

Case Study

Tushar



What is Prime Video?



Amazon Prime Video or simply Prime Video is an American subscription video on demand which is complementary with Prime membership as well as can be bought separately.



Watch thousands of award-winning shows and movies from all genres.



High quality videos with a completely ad-free experience.



Support for multiple devices, offline watching.

Growth of OTT



Better Access

- Cheap smartphones and data increased access.
- OTT became an essential part of modern life.

Convenience

- Less to none advertisements in OTT platform.
- Rewind feature on devices.
- Watch anything and anywhere unlike Television.

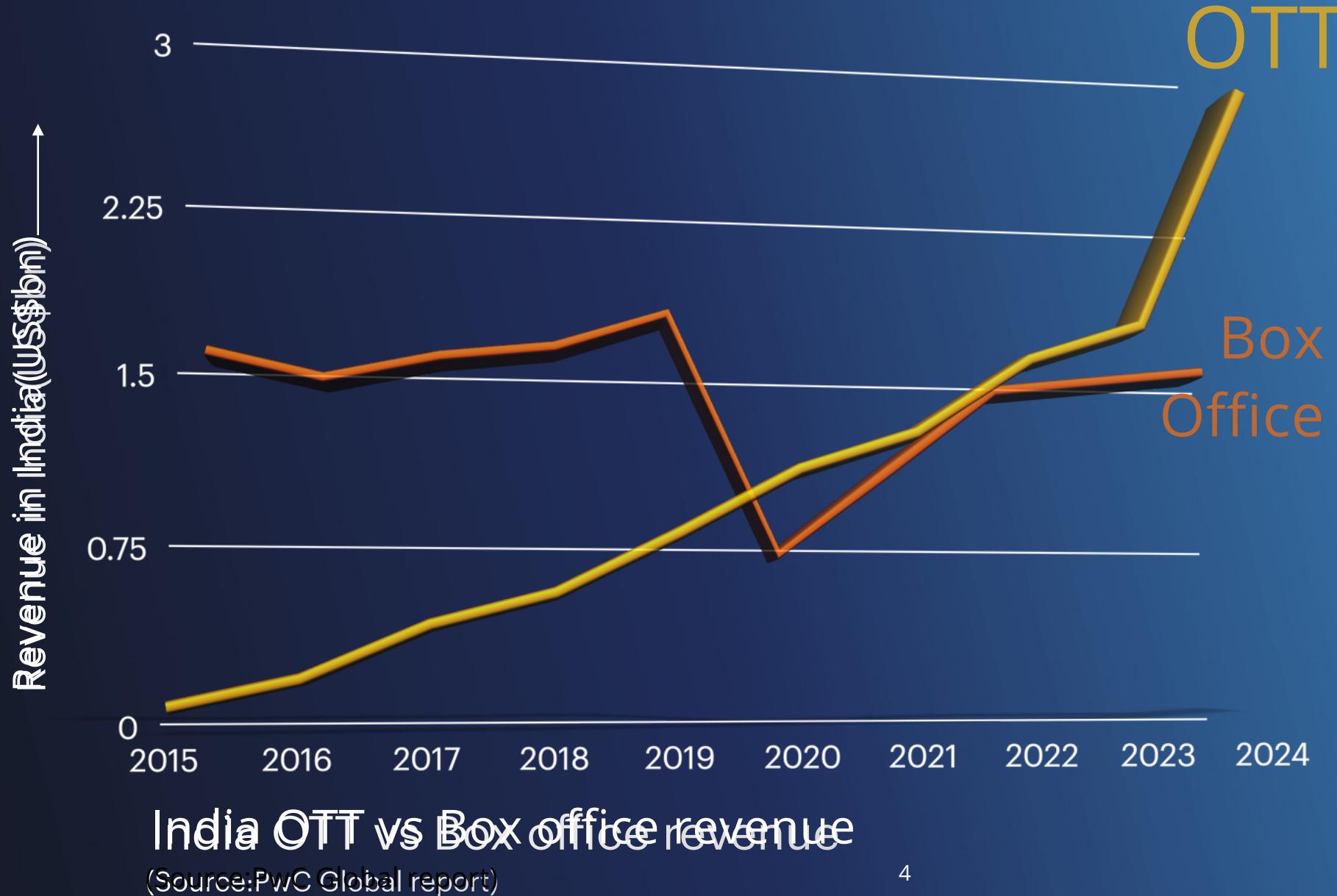
Pricing

- Cinema Pricing = ₹300/ movie
- Television Pricing = ₹350 for most cost-effective plan
- Amazon Prime = ₹129/month

CoVID-19

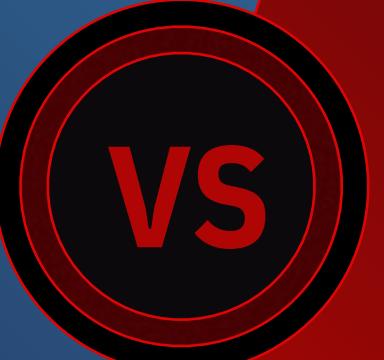
- CoVID-19 catalysed growth of OTT.
- Work from home and lockdown put free time on people's hands.
- This was spent in watching missed movies and relevant shows.

Statistics of growth



In 2018 Box Office revenue was 3 times OTT revenue.

- In 2021, OTT is predicted to be more revenue generating.
- The OTT industry is projected to grow at 30.7% CAGR for the next 4 years. (source: Allied market research)



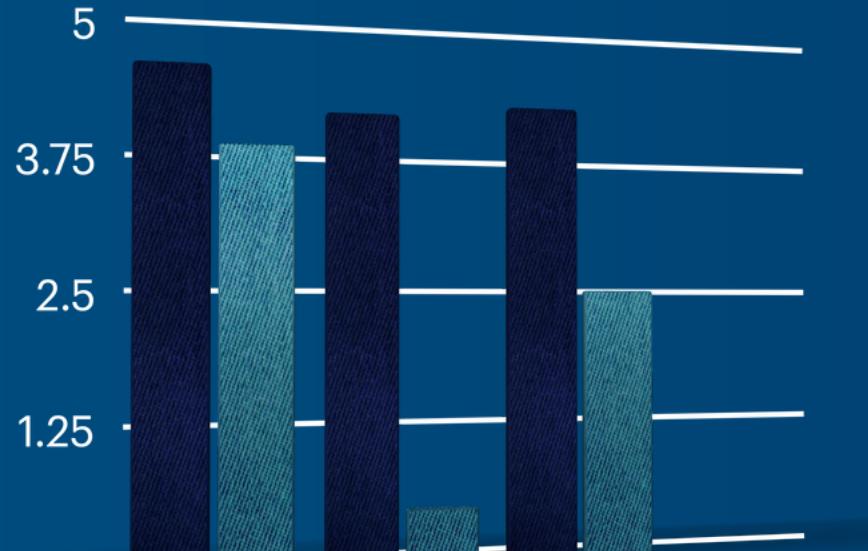
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Competitors

With a rising OTT market in India, the market is conducive yet fierce.
Prime Video faces competition from both established giants in the industry as well as budding rivals.

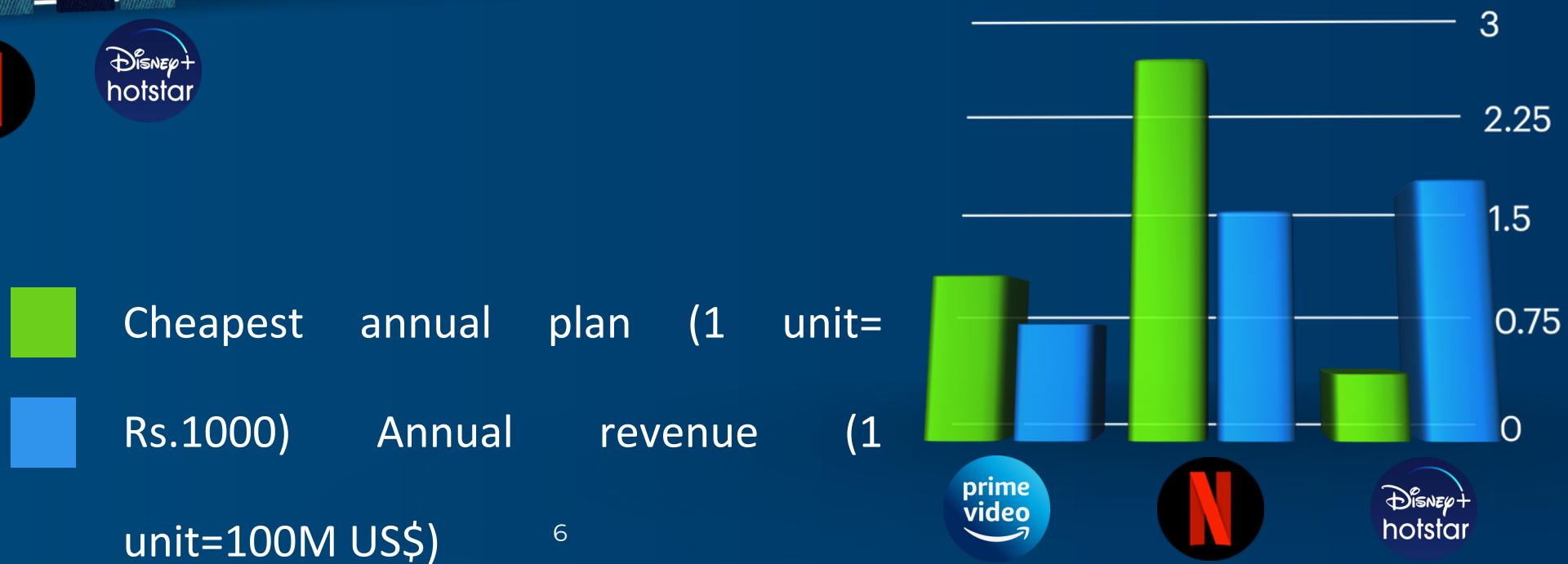


Statistics against top rivals

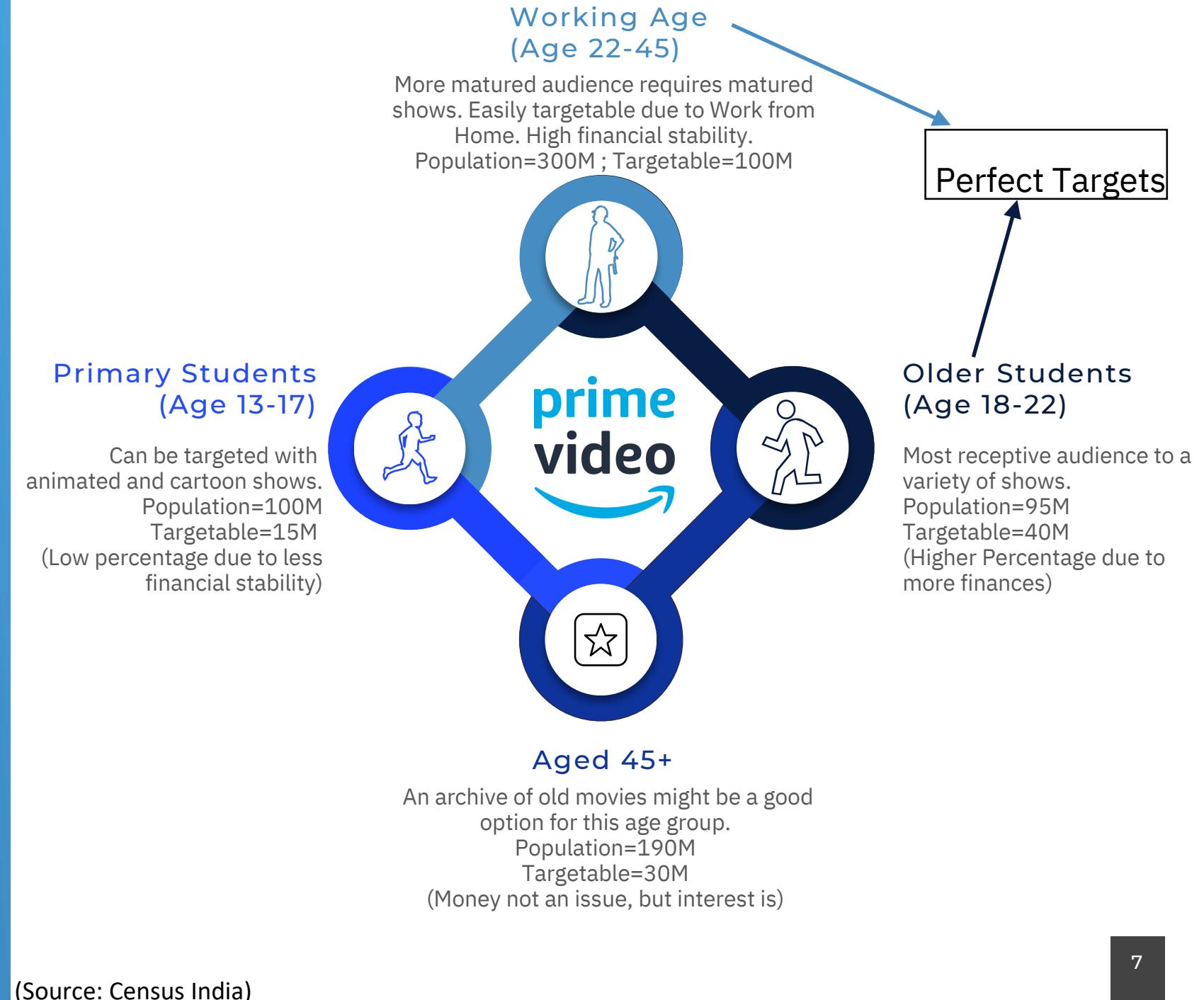


Average rating over all platforms

User count (1 unit=10 millions)



Target Audience



Strategies for profitability

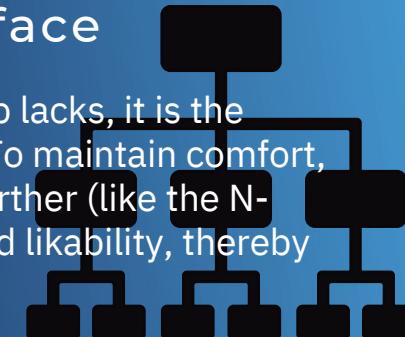


Advertising

- Social media advertising in various platforms is highly effective for expanding reach to the target audience.
- Creation of campaigns related to various issues
- Hosting giveaways and competitions
- In popular spots, public screening can be an effective way to promote the app in a traditional way, i.e, gossips.

Changes in UI and Interface

If there is one thing the Prime Video app lacks, it is the intuitive AI and suggestion algorithms. To maintain comfort, the app needs to simplify the screens further (like the N-word app). That will help in retention and likability, thereby increasing the active users.



**THANK
YOU**

