

YouTube Video Key Points

- * India vs. Pakistan cricket matches draw massive viewership, surpassing even the Super Bowl.
- * JioCinema's merger with Disney+ Hotstar has drastically altered the Indian OTT landscape.
- * The merger combines JioCinema's market share with Disney's content library (300,000+ hours in 19 languages), creating a dominant force. JioCinema's reach has grown to 400 million users.
- * The video analyzes why Disney, despite its resources and experience, struggled to capture the Indian market before the merger.
- * Disney entered India in 2004 with the successful Disney Channel during a boom in cable TV.
- * They acquired Hungama TV and later UTV Motion Pictures (known for hits like Rang De Basanti) aiming to build a media empire.
- * However, a series of box office flops (Mohenjo Daro, Fitoor, Katti Batti, Jagga Jasoos) led Disney to shut down its production business in 2016.
- * The video explores the reasons behind Disney's struggles despite its global success.
- * The video is part of a joint initiative between Jaroda and Think School to provide business case studies.