

	Disney + Hotstar	Competitor 1	Competitor 2
Product			
Brand Link	http://www.hstar.com	http://www.jiocinema.com/	http://www.Netflix.com
Product Names	Disney + Hostar	jiocinema	Netflix
Business Model	Subscription-based	Ad-supported free	Global reach
Features	live sports,movie	Exclusive content	Extensive content library
USP	disney content	Multiple streming	Affrodable pricing
Price	Less than 300\$	less than 30\$	Less than 300\$
Reason to Trust	backed by disney	Global leader in streaming	
How to Find?	mobile app	mobile app	mobile app

Target Segment			
Age	18-35	18-35	18-35
Gender	Male	Male	male
Location	ahmedabad	mahesana	surat

Ideal Customer Persona			
Background	student	budget-conscious user, student	working professional
Demographics	semi-urban india	Age: 15-40, Tier 2 & tier 3 cities	Age:25-50,Upper-middle-class
Interests	cricket	IPL,Bollywood	Hollywood premium benefit
Other relevant traits	prefer premium content	prefer free content,mobile first user	shope online
Favorite social networks	instargram,Twitter,youtube	whatsapp,facebook,instargram	instargram,youtube,linkedin
Least favorite social networks	facebook,linkedin	Linkdin,Twitter	Tiktok,snapchat
Buying behavior	sports & entertainment	free content	seeks bundled deals
Spending power	entertainmemnt	prefer free content	High:willing to invest in premium
Decision maker(s)	for family subsvriptions	young user	shared family subscrption
Challenges / Pain points	Lower-tier plans	limited premium content	compared to indian competitiors
Goals / Motivations	marvel and sports conntent	bollywood Movies	premium add free experience
How we (business, product, or service) can help?	regional content	reduce add	india-centric content
Purchasing barrier?	availability of similer content	pay for OTT	Higher pricing compared
Preferred content type	web series	south indian movies	international series

Brand Details			
What are the brand colours?	white,pink,yellow	red,green	blue,orange
What does the primary colour signify?	white signifies trust	red represent fun	innovation
What is the Brand Personality?	premium,family-friendly	youthful,vibrant	Global,customer-centric
The Tone of Voice	Engaging,informative	playful,fun	professional
The Brand Promise	live sports	free & engaging	prime benefits
The Brand Value	premium entertainment	free content availability	hih quality,value of money