



The Journey From Zee5 to Zenith!

Millionaire Millennials

— IIT GUWAHATI

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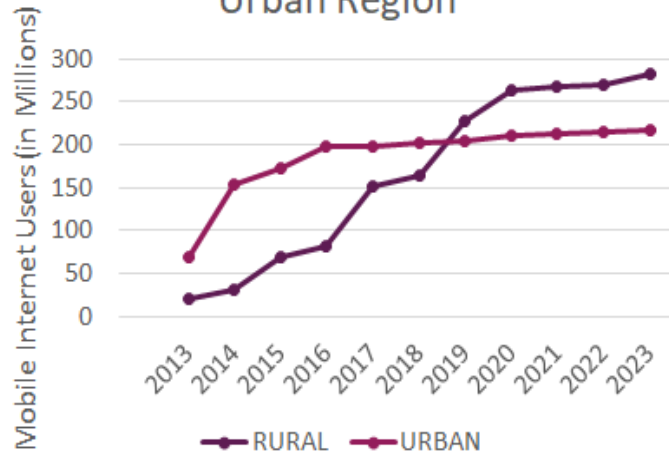
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INDUSTRY OUTLOOK

WHY ZEE5 ?

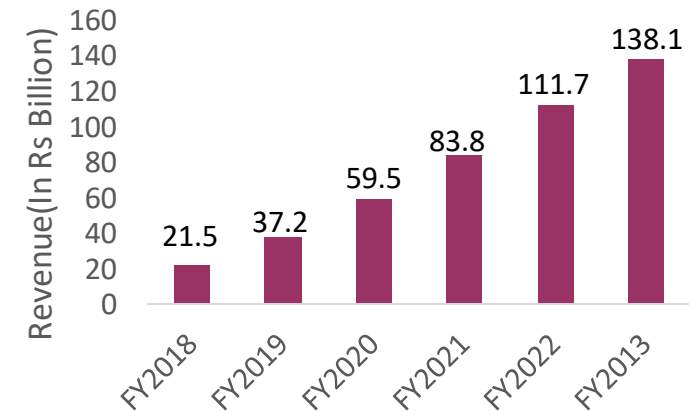
IMPLICATIONS

Market Penetration in Rural and Urban Region

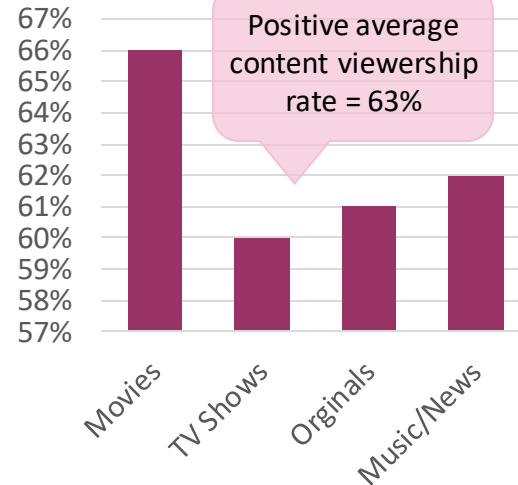


A Rapidly Growing Market

Video OTT Revenue Projection

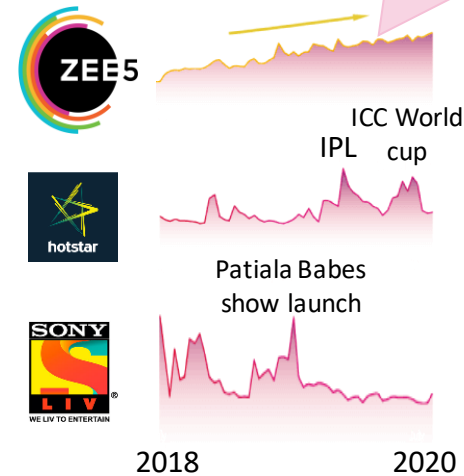


Customer acquisition rate per content piece



POSITIVE RESPONSES

ZEE has launched a few original series and they have done really well, implying **great customer satisfaction**.



Consistent Growth

Unlike any other platforms which see occasional peaks, ZEE has had a **healthy increasing graph!**

- **Adsuite Branding** : ZEE has a specific high performing software for ad-management, hence adding high to the revenue.
- **Sustainable penetration** into **tier-2 and tier-3** markets by democratizing access with **budget-friendly plans**.
- The Regional market is a **growing market** space and to the advantage ZEE has overall **3.5x number of vernacular users**.
- Addition of **regional content** has increased the monthly active users by **126% annually**.

THE PLAN FROM ZEE5 TO ZENITH

KPI



Since **Content** is the **King** and the best way to win this **Content War** is to form joint ventures with other creative platforms.



In 2019, **Zee5** signed a 3-year deal with **Alt-Balaji** to co-create over **60** original series available only to subscribers of the platforms thus **increasing customers**.



The aim is to **maximise** original content and **collaborate** with other **platforms** covering these categories.



Educational Videos



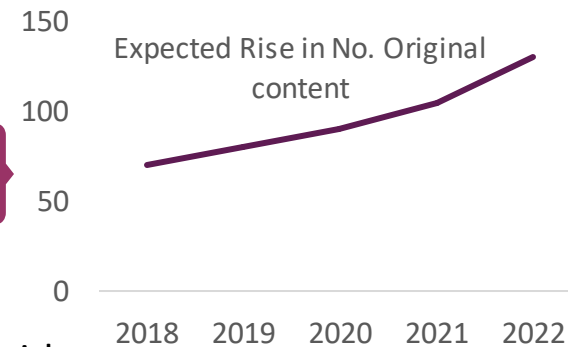
StandUp Comedy



Cooking Shows



Fashion shows



WEEZEE

A feature which lets you **chat**, do **video calls** and **play games** with anyone in the world **while binge-watching!**



BINGEATHONS & QWEEZES

Binge-watch with **friends** and play **games** to earn **weezee points** and **coupons** as per number of wins and hours watched!



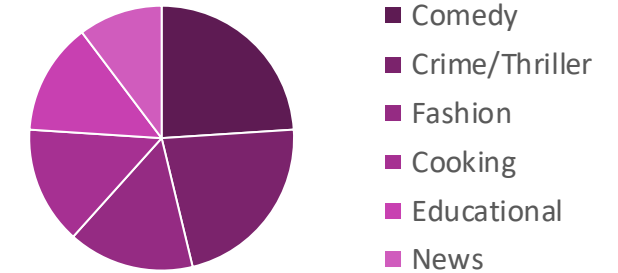
These coupons can be taken from the **Adsuite Partners** hence increasing revenue from **both sides**. Since the coupons provide a **greater conversion rate**, Zee will get **more Adsuite partners also!**



NET PROMOTER SCORE

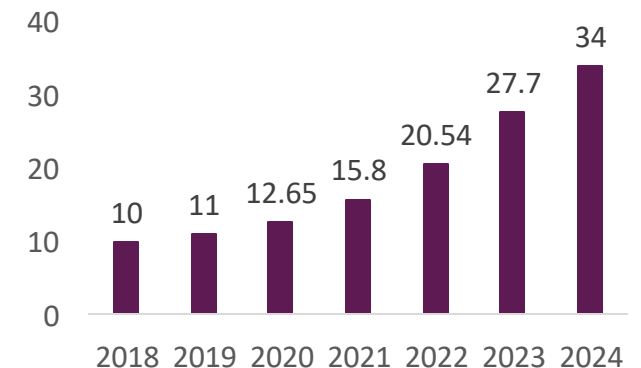
Category wise distribution of % of Promoters(9-10) to determine user preferences **NPS = %** **– %**

USER PREFERENCES



AVERAGE REVENUE PER CUSTOMER

Expected percentage change in ARPU in 5 years





Thank You!

Let's get WEEZEEING!

Appendix

- <https://brands.zee5.com/the-world-on-it/>
- <https://www.zee5.com/>
- <https://medium.com/@kosmischemusik/dissecting-the-viral-growth-of-live-trivia-apps-like-loco-and-hq-trivia-2e7df59a11e1>
- <https://www.statista.com/topics/2157/internet-usage-in-india/>
- <https://brandequity.economictimes.indiatimes.com/news/industry/zee5-strengths-its-position-as-indias-2nd-largest-ott-platform-with-advertising-video-on-demand-reports-spike-in-users-and-app-downloads/78430558>
- <https://transfin.in/rise-of-ott-platforms-in-india-cost-of-streaming-services-across-the-world>
- <https://www.zee5.com/zeekannada/altbalaji-and-paypoint-india-join-hands-for-deeper-ott-penetration/>
- <https://www.businesstoday.in/technology/news/how-zee5-is-making-strong-inroads-into-tier-2-and-tier-3-markets/story/385199.html>