

Product	sony LIV	ZEE5	MX Player
Brand Link	https://www.sonyliv.com/	https://www.zee5.com/	https://www.mxplayer.in
Product Names	live TV Shows, Movies, Web Series, Sports.	live TV Shows, Movies, Web Series, NEWS, Sports, Cartoon Shows, Music	Movies, Shows, Web Series, K-dramas and C-dramas
Business Model	Subscription Model (Freemium)	Subscription Model (Freemium)	Most of its content for free and also ad-based model.
Features	Different languages, Screen Casting, Live TV,Offline Download,Resume playback,Change video quality and speed.	Screen Casting,Different languages, Live TV,Offline Download,Resume playback,Change video quality and speed.	Screen Casting,Different languages, Offline Download,Short Videos ,Resume playback,Change video quality and speed.
USP			provides free content compared to Sony LIV and ZEE5.
Price	Yearly – ₹699(Mobile-Only), Yearly – ₹1,499 , Monthly – ₹399 .	Yearly – ₹1,949 , Monthly – ₹320.	MX gold Yearly – ₹499, Monthly – ₹99 .
Reason to Trust	Secure Payment & Login,24/7 Customer Support,no fake ads,good rating,secure user data.	Secure Payment & Login,24/7 Customer Support,no fake ads,good rating, secure user data.	Secure Payment & Login,24/7 Customer Support,no fake ads,good rating,secure user data.
How to Find?	Mobile app, websites, Smart Devices.	Mobile app, websites, Smart Devices.	Mobile app, websites, Smart Devices.

Target Segment			
Age	21-30 (60%)	20-30	18-40
Gender	Female (64.3%)	Female	Female
Location	Ahmedabad (53.8%)	Ahmedabad	Gujarat
Ideal Customer Persona			
Background	Student (53.3%)	Student	Student
Demographics	Single(86.7%)	Single	most of Single
Interests	Live TV Shows (26.7%)	Live TV Shows	Web Service
Other relevant traits	Nothing	Nothing	Nothing
Favorite social networks	Instagram(66.7%)	Instagram	Instagram
Least favorite social networks	Facebook(46.7%)	Twitter	Twitter
Buying behavior	I use the free version (78.6%)	use The Free Version	Use The Free Version
Spending power	a few times a week, Rerely (28.6%)	Rerely	Daily
Decision maker(s)	me(60%)	Me	Me