

	Disney + Hotstar	Amazon Prime	Sony Liv
Product			
Brand Link	<a href="https://www.hotstar.com/in">https://www.hotstar.com/in</a>	<a href="https://www.primevideo.com/">https://www.primevideo.com/</a>	<a href="https://www.sonyliv.com/">https://www.sonyliv.com/</a>
Product Names	disney+ hotstar	amazon prime	sony liv
Business Model	D2C	D2C	D2C
Features	good video quality and differnt languages	lots of quality content and top notch quality	provides lots of sports content
USP	live ipl streaming and other sports content	it have lots of content in every segment	sports content and some good shows
Price	449/annually to 1499/annually	499/year to 1499/year	699/year to 1499/year
Reason to Trust	it is owned by reliance and disney	it is a global trusted brand	it is owned by a trusted tv channel brand
How to Find?	on playstore and app store or at it's own website	on playstore and appstore or at it's own website	on playstore and appstore or at it's own website

Target Segment			
Age	20-25	20-25	15-30
Gender	male/female/other	male/female/other	male/female/other
Location	all countries	all countries	all countries

Ideal Customer Persona			
Background	student	all types of professionls	bechlours and students
Demographics	indian	americans	gujarat and maharashtra
Interests	sports	comedy,action,drama	drama,sports
Other relevant traits	-	Prefer ad-free,premium experience	prefer free content
Favorite social networks	instagram	instagram	instagram
Least favorite social networks	tiktok	snapchat	x
Buying behavior	you like the content	your friend suggestd you to buy for it	you did resraech about it
Spending power	149-499	499-1499	149-499
Decision maker(s)	yourself	your parents	your friends
Challenges / Pain points	ads	ads	ads
Goals / Motivations	watching ipl	watching series	watching series
How we (business, product, or service) can help?	by improving quality	by adding more series	by improving quality
Purchasing barrier?	too much ads	all movies are not avalaible in subscription	content are not good according to prices
Preferred content type	ipl	webseries	sports

Brand Details			
What are the brand colours?	Blue,Pink,Purple	Blue and White	Black,Yellow and Red
What does the primary colour signify?	Blue=helpful,thrust worthy. Pink=warm, successfull,caring. Purple=luxuries, ambitious,royal	Blue=Helpful,trustworthy. White=pure, positive.	

What is the Brand Personality?	Bold,innovative and focused on delivering and personalise entertainment experience	Fun smart and passoinate about entertainment with focus on emotion connection and we divorce range of story	Bold young and fun
The Tone of Voice	Innovative	Exciting	Casual and fun
The Brand Promise	best content	bundle offering a part of amazon prime mem	good content
The Brand Value	it is a reliance comapny's app so it has a g	it is a amazon shopping app's app company	it is zee chanel's app