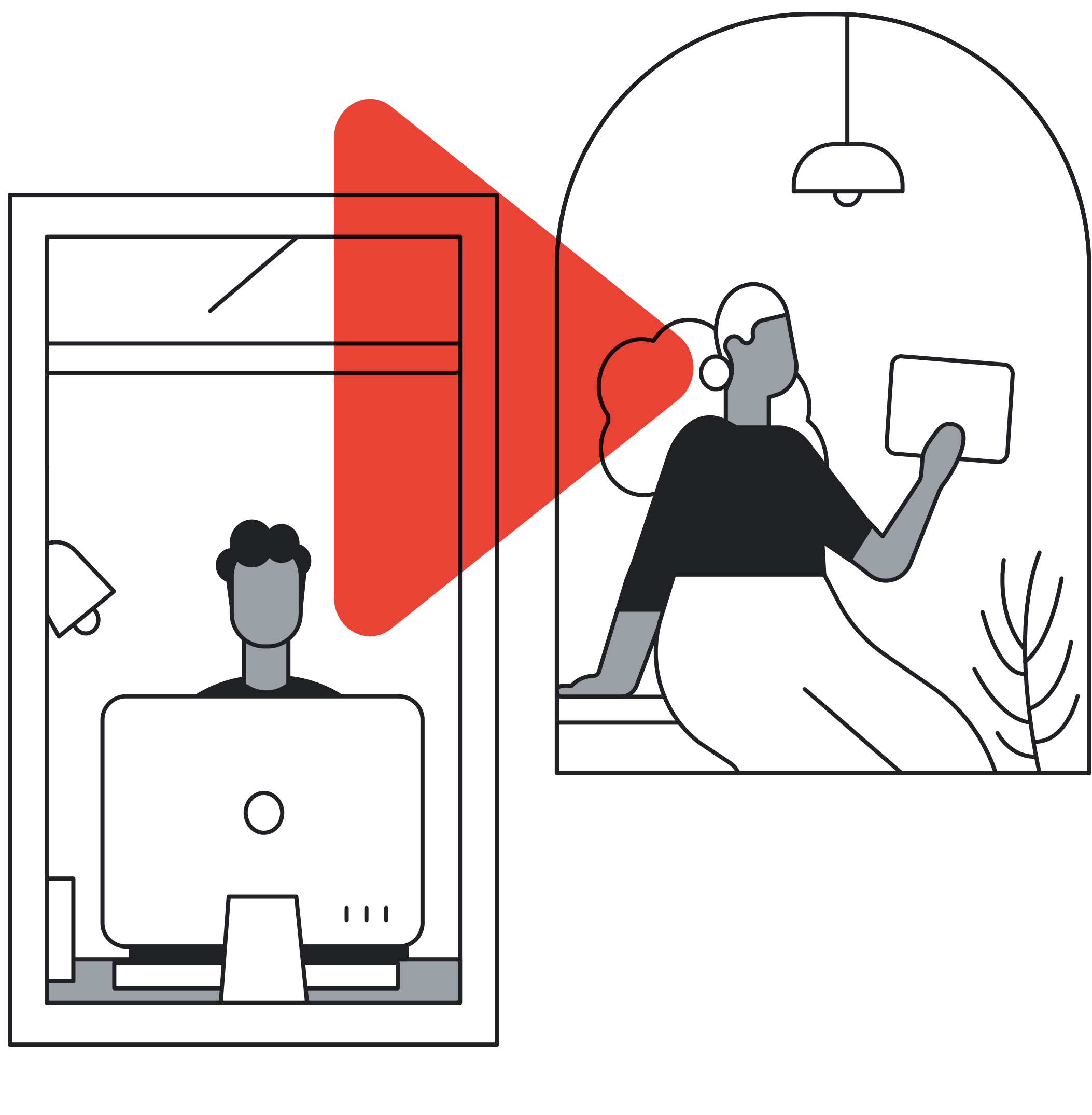


There is something for everyone: What are people in Southeast Asia watching online?

Across Southeast Asia (SEA), more and more people have turned to YouTube to bring their offline passions online.

Here, we dive into the insights from across the region to uncover the latest video consumption habits of viewers and take a look at how brands and advertisers can use these insights to better connect with audiences as they settle down to watch their favorite content.



Just uploaded: People are selective about what they watch



From live concerts and Ramadan prayers to yoga lessons and learning new skills, audiences at home rely on YouTube content creators to upload fresh content across every screen and every need.

Whether it's a new game review, stories of hope and happiness, ways to study, clean, cook, or simply to #stayhome #withme, people are curating the videos they choose to watch online to suit their preferences.

Recommended: Online video watch time is on the rise

People are turning to online videos to satiate their curiosity or keep themselves entertained.

People in the Philippines have increased the amount of time they've spent watching videos on YouTube by 50%.¹ And they are just one of the many countries in the region that have witnessed a year-on-year increase.

↑50%

Total watch time growth in the **Philippines** in the past year

What's trending?

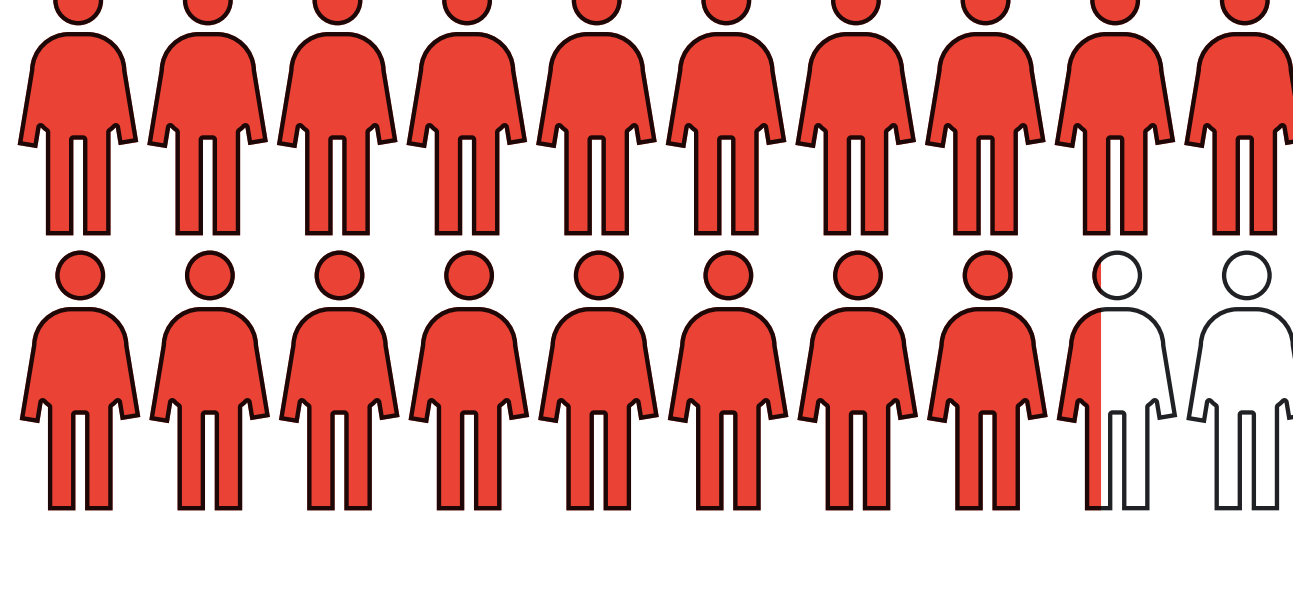
Everyone is going digital, regardless of gender, age group, religion, or interest group. Brands and content creators today have a huge digital canvas to engage with audiences as more people go online.



>93M

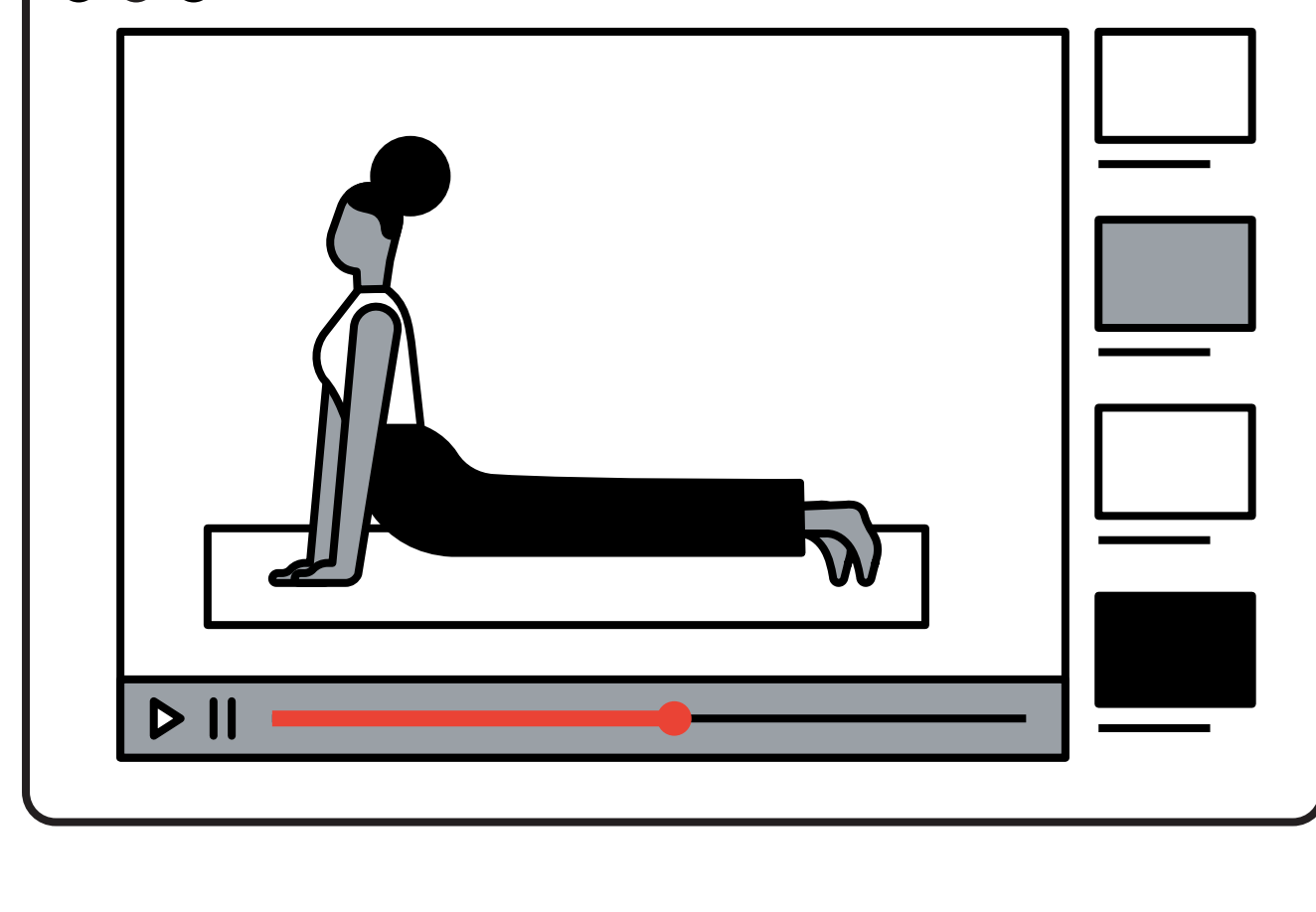
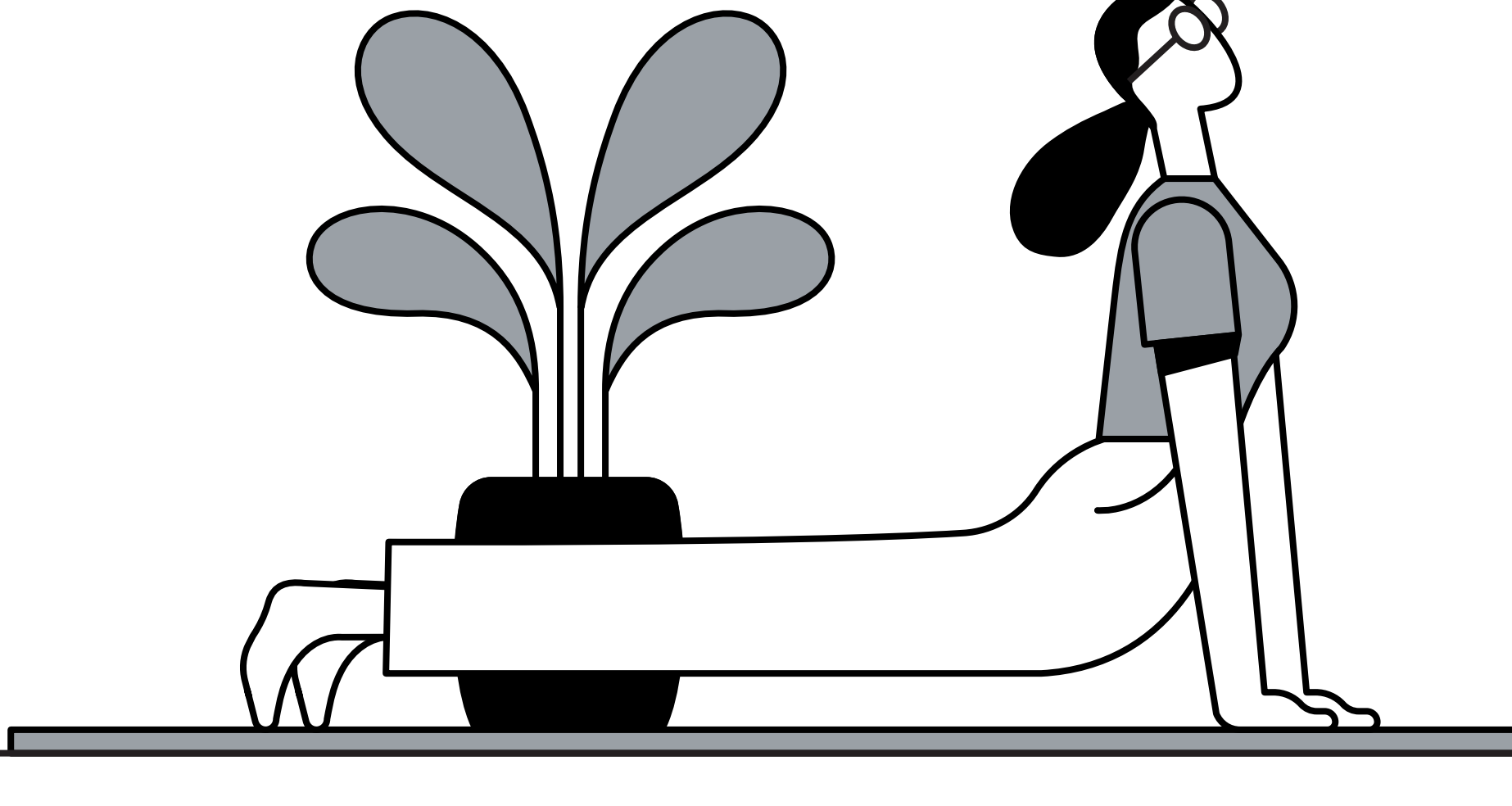
YouTube reach among Indonesian adults in April 2020

YouTube has reached more than 93 million Indonesian adults in April 2020 – accounting for 91% of the adult population that is online.²



reaching **91%** of the adult population that is online

Explore something new



Beyond entertainment, many people are turning to YouTube videos to discover their passions through personalized, interesting, and engaging video content. From music videos by top artists, to fitness workouts, there is content for everyone!



Thailand

90% growth

In time spent watching comedy movie videos⁴

Vietnam

> 4x

Increase in watch time for Multiplayer Online Battle Arena (MOBA) videos³

Philippines

> 3x

Increase in watch time for fitness videos⁸

Malaysia

Doubled

The time logged watching consumer electronics videos⁶

Singapore

More than triple

Time spent watching computer hardware videos⁷

Indonesia

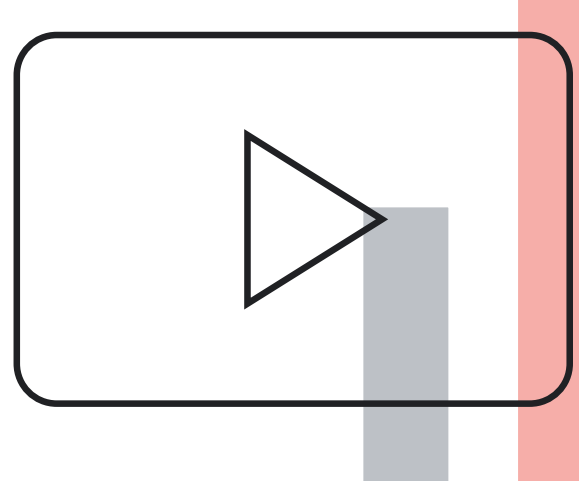
1.3x growth

In YouTube searches for “drama Korea”, “Korean drama”, and “drakor”⁵

Across the region, there is a growing appetite for a wide range of video content. Voracious video consumption is spurring brands to become more adventurous in exploring different formats to reach new users.

Hit the like and subscribe buttons

People are eager to watch the latest content from their favorite creators by actively subscribing to YouTube channels to receive notifications as new content is published.

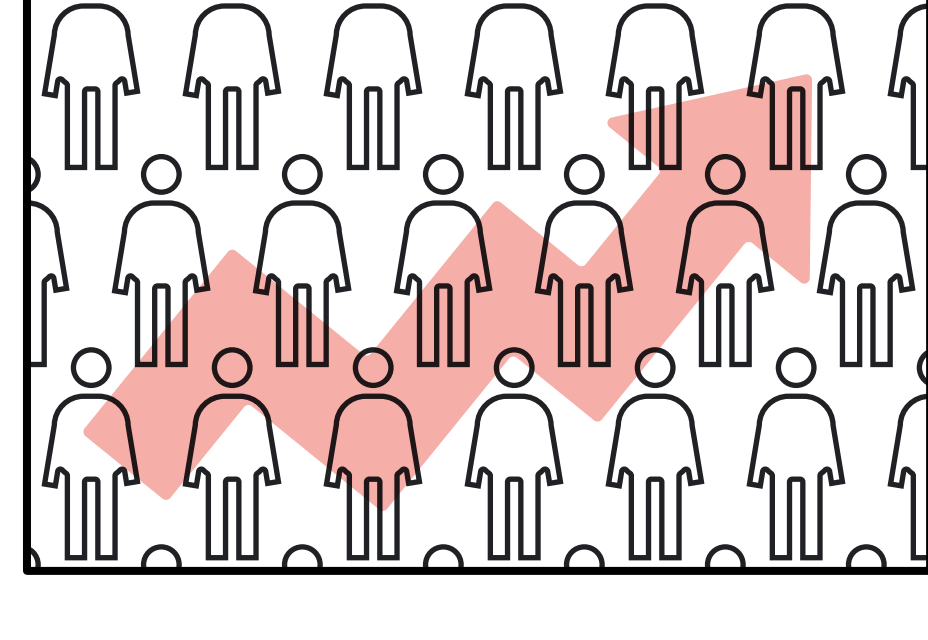


>450
channels

There are more than **450** Thai channels with more than **1 million** subscribers on YouTube.⁹

Brands should plan their content pipeline by factoring in people's demand for staying engaged with content creators.

Tips for delivering personalized experiences for audiences



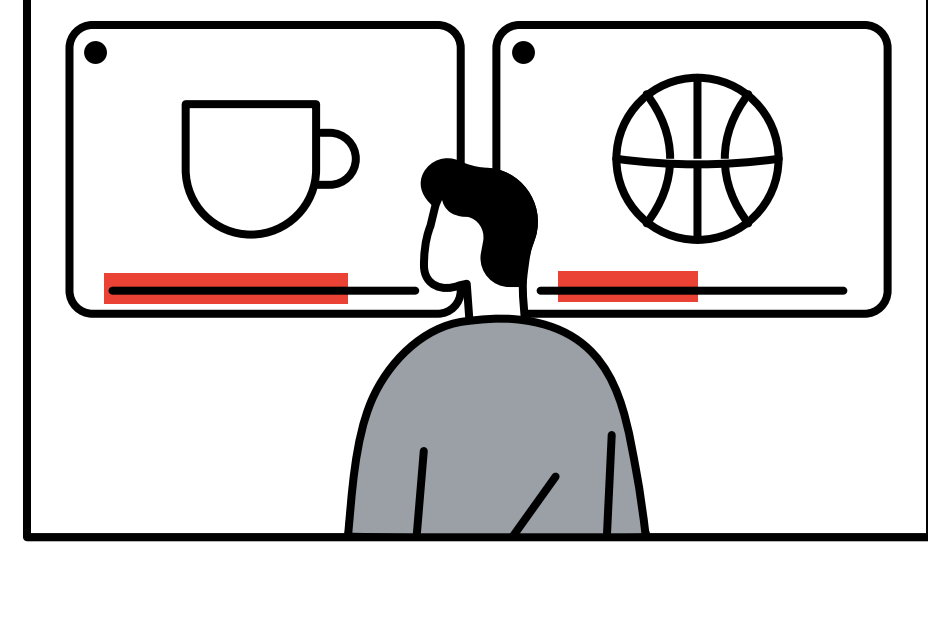
Tap on the growing digital population:

SEA countries have a growing online population for brands to engage with.



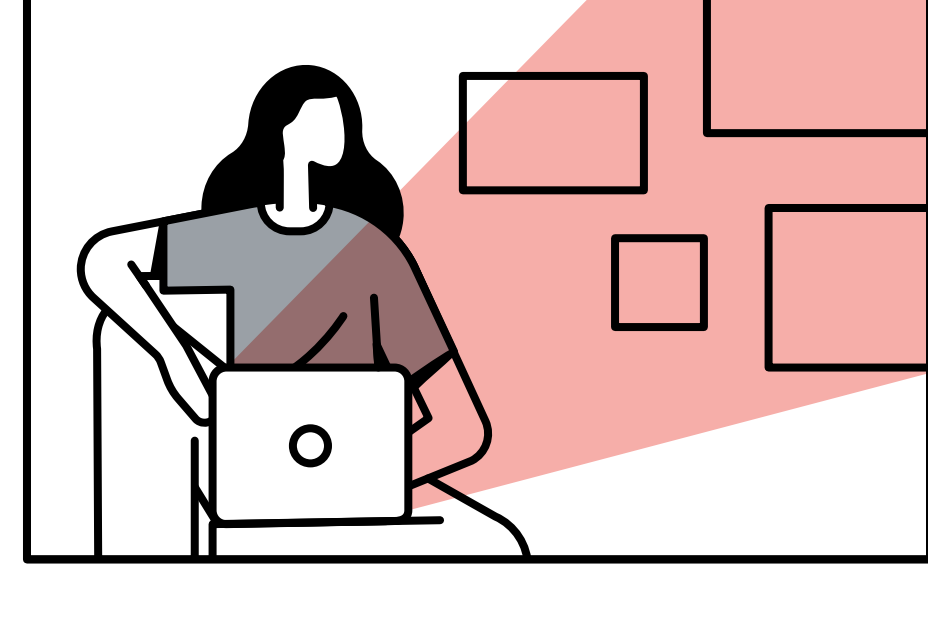
Reach out to every category of consumer:

With more people consuming video content today, brands can leverage a single platform to reach audiences across different demographics.



Feed the growing appetite for different video categories:

People are interested in a diverse range of video content – creating opportunities for brands to explore different content formats.



Continue to stay engaged:

Consumers are increasingly looking out for a steady stream of the latest content from their favorite channels.

Sources

¹ Google Data, The Philippines, June 2020.

² Comscore VMX Multi-Platform, Indonesia, April 2020.

³ Google Data, Vietnam, June 2020 vs. June 2019.

⁴ Google Data, Thailand, Jan.-June 2019 vs. Jan.-June 2020.

⁵ Google Trends Data, Indonesia, March-April 2020 vs. Jan.-Feb. 2020.

⁶ Google Data, Malaysia, April 2019 vs. April-June 2020.

⁷ Google Data, Singapore, June 2019 vs. June 2020.

⁸ Google Data, The Philippines, June 2019 vs. June 2020.

⁹ Google Data, Thailand, June 2020.