



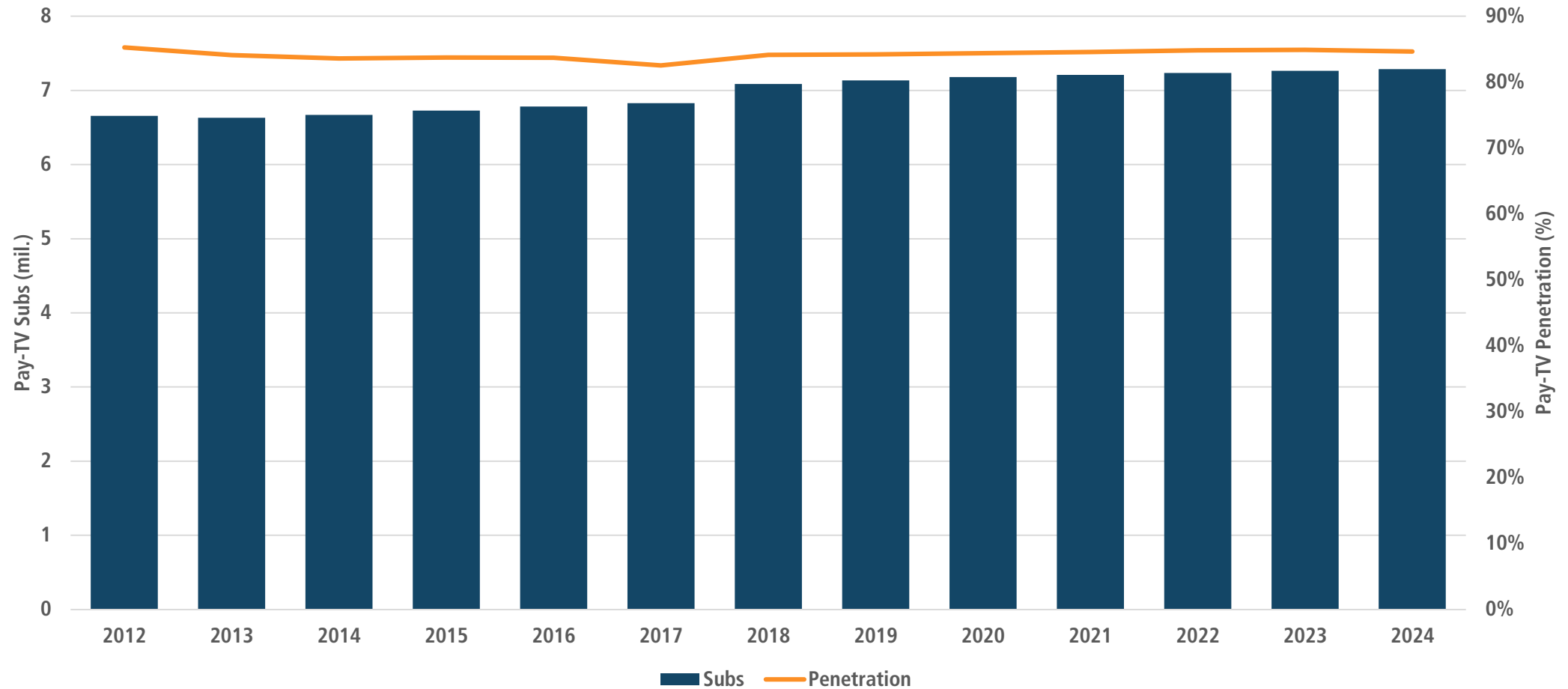
TAIWAN – PAST, PRESENT AND FUTURE

Aravind Venugopal | Vice President, Media Partners Asia

November 2019

PAY TV SUBSCRIPTIONS REMAIN RESILIENT FOR NOW

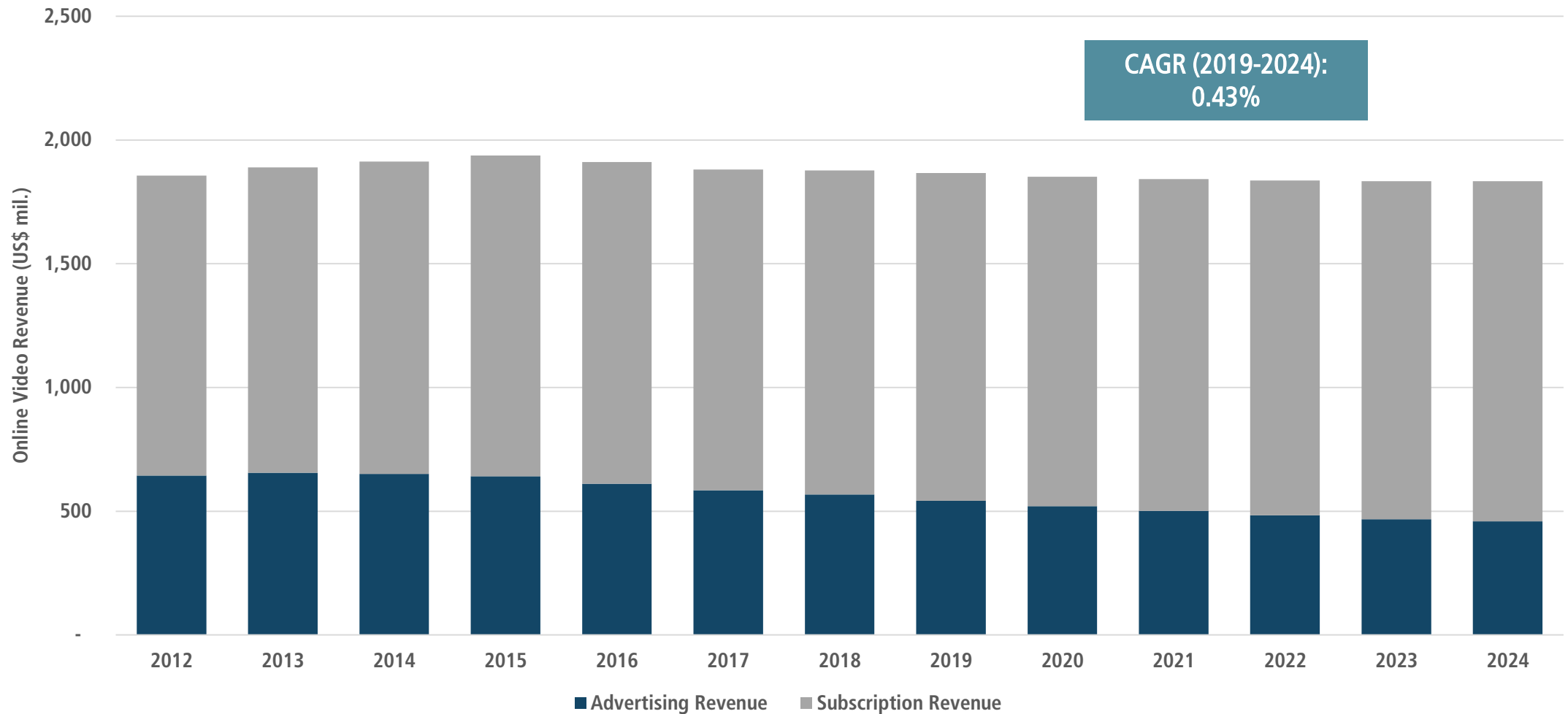
Pay-TV Subs & Penetration in Taiwan (2012-24)



Note: Pay-TV Penetration include multiple subscriptions and assumed ~35-50% of IPTV subs also subscribe to cable
Source: Media Partners Asia

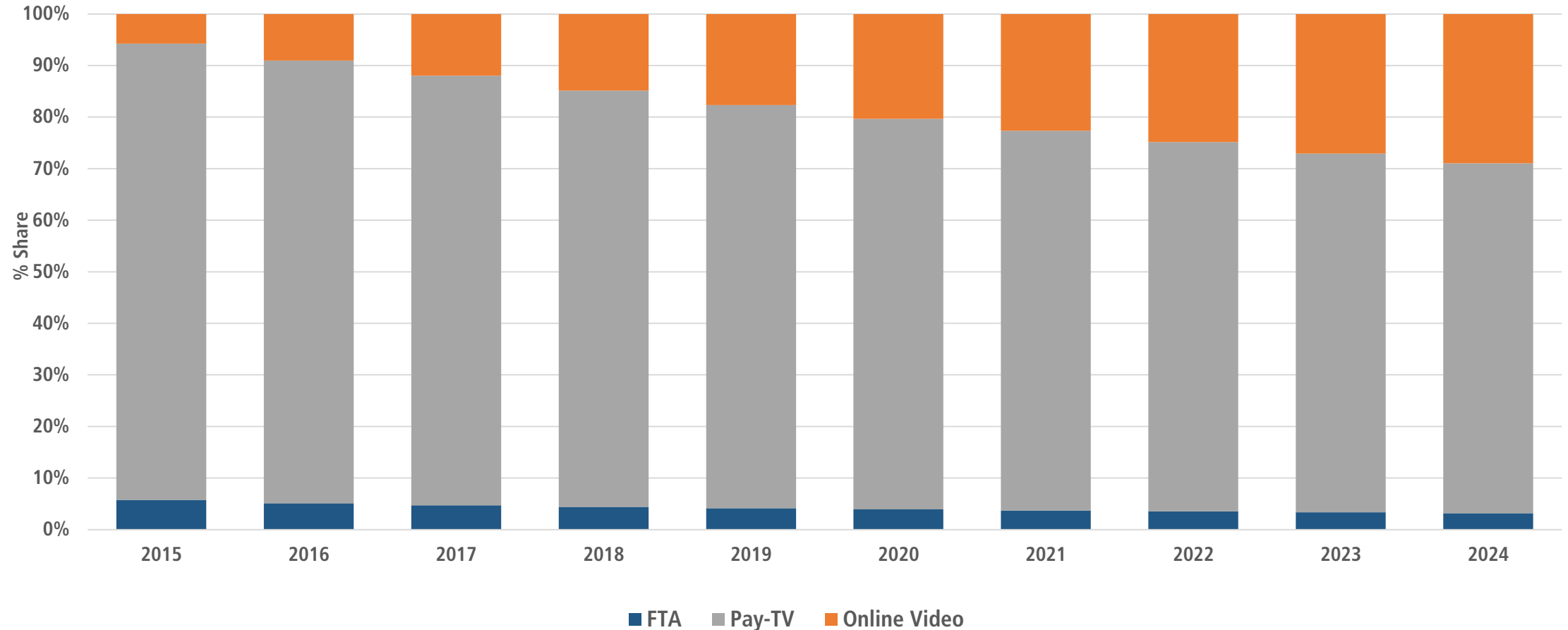
BUT PAY-TV REVENUES STARTING TO COME UNDER PRESSURE

Pay-TV Revenue Share (2012-2024)



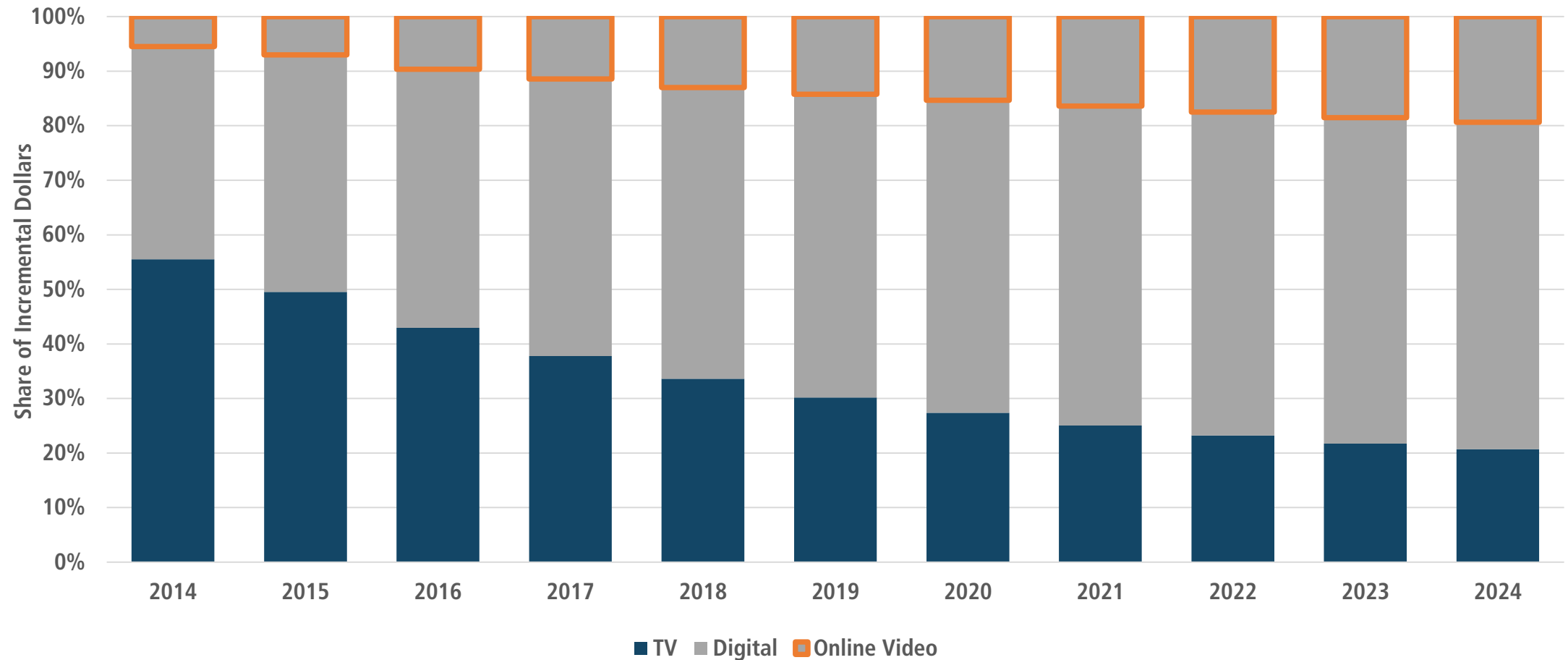
ONLINE VIDEO TO PLAY A KEY ROLE IN TAIWAN'S VIDEO LANDSCAPE

Video Industry Revenue Share by Media



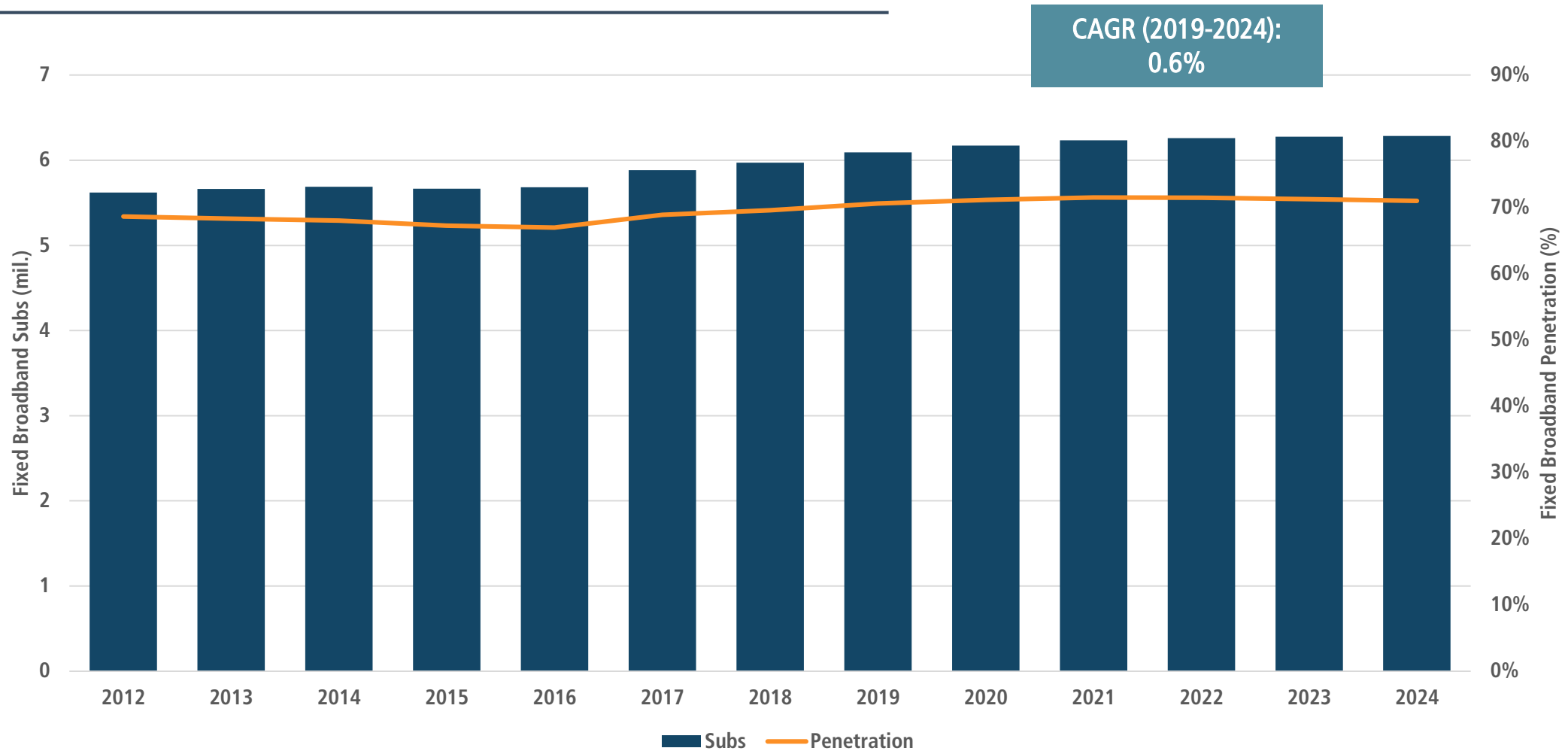
ADVERTISERS ARE ALSO SHIFTING TO DIGITAL

Advertising Spend by Media (2014-2024)



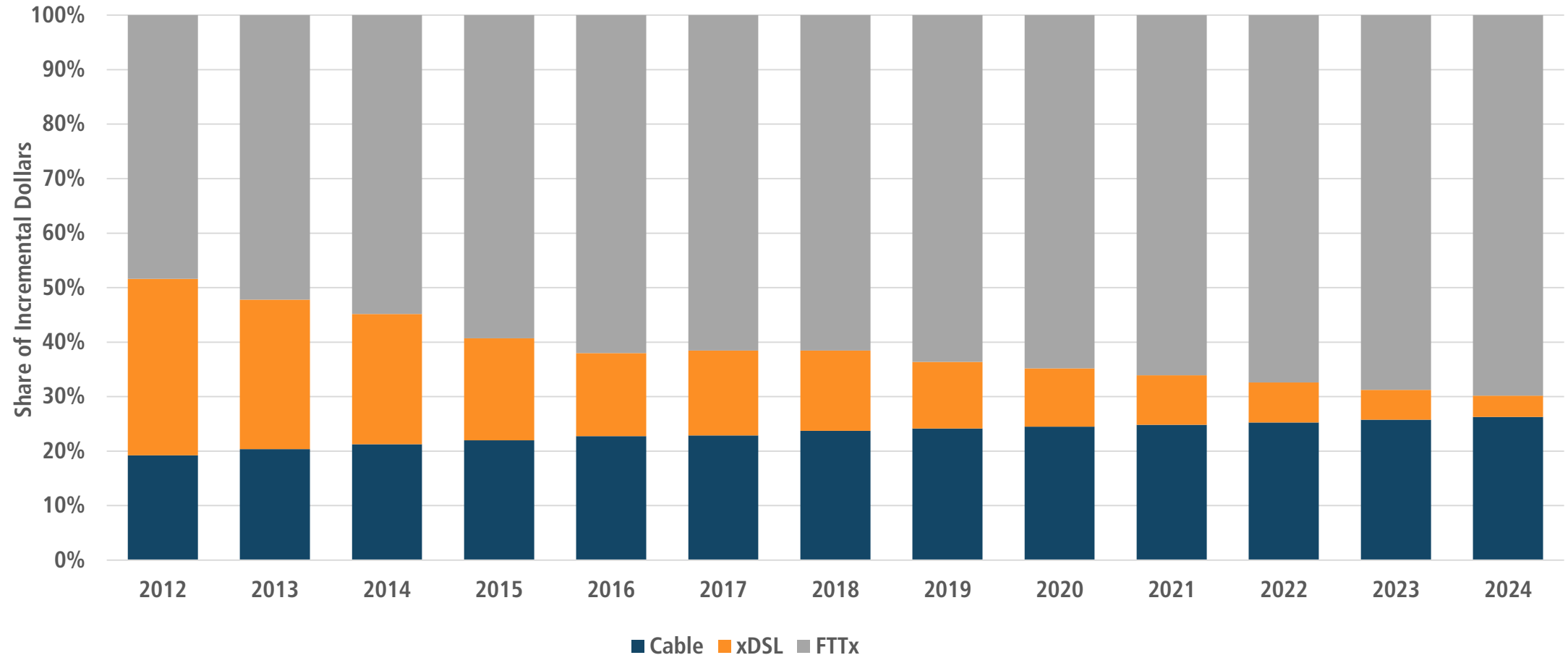
FIXED BROADBAND GROWTH WILL BE MARGINAL, REACHING 6.3 MIL. SUBS BY 2024

Fixed Broadband Subs & Penetration in Taiwan (2012-2024)



OVER 96% OF FIXED BB SUBS WILL BE FIBRE/NEXT-GEN CABLE BY 2024

Fixed Broadband Subs by Technology (2012-2024)



TAIWAN'S ONLINE VIDEO LANDSCAPE INCREASINGLY CROWDED

GLOBAL



CHINESE



TELCO-OWNED



MEDIA COMPANIES

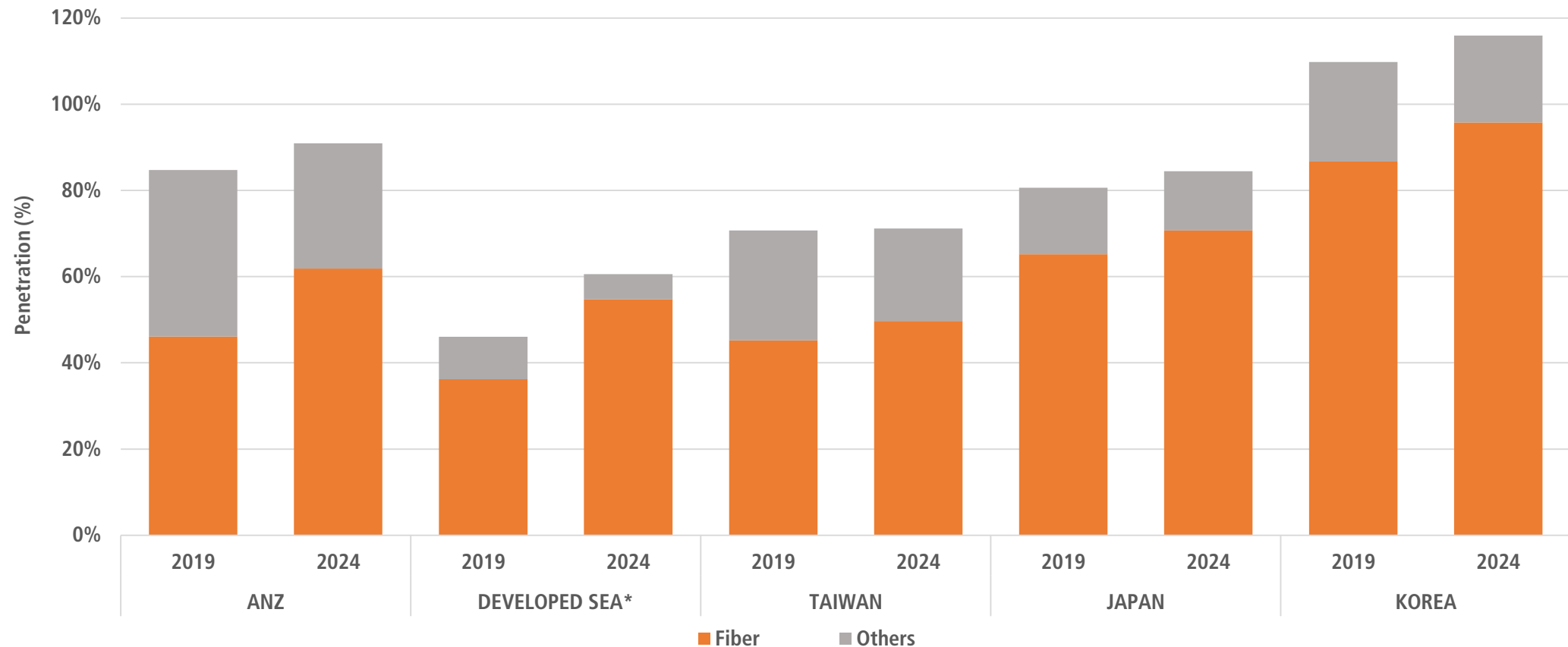


LOCAL INDEPENDENTS



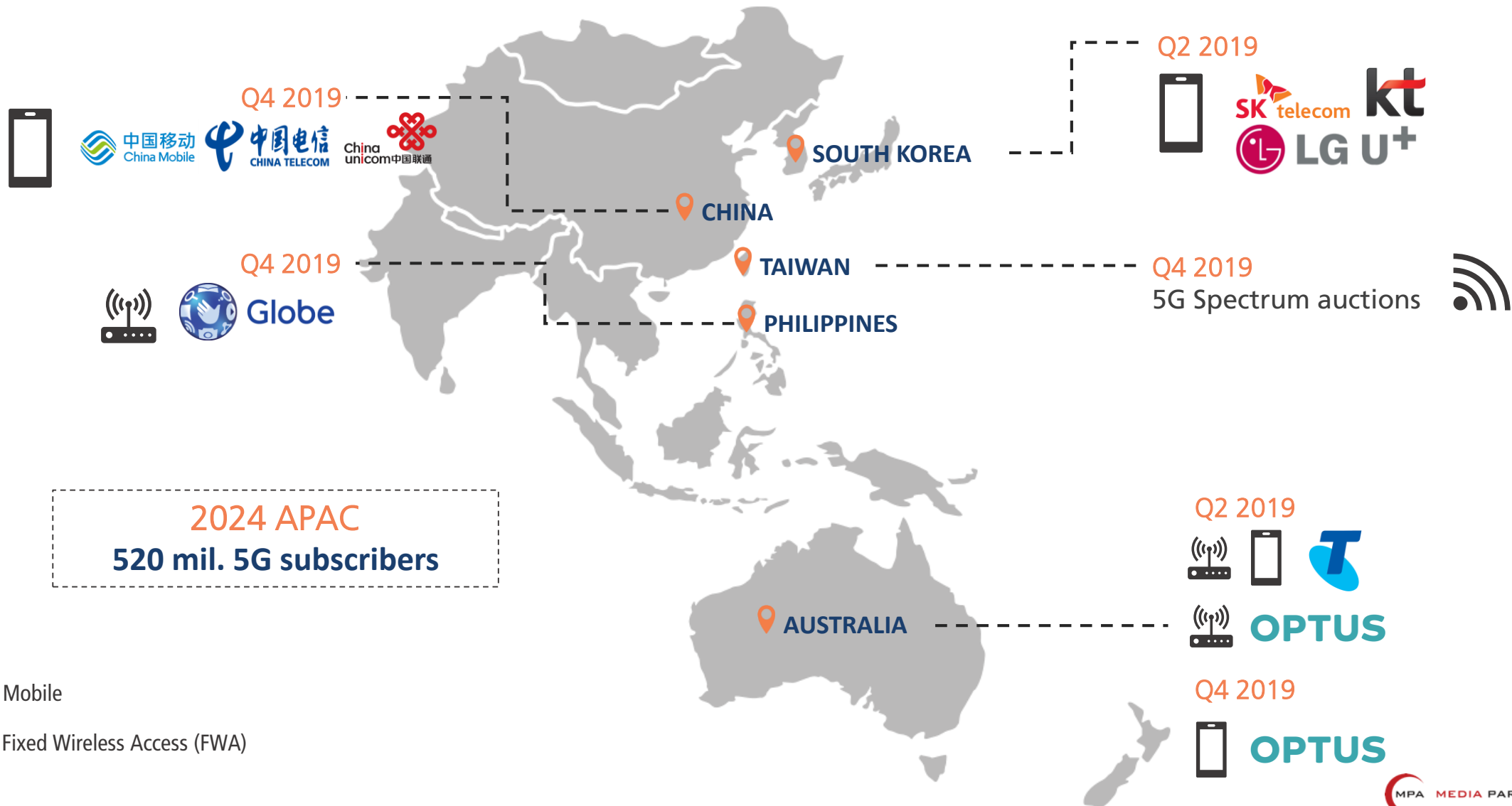
ACROSS APAC, FIBER ALREADY POWERING MOST HOME BROADBAND CONNECTIONS

Fixed Broadband Penetration of Households



*Developed SEA includes Malaysia and Singapore

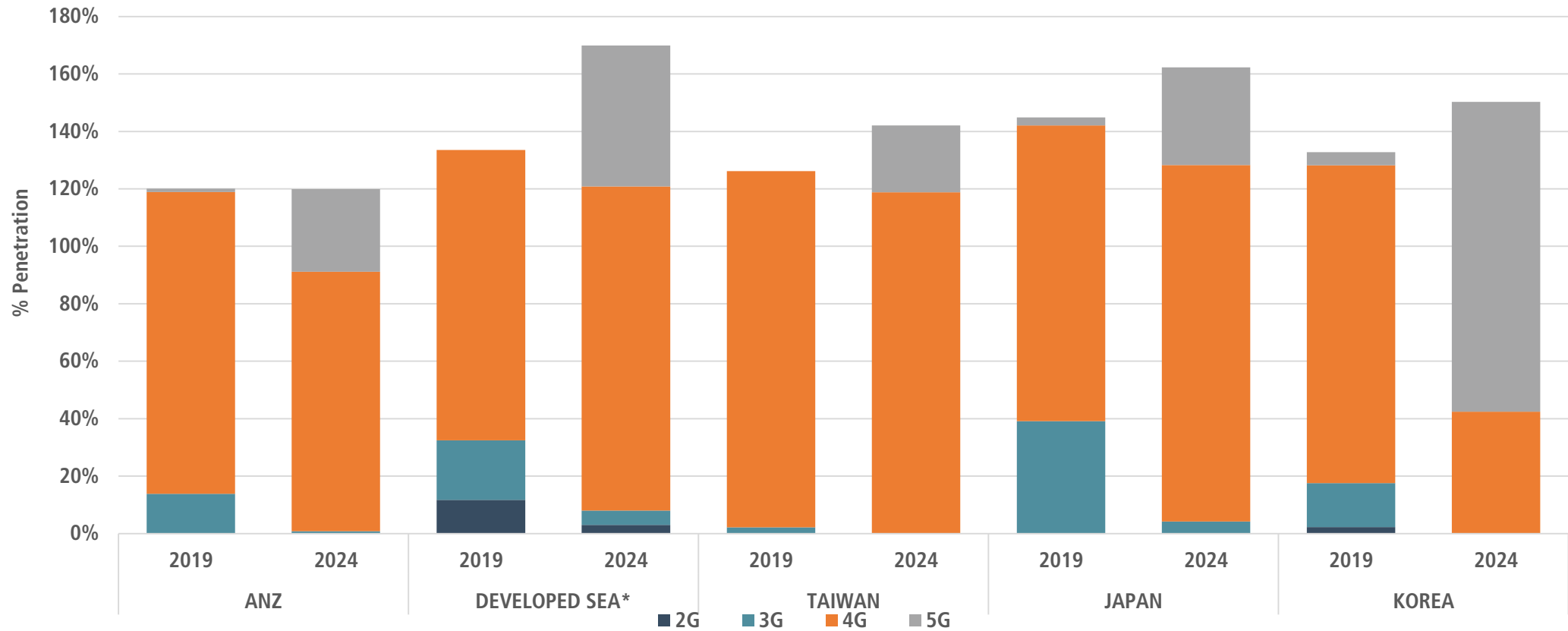
FIRST WAVE OF 5G NETWORKS ALREADY LIVE IN APAC



Source: Media Partners Asia

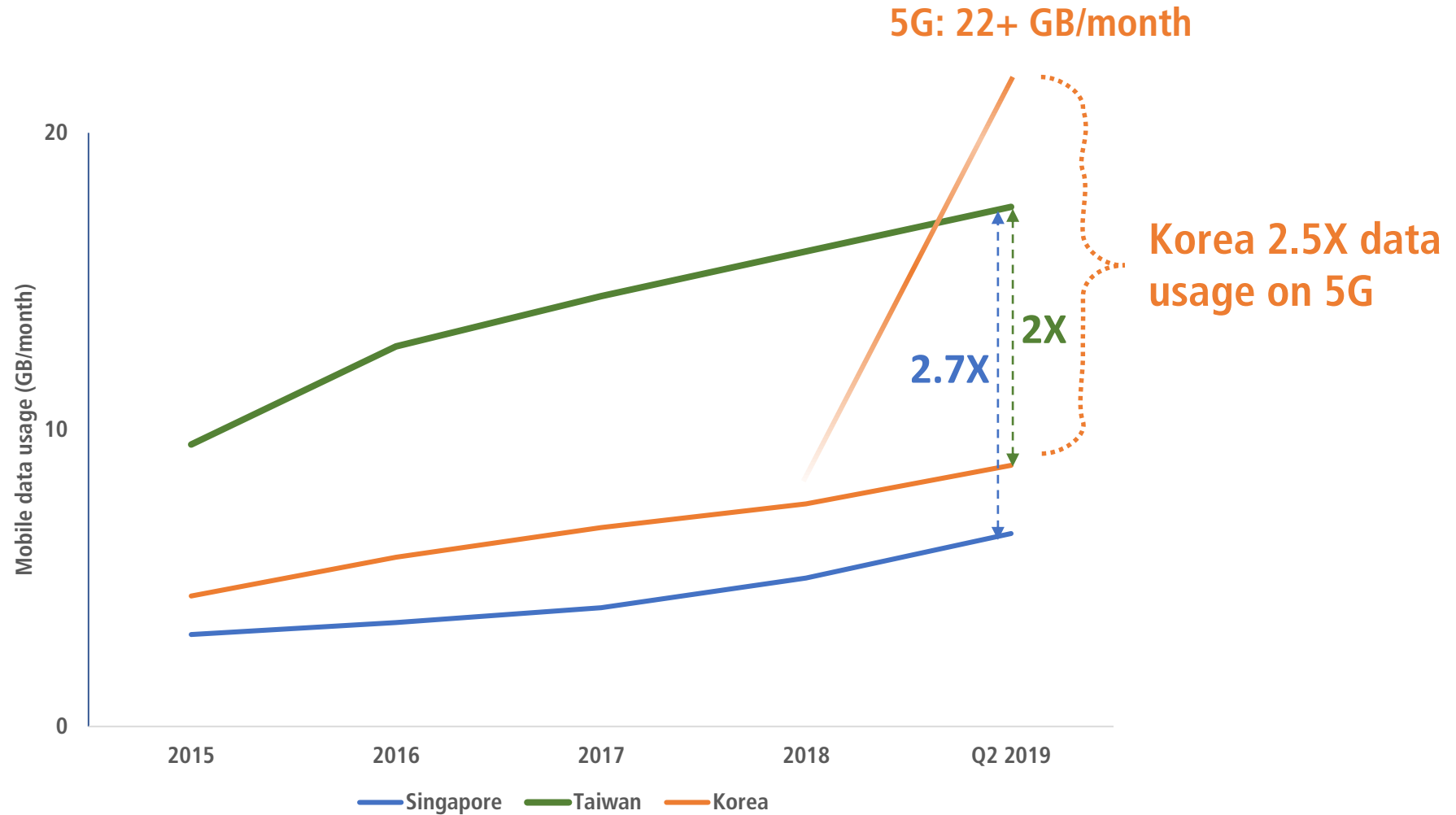
KOREA & DEVELOPED SEA TO DRIVE 5G ADOPTION

Mobile Penetration of Population by Technology

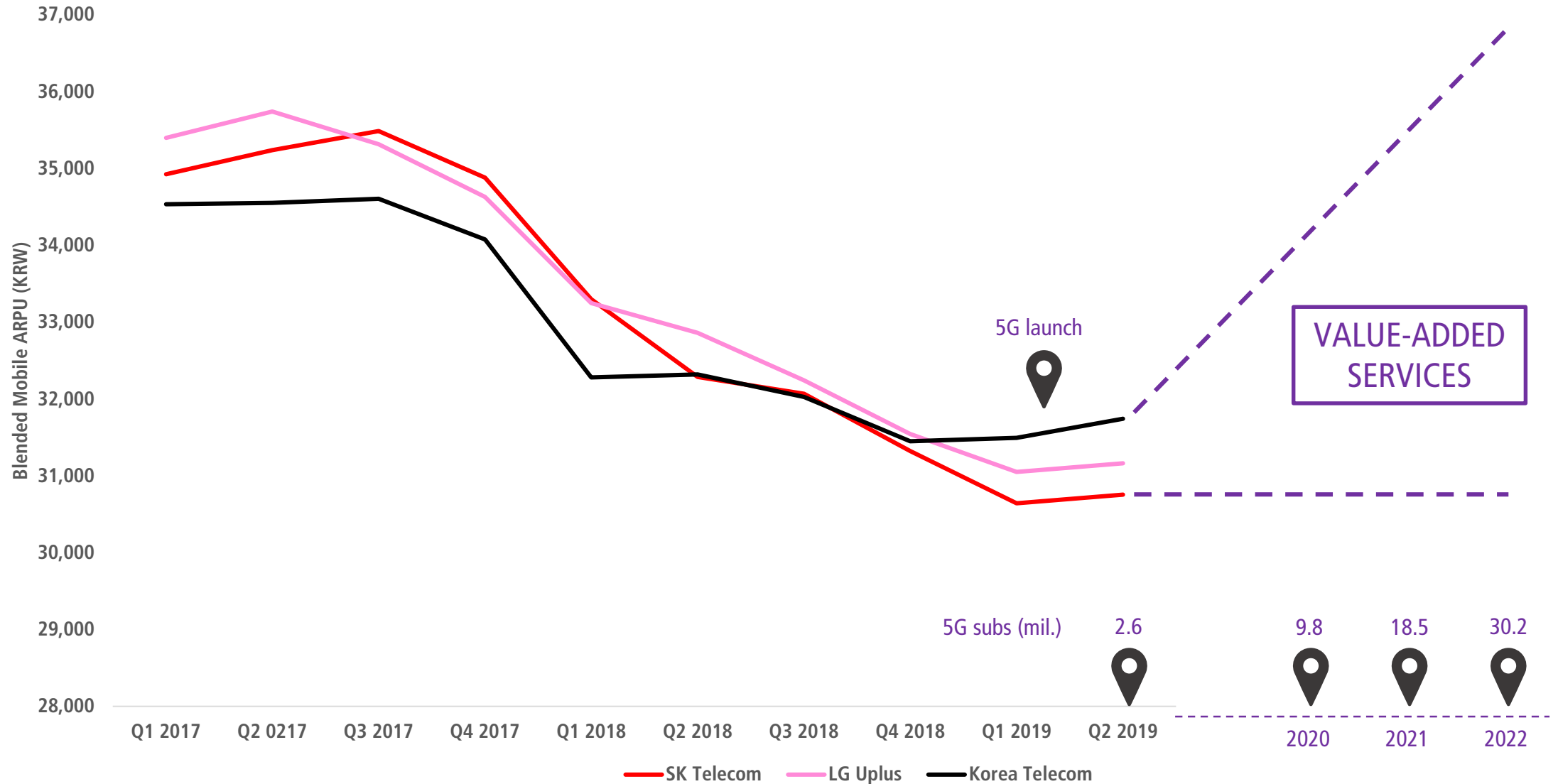


*Developed SEA includes Malaysia and Singapore

5G – LEAP IN KOREA'S MOBILE DATA USAGE

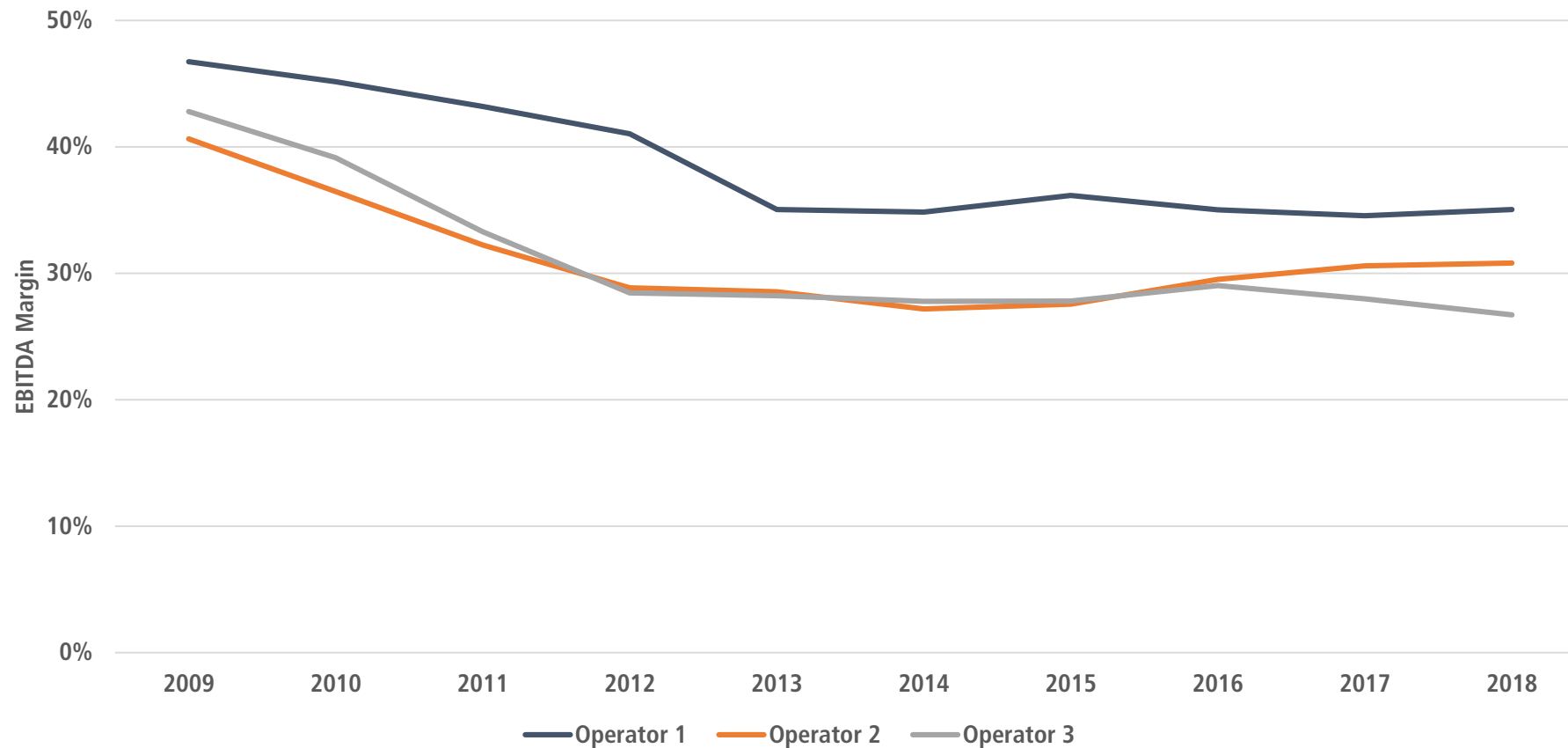


WILL 5G TURN THE TIDE ON ARPU IN KOREA?



IN TAIWAN, EBITDA MARGINS FACE DOWNWARD PRESSURE

Operator EBITDA Margins (2009-2018)



TELCOS MISSED OUT ON THE LARGEST 4G OPPORTUNITIES

4G USE CASES

Enterprise

Skype for Business, Cisco Jabber, RSA SecurID, box, Office Mobile

M2M COMMUNICATIONS
VIDEO CONFERENCING
BUSINESS APPLICATIONS
FILE TRANSFERS

Consumer

Apple Music, Tencent 腾讯, King, Spotify, YouTube, GameLoft, Prime Video, Uber, Deliveroo, Grab

VIDEO
MUSIC
GAMING
OTHERS

5G USE CASES

Enterprise

SMART MANUFACTURING
SMART TRANSPORT
CRITICAL SERVICES
OTHERS



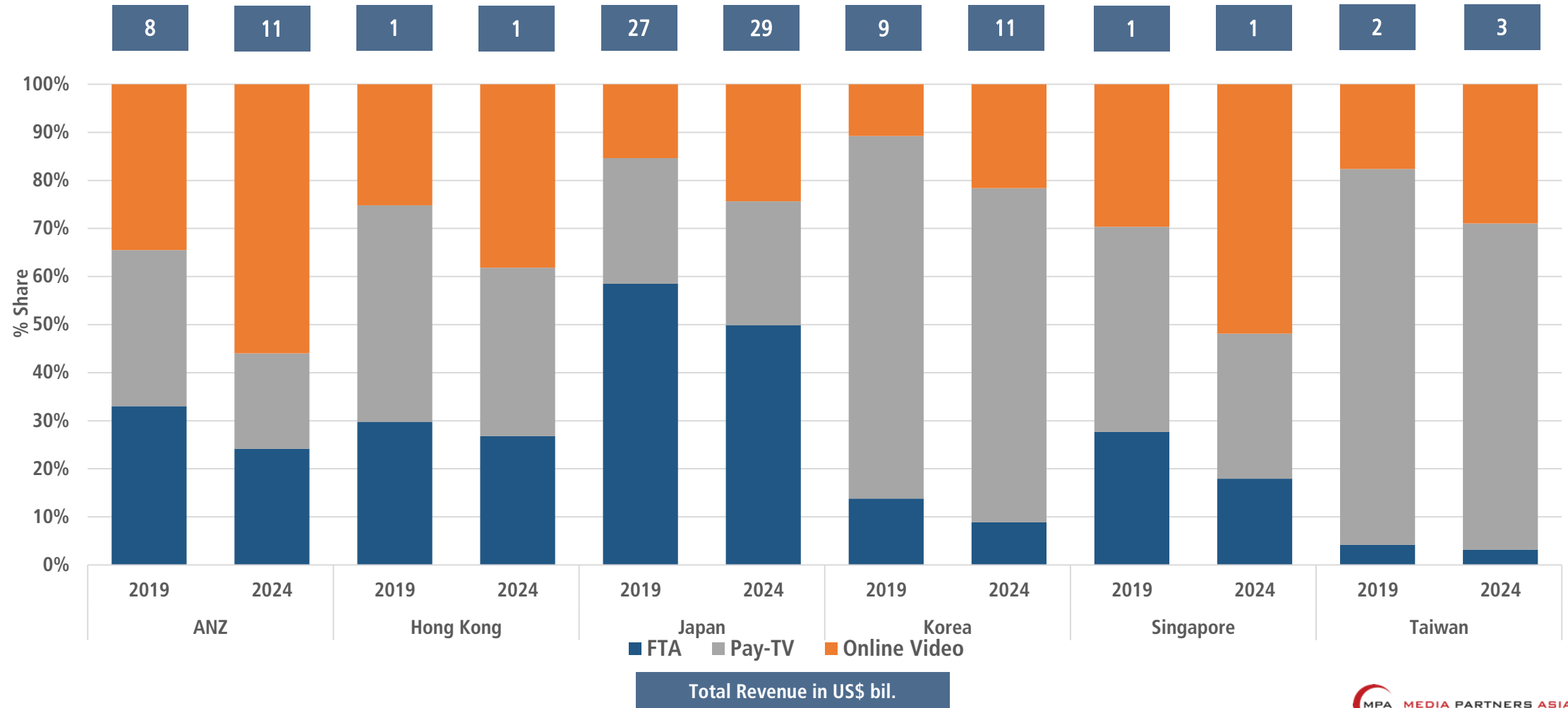
Consumer

FIXED WIRELESS
CLOUD GAMING
OTHERS

Game Streaming, SK telecom, T

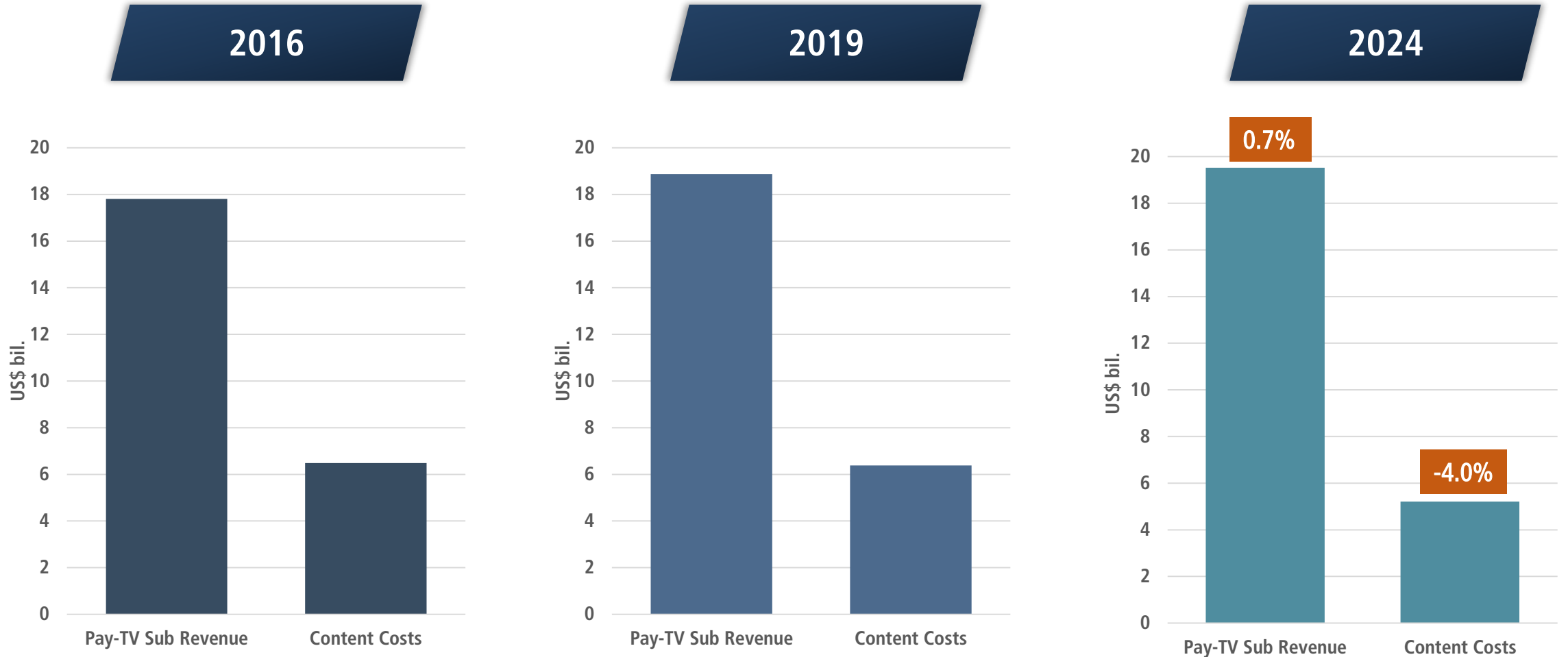
ACROSS APAC, THE SHIFT TO DIGITAL VIDEO IS ACCELERATING

Video Industry Revenue Share by Media



PAY-TV SUBSCRIPTION HAS PEAKED IN APAC (EX CHINA, INDIA)

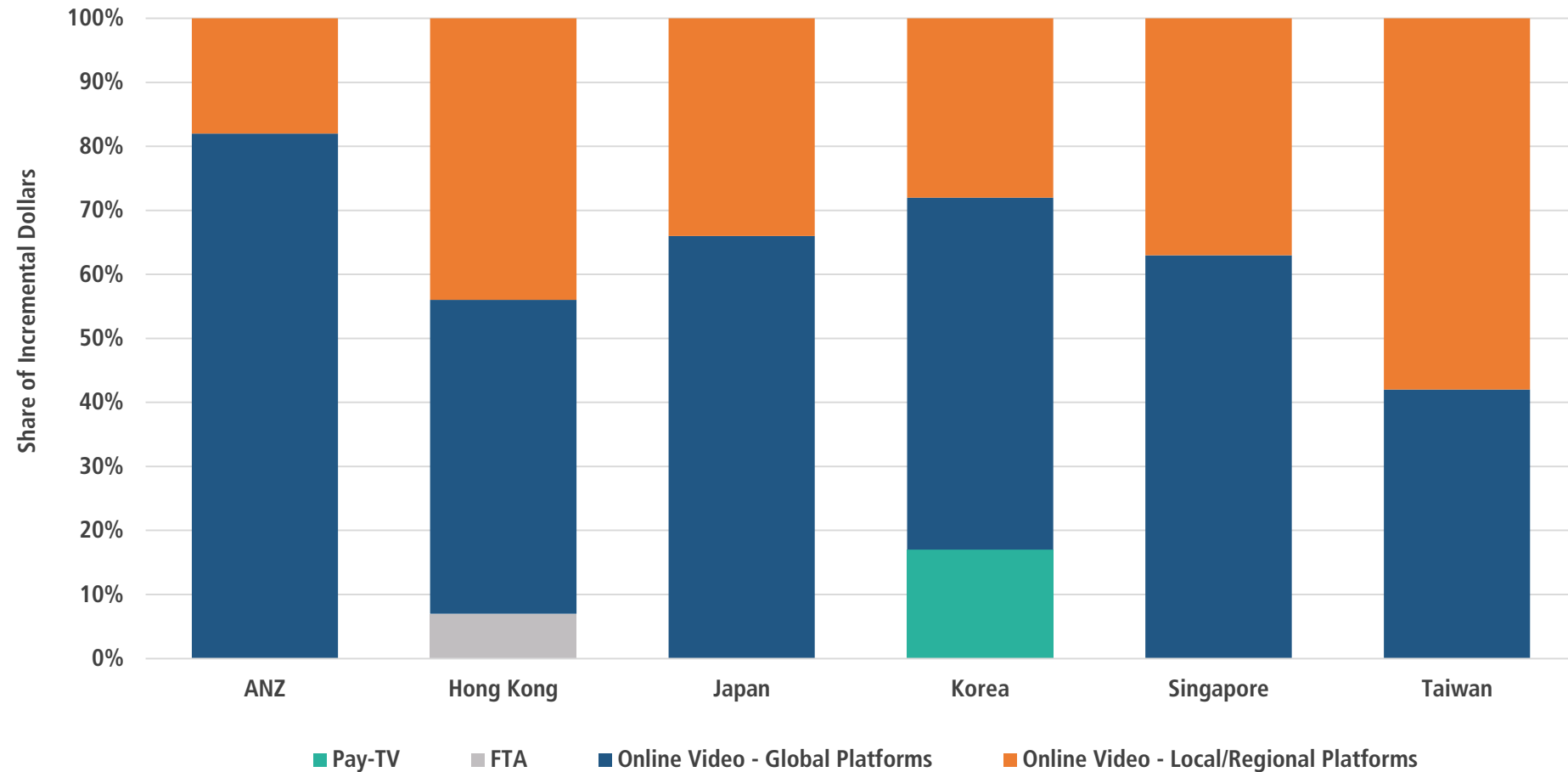
APAC (ex China, India) Pay-TV Subscription Market



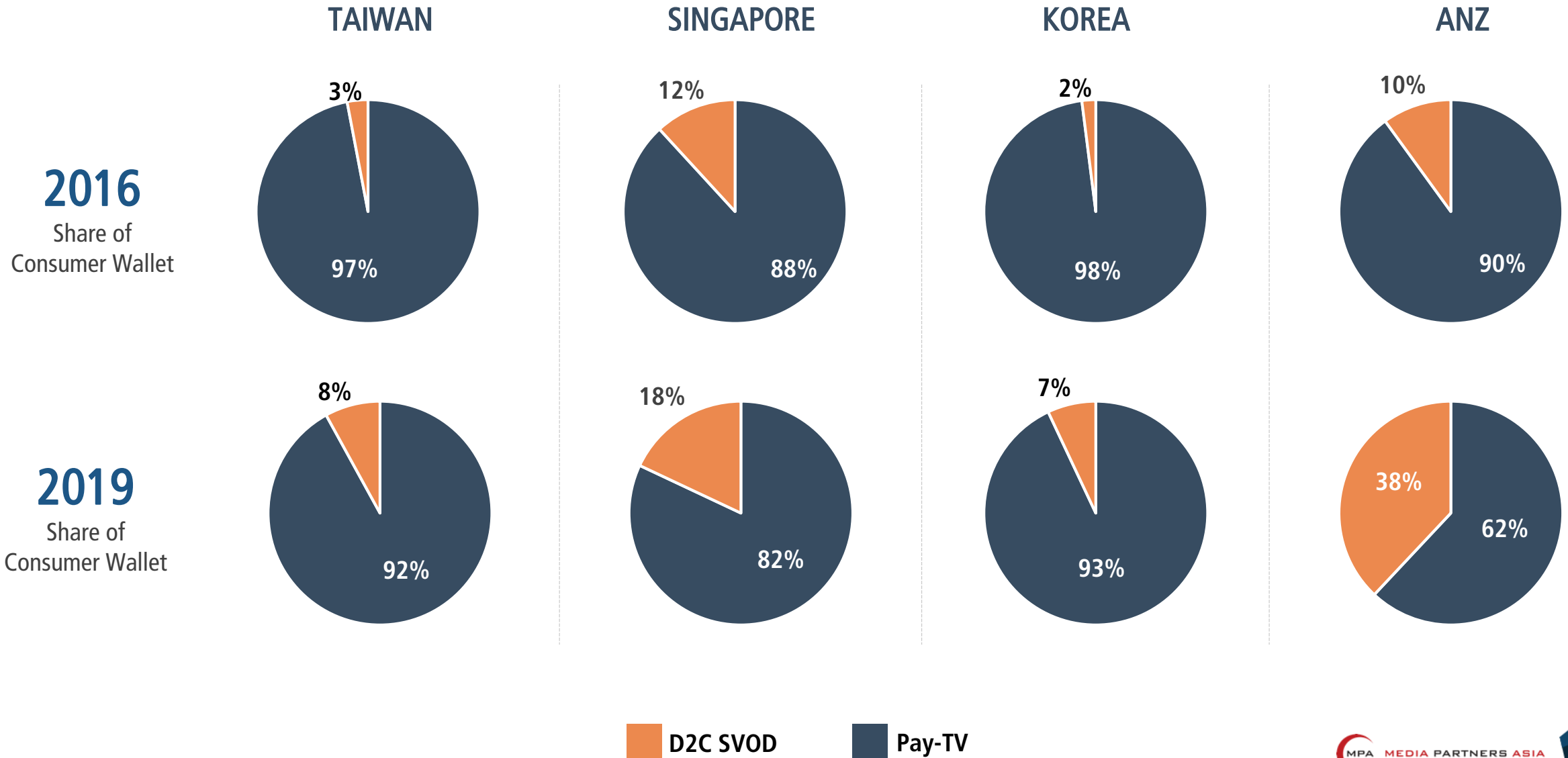
CAGR % (2019-2024)

AND THE SHIFT TO DIGITAL IS ALSO EVIDENT IN ADVERTISING SPEND

Share of Incremental Advertising Spend (2019-2024)

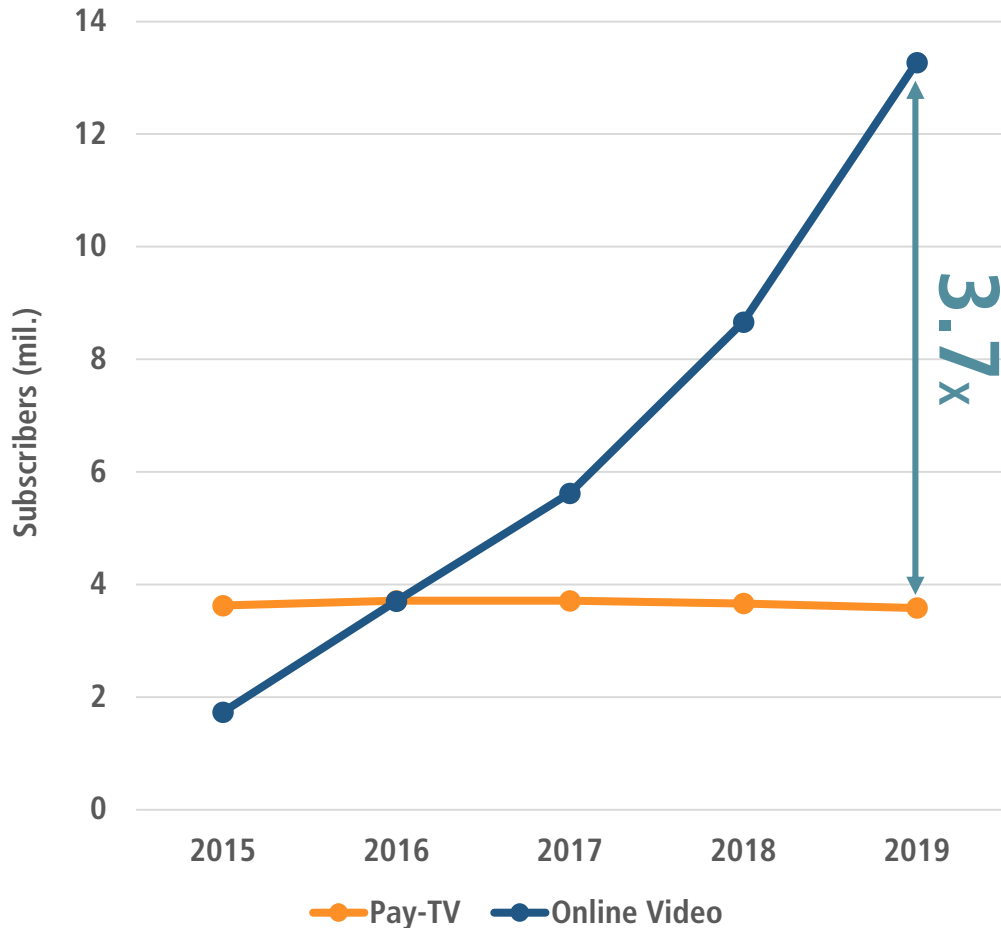


BUT PAY-TV REMAINS IMPORTANT IN ABSOLUTE TERMS

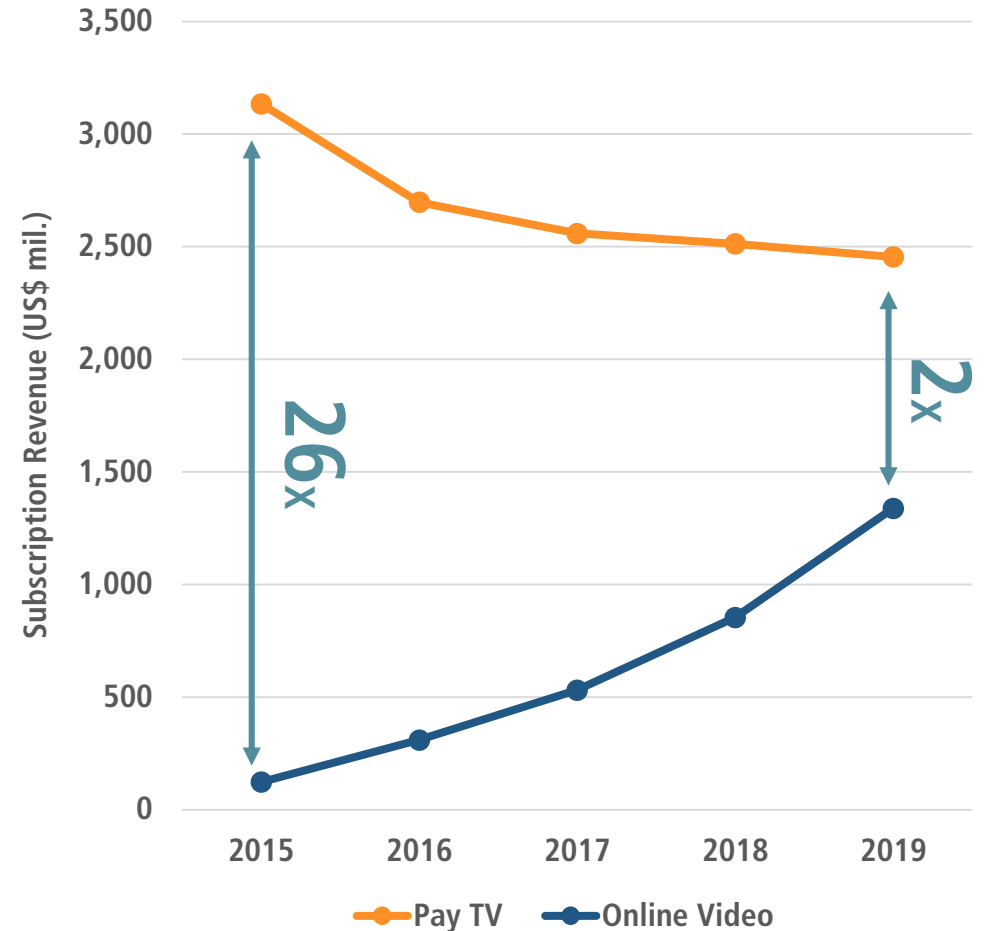


IN HIGH ARPU ANZ, SVOD REVENUES ARE QUICKLY CATCHING UP WITH PAY-TV

Pay-TV vs Online Video Subscribers

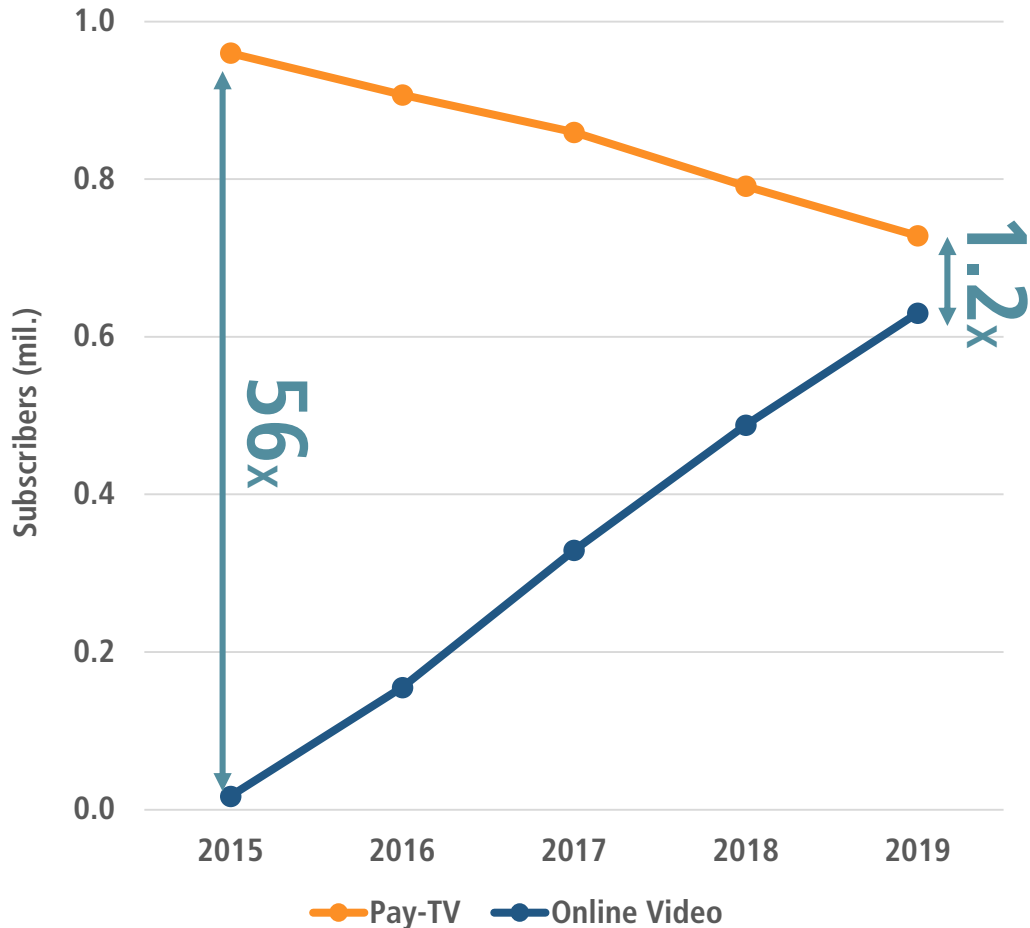


Pay-TV vs Online Video Subscription Revenue

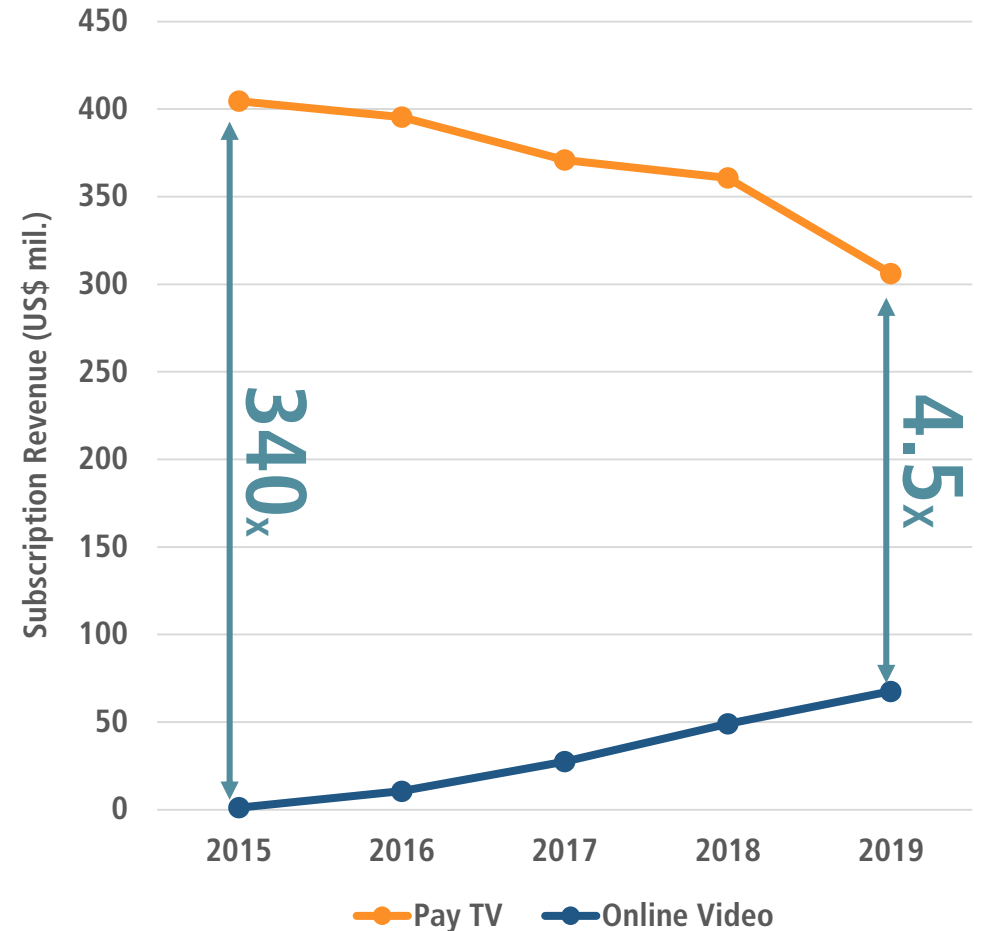


IN SINGAPORE, CORD-CUTTING ACCELERATES AS ONLINE VIDEO GROWS SUBS

Pay-TV vs Online Video Subscribers

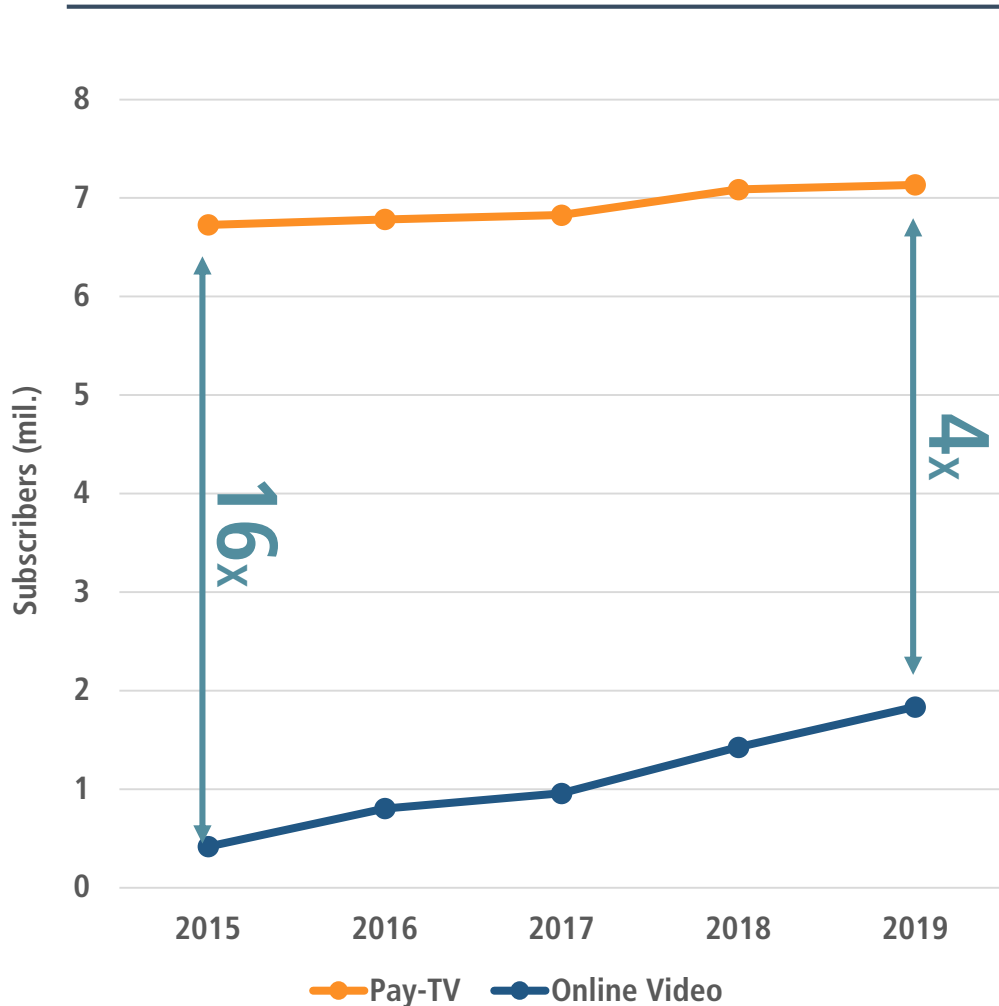


Pay-TV vs Online Video Subscription Revenue

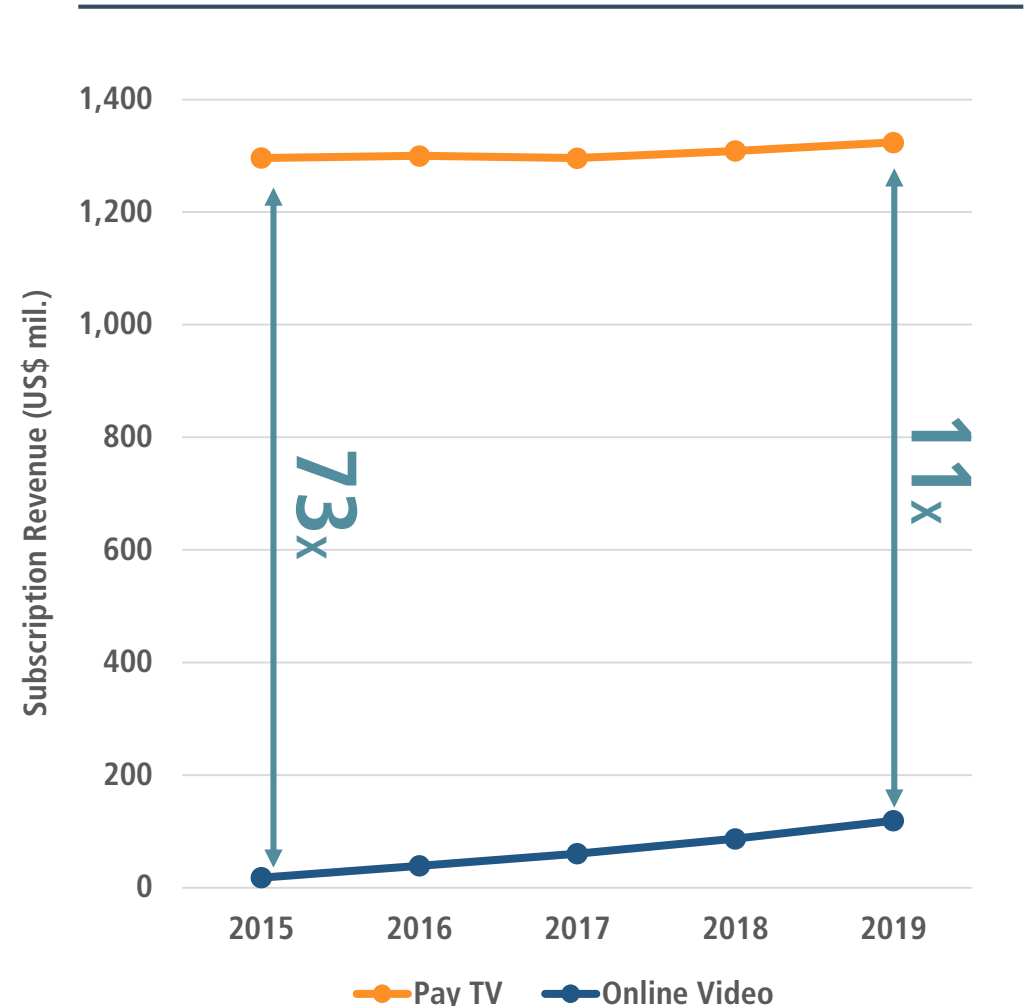


BUT IN TAIWAN, THE GAP REMAINS SIGNIFICANT

Pay-TV vs Online Video Subscribers



Pay-TV vs Online Video Subscription Revenue



The background features abstract geometric shapes in shades of blue and grey, primarily on the right side, creating a modern and professional look. The shapes include overlapping triangles and polygons, with some appearing as if they are layered or cut out of a surface.

THANK YOU