

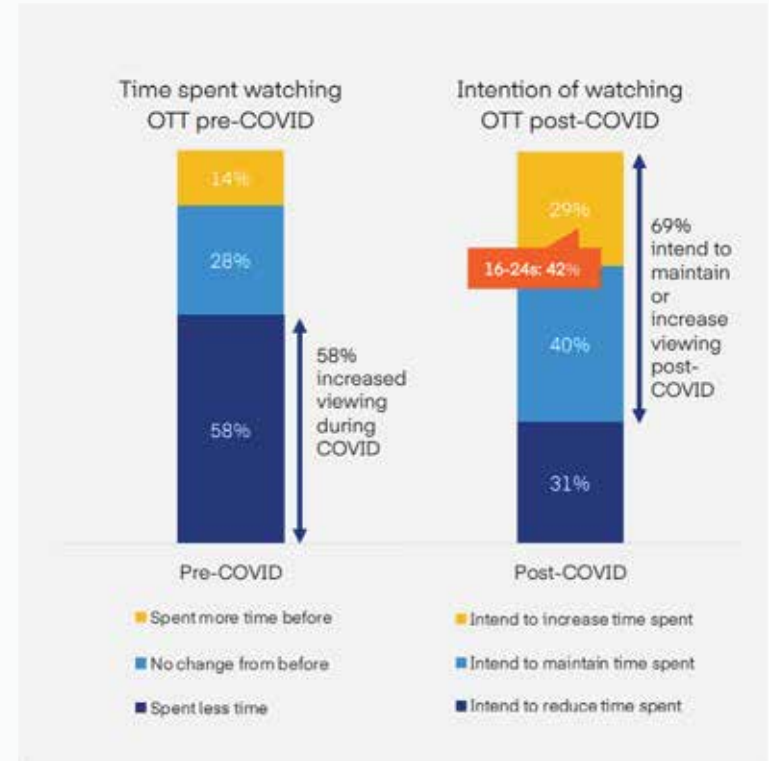
# How to start selling online



# WHAT IS OTT AND WHY IS IT RELEVANT

## OTT is advertising delivered directly to viewers over the internet through streaming video services

The maturity of the OTT scene in Malaysia, within the past 4-5 years alone, including acceleration of digital adoption within the lockdown period since COVID. *58% of Malaysian OTT views reported that they spend more time on OTT platform during the pandemic. 69% intend to maintain or increase their time spent watching OTT post-COVID*



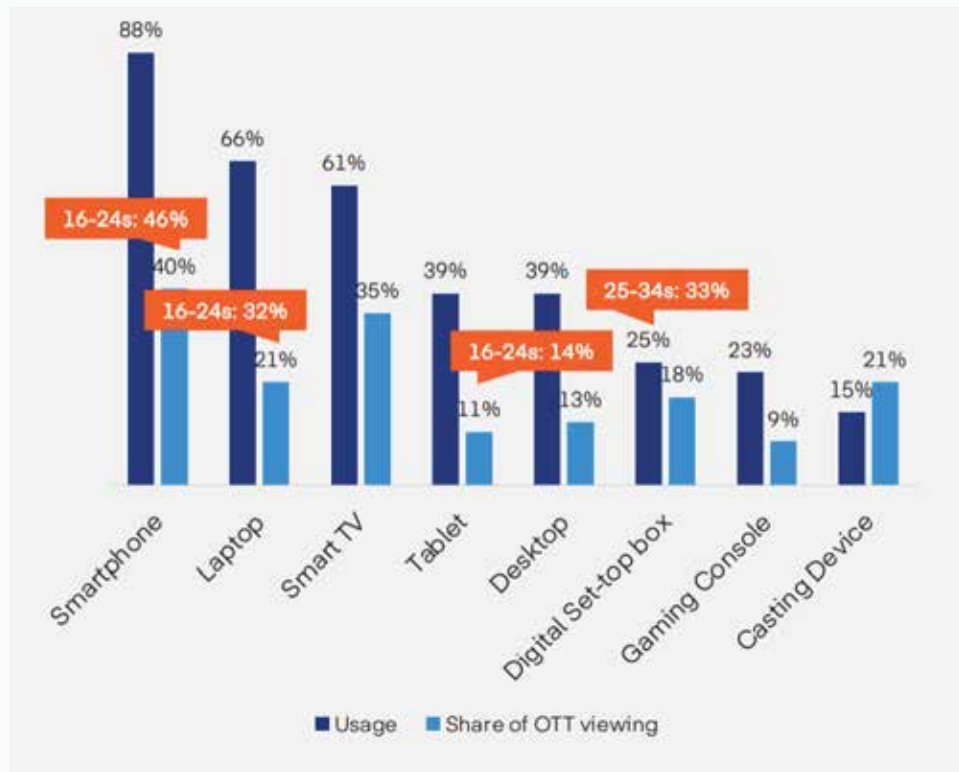
# USAGE OF SHARE OF TIME OF DEVICES USED TO ACCESS OTT

OTT is primarily consumed on smartphone, but Smart TV and multi-devices are on the rise

**88%** of all OTT views use smartphone as one of the device for viewing OTT, followed by laptop and smart TV.

73%

Of OTT viewers in Malaysia use 3 or more devices to watch OTT



# HOW DOES OTT COMPARE TO TV AND OTHER MEDIA CHANNELS IN USAGE

On Average, Malaysian OTT views watch OTT 17 days a month and 2.7 hours per day. Malaysia OTT viewers watch more OTT than traditional TV per (2.5 hours per day)

**2.7 HOURS**

Average hours spent  
viewing OTT per day vs  
Southeast Asia: 2.5 hours

**6.1 HOURS**

Average hours spent  
viewing OTT per day by  
heavier users

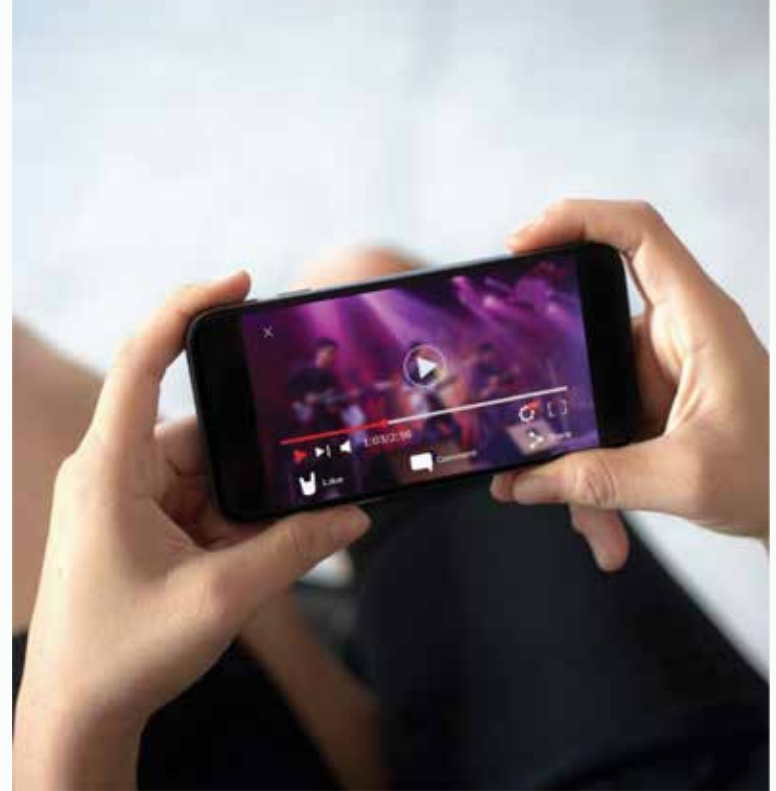
## Frequency VS Usage of Media Channels

Media	Usage	Frequency
OTT	High	Low
Traditional TV	Low	Low
Youtube	High	High
Social Media	High	High

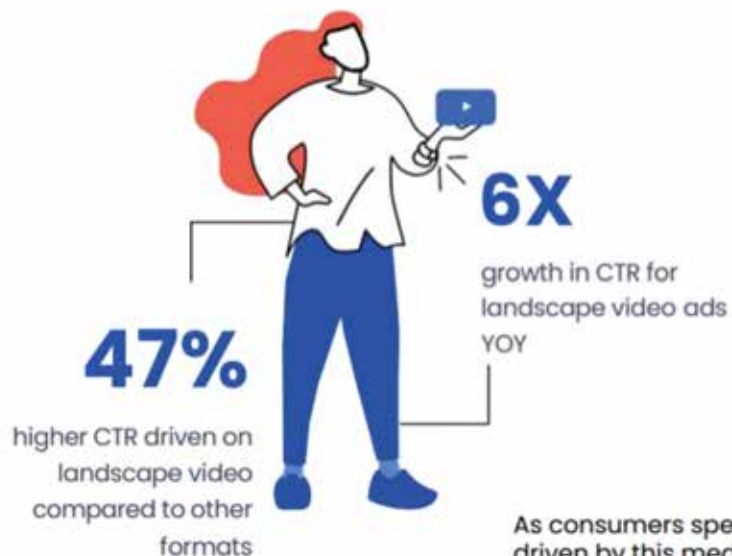
# THINGS TO CONSIDER WHEN ADVERTISING ON OTT

It is critical to do mobile-first. Be it choosing video orientation and dimension, the length of the video, or even reaching the right audiences, there are several critical factors that advertisers need to consider when launching a mobile-first campaign on OTT:

- Getting Orientation Right: Landscape Video & Vertical Video
- Video Timing Matters
- Maximise Transparency and Brand Safety
- Make your ads relevant



# GETTING LANDSCAPE VIDEO RIGHT



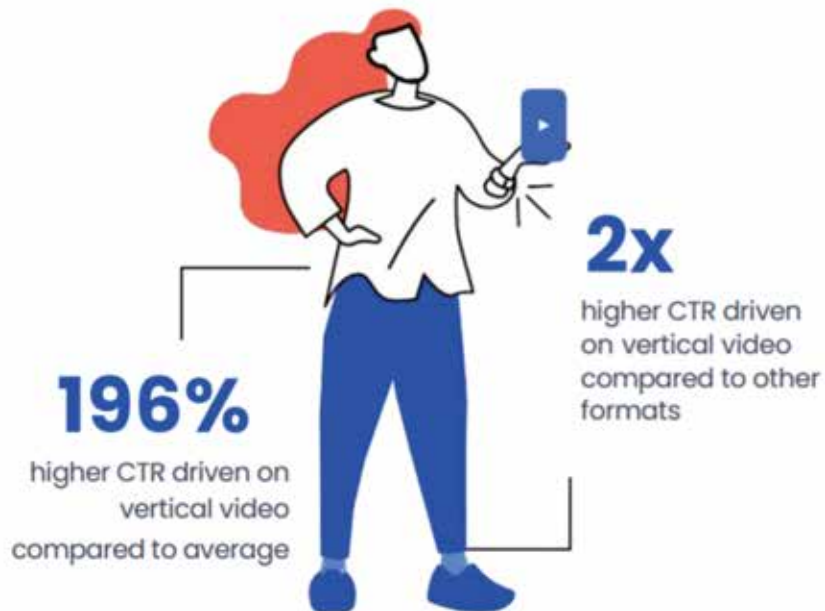
As consumers spend more time on video, we see a consistent growth in the CTR that is driven by this medium. Top advertisers have recognized this trend and have invested heavily on landscape video as it is easy to convert core assets, and simply press play on their campaigns.

## Top Spenders on Landscape Video



# GETTING VERTICAL VIDEO RIGHT

Vertical video have seen an impressive growth in CTR, year on year thanks to the increase in time spent by users.



## Top Spends on Vertical Video



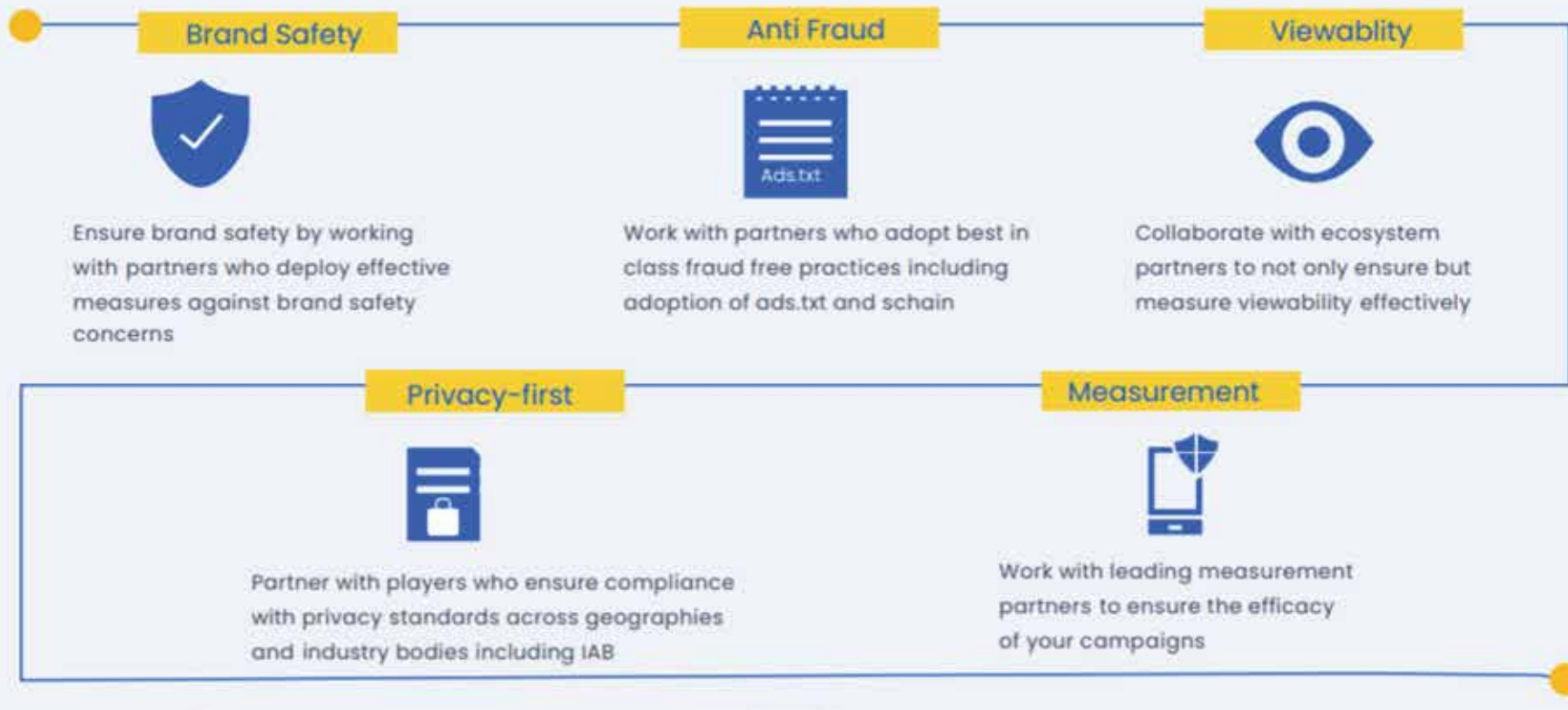
# TIMING MATTERS!

Based on the goals that have for your campaigns, choose the right video length, short powerful videos can be a great way to drive a message to your audiences.





# MAXIMISING TRANSPARENCY AND BRAND SAFETY



# iQIYI is ....

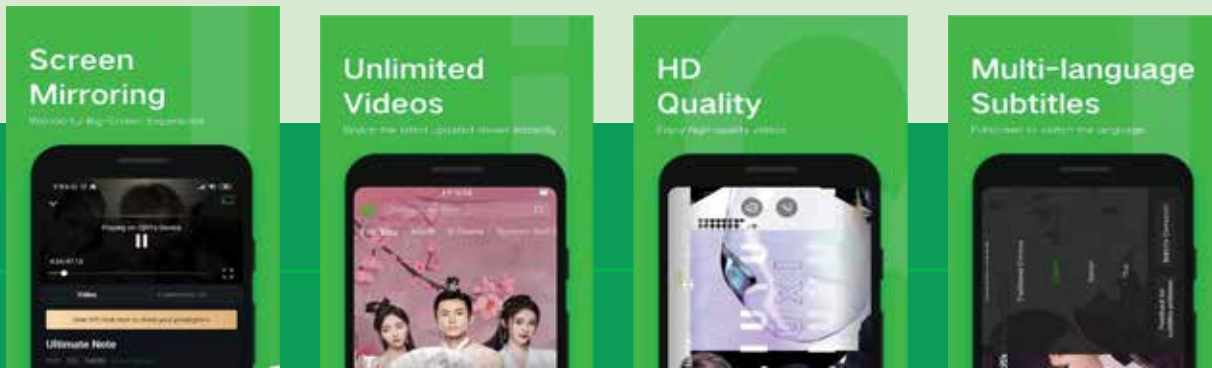
“

iQIYI, Inc. is an **innovative market-leading online entertainment** service in China. Our platform features a comprehensive library of **highly popular originals, partner-generated, user-generated content**.

We take pride in our platform's technology powered by **advanced AI, big data analytics** and other core proprietary technologies.

iQIYI attracts a **massive user base** with **high user engagement**, and has developed a diversified monetization model including membership services, online advertising services, content distribution, live broadcasting, online games, IP licensing, online literature and e-commerce.

”



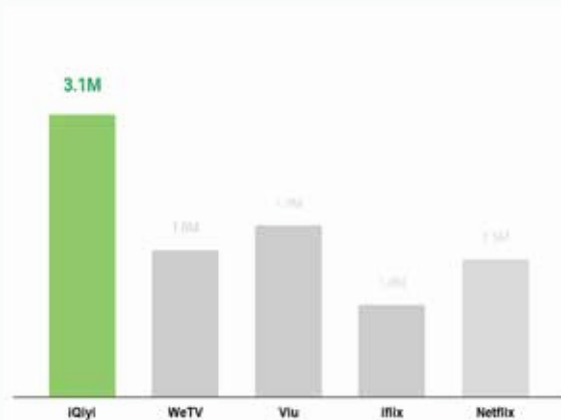


## iQiyi PROPOSITION AT A GLANCE

- **Freemium model:** Free tier (ad-supported) + VIP tier (paid subscription)
- **Focused on top Asian premium content:** Chinese + Korean + Local Malay + Anime
- **Multi-device:** Available on mobile phones, tablets & TVs
- **Subtitles:** Supports 12+ languages – including Malay, English, Chinese
- **Superior loading speed:** Powered by proprietary iQiyi tech, delivering fastest loading & streaming experience in SEA!
- **Superior viewing experience:** 1080P Video Resolution, Dolby Atmos
- **Ease of payments:** Major credit cards, App/Play store, Direct Carrier Billing, e-wallets (ie. TnG)

# iQiyi KEY METRICS

## Number of App Downloads vs Competitors *Aug 20 - Mar 21*



Source: App Annie

## iQiyi MALAYSIA KEY METRICS

# #1

Most Downloaded OTT App  
*Aug 20 - Mar 21*

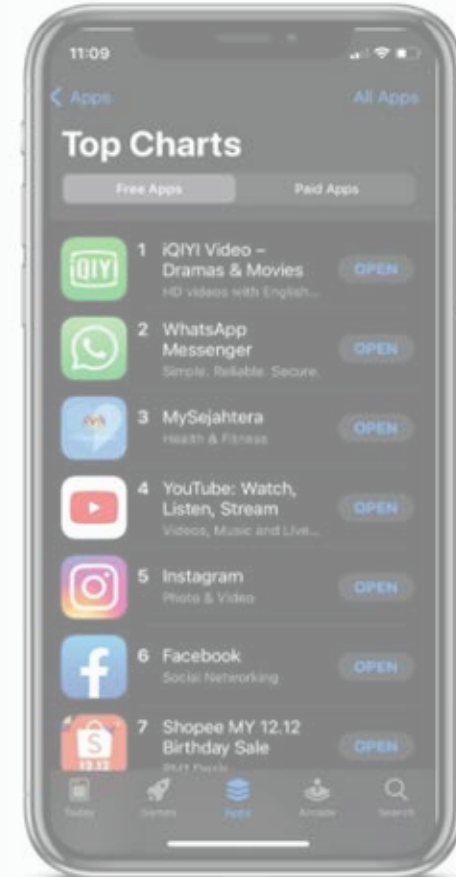
# 500k+

DAU  
Daily Active Users

# 3mil+

MAU  
Monthly Active Users

Source: iQiyi Internal Data



# iQiyi AUDIENCE BEHAVIOUR

Our user demographic  
80% age between 19 - 31



58%



42%



75%  
device



91%  
App based



25%  
device



9%  
Desktop based

# STANDARD DIGITAL ADS FORMAT

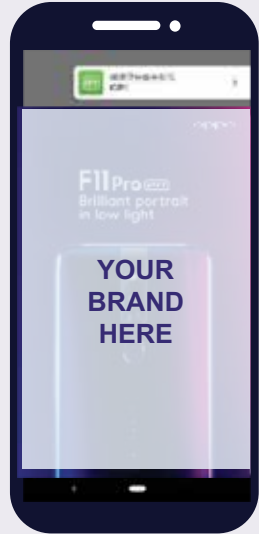
Opening

Browsing

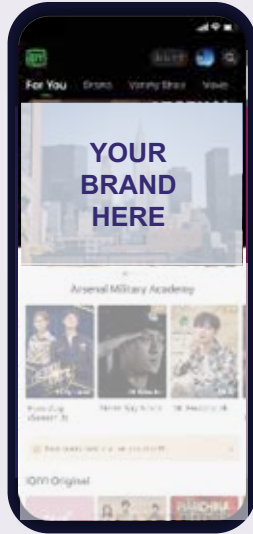
Streaming

Exiting

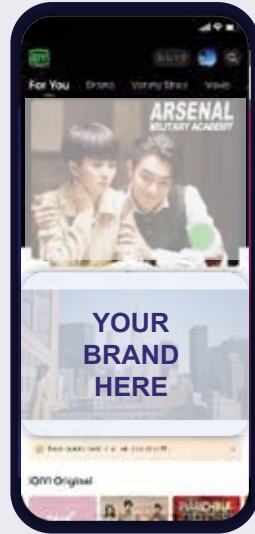
User Journey Upon Firing Up iQIYI app



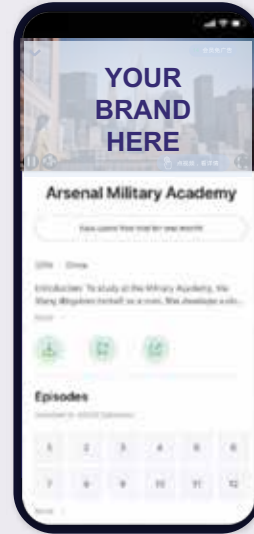
**Opening Splash Ad**  
will appear when a user launch the iQiyi app



**Masthead**  
is a banner that appear at the top of the homepage



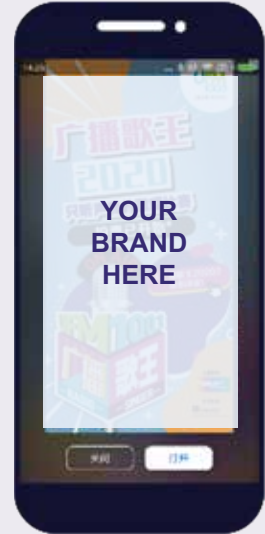
**In-feed ads**  
is native which is located in between the content of your feed



**Re-Roll Ad**  
is a promotional video which appears before the video that the user has selected to play



**A Paused ad**  
is a banner when the featured video is paused



**Interstitial**  
is a banner that appear when the user is exiting the featured video page after 20 mins



Always Fun Always Fine

Please kindly reach out if you are keen to find out more:

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