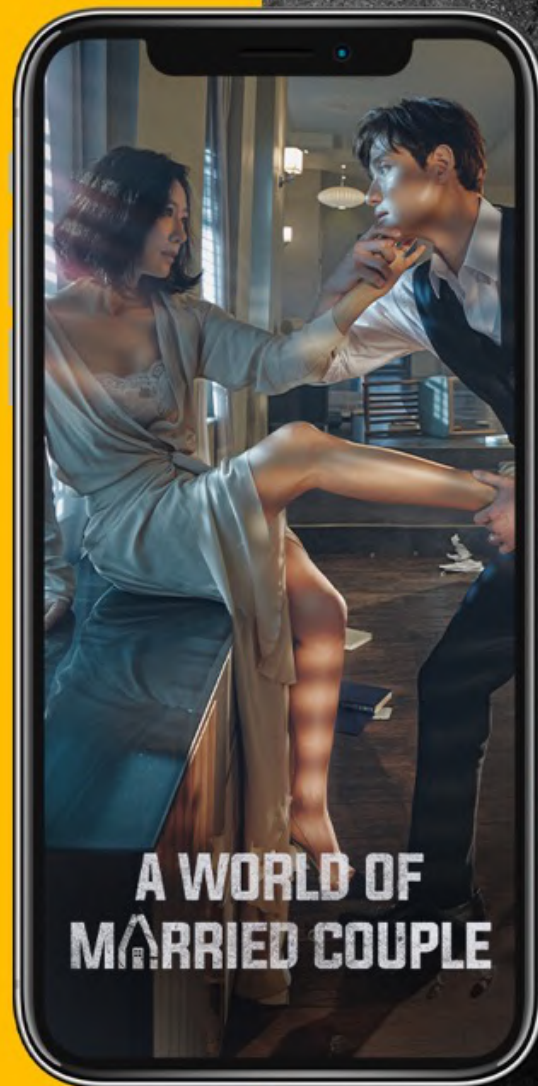




# Viu Overview



**v viu**

# Quick Snapshot



## #1 Ranking in MY

Total downloads in MY  
Total time spent on app  
Total AVOD revenue



## Double digit growth In SEA

**+29%** growth in MAU  
**+47%** growth in paid users  
**5x** growth in revenue vs industry



## Audience segment

**78%** aged 18-34 years old  
**70%** earns >RM3k monthly  
**59%** females  
Geographically diverse across MY



# Regional Leadership

## 16 Markets

Hong Kong • Singapore • Malaysia  
Philippines • Indonesia • Myanmar  
Thailand

UAE • Oman • Bahrain  
Kuwait • Qatar • Jordan • Egypt • Saudi Arabia

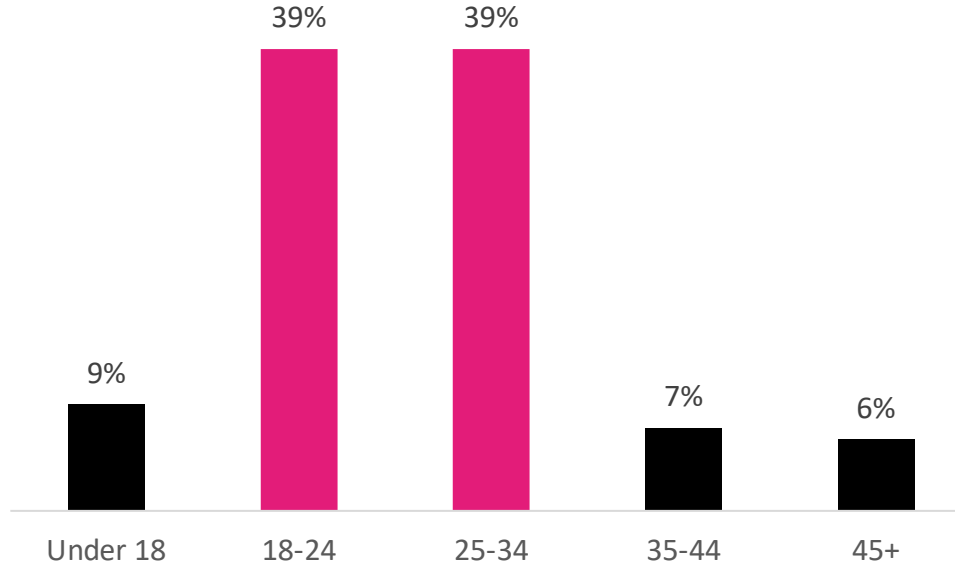
South Africa

# MALAYSIA



## 3.9M

Monthly Active Users



<700 mins  
monthly UV



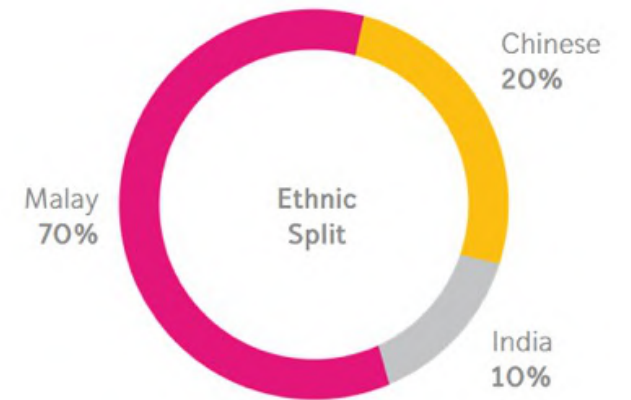
>50 videos  
views per  
user monthly



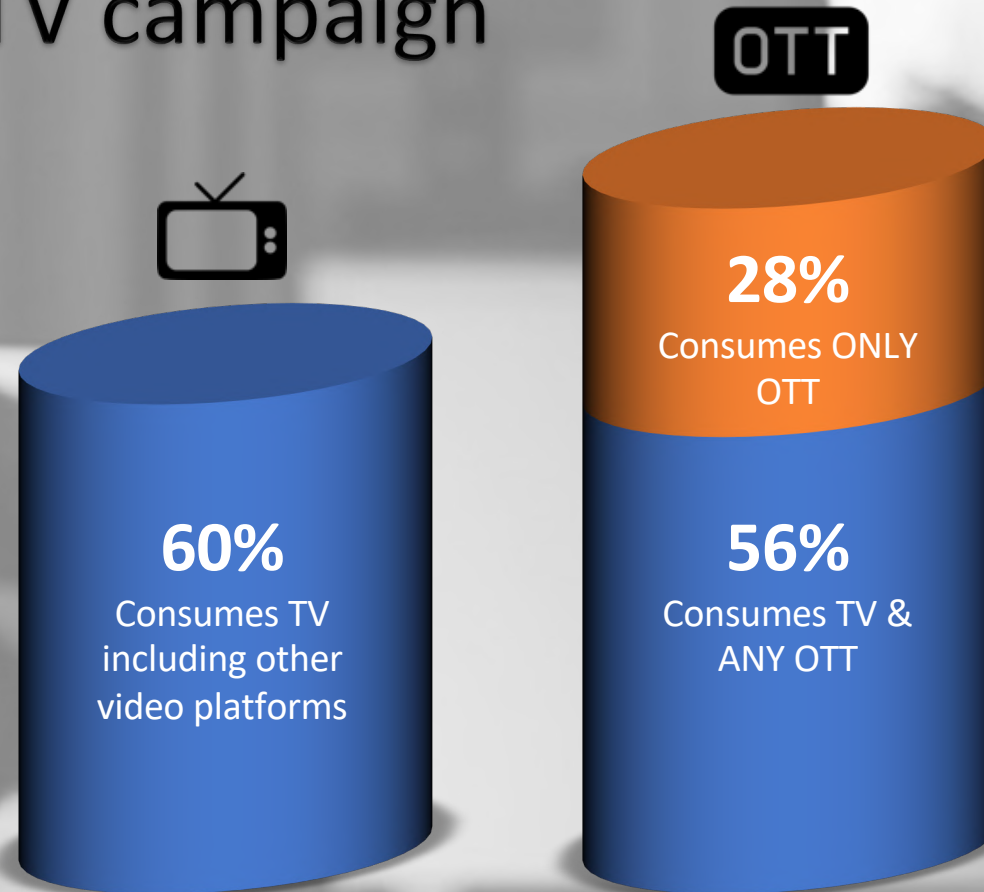
>80 +%  
are mobile and  
80% are on Android



76% Urban  
Areas



**REACH** incremental audiences  
**REINFORCE** your TV campaign





Reach audience with  
purchasing power

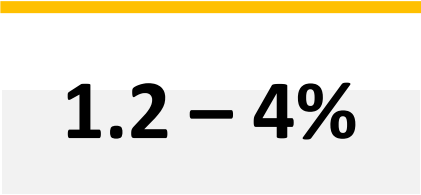
**70%** users earn  
**RM 3,000 & above**  
monthly

*Source: Viu Brand Health Tracker H2'20 : Past 1 month Viu User Demographics*





# Our Engagement



Click Through Rate



Video Completion Rate



Brand Safety



Neilson DAR



Brand Safety



Targeting - DMP

\* Viu is Nielsen DAR certified

# Ad Solutions



# STANDARD AD SOLUTIONS



## VIDEO



### PRE/MID-ROLL

- Buying model : CPM
- Available on Mobile & Desktop
- Available on Direct and Programmatic

## DISPLAY



### HOMEPAGE INTERSTITIAL

- Buying model : CPM
- Available on Mobile Only
- Available on Direct only



### STATIC BANNER

- Buying model : CPM
- Available on Mobile
- Available on Direct and Programmatic



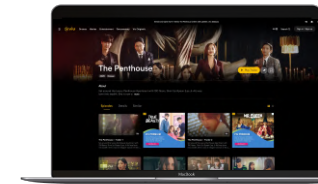
### NATIVE VIDEO ADS

- Buying model : CPM
- Available on Mobile
- Available on Direct and Programmatic



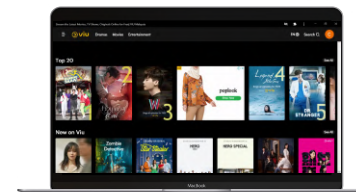
### SPOTLIGHT

- Buying model : CPM
- Available on Mobile & Desktop
- Available on Direct only



### NATIVE ADS DISPLAY

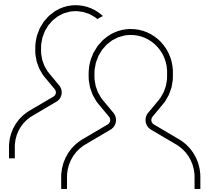
- Buying model : CPM
- Available on Mobile
- Available on Direct and Programmatic



### MREC

- Buying model : CPM
- Available on Browser only
- Available on Direct and Programmatic

# TARGETING CAPABILITIES



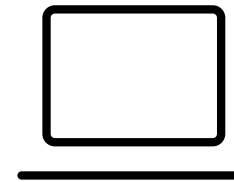
## Demographics

- Age & Gender
- Geography
- Audience Segments



## What content?

- Movie Genre



## How they watch?

- Day-part
- Devices
- Platform

Remarks\* :-

Program Genre: romance, family, Thriller, mystery, movie, anime, comedy

Content Language: Korean, Malay, Chinese, Japanese, Thai

# TARGETING CAPABILITIES

## Third Party Audience Segments

### Tech & Telco

- Tech savvy
- Gamers
- Apple iOS Users
- Android Users

### Entertainment

- Partiers
- Movie lovers

### Family Status

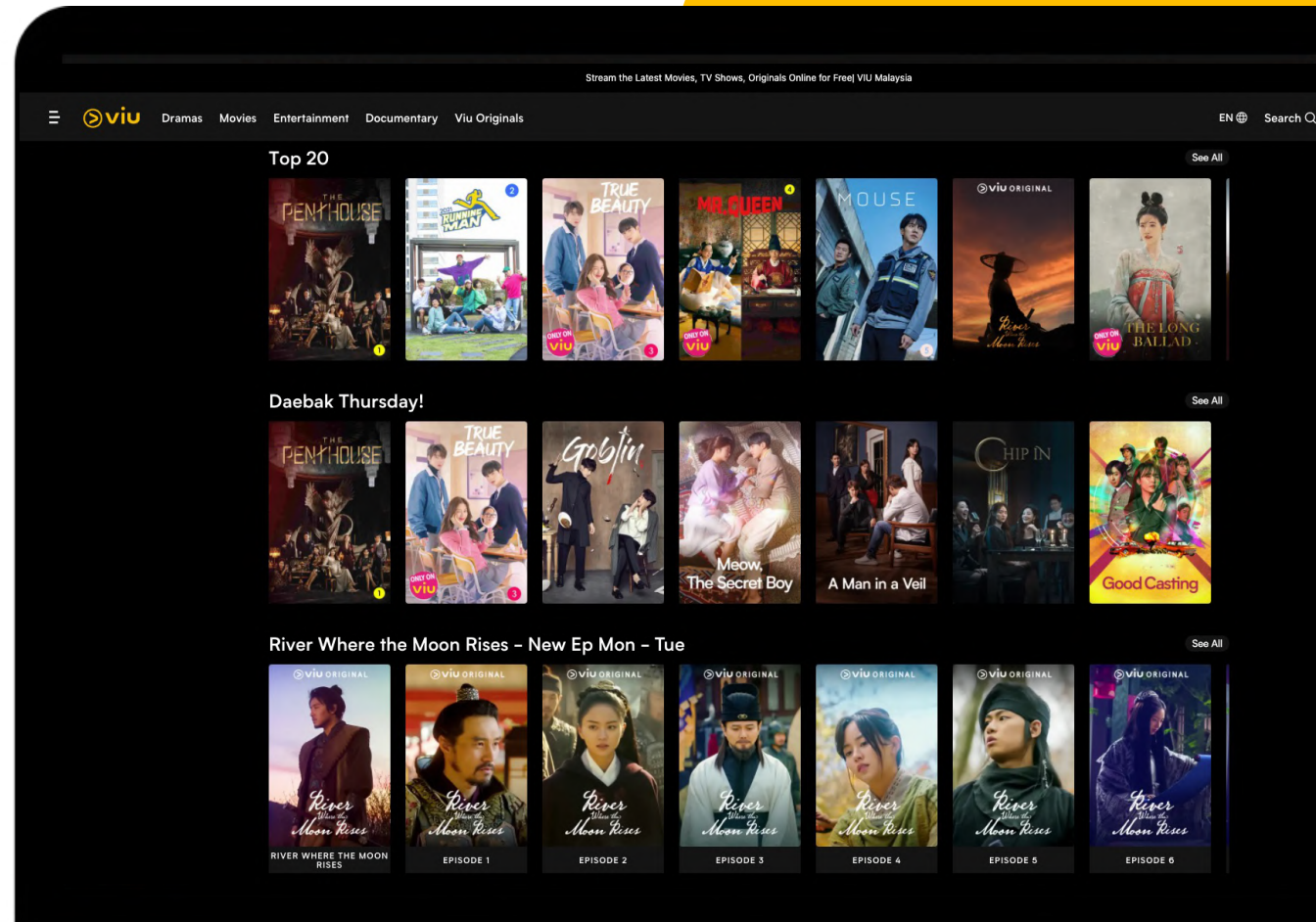
- Moms
- Dads
- Parents with Kids
- Married

### Health & Fitness

- Fitness
- Sports

### Lifestyle

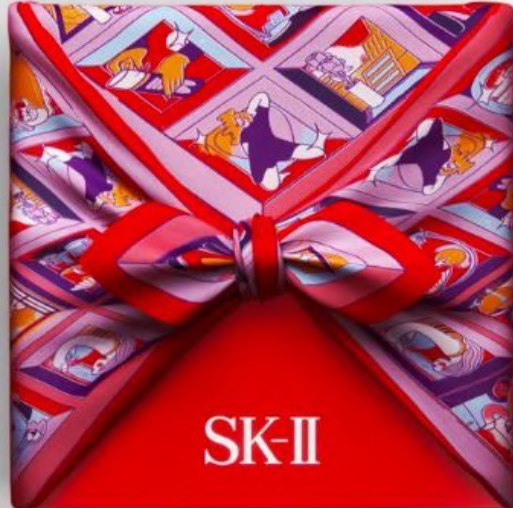
- Travellers
- Food
- Fashion
- Movies



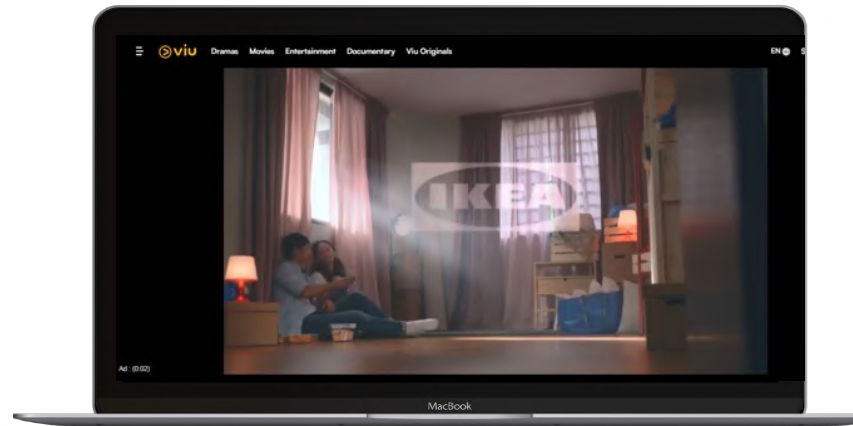
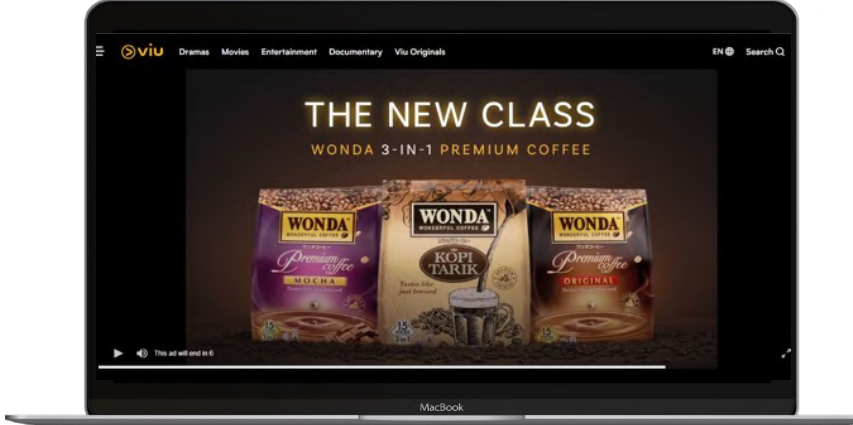
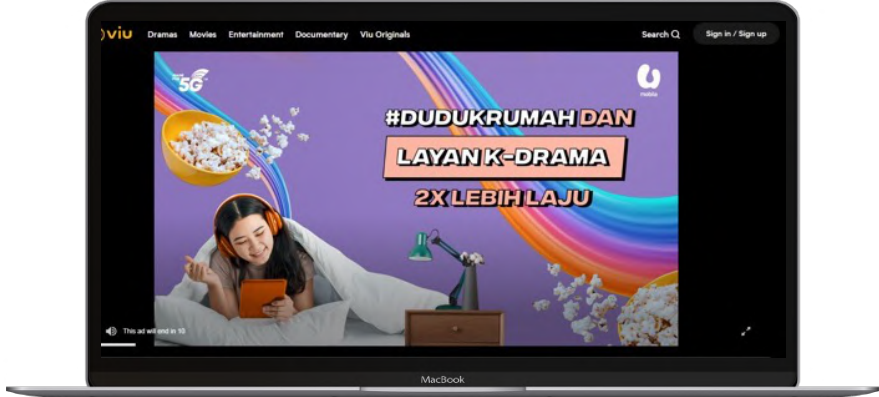
Past  
performance



# Outperforming digital benchmarks



SK-II



**above average**  
performance across different business verticals

Viu video ad performance	
<b>1%</b> Click through rate	<b>99%</b> Active viewable impression %
0.5% - 0.78% Industry benchmark MY	85% - 92% Viu internal benchmark

# Best Practices With McDonald's



## Telaria and Omnicom Media Group Exceed McDonald's KPIs on Broadcast VOD Inventory in Malaysia

### THE RESULTS



Campaign delivered almost **3 million impressions** across the A18-44 demo



**10x higher** CTR than industry video benchmark\*



**65% higher** VCR than industry video benchmark\*

\*Source: Extreme Reach Video Benchmark Report 2019.



### What is BVOD?

BVOD (Broadcast Video-On-Demand), is professionally produced broadcast quality programming, delivered to audiences via an internet connection.

BVOD is growing at a rapid rate in Southeast Asia and advertisers are finding value in programmatic buys on BVOD inventory.

According to a PwC report, the estimated penetration rate for BVOD in Southeast Asia is set to grow to 64% in 2020 with advertising remaining the main source of revenue.

As BVOD continues to grow, advertisers will find scale and be able to reach incremental viewers on streamed video content, with programmatic making activation and targeting even easier.

### THE CAMPAIGN

#### PARTNERING TO DRIVE VIEWS

Telaria and Omnicom Media Group (OMG) partnered to deliver a McDonald's campaign programmatically on Viu, a Hong Kong-based over-the-top video streaming provider with over 30 million monthly active users. The objective of the campaign was to drive awareness and views of McDonald's-branded and product video ads in Malaysia while being sensitive to religious holidays such as Ramadan that occurred during the campaign flight from May to June.

### THE RESULTS



Campaign delivered almost **3 million impressions** across the A18-44 demo



**10x higher** CTR than industry video benchmark\*

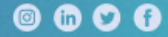


**65% higher** VCR than industry video benchmark\*

\*Source: Extreme Reach Video Benchmark Report 2019.

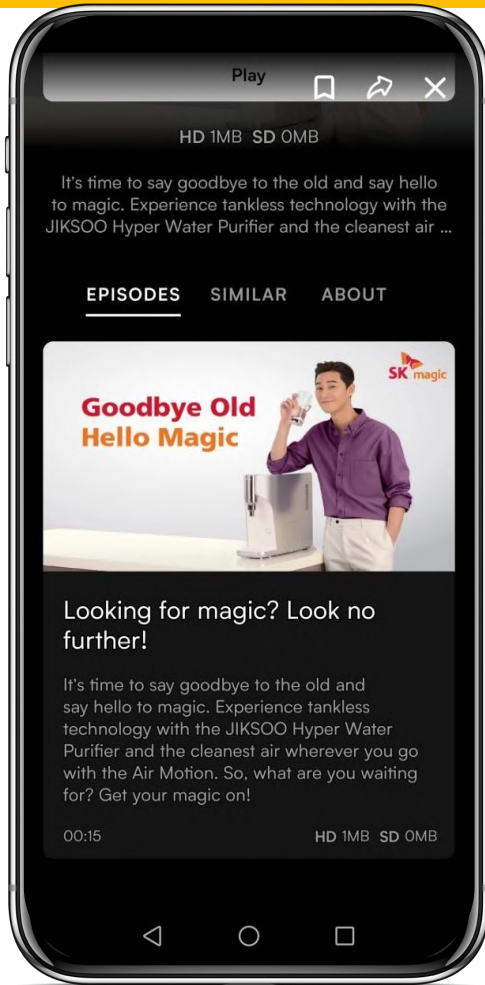
Reach out to your OMG or Telaria representative today for more information!

[www.telaria.com](http://www.telaria.com) | @TelariaVideo





# Multiple layered targeting options



## The background

- Famous Korean actor, Park Seo-joon was appointed as SK Magic's Brand Ambassador which we carry a lot of Korean dramas with the actor starring in them.

## The campaign objectives

Create strong association and awareness on the BA and its brand, SK Magic..

## The solutions

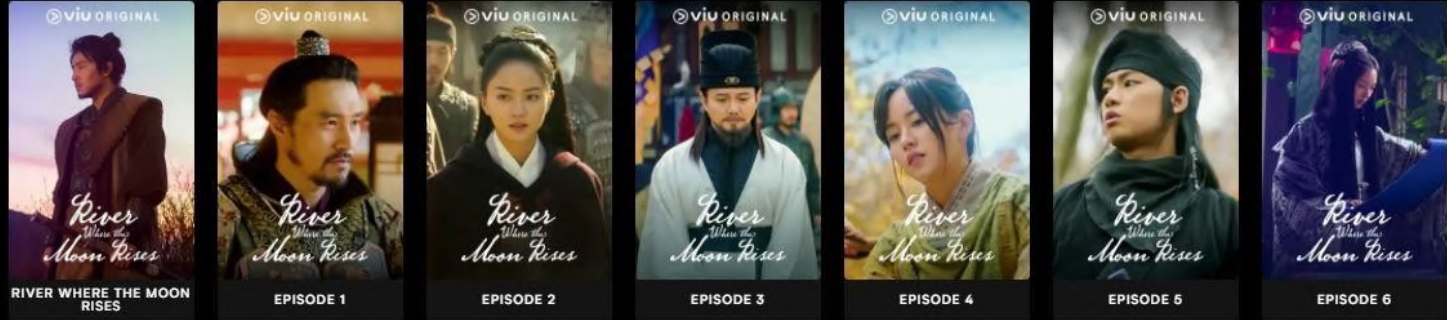
We created an entire segment in our platform, putting all the titles with the BA starring in it that reaches to both free and paid users. We also created a dedicated page with SK Magic's video uploaded in it.

## The Results

Delivered 10mil impressions within 1 month.  
Average CTR was 1% for the videos with 96% completion rate and 98% viewability score.

## River Where the Moon Rises – New Ep Mon – Tue

See All



## Best of Park Seo Joon's Show, by SK magic

See All



## New on Viu

See All



viu Dramas Movies Entertainment Documentary Viu Originals

EN Search Q

# Looking for magic? Look no further!

# Goodbye Old

2021 English


**SK magic**

Play Episode

**About**

It's time to say goodbye to the old and say hello to magic. Experience tankless technology with the JIKSOO Hyper Water P [more](#)

**Episodes** Details Similar

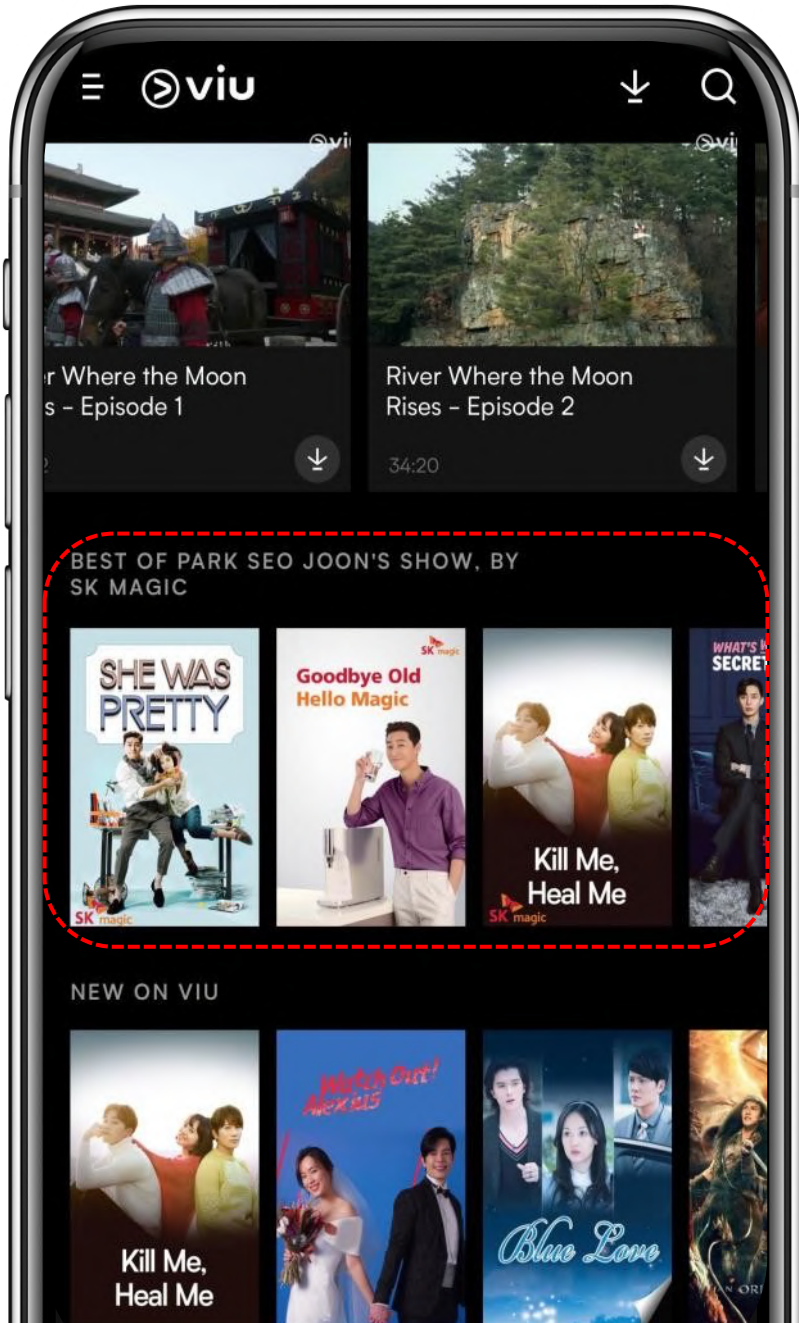


**Goodbye Old Hello Magic**

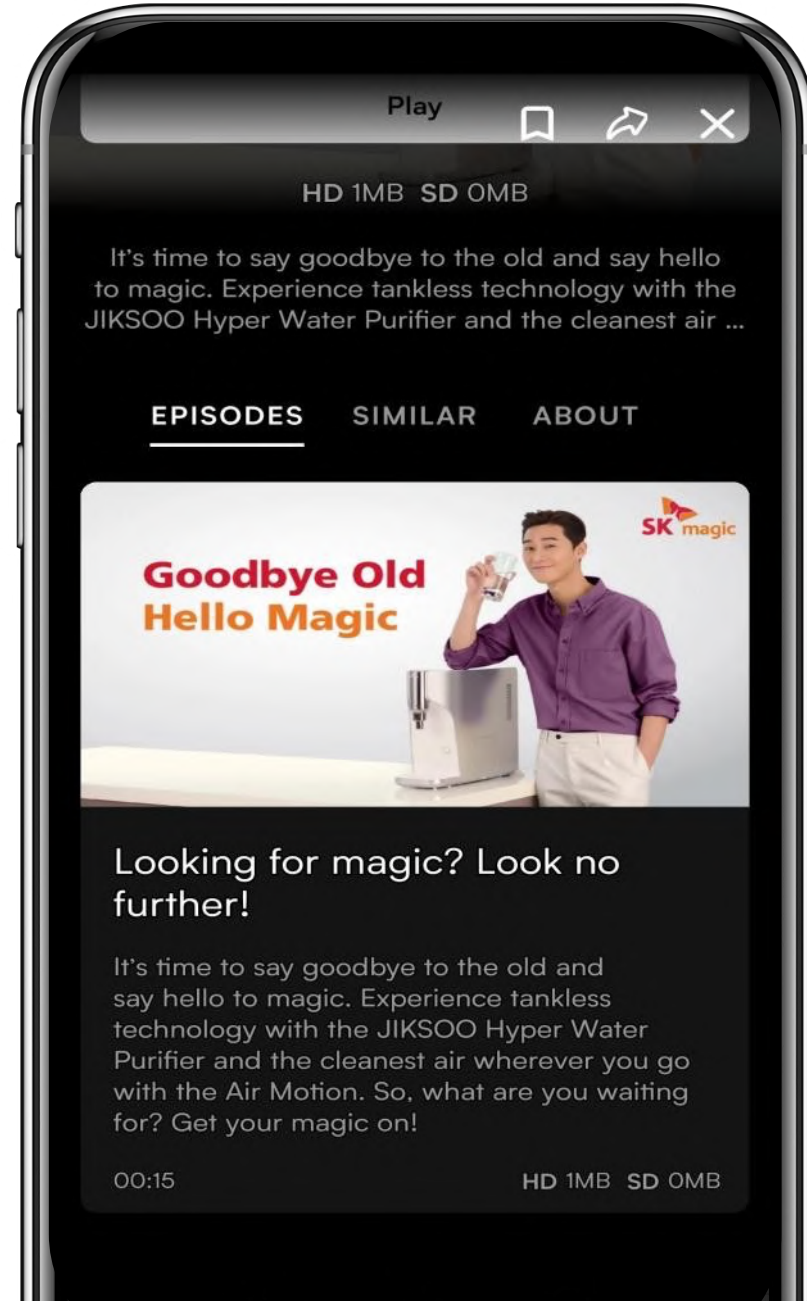
Looking for magic? Look no further!

It's time to say goodbye to the old and say hello to magic. Experience tankless technology with the JI...

Sponsored Segment APP - Main Page



Sponsored Segment APP - Inner Page




# Thank you!

## Contact Details

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+60 12 2200943

