



WIN WITH NIELSEN MEDIA INSIGHTS

FEATURE STORY

GLOBAL VIDEO ON DEMAND REPORT



Watching TV meant sitting in front of the screen in your living room, waiting for a favorite program to come on at a set time. Today, the growth of video-on-demand (VOD) programming options where viewers can download or stream content from either a traditional TV package or an online source is creating extensive opportunities for consumers who have greater control than ever before over what they watch, when they watch and how they watch.

[Download the report](#)

MORE NEWS AND INSIGHTS

BE INNOVATIVE IS THE KEY



Marketers and advertisers in Hong Kong are becoming more cautious as they are more concerned about global and local economy performances, where 29% of advertisers planned on increasing advertising spend in 2016, a 7-percentage-point decrease compared to last year. So, how to win the game?

[Click here to see more](#)

THINGS YOU MUST KNOW ABOUT HONG KONG ONLINE SHOPPERS



No doubt there is a slowing down retail growth in Hong Kong, and retailers are keen to leverage the online platform to expand consumers' touch point more than ever. Yet, do you know what the online shoppers really want?

[Click here to see more](#)

UPCOMING

SHIFTS IN VIEWING: THE CROSS-PLATFORM REPORT IN HONG KONG



Technology has enabled increased choice and consumers have become accustomed to controlling the wide array of content at their fingertips. And this growth in digital—both on computers and mobile devices—is fueling our growing video content appetites.

[For enquiry, please click here](#)