

## **ANALYZING & BRAND STUDY OF JIOHOTSTAR**

- 1. Determine JioHotstar Niche, business model (e.g., B2B or subscription based etc.) and their revenue streams.**

**Answer:** JioHotstar primarily operates in the B2C (Business to Consumer) model, focusing on digital entertainment for individual users. Its main niche is providing a wide range of movies, TV shows, live sports, and original content. Revenue is generated through advertisements for free content and various subscription plans for premium access.

- 2. List out their major competitors in the Indian streaming market.**

**Answer:** JioHotstar faces strong competition from several major players in India's OTT market. Its primary competitors include Netflix, Amazon Prime Video, Sony LIV, and Zee5. JioCinema has also become a significant rival, especially since acquiring the digital rights for major sporting events like the IPL.

- 3. Analyze JioHotstar strengths/weaknesses compared to their competitors**

**Answer:** JioHotstar's biggest strengths are its vast content library across genres, including popular Indian and international content, affordable pricing, and extensive regional language support. A key weakness is that some premium content is restricted to higher-tier plans. Additionally, the platform experienced a drop in traffic after losing key sports streaming rights.

- 4. Determine What is their USP that helps them stand out in the market.**

**Answer:** JioHotstar's USP is its ability to offer a comprehensive blend of entertainment and live sports on a single, affordable platform. It historically combined live cricket, Indian TV serials, and Disney+ international content. This broad appeal, coupled with strong partnerships and a user-friendly mobile experience, helps it reach a massive audience across India.

- 5. Identify what channels and activities they are implementing for various stages of customer journey (awareness, consideration etc.)?**

**Answer:** For awareness, JioHotstar uses TV, social media, YouTube ads, and promotions during live sports. To drive consideration, they offer free trials, discounted plans, and telecom bundles. Conversion is facilitated by simplified sign-ups and personalized content. For retention, they continuously update content, send notifications, and provide exclusive releases to premium subscribers.