

Product	Disney + Hotstar	Amazon prime	MX player
Brand Link	<a href="https://www.hotstar.com/in/home?ref=%2Fmy%2FHOME">https://www.hotstar.com/in/home?ref=%2Fmy%2FHOME</a>	<a href="https://www.primevideo.com/offers/nonprimehomepage/ref=dv_web_force_root">https://www.primevideo.com/offers/nonprimehomepage/ref=dv_web_force_root</a>	<a href="https://www.mxplayer.in/?utm_source=perf_g&amp;utm_medium=web&amp;utm_campaign=Sem_brand_21732594131%7C165059303182%7Cmx%20player&amp;gad_source=1&amp;gad_campaignid=21732594131&amp;gbraid=0AAAAACj0yj8VMpPPhyxpJ6hz5_tvpX0b&amp;gclid=CjwKCAjwvuLD_BhAOEiwAPtF0VldILO_ajl9H6qByK7h0cyr-_YKkPUshIJFQiKGgnJhP2Mpsx6NIPRoCv7wQAvD_BwE">https://www.mxplayer.in/?utm_source=perf_g&amp;utm_medium=web&amp;utm_campaign=Sem_brand_21732594131%7C165059303182%7Cmx%20player&amp;gad_source=1&amp;gad_campaignid=21732594131&amp;gbraid=0AAAAACj0yj8VMpPPhyxpJ6hz5_tvpX0b&amp;gclid=CjwKCAjwvuLD_BhAOEiwAPtF0VldILO_ajl9H6qByK7h0cyr-_YKkPUshIJFQiKGgnJhP2Mpsx6NIPRoCv7wQAvD_BwE</a>
Product Names	Disney+Hotstar	Amazon prime	MX player
Business Model	free and premium	subscription based	free and premium
Features	video quality and different language	Video quality as per subscription and different language	fast download on HD 4k video quality
USP	LIVE IPL streaming	Global content	All type of movies and videos for the age group of 5 to 50 years
Price	₹149/month. ₹1499/year	₹299/month. ₹1499/year	free with ads and without ads ₹299/year
Reason to Trust	Backed by Reliance & Disney	Trusted by global brand	Owned by Times Internet
How to Find?	On play store and app store	On play store and app store	On play store and app store

Target Segment			
Age	18-25	18-45	18-30
Gender	Male-Female	Male-female	male-female
Location	Ahmedabad	Ahmedabad	ahmadabad

Ideal Customer Persona			
Background	Undergraduate	Undergraduate & working professional	student
Demographics	Ahmedabad	Tamil Nadu	ahmadabada
Interests	Movies & TV show , Hollywood	Web series , international show shopping (prime benefit)	desi show, short videos, music videos
Other relevant traits	-	Prefer ad-free , premium experience	prefer free content
Favorite social networks	Instagram	Instagram, Snapchat and YouTube	instagram
Least favorite social networks	X	Facebook	linkedin
Buying behavior	-	Monthly/Annual subscriptions benefits on shopping	mostly uses free content
Spending power	₹100-399	₹99-₹499	99 - 299
Decision maker(s)	Myself	Self and family	yourself
Challenges / Pain points	Adss	-	too many adss
Goals / Motivations	Sports	International content , fast delivery	watch without spending money
How we (business, product, or service) can help?	To give us fewer ads	-	reduce ads or offer low cost ads
Purchasing barrier?	-	Price for non prime users	doesn't want to spend
Preferred content type	Hollywood	Hollywood, prime originals	comedy , web series

Brand Details			
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What are the brand colours?	Blue , pink , purple	Blue and white	blue and white
What does the primary colour signify?	Blue= helpful, thrust worthy. Pink.= Warm, successful, caring. Purple.= Luxuries, ambitious, Royal.	Blue= Helpful, trustworthy. White.= Pure positive.	blue = indicates accessibility White= pure and positive
What is the Brand Personality?	Bold, innovative and focused on delivering and personalise entertainment experience	Fun YT smart and passionate about entertainment with a focus on emotion connection and we divorce range of story	Bold, young and fun
The Tone of Voice	Innovative	Exciting	fun , casual and vibrant
The Brand Promise	Worst content	Bundle offering a part of a Amazon prime me	free , high-quality content
The Brand Value	Jio Star is related to Jio and reliance that v	Prime video is connected to Amazon and Am	free access