



PRODUCT UPDATE

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# Content Testing for Documentaries on Streaming

Ormax Stream Test

August 2023

## OPR DRIVERS

### DOCUMENTARIES



*Driver weights vary by Indian vs. International documentaries; Weights mentioned here are for Indian documentaries*

# 1. KNOWLEDGE (24%)

## 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!  
 Increased awareness  
 Lesser-known facts

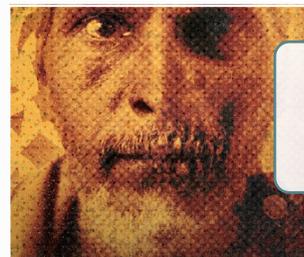
True events  
 Informative & educational  
 Learnt something new!

Mumbai Mafia: Police vs...



75

The Diary Of A Serial Killer



63

Cinema Marte Dum Tak



54

## 2. CREDIBILITY (15%)

### Definition

Accurate and unbiased depiction of events, through robust research and inclusion of different perspectives, leading to believability of facts

### Keywords

Detailed research

Balanced viewpoints

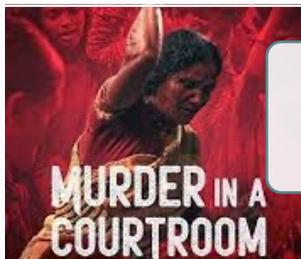
Accurate portrayal of reality

Shows both sides of the story

Fair and neutral

Without any agenda

Murder In A Courtroom



69

Mumbai Mafia: Police vs...



66

Crime Stories: India...



58

### 3. AUTHENTIC TREATMENT (13%)

#### Definition

Realistic depiction of locations, setting, characters, etc., in a way that comes across as factually sound and genuine

#### Keywords

Realistic portrayal of true events

Like a real thing, not over the top

Must have happened exactly how it's shown

Serious and purposeful

Like news

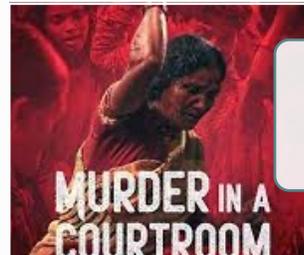
Not overdone with too much drama

The Butcher Of Delhi



71

Murder In A Courtroom



67

1232 KMS



63

## 4. THEME RELEVANCE (11%)

### Definition

A topic of interest, because of its importance in the personal life of the audience, or because of its larger social, cultural, political or economic significance

### Keywords

Related to my life

Relevant to our society today

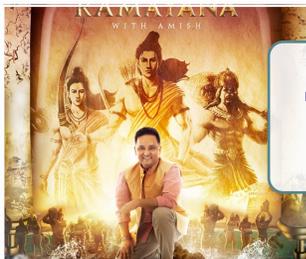
On a topic I follow

I see this in the news too

Important topic in today's times

This affects me and my family

Legends Of The Ramayana...



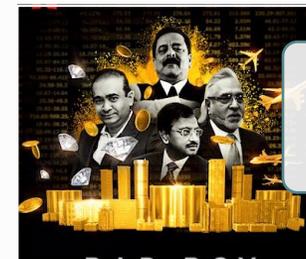
77

Beast Of Bangalore



64

Bad Boy Billionaires



51

## 5. THEME UNIQUENESS (9%)

### Definition

Uniqueness and originality of theme, creating a sense of excitement to watch something that's new and unexplored

### Keywords

Fresh

Never-seen-before

High-concept

Unexplored topic

Unconventional subject

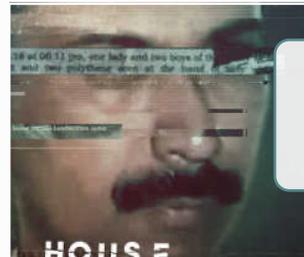
Different from other documentaries

Cinema Marte Dum Tak



70

House Of Secrets...



63

Bad Boy Billionaires



55

## 6. SUSPENSEFUL NARRATIVE (8%)

### Definition

Unpredictable narrative progression, 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!

Edge-of-the-seat

House Of Secrets...



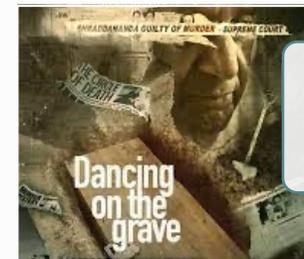
66

Beast Of Bangalore



58

Dancing On The Grave



55

## 7.SURPRISE & AMAZEMENT (8%)

### Definition

The ability of the documentary to create a sense of awe or shock, through its imaginative content that goes beyond the realm of familiar and conventional

### Keywords

Never thought this can happen!

Left me speechless!

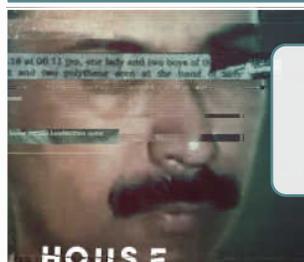
Bizarre

Shocking to know

The 'wow' factor

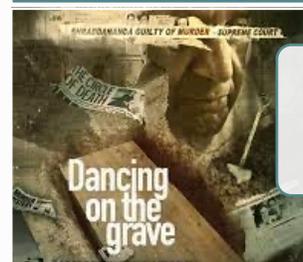
Beyond my imagination!

House Of Secrets...



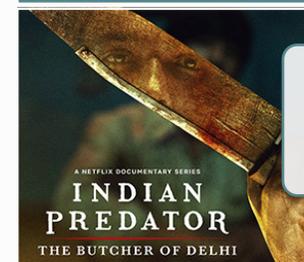
85

Dancing On The Grave



77

The Butcher Of Delhi



60

## 8. EMOTIONAL HEFT (7%)

### 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 conflicts

Emotional connect

Sentimental



53



51



47

## 9. INSPIRATION (5%)

### Definition

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

### Keywords

Inspiring & uplifting  
 Motivational  
 Important message

Encouragement  
 Resilience  
 Empowerment

Roar Of The Lion



76

Bandon Mein Tha Dum



66

1232 KMS



52



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