

Meet the open internet — where you can reach almost 1.24 billion consumers in APAC

Media habits have changed. And your advertising strategy should too. Unlock advertising's biggest opportunities in APAC with our latest insights here.



Are you investing where they are?

Consumers across APAC spend 59% of their time online beyond search and social. However, brands today still invest less than 25% of their ad spend on the open internet.

TIME SPENT IN APAC BY CONSUMERS



AD SPEND IN APAC BY MARKETERS



THE OPEN INTERNET WALLED GARDENS



3 in 5 consumers will increase their usage of the open internet's channels

An open strategy for every brand

Listening to music and podcasts, browsing websites and streaming TV shows, movies and live sports — that's what draws consumers to the open internet. And if your brand isn't right there with them, you're missing countless opportunities for greater impact.

THE OPEN INTERNET

- OTT/CTV
- Music streaming websites/apps
- News, websites and blogs
- Ad-supported online gaming platforms

Millions of websites, apps, and streaming platforms

WALLED GARDENS

- Social media
- YouTube
- Live game streaming

Closed ecosystems run by tech giants

Rethink where your audiences are

To maximise your brand's impact, it's more important than ever to reach the right audience, at the right place.

Consumers are most engaged on the open internet. On the other hand, walled gardens remain popular as they multitask during work hours.

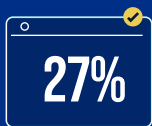


Almost 60% of consumers' time online is spent on the open internet.

With premium content comes greater brand impact

It's time to leverage data for brand growth and impact. The more immersed consumers are on the open internet, the better your campaign's reach and impact.

On average, consumers in APAC are:



27% more likely to accept ads on news, websites, and blogs, compared to social media.



40% more likely to recall whole ad on CTV/OTT, compared to YouTube.

Minimise disruptions maximise engagement

Quality of content is key among consumers. As brand ads appear alongside premium content on OTT, viewers find them more trustworthy as well.



Consumers are 53% more likely to purchase products advertised on OTT/CTV, compared to YouTube.



Consumers are 58% more likely to view brands on OTT/CTV as more premium, compared to YouTube.

The future of digital advertising – powered by the open internet.

To create the ideal omnichannel marketing plan of tomorrow, it's key for marketers to go beyond walled gardens — launching smarter, and more impactful campaigns.