

| Product | Jio hotstar | Amazon prime video | ZEE5 |
|-----------------|--|---|--|
| Brand Link | https://www.hotstar.com/in/home?ref=%2Fin%2Fjio | https://www.primevideo.com/collection/IncludedwithPrime | https://www.zee5.com/ |
| Product Names | Hotstar premium | Prime video India | ZEE5 premium |
| Business Model | Freenium(some free on jio, rest paywall) | Subscription based | Freenium(some free, rest paywall) |
| Features | IPL, Star TV Shows, reality TV, disney content | Original Indian web series, Hollywood movies, regional films | Movies and shows(12 navigational and featured languages across original) |
| USP | Free cricket + Star content | All in one OTT+shopping + music deal | Regional content |
| Price | ₹149. 3 months. 1(Mobile only) ₹899. 12 months. 2 devices ₹299. 1 months. 4 devices ₹1499. 12 months. 4 devices | ₹299/month or ₹1499/year | ₹599/year(Mobile), ₹999/year(all access) |
| Reason to Trust | Disney+ legacy + Jio's reach = trusted household name | Amazon-backed, big shows like Mirzapur and Panchayat | Zee network; trusted by families across India |
| How to Find? | Google, Playstore | Google, Playstore | Google, Playstore |

| Target Segment | | | |
|----------------|-------------|-------------|-------------------------|
| Age | 18-24 | 18-45 | 25-34 |
| Gender | Male-Female | Male-Female | Male-Female |
| Location | Ahmedabad | Tamil Nadu | Uttar Pradesh and Delhi |

| Ideal Customer Persona | | | |
|--|------------------------------|---|---------------------------------------|
| Background | Undergraduate | Undergraduate & Working Professional | Undergraduate & Regional Audience |
| Demographics | Ahmedabad | Tamil nadu | Uttar Pradesh and Delhi |
| Interests | Movies & TV shows, Hollywood | Web series, International shows shopping (Prime benefits) | Regional shows, TV serials, Bollywood |
| Other relevant traits | - | Prefers ad-free, Premium experience | Language-specific preferences |
| Favorite social networks | Instagram | Instagram, snapchat and youtube | Facebook and Youtube |
| Least favorite social networks | X | Facebook | Twitter |
| Buying behavior | - | Monthly/Annual subscriptions benefits on shopping | - |
| Spending power | ₹100-₹250 | ₹67-₹499 | ₹250-₹400 |
| Decision maker(s) | Myself | Self and family | Family and self |
| Challenges / Pain points | Ads | | |
| Goals / Motivations | Sports | International content, fast delivery | Regional and familiar content |
| How we (business, product, or service) can help? | To give us fewer ads | - | - |
| Purchasing barrier? | - | Price for non prime users | Ads in free version |
| Preferred content type | Hollywood | Hollywood, prime Originals | Bollywood, Regional content |

| Brand Details | | | |
|---------------------------------------|---|---|--|
| What are the brand colours? | Blue, pink, purple | Blue & white | Black & white |
| What does the primary colour signify? | Blue =Calm, helpful, trustworthy Pink= warm, successful, caring Purple= Luxurious, ambitious, Royal | Blue =Calm, helpful, trustworthy White = Pure, clean, positive | Black = Power, Elegant, Negative White = Pure, clean, positive |
| What is the Brand Personality? | bold, innovative, and focused on delivering an immersive and personalized entertainment experience. | fun, witty, smart, and passionate about entertainment, with a focus on emotional connection and a vast, diverse range of stories. . | centers around being a language-first, hyper-personalized, and culturally relevant platform for Indian entertainment |
| The Tone of Voice | innovative | exciting | Original film |
| The Brand Promise | vast content | bundled offering as part of an Amazon Prime membership | Apni Bhasha, Apni kahaniyan |
| The Brand Value | jio hotstar is related to jio and Reliance that's why it is trusted | Prime video is connected to Amazon and Amazon is a world known company that's why it can be trust | holds significant value as Zee Entertainment Enterprises' digital streaming platform |