

NEWS RELEASE

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OnDemandIQ Debuts Taiwan's First Comprehensive Streaming Insights for December 2024

Netflix Leads with Drama and Romance as Audience Favorites in Taiwan's Streaming Trends

SINGAPORE, January 9, 2025: OnDemandIQ, Asia's leading streaming audience measurement platform, has unveiled its December 2024 report, offering unprecedented insights into Taiwan's streaming habits. By analyzing consumption across Connected TVs (CTVs), smartphones, and other devices, the report highlights genre preferences and platform performance across global, regional, and local streaming services. This marks a significant milestone in understanding Taiwan's streaming landscape, providing actionable insights for content creators, platforms, and advertisers.

Year-End Streaming Trends

- **Dominance of Drama & Romance:** The Drama and Romance genre captured the largest share of viewing minutes, accounting for 31% of total consumption across all platforms. Crime and Thriller followed at 21%, with Anime and Adult Animation rounding out the top three at 12%.
- **Regional Content Dominance:** Content from North Asia delivered 83% of all streaming minutes, emphasizing the significance of culturally relevant content. Breakdown by country of origin:
 - **China: 30%**
 - **South Korea: 26%**
 - **Japan 14%**
 - **Taiwan 13%**
 - **United States 12%**
- **Platform Leadership:** Netflix's "Squid Game" emerged as the most-watched title, followed by locally produced "Born for the Spotlight" and "The Story of Pearl Girl" demonstrating that regional content and Chinese-language productions is

key to platform success. Netflix secured an impressive 18 of the top 20 titles, underscoring its leadership in engaging audiences in Taiwan. The only non-Netflix show to break the Top 10 was IQIYI's drama "Love Your Enemy."

Top 20 Titles – Taiwan, December 2025

Rank	Title	Platform	Genre	Country	Parent Studio
1	Squid Game	Netflix	Crime & Thriller	South Korea	Netflix, Siren Pictures
2	Born for the Spotlight	Netflix	Drama & Romance	Taiwan	Netflix, Third Man Entertainment
3	The Story of Pearl Girl	Netflix	Drama & Romance	China	Alibaba
4	One Piece	Netflix	Anime & Adult Animation	Japan	Fuji TV, Toei Company
5	Blossoms in Adversity	Netflix	Drama & Romance	China	Baidu, Inc
6	Love in Contract	Netflix	Comedy	South Korea	CJ ENM
7	Do Do Sol Sol La La Sol	Netflix	Comedy	South Korea	KBS
8	The Circle	Netflix	Reality, Talk & Variety Shows	United States	Netflix, Studio Lambert
9	When the Phone Rings	Netflix	Crime & Thriller	South Korea	CJ EN, Kakao Entertainment
10	Love Your Enemy	iQIYI	Drama & Romance	South Korea	Baidu, Inc
11	Love Game in Eastern Fantasy	Netflix	Science Fiction & Fantasy	China	Tencent Penguin Pictures, Stellar Media
12	Love Like the Galaxy	Netflix	Drama & Romance	China	Tencent
13	The Imperial Age	Netflix	Drama & Romance	China	H&R Century Pictures Co.
14	Fear the Walking Dead	Prime Video	Horror	United States	AMC Networks
15	Angel's Last Mission: Love	Netflix	Comedy	South Korea	KBS
16	The Advisors Alliance	Netflix	Drama & Romance	China	Dongyang Meng Jiang Wei Film and TV Culture
17	Arcane	Netflix	Anime & Adult Animation	France, United States	Fortiche, Riot Games
18	Kill Me Love Me	Netflix	Action & Adventure	China	Alibaba
19	The Empress of China	Netflix	Drama & Romance	China	Fan Bingbing Studio
20	The Seven Deadly Sins: Four Knights of the Apocalypse	Netflix	Anime & Adult Animation	Japan	TBS, TMS Entertainment

Disney+ Highlights: The Top % shows were dominated by movies, bar the number one show, the Korean mystery horror series, "Light Shop."

Disney+ Top 5 Titles – Taiwan, December 2025

Rank	Title	Platform	Genre	Country	Parent Studio
1	Light Shop	Disney+	Horror	South Korea	Mr. Romance, Moving Pictures Co.
2	Shang-Chi and the Legend of the Ten Rings	Disney+	Science Fiction & Fantasy	United States	The Walt Disney Co.
3	Deadpool & Wolverine	Disney+	Science Fiction & Fantasy	United States	The Walt Disney Co.
4	Alien: Romulus	Disney+	Science Fiction & Fantasy	United States	The Walt Disney Co.
5	Home Alone	Disney+	Children & Family	United States	The Walt Disney Co.

IQIYI Highlights: The Chinese powerhouse streamer IQIYI top shows were dominated by its parent, Baidu's self-produced content

IQIYI Top 5 Titles – Taiwan, December 2025

Rank	Title	Platform	Genre	Country	Parent Studio
1	Love Your Enemy	iQIYI	Drama & Romance	South Korea	Baidu, Inc
2	Family by Choice	iQIYI	Children & Family	South Korea	Baidu, Inc
3	Fangs of Fortune	iQIYI	Science Fiction & Fantasy	China	Baidu, Inc
4	Unforgettable Love	iQIYI	Children & Family	China	Baidu, Inc
5	Starlight Boys	iQIYI	Reality, Talk & Variety Shows	South Korea	Baidu, Inc

Prime Video Highlights: Amazon’s top shows were driven by library titles, with police and fire procedurals taking 2 spots and the Walking Dead franchise taking another 2.

Prime Video Top 5 Titles – Taiwan, December 2025

Rank	Title	Platform	Genre	Country	Parent Studio
1	Fear the Walking Dead	Amazon	Action & Adventure	United States	AMC Networks
2	Chicago P.D.	Amazon	Crime & Thriller	United States	NBCUniversal
3	The Walking Dead: World Beyond	Amazon	Science Fiction & Fantasy	United States	AMC Networks
4	Oshi No Ko	Amazon	Science Fiction & Fantasy	Japan	Toei Company
5	Chicago Fire	Amazon	Drama & Romance	United States	NBCUniversal

MAX Highlights: While its distribution remains modest since its recent rebrand, Warner Bros. Discovery’s MAX is now being reported on the AudienceIQ platform

MAX Top 5 Titles – Taiwan, December 2025

Rank	Title	Platform	Genre	Country	Parent Studio
1	Rick and Morty: The Anime	Max	Anime & Adult Animation	United States, Japan	Warner Bros. Discovery, Studio Deen, Sola Entertainment
2	Interstellar	Max	Science Fiction & Fantasy	United States, United Kingdom	Legendary Entertainment
3	Industry	Max	Drama & Romance	United States	BBC Studios, Warner Bros. Discovery
4	Juror #2	Max	Crime & Thriller	United States	Warner Bros. Discovery
5	Joker: Folie à Deux	Max	Crime & Thriller	United States	Warner Bros. Discovery

Industry Insights: Anthony Dobson, Founder of OnDemandIQ, stated: “Our December 2024 report highlights the shifting dynamics of streaming consumption in Taiwan. By understanding audience preferences, platforms and producers can better align their offerings with viewer demand, ensuring sustained engagement and growth.”

The report’s findings emphasize the growing importance of regional content in driving streaming success. Producers and platforms can leverage these insights to refine their programming strategies, focusing on culturally resonant content to capture and retain audiences.



For More Information

To access the full December 2024 report or learn more about OnDemandIQ's services, please contact:

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About OnDemandIQ

OnDemandIQ is a pioneering audience measurement and analytics firm specializing in streaming video-on-demand (SVOD) and connected TV (CTV) consumption across Asia. Leveraging cutting-edge passive technology, the company delivers comprehensive insights into platform and title-level performance across all devices, including CTVs, smartphones, tablets, and computers. Founded by Anthony Dobson, an industry leader with extensive experience in audience measurement and media analytics, OnDemandIQ is committed to empowering media owners, streaming platforms, and advertisers with actionable data to drive strategic decision-making.