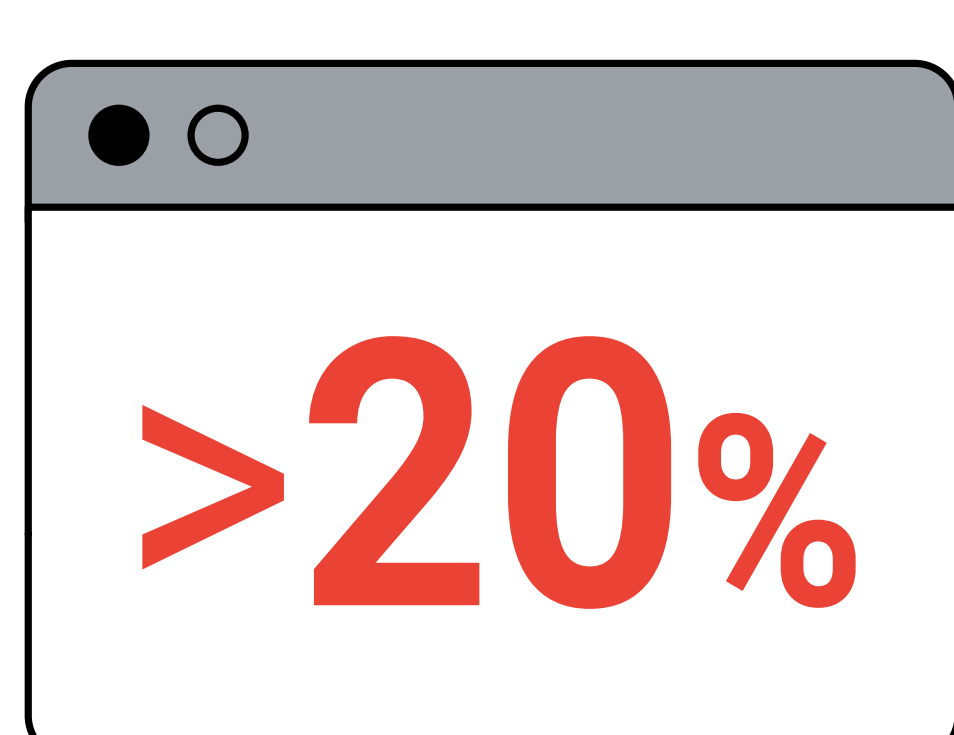


There is something for everyone: What are people in **Thailand** watching online?

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

Thai users like variety in content



YouTube watch time in Thailand grew by **over 20% year-on-year**.¹



There are **more than 450 YouTube channels** in Thailand surpassing 1 million subscribers.²

Most subscribed channels across content type



Workpoint Official
30.5M subscribers



KaykaiSalaider
14M subscribers



GMM Grammy Official
19M subscribers

What's **trending?** on YouTube in Thailand



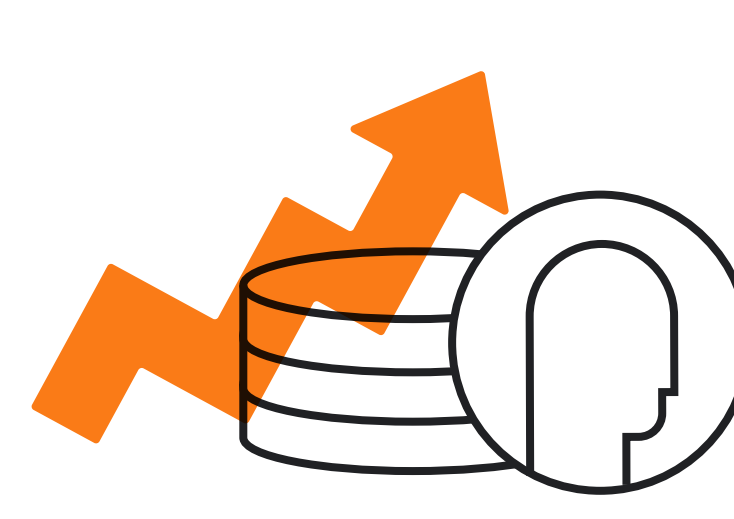
> 70%

Increase in time spent watching home improvement videos³



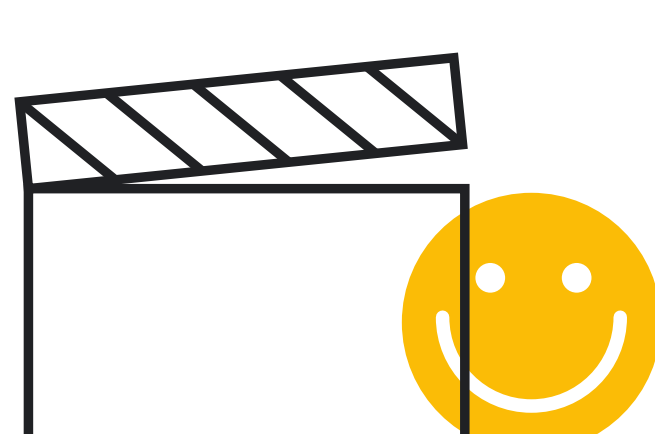
> 80%

Watch time logged for fitness videos⁴



> 70%

Increase in watch time for finance-related videos⁵



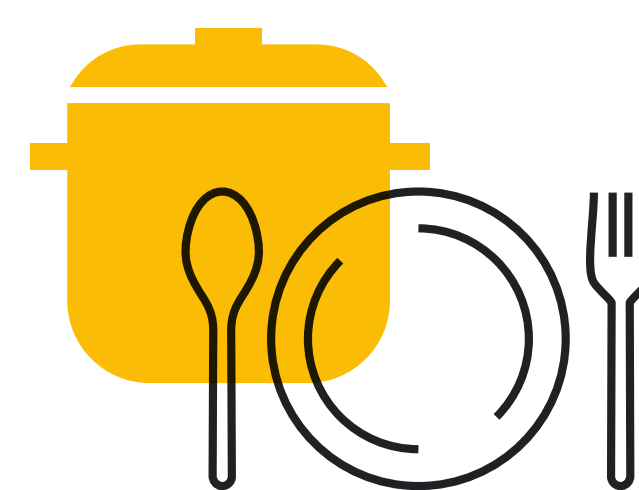
> 90%

Growth in time spent watching comedy movie videos⁶



> 40%

Increase in watch time for consumer electronics videos⁷



> 80%

Growth in searches for cooking videos⁸

Tips for delivering personalized experiences for audiences

- ▶ **Tap on the growing digital population:**
Southeast Asian 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.

*The numbers shown in the trending section are accurate as of June 2020; as compared to same timeframe last year.

Sources:
1,2 Google Data, Thailand, June 2020.
3 Google Data, TH, Jan 20 - Jun 20 vs. Jan 19 - Jun 19.
4,5,6,7,8 Google Data, Thailand, Jan.-June 2019 vs. Jan.-June 2020.