

# Product Construct

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# Problem Statement



# Problem Statement

## Hotstar

Hotstar, India's top streaming platform, faces issues with users discovering content in its extensive library, leading to reduced engagement and missed monetization opportunities.

## Problem Statement

Suggest product recommendations to address:

- Content overload: Users struggle to find desired content in a vast library.
- Diverse preferences: Hotstar serves diverse demographics, requiring personalized recommendations.
- Low engagement: Users often drop off, hindering deeper exploration.
- Monetization: Optimize recommendations for higher viewership and subscription conversions.

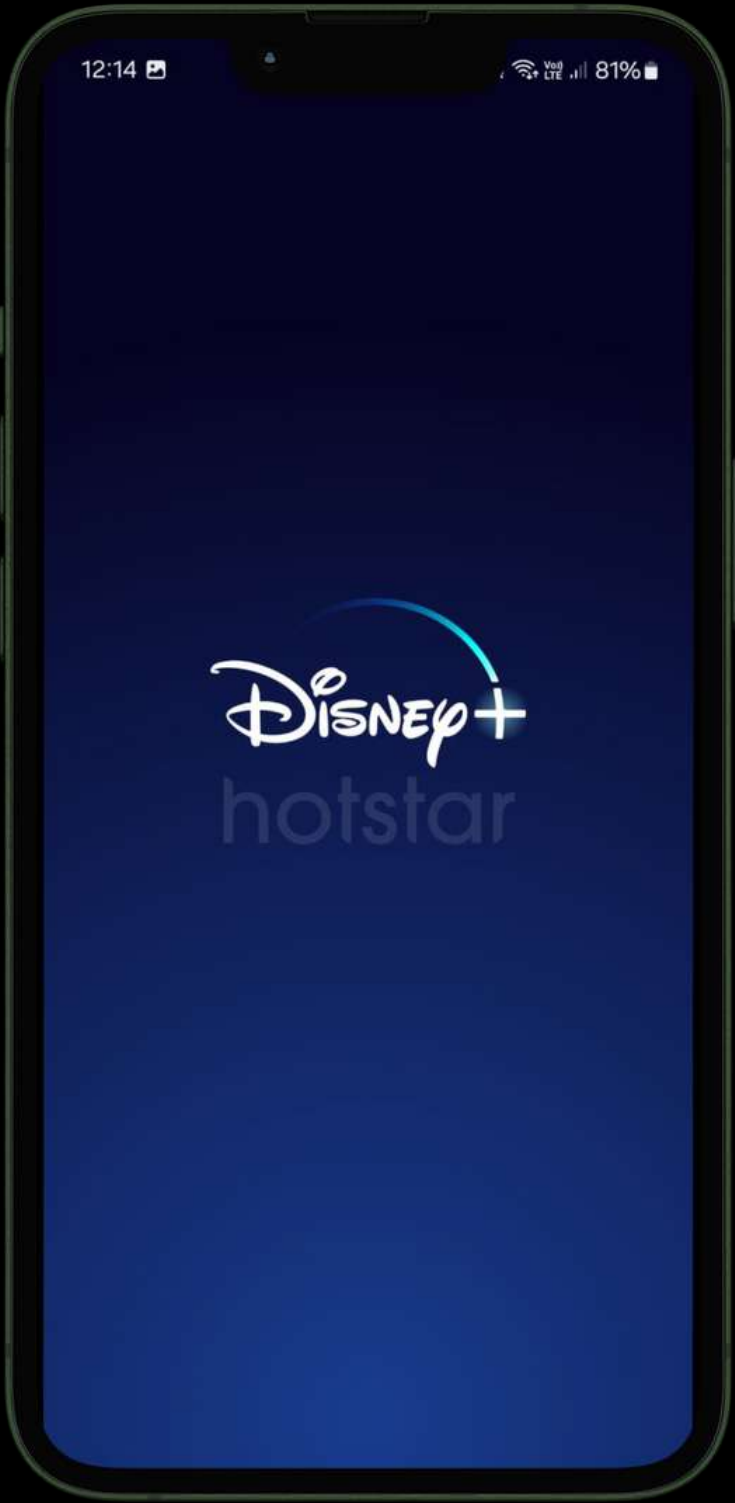
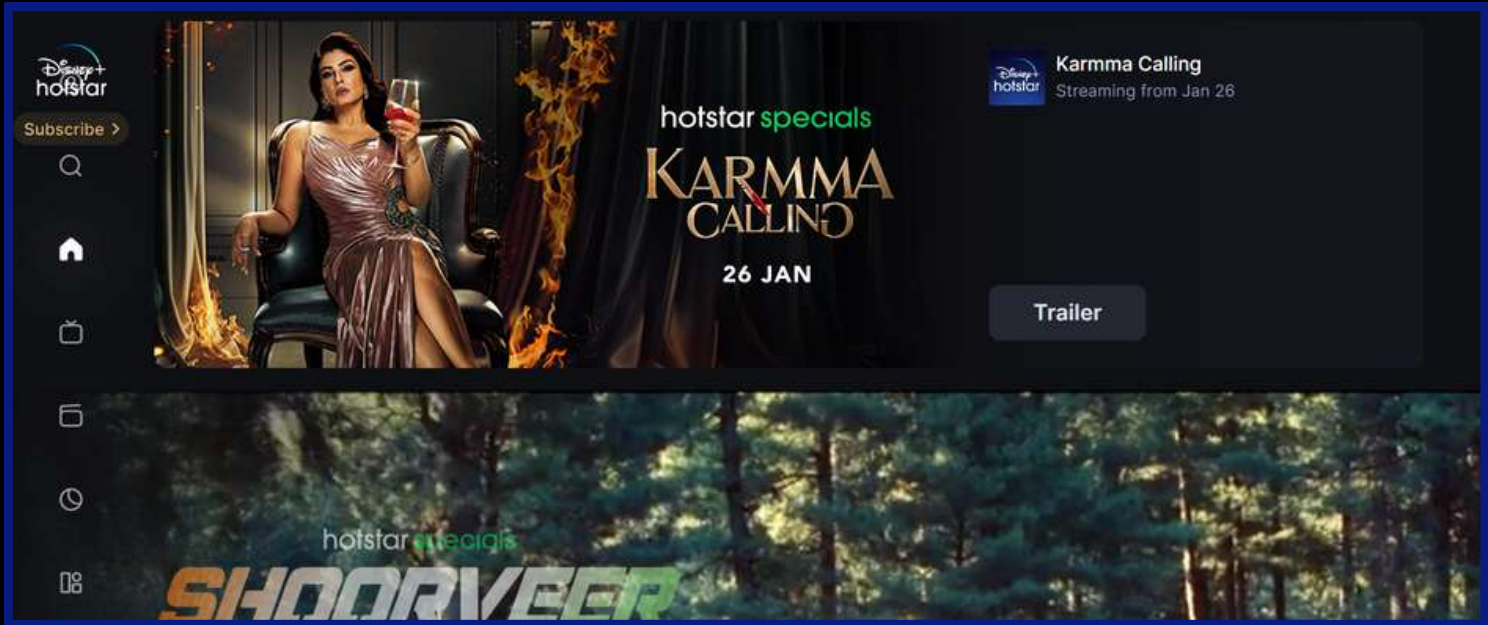
## Objectives

Objectives:

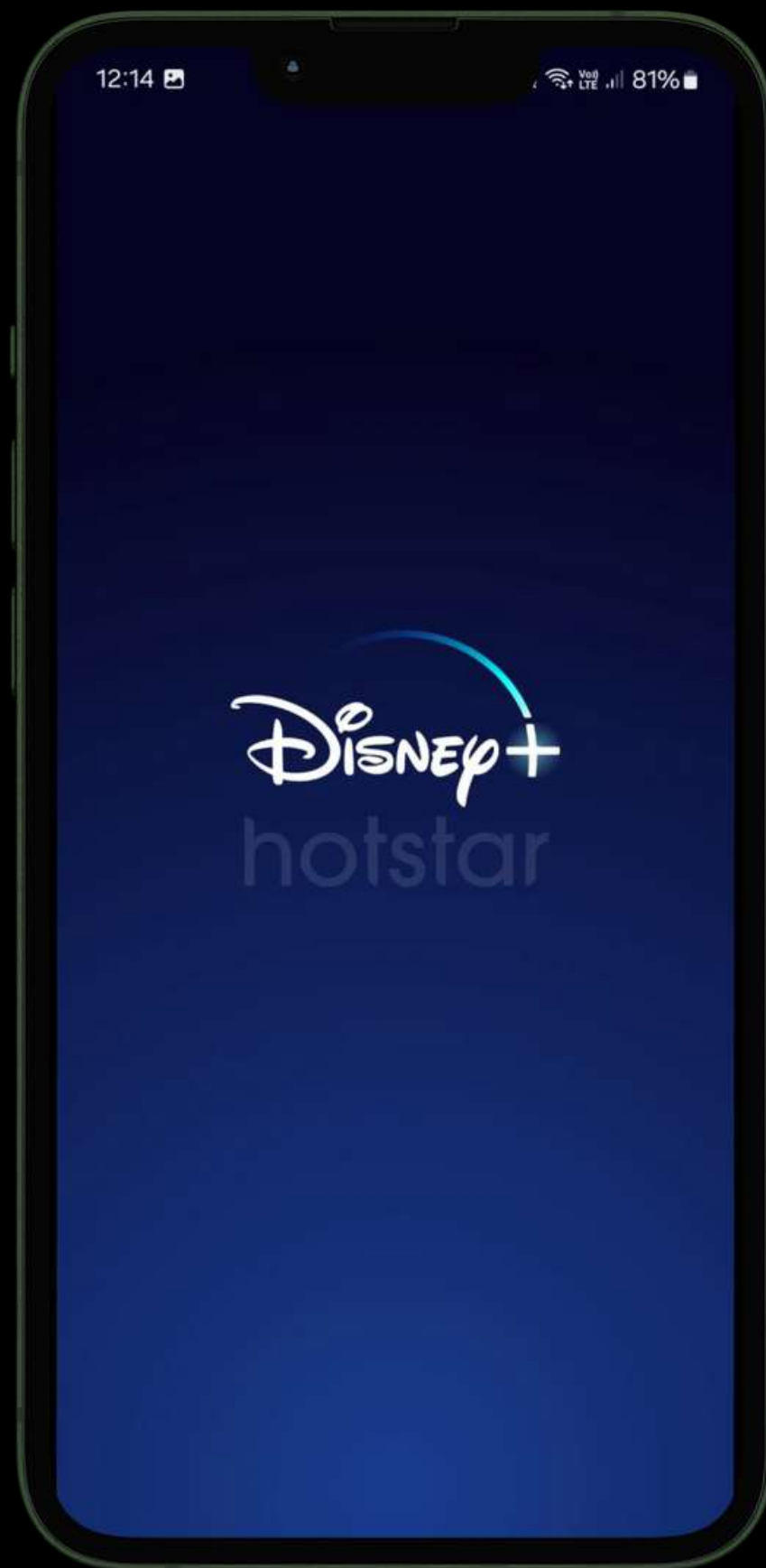
- Increase user engagement by 20% in 6 months.
- Reduce churn rate by 10% in 12 months.
- Boost conversion to paid subscriptions by 15% in 18 months.

# Diseny+Hotstar

hotstar.com



On Mobile



# Disney+ Hotstar Overview

Disney+ Hotstar is an Indian subscription video-on-demand over-the-top streaming service owned by Disney Star, a subsidiary of the Disney Entertainment business segment of The Walt Disney Company. It offers over 100,000 hours of content on demand, as well as livestreams of the world's most-watched sporting events, such as the India. Disney+ Hotstar accounts for 40% of the global Disney+ subscriber base. Premier League, which has over 25 million concurrent viewers. Disney+ Hotstar has over 300 million active users. In 2022, its user base grew by 4.5%. The platform offers content from Disney's library, as well as domestic and third-party content. Disney+ Hotstar relies on a robust backend system to ensure seamless streaming, including hosting with AWS (Amazon Web Services) and content delivery optimization. The platform has served a record 2.53 crore users concurrently. Disney+ Hotstar's revenue streams include subscription services, advertising, and data licensing. Disney+ Hotstar has raised over \$2 billion in funding from investors such as Benchmark Capital, Andreessen Horowitz, and Union Square Ventures. Disney+ Hotstar has a market share of around 2% of the global social media market. Disney+ Hotstar was founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams.

## USP

Content Library | Affordability | Technical Superiority | Family friendly features

## Problem Overview

Hotstar because of the content overload and diverse preferences is losing its engagement and missing on its monetization opportunities and wishes to improve on these parameters.



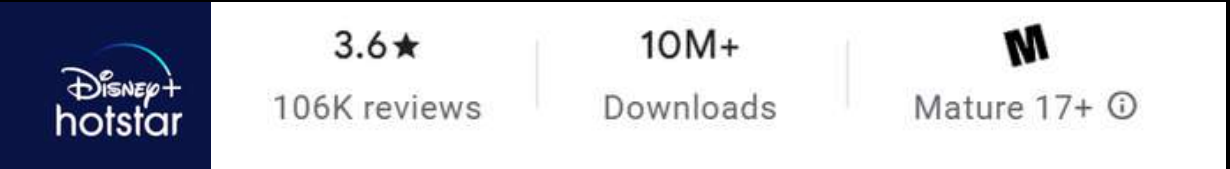
# Website Traffic Analysis

Total Visits ⓘ 174.9M	Last Month Change ⓘ ▼ 32.86%	Bounce Rate ⓘ 27.67%	Pages per Visit ⓘ 4.26	Avg Visit Duration ⓘ 00:08:13
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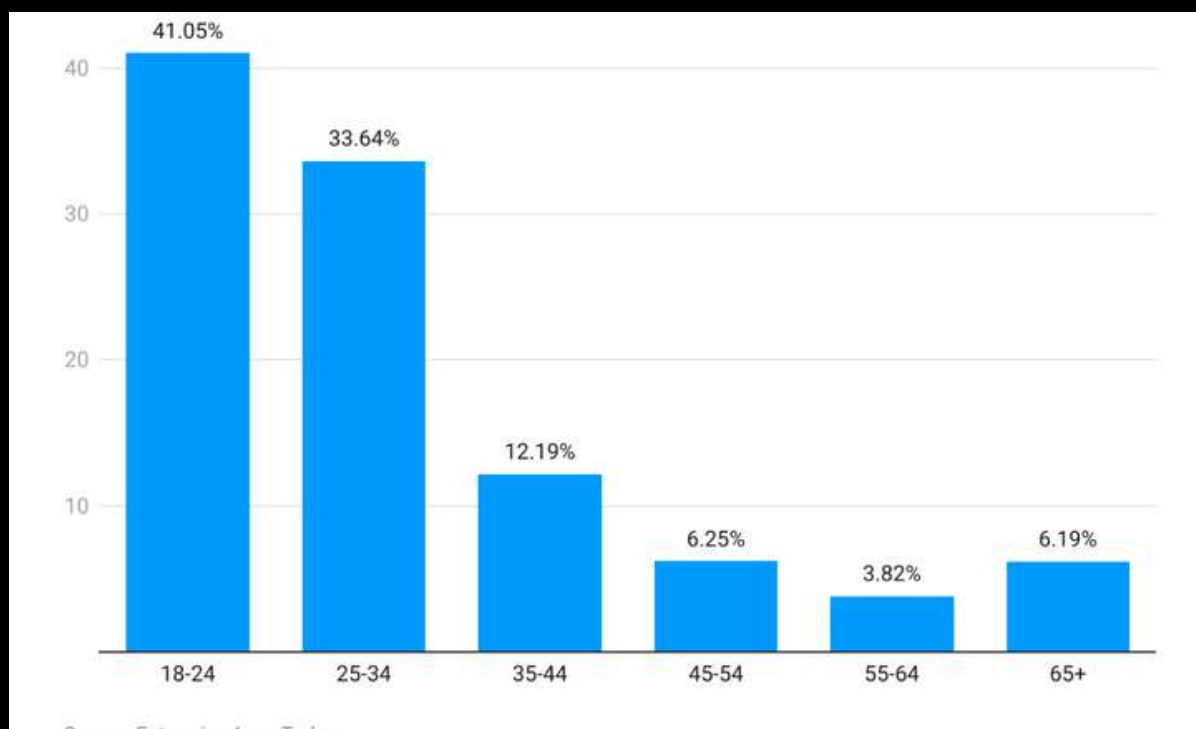
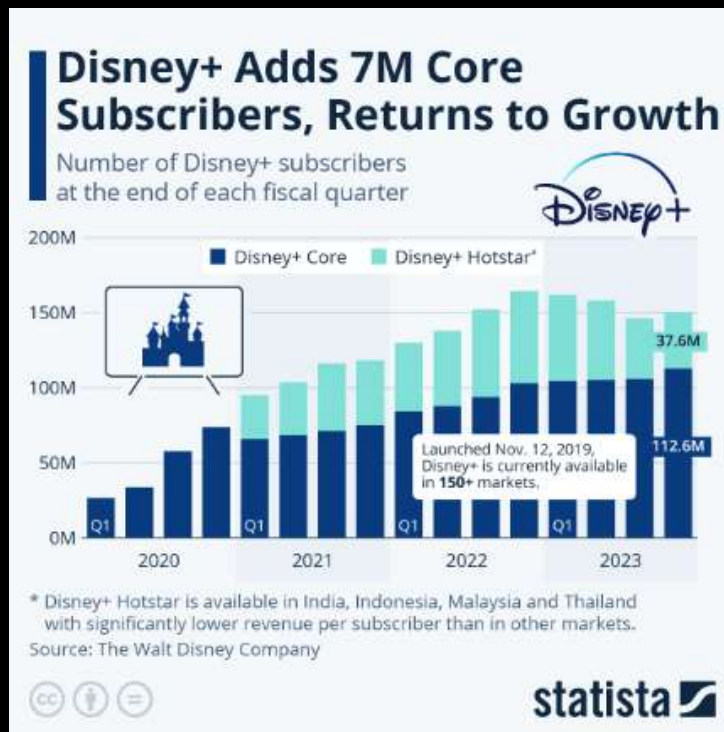
## Demographics



## App



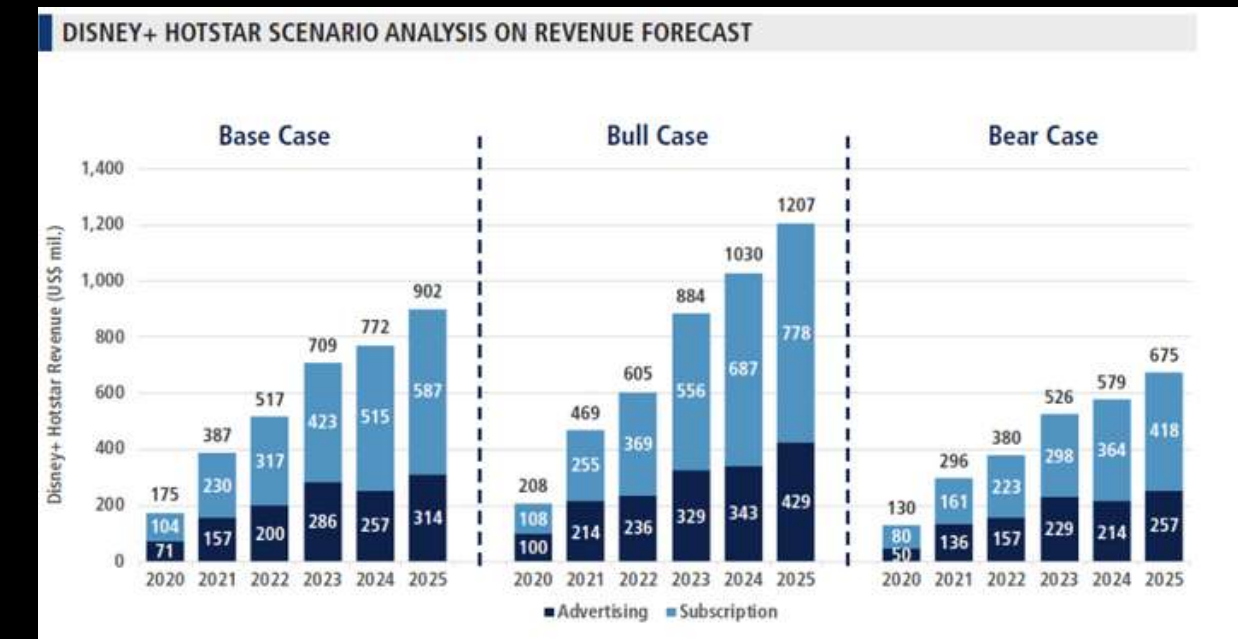
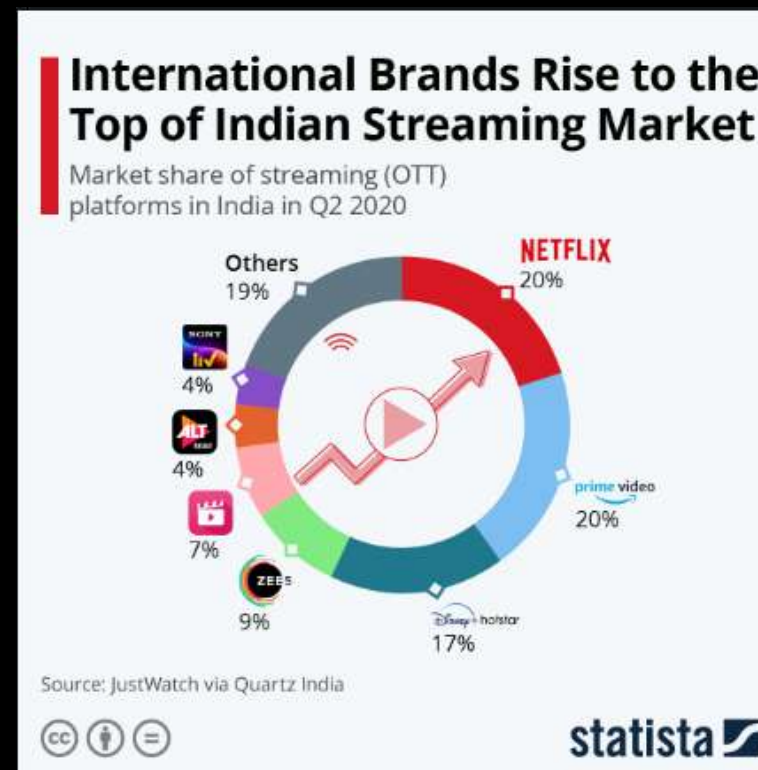
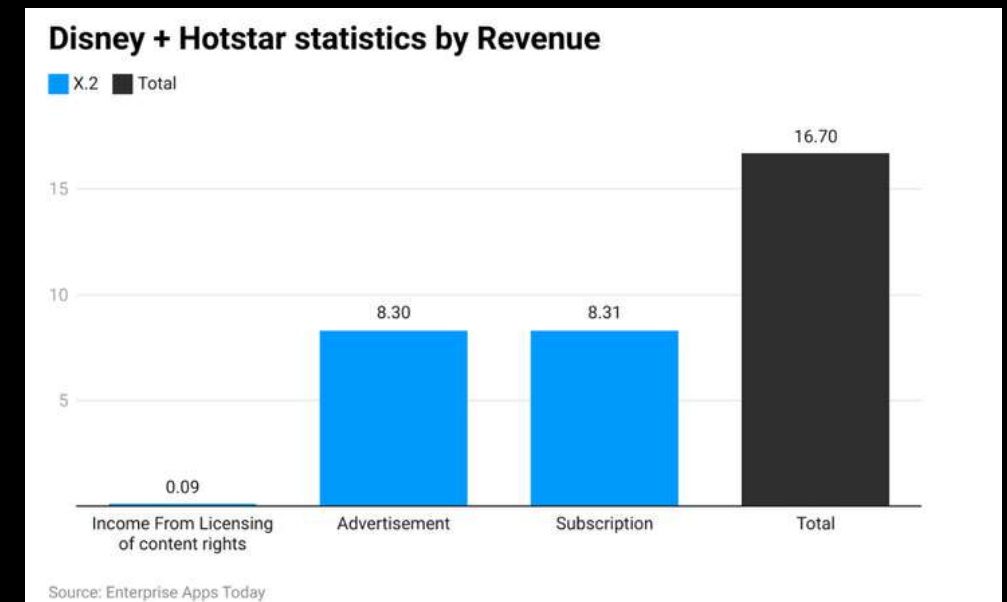
# Market Analysis



Country		All Devices	Desktop	Mobile
India	86.72%	122M	63.43%	36.57%
Indonesia	3.05%	4.3M	28.45%	71.55%
United States	2.07%	2.9M	63.61%	36.39%
Thailand	2.07%	2.9M	87.79%	12.21%
Malaysia	0.66%	930.6K	48.56%	51.44%

Source: Enterprise Apps Today

(Source: Semrush)



# Entertainment and Mass Media Sector Overview

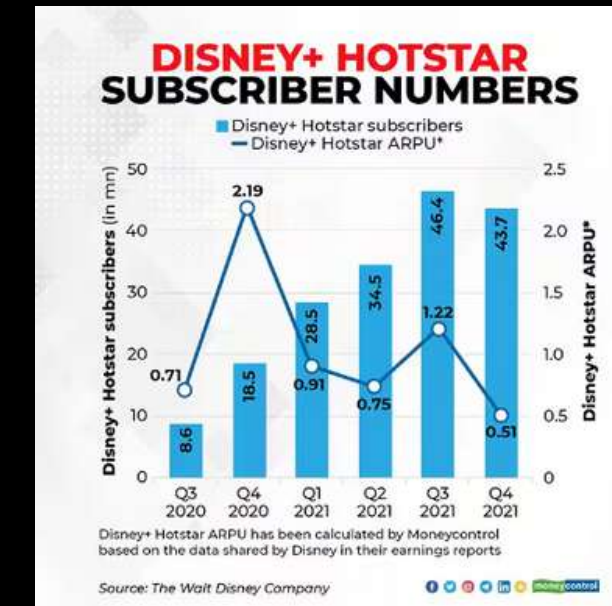
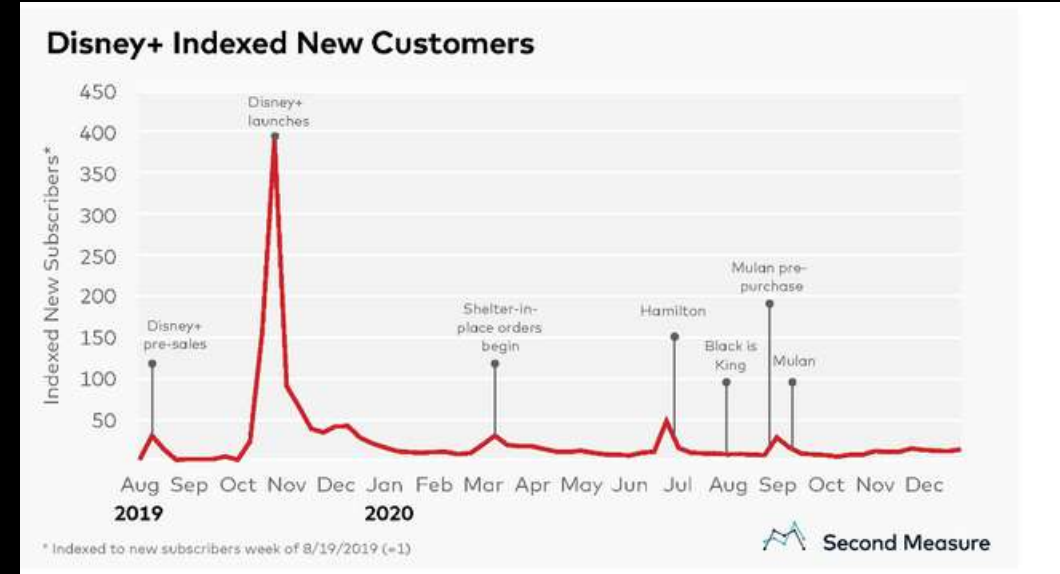
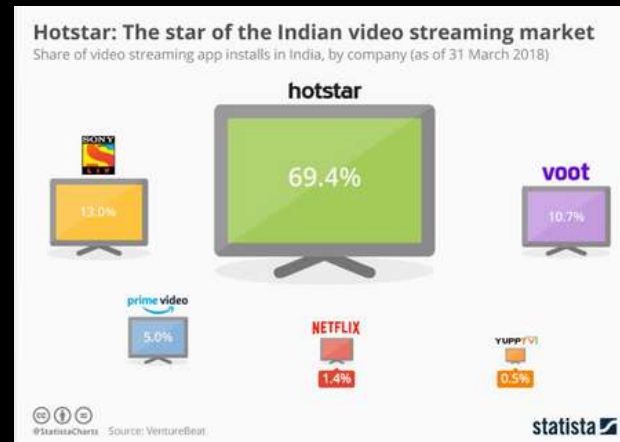
The entertainment and mass media industry is a vast sector that includes various segments such as film, print, radio, television, music, publishing, advertising, and gaming. The industry produces and distributes content in various forms, including movies, TV shows, radio shows, news, music, newspapers, magazines, books, and online content. The industry is driven by technology developments such as wireless, mobile, devices, digitization, internet access speeds, cloud storage, consumer analytics, and social media. The top 10 media and entertainment companies globally are TWDC Enterprises, Warner Media LLC, NBCUniversal Media, Directv Group Holdings LLC, Viacom Inc., National Amusements Inc., ESPN Inc., CBS Corporation, and News Corporation. The industry is a significant contributor to the global economy, with the US media and entertainment industry alone contributing more than \$717 billion to the economy.

## Key Insights

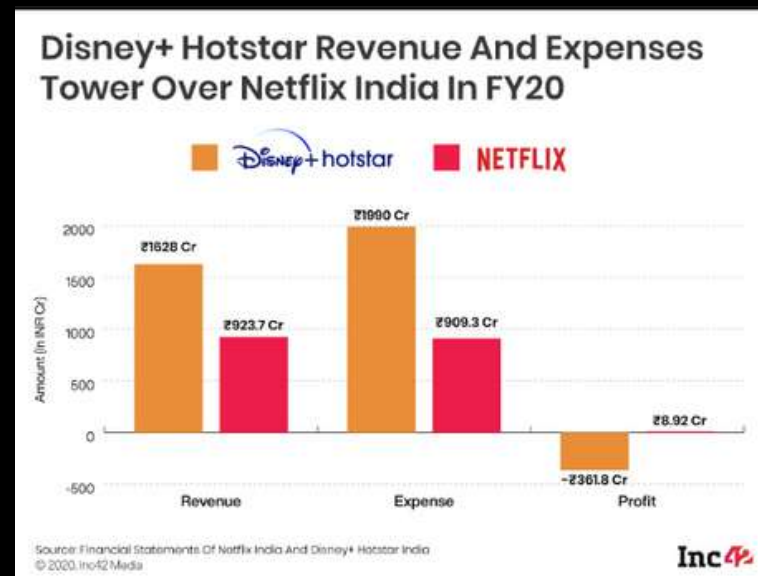
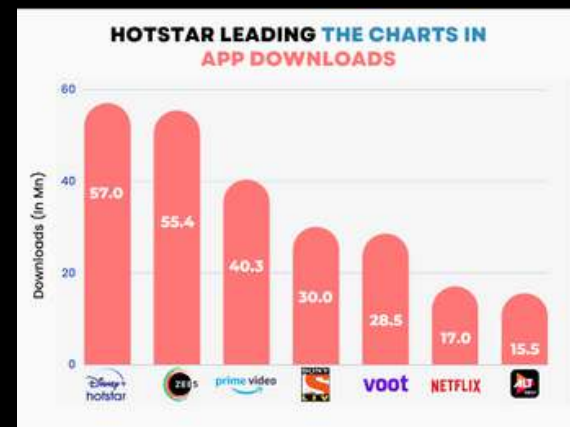
- **Evolving Business Models:** The entertainment and mass media industry is being reshaped by streaming video, social media, and gaming, enabling new business models and revenue streams. Companies are adapting to continuous change, facing market disruption, and competing for attention, time, and revenues with various forms of content and entertainment.
- **Impact of Social Media and User-Generated Content:** The industry is experiencing the impact of social media, user-generated content, and video games, which have evolved quickly and are competing for audience attention and revenues. This dynamic landscape requires companies to develop strong visions that encompass these sectors and adapt to the changing ecosystem of engagement.
- **Global Revenue Growth and Innovation:** Despite a slowing growth rate, the total global entertainment and media revenue rose by 5.4% in 2022, reaching US\$2.32 trillion. To reinvigorate the industry, leaders are urged to lean into innovative thinking, harness powerful technology, and be creative in creating, distributing, and monetizing products and services.



# Competitor Analysis

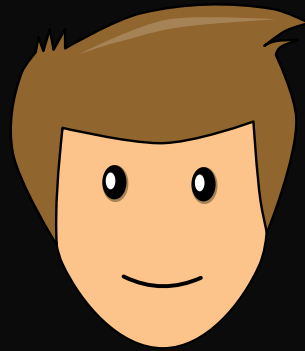


Platform	Subscribers
DISNEY+ HOTSTAR	4.29 crore
AMAZON PRIME	2.1 crore
SONY LIV	1.2 crore
ZEE 5	0.75 crore
NETFLIX INDIA	0.55 crore



Source Bloomberg second measure

# User Personas



“ I’m Rohan a 29 years old , Journalist. I am from Delhi love to spend my time with series and shows on OTT platforms. ”

## Pain points

- He finds it frustrating to find desired content in the vast library.
- Finds that overwhelming variety hinders content discovery.
- Hotstar lacks the personalized recommendations.
- The ads on Hotstar are too frequent and disrupt the viewing experience.

## Core Needs

- Reliable and uninterrupted streaming during live sports events, a wide range of exclusive shows and movies to keep me entertained, and regular updates with the latest content.



“ I’m Rahul a 33 years old content creator, working in Mumbai. I am from Bhopal. ”

## Pain points

- Lack of personalized recommendations
- Finds challenging to find desired content of his interests in the vast library.
- The ads on Hotstar are too frequent and disrupt the viewing experience.

## Core Needs

- Wide range of content options, seamless streaming quality, and personalized recommendations. It keeps me entertained and helps me discover new shows and movies.



“ I’m Anjali a 37 years old Marketing Manager , working in Bangalore. I am from Bangalore. Friendly in nature ”

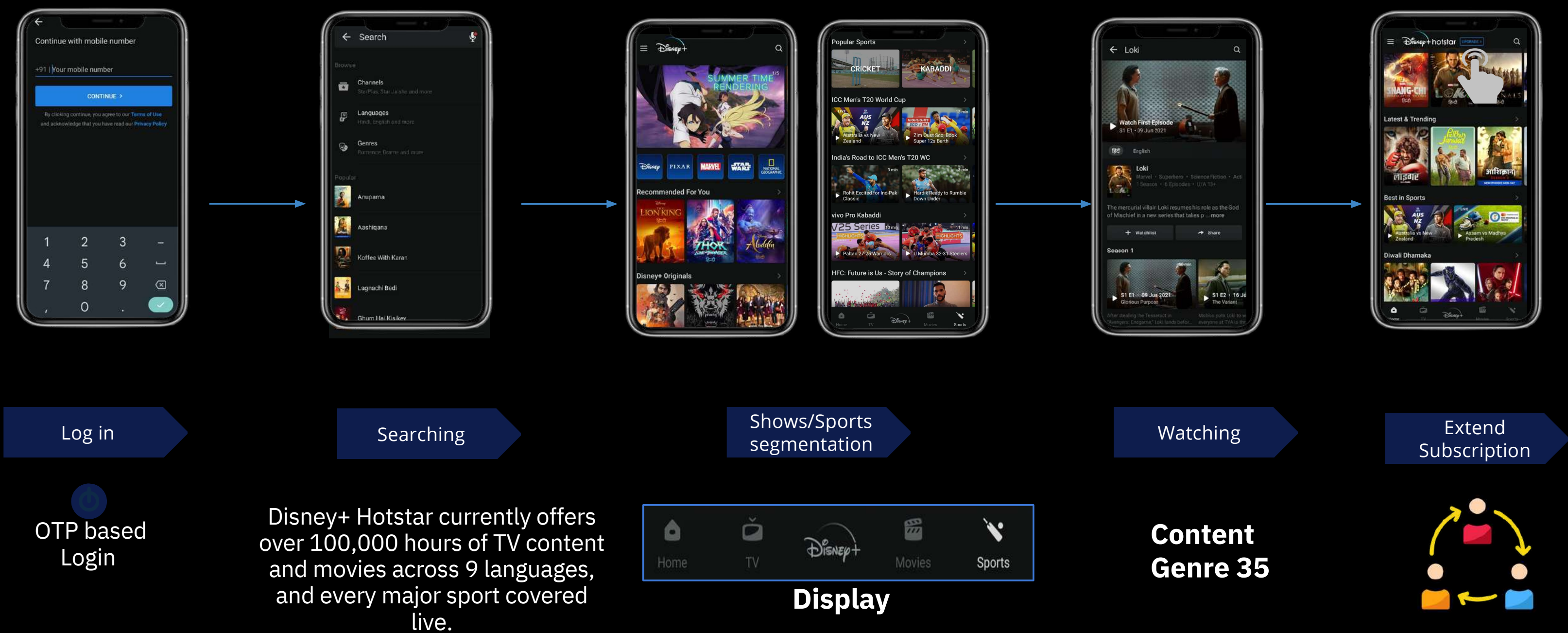
## Pain points

- It frustrates her to see lack of interactive features .
- Finds frustrating to find desired content of his interests in the vast library.
- Lack of personalized recommendations

## Core Needs

- Accessing a wide range of content, enjoying high-quality streaming, and discovering personalized recommendations.

# Current User Journey





# Analysing Problem Statement

## Boosting App's engagement and reducing churn rate

### Engagement

#### Possible Reasons

1. **Subscription based** - Audience **Segmentation is missing**
2. **Viewers Validation** is missing concerning content quality
3. **Heavy reliance** on Algorithms and not asking viewers directly to **find right content**
4. **Extra efforts and Click-throughs** to find right content

### Churn Rate

#### Possible Reasons

1. Too much **variety of content** to watch
2. **Lack of certain TV shows** in some subscription package
3. **Confused** between multiple shows
4. Accidental Payment Failures
5. **Sports consumer will leave** platform **IPL season** is done

#### Possible solution Ideas:

1. A forum / discussion group
2. Some easy and fun content searching tool
3. User defined content subscription
4. Redefining Multi-device accounts



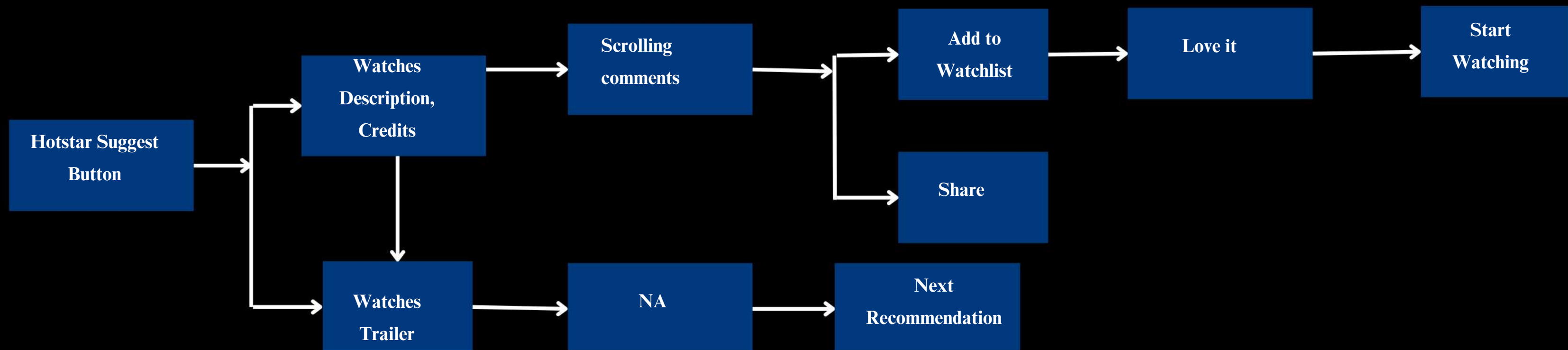
# Feature 1: Hotstar Suggest

*“Recommendations are quite important for OTTs. Mostly recommendations today are pushed by Algos only and rarely exclusively involve user interference primarily for new users. Direct audience involvement is missing*

Thus to get rid of this and promote user motivation and gamification. Introducing Hotstar Suggest. An easy, fun tool to find what you want to watch at any time. Get done:

- Easy movies / TV shows suggestion** at any time
- No longer confused** between what to watch
- Scroll through **comments (Comment section and Rating has to be added)**, **add to Watchlist**, **"Love it"** or **"NA"** it
- Get easy **review of story's plot and credits, length, watch trailer** and much more.....

## User Journey



### Currently, Hotstar has no user defined content control tools be it:

- Quick searching right content to watch
- Any comment section or rating system
- Simple and quick way to compare two or more different shows (After success of Hotstar Suggest)

### Feature Release Mini Roadmap:

Rating System -> Comments Section ->  
Hotstar Suggest -> Compare two or more shows

### Problems Solved / Reasons:

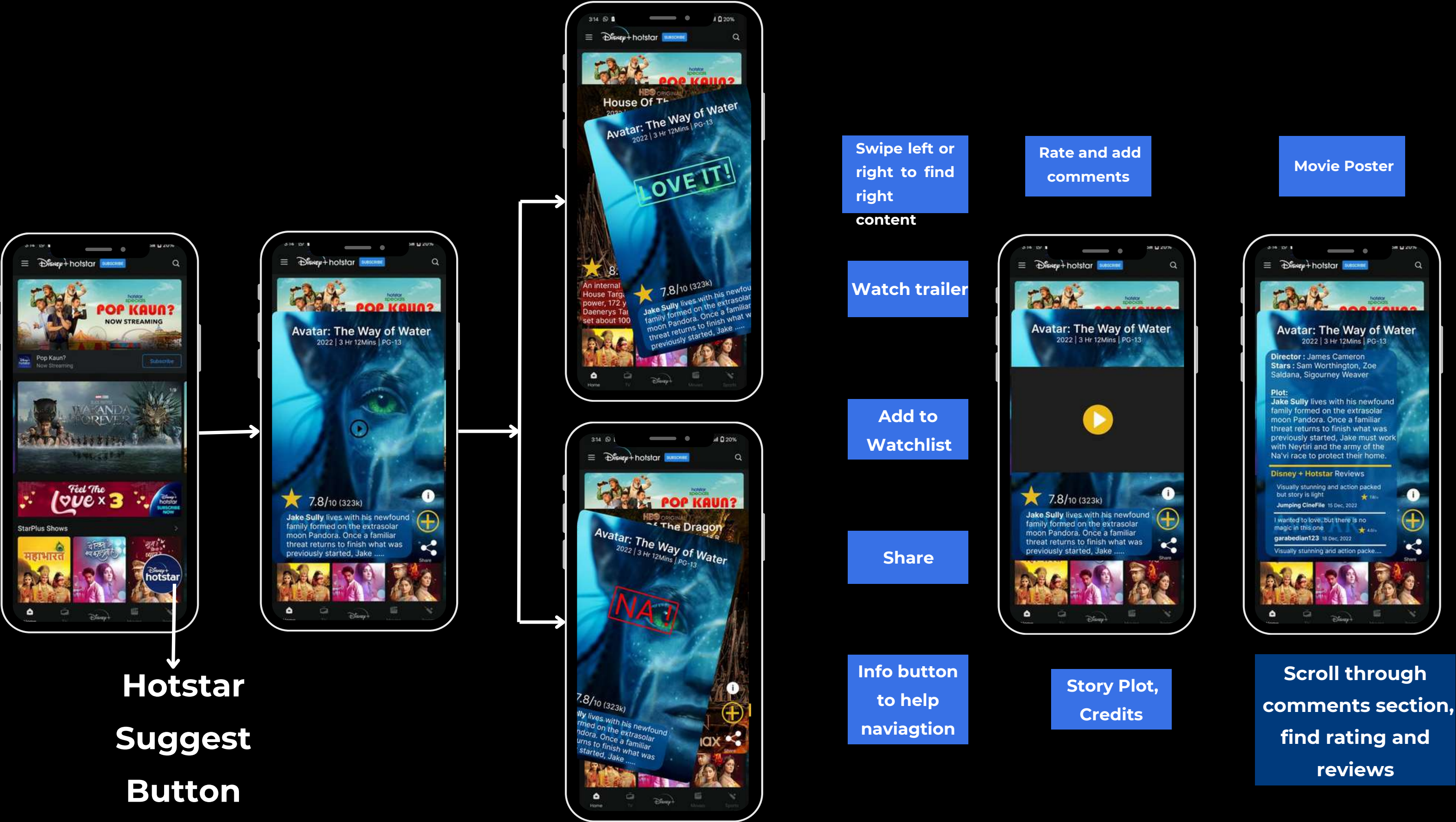
- Engagement time boosts  
-> Time spent on reading comments, watching trailer, adding to watchlist and comparing shows
- Validation of others before watching to content
- No longer needed to watch reviews or find rating from 3rd parties like iMDB, Rotten Tomatoes, Meta Critic
- Trailer watches, new content exploration becomes fun

### Metrics Impacted:

- Session Span : #Time spent to find right content, engagement in comments section, interacting with people
- Session Frequency : #No. of interactions with Hotstar Suggest Button
- Clickthrough Rate : #No of swipes
- Churn Rate : #No of users dropping off to find ratings and reviews from different websites



# Wireframes





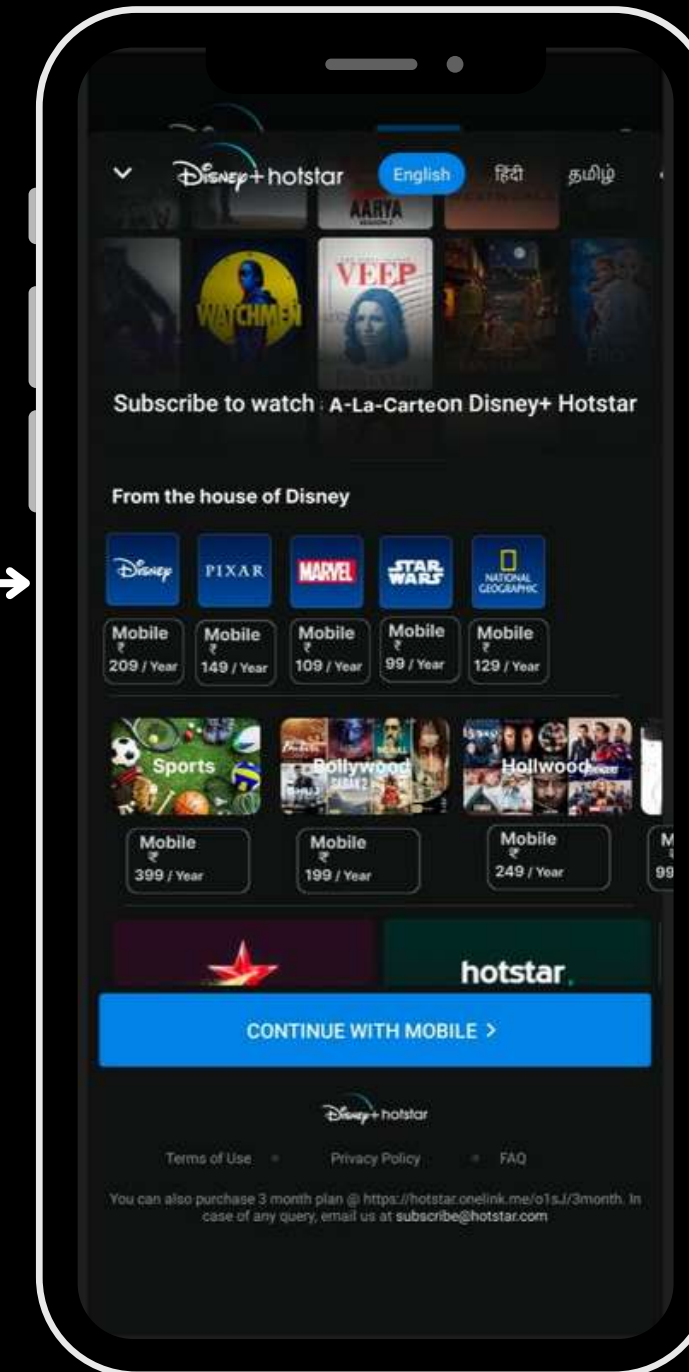
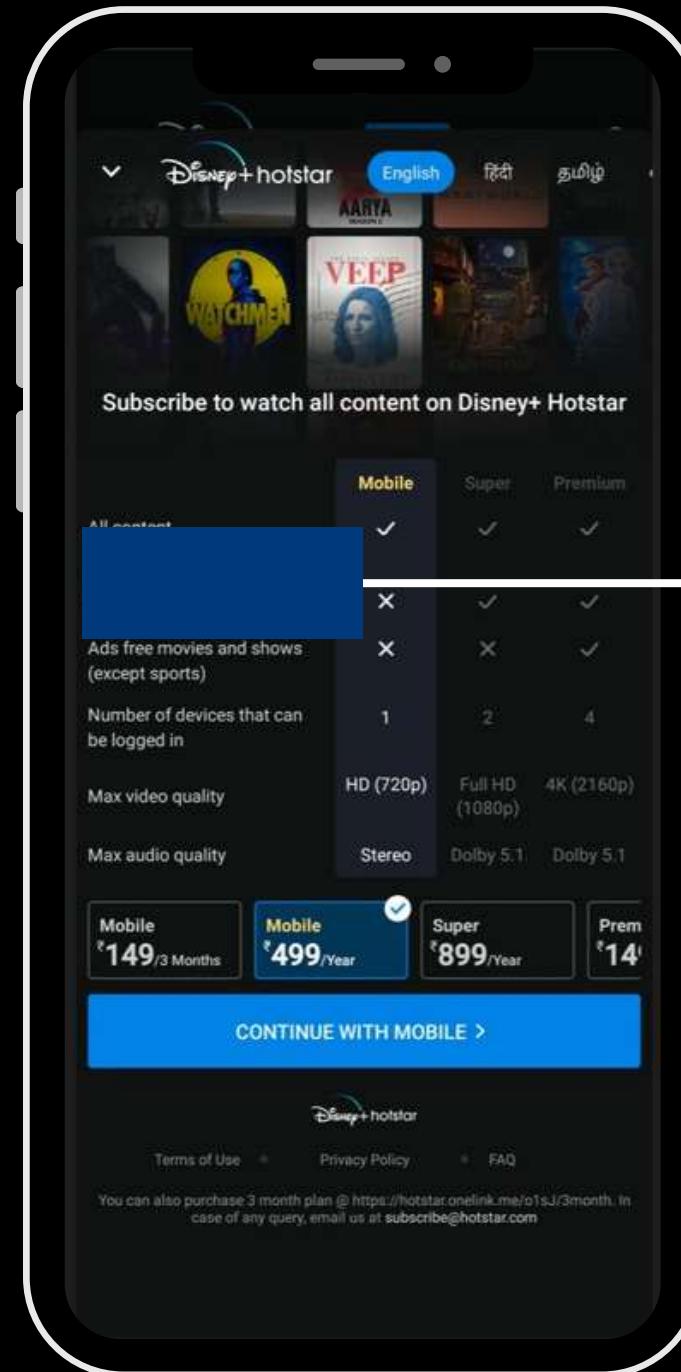
# Feature 2 : REDEFINING PLANS

## Introducing HOTSTAR A-LA-CARTE

Select any plan and viewer is  
got covered - Audience  
Segmentation:

- **Sports**
- Movies - **Hollywood and  
Bollywood**
- **Kids**
- **Hotstar Specials, Star or, Web**

Pay only for  
what you want  
to watch



A cheaper-USER  
DEFINED plan will  
reduce churn rate at  
the Payment window

Limited content to  
watch to will raise  
genuine viewers with  
**Return Rate**



## About A-La-Carte Packs:

There are multiple times you want a streaming platform for a certain content only. Tying users to subscribe for all the content, something they are not going to subscribe to isn't worthy. Biggest reason for "**CHURN RATE**". Much of the content is left unwatched.

Introducing A-La-Carte:

- Now **pay for only what you watch**
- Curate your own **list of content** to watch from
- You are a **Marvel Fan** but don't like **Pixar movies**, you got covered
- **Subscribe now only for webseries pack or your favourite Star channels pack**

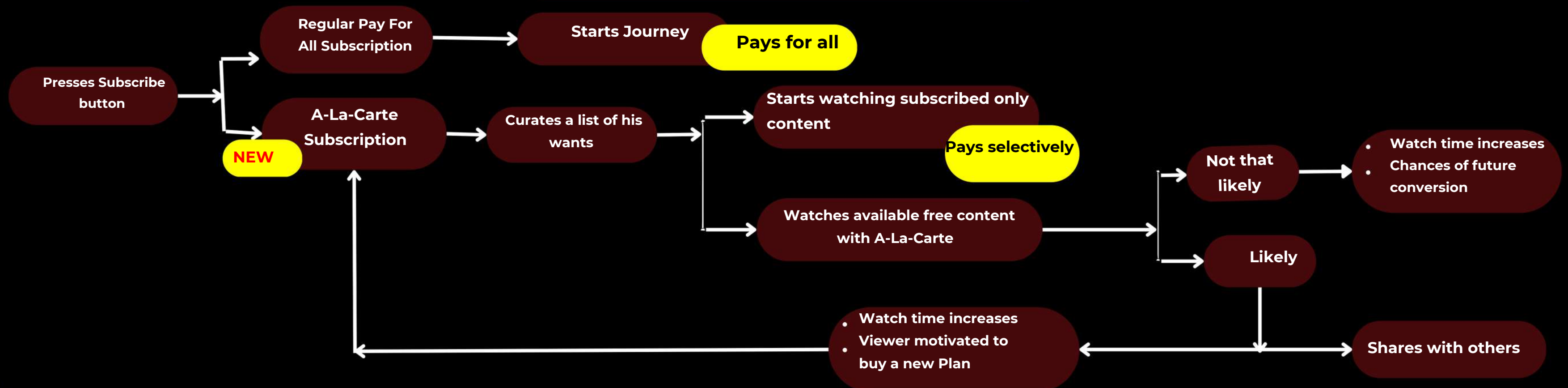
## Problems solved / Reasons:

- a. **User Churn at Payment window reduces**  
-> **Less Subscription Fees**
- b. **More funneling of genuine and focused customers**  
-> Only **dedicated customers sign-up for services required**
- c. **Selection bandwidth of customers increases**

## Metrics Impacted:

- **Conversion Rate**
- **Customer Acquisition**
- **Cost Watch Time**
- **No of dedicated titles watched improves**

## User Journey for A-La-Carte subscription



# Feature 3: MULTIPLE USERS FEATURE

## Redesigning a Multiple User-Account Feature

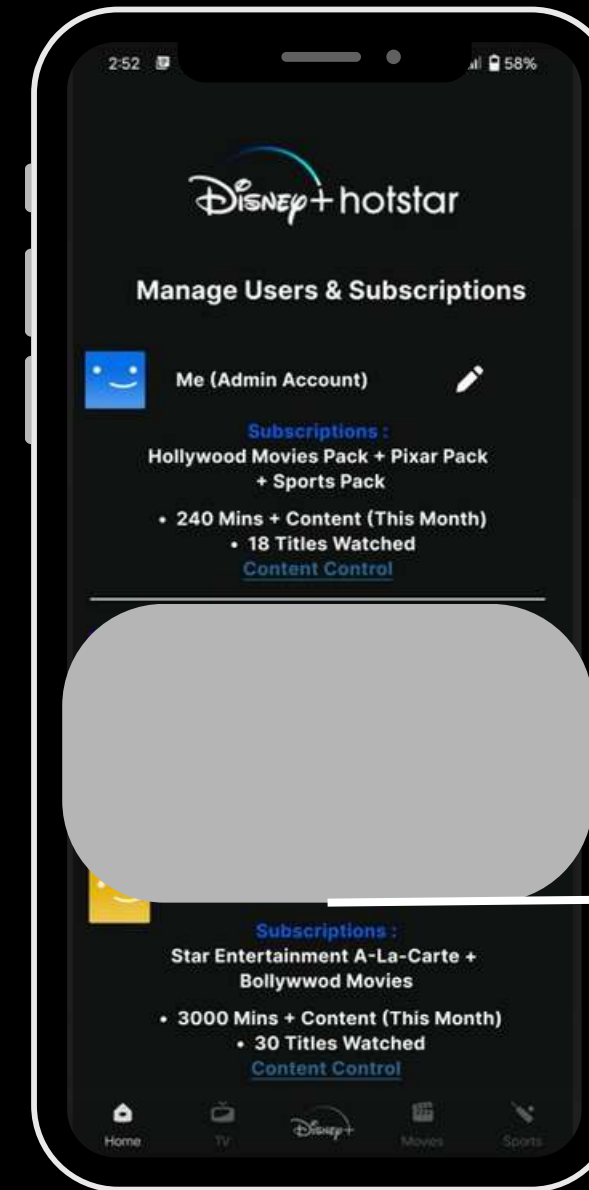
Adding multiple users becomes easy. Multi-accounts link and management



Designing a multi-user system that's revenue-able and helps much more is tough

### Solution:

Charging users a small percentage of sum of his subscriptions. For Example, Let's suppose buying a new subscription needs 249 Rs, so 2nd user can be added at 124 Rs only.



All the accounts can be managed from a single admin account

### Added Benefits:

- Freedom from a single account
- Recommendations remain personalized
- Parental monitoring

## Currently, Hotstar allows only account and multi-device feature

- Families who use same account have recommendations mixed up
- **Tough content management, good-for-child** as well as **lack of a place for maintaining** everything related to the app

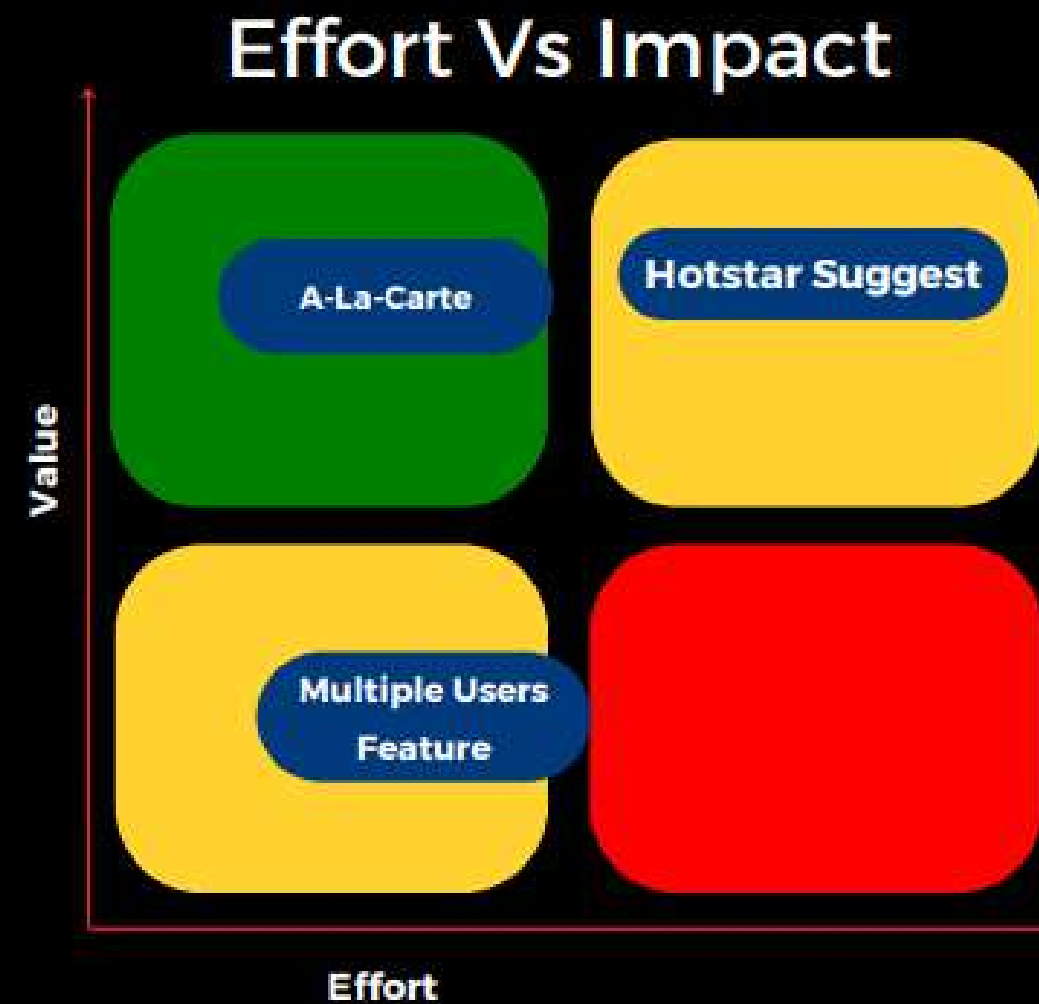
- Monetizing the use of multi-account feature will **reduce account sharing**
- Additionally, **Device Address blocking** can be employed to prevent account sharing over a defined period for more than 'x' no. of users
- **Admin verifies the on-boarding of new users** in same household to prevent Password shares

### Problems Solved / Reasons:

- Recommendations no longer mix-up  
-> **What User Watches Is What Gets Recommended**
- Easy **account management, deletion pack activation, content monitoring, time watched, locking account, parent control**
- **Less cost to acquire new users**
- Indirectly reduces Churn rate when buying
- 

### Metrics Impacted:

- **Customer Acquisition Cost** : #Money spent on to acquire new users
- **Engagement / Watch Time** : #Relevant Content watch time
- **Customer Life Time Value** : #Measured as revenue one admin account brings in



## GTM Strategy

Feature	Pre-Launch	Launch	Post-Launch
<b>Hotstar Suggest</b> 	<b>Tag : Comment your watching experience</b> <ul style="list-style-type: none"> <li>Pushing Comments Section and rating system</li> </ul>	<b>Tag : Confused finding what to watch right now? Click "Hotstar Suggest"</b> <ul style="list-style-type: none"> <li>Pop-up appears after 1.5 mins of content search</li> <li>User presses the button, welcomed with recommendation</li> </ul>	# Measure Engagement and Churn Rate metrics  # Track Comment Section, Rating System interaction time  # Promoting feature on social media apps
<b>A-La-Carte</b> 	<b>Tag : Pay for what you want to</b> <ul style="list-style-type: none"> <li>Pushing banner on home page explaining feature highlighting, "Coming Soon"</li> </ul>	<ul style="list-style-type: none"> <li>Providing users custom built plans using their recommendations data</li> <li>Allowing them to make their own's</li> </ul>	# Tracking Churn Rate metrics  # In-app ads  # Showcasing feature in In-App-Ads / Influencer Marketing
<b>Multiple User Accounts</b> 	<b>Tag : Family account? Now Never get your Recommendations mixed! Coming Soon</b> <ul style="list-style-type: none"> <li>Asking users to create their initial free family account for 2 months with minimal features</li> </ul>	<ul style="list-style-type: none"> <li>Monetizing the feature</li> <li>Launching Parental Control, Content Monitoring, Watch Time control and other Admin features</li> </ul>	# Measuring Success metrics  # Measuring increased screen time  # Providing Admin regular updates regarding child content safety



THANKYOU

