

Analyzing & Brand Study of



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Insights into the Indian streaming landscape

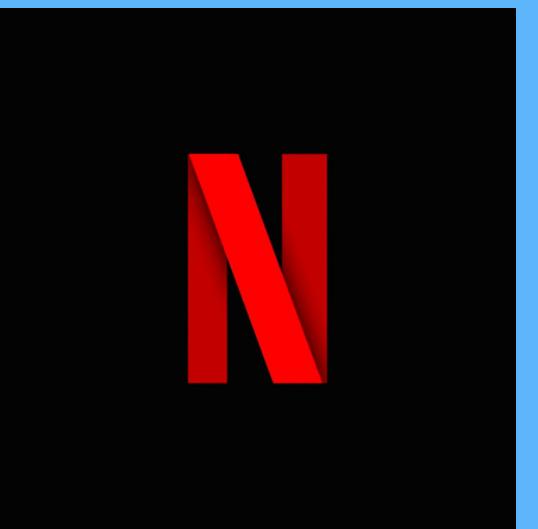




JioHotstar's Business Model

JioHotstar operates in the digital entertainment niche with a B2C, freemium business model, offering a mix of free (ad-supported) and premium (subscription-based) content including movies, TV shows, originals, and live sports. Its revenue streams include paid subscriptions (Super and Premium plans), advertisements on free content, sponsorships for major events like the IPL, and bundled offers through telecom partnerships such as Jio.

Major Competitors Overview



01 Netflix: Leading Global Streaming Service

It leads the market with an extensive global content library and strong international reach.

02 Amazon Prime Video: Strong Local Presence

Competes with unique original content and competitive pricing focused on Indian users.

03 SonyLIV: Regional Content Focus

Stands out for its vast regional and sports content, appealing to India's diverse audiences.

Strengths and Weaknesses



Strengths

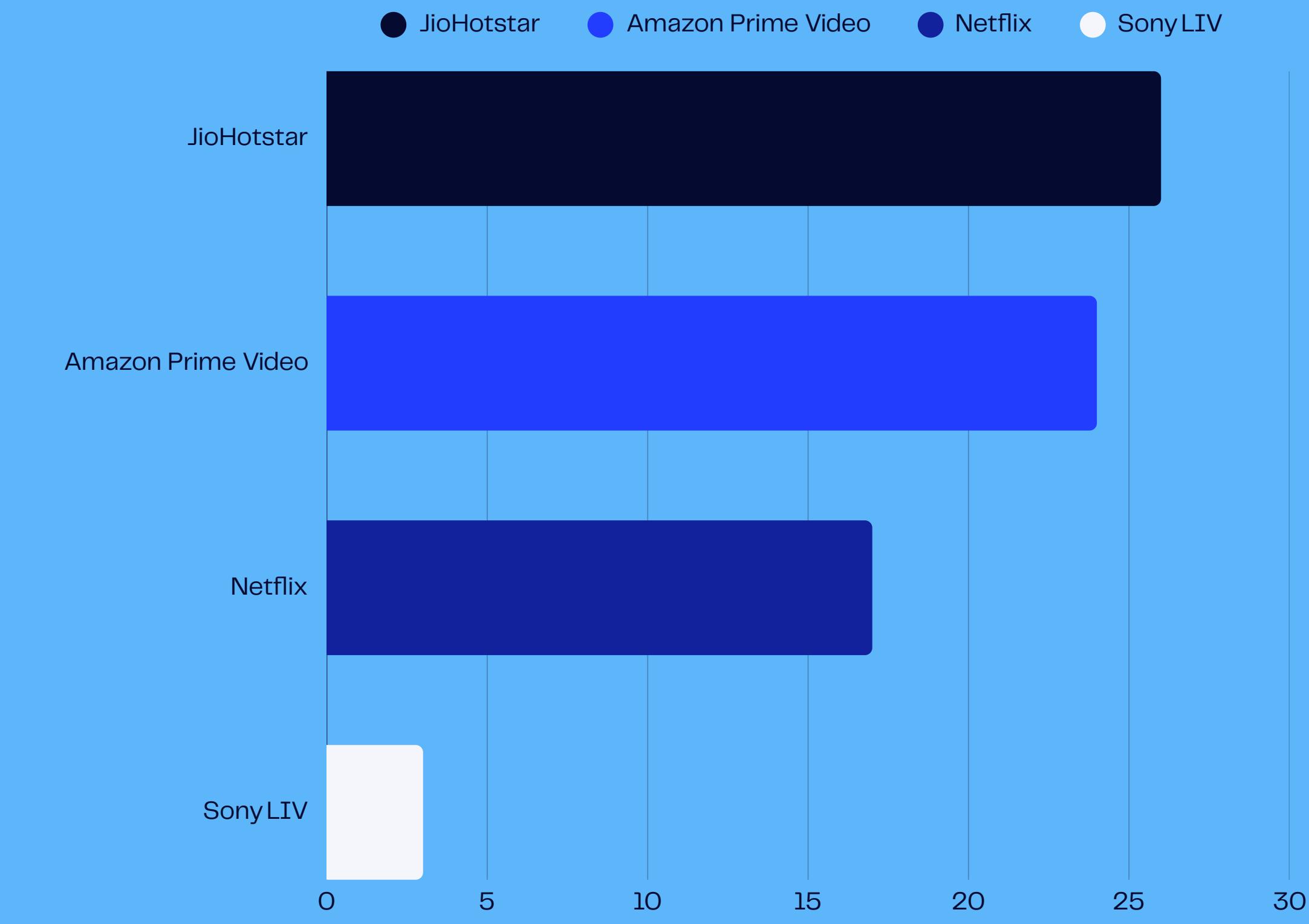
- Content & Accessibility Strengths:** JioHotstar offers a vast library of Indian TV shows, movies, Hotstar Specials, and international content, along with exclusive rights to major live sports like IPL and cricket.
- User Reach & Affordability:** It provides affordable, flexible subscription plans, strong regional language support, and bundled offers with Jio and telecom partners, making it accessible to a wide audience across India.

Weaknesses

- Content Overlap and Limited Originality:** Compared to platforms like Netflix or Amazon Prime, JioHotstar has fewer high-quality original web series, making it less appealing to users seeking fresh, exclusive content.
- User Experience & Interface:** The platform's UI/UX is sometimes considered cluttered or less intuitive, especially on Smart TVs, affecting ease of navigation and overall viewer satisfaction.

Market Share Comparison

JioHotstar's Unique Selling Proposition (USP) lies in its unmatched combination of entertainment and live sports on a single, affordable platform. It uniquely brings together live cricket (like IPL), Indian TV shows, movies, and premium international content, catering to both mass and niche audiences. Its strong regional language support, strategic telecom partnerships (like Jio bundles), and mobile-first design further amplify its reach, especially among India's mobile-savvy, price-sensitive users—making it a dominant OTT platform in the country.



JioHotstar and its key competitors' market share

Customer Journey Timeline



Awareness

Mass media promotions including TV commercials, social media campaigns, YouTube ads, and in-event promotions during live sports like IPL.

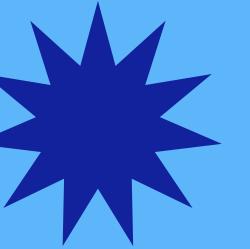
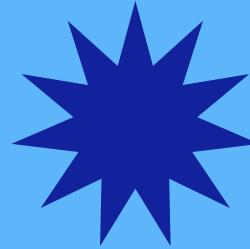
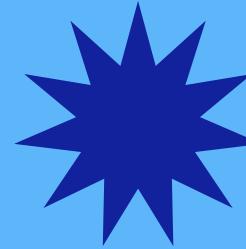
Consideration & Conversion

Promotional offers and user onboarding through free trials, discounted plans, Jio telecom bundles, seamless sign-up, and personalized content recommendations.

Retention & Loyalty

User engagement and retention via regular content updates, personalized notifications, exclusive premium content, and integrated customer support.

Thank You!



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