

NEWS RELEASE

FOR IMMEDIATE RELEASE

DECEMBER 19, 2024

Contact: Lady Mae Poyos
Media Relations

Email: lady.mae@ondemandiq.com

OnDemandIQ Releases Inaugural Wave of Streamer Sentiment Index (SSI).

New Study Unveils Asia's Streaming Platform Satisfaction; Incorporates Innovative Customer Experience Metrics.

SINGAPORE, December 19, 2024: OnDemandIQ has officially announced the completion of the first wave of its landmark **Streamer Sentiment Index (SSI)** study, delivering critical insights into the performance of video-on-demand (VOD) and over-the-top (OTT) platforms across Southeast Asia, Japan, and Taiwan. Surveying over 12,000 respondents across the region, the study evaluates the biggest global, regional, and local players, measuring key aspects of user satisfaction and behavior, including **Content Engagement, Brand Funnel Metrics, Content Fit and Variety, User Interface & Experience, Feature Performance, Value for Money**, as well as **Customer Churn and Acquisition Outlook**.

The first wave, capturing data from Q4 2024, is now available. The fieldwork for the second wave will commence in February 2025. Conducted in collaboration with leading Japanese panel provider GMO, the study provides granular market-specific insights to inform strategic decision-making for content creators, distributors, and platform operators.

Introducing the Stated Improvement Scale (SIS)

Setting the SSI apart from traditional audience measurement studies is the integration of the **Stated Improvement Scale (SIS)**. Originated by Michael S. Garver of Central Michigan University, SIS offers a dynamic alternative to standard customer experience metrics such as CSAT and NPS. Rather than simply gauging current satisfaction or intent to recommend, SIS measures perceived improvement in performance over time, providing actionable insights into how platforms can exceed user expectations. The

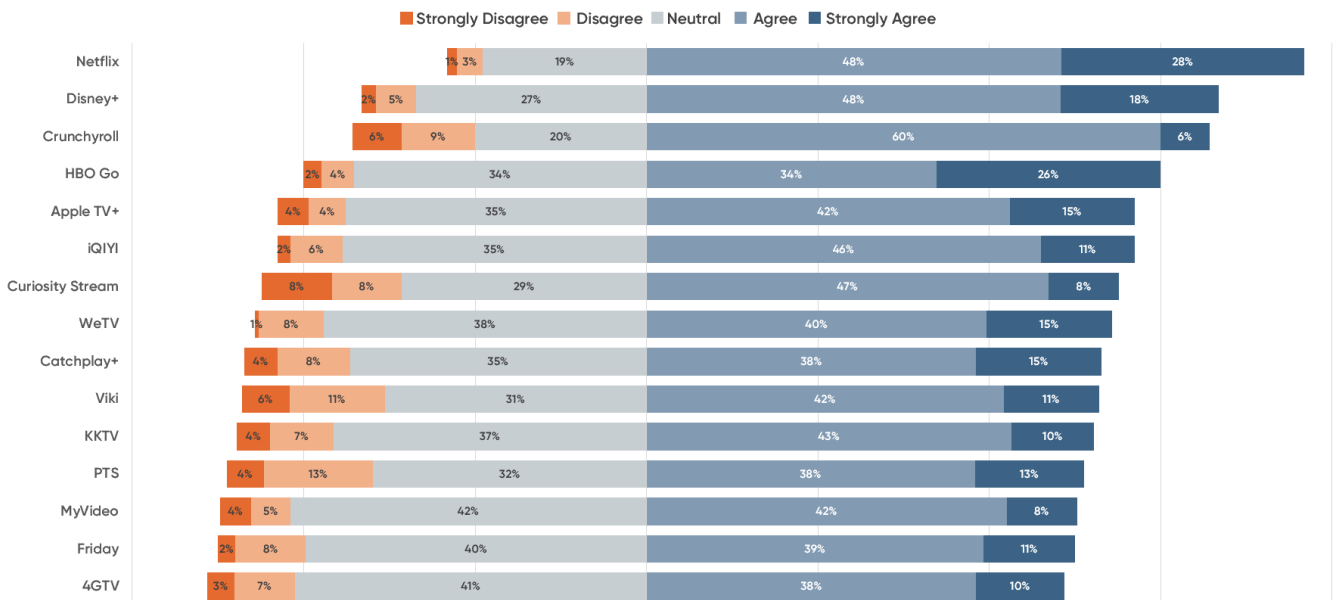
inclusion of SIS underscores OnDemandIQ’s commitment to leveraging innovative methodologies that yield deeper, forward-looking customer insights.

Highlights from the Report

The study’s findings reveal diverse streaming preferences and behaviors across key markets:

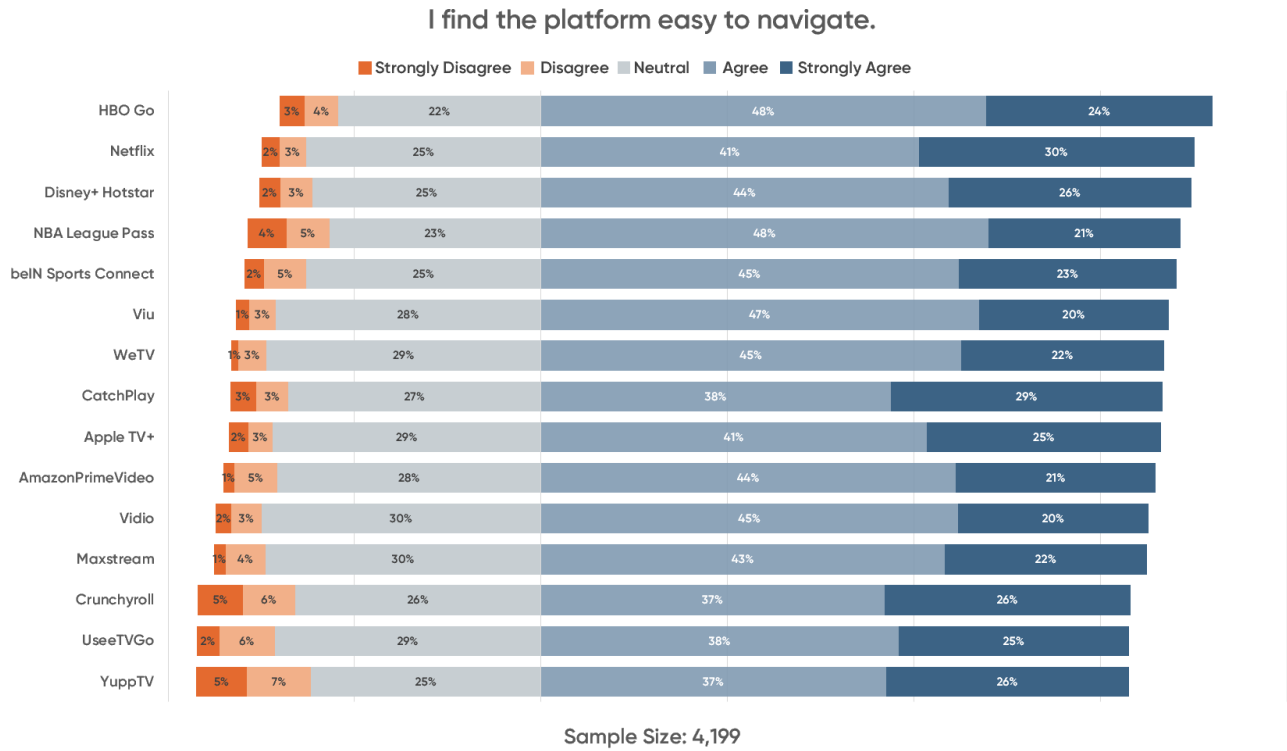
- Taiwan: International platforms dominate across all metrics, with Netflix outperforming in most categories. In content quality, Netflix claims the top spot, followed by Disney+ and Sony's Crunchyroll, which ranks third ahead of HBO Go. The upcoming wave will also assess consumer reactions to HBO's transition to MAX.**

The quality of the shows & movies on this streaming service meets my expectations.



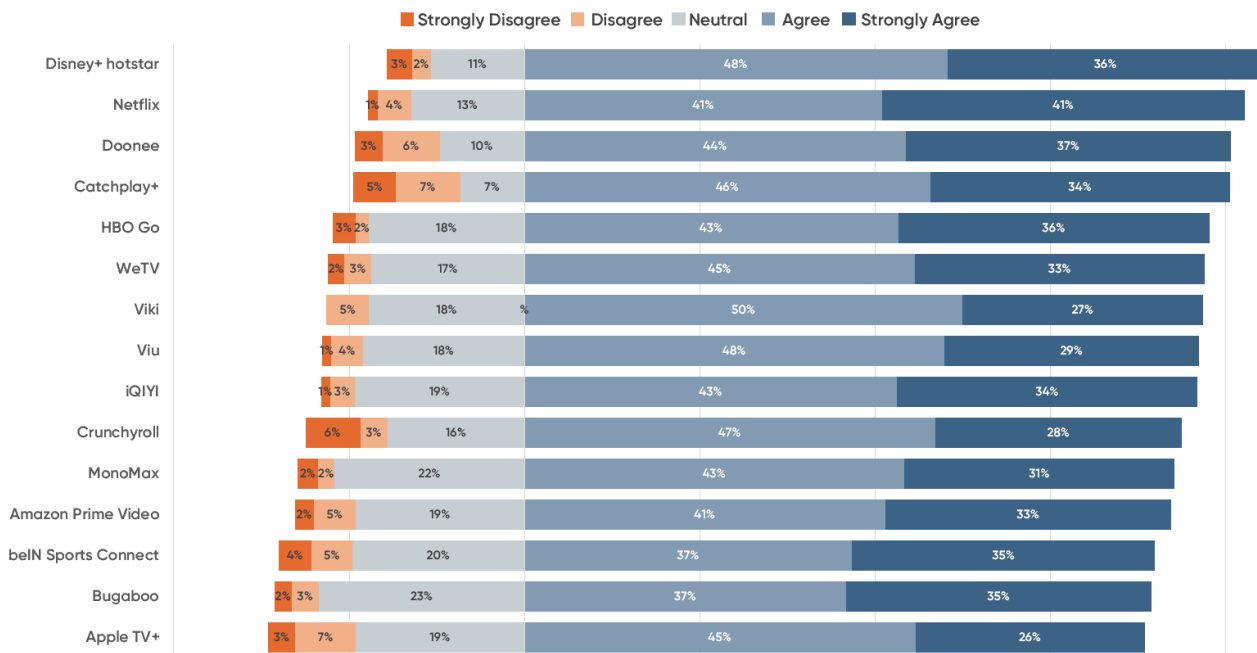
Sample Size: 3,539

- Indonesia: Global platforms lead in user interface performance. Indonesian viewers rank HBO Go as the best for ease of navigation, followed by Netflix and Disney+ Hotstar. Amazon Prime Video places 10th, narrowly surpassing the local Vidio platform owned by Emtek.**



- **Thailand: Disney+ Hotstar edges out Netflix for catalogue depth, emerging as the top choice among Thai audiences. Local player Doonee ranks third, followed by Taiwanese regional platform Catchplay. Amazon Prime Video scores poorly in satisfying binge-watchers' needs for engaging content.**

The platform offers enough content to support binge-watching sessions.



Sample Size: 1,916

“The Streamer Sentiment Index is designed to give industry stakeholders an unparalleled understanding of their audiences by combining traditional metrics with groundbreaking methods like the Stated Improvement Scale,” said **Anthony Dobson**, Co-Founder of OnDemandIQ. “These insights will help platforms enhance their offerings, driving both customer satisfaction and business growth.”

The **Streamer Sentiment Index Q4 2024** results are now available for purchase. To learn more about the study and access the full report, please visit https://www.ondemandiq.com/streamersentimentindex_streameromnibus or contact info@ondemandiq.com.



OnDemandIQ is set to launch *AudienceIQ* in January 2025, providing the industry with continuous, gold-standard audience measurement metrics across all major streaming platforms and devices. This comprehensive service ensures unparalleled insights into streaming consumption in Southeast Asia and Taiwan, with Japan and South Korea to follow in Q2 2025. Additionally, the company will release the Q4 2024 results of the *Streaming Sentiment Index (SSI)*, offering valuable benchmarks on consumer satisfaction for key industry players. Early results from both *AudienceIQ* and SSI will be made available to streaming platforms on request, empowering them with the data needed to refine strategies and foster growth in the dynamic streaming landscape.

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.

The company's flagship products include *AudienceIQ*, offering granular, multi-device audience metrics, and the *Streaming Sentiment Index (SSI)*, which benchmarks consumer satisfaction across major global, regional, and local streaming platforms. Headquartered in Singapore, OnDemandIQ officially launches its measurement services in January 2025, with a focus on delivering accurate, reliable insights tailored to the rapidly evolving streaming landscape.