



*pitcher's hunt*

# OTT Piracy prevention



team **BEEWINE**

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# UNDERSTANDING THE PROBLEM

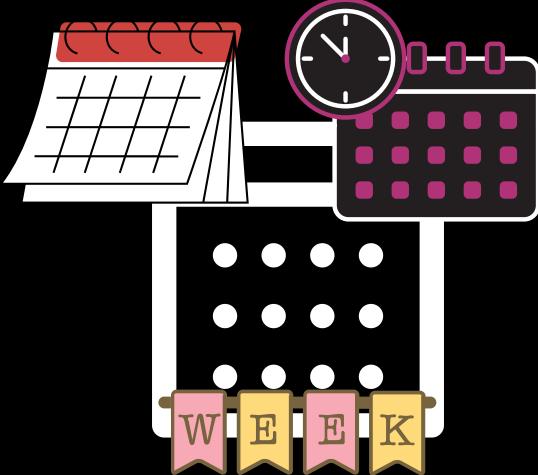


Piracy indicates illegal/wrongdoings. OTT content piracy involves browsing links on illicit 3rd party websites to watch the content for free. In recent times, content piracy has hit the roof, reaching an all time high.

## BUT WHY DO PEOPLE INDULGE IN PIRACY?

### 1 Easy access to pirated content

With pirated content from all the streaming sites available at the mere click of a button, people find it worthless to spend on OTT subscriptions

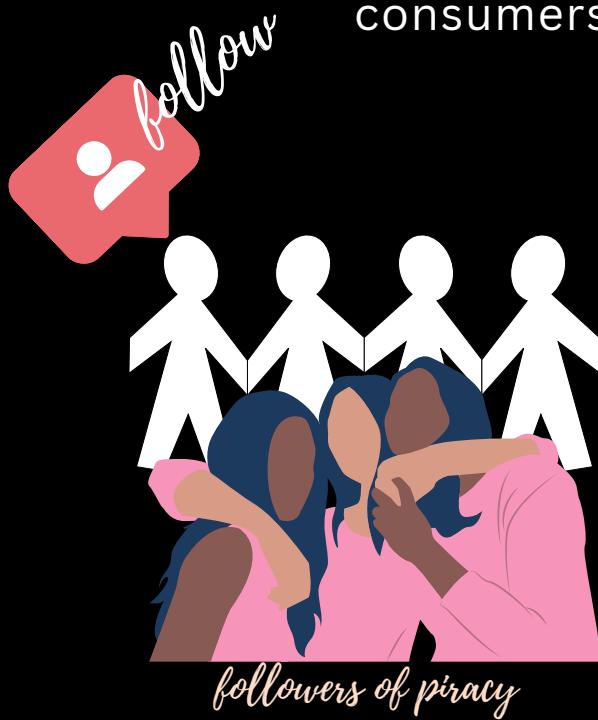


### 2 Lack of different duration plans

Yearly subscription plans, although more affordable, become useless during times of high workload, for example exams and placement/intern season for students. Not having options while choosing might not be suitable for all.

# 3 Consumer commitment issues

A large population prefers to watch only personally selected shows which makes the extra content of the platform redundant. This lack of commitment among consumers drives them towards pirated content.



# 4 Lack of awareness

Pirated content has become the new normal. Been watched everyday by their friends and family, some simply are unaware of the consequences and innocently indulge in it.

# 5 Affordability

OTT subscriptions are a pinch to the pocket. With demand on the rise, people want the luxury of content but consider paying as an unnecessary expense.

Students, having a minimum income find it difficult to manage their expenses and hence search for student offers.



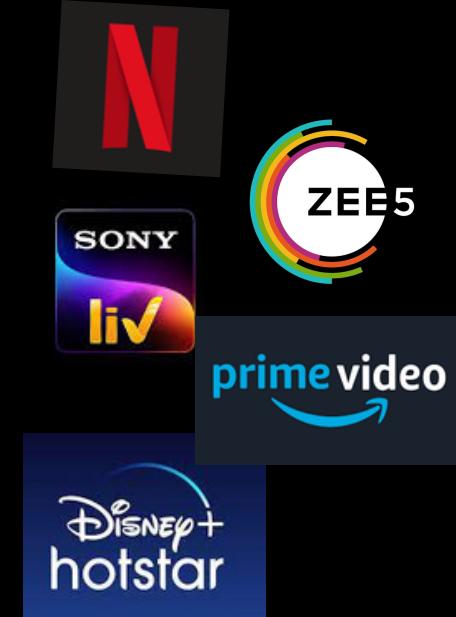
# COMPETITOR ANALYSIS



**most subscribed platform according to survey through google form**



OTT PLATFORM	yearly plan	monthly plan	student offers	add ons
netflix	✓	✓	✗	free 'all you can watch' days for non subscribers
amazon prime	✓	✓	✓	shopping advantages
zee5	✓	✗	✗	none
hotstar	✓	✓	✗	regular coupons, offers with mobile recharges
sonyLIV	✓	✓	✗	regular coupons, offers with mobile recharges



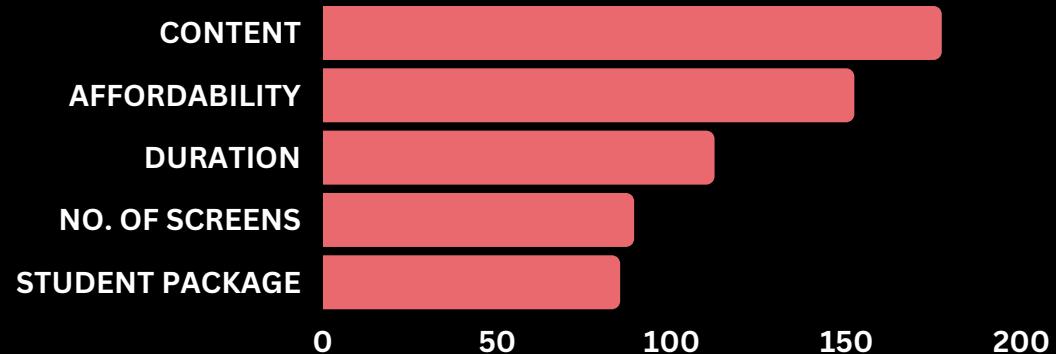
**TOP 5**

# SUGGESTED SOLUTIONS



## ① Different duration plans

**MOST IMPORTANT CRITERIA?**  
(220 responses)



### Survey Analysis( Google form and Instagram poll)

Duration was the 3rd most considered criteria while subscribing.

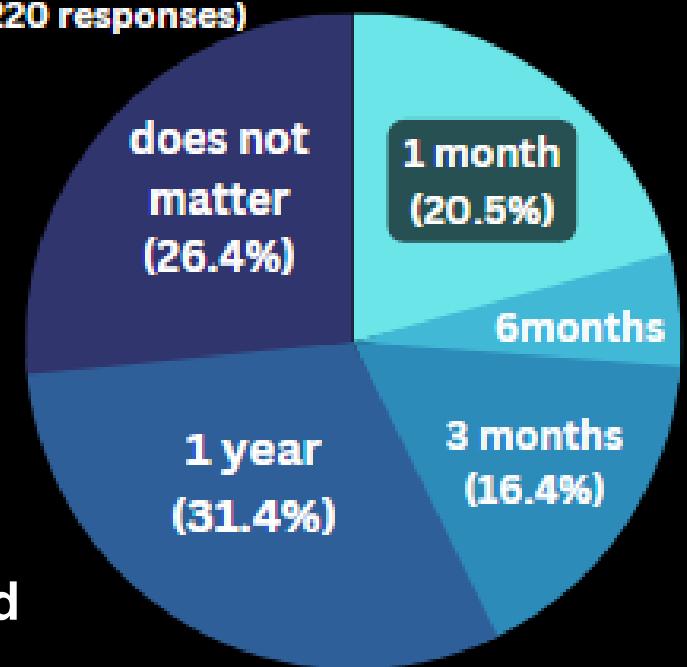
Nearly **42%** of 220 people prefer monthly /quarterly/ half-yearly subscription plans

### Options are always appreciated.

Zee5 currently offers only yearly subscription services at Rs. 700 and Rs. 1500

Adding monthly and quarterly (most preferred according to the survey) subscriptions plans would hence attract more consumers.

**PREFERRED PLAN DURATION?**  
(220 responses)



# ② Consumer commitment

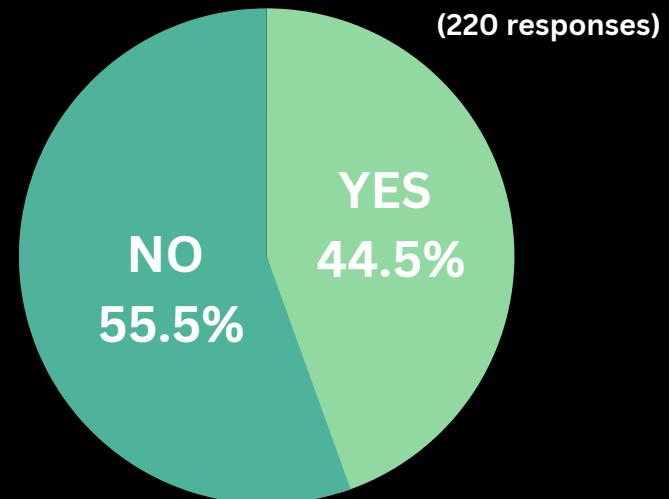
## Survey Analysis

Majority (55.5%) of 220 people preferred to buy the entire subscription

**BUT**

Nearly 44.5% viewers wish to pay selectively for shows of their interest.

Would you rather pay selectively for shows of your interest than the entire subscription?



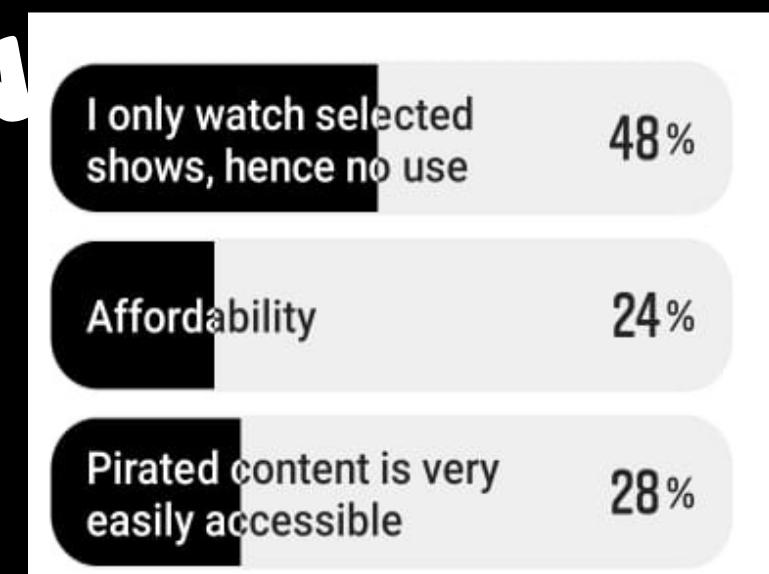
## Solutions

Introducing new selective subscription plan would please these consumers

### POSSIBLE WAYS TO IMPLEMENT:

- choice to rent movies/shows
- charge a nominal platform fee and show specific amount thereafter
- postpaid billing based on account activity
- prepaid plan based on selected shows to watch

IF YOU WATCH PIRATED CONTENT,  
WHAT ARE THE MAJOR REASONS ?



(Instagram poll)

3

# Technology against easy availability

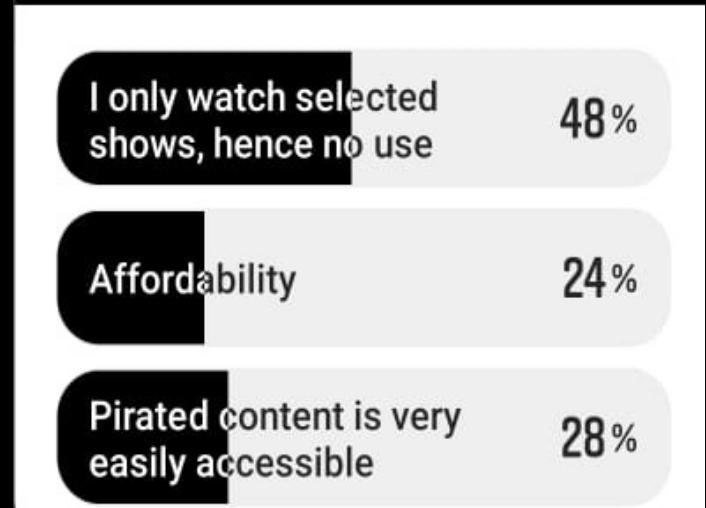
From Instagram poll, it is evident that one major reason to indulge in piracy has been **easy availability** of pirated content.



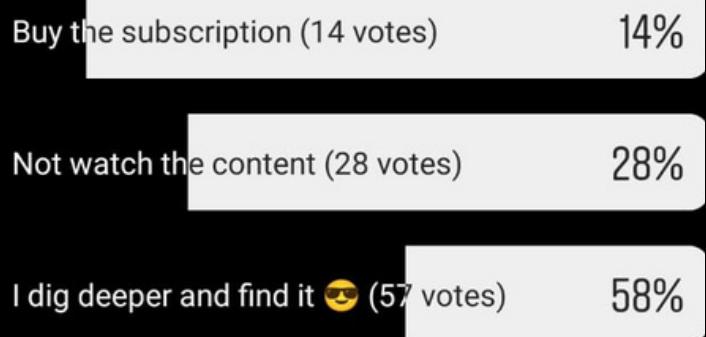
**Some technological efforts include:**

- **Antipiracy tools** that can extract, validate and delete 95% of online copyright infringement.
- AI-enabled **pattern identification technology**
- antipiracy **task forces** including bots that monitor websites and telegram channels before releases and takedown all offenders.
- **Search engine delisting and domain blocking.**

**IF YOU WATCH PIRATED CONTENT, WHAT ARE THE MAJOR REASONS ?**

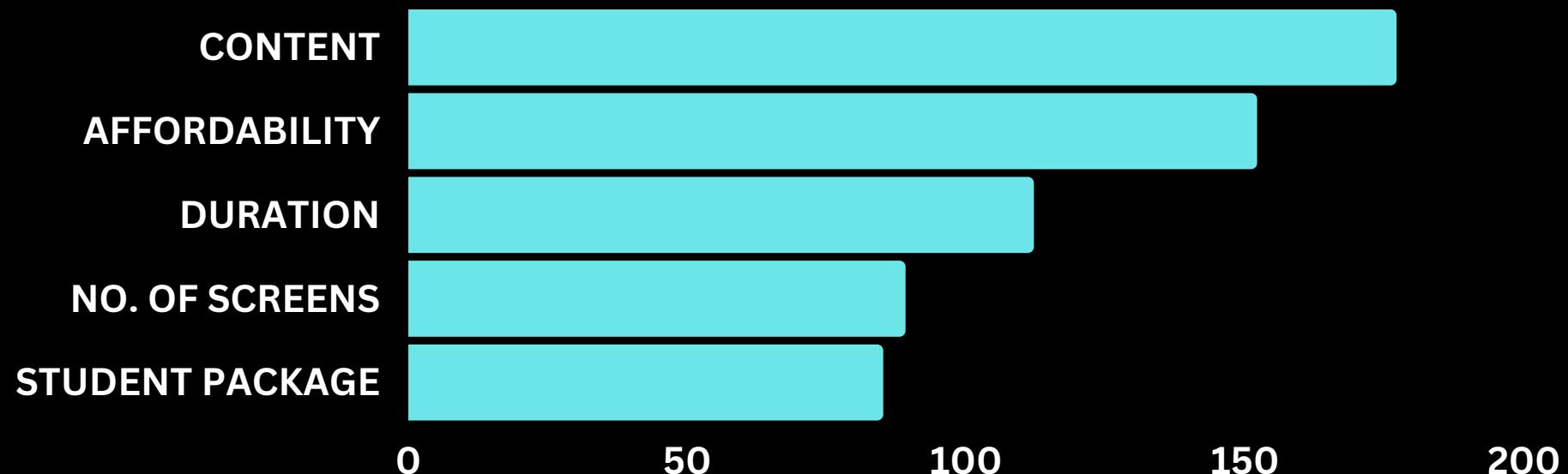


**What if you can't find the desired content on Pirated website/ Telegram?**



# ④ Affordability

## MOST IMPORTANT CRITERIA? (220 responses)



**Affordability is the 2nd most considered criteria while buying a subscription**  
 Subscriptions are expensive and considered a luxury by many!

Hence, to provide the best value for money,  
 zee5 should:

- launch **student offers** at 3/4th the price for new monthly subscriptions
- offer '**free for all**' days/week once or twice a year
- offer discount coupons on regular basis
- include **weekly/monthly/yearly plans** with recharges

ZEE5: RS.699  
 NETFLIX: RS.2388  
 PRIME: RS.1499/  
 PRIME(STUDENTS): RS.749  
 SONY LIV: RS.999  
 HOTSTAR: RS.899

**Advantage:** annual zee5 subscriptions are among the cheapest, hence offer high value

# ⑤ Lack Of Awareness

## Survey Analysis

According to survey conducted on Instagram poll, **nearly 87% are aware** of the demerits of piracy, while the rest are unaware.

**"STREAM SAFE" campaigns by OTT platforms have had very little impact**

## Conclusion

People tend to follow their peers, especially as students. Simple knowledge of the consequences is insufficient and hence ineffective.

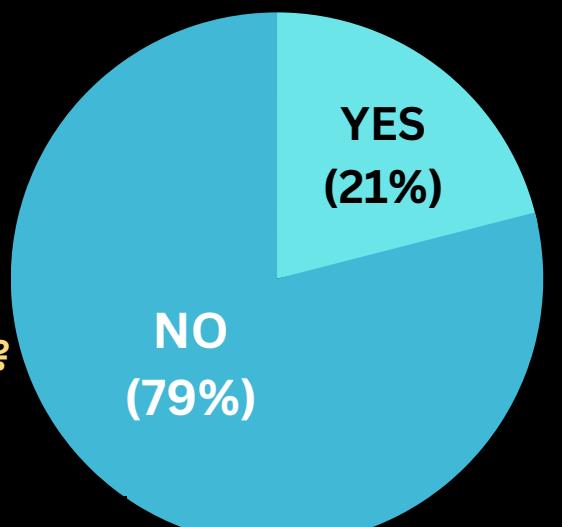
## Steps to increase impact:

- engaging audience to build respect for creators through video ads and posters.
- law to punish the supplier (main offender)
- awareness campaigns about internet security in schools and colleges

**IF YOU'RE NOW AWARE OF THE CONSEQUENCES,  
WOULD YOU STOP INDULGING IN PIRATED CONTENT?**



**ARE YOU AWARE ABOUT THE CONSEQUENCES CAUSED BY PIRACY?**  
(102 responses)



# EASE OF IMPLEMENTATION

(BUDGET: ₹25 LAKH)



## introducing different duration plans

### Requirement:

- software changes
- marketing: **very high**

**Budget allocation: 15%**

## respect consumer commitment

### Requirement:

- new software dev.
- marketing: **very high**

**Budget allocation: 20%**

## technology against easy access

### Requirement:

- hiring software firms

**Budget allocation: 25%**

## increasing affordability

### Requirement:

- student offer/discounts

**Budget allocation: 10%**

## public awareness

### Requirement:

- campaigns
- marketing: **very high**

**Budget allocation: 15%**

**overall buffer: 100%-85% = 15%**

**= ₹3.75 lakh**



# SURVEY REPORT

## WHICH ONE DO YOU PREFER THE MOST?

Buying/Asking a friend for the subscription (61 votes)

49%

Yes (99 votes)

77%

Watching Pirated content (64 votes)

51%

23%

**IF YOU WERE UNAWARE OF THE CONSEQUENCES, BUT NOW KNOW ABOUT THEM, WOULD YOU SHIFT FROM PIRATED WEBSITES TO SUBSCRIPTION PLATFORMS ?**

Yes

21%

No

79%

**PIRACY LEADS TO THREAT TO YOUR PRIVACY AND EXPOSURE TO VIRUSES. IT ALSO NEGATIVELY IMPACTS THE CREATOR AND THE PLATFORM.**

## Are you aware of this information?

Yes (89 votes)

87%

No (13 votes)

13%

## DO YOU WATCH PIRATED CONTENT?

No (30 votes)

77%

**IF YOU WATCH PIRATED CONTENT, WHAT ARE THE MAJOR REASONS ?**

I only watch selected shows, hence no use

48%

Affordability

24%

Pirated content is very easily accessible

28%

## Instagram poll

**What if you can't find the desired content on Pirated website/ Telegram?**

Buy the subscription (14 votes)

14%

Not watch the content (28 votes)

28%

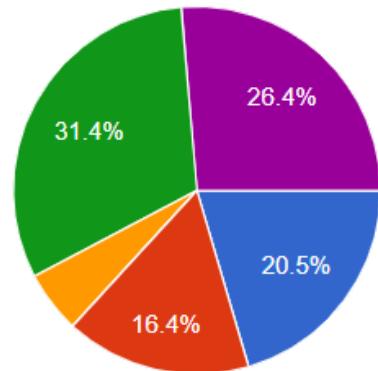
I dig deeper and find it 😊 (57 votes)

58%

# google form responses:

What plan duration do you prefer the most?

220 responses

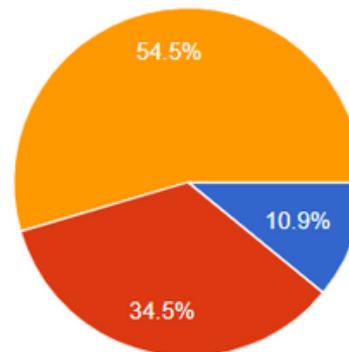


- 1 month
- 3 months
- 6 months
- 1 year
- doesn't matter

You really wish to watch a movie/show released on a paid OTT platform to which you currently don't have a subscription. What are you most likely to do in such a case?



220 responses



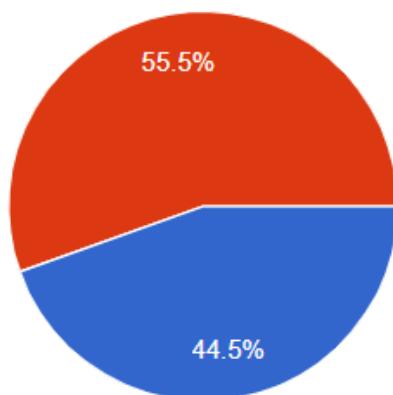
- buy the subscription
- ask my friends for the subscription
- watch it on telegram or some other pirated website if I can't get it from a friend

**form link (it is still collecting responses)**

<https://forms.gle/H41Q8PFi5a6pmsG26>

Would you rather pay selectively for shows of your interest instead of buying the entire subscription?

220 responses

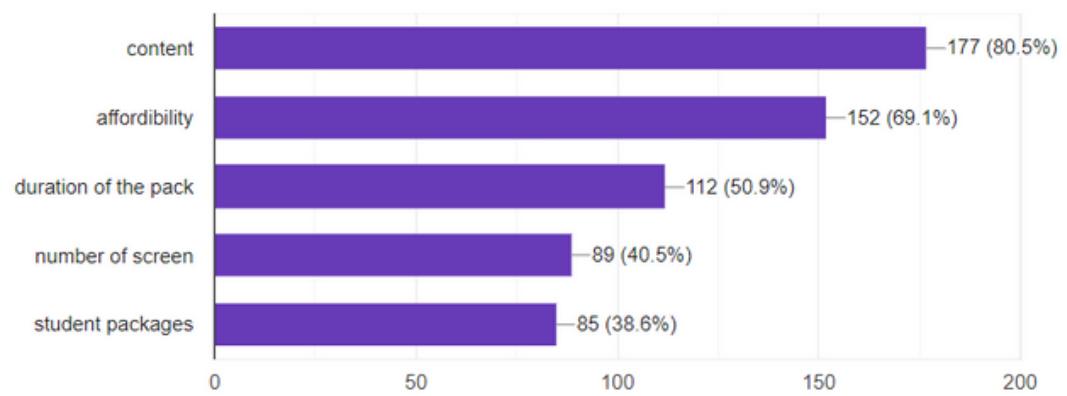


- Yes
- No

What points do you consider before buying an OTT subscription?



220 responses





# THANK YOU

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