Snapshot of International TVE Pay Channels in Asia Pacific 2015

Description: The availability of TV Everywhere (TVE) services from international content providers in the Asia Pacific (Apac) region is still emerging with just five operative TVE platforms identified as of June, 2015. It is worth stating, however, that other international players plan to launch their respective TVE systems in the region in future.

TVE pay-channels are offered as an add-on service to customers who have already subscribed to the channel package via a Pay-TV operator.

The service is limited as content provider have so far only formed alliance with a handful of Pay-TV operators. TVE systems have adjusted to the value chain of the Pay-TV industry and positioned themselves as a value-added service that seeks to build loyalty with subscribers.

Unlike HBO Go's plan to be a standalone service in the US, most broadcasters, including HBO, are yet to make such a huge leap in Apac and move away from traditional Pay-TV operator alliances.

The Asian OTT/ Internet TV market has recently seen huge traction, especially in Southeast Asian countries where a number of major partnerships have been announced. HOOQ, a new OTT service offered jointly by SingTel, Sony Pictures Television and Warner Bros was launched in the Philippines in February, 2015, in partnership with Globe Telecom.

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