

The Ormax OTT Audience Report: 2022

Segmentation of Indian AVOD Audience (Urban 15+ yrs.)

Audience Segmentation: Size & Definition



25%

KAS

Knowledge & Adrenaline Seekers

Predominantly male audience whose online video consumption is driven by male-skewed genres, especially News, Sports, Knowledge & Action

21%

FW

The Family Woman

Older female-led cohort watching digital videos primarily on YouTube, with very low affinity for long-form OTT fiction content

20%

PIM

Pan-India Masala

A 'mass' cohort from across India, with a strong representation from the Southern states, who watch online videos, especially in comedy and music genres, primarily for relaxation

18%

RTGS

Ready To Go SVOD

Young AVOD audience with highest exposure to web-series and other forms of digital entertainment, suggesting high SVOD readiness

15%

T3

The TV Traditionalists

Older audience whose online video consumption is limited to short videos and catch-up TV, with limited interest in web originals

Pen Portrait: Knowledge & Adrenaline Seekers (KAS)

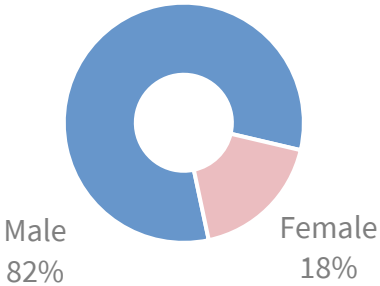


Knowledge & Adrenaline Seekers

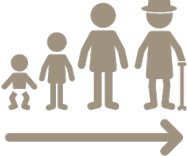
25%

Predominantly male audience whose online video consumption is driven by male-skewed genres, especially News, Sports, Knowledge & Action

Gender Profile



Median Age



28.8 years

Defining Media Brands



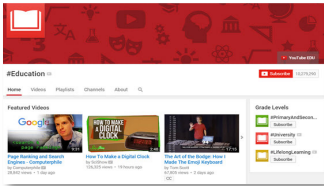
Highest Appeal across segments for



News



Sports



Knowledge

Pen Portrait: The Family Woman (FW)

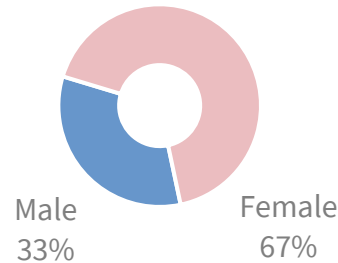


FW

The Family Woman **21%**

Older female-led cohort watching digital videos primarily on YouTube, with very low affinity for long-form OTT fiction content

Gender Profile



Median Age



33.3 years

Only **19%** have visited a movie theatre in the last six months (least across segments)

Defining Media Brands



46% watch online videos **only on YouTube & social media**

High affinity for **Knowledge videos** on YouTube, especially those related to **Education, Health & Food**



Lowest time spent on online videos across segments

Only **22%** interested in **web-series** (least across segments)



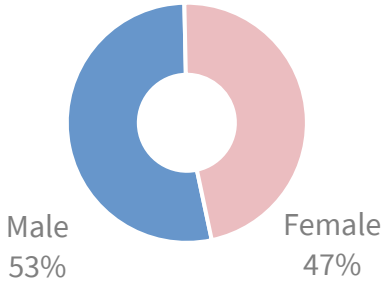
Pen Portrait: Pan-India Masala (PIM)



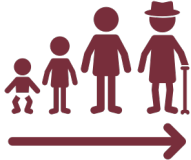
Pan-India Masala
20%

A ‘mass’ cohort from across India, with a strong representation from the Southern states, who watch online videos, especially in comedy and music genres, primarily for relaxation

Gender Profile



Median Age



28.6 years

Defining Media Brands



Highest contribution from South India (41%) across segments



75%+ Appeal for entertainment-driven formats Comedy & Music

Pen Portrait: Ready To Go SVOD (RTGS)

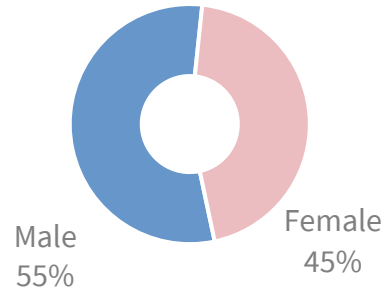


RTGS

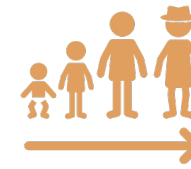
Ready To Go SVOD **18%**

Young AVOD audience with highest exposure to web-series and other forms of digital entertainment, suggesting high SVOD readiness

Gender Profile



Median Age



23.4 years



Most **NCCS A**
skewed segment
(42% contribution)

Defining Media Brands



Variety seekers
with content
choices spanning
diverse genres,
in both **short &
long formats**

ENG

Highest consumption
of **English** language
content (**51%**) across
segments

Highest
consumption of
cinema, music
streaming apps,
online games &
online shopping
across segments

Pen Portrait: The TV Traditionalists (T3)

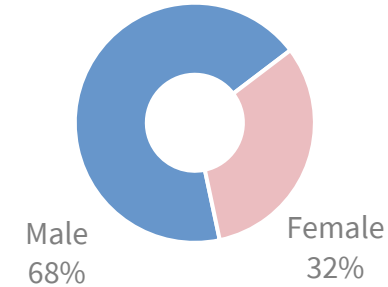


T3

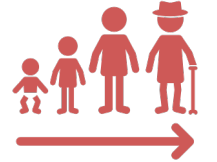
**The TV
Traditionalists
15%**

Older audience whose online video consumption is limited to short videos and catch-up TV, with limited interest in web originals

Gender Profile



Median Age



35.6 years

Defining Media Brands

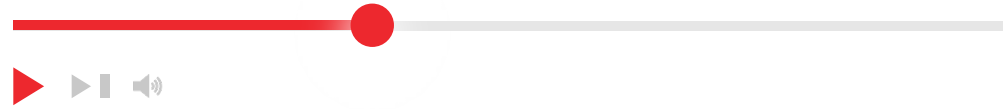


High affinity for catch-up TV & reality shows

**Only 22%
interested in
web-series**



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