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Connecting with Gen Z:

Maximizing content reach through
social media in APAC

Over the last decade, [streaming TV](#) has become a quintessential part of viewers' daily routines – especially in the Asia Pacific (APAC) region. The music and video streaming market in APAC is predicted to surpass [\\$60 billion](#) in revenue in the next few years, fueled by robust internet infrastructure and smartphone adoption. The region's linguistic and cultural diversity has enabled global Subscription Video on Demand (SVOD) services like Netflix, Amazon Prime, and Disney to thrive in the APAC market while also supporting the growth of local and regional platforms like iQIYI, Viu, and WeTV.

In 2023, APAC emerged as the [fastest-growing](#) SVOD market. Free Ad-Supported Streaming TV ([FAST](#)) also soared with [triple-digit](#) growth.

Mobile devices are [central](#) to digital video consumption in the region. Nearly [33%](#) of Gen Zers, 22% of millennials, and 10% of Gen Xers spend six hours or more daily on their phones. In most countries, Gen Zers spend roughly two hours longer a day on phones than Gen Xers and an hour more than millennials; they also spend more time on social media. In this Amagi Insights piece, we'll underscore why it's important to reach younger audiences on mobile devices and how increased reach helps content owners and platforms maximize content utilization and revenue. Plus, we dive into the essential considerations for your tech stack.

Why should your content distribution strategy include social media?

1. Gen Z loves bite-sized content

When it comes to social media, snackable and easy-to-consume is arguably the best way to reach Gen Z. The [YouTube Culture and Trends Report 2023](#) surveyed Gen Zers and revealed that 68% watch videos about a specific topic in multiple formats (e.g., short-form, long-form, podcasts, live streams), and 54% prefer watching short clips of a major event rather than the event itself.

2. Six out of 10 countries with the largest YouTube audiences are in APAC

India leads the charts with [462 million users](#), and Indonesia, Japan, Pakistan, Vietnam, and the Philippines also have large YouTube audiences. The growing popularity of [YouTube Shorts](#) also makes a short-form video distribution strategy non-negotiable.

3. Gen Z and millennials prefer regional content and cultural references

While global content is popular, there's also a strong demand for local and regional Asian content. Cultural representation and relatability play a significant role in audience engagement. Young Asians love [anime](#) and look for diverse genres like K-dramas, unscripted reality, live streams of regional/local festivals and events. Short-form content on social media allows you to reach these niche audiences in a personalized way.

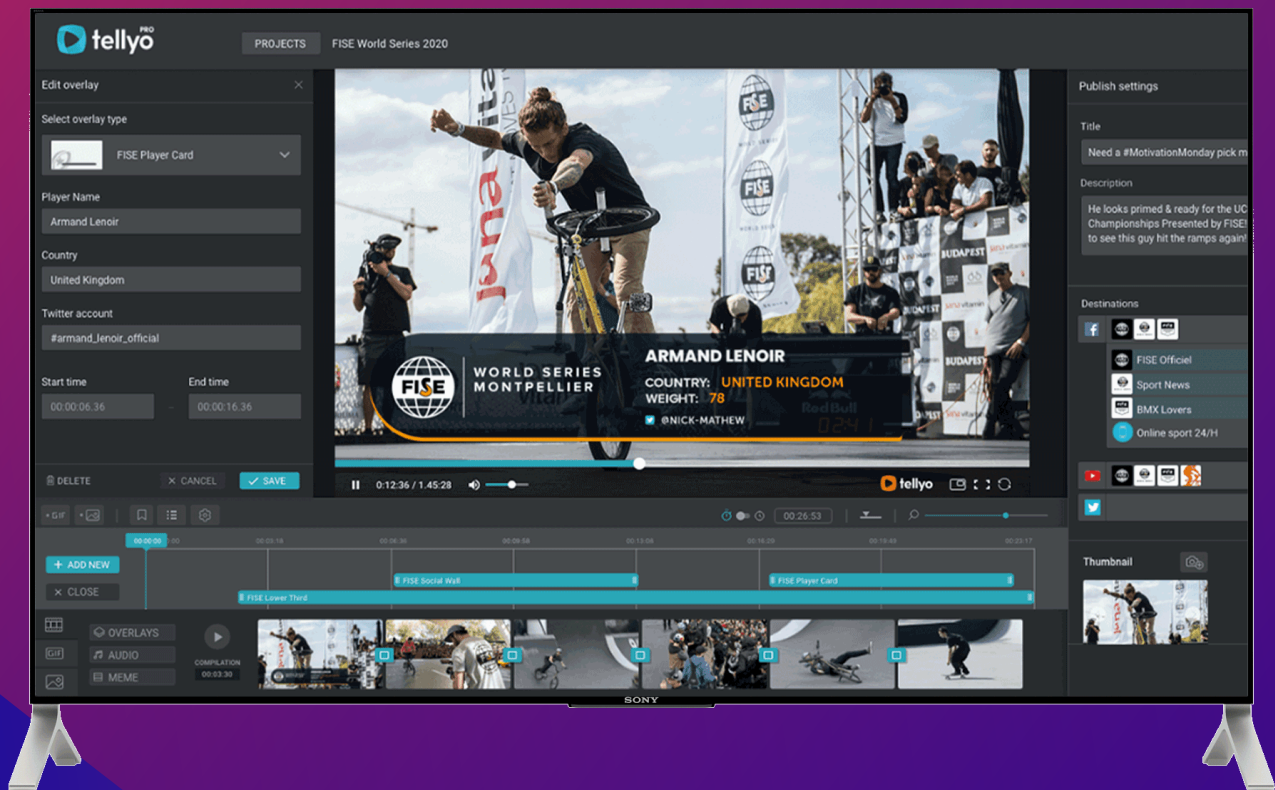
4. Social is now a preferred platform for news consumption

Across APAC, social media continues to become a go-to platform for short news clips as more and more younger audiences prefer those over full-length videos. In India and the Philippines, [47%](#) share news via social channels, with YouTube and Facebook popular. Thailand and Singapore show similar trends, with 43% and 34%, respectively.

5. Gen Z is a lucrative cohort for effective monetization

About [79%](#) of APAC Gen Zers learn about new brands via video-based social media at least once a month. Video influences not only brand awareness but also purchase decisions, opening up more monetization opportunities like ad slates in video content on YouTube.

Read more: [How to drive effective monetization outcomes from FAST](#)



What are essential technical considerations for short-form video creation?

With younger audiences consuming content mobile-first, speed becomes a critical factor in ensuring timely creation of short clips and highlights. Whether it is live news, sports, events, or clipping existing on-demand assets, delivering short-form content on the fly helps reach audiences faster and enables the creation of more assets in a shorter time frame.

A decade ago, this process involved the video operations team's tedious, hours-long task of clipping and editing video to make it social media-ready.

But today, the cloud is simplifying that process – solutions like [Tellyo Pro](#) help clip long-form live or VOD content and edit it – and publish short-form content across multiple social media destinations in about 30 seconds.

With intuitive user interfaces, Tellyo Pro enables you to add overlays, graphics, and transitions and easily brand content with logos, bugs, and stings. It caters to multiple aspect ratios and helps publish to diverse social platforms in their preferred formats and resolutions. For live events, Tellyo Pro's metadata-driven automated clipping and publishing toolset uses live event metadata to automate and speed up short-form video production workflows.

Apart from content distribution, Tellyo Pro also helps monetize content through automatic or manual pre/mid/post bumpers and bugs – enhancing revenue streams. It also allows restreaming of content across diverse destinations simultaneously – helping your content reach more avenues like D2C apps, broadcast channels, and FAST channels.

How does a short-form, video content strategy on social media drive results?



Expand your audience reach

Especially in the case of live news and sports, a strong social media strategy helps deliver just enough relevant content to the audience, coming across as a reliable source of timely information. This increases the chances of content going viral and creates a funnel for long-form and subscription viewership.



Engage with diverse yet niche audiences

Sharing a sneak peek of your vast content library on social media can help pique the interest of niche audiences who might not be familiar with your content, channel, or platform.



Enhance revenue

Social media helps generate more value from a single piece of content, leading to additional revenue. Costs are further optimized with cloud technology's pay-as-you-go model.



Route traffic to your D2C app or FAST channel

Do you have original programming of an unscripted reality show? Posting short clips on social media provides a great way to spark conversation and bring relevant traffic back to your channel or D2C app. This also means increased engagement on your social channels and streaming TV.

As multiformat, multi-device consumption becomes the norm, innovative technologies and solutions are making content creation and distribution easier. As a pioneer in glass-to-glass broadcast and streaming TV solutions, Amagi democratizes the entire media lifecycle of channel creation, content distribution, and monetization, helping content owners, platforms, and advertisers maximize the value of their content.

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