CASE STUDY ON AMAZON PRIME VIDEO

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Introduction and Services Provided

Amazon prime was first introduced in India on July 2016

The annual subscription for amazon prime video is 999 INR and monthly subscription cost 129 INR.

prime video — Amazon Prime Video is a subscription video on-demand over-the-top streaming and rental service of Amazon Inc.

Prime membership includes a huge library of movies and TV shows across every category, from romantic comedies to timeless classics.

4K ULTRA HD — It's premium features include 4K Ultra HD, High Dynamic Range and Mobile downloads for offline viewing of select content.
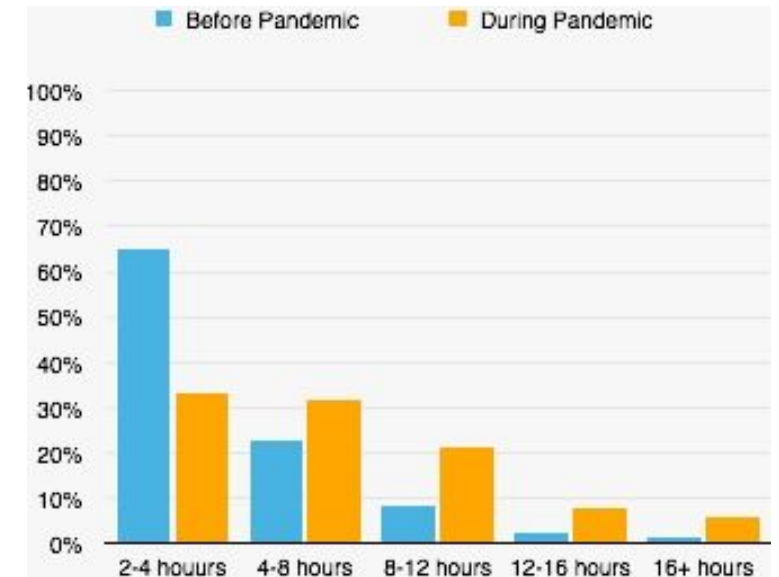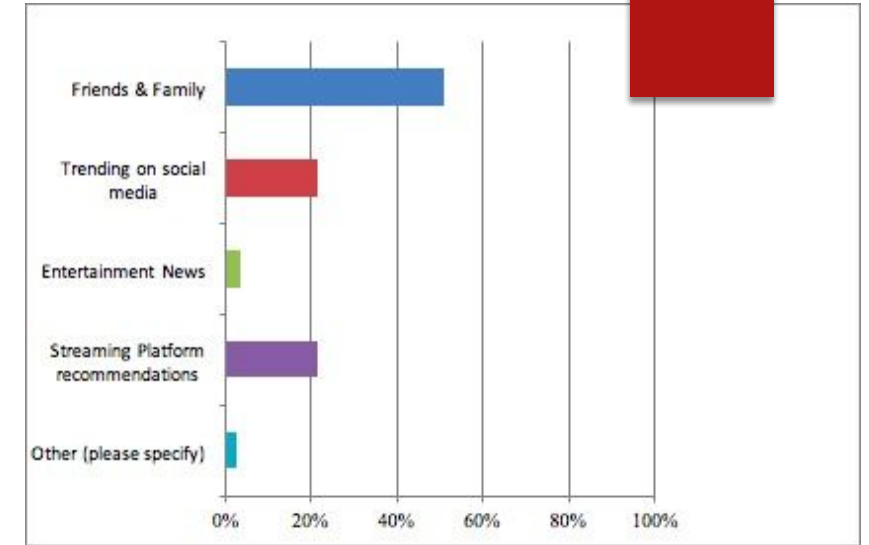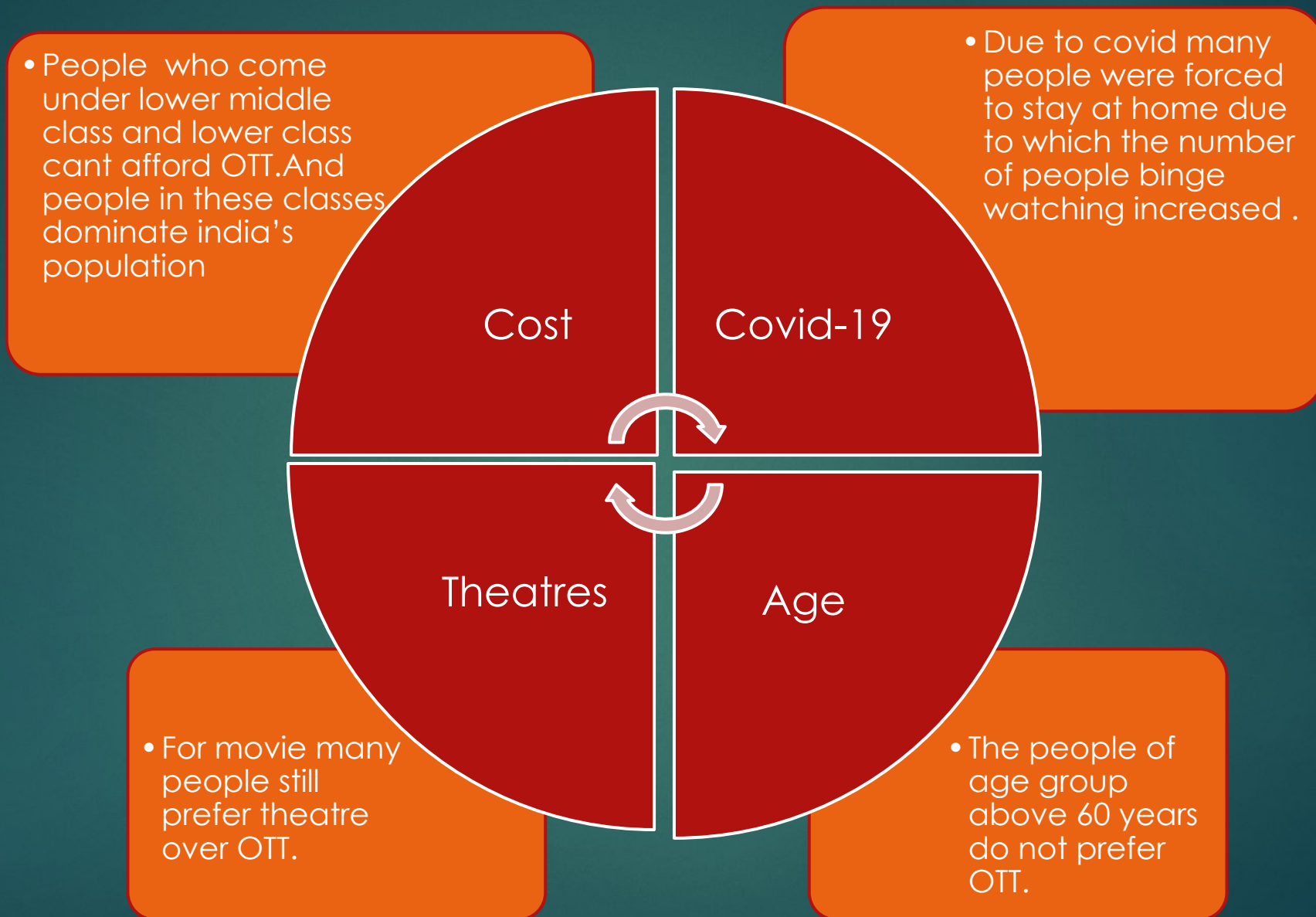
Market research and Industry analysis

As of December 2020 there are 355 million individual OTT viewer's.

- The total revenue from in year 2020 from OTT subscriptions are 19 billion INR.

The OTT market found a huge growth when the world was struck by COVID-19.

- The OTT market in India is expected to cross USD 5 billion dollars by 2023.

Competitor Analysis

prime video
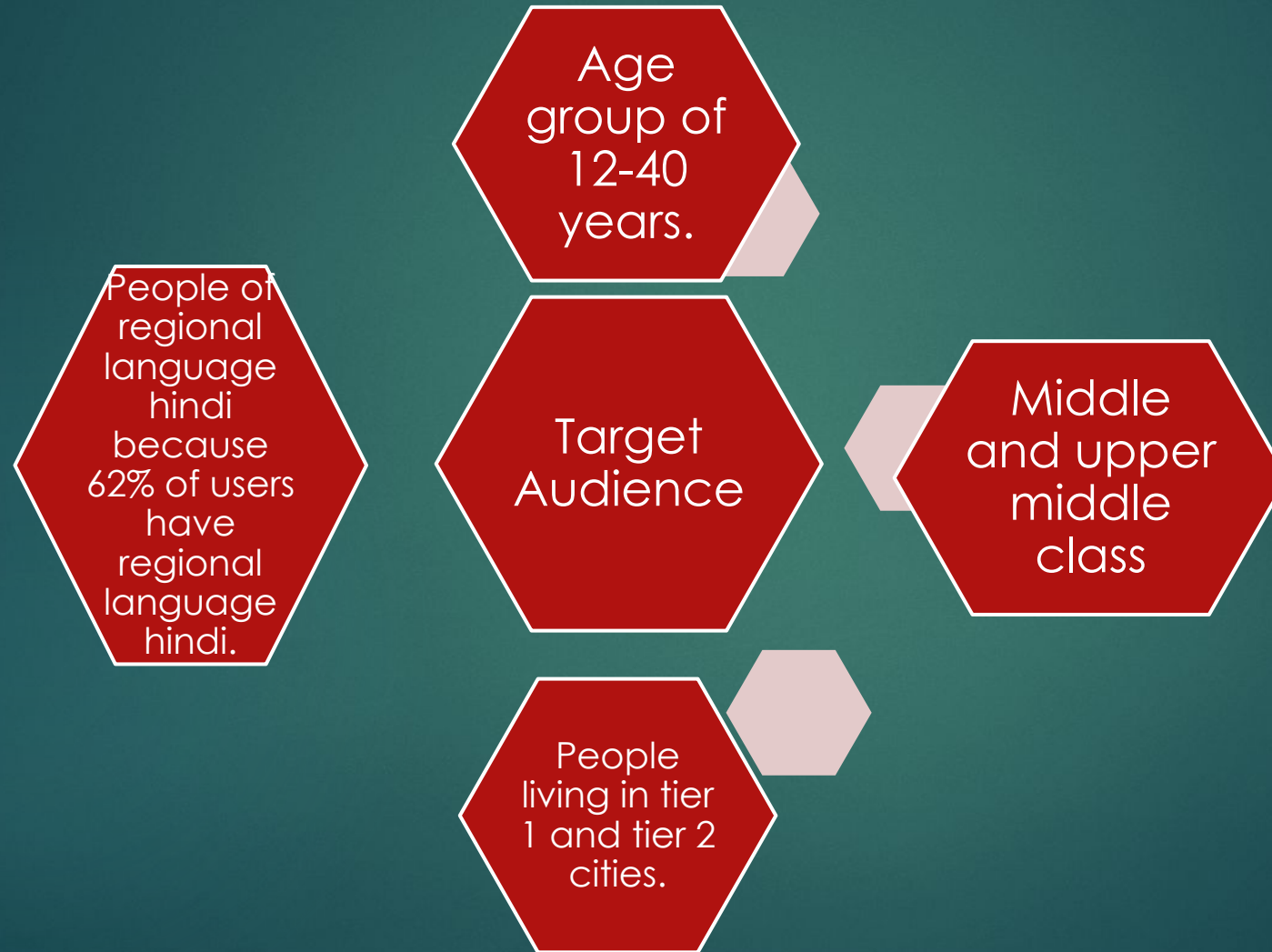- It has a revenue of 25.6 billion USD.
- It has over 293,000 employees.

NETFLIX
- It has a revenue of 25 billion USD.
- It has over 12,000 employees.

Disney+ hotstar
- It has a revenue of 208 million USD.
- It has over 31,000 employees

Target Audience

Age group of 12-40 years.

People of regional language hindi because 62% of users have regional language hindi.

Target Audience

Middle and upper middle class

People living in tier 1 and tier 2 cities.

Go-To Marketing strategies

Letting the user decide what to watch.

- Like hotstar has packages like vip,premium etc. we let our user decide what content he wants to watch and we can charge him according to that instead of keeping a fixed price.We should keep the plans limited in the range of 3-5 so that the user does not fall in a confusion or dissatisfaction.

Increasing the content

- Amazon restricted itself to only Hollywood content.there is a lot of quality content outside Hollywood. There are many webseries of Spanish,French,Korean languages which are more famous and has larger audience compared to typical Hollywood audience. amazon should start including these content along with the existing content.

Group watching feature.

- During pandemic people got separated and missed watching movies together in theatres. We can include a new feature like web calls where people can watch content together without facing issues of quality and lagging, it can also reduce their loneliness and stress.

Collaborating

- Netflix frequently collaborates with celebrities and youtubers to increase its marketing and spread its content. Amazon should also start doing that.

Partnership with food.

- Most of the people eat while binge watching.we can collobrate with food delivery partners like Zomato and swiggy in conducting events. For example during summer vacation we can start a event like web series marathon for 2-3 days in which people get extra discount on food on ordering in Zomato,swiggy etc while watching web series at a specific time limit.