

TITLE:

PROBLEM STATEMENT – APPLE HAPTICS INTEGRATION FOR OTT

Content:

Apple TV+ has limited market penetration in India, especially among **Gen Z** users who **consume high volumes** of OTT content but prefer other platforms such as **Netflix, Hotstar, and Prime Video**. While **Apple devices** are popular in **India**, **Apple TV** lacks **differentiation** and **emotional engagement** during content viewing.

Indian audiences, particularly **Gen Z**, are highly responsive to immersive content experiences. However, current **Apple TV** content delivery lacks interactive or sensory elements that increase **retention, focus, and enjoyment**.

This simulation project aims to address the gap in emotional and sensory experience by proposing an **Apple-exclusive Core Haptics** integration for OTT content on iOS devices. This would target **horror, action, thriller, and animated genres** — enhancing **engagement, reducing boredom/exits**, and potentially **boosting trials and subscriptions**.