

Marketing Case Study on **Hotstar**

Product and
Services



Market
Analysis



Competitor
Analysis



Target
Audience



Marketing
Strategy

Product and Services

Hotstar is an Indian subscription video on-demand streaming service owned and operated by Star India, a subsidiary of The Walt Disney Company India. It offers a variety of content like

- > Live Sports and News Telecast
- > Indian and International Shows and Movies
- > Disney content including Pixar, Marvel, Star Wars, National Geographic and Disney+ Originals.
- > Indian and International Shows and Movies
- 3 ———> Regional and Hindi originals

Market Analysis



Internet Penetration in India

- 624.0 million internet users in India as of January 2021.
- Users increased by 47 million (+8.2%) between 2020 and 2021.
- Internet penetration in India stood at 45.0% in January 2021.



Current Statistics

- The current number of OTT users in the country stands at 287 million.
- An observed growth of 15.6% YoY and CAGR of 16.8% in OTT provider's revenue
- Revenue of \$708 million recorded in the year 2019 .



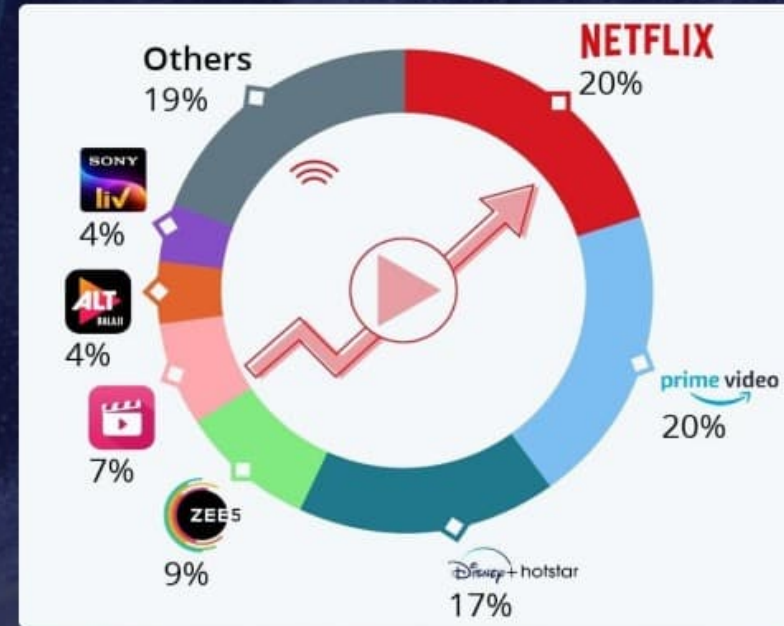
Impact of COVID-19

- Shift in media consumption from traditional cable TV and theatres.
- Magnified increment in individual screen time.
- Absence of other modes of recreations due to lockdowns.



Future OTT Landscape

- Subscription video-on-demand make up 93% of the total OTT revenue.
- The market is expected to grow at a CAGR of 28.6% over the next four years
- Revenue of \$2.7 billion by 2024



Competitor Analysis



Free Content



Live Sports



Market Share

17%

20%

20%

9%

Paid Subscribers

28 million

4.6 million

10 million

2.7 million

Active Users

300 million

4.6 million

10 million

63.1 million

Subscription
Plans

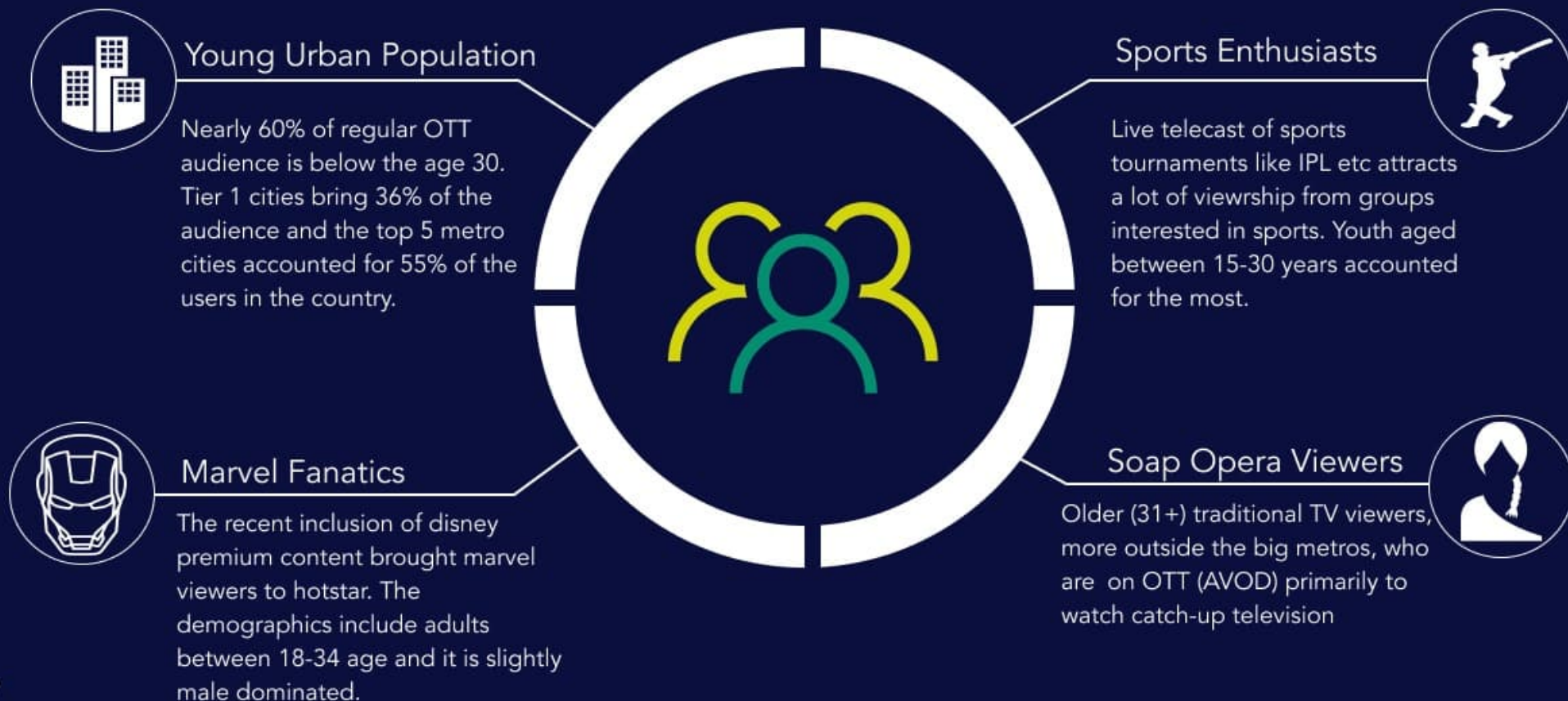
Rs. 399/year (VIP)
Rs. 1499/year
(Premium)

Rs. 199/month
Rs. 799/month

Rs. 199/month
Rs. 999/year

Rs. 99/month
Rs. 999/year

Target Audience



Personalised

Higher investments in machine learning algorithms for the curation of personalised content and advertisements.

Relatibility

Prioritizing regional/Hindi content to cater to the growing demands from non-English users, estimated at 9 out of every 10 Indians internet users.

Economic

Introduction of new monthly plans and genre/sports specific plans.

Advertising

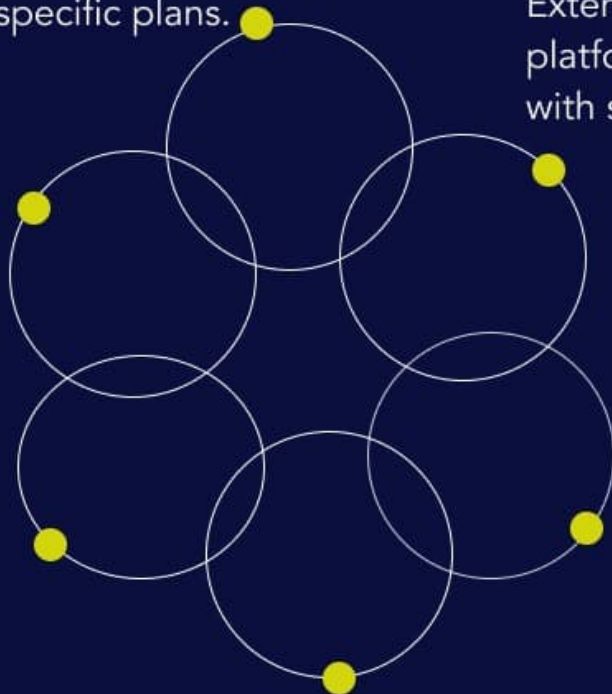
Extensive promotion on diverse platforms and collaborating with smaller content creators.

Interactive

Creating engaging experiences for viewers by introducing contests or games that can be parallelly played while watching live content.

User Satisfaction

Broadcasting quality content and strategic release of the same





corproches

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