AUDIENCE SEGMENTATION APPROACH

Ormax Media Affluence (OMA)

January 2026

INTRODUCING ORMAX MEDIA AFFLUENCE (OMA)

- **Affluence** is a critical dimension in analysing Media & Entertainment (M&E) audiences in India, given the country's wide economic disparity

- The traditional NCCS framework relies on ownership of basic household items - many now common necessities - and treats affluence as a household attribute, whereas media consumption is shaped as much by social and psychographic factors as by household economics

- **Ormax Media Affluence (OMA)** uses 21 carefully-selected parameters to assign each audience member an OMA score, to classify them as A, B, C, or D. These parameters capture not just media consumption but also the monetary value of that consumption, making OMA a robust surrogate for a person's propensity to spend time and money on M&E products and services

Parameters & Classification System

ORMAX MEDIA AFFLUENCE (OMA) PARAMETERS

Family Consumption at Home

- Broadband Internet connection
- Number of TV sets
- DTH/ Cable connection
- Pay TV connection
- CTV usage for streaming

Digital Consumption (Individual)

- Smartphone ownership
- Price of smartphone owned
- Time spent on video streaming
- Number of paid OTT subscriptions
- Access to paid audio streaming
- In-app purchases in gaming apps
- Rental (TVOD) on OTT
- Spends on creator content (badges, newsletters, etc.)

Out-of-Home Consumption

- Movie theatre visits
- Number of movies watched in theatre
- Average Ticket Price (ATP) for movies
- Music concerts attendance
- Price of concert ticket
- Sports watched in stadium
- Price of sports ticket
- Stand-up comedy/ Play/ Performance attendance

POINTS SYSTEM

FAMILY CONSUMPTION AT HOME

PARAMETER	0 POINTS	1 POINT	2 POINTS	3 POINTS
Broadband Internet connection	No	-	Yes	-
Number of TV sets	No TV	1 TV	2+ TVs	-
DTH/ Cable connection	No	Yes	-	-
Pay TV connection	FTA/ No connection	Yes	-	-
CTV usage for streaming	No	-	Yes	-

Maximum points (highlighted in green) for Family Consumption at Home = 8

POINTS SYSTEM

DIGITAL CONSUMPTION (INDIVIDUAL): 1/2

PARAMETER	0 POINTS	1 POINT	2 POINTS	3 POINTS
Smartphone ownership	No	Yes	-	-
Smartphone price	<10K/ Not owned	11-20K	21-40K	40K+
Time spent on video streaming (avg. per day)	<1 hr.	1-2 hrs.	2+ hrs.	-
Number of paid OTT subscriptions	0	B2B/ Indirect only	B2C (1-2 apps)	B2C (3+ apps)

Continued…

POINTS SYSTEM

DIGITAL CONSUMPTION (INDIVIDUAL): 2/2

PARAMETER	0 POINTS	1 POINT	2 POINTS	3 POINTS
Access to paid audio streaming (excluding via SVOD subscriptions)	No	-	Yes	-
In-app purchases in gaming apps (last 1 month)	No	Yes	-	-
Rental (TVOD) on OTT (last 1 month)	No	-	Yes	-
Spends on creator content (badges, newsletters, etc.)	No	-	Yes	-

Maximum points (highlighted in green) for Digital Consumption (Individual) = 16

POINTS SYSTEM

OUT-OF-HOME CONSUMPTION: 1/2

PARAMETER	0 POINTS	1 POINT	2 POINTS	3 POINTS
Movie theatre visits (L3M)	No	-	Yes	-
Number of movies watched in theatre (L3M)	0-2	3+	-	-
Average Ticket Price (ATP) for movies	-	>₹250	-	-

Continued…

POINTS SYSTEM

OUT-OF-HOME CONSUMPTION: 2/2

PARAMETER	0 POINTS	1 POINT	2 POINTS	3 POINTS
Music concerts attendance (L6M)	No	Yes	-	-
Price of concert ticket	<₹1000/ Free	>₹1000-2500	>₹2500	-
Sports watched in stadium (L6M)	No	-	Yes	-
Price of sports ticket	<₹1000/ Free	>₹1000	-	-
Stand-up comedy/ Play/ Performance attendance (L6M)	No	-	Yes	-

Maximum points (highlighted in green) for Out-of-Home Consumption = 12

OMA CLASSIFICATION

SCORE LEVELS AND % SHARE OF INDIA'S POPULATION

50%	26%	18%	6%
OMA D 0-10	**OMA C** 11-16	**OMA B** 17-23	**OMA A** 24-36

Classification levels will be updated annually, at the time of data collection for The Ormax OTT Audience Report (typically Jun-Jul).

New parameters may also be added at that stage.

SPLIT OF INDIA'S POPULATION BY OMA SEGMENTS
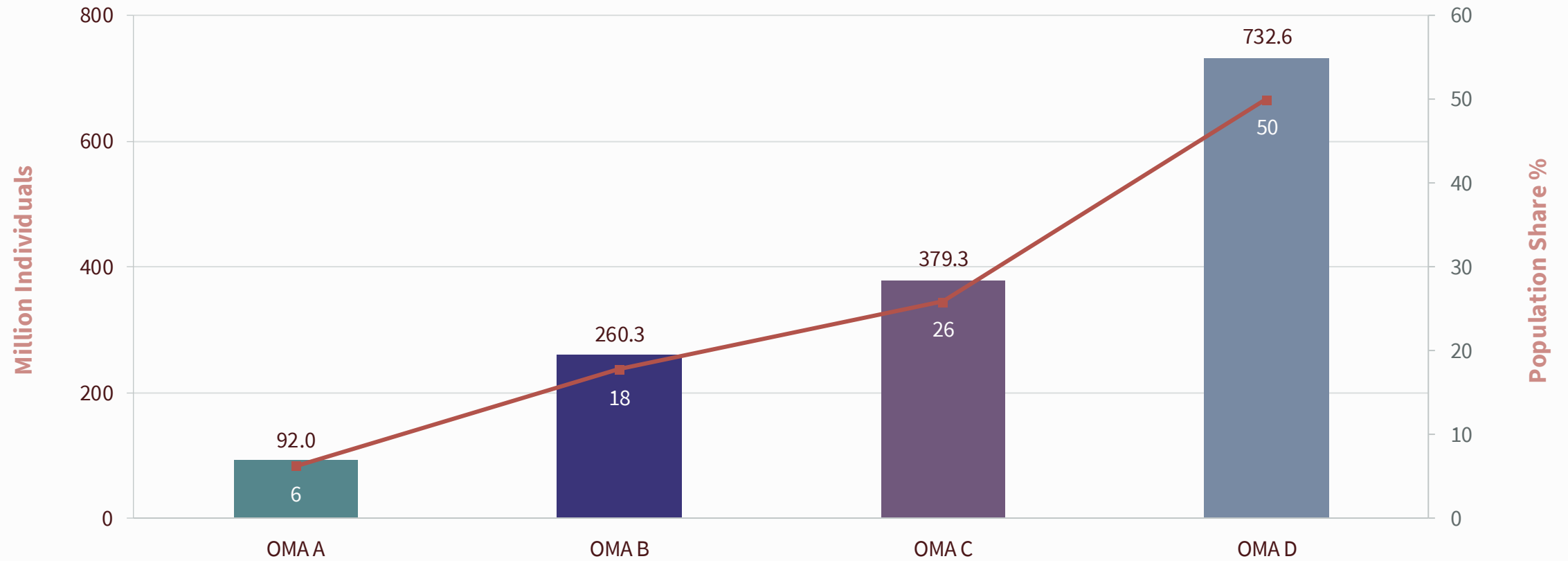
OMA Profiling

OMA SPLIT (%) BY GENDER

Male

OMA B
21%

OMA C
28%

OMA A
7%

OMA D
44%

Female

OMA B
14%

OMA C
24%
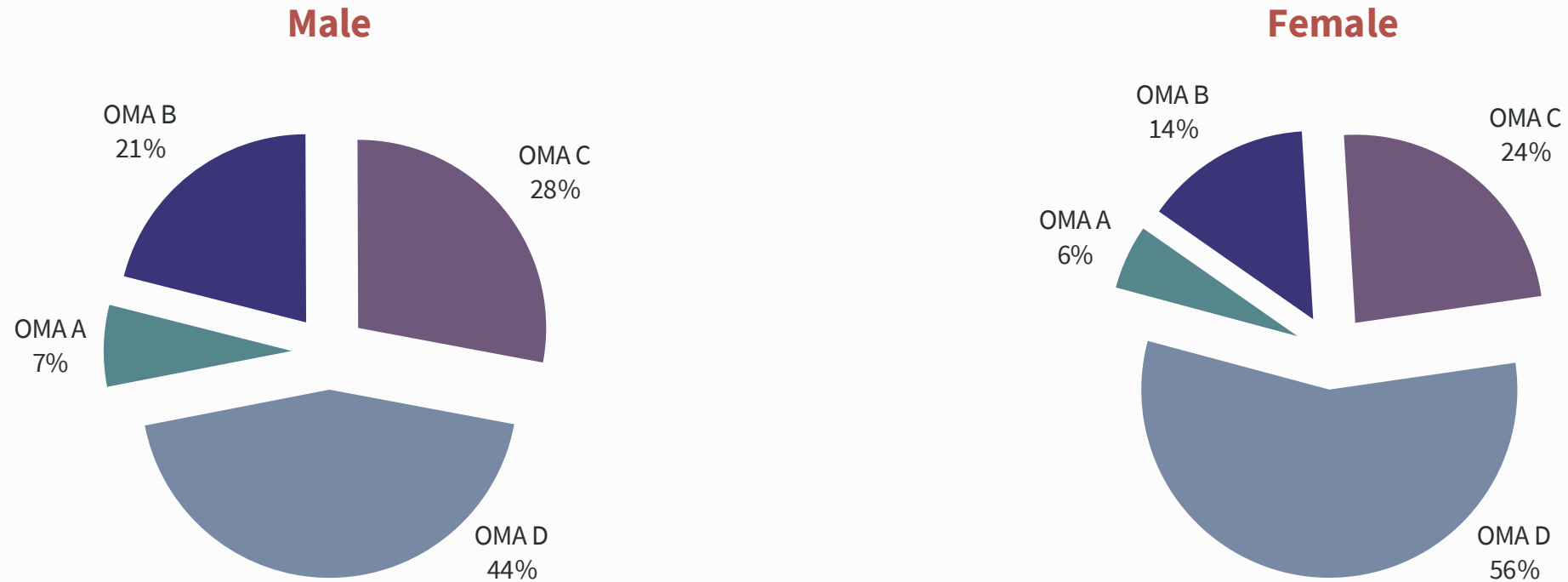
OMA A
6%

OMA D
56%

28% of the male population is OMA AB, compared to 20% of the female population.

This is largely an outcome of out-of-home consumption being male-skewed.

OMA SEGMENTS: GENDER CONTRIBUTION (%)
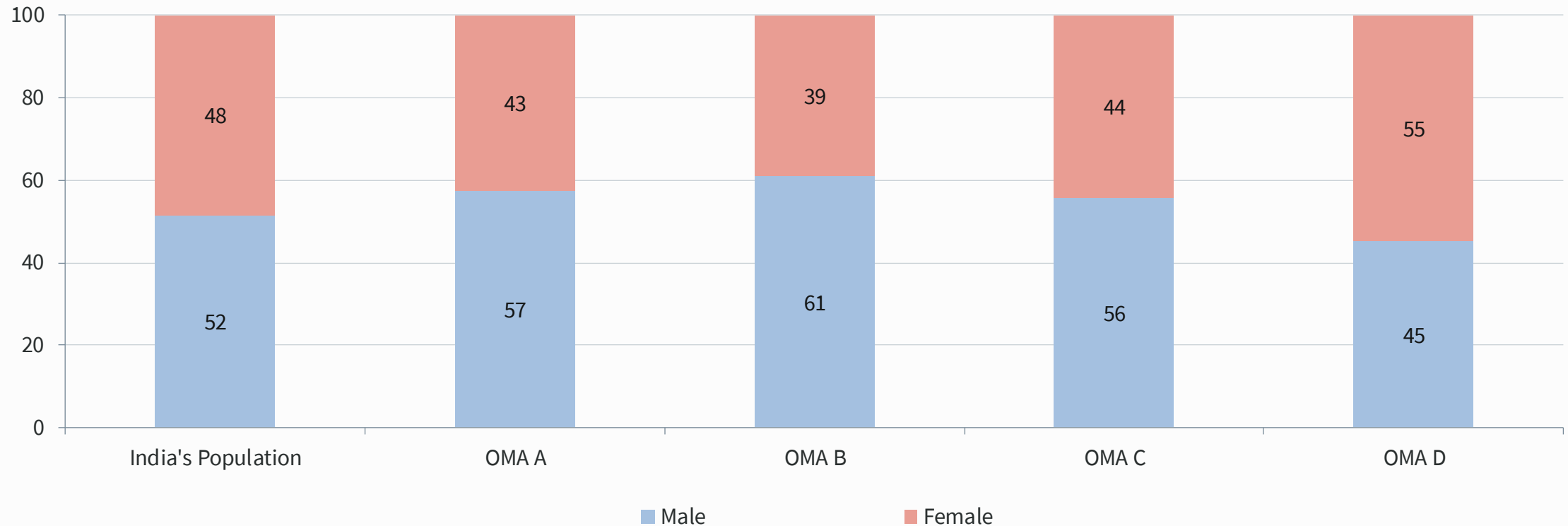
OMA D has a higher proportion of female members than male members, reflective of the larger gender distortion in media consumption in India, especially for out-of-home entertainment such as theatrical films and sports.

OMA SPLIT (%) BY AGE
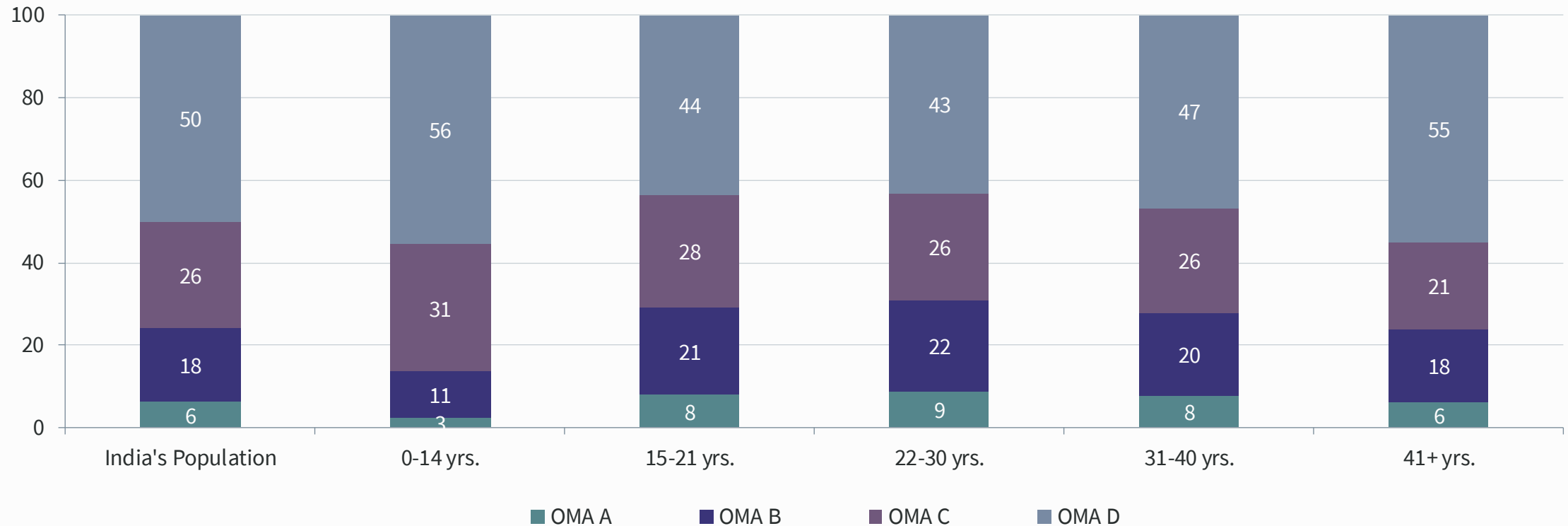
15-40 yrs. group shows a consistent OMA profile, with more than 50% contribution from OMA ABC. OMA profiling changes significantly after the age of 40, reflective of less variety in the media consumption habits of older audiences.

OMA SEGMENTS: AGE CONTRIBUTION (%)
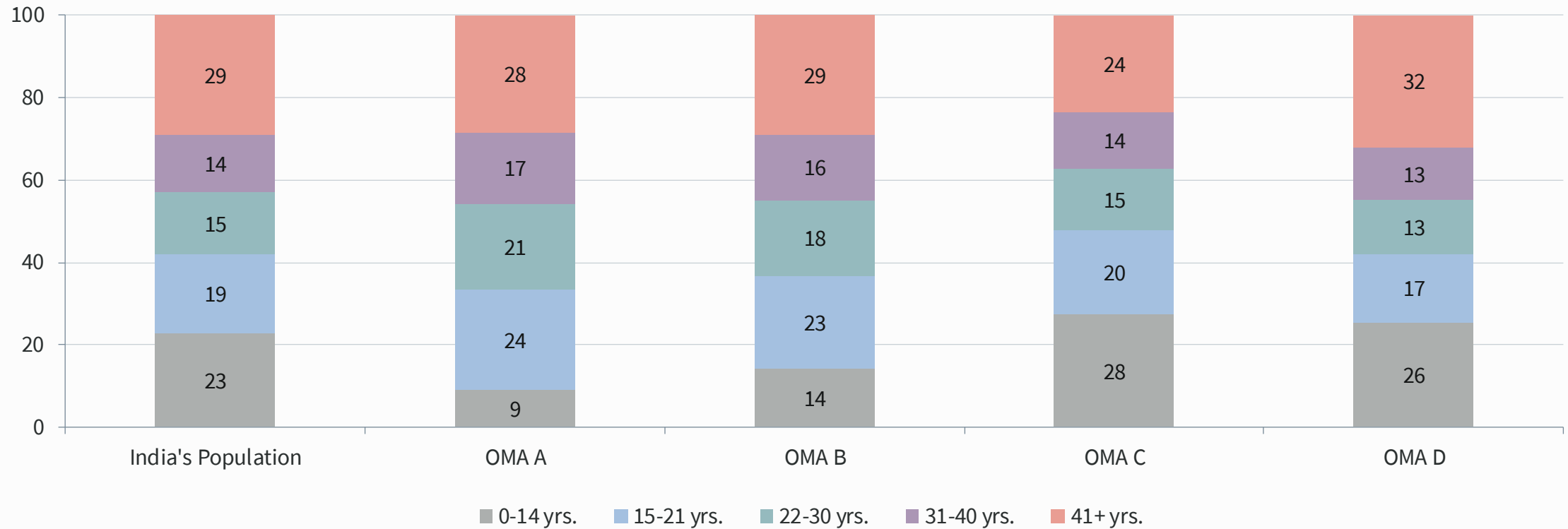
OMA A is sharply skewed towards 15-30 yrs., who contribute 45% to it, compared to just 34% contribution to the overall population.

OMA SPLIT (%) BY POP STRATA
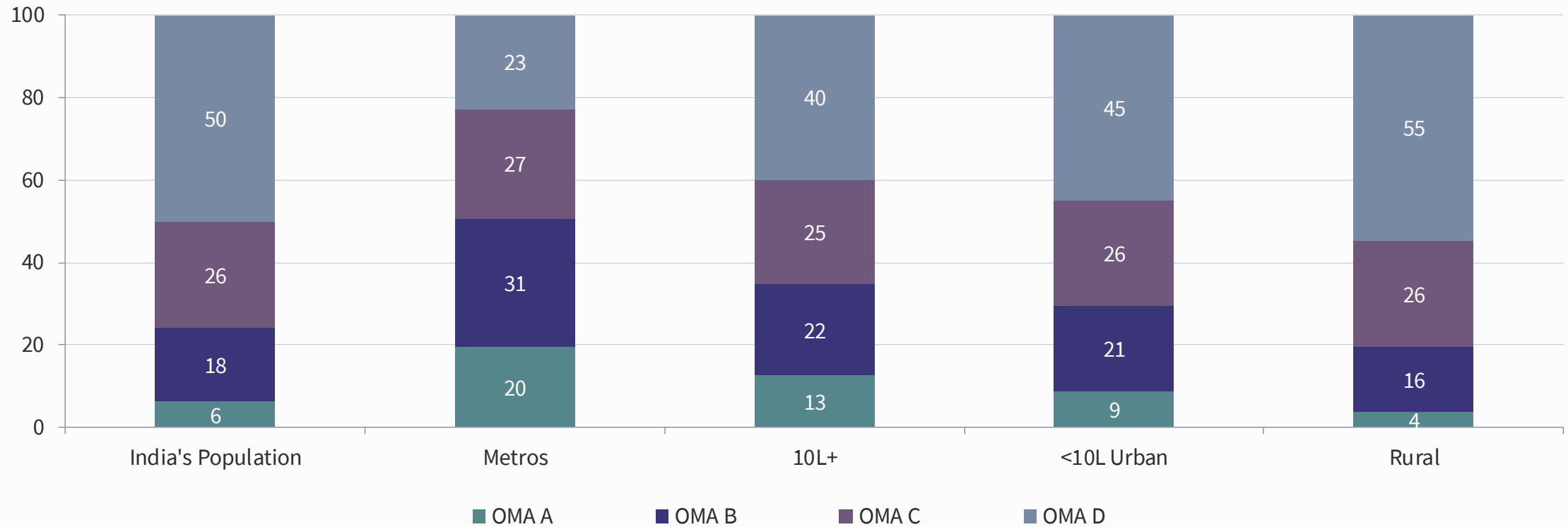
There is a sharp OMA trend by pop strata, with higher OMA AB share in Metros in particular, at 51%.

OMA SEGMENTS: POP STRATA CONTRIBUTION (%)

	India's Population	OMA A	OMA B	OMA C	OMA D
Rural	67	42	59	68	74
<10L Urban	20	29	23	20	18
10L+	8	16	10	8	6
Metros	4	14	8	4	2

■ Metros   ■ 10L+   ■ <10L Urban   ■ Rural
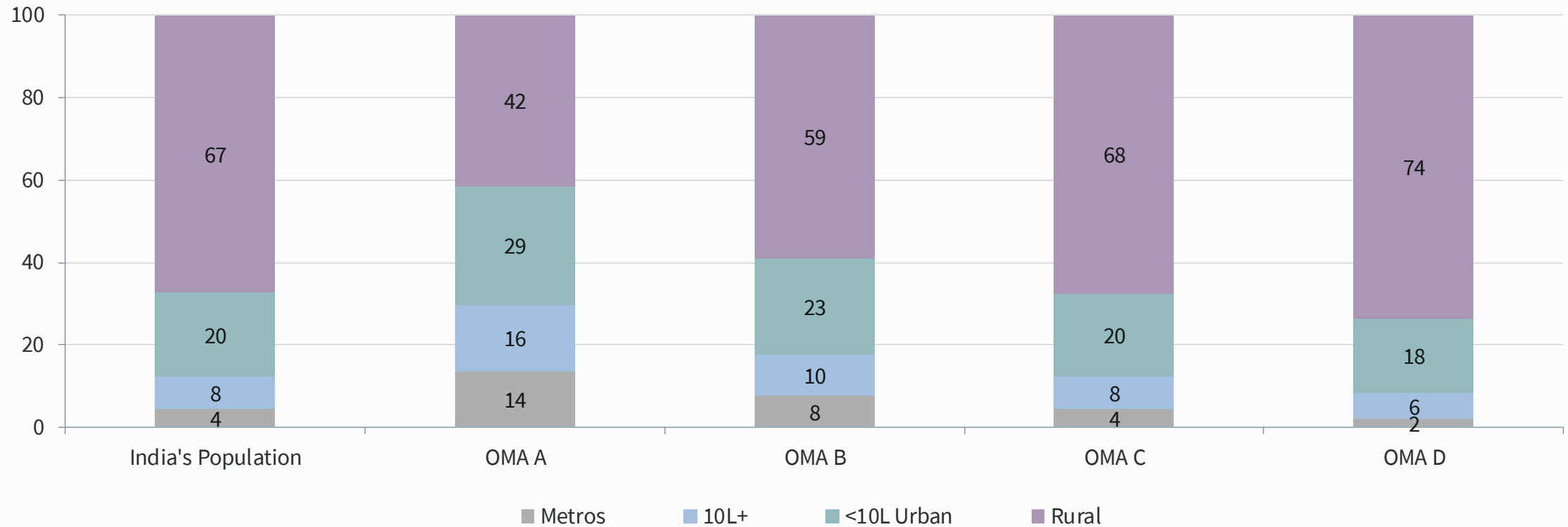
Despite the significant Metro skew, 42% of OMA A still hails from Rural India,

which is a reflection of the huge rural population of India.

OMA SPLIT (%) BY STATE

State	OMA A	OMA B	OMA C	OMA D
India's Population	**6**	**18**	**26**	**50**
UP-Uttarakhand	4	13	25	57
Bihar-Jharkhand	3	15	24	59
Maharashtra (incl. Goa)	9	19	28	44
MP-Chhattisgarh	5	13	25	57
West Bengal (incl. A&N)	6	17	26	51
AP-Telangana	8	23	26	43
PHCHPJK	7	23	24	45
Rajasthan	4	17	24	56
Tamil Nadu (incl. Pud)	12	22	27	39
Gujarat (incl. DNH, DD)	6	18	28	48
Karnataka	8	20	27	45
North East	6	22	26	45
Odisha	5	21	30	45
Kerala (incl. Laksh.)	10	23	30	37
Delhi NCT	20	29	27	24

OMA SEGMENTS: STATE CONTRIBUTION (%)

State	India's Population	OMA A	OMA B	OMA C	OMA D
UP-Uttarakhand	18	13	13	17	20
Bihar-Jharkhand	12	5	10	11	14
Maharashtra (incl. Goa)	9	13	10	10	8
MP-Chhattisgarh	8	7	6	8	10
West Bengal (incl. A&N)	7	7	7	7	7
AP-Telangana	6	8	8	6	5
PHCHPJK	6	7	8	6	6
Rajasthan	6	4	5	5	6
Tamil Nadu (incl. Pud)	6	10	7	6	4
Gujarat (incl. DNH, DD)	5	5	5	6	5
Karnataka	5	6	6	5	5
North East	4	4	5	4	3
Odisha	3	3	4	4	3
Kerala (incl. Laksh.)	3	4	3	3	2
Delhi NCT	2	5	3	2	1

www.ormaxmedia.com

@OrmaxMedia