

	Disney + Hotstar	Sony Live	Amazon Prime Video
Product			
Brand Link	www.hotstar.com	www.sonyliv.com	www.primevideo.com
Product Names	Jio Hotstar	Sony Live	Prime Video
Business Model	Subscription Based & Limited free content with ads	Subscription Based & Limited free content with ads	Subscription With Amazon Prime
Features	live sports, indian TV shows, Movies in multiple languages,kids content	Sony TV shows, Sports, Movies, Regional Content	International + Indian Movies, Amazon Originals, Kids Content, Music, (Amazon order) Free Fast Delivery in
USP	Best for cricket & live sports + Diseny content	Strong sony TV shows	Huge global content + Amazon prime (Services: shopping, Music, Video)
Price	₹299/month, ₹1499/year	₹299/month, ₹999/year	₹299/month, ₹1499/year
Reason to Trust	Backed by Diseny, Huge Indian user base, strong sports rights	Backed by soney network, exclusive Sony serials	Backed by Amazon trusted globally, large content library
How to Find?	Hostar app, Play store/ App store, Website	Sony live app, Play store/ App store, Website	Amazon app, Play store/ App store, Website

Target Segment			
Age			
Gender			
Location			

Ideal Customer Persona			
Background	Students, cricket lovers, famalies	TV show viewers, sports lover	professionals, families,global content seekers
Demographics	Age: 15-40, Urban & semi urban	Age: 20-45, Urban	Age: 18-45, All-India (urban + tier-2 cities)
Interests	Live sports, Diseny content, Bollywood	Sony TV serials, comedy shows, movies	Hollywood and Bollywood movies, Prime Originals,shopping & music
Other relevant traits	Mobile-first useres, binge watcher	Traditional Sony channel fans + OTT adopters	Amazon shoppers, value-seekers
Favorite social networks	Instagram, Youtube, Twitter	Instagram, Facebook, Youtube	Instagram, Youtube, Twitter
Least favorite social networks	Linkedin, Snapchat	Linkedin, Snapchat	Linkedin, Snapchat
Buying behavior	Buys during cricket seasons, telecom bundle packs	Chooses low-cost monthly packs, sports-specific	Buy bundled Amazon prime yearly for multipule benefits

Spending power	Medium to high	Medium	Medium to high
Decision maker(s)	Youth & families	Young Adults, Sony loyal audiences	Working professionals, families
Challenges / Pain points	High cost for premium, too many ads in free	Smaller library VS competitors	Expensive for only-video users, internet required
Goals / Motivations	watch cricket & sports, access Disney/marvel content	Watch Sony serials + sports tournaments	One-stop for global originals, movies, shopping bundle
How we (business, product, or service) can help?	Affordable cricket streaming + regional content	Affordable plans, exclusive sony rights	Bundle value: video+shopping+music
Purchasing barrier?	Price, ad interruptions	Limited global content	Higher price if only for video
Preferred content type	Sports, Bollywood movies, Disney Originals	Sony TV shows, Football, comedy	Hollywood originals,Bollywood,kids content

Brand Details			
What are the brand colours?	Blue, White	Orange, Blue	Black, Blue, White
What does the primary colour signify?	Trust, Entertainment, calmness	Energy, creativity, playfulness	Premium, boldness, Trust
What is the Brand Personality?	Youthful, Sporty, Family-Friendly	Fun, Entertainment, Loyal Fan base	Premium, global, smart, convenient
The Tone of Voice	Energetic, engaging, emotional	Casual, entertaining, humorous	Professional, premium, witty
The Brand Promise	Best place for sports+ Disney content in india	Strong sony TV + sports experience	complete entertainment+ shopping Benefits
The Brand Value	Affordable entertainment + sports leadership	Affordable indian shows + sports	Global content + lifestyle value