

# THE REGIONAL OTT LANDSCAPE : ADVERTISING-BASED VIDEO ON DEMAND (AVOD) AND SUBSCRIPTION-BASED VIDEO ON DEMAND (SVOD)



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Asia has the fastest growing OTT subscriptions and some of the [highest online video consumption rates](#) globally. This Lumascope has been created by the IAB SEA+India Regional CTV & Streaming Council as a single-view into the OTT landscape in Southeast Asia and India. It is not an exhaustive list and the purpose is a guide for media planners of Advertising Video On Demand (AVOD) and Subscription Video On Demand (SVOD) channels in SEA+India.

# THE REGIONAL OTT LANDSCAPE : ADVERTISING-BASED VIDEO ON DEMAND (AVOD), SUBSCRIPTION-BASED VIDEO ON DEMAND (SVOD)



MALAYSIA



**AVOD**



**SVOD**



PHILIPPINES



**AVOD**



**SVOD**



THAILAND



**AVOD**



**SVOD**



SINGAPORE



**AVOD**



**SVOD**



# THE REGIONAL OTT LANDSCAPE : ADVERTISING-BASED VIDEO ON DEMAND (AVOD), SUBSCRIPTION-BASED VIDEO ON DEMAND (SVOD) AND FREE TO AIR (FTA)



VIETNAM



**AVOD**



**SVOD**



INDONESIA



**AVOD**



**SVOD**



INDIA



**AVOD**



**SVOD**

