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# Analyzing & Brand Study of



Presented by Shreyosi Jana

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## Jio Hotstar's Statistics

### Overview

JioHotstar is an Indian video streaming platform offering a vast library of movies, TV shows, and live sports, including major global sporting events and contents.

600 million+

**Total Users**

75 million+

**Connected TVs**

300 million+

**Subscribers**

3.2 lakh hours

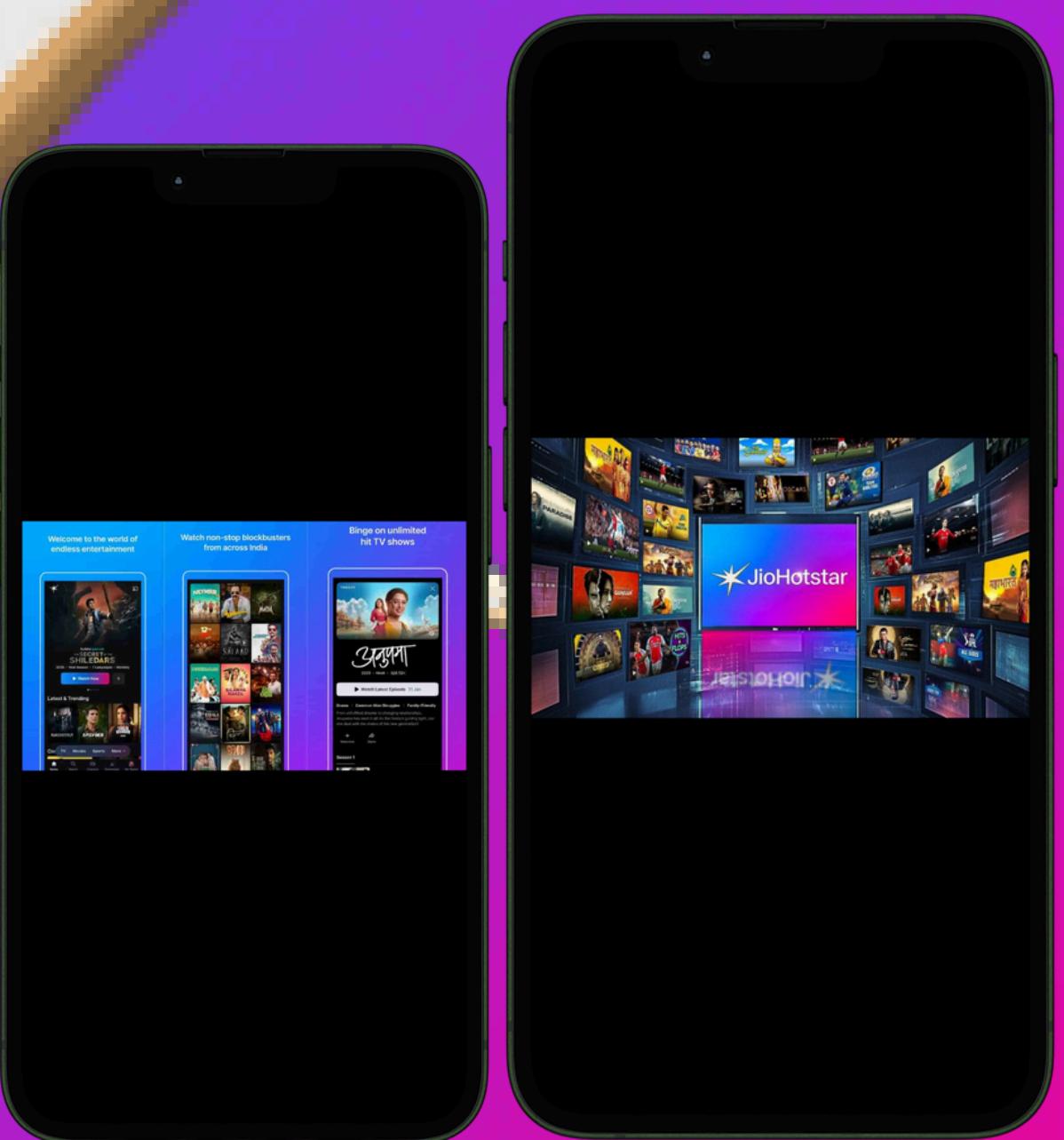
**Contents**

# Business Model

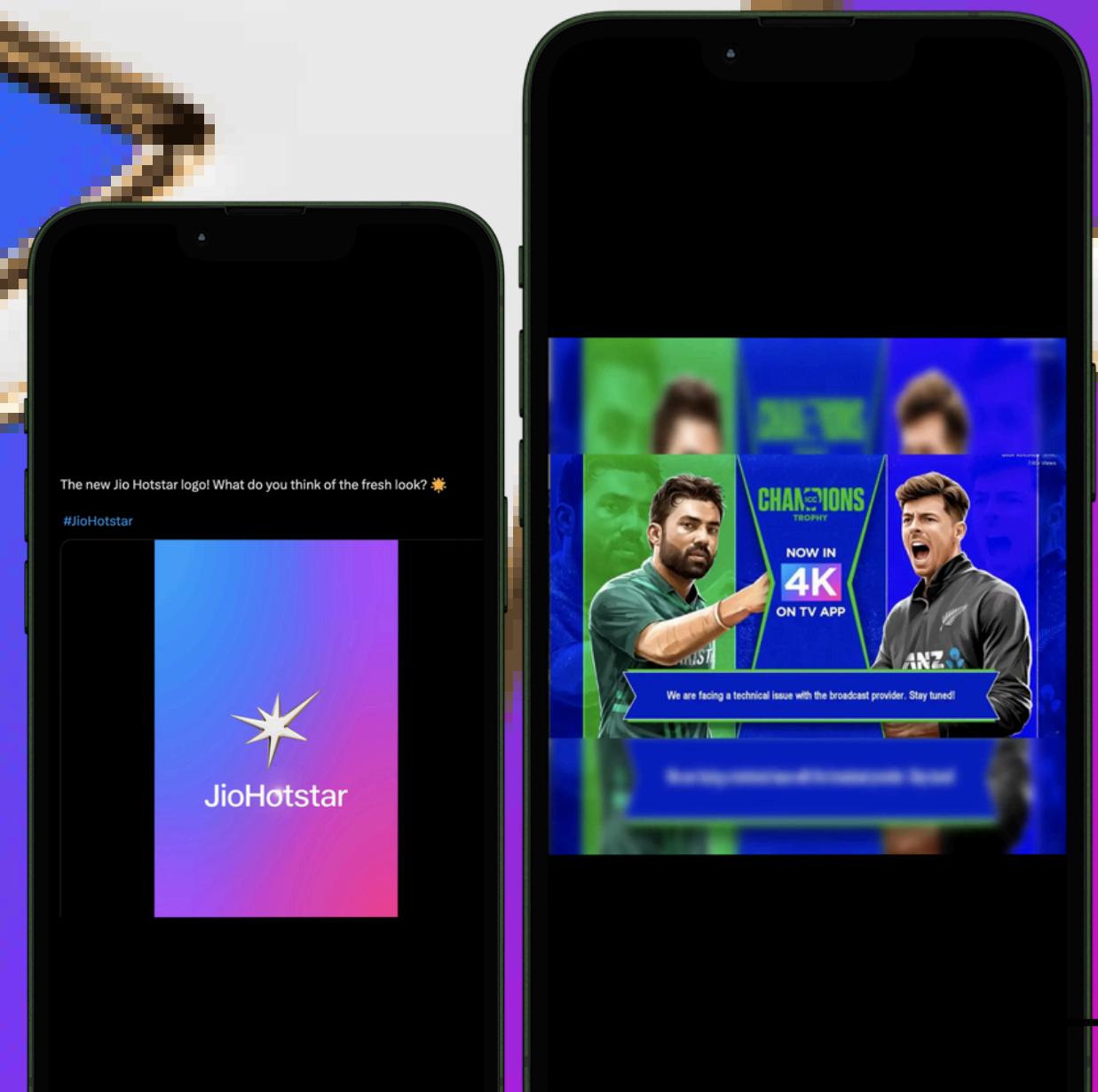
Subscription-Based

Advertising Revenue

Sports Rights &  
Bundles



# Competitive Analysis

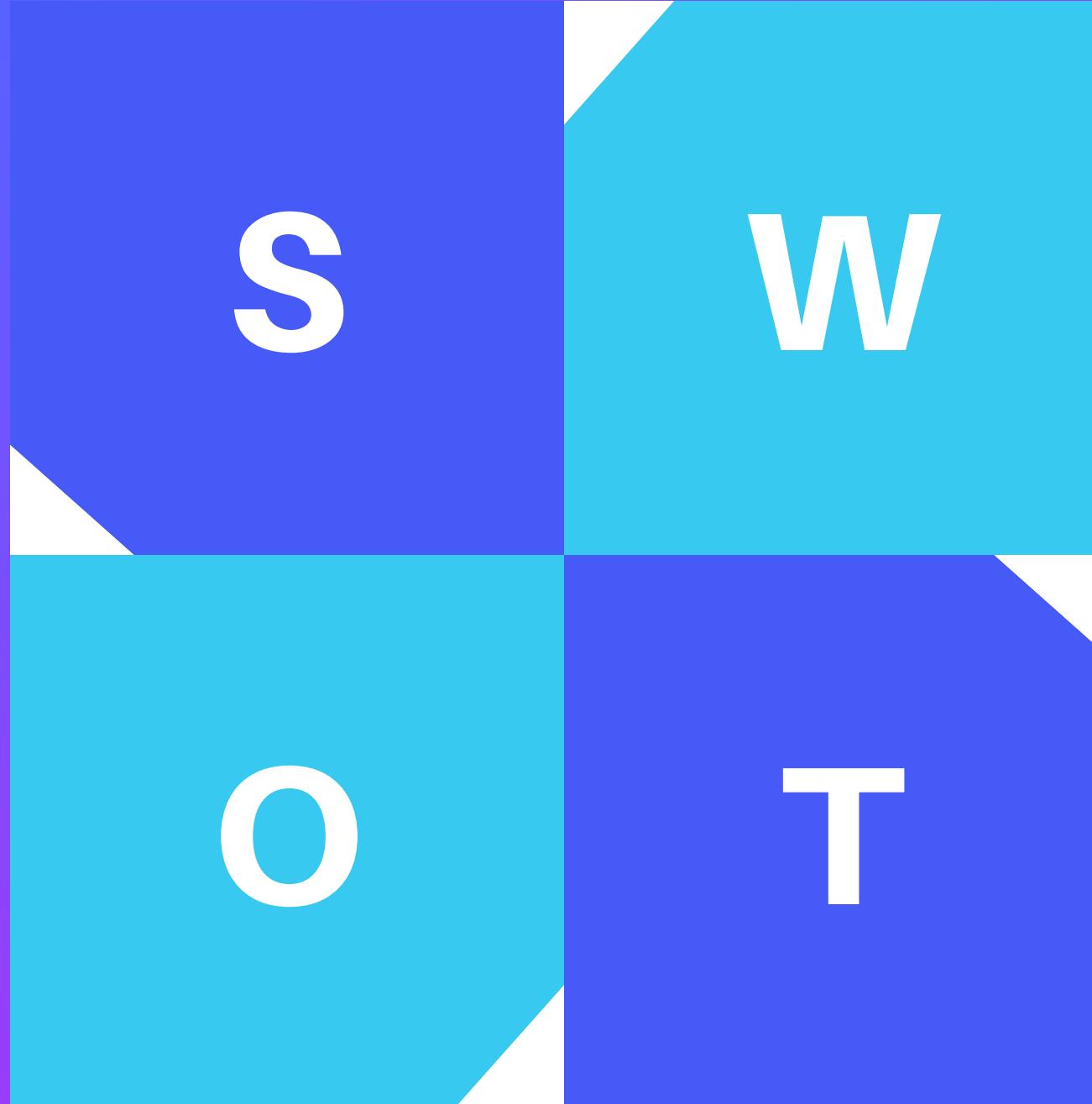


## STRENGTHS

- Localized Content
- Sports Dominance
- Content Catalogue
- Strategic partnerships

## OPPORTUNITIES

- Global Content Expansion
- Lower the Price of Subscription
- Strategic Acquisitions
- OTT & Content Ecosystem Expansion



## WEAKNESSES

- Subscription Confusion
- Limited Global Content
- Expensive to Watch Tv Content.

## THREATS

- Content Costs
- Rising Competition
- Customer Loyalty Shift
- Competitor's Price Fluctuation.

# Buyer's Persona

- Demographics: Families with children, typically with a male primary user aged 25–40.
- Behavioral traits:
  - Prefers affordable, flexible plans, like the Family Premium plan, that allow simultaneous streaming on multiple devices.
  - Wants a variety of content for kids and adults, including family-friendly movies, reality shows, and international content.
  - Is willing to compromise on some features for a lower price point.
- Needs and goals: A one-stop solution for family entertainment that works across different devices.
- Pain points: Managing multiple subscriptions for different family members, and the high cost of alternative, premium services.

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## Competitors





JioHotstar  
Thank You

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