



**The Evolution of TV:  
Embracing  
a Digital Revolution  
in Entertainment**

# On Demand & Astro Go

## Drive Significant Audience Engagement

VOD astro  
GO

**>50 Mil**  
Hours of Streaming

**+48%**  
(2022 vs 2021)



TV Linear

TV On Demand & Astro Go



1hr 1min

8hr 38min

OD & AG

**+89%**

of engagement time



TV Linear

TV On Demand & Astro Go



1hr 42min

3hr 56min

OD & AG

**+70%**

of engagement time



TV Linear

TV On Demand & Astro Go



6hr 44min

9hr 36min

OD & AG

**+59%**

of engagement time



TV Linear

TV On Demand & Astro Go



12hr 26min

10hr 40min

OD & AG

**+46%**

of engagement time

Source: Return Path Data (RPD)  
🕒 = Time spent per active household

# The Evolution of TV: Embracing a Digital Revolution in Entertainment

*This article maps out the actors within the streaming ecosystem; their viewing behaviours and the perspectives of this changing market. We will look at the platforms they use, the content they consume, the trends that are driving their behaviour, and the implications for marketers.*



TV has long been the quintessential shared cultural form of our generation. Viewing habits have radically transformed with the advent of new technology and viewing platforms. Viewers now watch content on demand through various platforms and devices, enjoying content however and whenever they want to.

The growth of streaming TV has been on a steep upward trajectory. In 2022, we observed a significant growth in streaming hours on Astro Go and On Demand platforms, with over 50 million hours of streaming, representing a 48% increase compared to the previous year, driving a minimum of 46% more engagement for programmes like *Gegar Vaganza S9*, and as high as 89% more for *Projek: High Council*. According to YouGov, this surge in on demand streaming has continued into March 2023, with a growth of at least +18% across different generations compared to pre-pandemic year, driven largely by the convenience of watching TV, anytime and anywhere.

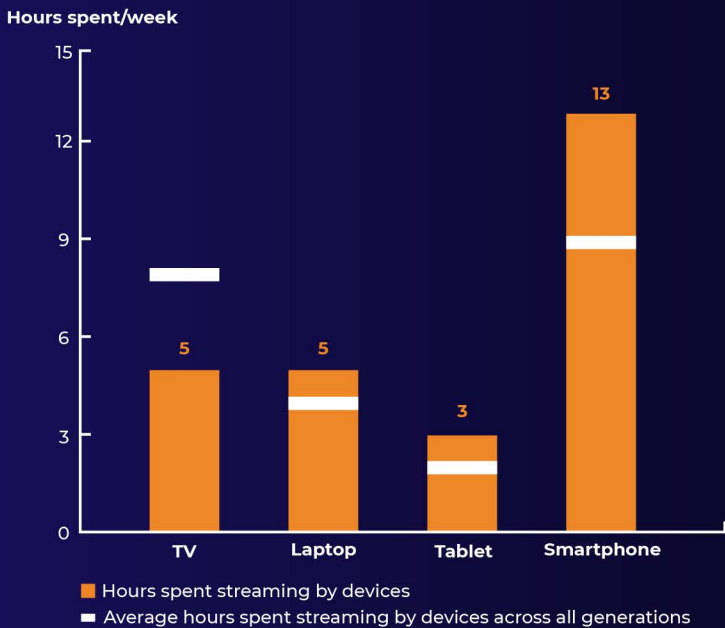
With appointment style viewing becoming less of a norm, what does this mean for brands? As the industry moves into an all on demand video landscape, let's take a look at how viewing habits of Malaysians have evolved in 2023 (vs pre-pandemic in 2019).



# Is Gen Z Watching TV?

Born as the first true digital natives, Gen Z has unique media consumption habits that are shaped by short digital videos and online interaction. Whether they are championing social justice, prioritising joy and creativity over the status quo – this generation is the most engaged with the online world than any other. It comes to no surprise that they are the generation that prefers streaming the most, with a significant index score of 156<sup>i</sup>. Gen Z spend an average of 13 hours per week consuming content on mobile, significantly higher than the overall average across all generations.

*i = Affinity index: reflecting the relative measure of an audience behaviour against the national population*



Source: YouGov Profiles 2023

So, what keep them glued to the screens? Gen Z rank comedy as their second favourite genre, narrowly behind their no.1, drama. This is followed by animation, food, drinking & cooking, entertainment and music.



This comes as no surprise with the Projek: High Council's phenomenal success among Gen Z viewers which can be attributed to its authenticity and relevance to real-world issues. The gripping storyline inspired by actual events of bullying in Malaysian schools, taps into a current conversation in our culture, addressing a topic that is often unspoken but impactful. With its diverse characters providing an authentic representation of the challenges faced by young people, Astro brings these stories to life on the larger screen, fostering a genuine connection with the Gen Z viewers.

## ***Film Review by The Sun Daily***

"Overall, Projek: High Council is well worth watching and has definitely proven to be a hit among the younger generation. With a unique subject matter, so many fresh faces in the cast who come with charismatic personalities, it's not surprising that this series deserves most of its hype.

Considering the storyline is set during the years 2006 and 2007, the showrunners did a great job with the script and cinematography to suit the era, and the characters' attire and demeanour fit the mood perfectly.

Last but not least, the local entertainment industry should make more of these kinds of television shows and films. Their topics serve as a wake-up call for the general public, and also to viewers who were unaware of what was happening outside of their world.

Obviously, at the same time, it gives newcomers an opportunity to enter the industry and ensures the future of the film and drama industry is in good hands."

[Fight back to school by Hazique Zairill, The Sun Daily, 03 Apr 2023]

<https://www.thesundaily.my/style-life/fight-back-to-school-EL10826442>





With over 1 mil unique viewers on Astro Go and Video On Demand (VOD), it has broken the record as the No. 1 On Demand show of all time on Astro and has amassed a unique fandom on TikTok with over 1 bil views and counting. This clearly dispels the myth that the young don't watch TV.



With the eldest now entering the work force, it is an exciting time to grow and be part of their new life moments. Requiring a more subtle connection to brands, marketers have a great opportunity to tap into their powerful purchasing power.

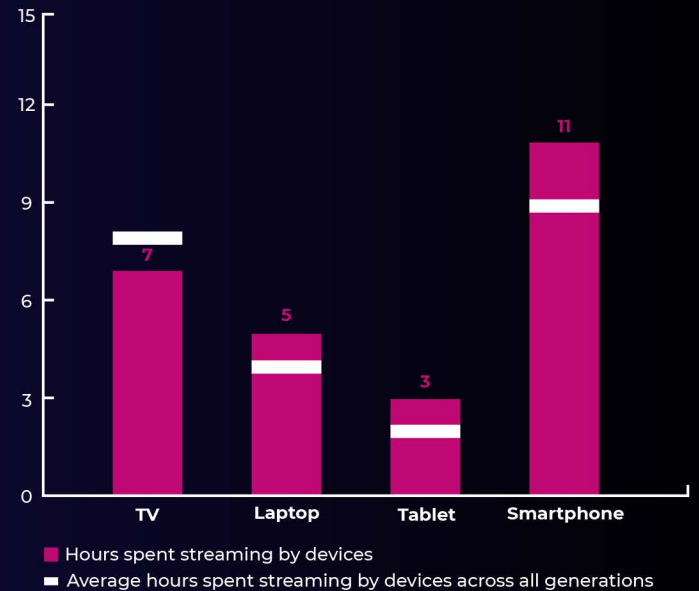
# Millennials, Pioneers of the Digital Era

Growing up between the dot com bubble and the rise of the internet, Millennials influenced and shaped the digital generation. The first in line to adopt new technology and embrace ecommerce, they are currently transitioning into adulthood by becoming new parents and home buyers or are singles by choice with disposable income.

Coming in second, this generation saw an +18% growth in On Demand services usage in 2023 vs pre-pandemic. Millennials tend to switch more frequently between mobile devices and TV, spending an average of 7 hours per week on TV.



Hours spent/week



Source: YouGov Profiles 2023

This generation has the same genre choices as Gen Zs, with the exception of documentaries coming in fifth.

Prioritising influencers to make purchasing decisions, brands can reach millennials through engaging content that is trustworthy and inspirational.

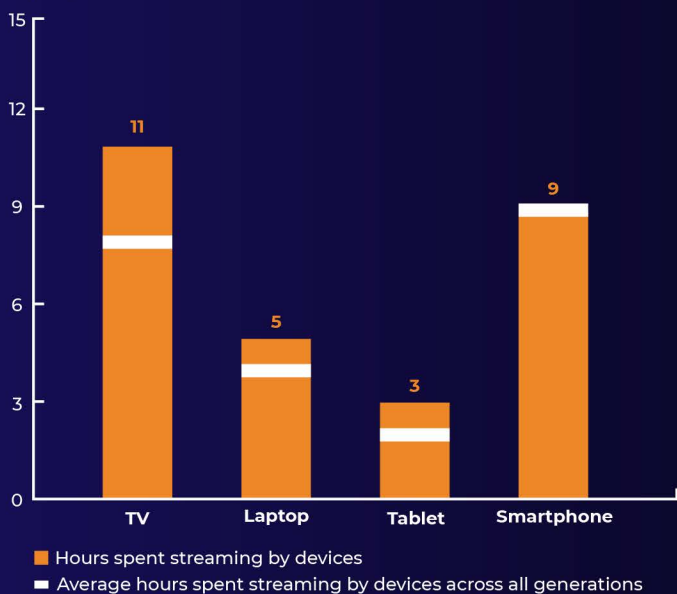


# Gen X, Navigators of Analog to Digital Transitions

Now looking at the generation before them, generation X is a diverse and resilient group. The original tastemakers of the 70s and 80s, they now support their parents and kids. From old school analog to digital, this sandwich generation has heavy responsibilities which drive their high purchasing power in the market.

While their preference still leans towards watching TV (37%), on demand usage growth increased by 25% since 2019, highlighting their journey through both analog and digital realms.

Hours spent/week



Source: YouGov Profiles 2023



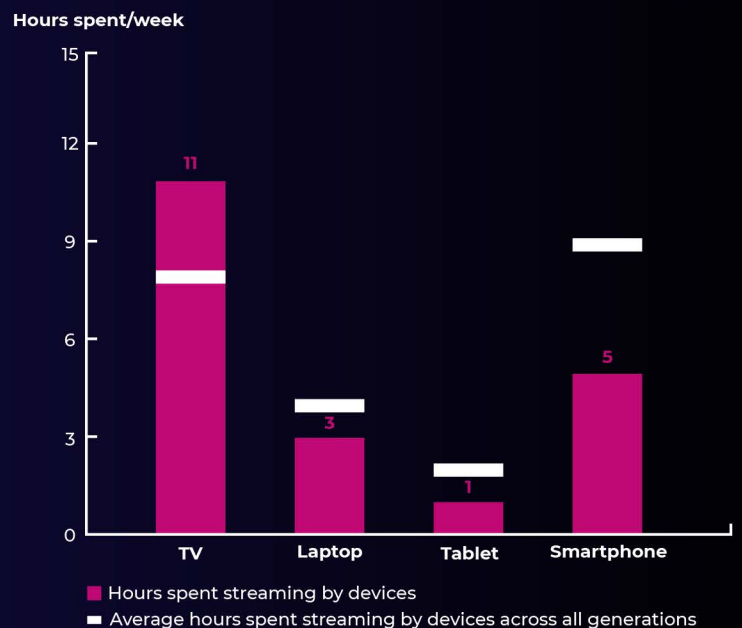
Spending an average of 6 hours per week on streaming, their favourite TV genres include comedy, documentary, drama, food & cooking and news.

So how are their kids influencing them? We saw this with Projek: High Council, as Gen X was the 2nd biggest age group at 20.5% to tune into Projek: High Council On Demand! This shows that generational influence can play a big part in content interests. As a generation that is loyal to brands, marketers need to think outside the box and find more unique ways to reach them.



# On the Go Baby Boomers

The boomer generation's positive leap to digitisation was largely driven by the pandemic. Having spent and saved money wisely, their streaming habits have increased by 24% since 2019. However, with more available leisurely time, they are the generation most inclined to TV.



Source: YouGov Profiles 2023

As the biggest generation to watch TV, it is the best medium to reach them effectively. However, seeing as they now consume a good mix of traditional media and online, this makes them as tech savvy as everyone else. Marketers shouldn't discount them in the streaming world, just yet.

## Streaming TV is top tier advertising

With the increased proliferation and multiscreen behaviour, reaching the relevant audience becomes paramount. Known to offer leadership stature and scale of attention in a brand safe environment, TV remains the undisputed leader of brand building, emotional connection and customer loyalty.

Across generations, the primary focus of all marketers is to find them where they are— whether its streaming, On Demand or live! For more information on OTT streaming advertising, email us at [mediasolutions@astro.com.my](mailto:mediasolutions@astro.com.my)



**Holistic View of Astro Multiplatform Viewership**  
TV ( Linear + OD ) | Mobile | OOH