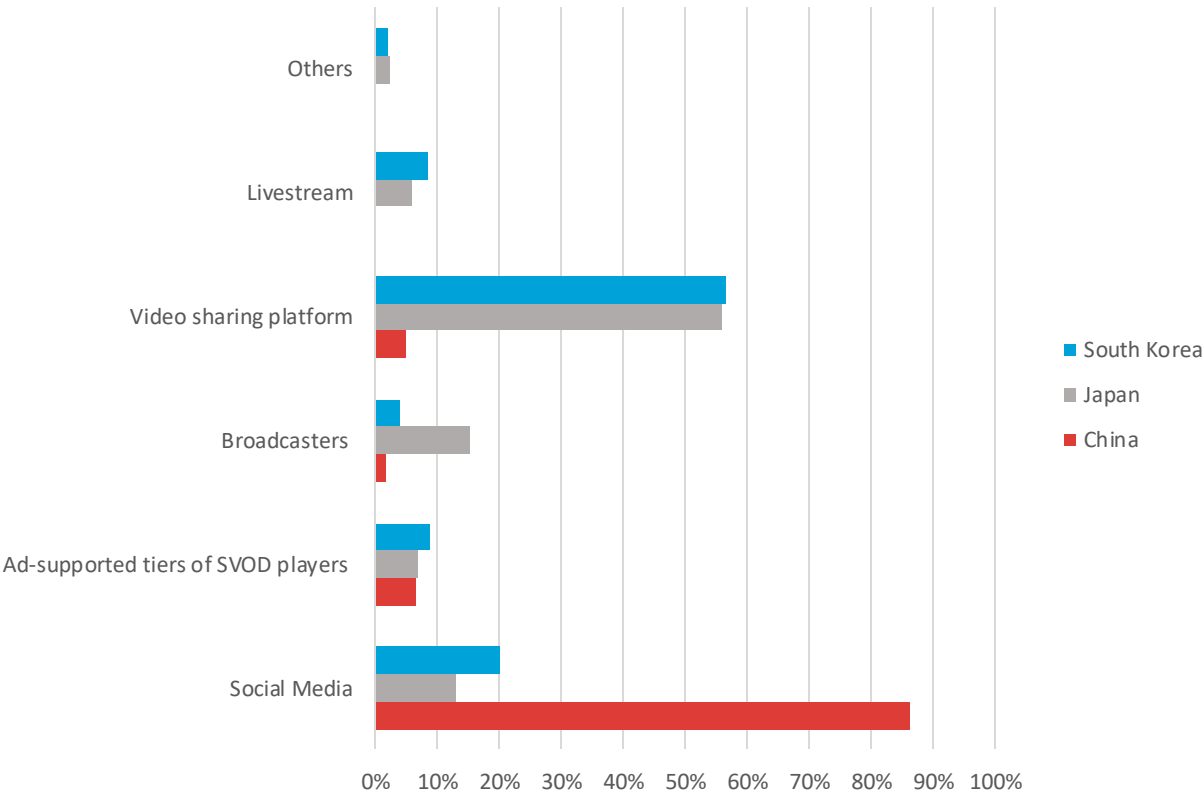
# Media Market Fundamentals

## AVOD dominance in China

AVOD revenues by country (billion USD)



2022 AVOD revenues split by typology

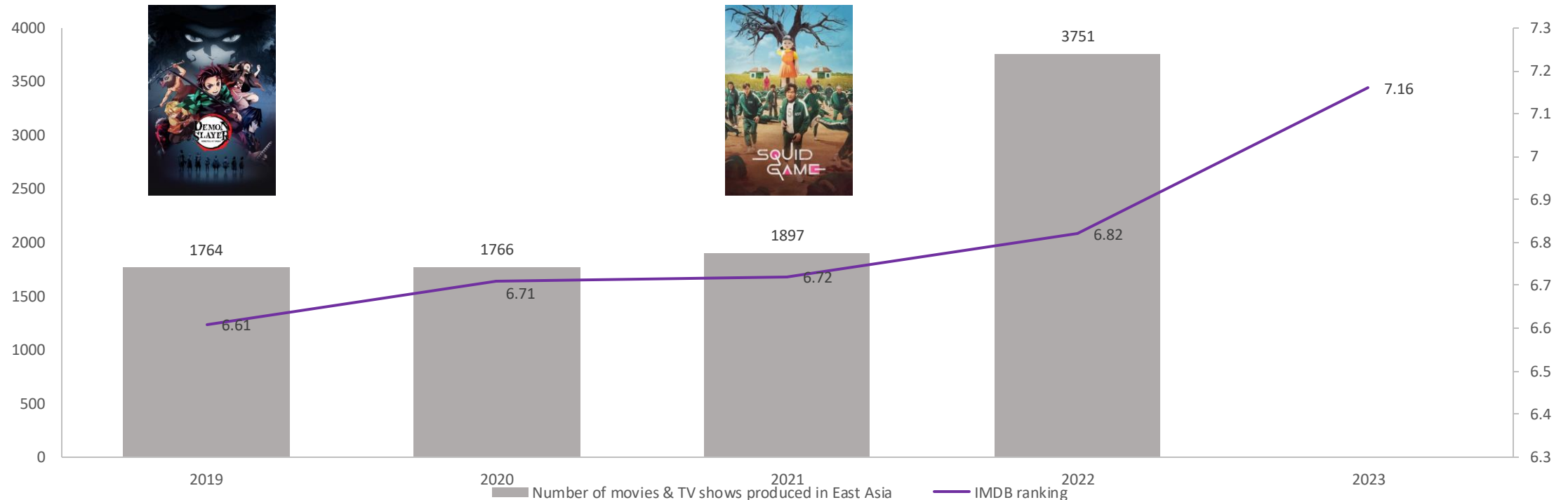


Sources: IABM, Datisis

# Market Trends

Popular Asian shows on streaming services are expanding the awareness of Asian culture

IMDB ratings & number of movies and TV shows on Justwatch.com produced exclusively in East Asia



Sources: IABM, JustWatch

# Market Trends

China is raising the game with its digital efforts

China emerging startups  
ranking out of 100,  
specialist in broadcast or  
mediatech

<b>HuoMao TV</b> E-sports platform	<b>4rd</b>
<b>iQiyi Sports</b> Sports media & news	<b>18th</b>
<b>Canaan Tek</b> 5G-enabled semiconductor	<b>21st</b>
<b>Baijiayun</b> Cloud-based live broadcast software	<b>31st</b>
<b>Baofeng TV</b> Internet smart TV	<b>35th</b>
<b>Shenzen Thunderbird Network Technology</b> Internet TV services	<b>72th</b>
<b>Kuyun Interactive Technology</b> Consumer data platform for television & media companies	<b>85th</b>

Sources: IABM, KPMG

# Market Outlook

## Key trends takeaways

### Digital technology

**The region has embraced digital technology and developed strong expertise in tech such as AI enabling advanced data analytics**

### Cloud implementation

**In parallel with the digital economy expansion, cloud implementation represents impressive investments to support data storage needs**

### Cultural dominance

**The region is enjoying a period where many countries (South Korea, Japan, India, China, etc) are gaining wider visibility of their culture with large investments made for local content**

Sources: IABM



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# THANK YOU!!!

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