

Product	Disney + Hotstar	Amezone Prime video
Brand Link	https://www.hotstar.com/in	Welcome to Prime Video
Product Names	Extensive Content Library, Live SportsRegional Content	Webserise, Movei, Live Score
Business Model	Populer Stremling Servise in India	Orignel Content Production, Content Rentel & purchase
Features	Download for Offline Viewing, High-Quality Streaming,Offline cricket score, Social Media Integration	multi-language support, Amazon Originals, live sports, offline downloads
USP	Offering exclusive Disney content and live sports streaming, catering to diverse regional preferences with localized content and multiple subscription options.	combination of extensive content offerings, including exclusive Amazon Originals, with the added value of Amazon Prime membership benefits such as free shipping on Amazon orders and access to Amazon Music and Prime Reading.
Price	Super Plan:399, Premium Plan: 1499	129 per month or 999 per year
Reason to Trust	Customers trust Disney+ Hotstar due to its extensive and diverse content library,	Customers trust Amazon Prime Video due to its reliable brand reputation, extensive content library, and excellent user experience.
How to Find?	App Store, Official Website, Google play store	App Store, Official Website, Google play store
Target Segment		
Age	12 to 40	12 to 40
Gender	Male-Female	Male-Female
Location	Tair-2, Tair-3	Tair-1,2,3
Ideal Customer Persona		
Background	School-Collage Studens, Employe,House Wife,	School-Collage Studens, Employe,House Wife,
Demographics	12 to 38	12 to 38
Interests	Sports ,Movei,Webserise,Cartons	Sports ,Movei,Webserise,Cartons

