





PRODUCT UPDATE

Streaming (Fiction) Content Testing

Ormax Stream Test

September 2022

SETTING THE CONTEXT

- In Ormax Stream Test, the **Ormax Power Rating (OPR)** of an web-series/ direct-to-OTT film is calculated using the performance of the series/ film on a mix of **OPR drivers**
- The pandemic has led to several changes in the audience behaviour related to entertainment content, including the streaming category, which has witnessed significant growth in this period, both in audience base and volume of content
- These changes warrant that we relook at OPR drivers, so that the drivers (and their weights) can reflect the current reality
- This product update exercise was undertaken to achieve this objective for web-series and direct-to-OTT films. Drivers for non-fiction shows will be relooked at in the future

OPR DRIVERS UPGRADE: STEPS

Extensive qualitative research conducted between May-Jul 2022 across India to understand factors contributing to the success of high-OPR online series/ films released since the pandemic (2021 onwards)

A long list of OPR drivers was thus generated. This list was used in a large-sample quantitative research in Aug 2022, to understand the contribution of these drivers to different high-OPR series/ films, analysed using linear regression

Drivers that carry a significant weightage (4%+) were retained. 15 and 14 OPR drivers, respectively for web-series and direct-to-OTT films, were finalised at the end of this exercise

PARAMETER MODIFICATION

- In Ormax Stream Test so far, we have been using “Fit” as the parameter, i.e., how well does a driver fit a particular series/ film
- Based on qualitative research, the parameter has been modified from **fit** to **quality of fit**, so that mediocre presence of a driver does not lead to a high score. For example, a comedy show/ film should not score high on Mind Fresh simply because of its genre, if the quality of comedy in the show/ film is poor

Earlier

**How well does this word/ phrase
fit this web-series/ film?**

Fits very well
Fits to some extent
Doesn't fit very well
Doesn't fit at all



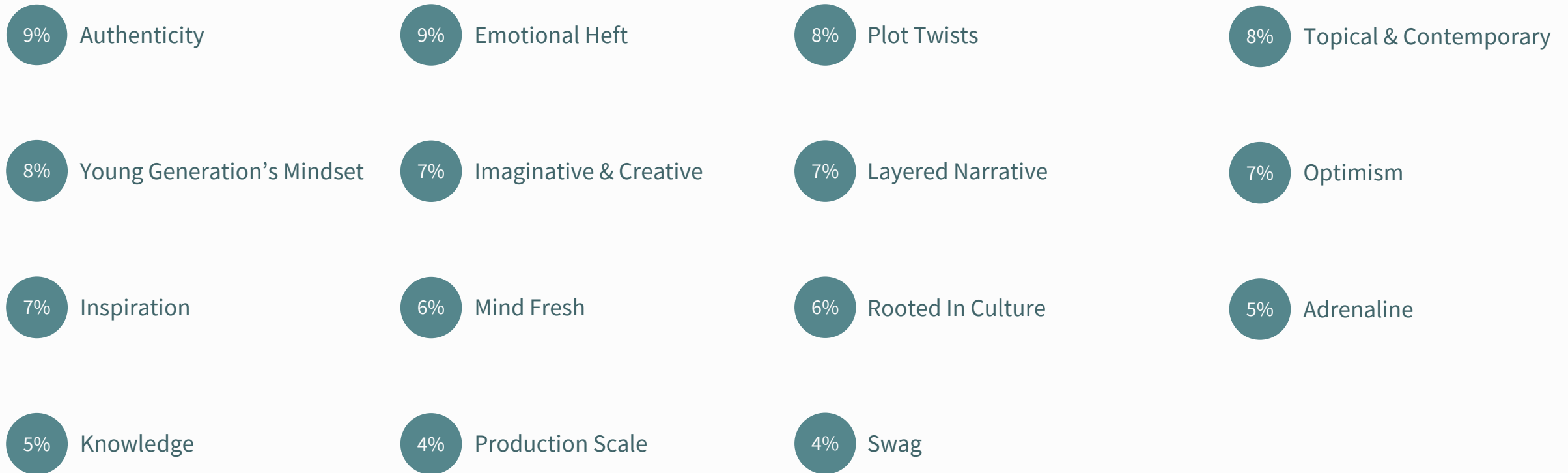
Now

**How good is the quality of this
aspect in this web-series/ film?**

Excellent
Good
Average
Poor

Updated Web-Series (Fiction) OPR Drivers

UPDATED WEB-SERIES (FICTION) OPR DRIVERS



Driver weights vary by language; Weights mentioned here are for Hindi web-series

1. AUTHENTICITY (9%)

Definition

Accurate and realistic depiction of locations, setting, characters, etc., in a way that comes across as real and credible

Keywords

Realistic treatment

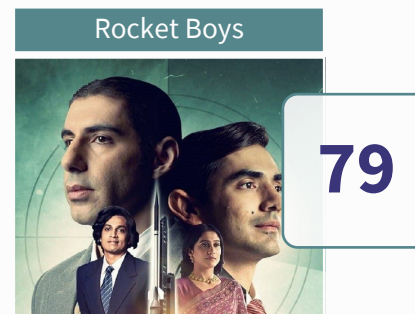
Real & believable

Credibility

True representation of reality

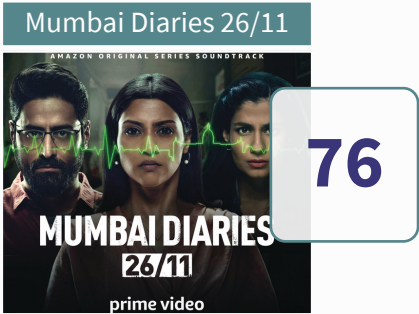
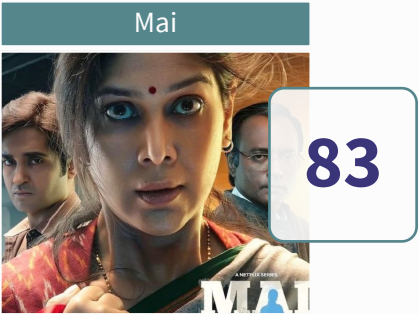
Accurate representation

Genuine & well-researched



2. EMOTIONAL HEFT (9%)

Definition	Emotional depth because of characters, situations and conflicts, leading to an experience that engages the viewer emotionally	
Keywords	<p>Strong emotional moments</p> <p>Moving scenes</p> <p>Touched one's heart</p>	<p>Relatable character conflicts</p> <p>Emotional connect</p> <p>Sentimental</p>



3. PLOT TWISTS (8%)

Definition	Unpredictable plot, with constant twists and turns to keep the audience invested in ‘what happens next’
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Keywords	<p>Suspense</p> <p>Twists & turns</p> <p>Tension</p>	<p>Anticipation</p> <p>Didn’t see that coming!</p> <p>Surprise</p>
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4. TOPICAL & CONTEMPORARY (8%)

Definition	Depiction of today’s times, via events, themes and messages relevant in today’s social, political or economic ecosystem	
Keywords	Current topic	This is happening nowadays!
	Trending subject	Reality of today’s society
	Relevant issue in today’s times	Mood of the nation



Human

84



Kota Factory S2

77



Hostel Daze S2

73

5. YOUNG GENERATION'S MINDSET (8%)

Definition

Depiction of stories and characters in a way that relate to today's youth, their life, their thinking, their culture and their aspirations

Keywords

Thinking of today's youth

Reality of the young generation

Passion & energy of the youth

Voice & expression of the youth

Youngsters' thinking & ideas

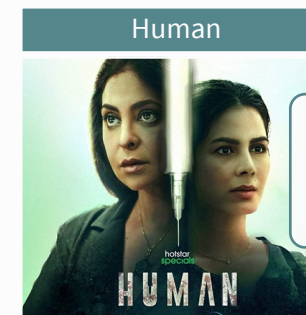
Young India's aspirations



81



69



66

6. IMAGINATIVE & CREATIVE (7%)

Definition

Uniqueness and originality of thinking, creating a sense of excitement to watch something that's beyond ordinary and not seen before

Keywords

Different from other films

Innovative idea

Fresh

High-concept

Never-seen-before

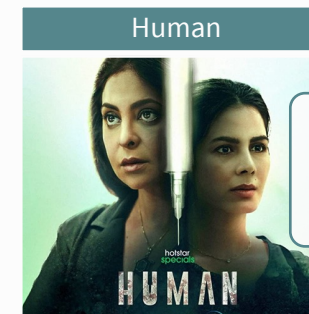
Original thinking



78



73



68

7. LAYERED NARRATIVE (7%)

Definition

A multi-dimensional and layered narrative, with several sub-plots, parallel story lines and characters, resulting in an evolved and cerebral viewing experience

Keywords

Multiple stories & characters

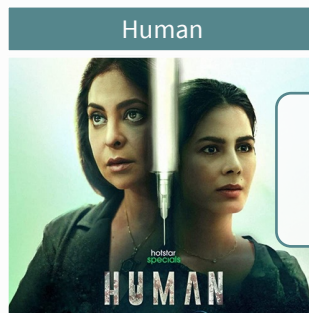
Parallel sub-plots

Complex yet engaging

Multi-dimensional

Evolved and intelligent

Well-developed story



8. OPTIMISM (7%)

Definition

Positive tonality delivered through characters, situations and messages, leading to a promise of feel-good, and an uplifting after-taste

Keywords

Hope

Positivity

Trust

Happiness

Slice of life

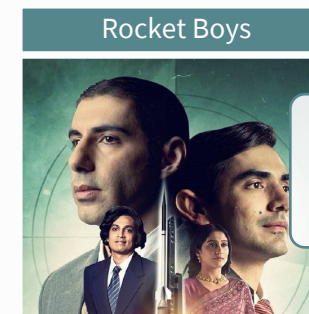
Idealism



84



71



65

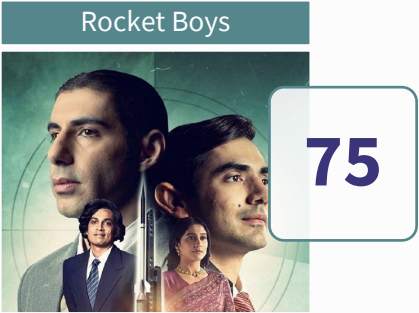
9. INSPIRATION (7%)

Definition

Depiction of extraordinary acts of courage, creativity or competence, that ignite a desire to accomplish something

Keywords

- | | |
|-----------------------|---------------|
| Inspiring & uplifting | Encouragement |
| Motivational | Resilience |
| Important message | Empowerment |



10. MIND FRESH (6%)

Definition

Light-hearted and feel-good moments, delivered via comedy, fun and an overall lightness of touch in treatment

Keywords

Light-hearted

Humor & comedy

Funny

Tension-free

Entertaining moments

Happy & cheerful



83



78



66

11. ROOTED IN CULTURE (6%)

Definition

Story, characters and presentation that have their roots in values, traditions, culture and ethos of India (or the region of relevance), creating a sense of feel-good reinforcement

Keywords

Indian values

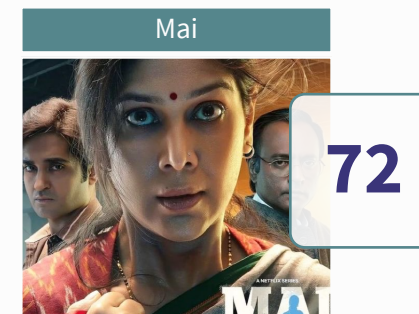
Sanskaar

Cultural pride

Family values

Culture & traditions

Ethnic & grounded



12. ADRENALINE (5%)

Definition

Content that delivers edge-of-the-seat moments, leading to a viewing experience that's escapist yet highly engaging

Keywords

Action & fight sequences

Daring stunts

Thrilling moments

Sporty & athletic

Adventure

Charged & energetic



86



86



82

13. KNOWLEDGE (5%)

Definition

Knowledge & information about people, events, culture or topics that one had only heard about, but did not know the details of

Keywords

Did not know this before!

Increased awareness

Lesser-known facts

History & mythology

Biopics & true stories

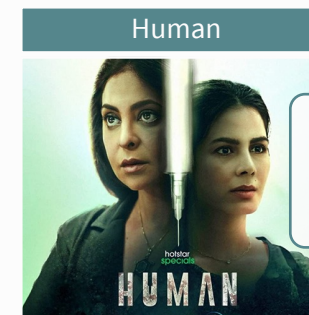
Information of relevance



72



67



65

14. PRODUCTION SCALE (4%)

Definition

Big-scale production, as apparent through sets & locations, leading to visual escapism and a theatrical-worthy viewing experience

Keywords

Grandeur

Mega sets & locations

Larger-than-life

Big-screen look

Opulence

Big-budget show



69



65



65

15. SWAG (4%)

Definition

Depiction of characters that display style, confidence and irreverence, portrayed through their looks, mannerisms, actions & dialogues

Keywords

Attitude

Style

Confidence

Rebel

Charisma

Captivating screen presence



71



68



66

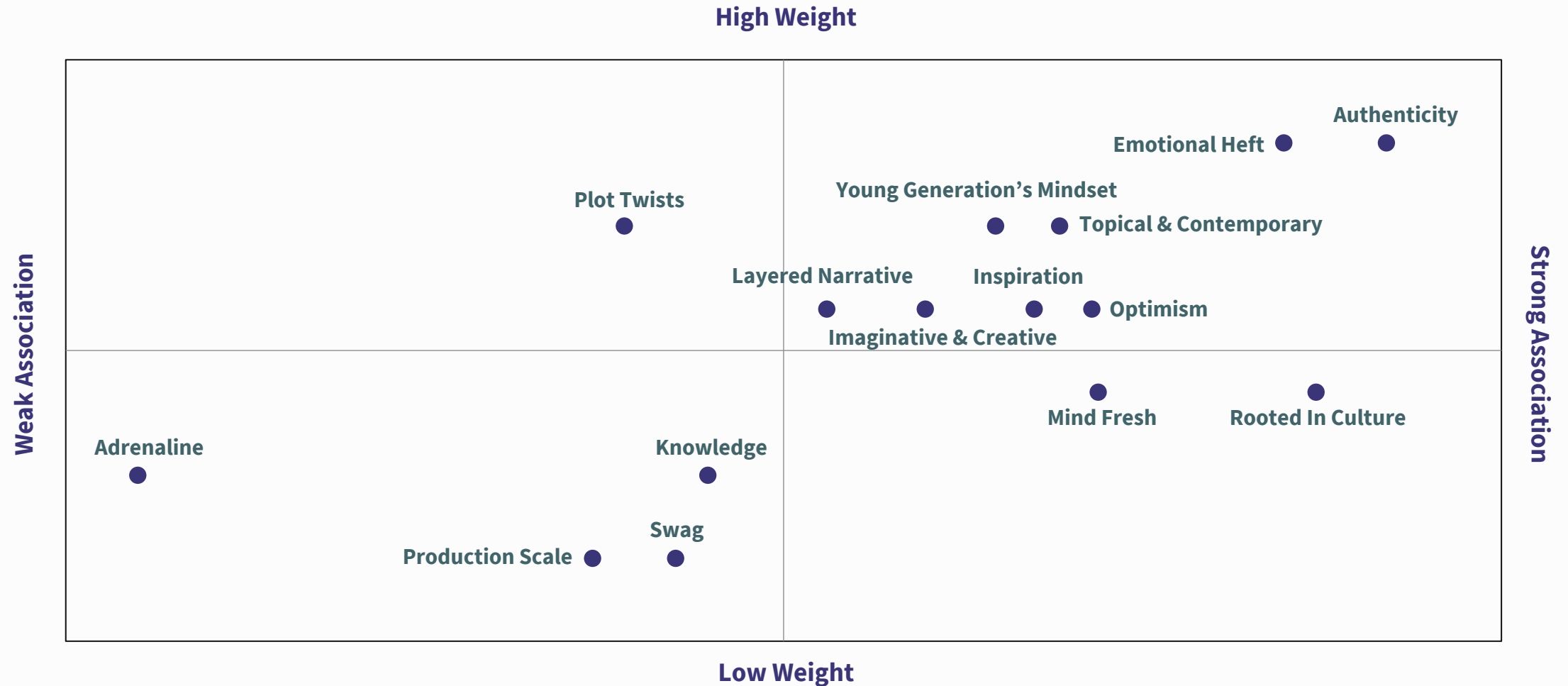


Web-Series Driver Profiles

Examples

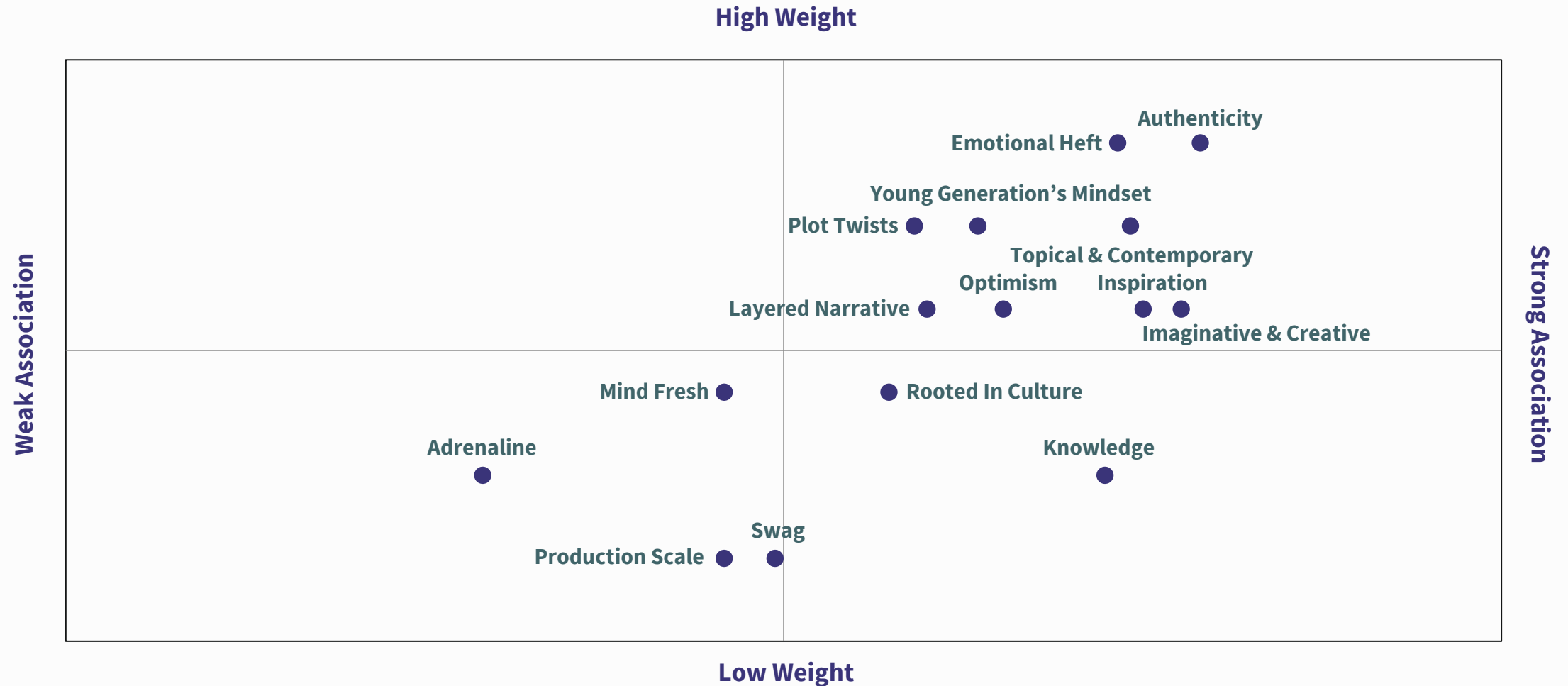
DRIVER PROFILE

PANCHAYAT S2 (OPR: 75)



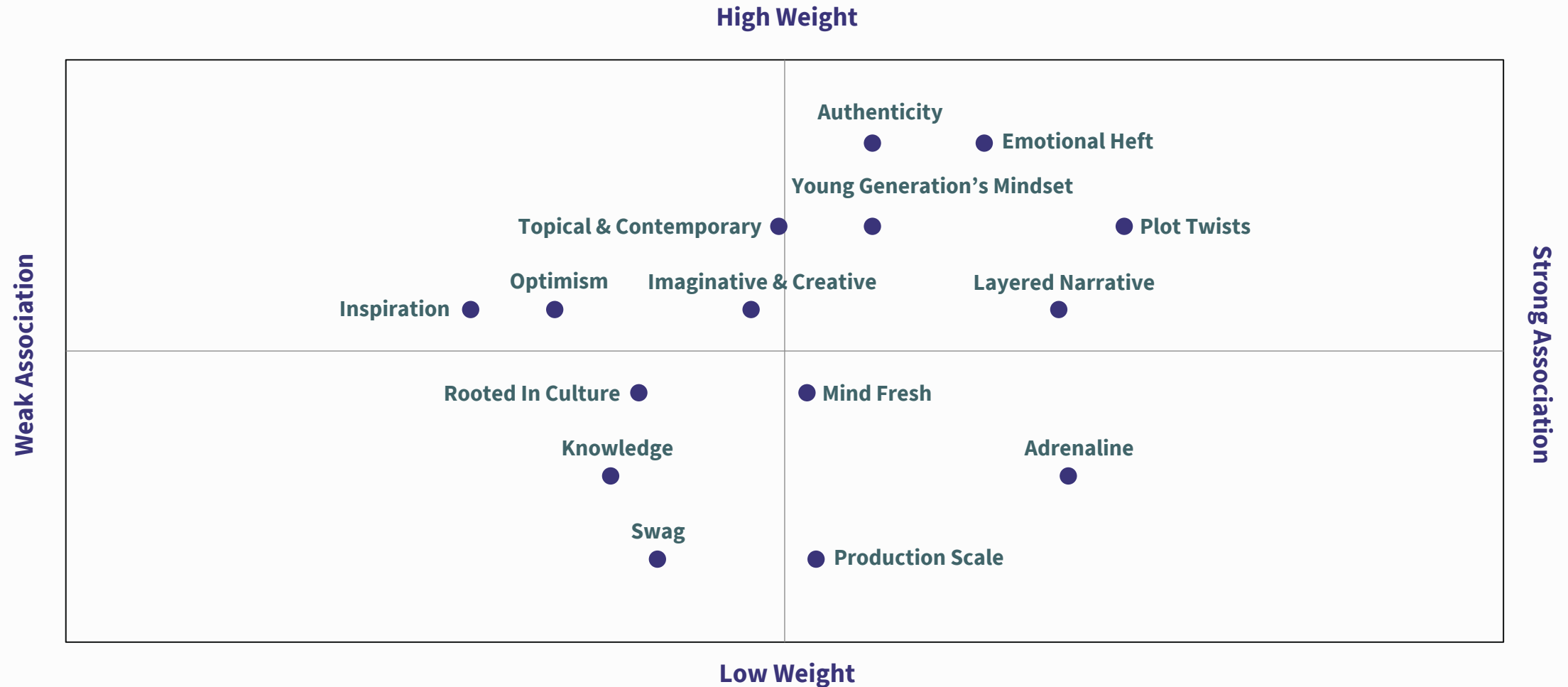
DRIVER PROFILE

ROCKET BOYS (OPR: 67)



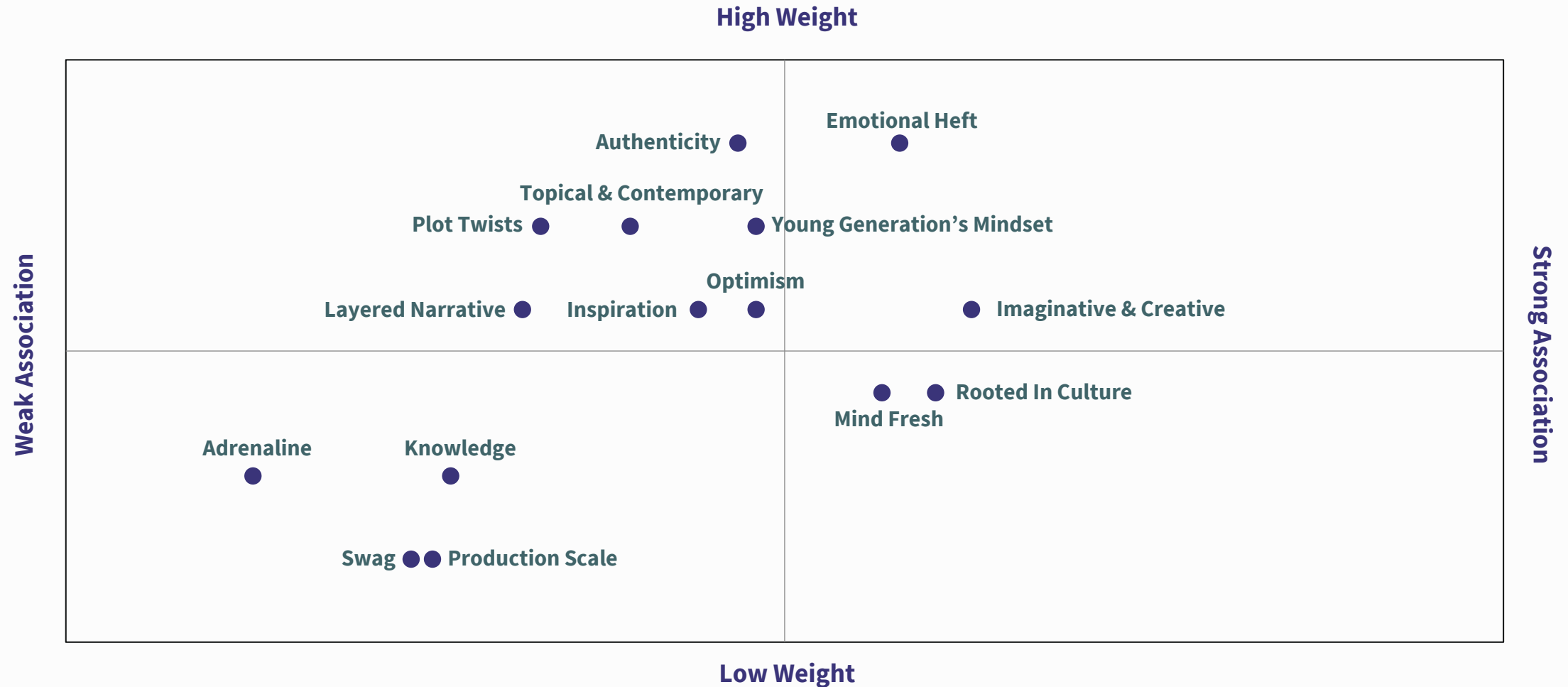
DRIVER PROFILE

THE GREAT INDIAN MURDER (OPR: 62)



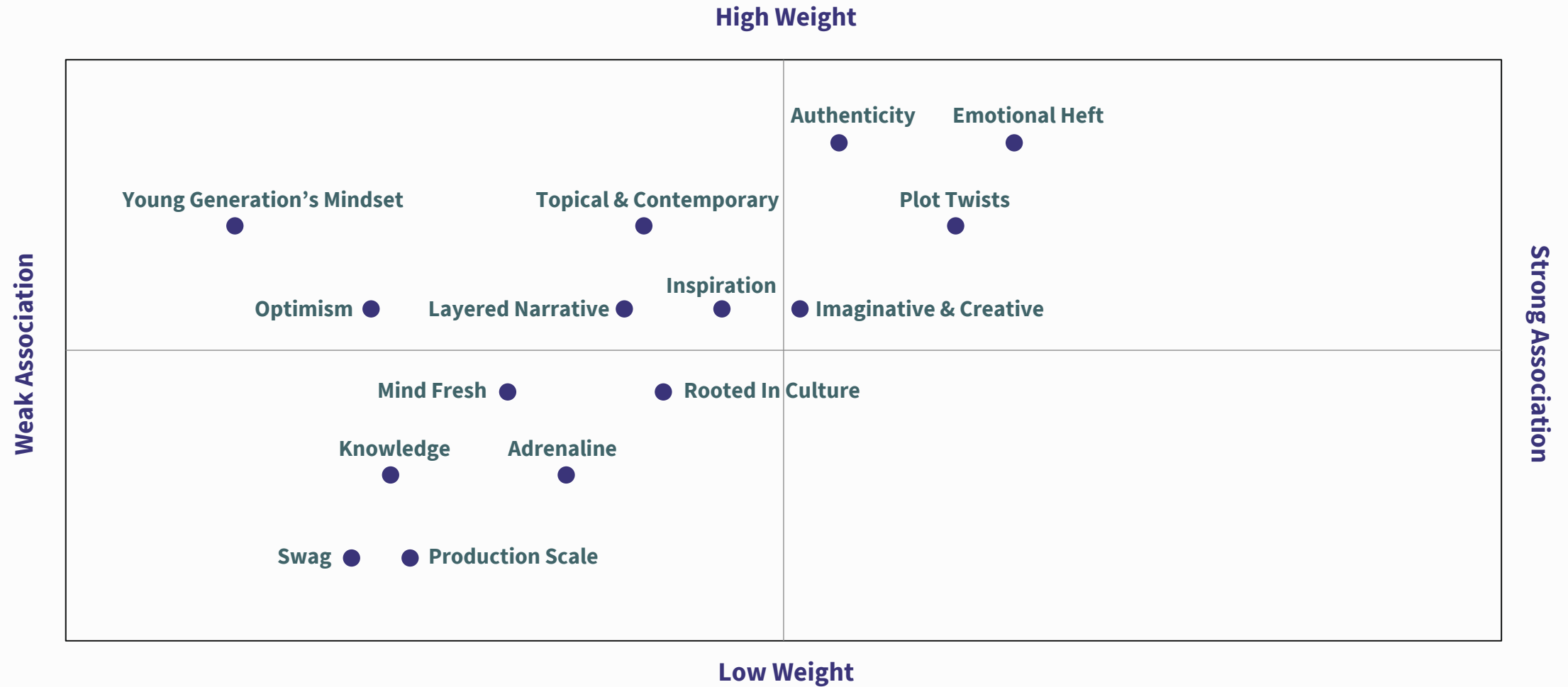
DRIVER PROFILE

SAAS BAHU ACHAAR PVT LTD (OPR: 48)



DRIVER PROFILE

MASOOM (OPR: 48)



Updated OPR Drivers for Direct-To-OTT Films

UPDATED OPR DRIVERS FOR DIRECT-TO-OTT FILMS

10% Emotional Heft

9% Authenticity

9% Optimism

8% Imaginative & Creative

8% Inspiration

8% Plot Twists

7% Topical & Contemporary

7% Mind Fresh

7% Knowledge

6% Young Generation's Mindset

6% Adrenaline

6% Rooted In Culture

5% Production Scale

4% Swag

Driver weights vary by language; Weights mentioned here are for Hindi films

1. EMOTIONAL HEFT (10%)

Definition

Emotional depth because of characters and conflicts, leading to an experience that engages the viewer emotionally

Keywords

Strong emotional moments

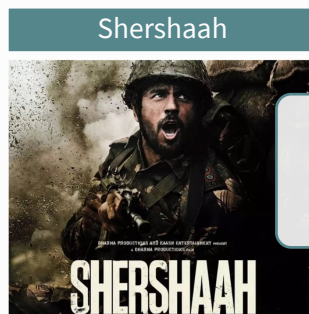
Moving scenes

Touched one's heart

Relatable character conflicts

Emotional connect

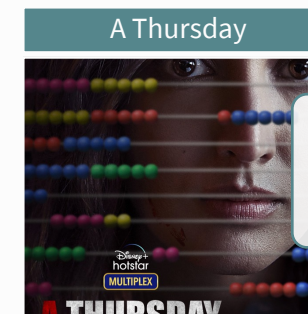
Sentimental



87



77



73

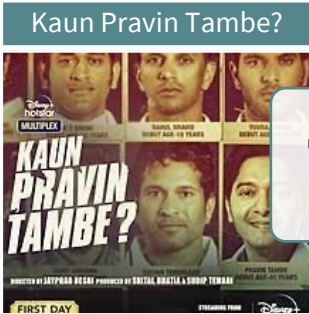
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Definition Accurate and realistic depiction of locations, setting, characters, etc., in a way that comes across as real and credible

Keywords	Realistic treatment	Real & believable
	Credibility	True representation of reality
	Accurate representation	Genuine & well-researched



92



79



62

3. OPTIMISM (9%)

Definition

Positive tonality delivered through characters, situations and messages, leading to a promise of feel-good, and an uplifting after-taste

Keywords

Hope

Positivity

Trust

Happiness

Slice of life

Idealism

Kaun Pravin Tambe?



79

Jai Bhim



75

Kaagaz



72

4. IMAGINATIVE & CREATIVE (8%)

Definition

Uniqueness and originality of thinking, creating a sense of excitement to watch something that’s beyond ordinary and not seen before

Keywords

Different from other films

Fresh

Never-seen-before

Innovative idea

High-concept

Original thinking



82



68



63

5. INSPIRATION (8%)

Definition

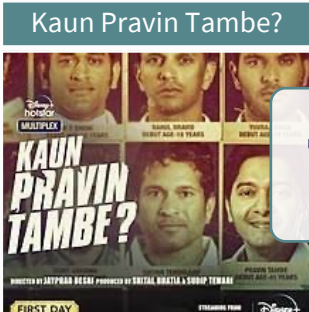
Depiction of extraordinary acts of courage, creativity or competence, that ignite a desire to accomplish something

Keywords

- | | |
|-----------------------|---------------|
| Inspiring & uplifting | Encouragement |
| Motivational | Resilience |
| Important message | Empowerment |



90



79



76

6. PLOT TWISTS (8%)

Definition

Unpredictable plot, with constant twists and turns to keep the audience invested in ‘what happens next’

Keywords

Suspense

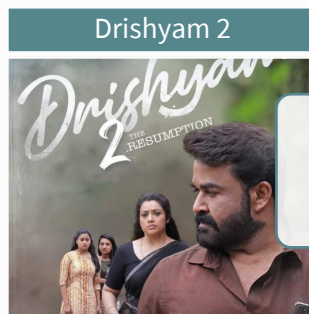
Twists & turns

Tension

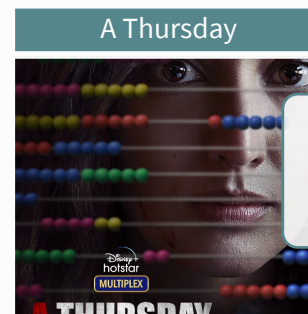
Anticipation

Didn't see that coming!

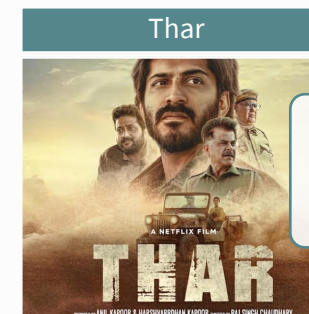
Surprise



96



76



72

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Depiction of today's times, via events, themes and messages relevant in today's social, political or economic ecosystem

Keywords

Current topic

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Trending subject

Reality of today's society

Relevant issue in today's times

Mood of the nation

Jai Bhim



84

Mimi



78

Sherni



71

8. MIND FRESH (7%)

Definition

Light-hearted and feel-good moments, delivered via comedy, fun and an overall lightness of touch in treatment

Keywords

Light-hearted

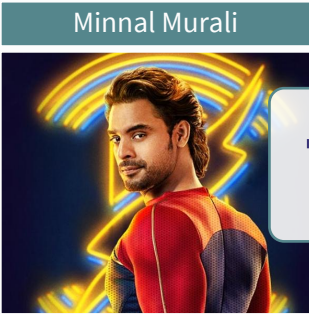
Humor & comedy

Funny

Tension-free

Entertaining moments

Happy & cheerful



79



73

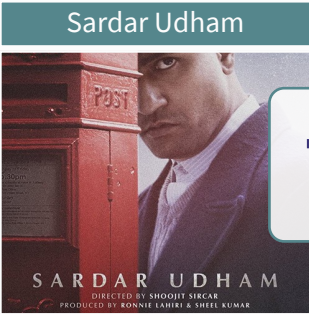


68

9. KNOWLEDGE (7%)

Definition Knowledge & information about people, culture or topics that one had only heard about, but did not know the details of

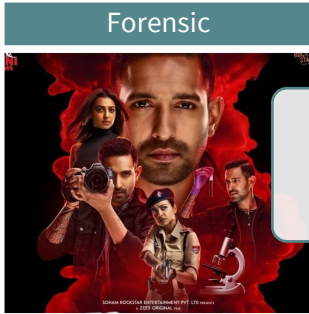
Keywords	Did not know this before!	History & mythology
	Increased awareness	Biopics & true stories
	Lesser-known facts	Information of relevance



74



67



66

10. YOUNG GENERATION'S MINDSET (6%)

Definition

Depiction of stories and characters in a way that relate to today's youth, their life, their thinking, their culture and their aspirations

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Reality of the young generation

Passion & energy of the youth

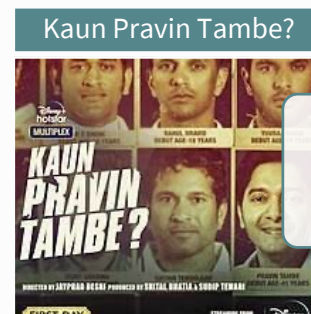
Voice & expression of the youth

Youngsters' thinking & ideas

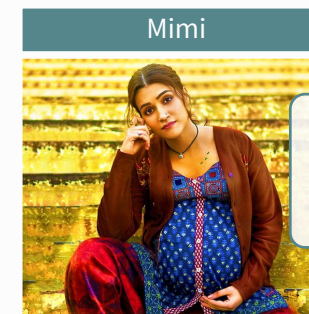
Young India's aspirations



71



69



61

11. ADRENALINE (6%)

Definition

Content that delivers edge-of-the-seat moments, leading to a viewing experience that's escapist yet highly engaging

Keywords

Action & fight sequences

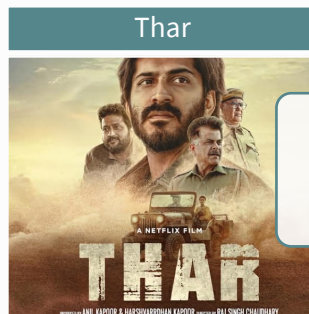
Daring stunts

Thrilling moments

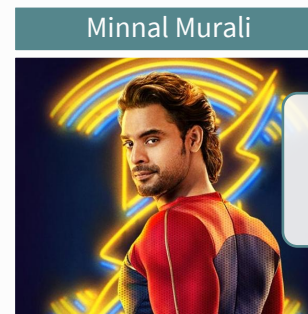
Sporty & athletic

Adventure

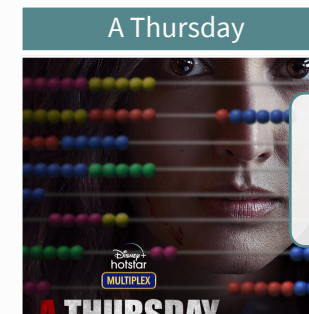
Charged & energetic



79



71



67

12. ROOTED IN CULTURE (6%)

Definition

Story, characters and presentation that have their roots in values, traditions, culture and ethos of India (or the region of relevance), creating a sense of feel-good reinforcement

Keywords

Indian values

Sanskaar

Cultural pride

Family values

Culture & traditions

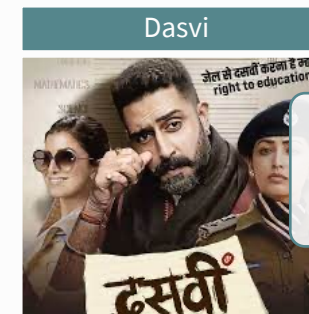
Ethnic & grounded



75



71



66

13. PRODUCTION SCALE (5%)

Definition

Big-scale production, as apparent through sets & locations, leading to visual escapism and a theatrical-worthy viewing experience

Keywords

Grandeur

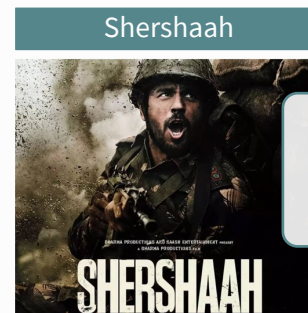
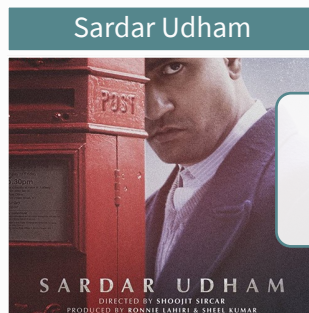
Larger-than-life

Opulence

Mega sets & locations

Big-screen look

Big-budget film



14. SWAG (4%)

Definition

Depiction of characters that display style, confidence and irreverence, portrayed through their looks, mannerisms, actions & dialogues

Keywords

Attitude

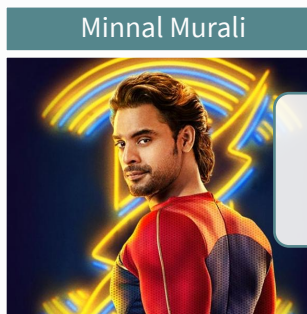
Rebel

Style

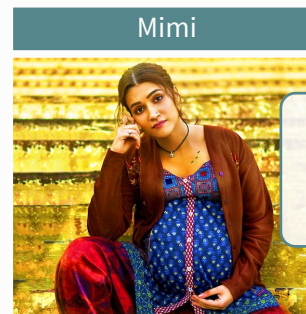
Charisma

Confidence

Captivating screen presence



71



55



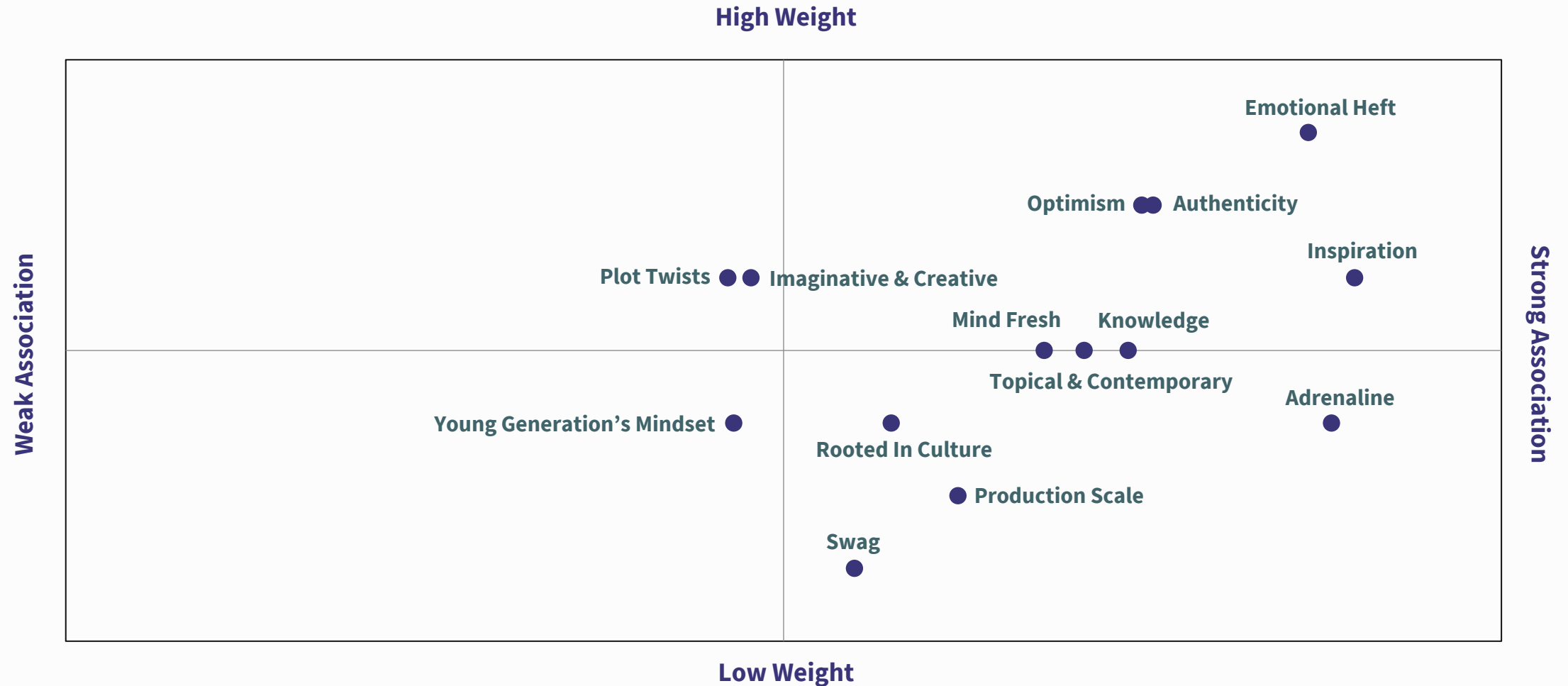
51

Driver Profiles for Direct-to-OTT Films

Examples

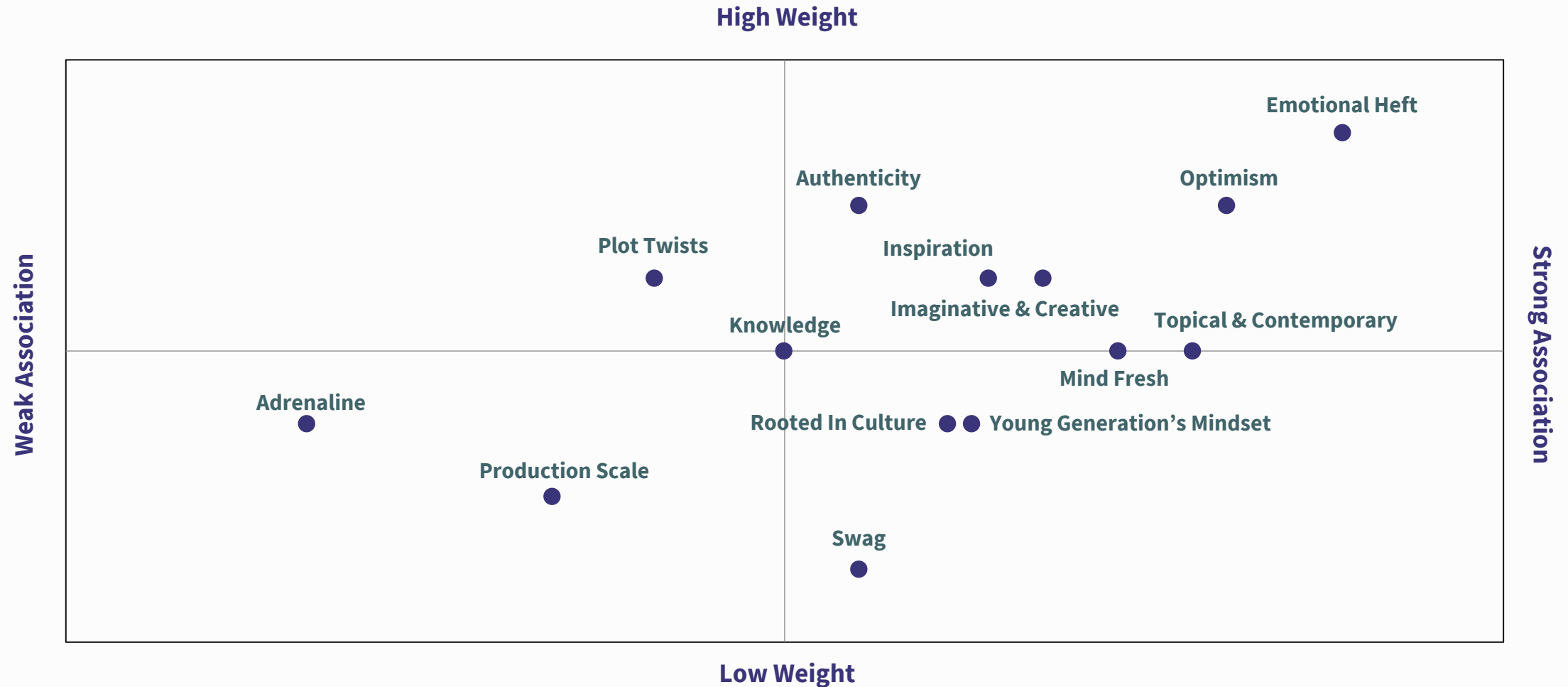
DRIVER PROFILE

SHERSHAAH (OPR: 82)



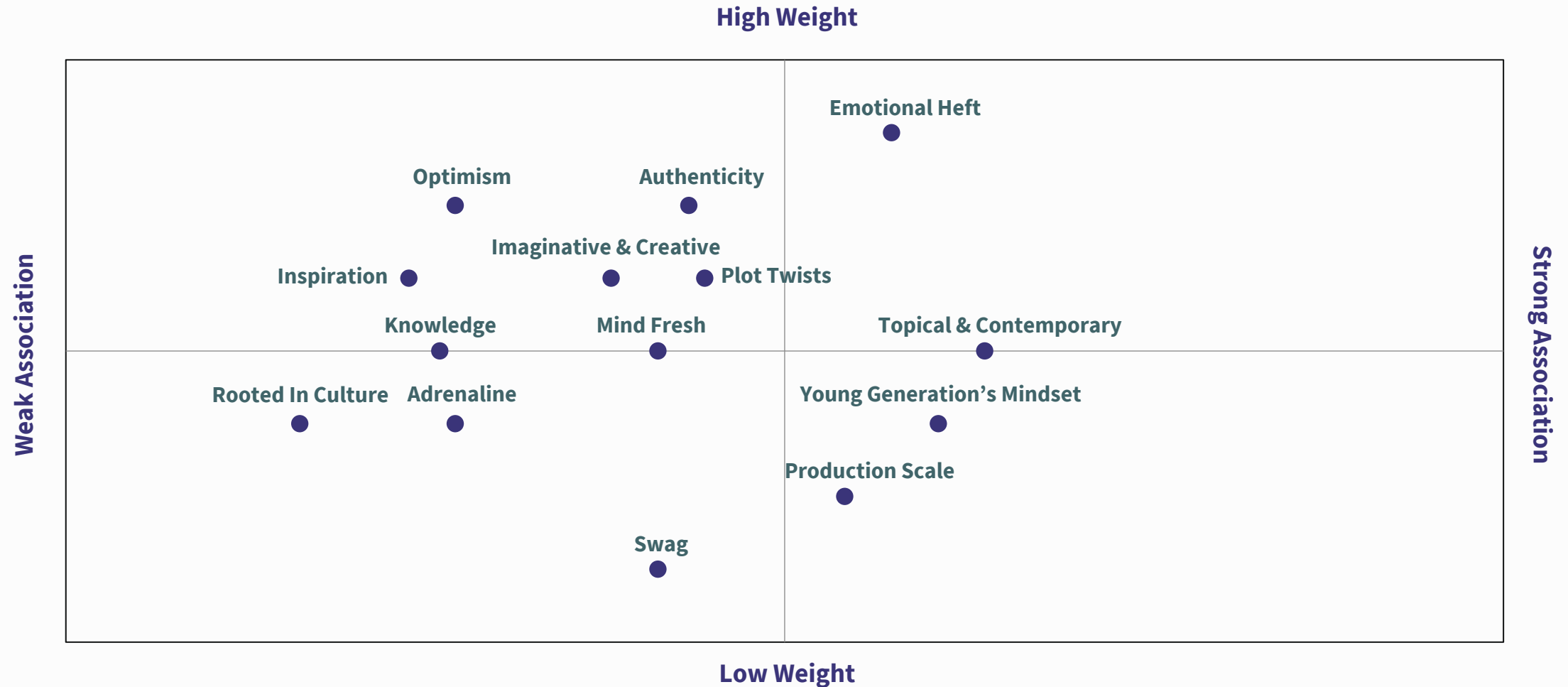
DRIVER PROFILE

MIMI (OPR: 66)



DRIVER PROFILE

GEHRAAIYAAN (OPR: 49)





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Online Streaming (Fiction) Content Testing

Ormax Stream Test

September 2022



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