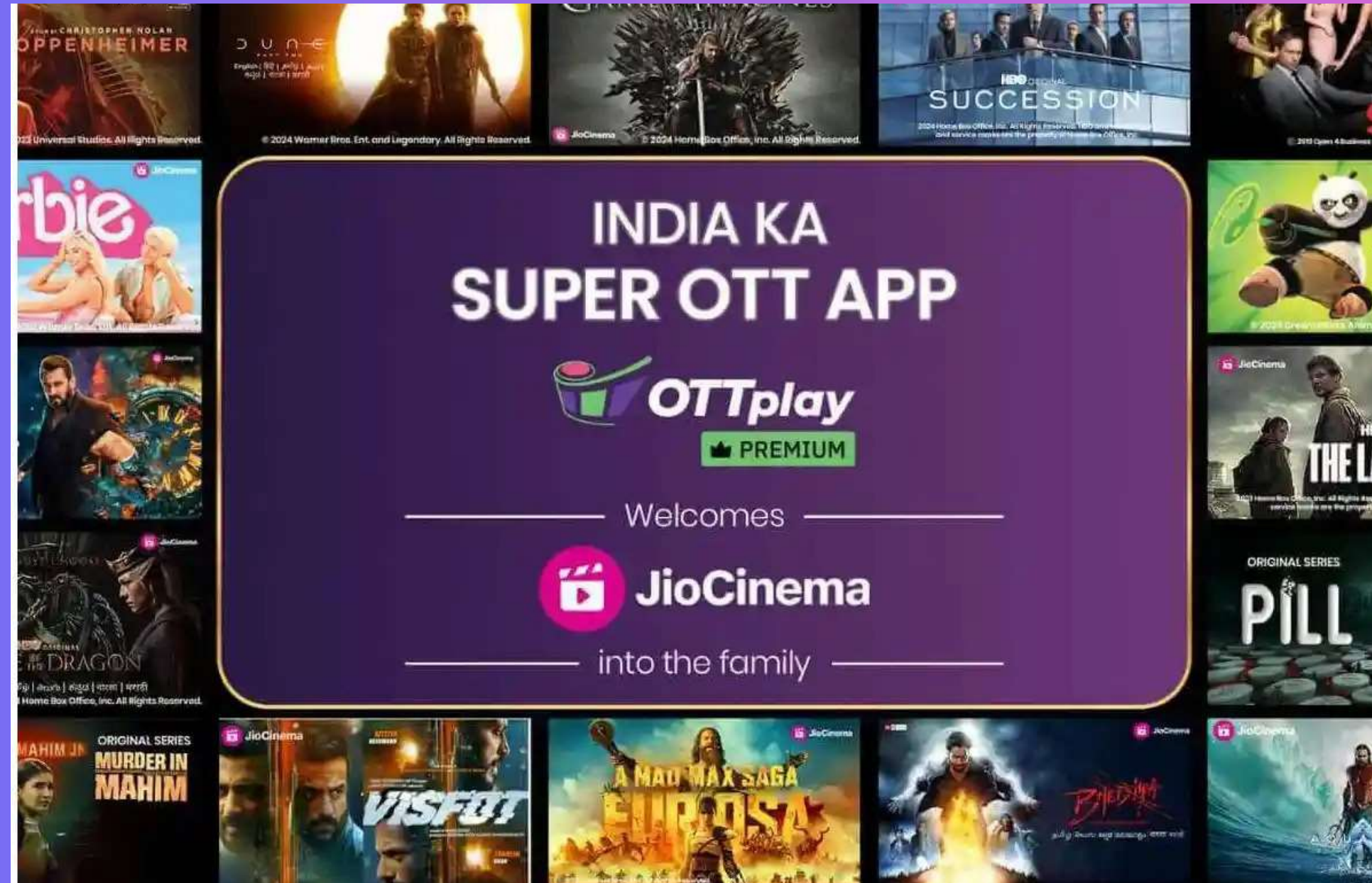


Project -1 Analyzing and Brand Study of JioCinema



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Introduction



JioCinema is an Indian streaming platform owned by Reliance Jio. It offers a variety of services such as movies, TV shows, music videos, live sports, etc. JioCinema also offers a premium subscription service which provides ad-free viewing, offline viewing. Recent relevations have highlighted JioCinema's rise as India's largest digital entertainment destination.

Buisness Model



It operates on the basis of freemium business model, here the basic content is available for free to all Jio users which helps to attract large users , but premium requries a subscription which involves exclusive shows along with additional features.It also generates revenue through advertisements.

JioCinema's Major Competitors



It offers advanced technology for handling live content and serving targeted ads. It offers streaming up to 4 devices simultaneously. It has exclusive streaming rights for IPL. It has strong partnership and it also has a large existing user base due to its early success with TV channels

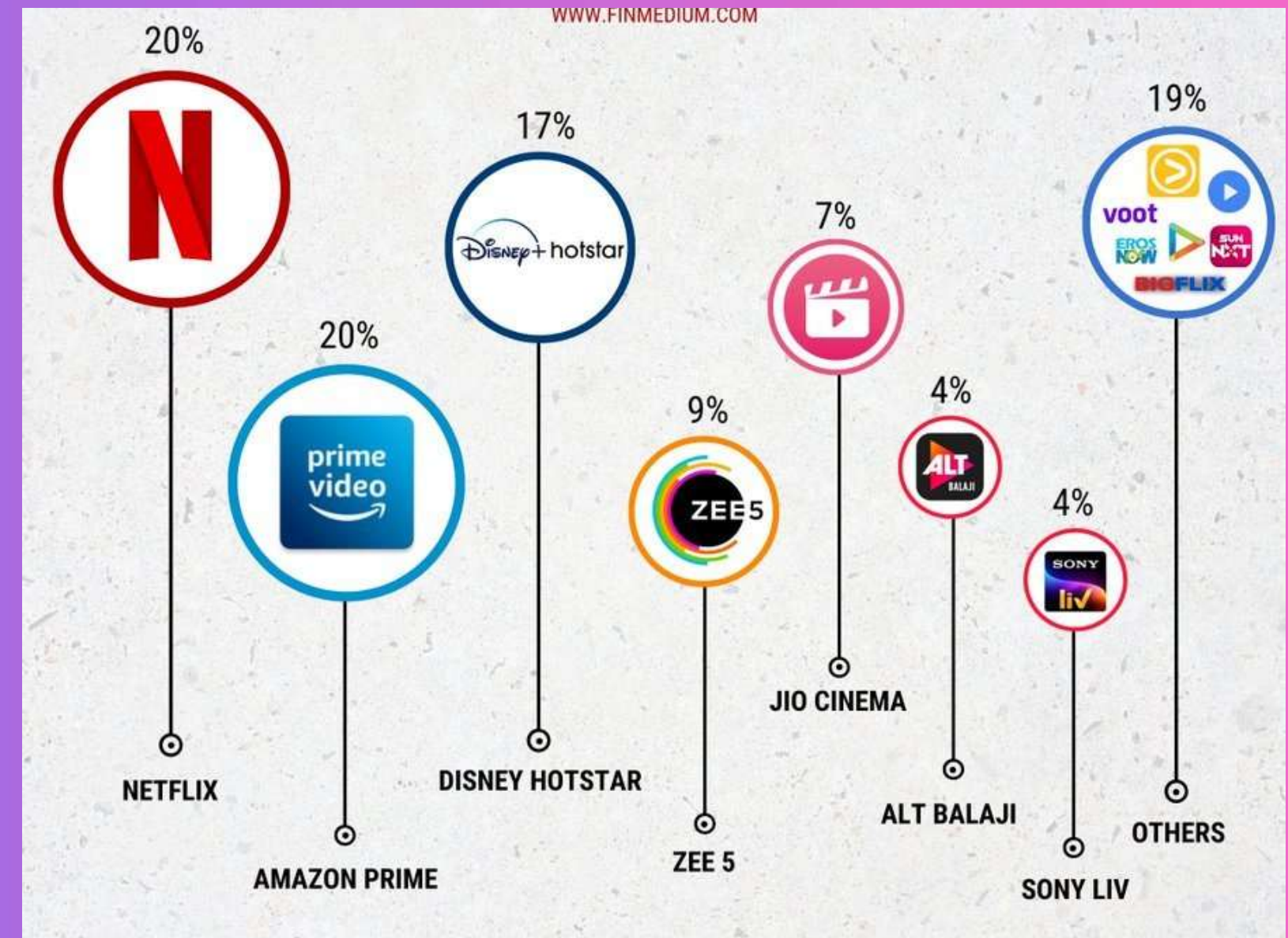


It offers additional benefits for Amazon prime members. It offers vast range of content including international and regional movies. It provides live TV shows and sports around world also.



It provides high quality original content in various language. It has global recognition due to its high rated shows. Due its continous offering of quality content it is one of the most recognized and trusted b. It has various subscription plans with different features.

Strength Vs Weakness of JioCinema



Strength

Extensive Content Library: It has wide library of movies and TV serials, with original content in multiple languages, to cater various groups.

Live Sports Streaming: It has rights to popular events like IPL and FIFA, which increases its viewership significantly.

High Quality Streaming: It facilitates video streaming at HD and 4k quality, with minimal buffering because of jio's strong infrastructure

Weakness

Less Global content: The number of hollywood and international TV shows is less compared to competitors like Prime video or Netflix

Frequent Advertisement: The services uses ad revenue to generate income for free users, which can reduce the overall.

Inconsistent Content Updates: Some movies and TV shows take longer to be available compared to other OTT platforms

USP Of JioCinema

Live Sport Streaming

**Exclusive and Multi-Language
Cont**

**Free Acess To Premium
Content**

Ad-free Viewing

Offline viewing

**Affordable Pricing and Family
Plan**

Content for All Ages

Access on Multiple Devices

Marketing Funnel

A marketing funnel is a visual representation of the stages a customer goes through before becoming a customer.



Awareness

It is the first stage to increase the brand visibility and attract users. The brand creates awareness by promoting it through social media.

Consideration

By offering free streaming of selected content converting interested users into active users

Retention Stage

In this stage it increases daily users by notifying new releases and live events, offline viewing and multi device support.

Action

They offer various diverse content which attracts audience and encourage premium upgrades.

Thank You