

















(1). Please break down the URLs listed below.  
(list-out Protocol, Domain, TLD)

- **https**              **www**              **flipkart**              **.com**  
                                                     
         Protocol              subdomain              domain              top level domain(TLD)  
         Secure

- **https**              **www**              **irctc.co**              **.in**  
                                                     
         Protocol              subdomain              domain              TLD  
         Secure

- **https**              **www**              **allegro**              **.pl**  
                                                     
         Protocol              subdomain              domain              TLD  
         Secure

- **https**              **www**              **johnlewispartnership.co**              **.uk**  
                                                     
         Protocol              subdomain              domain              TLD  
         Secure

- **https**              **www**              **uidai.gov**              **.in**  
                                                     
         Protocol              subdomain              domain              TLD

Secure

## 2). What is HTTPS/SSL Update?

- The HTTPS/SSL update to the process of transferring websites from the non-secure HTTP protocol to the secure 'HTTPS' protocol. This relocation is performed by installing an SSL certificate on the website server.
- HTTPS stands for hypertext transfer protocol secure, which is an extension of HTTP but with an added layer of security. HTTPS uses SSL (secure sockets layer) or TLS (transport sockets layer) protocol to encrypt data transmitted over the web, protecting sensitive information like password from being intercepted by malicious actors.
- SSL (secure socket layer) is an older security protocol used to establish encrypted links between a web server and a browser. It has largely been replaced by TLS (transfer layer security) which is a more secure and efficient protocol. However, the term "SSL" is still commonly used to refer to both SSL and TLS certificates.

### (3). List out 10 famous browsers used worldwide

- Google chrome - The most popular browser developed by google.
- Mozilla Firefox - An open - source browser known for privacy and customization.
- Microsoft edge - successor to internet explorer developed by microsoft.
- Safari - Apples default browser for macOS and iOS devices.
- Opera - A feature-rich browser with a built-in VPN and ad blocker .
- Brave - focuses on privacy and blocks ads and trackers by default .
- Vivaldi - A customization browser built for power users

→ Tor browser - Designed for anonymity and secure browsing.

→ Chromium - the open-source version of google chrome .

→ Pale moon - A lightweight performance focused fork of firefox .

→ Epic privacy browser - A privacy centric browser that prevents tracking .

	jio hotstar	Netflix	Amazon Prime video
Product			
Brand Link	<a href="https://www.hotstar.com/in">https://www.hotstar.com/in</a>	<a href="https://www.netflix.com/in/">https://www.netflix.com/in/</a>	<a href="https://www.primevideo.com/">https://www.primevideo.com/</a>
Product Names	TV show, Live Cricket, Movies	Tv shows , Movies	Movies , TV shows, Live Tv
Business Model	Subscription-based, Ad-supported Free Version,	Subscription-based	Subscription-based, with an additional pay-per-view model for certain content
Features	Exclusive sports (IPL), Indian & global	Extensive library of original content, global	A vast library of movies, TV shows, and Amazon

	movies	shows & movies, Wide range of genres - Supports 4K and HDR	Originals
USP	Affordable pricing, Regional content, Live Sports	Large library of original content, exclusive shows (e.g., Stranger Things, The Crown), global reach	Large catalog of Amazon Originals, a free delivery perk for Amazon Prime members
Price	₹299/year (VIP), ₹899/year (Premium), ₹299/month (VIP)	₹199/month (Basic), ₹499/month (Standard), ₹649/month (Premium)	₹179/month or ₹1499/year
Reason to Trust	strong brand, exclusive IPL rights, Security	Global leader in streaming, consistent content quality	Large existing customer base, Amazon's reputation
How to Find?	Available on web, mobile apps, smart TVs, Play store	Netflix app or website, google, play store	Available on app stores, website

Target Segment			
Age	18-40 years	18-45 years	18-45 years
Gender	Male	Male and Female	Male, Female
Location	Primarily India, with availability in other regions	Primarily India, Global (100+ countries)	Global, with a strong presence in India

Ideal Customer Persona			
Background	Entertainment seekers, sports fans, Often family-oriented, with kids who also watch content	Global content seekers, diverse genre lovers, binge-watchers	Middle-class, busy professionals, movie lovers
Demographics	Age 18-45, mostly urban dwellers, tech-savvy	Age 18-40, urban, higher-income bracket	Age 18-45, middle-class, diverse interests
Interests	Movies (Hollywood, Bollywood, and	International content, Originals,	International movies, TV shows, sports, access

	regional content) Sports (especially cricket, football) Digital content consumption via streaming platforms	Documentaries, TV Shows, Movies,	to music, and more.
Other relevant traits	Enjoys sports, family-oriented, strong TV and movie preferences	Digital-first, uses multiple devices, follows global trends	Enjoys a variety of content, Amazon shopping discounts, free shipping, and access to Amazon music.
Favorite social networks	Instagram YouTube Facebook	Instagram, Twitter, YouTube	Instagram, Facebook, Twitter
Least favorite social networks	LinkedIn, Snapchat	LinkedIn, Facebook	LinkedIn, Snapchat
Buying behavior	Prefers cost-effective subscription plans Likely to use family or group subscription plans to save money	prefers easy user interface, Values quality content and a wide selection of films	Looks for convenience and added perks like free shipping
Spending power	Moderate to high	Upper-middle to high-income	Middle class, willing to pay for quality content
Decision maker(s)	Household heads, younger adults	Primarily individual, Influencers, Professionals	Individuals, Young professionals, Families
Challenges / Pain points	Pricing, availability of content	price sensitivity, regional availability issues, Lack of regional language content	Limited local content, high cost for families
Goals / Motivations	Watching sports, engaging with family-friendly content	Access to exclusive global content, variety in entertainment	Bundled services (Prime membership), value for money with added perks, access to a large movie and TV library.
How we (business, product, or service) can help?	Provide affordable sports access, family-friendly content	Offer personalized recommendations, exclusive content	Offer content variety with added benefits for users
Purchasing barrier?	Cost of subscription, availability of regional content, High cost for	High pricing, regional language gap, competition	Cost for families, lack of some local content

	premium plans in some regions,		
Preferred content type	Movies, sports, family content, Disney films, regional TV shows	Movies, TV Shows, Originals, Documentaries	<b>Original Series, Movies, International Content, Children's Programming, Sports Content, Stand-Up Comedy, Reality TV</b>

Brand Details			
What are the brand colours?	<b>Purple</b> (deep violet) <b>Pink</b> (bright, reddish pink)	Red, Black	Blue , white
What does the primary colour signify?	<b>Creativity and Imagination: Luxury and Premium Quality: Mystery and Spirituality:</b>	excitement, energy, passion, creativity.	Trust and Reliability, Calmness and Professionalism, Technology and Innovation, Engagement and Calm Entertainment
What is the Brand Personality?	Fun, Energetic, Family-oriented, Trusted	Innovative, global, diverse, creative, bold	Practical, Innovative, Convenient, Premium
The Tone of Voice	Friendly, Fun, Informative, engaging	Inspirational, engaging, humorous, cinematic	Informative, Convenient, Friendly
The Brand Promise	To provide the best of sports, movies, and entertainment for Indian families, exclusive content and live sports	To bring global, award-winning entertainment to everyone	To offer a world-class, all-in-one entertainment experience with convenience perks
The Brand Value	Family, Entertainment, Sports, Affordability	Quality, Diversity, Originality, Convenience , value for money, innovation	Convenience, Value, Global Access