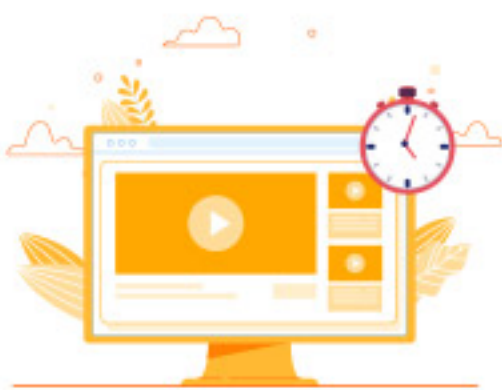


IS VIDEO CONTENT REALLY KING?

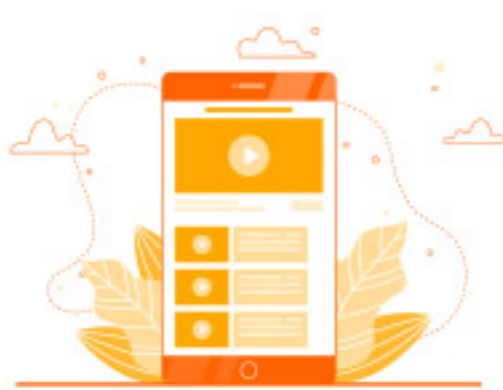
According to Social Media Week, 82% of online traffic will be dedicated to videos. Nearly 85% of users in Southeast Asia watch online videos every day to do anything from brushing up on personal skills to discovering new brands. But is this true for Malaysia as well? Well let's take a look:



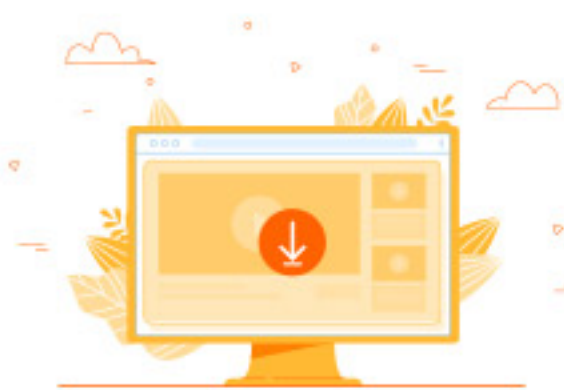
98% of Malaysians watch videos online (vs 92% globally)



56% watch online videos every day



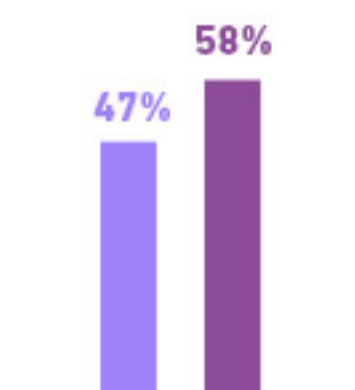
95% watch on mobile



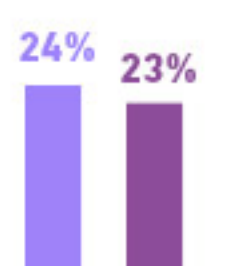
77.6% watch & download videos compared to other online activities

What do Malaysians watch online?

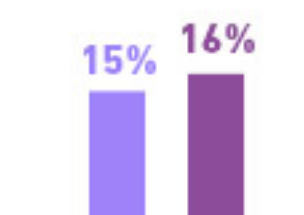
■ MALAYSIA ■ GLOBAL



Stream TV content



Watch live streams of others playing



Watch e-sports tournaments

What video types/genres are popular among Malaysians?

- Lifestyle videos
- Long form video content as it builds on story and emotion
- Entertainment like music videos, how-tos, movie trailers, comedy sketches, and movies

YouTube is the most popular social media platform

93%

Malaysians watch videos on YouTube

80 mins

Malaysian's average YouTube session (the global average is 40 minutes)

96%

Believe YouTube Ads more watchable. The audience are already watching videos so they are open to viewing ads as well

In conclusion, video content is very popular in Malaysia as a majority of users use it as their main form of entertainment and do not mind watching video ads. With spend in Malaysia on digital video ads hitting USD\$65 million in 2019, brands need to start looking into branded video content or advertising in order to effectively capture the attention of audiences.

Sources:

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