



Product launch: Ormax Stream Track (AVOD)

To cater to AVOD originals in particular, Ormax Stream Track now has a dedicated AVOD-only version. [Read more about it here](#)

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Summary

- Launched in April 2020, Ormax Stream Track has tracked more than 1,300 properties till date
 - Based on market feedback, we have now launched a dedicated AVOD version of Ormax Stream Track, which covers only AVOD audience, tracking AVOD originals and catch-up TV content among them
 - This article has more details about this variant of Ormax Stream Track, as well as a sample report
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In April 2020, we launched **Ormax Stream Track**, our proprietary campaign tracking product for the Indian streaming category. The tool tracks streaming originals (series and direct-to-OTT films) and theatrical films launched on OTT platforms on four audience parameters: Buzz, Reach, Appeal & [Potency](#). Each property enters the track when its trailer is launched, and continues to be tracked for upto four weeks after the launch date. As on date, more than 1,300 properties have been tracked in Ormax Stream Track till date.

The sample design of Ormax Stream Track is based on the profile of original OTT content viewers. Since original content on OTT has traditionally been available more on SVOD platforms, this audience profile is skewed towards SVOD audience, to the extent of 67% (vis-a-vis 33% AVOD audience).

However, there have been increased number of launches in the AVOD category in recent times, especially with the growing presence Amazon MX Player (earlier Amazon miniTV), and a host of YouTube channels and shows that are investing in original shows. Our own reports (read [here](#)) suggest that the future of AVOD business looks very promising in India.

Based on these market dynamics, and feedback from our business partners, we have now launched **a dedicated AVOD-only version of Ormax Stream Track**. Covering only AVOD audiences as its base, this track follows the same principles as the original Ormax Stream Track. Potency, which is a parameter focused on the ability of a content piece to generate paid subscriptions is not a part of the AVOD version. The reporting frequency of both tracks is twice a week, i.e., every Tuesday and Friday.

Ormax Stream Track (AVOD) tracks AVOD originals as well as catch-up TV shows, which form an important part of the offerings on many AVOD platforms. The first week's report can be seen below. Note that there are no direct-to-OTT films in this report because no AVOD films were in their active campaign stage during the period of this track (Jan 3-9, 2025).

Ormax Stream Track (AVOD)
Jan 3-9, 2025



Show	Platform	Launch Date	WTL	Buzz	Reach	Appeal
Lovely Lolla	Dreamiyata Drama	25-Dec-24	2	4	29	38
Dil Ko Rafu Karr Lei	Dreamiyata Drama	25-Dec-24	2	5	29	32
Party Till I Die	Amazon MX Player	24-Dec-24	2	12	44	46
Swipe Crime	Amazon MX Player	20-Dec-24	2	7	56	47
Karate Girls	Amazon MX Player	13-Dec-24	3	19	72	50
Mohrey	Amazon MX Player	06-Dec-24	4	20	64	39

TV Shows on OTT	Platform	Launch Date	WTL	Buzz	Reach	Appeal
Mannat	JioCinema	06-Jan-25	0	13	48	42
Laughter Chefs S2	JioCinema	25-Jan-25	-3	8	69	51
Celebrity MasterChef	Sony LIV	CS	NA	11	65	39
Rambhakt Tulsidas	ZEE5	CS	NA	4	38	32
Meri Bhavya Life	JioCinema	CS	NA	4	30	22
Radhika Dil Se	Sony LIV	CS	NA	6	26	24
Aami Daakini	Sony LIV	CS	NA	3	15	56
C.I.D	Sony LIV	21-Dec-24	2	30	95	59

If you have any queries related to Ormax Stream Track, or would like to subscribe to it, please email us at reports@ormaxworld.com.