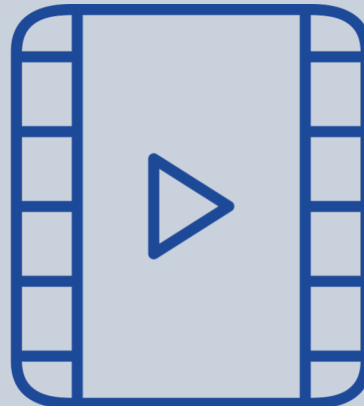


NINE TYPES OF OTT AUDIENCE IN INDIA

From The Ormax OTT Audience Report: 2019



NINE TYPES OF OTT AUDIENCE IN INDIA

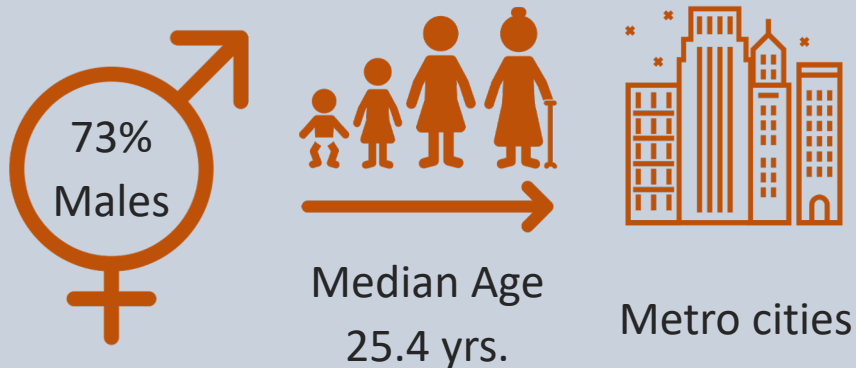
From The Ormaxx OTT Audience Report: 2019



What defines them?

Younger, heavy SVOD viewers in the bigger cities who prefer International content over Indian content, and often binge-watch foreign shows

What is their demographic?



1. YOUNG GLOBAL CITIZENS



How many are they?

16.1% of the Regular OTT Audience in Urban India (73 cities)
= **4.4 Million**

What do they watch the most?



International series & films

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

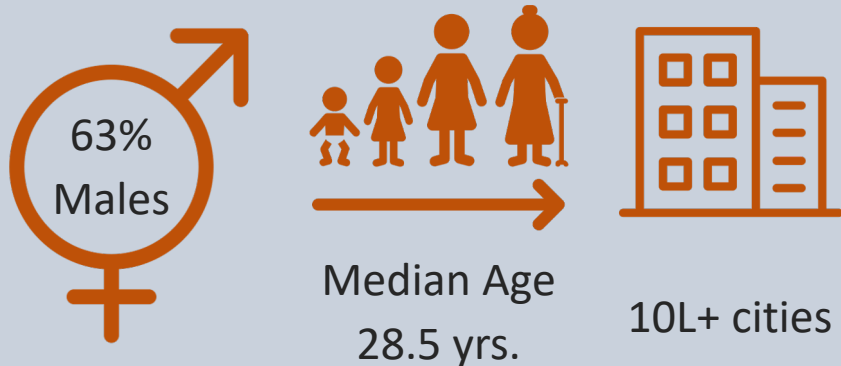
From The Ormaxx OTT Audience Report: 2019



What defines them?

Traditional linear TV viewers who got initiated into OTT content (web-series) primarily through genres like thrillers, crime, suspense and action

What is their demographic?



2. TRYING THROUGH THRILLERS (T3)



How many are they?

13.3% of the Regular OTT Audience in Urban India (73 cities)
= **3.7 Million**

What do they watch the most?



Indian originals in thriller, crime & related genres

Where do they prefer to watch?



NETFLIX



NINE TYPES OF OTT AUDIENCE IN INDIA

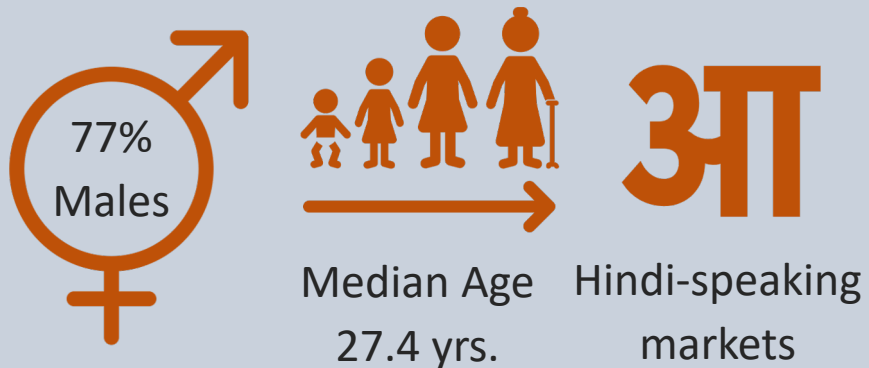
From The Ormaxx OTT Audience Report: 2019



What defines them?

Male-skewed audience group that prefers watching content with voyeuristic elements such as bold scenes and abusive language, largely in the Hindi language

What is their demographic?



3. LUST, SWEARS & DARING (LSD)



How many are they?

11.5% of the Regular OTT Audience in Urban India (73 cities)
= **3.2 Million**

What do they watch the most?



Edgy & voyeuristic fiction, non-fiction & films

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

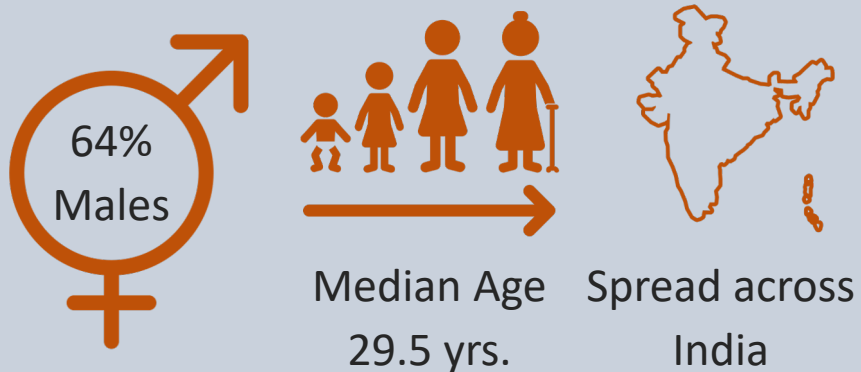
From The Ormaxx OTT Audience Report: 2019



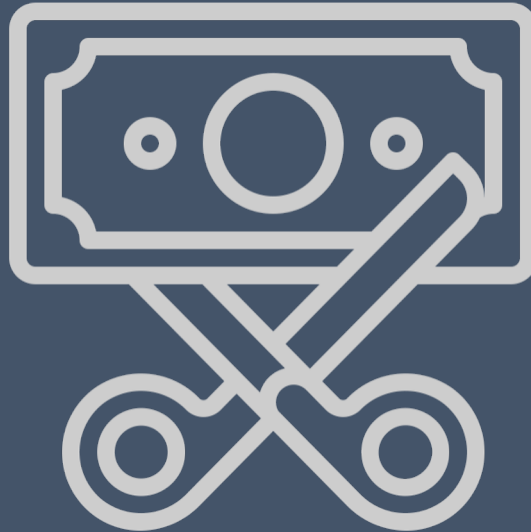
What defines them?

Older (22+) audience who are not heavily into OTT content yet, often inhibited by the price points at which SVOD subscriptions and data costs operate

What is their demographic?



4. PRICE CONSCIOUS CASUALS



How many are they?

11.4% of the Regular OTT Audience in Urban India (73 cities)
= **3.1 Million**

What do they watch the most?



AVOD shows and popular SVOD shows that carry high conversation value

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

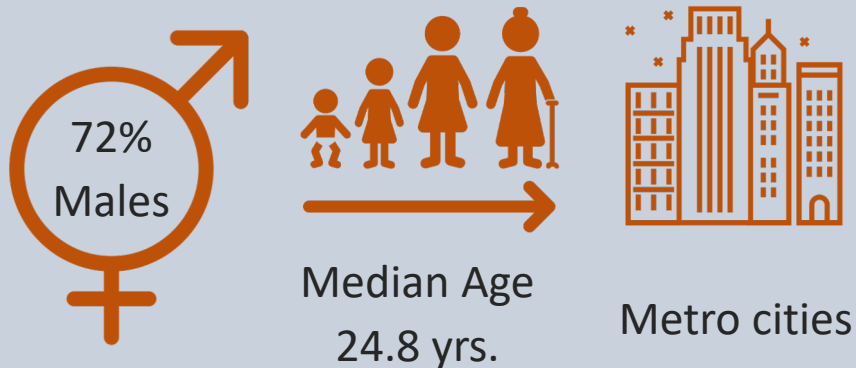
From The Ormaxx OTT Audience Report: 2019



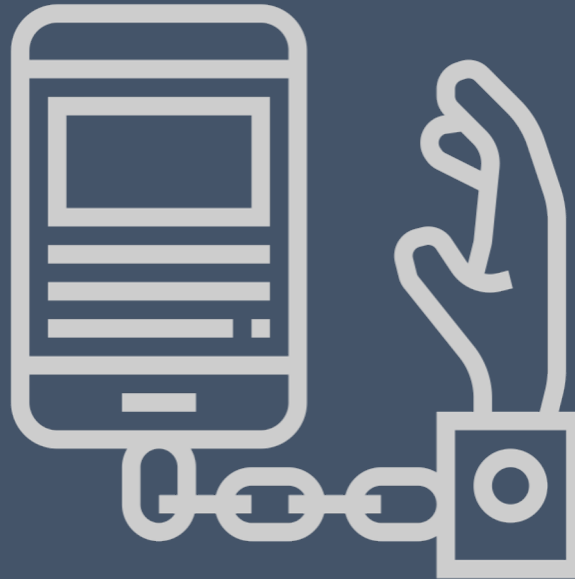
What defines them?

The heaviest viewers in the OTT category, often younger SVOD males in the metro cities, who watch online videos at the slightest available opportunity

What is their demographic?



5. ANYTIME ANYWHERE ADDICTS (AAA)



How many are they?

11.2% of the Regular OTT Audience in Urban India (73 cities)
= **3.1 Million**

What do they watch the most?



Lots of series & films (more Indian than foreign) across platforms

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

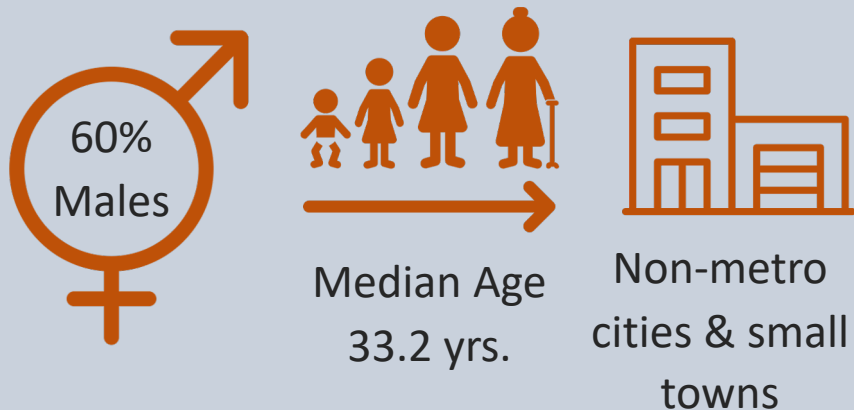
From The Ormaxx OTT Audience Report: 2019



What defines them?

Older (31+) traditional TV viewers, more outside the big metros, who are on OTT (AVOD) primarily to watch catch-up television

What is their demographic?



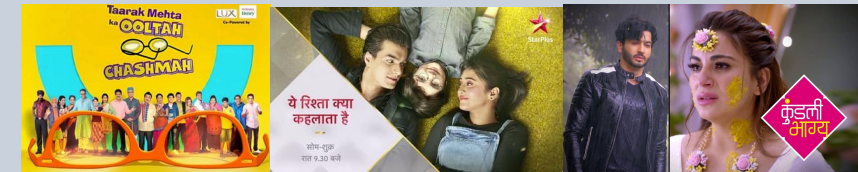
6. THE CATCH-UP CROWD



How many are they?

11.2% of the Regular OTT Audience in Urban India (73 cities)
= 3.1 Million

What do they watch the most?



Catch-up GEC content, news and short videos

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

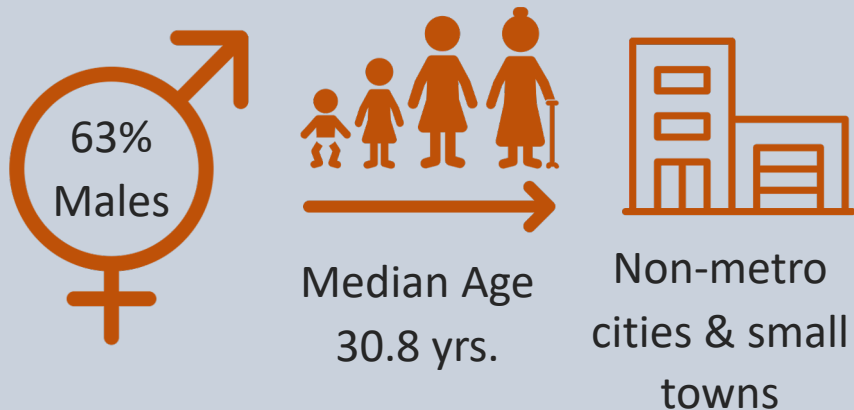
From The Ormaxx OTT Audience Report: 2019



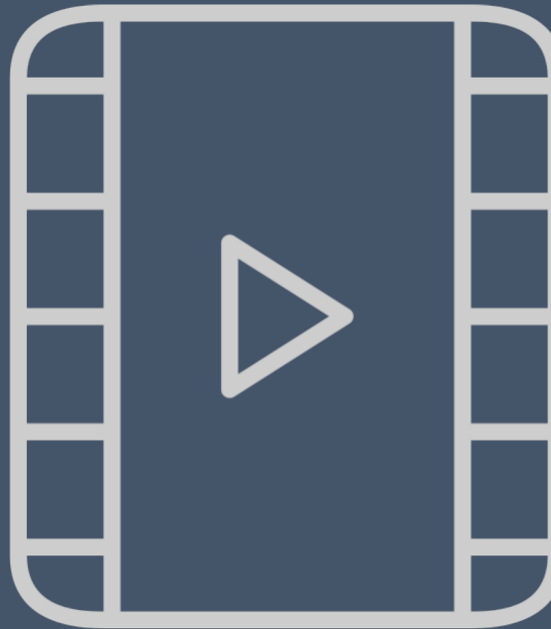
What defines them?

Light OTT viewers, skewed towards the older (31+) age group, who stream, mostly on the weekends, predominantly only to watch movies

What is their demographic?



7. MERELY FOR MOVIES



How many are they?

8.9% of the Regular OTT Audience in Urban India (73 cities)
= **2.5 Million**

What do they watch the most?



Movies & short videos

Where do they prefer to watch?



prime video



NINE TYPES OF OTT AUDIENCE IN INDIA

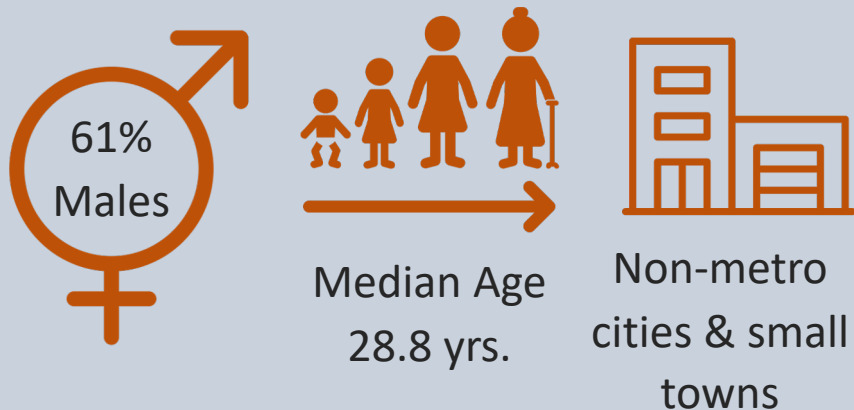
From The Ormaxx OTT Audience Report: 2019



What defines them?

Non-metro skewed light OTT audience whose online consumption is primarily limited to long and short-format comedy content

What is their demographic?



8. LAUGH OUT LOCALS (LOL)



How many are they?

8.6% of the Regular OTT Audience in Urban India (73 cities)
= **2.4 Million**

What do they watch the most?



Comedy shows (fiction & stand-up), short-format comedy & songs

Where do they prefer to watch?



NINE TYPES OF OTT AUDIENCE IN INDIA

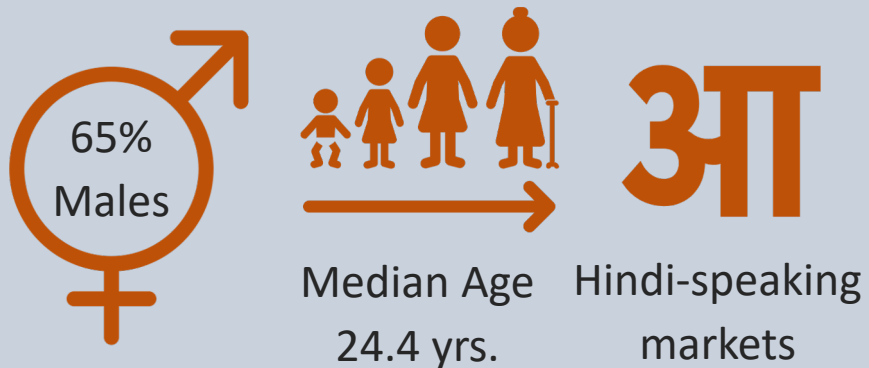
From The Ormaxx OTT Audience Report: 2019



What defines them?

Younger (15-30 yrs.) weekend viewers in the Hindi-speaking markets who show a favorable disposition towards youthful content, especially that produced by TVF

What is their demographic?



9. YOUTHFUL URBAN PSYCHE (YUP)



How many are they?

7.9% of the Regular OTT Audience in Urban India (73 cities)
= **2.2 Million**

What do they watch the most?



College-based & youthful shows

Where do they prefer to watch?



prime video

