

	Disney + Hotstar	Competitor 1	Competitor 2
Product			
Brand Link	https://www.hotstar.com	https://www.jiocinema.com/	https://www.primevideo.com
Product name	Disney + Hotstar	Jiocinema	Prime video
Business Model	Subscription-based	Ad-supported free content	Global reach
Features	live sports ,movies	Exclusive content	Extensive Content Library
USP	Disney content	Multiple Streaming Options	Affordable pricing
Price	Less than 500\$	Less than 250 \$	Less than 300\$
Reason to Trust	Backed by Disney, exclusive rights to IPL, HBO	Global leader in streaming and original content	Part of amazon ecosystem exclusive deal and offer
How to Find?	official website,mobile app	official website,mobile app	official website,mobile app

Target Segment			
Age	18-35	18-35	18-35
Gender	Male	Male	Male
Location	Ahmedabad	maheshana	Ahmedabad

Ideal Customer Persona			
Background	Young professionals, students, families	Budget-conscious users, students, regional viewers	Working professionals, families, premium content seekers
Demographics	Age: 18-45, Urban & semi-urban India	Age: 15-40, Tier 2 & Tier 3 cities, Middle-class	Age: 25-50, Upper-middle-class, metro & urban regions
Interests	Cricket, F1, Bollywood & Hollywood movies	Free content, IPL, Bollywood, regional films, mobile-first	High-quality global content, Hollywood, Prime benefits
Other relevant traits	Tech-savvy, prefers premium content,	Prefers free content, data-conscious, mobile-first users	Value seeker, shops online, engages with multiple Prime benefits
Favorite social networks	Instagram, Twitter, Youtube	Whatsapp, Facebook , Instagram	Instagram, Youtube, LinkedIn
Least favorite social networks	Facebook, LinkedIn	LinkedIn, Twitter	Tiktok, snapchat
Buying behavior	Willing to pay for premium sports & entertainment	Prefers free content	Seeks bundled deals, prefers long-term subscriptions
Spending power	Moderate to High; spends on entertainment	Low to Moderate; prefers free content	High; willing to invest in premium services
Decision maker(s)	For family subscriptions	Young user	Shared family subscription
Challenges / Pain points	Ads in lower-tier plans	Data consumption, limited premium content	Costly compared to Indian competitors
Goals / Motivations	Marvel and sports content	Watch IPL & Bollywood Movies	Premium,ad-free experience

How we (business, product, or service) can help?	Offer flexible plans, more regional content	Expand premium library, reduce ads,	Provide more India-centric content
Purchasing barrier?	availability of similar content on other platforms	Reluctance to pay for OTT	Higher pricing compared to competitors
Preferred content type	Bollywood, regional & Hollywood movies, web series	IPL & sports, south indian films	Hollywood blockbusters, Prime Originals,

Brand Details			
What are the brand colours?	Dark Blue,yellow,white	Pink, White	Blue,black,white
What does the primary colour signify?	Dark Blue signifies trust, premium quality	Pink represents fun, youthfulness	Blue symbolizes reliability, innovation, and global appeal
What is the Brand Personality?	Premium, family-friendly,	Youthful, accessible, vibrant, mass-market	Global, sophisticated, customer-centric
The Tone of Voice	Engaging, energetic, informative, exciting	Playful, friendly, fun, inclusive	Professional, confident
The Brand Promise	live sports, and blockbuster content	Free and engaging content for everyone	prime benefits
The Brand Value	Exclusivity, premium entertainment	Free content availability	ad free, high quality, value of money