



## A rise in AVOD audience fuels India's OTT growth

The latest edition of The Ormax OTT Audience Report sizes India's digital video universe at 547.3 Million users, i.e., 13.8% growth vis-à-vis 2023

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By Our Insights Desk

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### Summary

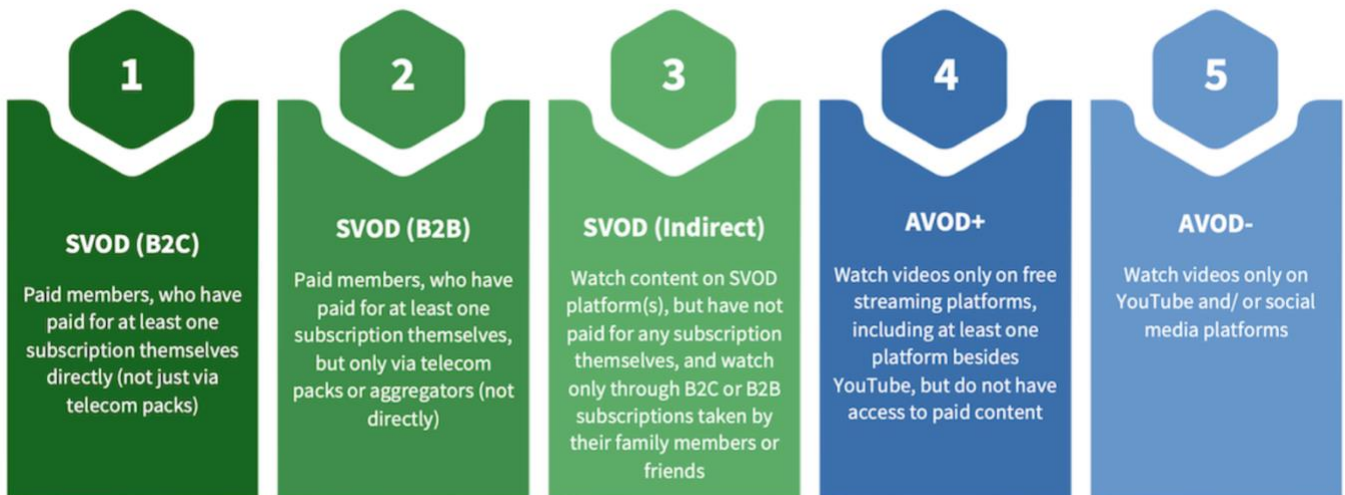
- India's OTT audience universe (defined as number of people who have watched online videos at least once in the last month) is estimated at 547.3 Million in 2024, i.e., a growth of 13.8% vis-à-vis 2023
  - The growth rate of 2024 (13.8%) is at par with the previous year's growth (13.5%), indicating a stabilisation of the category post the pandemic. 38% of India's estimated 2024 population is consuming online video content, up from 34% last year
  - The growth is entirely driven by the AVOD audience segment, which has grown at 21%, even as the SVOD segment remains stagnant at around the 150 Million mark
  - The SVOD (B2C) segment averages at 2.5 subscriptions per user, leading to a total of 99.6 Million direct-to-consumer paid subscriptions in India
  - Audience who use Connected TV to consume online video content stands at 69.7 Mn, constitution 13% of the OTT universe
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We started publishing The Ormax OTT Audience Report in 2021. The annual report is our endeavour to size the growing Indian OTT (digital video) market using primary research, than rely purely on secondary data, proxy variables (like Internet and smartphone penetration) or industry estimates.

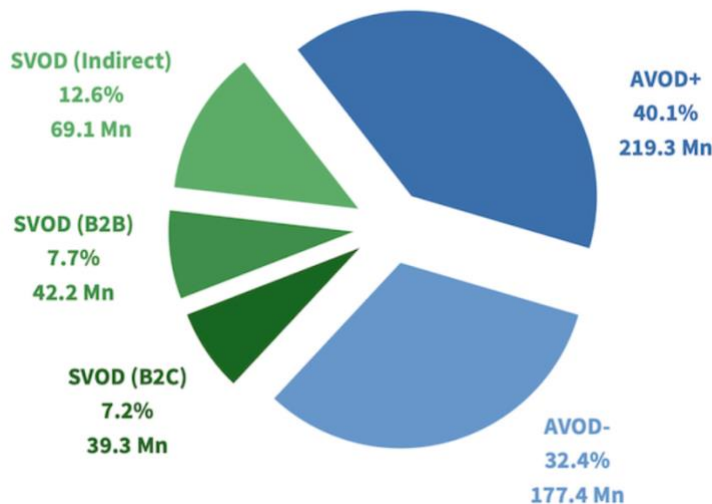
The fourth edition, titled **The Ormax OTT Audience Report: 2024**, based on data collected from 12,000 respondents across India in Jun-Jul 2024, is now out, and available for subscription (see details at the end of this article). As per the report, India's OTT audience universe, defined as those who have watched digital videos at least once in the last one month, is now at **547.3 Million** (or 54.73 Crore) people. The growth from 2023 to 2024 stands at 13.8%, which is comparable to the growth from 2022 to 2023 (13.5%). India's OTT penetration now stands at 38% of the country's population, up from 34% last year. Year-on-year growth of India's OTT (digital video) universe can be seen in the chart below.



The report divides the 547.3 Million OTT universe into five segments, defined in the chart below, based on free vs. paid usage.

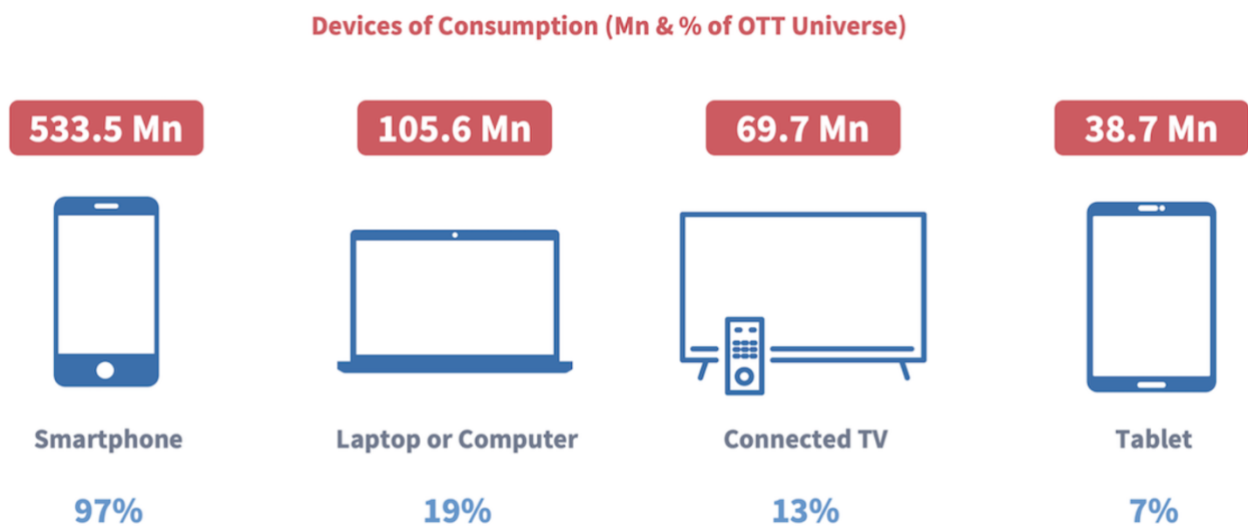


The size of the five segments can be seen in the chart below. SVOD (Subscription Video on Demand) audiences, who have access to paid content, comprise of 150.6 Million people, i.e., 27.5% of India's OTT universe. The remaining 72.5% (396.6 Mn) are accessing only free content, and a sizeable section out of these are watching videos only on YouTube and social media apps. The SVOD audience segment has witnessed a decline this year, and the growth of the OTT universe has been solely driven by the AVOD audience segment, which has grown by 21%.



The SVOD (B2C) segment averages at 2.5 subscriptions per user, leading to a total of 99.6 Million active direct-to-consumer paid subscriptions in India.

The report also provides an understanding into the various devices used by the OTT universe in India, to consume online videos, as seen in this chart:



The smartphone is the preferred device for online video consumption, with 97% of the OTT universe using it. In contrast, all other devices are used by less than 20% of the OTT audience. 81% Indian OTT audience use only the smartphone to watch online videos. Audience that use Connected TV to consume online videos stands at 69.7 Mn, constituting 13% of the OTT universe.

Read the press coverage of the report in [Variety](#), [Mint](#), and [Afaqs!](#).

To subscribe to *The Ormax OTT Audience (Sizing) Report: 2024* please drop in an email to [reports@ormaxworld.com](mailto:reports@ormaxworld.com), and we will connect with you soon.