

Over The Top OTT

Disney+

You Tube

prime video

NETFLIX

Platform Trend 2023

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With high speed internet connectivity becoming a reality across India, the shift from Direct to Home (DTH) platforms to Over the Top (OTT – streaming over internet) platforms, is taking momentum. This has resulted in more and more players getting their channels / content over OTT platforms. Besides the many advantages of OTT platforms over traditional DTH platforms is the ability to accurately determine viewership, thus helping in marketing companies to allocate relevant advertising budgets to relevant OTT platforms. In fact not only can advertisers choose the OTT platform but also the specific content within that OTT platform that they would like to showcase their advertisements on based on content /time based viewership data.

FLIX

ZEE5

JioCinema

airtel
Xstream

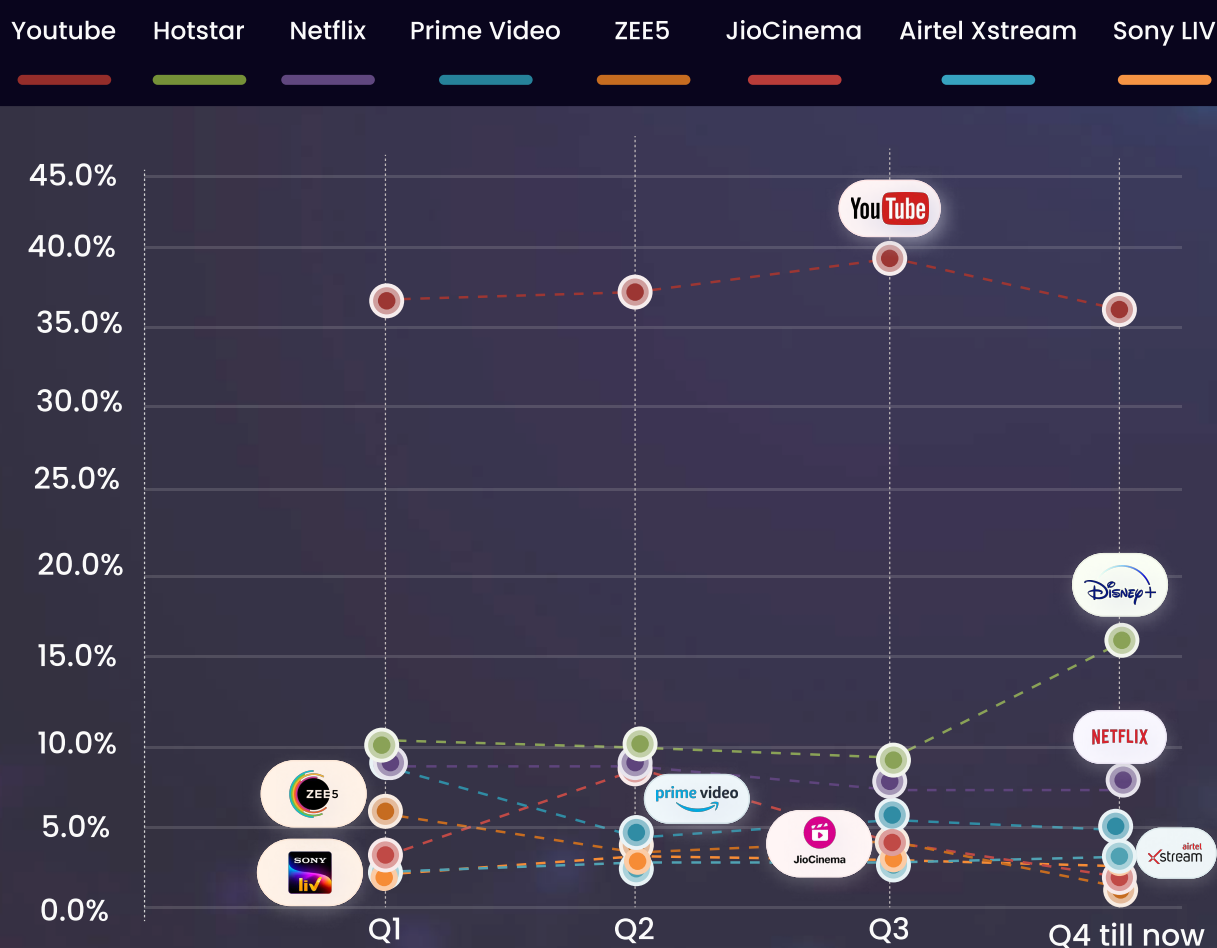
SONY
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You Tube

prime video

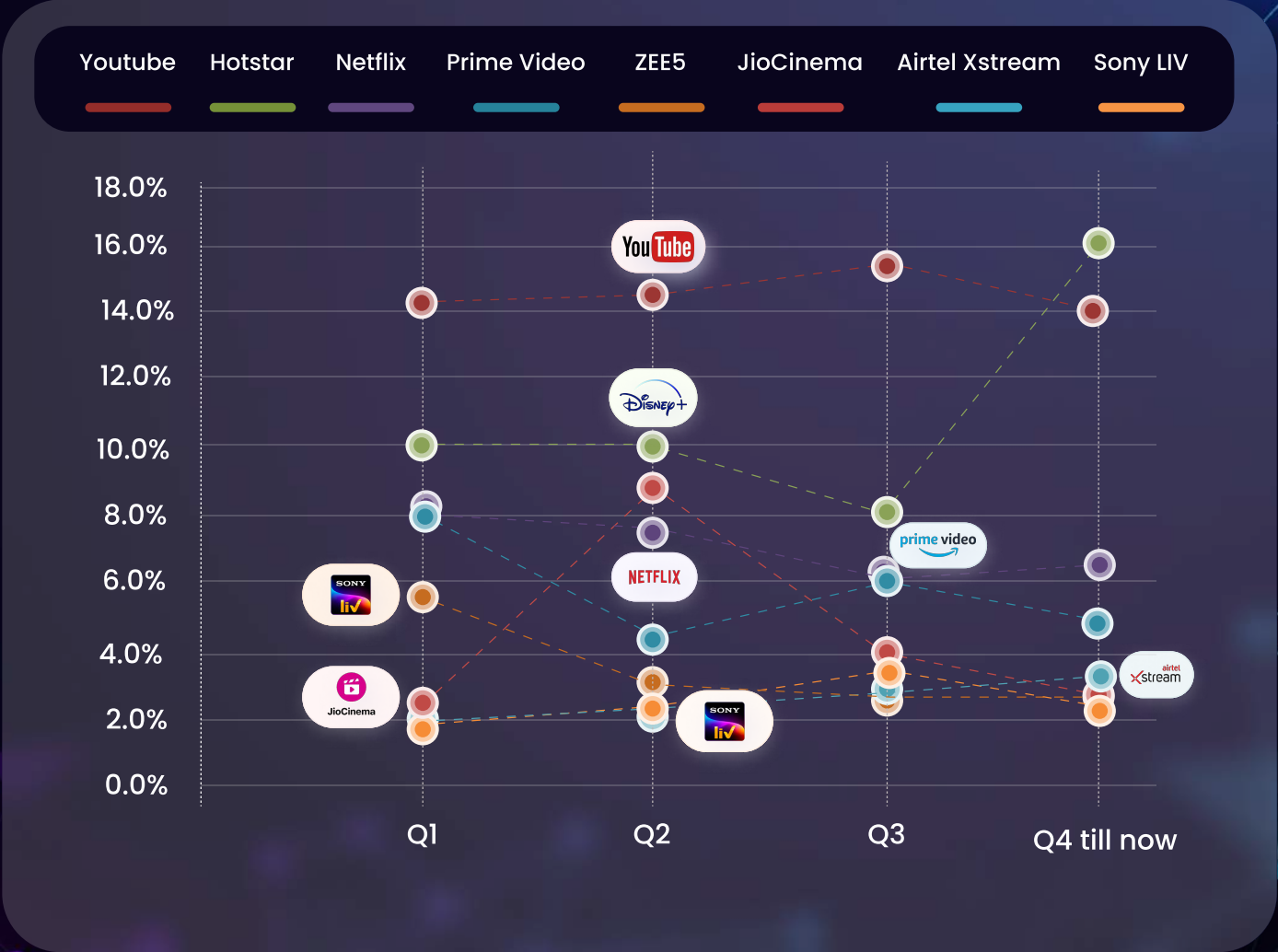
Again the race now boils down to what OTT platform is viewed by how many customers and for how much time. YouTube being a free platform (albeit with advertisements) with arguably the most versatile and exhaustive content, along with being the oldest player in the market has a clear advantage over the other relatively newer platforms.

The advantage of YouTube is its ability to provide free uploading of individual content by general users which makes it the defacto search for users to find customized content. This translates in its overall leadership of OTT platform viewership of over 1/3rd time of users being spent on YouTube. The dominance of YouTube can be seen from the below chart.



For the remaining OTT providers, most of them bifurcate their revenue streams between Ad revenue and subscription revenue, with majority of new / high demand content being available only for subscription based users. However Jio Cinema broke this trend by providing access to IPL cricket over its OTT platform to its free users, changing the market dynamic to ad based revenue generation from subscription based revenue. This also helped catapult its viewership to

third position from 6th position, and hence also bringing about awareness amongst the masses regarding Jio Cinema as a leading OTT content provider. However this hype was short lived as viewership plummeted in the subsequent quarter once the IPL was over showing that there is little stickiness with respect to OTT platforms and more towards OTT content. The fight for second place after YouTube is depicted from the below chart.



Hotstar also followed suit and is currently providing live telecast of the ICC cricket world cup tournament to its free consumers. Hotstar which was anyways in the second spot with respect to its OTT usage (after only YouTube) has seen an almost 100% spike in viewership from Q3 of 2023 to the first month of Q4 of 2023. However it remains to be seen if they are able to maintain viewership post telecast of the ICC cricket world cup or do they also slump back to pre world cup levels. The viewership of Netflix, Prime Video and Zee5 has seen a steady decline over the quarters despite adding newer content, showing the ease with which OTT platforms can loose viewership solely based on better content being provided by other OTT platforms. However in this race for viewership, one OTT platform which

quarter on quarter is the Airtel Xstream platform, overtaking Sony Liv, Zee5 and Jio Cinema in the first month of Q4 2023. It goes to be seen how this new trend emerges especially with respect to Subscription based OTT platforms which used to take their revenue for granted vis-à-vis advertisement paid content which gives the users freedom and flexibility to only see what they are interested in without subscribing to an OTT platform. It also goes to be seen if a third party aggregator would tie up with multiple OTT platforms and provide the most viewed content whenever available and charge the users only for that time of viewing – a variation of pay per view. Seeing this trend it seems that content is once again King and if an OTT platform wants to stay in the top spot, it needs to ensure it has the best content.