**BUSINESS INTELLIGENCE**

**1) With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3.**

**Video/Content apps like Youtube and Tiktok have seen a huge growth while**

**Amazon/Flipkart haven’t seen similar.**

**What could be the reason for it? Feel free to use any publicly available data to support**

**your hypotheses.**With the growing number of internet users in Tier II and III cities, Indian language content apps have also witnessed growth. These consumers are also mobile-first users. However, the shift happened from 2016 onwards, with the launch of Reliance Jio. The data costs dropped by a whopping 93 percent from pre-Jio rates, which means over 65 million users on an average adopted the internet every year.  
There is a direct relationship between the ability to generate influence and earn a living. TiktTok and Youtube’s promise is simple: Create great content, build an audience and monetize it on the way to digital stardom. It is the closest thing to a true meritocracy that exists in the video business.  
There are many psychological factors too. On a daily basis to escape the travesties of life people look forward to content which can divert their minds. Video or content based apps do just the job. They have something to offer to everybody. If you are a content creator you have a platform to showcase your talent for no or very nominal charge. If you are a content consumer, it goes the same for you, with no or just a little money you can have the content of your choice. Apps like youtube and tik tok are ahead in amazon prime and even Netflix for various reasons. One being both the streaming apps have significant subscription charges, and secondly, their content might be very realistic, most of them are still professional productions, whereas youtube and tik tok offer content from normal people like us whom we can relate to.And thirdly ,TikTok’s launch coincided with skyrocketing levels of internet penetration, just as the Jio effect was beginning to be felt, and brought socially generated content” to previously untapped markets. TikTok has a smart team that was able to foresee that they had to advertise according to domestic markets from content and cultural point of view. This segment of Indians has remained largely tricky for others.