



## Malaysians join the rest of the world to enjoy a whole new world of options for ‘watching TV’

Petaling Jaya, Sept 7 — Entertainment has definitely diversified in the last few decades, and like everything else that has changed in the last two years, Covid-19 has changed this diversity to suit consumer tastes. accelerated the transformation.

This includes how we consume entertainment, leading to new demand for personalized home entertainment.

Hitting on a good old idiot box or internet-enabled device has become the only go-to option for people to entertain themselves during lockdown.

As shared in a recent article by Anand Vijayan, TM Chief Commercial Officer on the official TM Blog, there are many network and online options to choose from these days.

<http://blog.tm.com.my/ever-ching-landscape-home-entertainment>

This article highlighted how entertainment has progressed to the point where you don’t even need a TV to watch it, as you can watch it via your smartphone or other internet-enabled device.

Beyond satellite TV, there’s OTT (or over-the-top platforms like Disney+ Hotstar, Netflix, and Amazon Prime), which has become the tagline for media services aimed at Internet-based viewers.

Data from **Department of Statistics Malaysia (DOSM)** shows a high level of access to digital services across platforms and devices. 99.6% on mobile phones, 99% on TV and 83.2% on pay-TV channels.

DOSM also found that internet usage increased by 99% last year, largely due to increased activity on social networks. Followed by downloads and plays of movies, videos, music, and games he increased by 91.8%.

In addition to these shifts in consumer patterns, the TM Blog article notes that another reason the landscape of the home entertainment industry is changing is that people have greater access to connectivity, software and hardware. brought interesting information that

Malaysians are now enjoying faster, fixed broadband speeds, further complemented by nationwide 5G rollouts, enabling consumers to easily access online content both at home and on the go.

And access to high-performance, affordable devices, combined with OTT platforms, allows access to content anytime, anywhere.

In addition to mobility, consumers can now choose when to watch their favorite movies and TV shows without waiting for them to air on a fixed programming schedule. Consumers can also pause, fast-forward and rewind their favorite episodes at will.

The author of the TM blog post also mentions hyper-personalization as another important shift in how we consume content. Streaming platforms provide recommendations based on an individual’s digital footprint through big data analytics and algorithms.

This is one of the subtle ways service providers can improve customer loyalty and even introduce new spending habits.

You can also invite new viewers to experience new genres by clicking on other suggested titles and content.

This allows providers to serve increasingly niche markets, such as otaku and anime fans, as well as audiences who enjoy entertainment in specific countries and languages (such as Korean dramas and Bollywood movies). .

The OTT platform also achieves exceptional profitability by leveraging a wealth of choice and a seamless onboarding process.

An ever-growing content library or portfolio diversification will help attract a broader community of viewers to join the streaming platform and help these OTTs open up new markets or establish greater market dominance. was helpful.

However, in a country as diverse as Malaysia, there are still challenges in creating a truly personalized experience. Serving multilingual and multigenerational households continues to be an important consideration.

Service aggregators have tried to solve this problem by including various OTT partners under “one roof”. This allows for a mix of local, regional and global streaming content to reach a diverse audience.

As new entertainment options emerge on the market, service providers must continually upgrade themselves and think of innovative ways to stay ahead of the competition. That means you need to stay ahead of the curve by leveraging consumer analytics and preferences.

With these trends showing no signs of slowing down, one thing’s for sure: the days of staring at a silly box while waiting for a show or movie to come out are fast becoming a thing of the past. There is.

<https://www.malaymail.com/news/life/2022/09/07/malaysians-join-the-rest-of-the-world-in-enjoying-a-whole-new-world-of-options-to-watching-tv/26942> Malaysians join the rest of the world to enjoy a whole new world of options for ‘watching TV’

<https://worldakkam.com/malaysians-join-the-rest-of-the-world-to-enjoy-a-whole-new-world-of-options-for-watching-tv/912075/>