

Parrot Social

Global Tech. Local Insight.

A.I. | INSIGHTS | FUTURE TRENDS

LIVESTREAMING FOR PRODUCTS & ADVERTISING IN THE SINGAPORE MARKET

SHOPAVISION

THE PARROT SOCIAL DISRUPTION

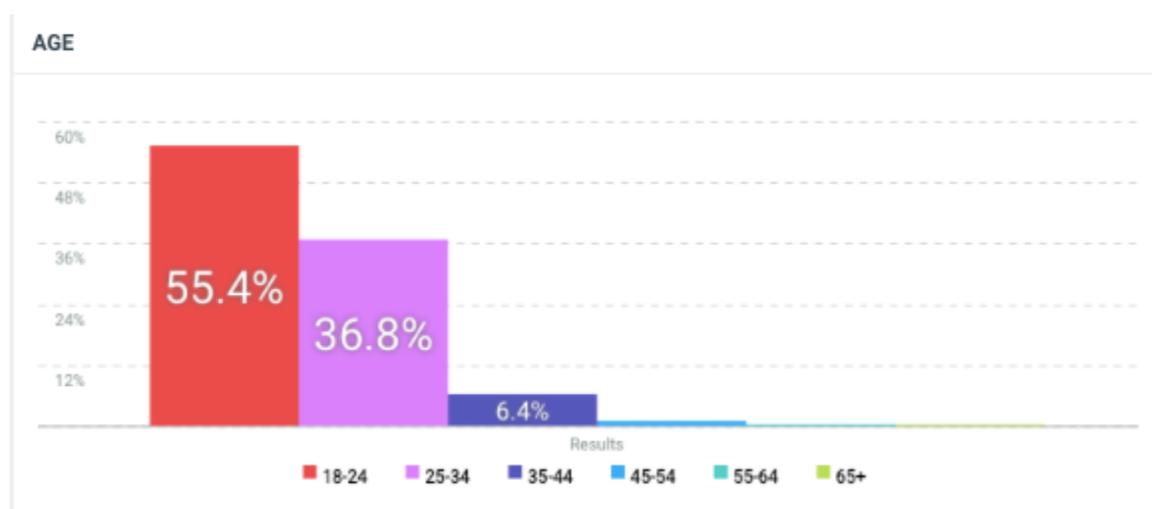
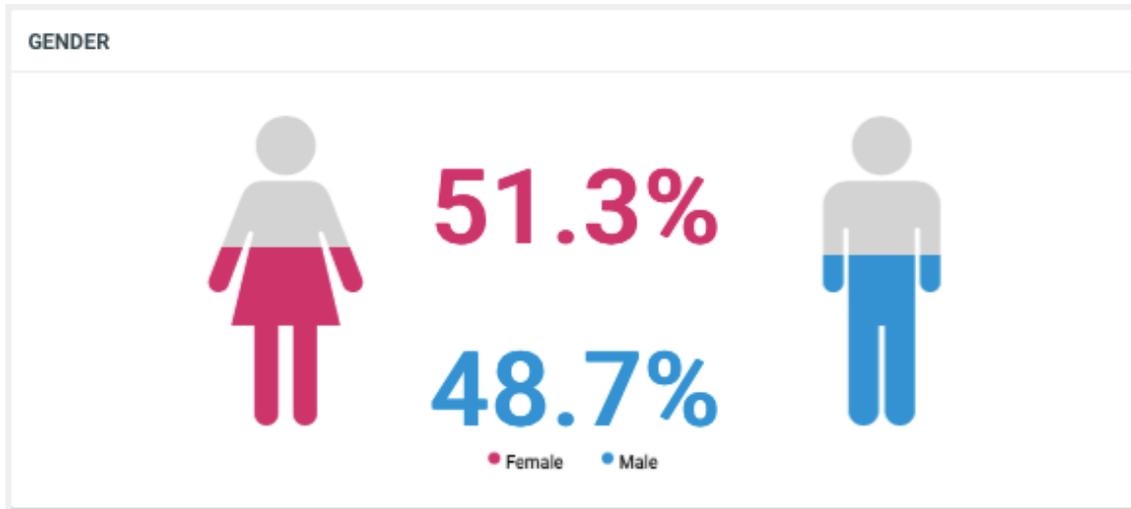
We listen for a more outwardly view. We listen so that all voices can be heard. On the ground listening, combining online & offline data gathering with comprehensive analysis done in real-time via deep neural processing, which is a subset of Artificial Intelligence (A.I). We convert data into insights tailored for the global and local markets.

OVERVIEW

- Livestream shopping has been very popular, especially in China. The Chinese are used to watching other people livestream almost everything they do: cook, play or just sit and eat dinner. Smartphone viewing offers a form of entertainment and human connection.
- This trend is growing in Singapore with high digital penetration and connectivity with Millennials and Gen Z fuelling this growth. Internet penetration in Singapore is at a high of 84%.
- Now, with social isolation, people find themselves wanting two things: entertainment and human connection. As we all grow more accustomed to watching, working, talking and buying online, livestream shopping may prove to be the best way to reach consumers especially in a post-Covid-19 world.
- Today's Covid-19 health crisis makes livestreaming look even more advantageous than a static website because it offers a sense of community as well as entertainment — two things we yearn for right now and two essential aspects of shopping.
- We discovered that the motivation for purchasing products is not just out of necessity but more for the thrill of the hunt — often with friends and family — and to interact with sellers who can explain the products in detail. Livestreaming can provide a similar experience when we cannot (or are too reluctant to) go to a store in person.
- So far, e-commerce has favoured the simplest purchases and those easiest to ship: electronics, clothes, household tools and more recently groceries. Harder things to sell online are real estate, cars and hard-to-ship items such as lumber and other building materials. But considering there was a day when no one expected people to buy clothing or shoes unless they could try them on in a store, it is a good bet that barriers to other products will soon come down in time to come.



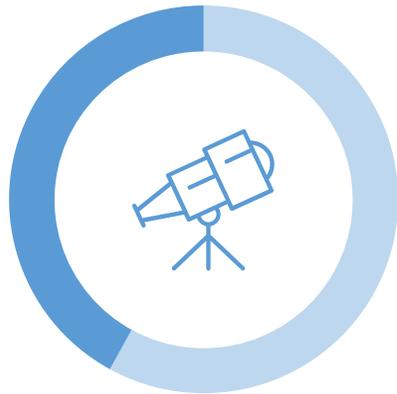
EXPRESSED INTEREST IN LIVESTREAMING: SINGAPORE



- This shows the demographical breakdown of the study on live streaming content in Singapore. The data was derived from 5,200 conversations online specifically in the Singapore market from 9 May to 9 June 2020 (30 days). Data was extracted from online chatter derived from platforms such as **Twitter, Facebook, Forum pages, Online news, Blogs, Instagram, online magazines etc.**
- Live streaming and making product purchases from live streaming appeals greatly to those between the ages of 18 to 24 which makes up 55% of the conversations.
- About 90% of conversations centered around Millennials and Gen Z or those aged between 18 to 34. This is also the group who are more supportive of live streaming content and are most likely watch and participate in its content.
- The 35 to 44 year olds make a substantially smaller portion (6%) of those who might engage in live streaming or purchase products from those networks.

MAKING PURCHASES FROM LIVESTREAMING PLATFORMS

THESE ARE THE LIKELY PURCHASE PATTERNS OF THE DIFFERENT AGE GROUPS



81%

18-24 year olds

About 4 out of 5 respondents from this group state that they are likely to purchase products as a result of watching livestreaming for shopping content



51%

25-34 year olds

Half of this age group say they do not mind purchasing especially from Flash Sales during a livestreaming. The other half would rather watch for entertainment value and make their purchases elsewhere.



20%

35-44 year olds

Only 1 in 5 respondents in the Gen X group express the likelihood of purchasing products from watching a livestream.



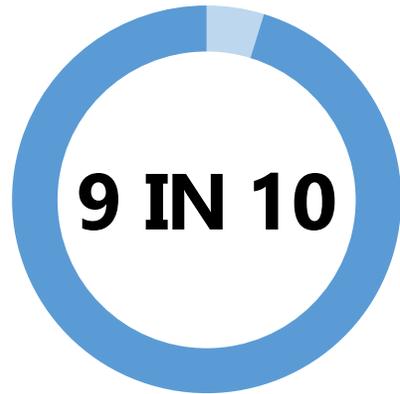
N.A

45-44 year olds

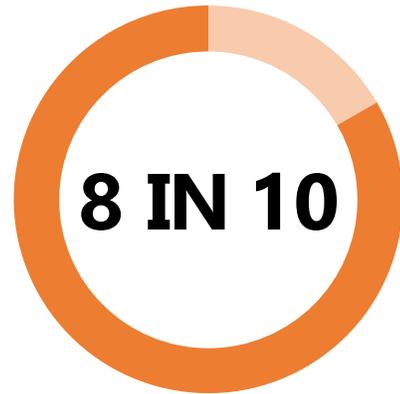
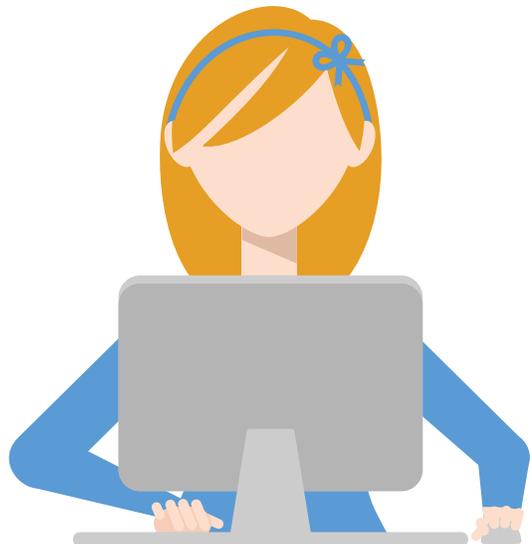
Data for this age group category is negligible as it too small to make a conclusive statement at this point.

WHY DO USERS LIKE LIVESTREAMED CONTENT?

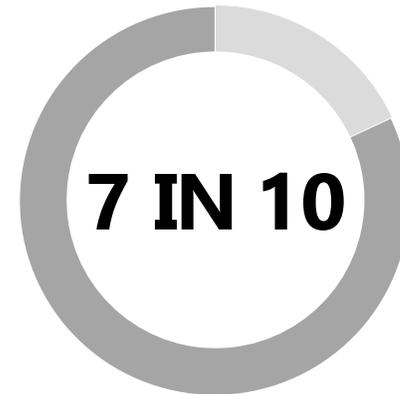
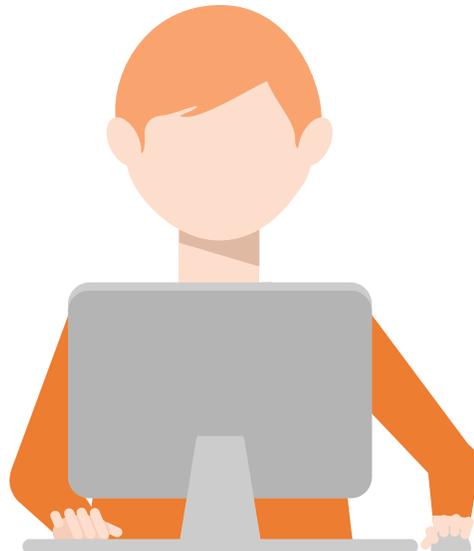
Humans are at the end of the day; social and interactive creatures at heart. Online shopping has increasingly become one of the paths leading to emotional fulfillment especially given the current times and circumstances.



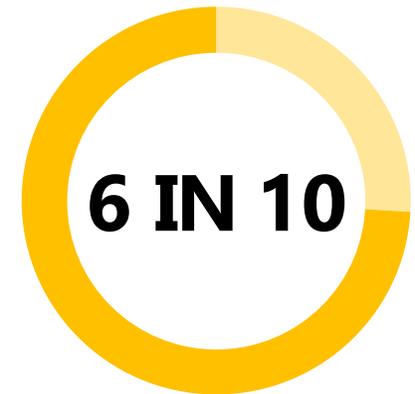
ACTIVE INVOLVEMENT



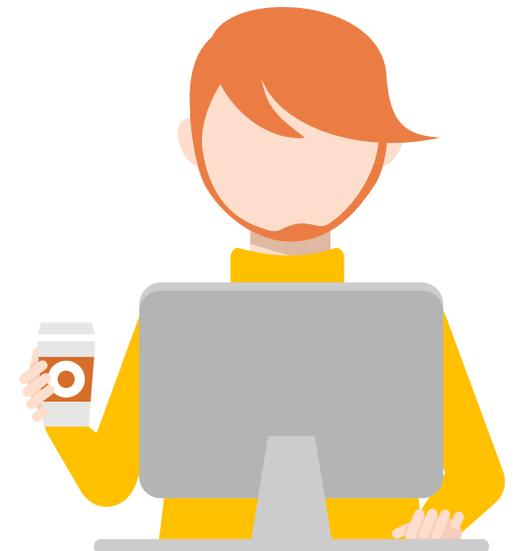
RECEIVE UP-TO-DATE
INFORMATION



FEEL CONNECTED WITH
THE WORLD



MAKES THEM FEEL EXCITED



KEY FACTORS WHEN USERS TUNE IN TO LIVESTREAMS

FURTHER DETAILS



AUTHENTICITY

Viewers appreciate genuine and candid content and want to know what businesses have to say about their products and services. They also like real time demonstrations.



HUMAN CONNECTION

Livestreams create a sense of intimacy between buyers and sellers –it makes people feel that they have someone to interact with.



ACTIVE ENGAGEMENT

Engaging with an “influencer” in realtime is thrilling . Millennials and Gen Z alike do not mind supporting their favourite influencers as social media become increasingly personality driven.



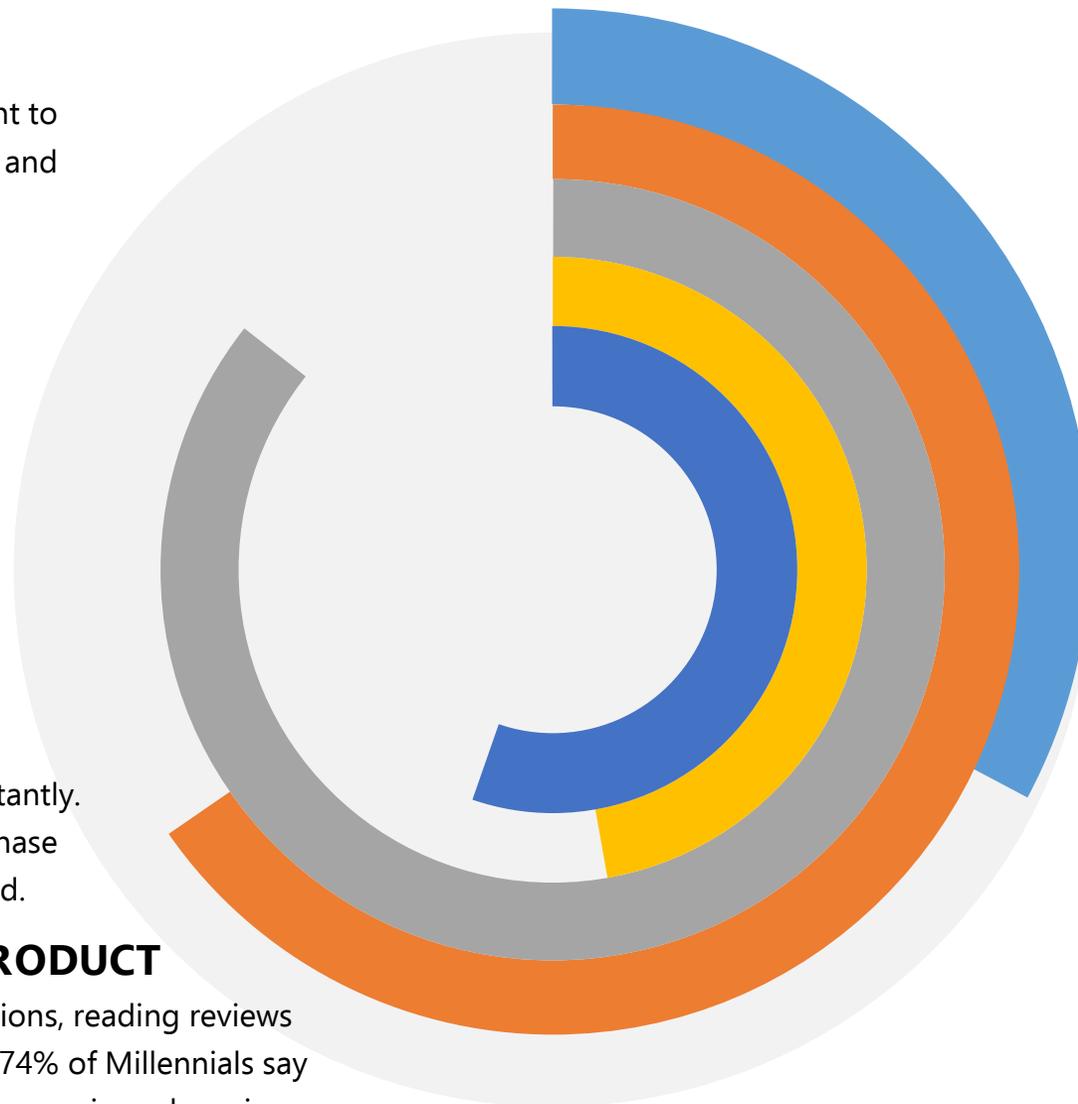
INSTANT GRATIFICATION

Impatient consumers want to buy and own products instantly. About 60% of Smartphone users are more likely to purchase products immediately & livestreaming supports this need.



LEARN WHAT OTHERS SAY ABOUT PRODUCT

In the age of how important peer-to-peer recommendations, reading reviews and comments while livestreaming increases purchases. 74% of Millennials say that they find livestreaming videos helpful when doing comparison shopping.



TOP 3 PRODUCTS

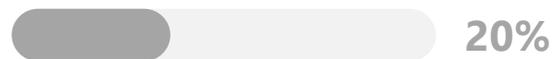
THESE ARE THE TOP 3 PREFERRED PRODUCTS TO BE SOLD ON LIVESTREAMS

FOOD & RELATED-FOODTSUFF



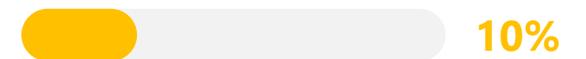
Food – is the top preference when it comes to live streams. Be it night markets online selling Bubble tea & other millennial-inspired food, to preference to purchase seafood and meat online, food seems to be top of mind.

LIPSTICKS



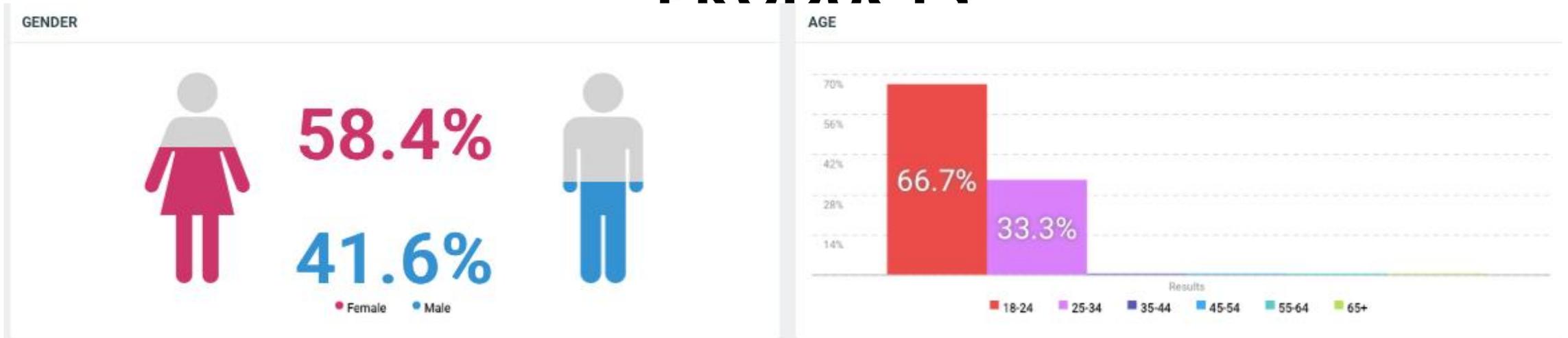
MAKEUP- in particular Lipsticks are preferred especially given their lower costs and bundled deals. Moisturising lipsticks for example was mentioned as one of the items searched for in a Livestream.

EARPHONES



This comes at no surprise as a set of earphones is something both needed on the go as well as at home.

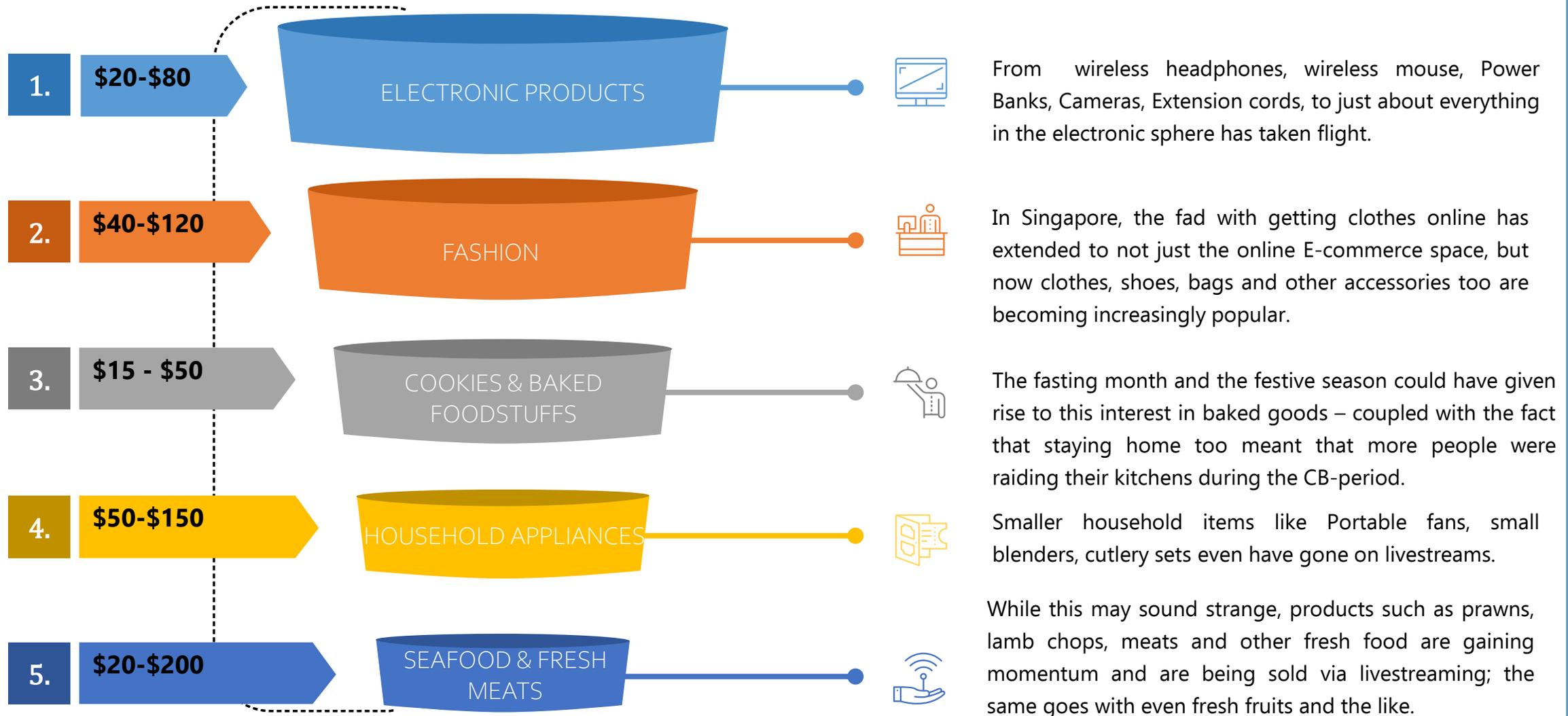
DEMOGRAPHICAL BREAKDOWN: TOP 3 POPULAR LIVESTREAMING PRODUCTS



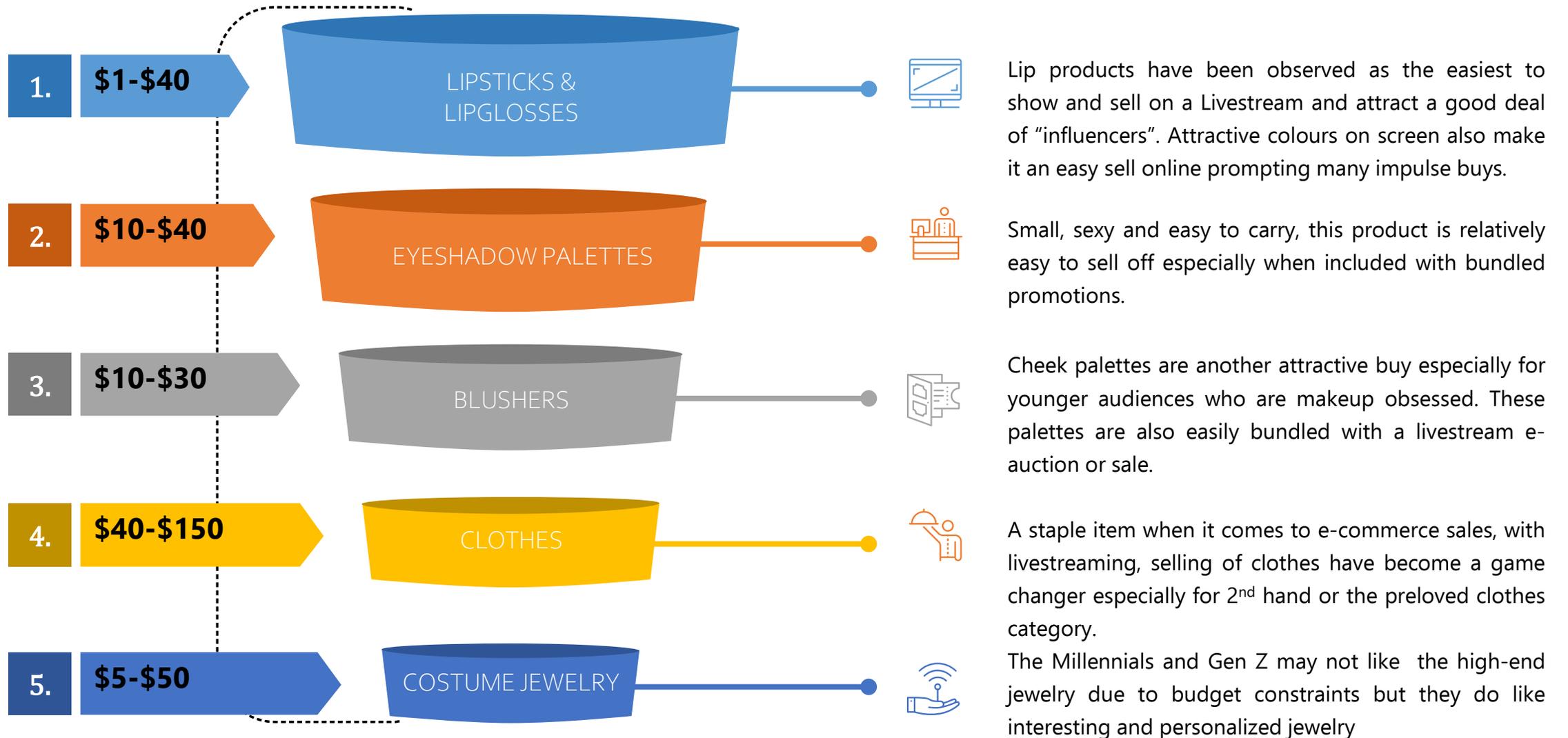
- In terms of the top 3 popular livestreaming products, making the three product purchases from livestreaming appeals greatly to those between the ages of 18 to 34
- This group makes up almost 100% of the conversations with regard to livestreaming with regard to these three popular products.
- Almost 60% of respondents were female while another 40% of this group were males.

TOP 5 PRODUCTS – GENERAL MERCHANDISE

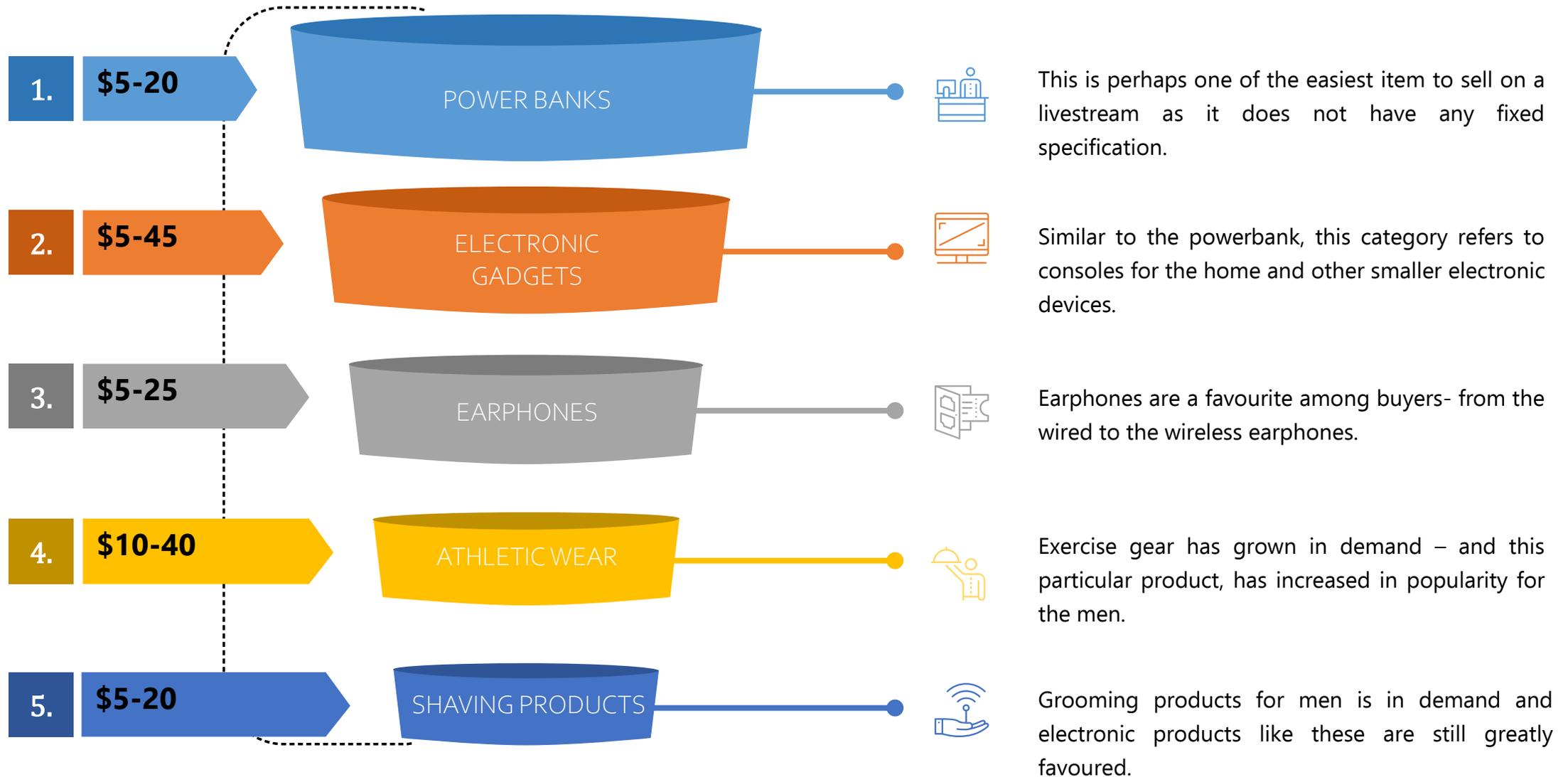
The majority of products of interest and sold are those physically smaller in nature and can be categorized as “everyday items”.



TOP 5 PRODUCTS – WOMEN'S RELATED



TOP 5 PRODUCTS – MEN'S RELATED



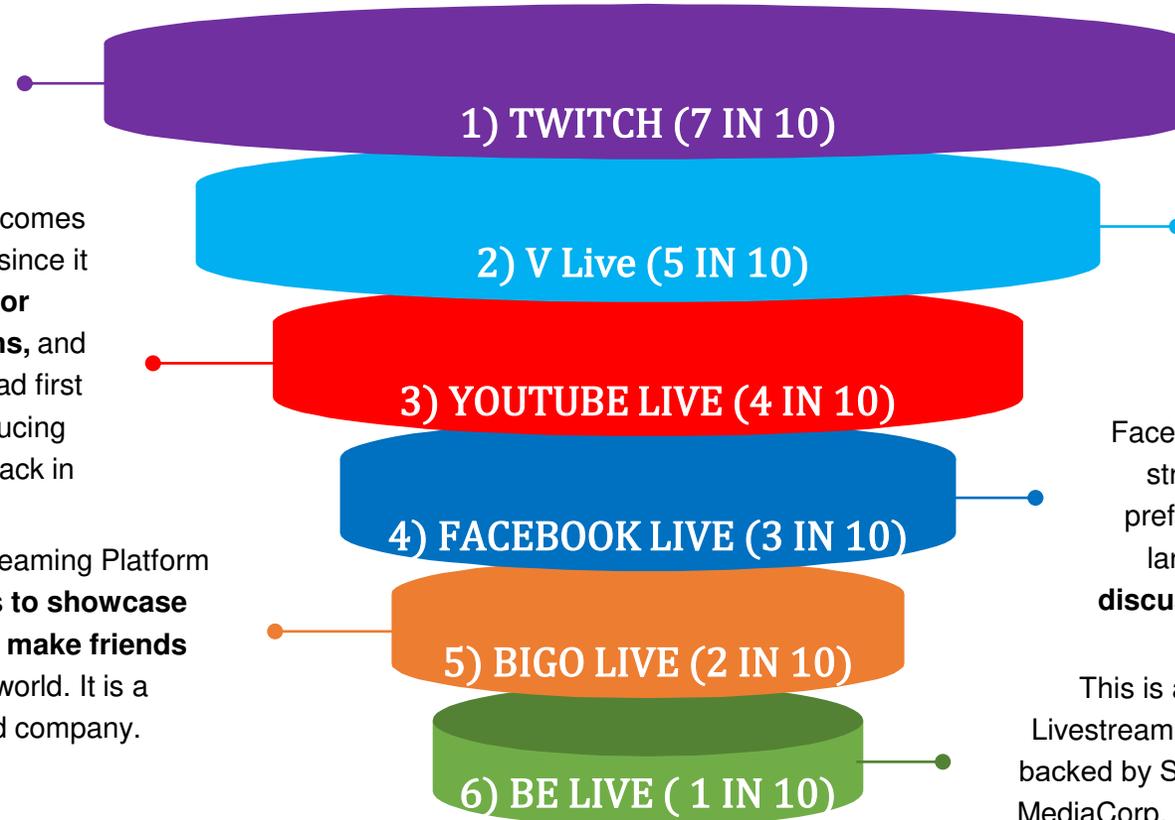
POPULAR EXISTING LIVESTREAMING PLATFORMS

These current platforms listed below are used for mainly **Social and Lifestyle-based purposes**. Shopavision will gain first-mover advantage with regard to being the only dedicated **Livestreaming shopping platform** introduced in Singapore.

This is a global giant in livestreaming App especially for gamers and allow gamers from around the world to showcase their **video gaming experience**. It is very popular especially in Asia.

YouTube is third In line when it comes to Livestreaming especially too since it has many built-in features for **individual users, organisations**, and professionals alike. YouTube had first mover advantage when introducing Livestreaming to the masses back in 2013.

BIGO Live is a Livestreaming Platform which enables users to **showcase their talents and to make friends** from all over the world. It is a Singapore-based company.



The second most popular App is V Live. A South Korean based app which **brings stars and K-Pop fans together**. It also facilitates live chats with fans. This has garnered a lot of interest in the Singapore market. This also corresponds with data showing the rise of interest in Korean activities and the HALLYU wave.

Facebook Live is another most-watched live streaming platform to date and it is the preferred mode of live streaming opted by larger organizations – usually used for **discussions on policy and national issues**.

This is a recently launched Livestreaming application which is backed by Singapore's broadcaster, MediaCorp. It does support the GSS Flash sale as an example back in 2018.

Note: These platforms are predominantly used for social/ lifestyle purposes. The numbers reflect the percentage of people talking about the particular App.

COMPARISON TABLE

	TWITCH	V Live	YouTube Live	FaceBook Live	BIGO Live	Be Live
	Used mainly for Gaming . It originally focused almost entirely on video games but has since expanded to include streams dedicated to artwork creation, music, talk shows, and the occasional TV series.	This App is mainly used to allow South Korean celebrities based in the country to broadcast live videos on the internet and live chat with fans. This App is popular also driving on the Hallyu wave which has taken Singapore by storm.	YouTube's appeal is more dedicated to breaking current affairs news and Real-time events from major broadcasters.	Globally, this is the most popular Livestream App to date. A lot of user-generated content, but used more so for news and current affairs topics & dialogues.	This App is popular due to its Gaming function . Second to it is its ability to showcase Artistes from the entertainment industry and allowing users to make friends.	Be Live is a platform that focuses on Customer & employee engagement with a segment on Live Shopping. Their focus is on the Tech behind the Livestream
Main focus	GAMING	ENTERTAINMENT & NETWORKING	NEWS & CURRENT AFFAIRS	USER STORIES & DISCUSSIONS	GAMING & ENTERTAINMENT	BUSINESS ENGAGEMENT

As observed, these platforms are **not specifically dedicated** to the shopping and purchasing of products online through Livestreams which is a USP for Shopavision.

LIKES & DISLIKES ABOUT LIVESTREAMS

WHAT MAKES OR BREAKS A LIVESTREAM

PROS

GREATER INTERACTIVITY

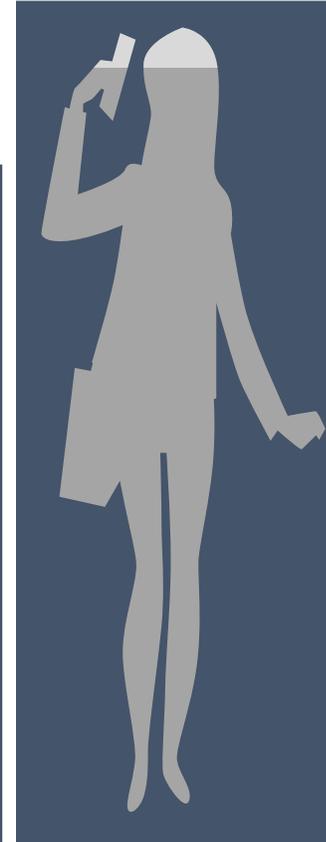
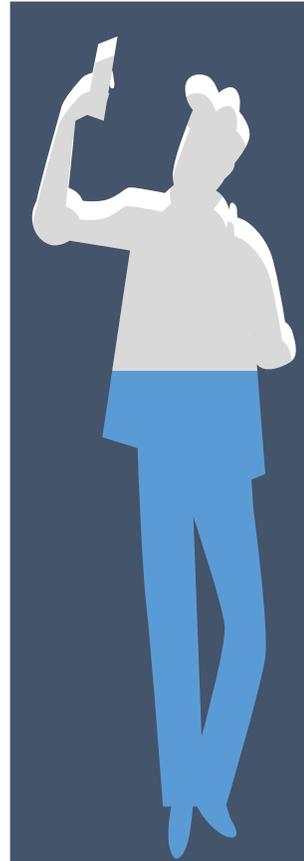
As mentioned before, the greater the audience feel involved, the greater the propensity to participate and purchase products. Rewards and incentives are greatly favoured.

CHEAPER PRICES OF PRODUCTS

Singaporeans by and large are still bargain hunters and love a good discount – therefore, lower prices is a win to help fuel more purchases.

ABLE TO READ REVIEWS

It creates a community of shoppers and allows users to see what others have to say about a product before buying.



CONS

BUFFERING ISSUES

When the internet connection is affected, this makes it difficult for users to enjoy the Online Livestream experience.

INABILITY TO FEEL ITEMS

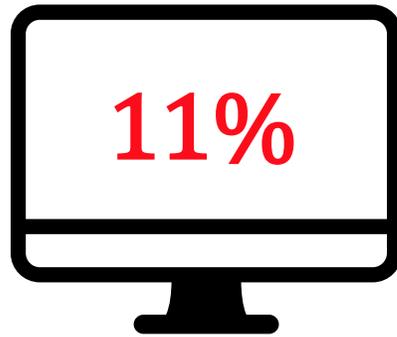
Even with the help of Augmented Reality, one still cannot feel the items purchased beforehand.

NO TIME TO CONSIDER PURCHASE

This pertains more so to the Gen X users who want more time to consider purchases before buying. They do not want to be caught in the rush of impulse-buying.



WHERE USERS PREFER TO WATCH THEIR LIVESTREAMS

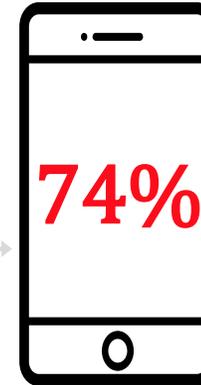
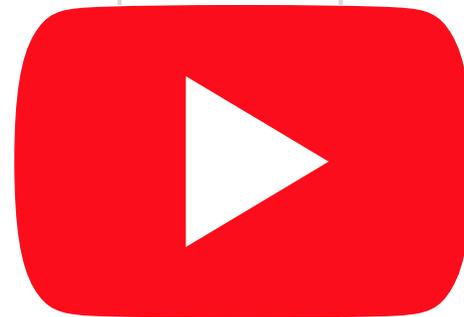


DESKTOPS

Screen size does play a part when users view live-streamed content. When not moving around, users prefer the desktop to watch such content especially content that last longer than an hour.

TABLETS

Surprisingly, only a small percentage of users choose to use their tablets for watching Livestreams compared to desktops and laptops. This could be attributed to screen size.



ANDROID & IOS PHONES

The bulk of users say that they use their Smartphones while on the go or even in the comfort of their beds to watch livestreams in Singapore. This mobility appeals to the 18-24 year olds.

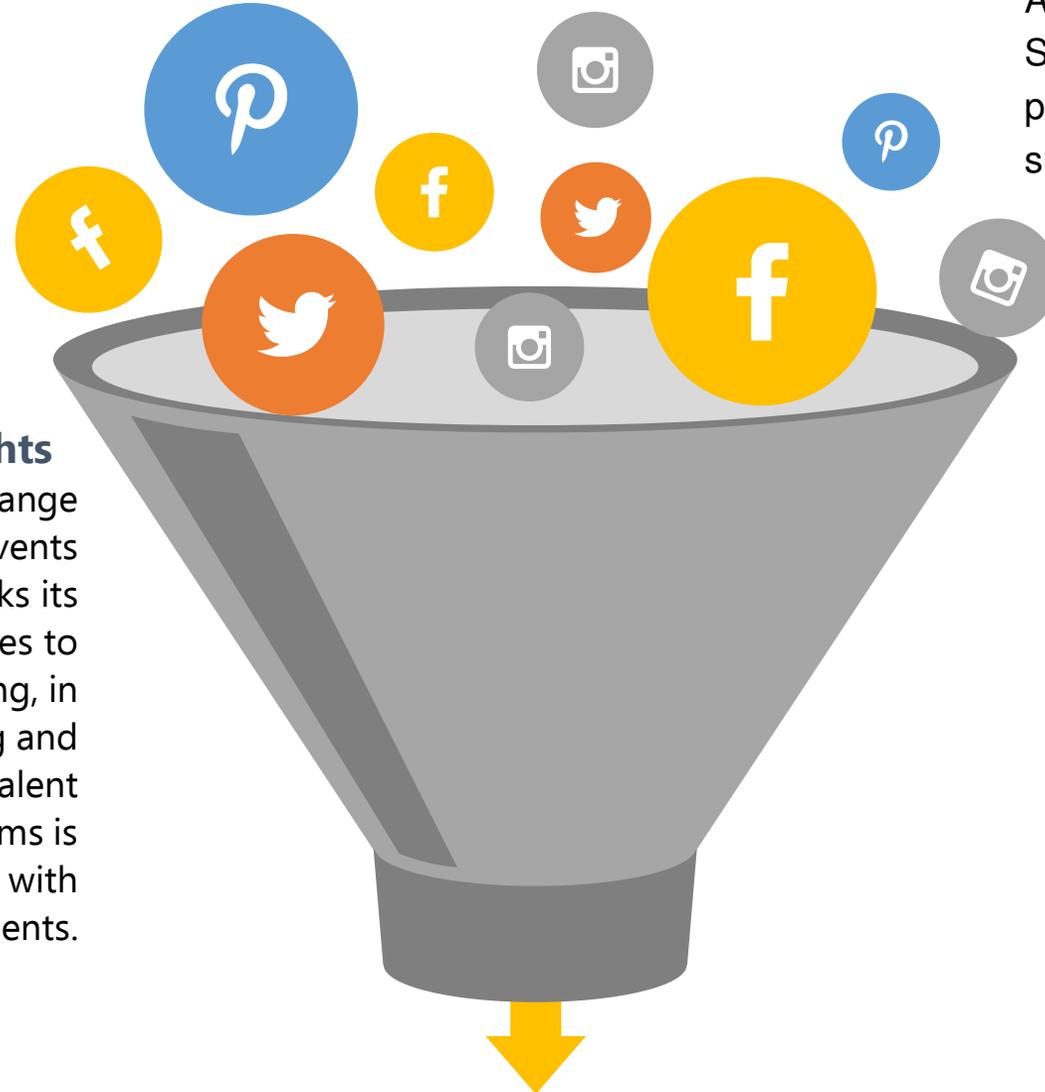
As with Desktops, people still do watch Livestreams via laptops as well and there is not much of a significant difference between watching on a Desktop or Laptop.



LAPTOPS

A NEW NORM?

WHY LIVESTREAMING IS HERE TO STAY



Thoughts

Livestreaming will fundamentally change the way the e-Commerce and live events industry operates and de-risks its business in the future. When it comes to live streaming sports and gaming, in particular, the idea of watching and interacting with athletes and talent through live streaming platforms is gaining more traction, especially with younger audience segments.

Thoughts

Although still in its relative infancy in Singapore, Livestreaming is a growing phenomenon in other parts of Asia such as China, and also in the U.S.

Consumers feel vicariously that they are actually handling the product themselves. They're no longer picking a product off a shelf, but they are now part of the process, shaping the outcome from the convenience of their homes or while travelling. The fact that it is real-time means the purchase can take place in real-time as well. The use of someone with public stature validates the results. The best live streaming allows room for spontaneity, be it side chatter, a joke, or even a small mistake. After all, this is how friends talk with one another – and makes the experience more real.

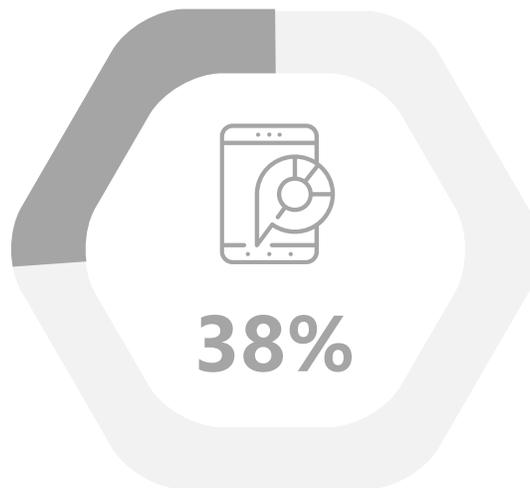
COMPARING LIVESTREAMING E-COMMER MARKET PENETRATION

CHINA



The live-streaming market has thrived in China because it capitalized on the social needs for people living in the social media era. By providing a novel way to create and maintain social connections, live streaming services have replaced, in modern China, social environments that have existed since ancient China. The live-streaming ecosystem has further morphed from a cheap and wide-reaching stage for showcasing talent to one that encouraged social connections between strangers in real life. It is important that we take cues from more successful platforms about new ways that satisfy human beings' need to seek "comfort, use and protection" from societal connections.

UNITED STATES



For the American market specifically, pooled data shows the propensity for users in the country to watch live-streamed content more so for news, current affairs, and entertainment instead of using it as a means to purchase products – which is a marked difference as to how the China market uses Livestreaming. This could also be attributed to the rise of E-Commerce platforms such as Amazon and E-Bay which are more popular in the Northern American region.

SINGAPORE



As mentioned in the earlier part of the report, the E-commerce market for Livestreaming is still in its infancy – but it has great potential to grow especially looking at the expressed interests of netizens in being supportive of purchasing products online. There is no dedicated online shopping platform yet, and this is where Shopavision has a distinct first-mover market advantage.

A SUCCESSFUL LIVESTREAMING MARKETING STRATEGY

WHAT WILL WORK FOR BUSINESSES



1.



USE INFLUENCERS WHOM USERS TRUST TO REVIEW A PRODUCT "LIVE"

This is a given – as trust is still the most important factor in sales and business transactions.

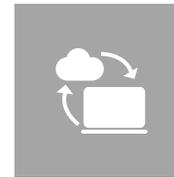
2.



PROVIDE SEAMLESS SHOPPING EXPERIENCE

Businesses that are opening up their processes through live-streaming are finding a new level of engagement that's instrumental in building trust.

3.



ADD ENTERTAINMENT TO THE MIX

Where there is entertainment, it adds to the Wow-factor and makes a livestream less boring.

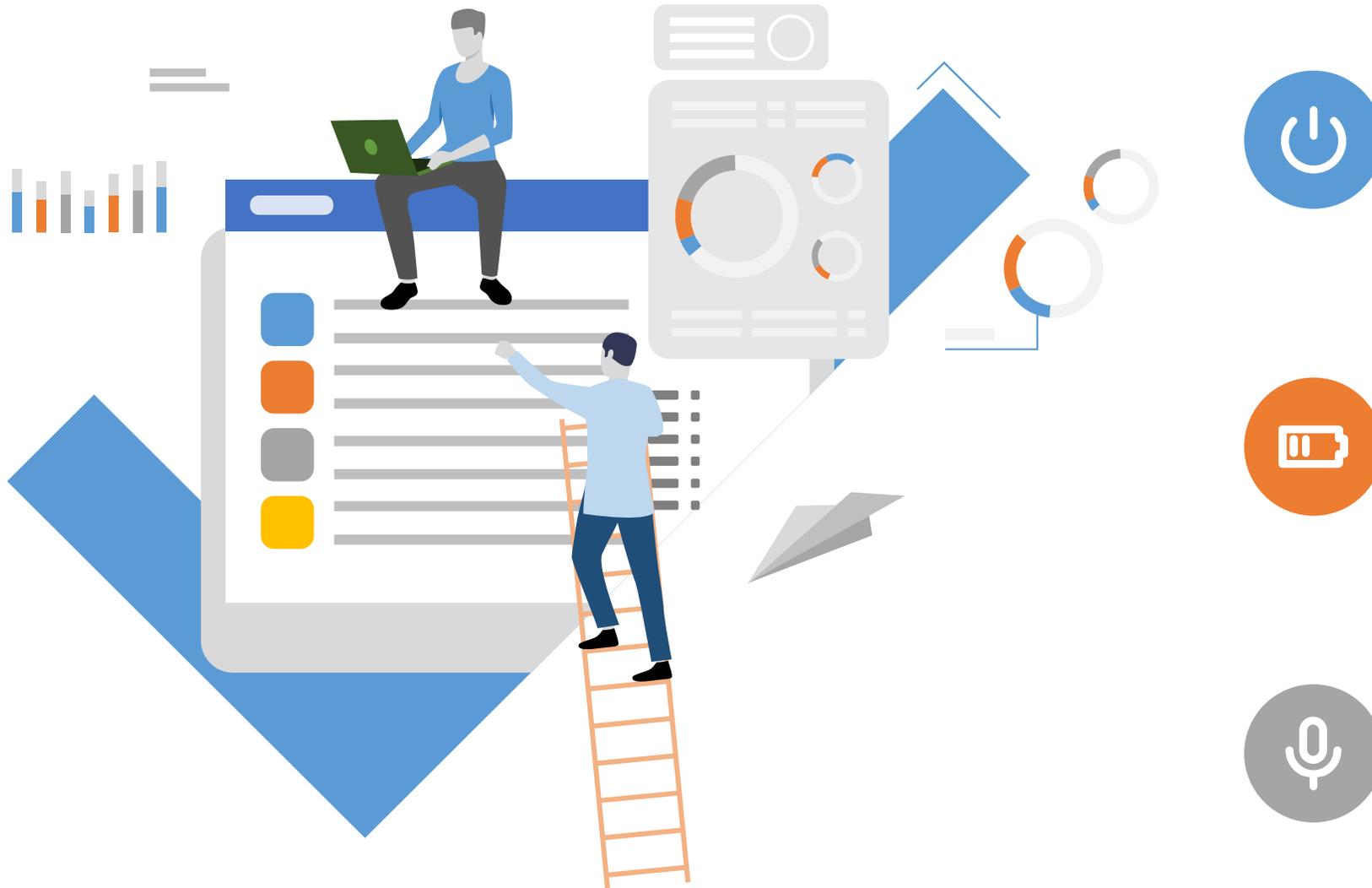
4.



REWARD AUDIENCE

Livestreaming can create leads not targeted through list-building; word-of-mouth recommendations on social media channels can generate interest from people who normally cannot be reached through written content marketing.

IN SUMMARY – KEY POINTS



Millennials are the crowd to target

Livestreaming and making product purchases from livestreaming appeals greatly to those between the ages of 18 to 24 with 80 per cent of them saying that they will likely purchase products from Livestreams.

Users Love being Involved

Almost all users love the fact that Livestreaming make them feel involved in the shopping process and they enjoy the excitement derived from watching a livestream.

Growing popularity of watching on the move

More than 70 per cent of respondents say that they like watching Livestreams on their Smartphones while on the move, and it keeps them entertained.

ABOUT PARROT SOCIAL

WE PREDICT FUTURE TRENDS

Identify upcoming business, political, economic & social trends

Spot new growth areas in any industry – across the world

Identify influencers & thought leaders who can motivate and shift opinions

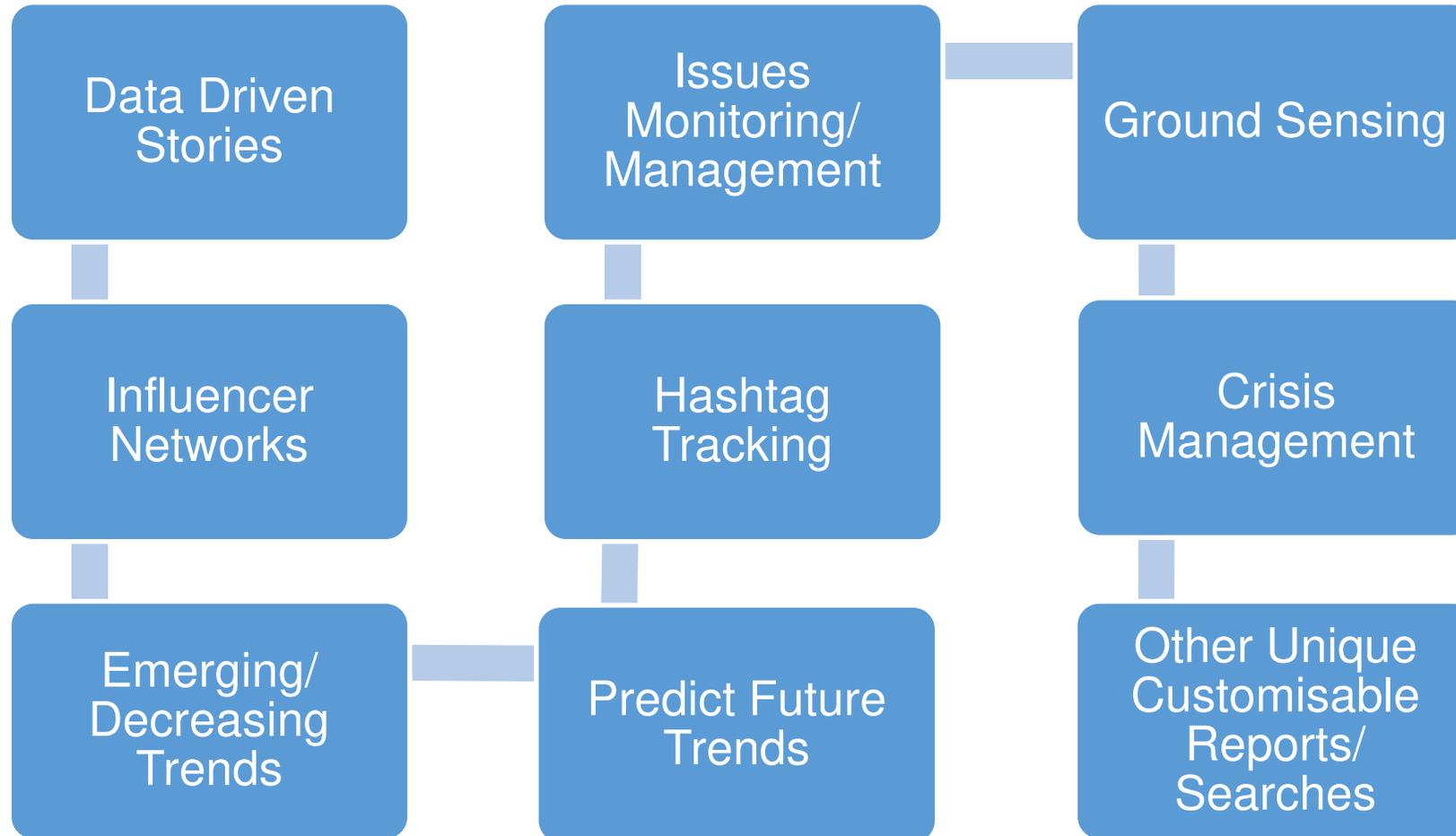


INSIGHTFUL REPORTS/MONITORING

- Provide more precise insights – Analyse data across multiple platforms both through Online & offline channels.
- Predict future trends about how your market & what people feel and want in FUTURE
- We **analyse sentiment** and what people think and feel in real time
- Predict the future of needs & desires of your consumers, customers, and/or citizens with detailed reports.



All in One Approach



WHERE DOES OUR DATA COME FROM?



Plus.....

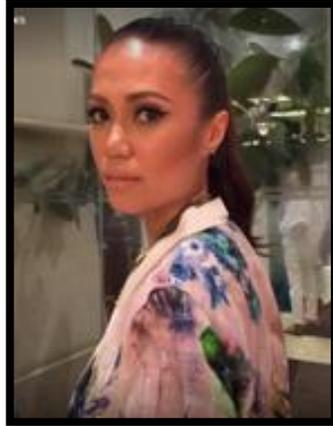
660 Billion websites worldwide, and access multiple social networks including Twitter, Facebook, Instagram, Weibo, Forum pages, Google, YouTube & Forum pages etc.

THE TEAM

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HAMIDAH AIDILLAH

- 11 years of Communications & Public Relations (PR) experience, and over 15 years of local community activism. An ASEAN Youth Fellow 2019.
- A member of the National Council for Ethics in Data Analytics & Artificial Intelligence
- Adjunct Lecturer for the Digital Technology Modular Masters programme at SUTD
- Generated millions of dollars worth of PR value for clients across healthcare & consumer industries while with a Chicago-based PR Agency. Well versed with Government-related Communications
- Double Major in Social Sciences & Communications with an interest in Research capabilities.
- Effectively-bilingual in both English and Malay. Conversant in basic Chinese & Spanish

DAHLIA MOHD

- 7 years in the Finance sector (financial services and investment management) in regional sales and capital raising roles. Markets covered included Europe, US and ASEAN countries.
- Extensive experience in financial tools and market research capabilities
- Co-founder of multi-label designer modestwear boutique En Pointe & Co, a first mover in Singapore with experience in Marketing.
- Double major in Finance and Law, Bachelor in Business Management from Singapore Management University. Effectively bilingual in English and Malay. Conversant in basic Mandarin.

KEN KOH

- Over 13 years of experience in business development and high-performance corporate training.
- Worked with clients such as Google, GIC, Chanel, Marina Bay Sands, and UBS as a corporate development specialist.
- Effectively-bilingual in both English and Chinese.
- Previous overseas work experiences include Malaysia and China.

ALVIN KOH

- 8 years of experience in web development, E-commerce and Technology. He is passionate about technology including building Blockchain Applications.
- As Head of Peko Rewards Wallet, he devised Vietnam's first mobile payment structure incorporating loyalty points with over 100 brands. Alvin also ran successful businesses across multiple industries including a marketing consultancy, e-commerce and most recently, a fintech firm.

MUZAMIR NASIR

- Graduated from National University of Singapore, Computer Sciences.
- Experienced in Data mining, Data ingestion, Data modelling, Data Analysis & Machine Learning.
- Passionate in data modelling and building new systems.

