

Annex A

Example of findings from integrated data:

The integrated data from SG-TAM on popular primetime Mediacorp Chinese drama series, “Blessings 2”, showed that all 20 episodes garnered nearly 1.9 million viewers across TV and smaller screens¹.

- Around 300,000 viewers watched the programme on catch-up, with the majority being females².
- Among these female viewers, 60% of the viewership was contributed by those aged 25 to 44 years old.
- In comparison, the older female viewers aged 45 and above preferred to watch live.

¹ Source: SG-TAM Integrated Viewership. Target: People 4+, Platform/Device: TV & Other screens, Usage Period: Total Viewing (0-80 days)

² Source: SG-TAM Integrated Viewership. Target: People 4+, Platform/Device: TV & Other screens, Usage Period: Viewing On Same Day As Live (VOSDAL, 1-80days)