

Product	Jio Hotstar	MX Player	Prime video
Brand Link	https://www.hotstar.com/in/home?ref=%2Fin	https://www.mxplayer.in/	https://www.primevideo.com/offers/nonprimehomepage/ref=adv_web_force_root
Product Names	TV Shows, Movies, sports, News, Sparks	Shows, Movies, MX VDesi, MX Fatafat	TV Shows, Movies, sports, Live TV
Business Model	Subscription Model, Freemium Model	Subscription Model, Freemium Model	Subscription Model
Features	Downloads, Multi-Device Access, High-Quality Streaming, Multiple Plans, Kids Content, Live Sports, Audio & Subtitles, Playback Speed	subtitle formats, offers kids lock functionality, and allows for pinch-to-zoom and zoom-and-pan gestures, privacy Folder, File transfer, Downloads, Night Mode, Customise, shuffle, loop, mute, sleep timer, Audio, Playback Speed, Screenshot, background	Downloads, Multi-Device Access, High-Quality Streaming, Multiple Plans, Audio & Subtitles, Playback Speed, Live Streaming
USP	extensive content library, seamless streaming experience	controls for video playback and subtitles, subtitle formats and customizability	bundled offering as part of an Amazon Prime membership, providing access to a wide range of content, including Amazon Originals, popular movies, and live sports.
Price	monthly = 129 3 months = 336.09 annual = 1486.09	"monthly = 99 annual = 499"	monthly* = 125 monthly = 299 Life monthly = 67
Reason to Trust	jio hotstar is related to jio and Reliance that's why it is trusted	MX player is a old app that has been used for years that's why it can be trusted	Prime video is connected to Amazon and Amazon is a world known company that's why it can be trust
How to Find?	play store, google	play store, google	play store, google

Target Segment	
Age	20-30
Gender	Male
Location	Ahmedabad
	Gujarat
	Tamil Nadu

Ideal Customer Persona	
Background	Student
Demographics	Ahmedabad
Interests	Comedy
Other relevant traits	original content
Favorite social networks	Facebook
Least favorite social networks	Twitter
Buying behavior	You ask your friends and Family
Spending power	200-300
Decision maker(s)	Yourself
Challenges / Pain points	Ads
Goals / Motivations	Sports & IPL
How we (business, product, or service) can help?	User Friendly Interface
Purchasing barrier?	Price is to High
Preferred content type	Sports & IPL
	casual media consumers
	Gujarat
	original Indian web series and dubbed international content.
	adaptability
	Instagram
	Twitter
	You do comprehensive research
	150-200
	Yourself
	ads
	controls for video playback and subtitles, subtitle formats and customizability
	make ads less in videos
	price is affordable
	romantic
	casual media consumers
	Tamil Nadu
	TV shows, and original series.
	bandal deal
	YouTube
	Twitter
	You Like something and you buy it
	125-299
	Yourself
	ads
	Amazon Prime membership, providing access to a wide range of content
	make user friendly interface
	Price is to High
	Action

Brand Details	
What are the brand colours?	Blue, pink & white
What does the primary colour signify?	Blue = calm, helpful, trustworthy pink = warm, successful, caring white = pure, clean, positive
What is the Brand Personality?	bold, innovative, and focused on delivering an immersive and personalized entertainment experience.
The Tone of Voice	innovative
The Brand Promise	vast content
The Brand Value	jio hotstar is related to jio and Reliance that's why it is trusted
	Blue & white
	Blue = calm, helpful, trustworthy white = pure, clean, positive
	bold, innovative, and diverse, with a focus on providing accessible and engaging entertainment.
	calm
	controls for video playback and subtitles, subtitle formats and customizability
	MX player is a old app that has been used for years that's why it can be trusted
	exciting
	bundled offering as part of an Amazon Prime membership
	Prime video is connected to Amazon and Amazon is a world known company that's why it can be trust