

The Ormax OTT Audience Report: 2022

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

SVOD Audience Segments: Size & Definition



23%

NTO

New To OTT

Older audience who are still getting used to streaming content, which is a shift from their traditional GEC content choices, leading to their consumption of long-form OTT content being limited to select big films & shows

22%

HSM

Hindi-Streaming Mods

Upmarket audience in Hindi-speaking markets, especially metros and mini metros, who consume a wide array of Hindi language content across formats & genres

21%

S3

Special South Squad

A consortium of 'mass' audience who prefer watching content made in regional languages, especially South Indian films

18%

ATS

Addicted To Streaming

Male-dominant cohort of the heaviest viewers of digital video content across segments, with affinity to multiple languages, formats, genres and platforms

16%

WWW

What A Wonderful World!

Younger men who prefer global (English & International content) over Indian content, in turn forming the core viewer base of Marvel content & Netflix in India

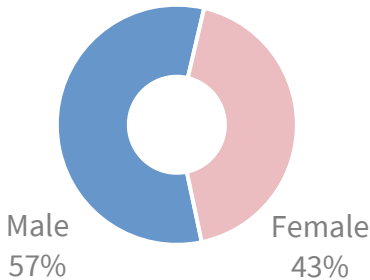
Pen Portrait: New To OTT (NTO)



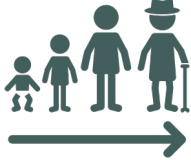
New To OTT
23%

Older audience who are still getting used to streaming content, which is a shift from their traditional GEC content choices, leading to their consumption of long-form OTT content being limited to select big films & shows

Gender Profile



Median Age



35.6 years

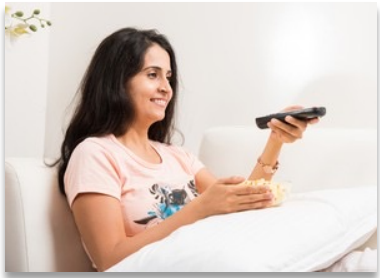
Defining Media Brands



Defining Genres for Streaming Content

Comedy
Suspense Thriller
Crime/ Legal

Traditional, GEC mindset



GECs hold
72%
share of favorite
TV channel

Defining Shows & Films: New To OTT (NTO)



HOME

MOVIES

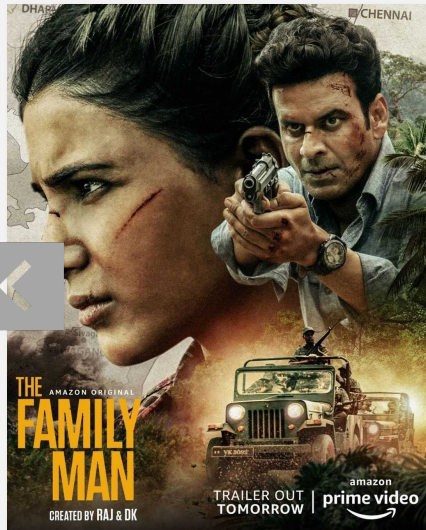
NEW

FAVOURITE

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The Family Man S2
Amazon Prime Video



Shershaah
Amazon Prime Video



Atrangi Re
Disney+ Hotstar



Bhuj: The Pride of India
Disney+ Hotstar



Jai Bhim
Amazon Prime Video

Pen Portrait: Hindi-Streaming Mods (HSM)

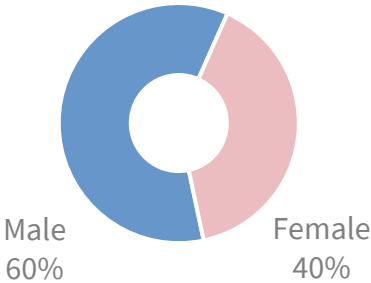


Hindi-Streaming
Mods

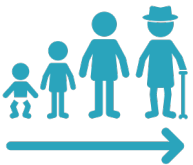
22%

Upmarket audience in Hindi-speaking markets, especially metros and mini metros, who consume a wide array of Hindi language content across formats & genres

Gender Profile



Median Age



29.2 years



Most **NCCS A**
skewed segment
(62% contribution)

Defining Media Brands



MXPLAYER



Defining Genres for Streaming Content

Comedy
Suspense Thriller
College/ Youthful
Crime/ Legal
Action
Social message-based

Top Influencers



Bhuvan Bam
Carry Minati

Strongest segment for
Reality shows, Anthologies &
Documentaries



Highest usage
(43%) of
Connected TV
across
segments

Defining Shows & Films: Hindi-Streaming Mods (HSM)



HOME

MOVIES

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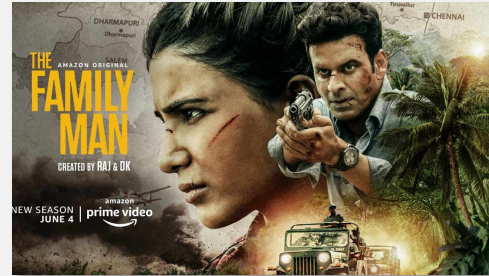
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Shershaah
Amazon Prime Video



The Family Man S2
Amazon Prime Video



Special Ops 1.5
Disney+ Hotstar



Mumbai Diaries 26/11
Amazon Prime Video



Aarya S2
Disney+ Hotstar



Atrangi Re
Disney+ Hotstar



Dhindora
YouTube



Money Heist
Netflix

Pen Portrait: Special South Squad (S3)

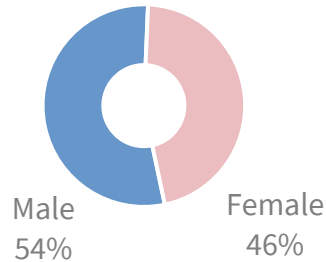


Special South Squad

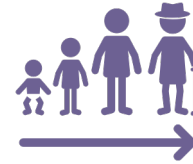
21%

A consortium of 'mass' audience who prefer watching content made in regional languages, especially South Indian films

Gender Profile



Median Age



30.8 years

Most NCCS CDE skewed segment, with 34% contribution



Most small-town skewed segment

Defining Media Brands



Defining Genres for Streaming Content

Comedy
Suspense Thriller
Inspirational
Crime/ Legal
Sci-fi
Action



53% contribution from the five South Indian states



Segment with the highest newspaper readership

Segment with the highest OTT co-viewing with the family (28%)

Strongest segment for online news videos



Defining Shows & Films: Special South Squad (S3)



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November Story
Disney+ Hotstar

Jai Bhim
Amazon Prime Video

Jagame Thandhiram
Netflix

Minnal Murali
Netflix

Drishyam 2
Amazon Prime Video

Narappa
Amazon Prime Video

Toofaan
Amazon Prime Video

The Empire
Disney+ Hotstar

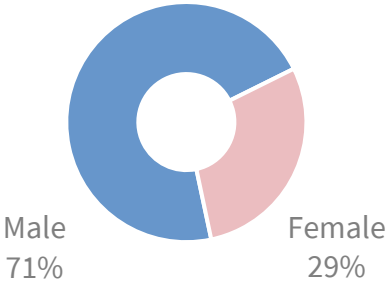
Pen Portrait: Addicted To Streaming (ATS)



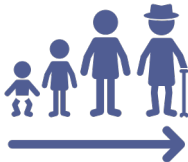
Addicted To Streaming **18%**

Male-dominant cohort of the heaviest viewers of digital video content across segments, with affinity to multiple languages, formats, genres and platforms

Gender Profile



Median Age



28.6 years

Defining Media Brands



Defining Genres for Streaming Content

Suspense Thriller
Comedy
Sci-fi
Action
Superhero

Top Influencers



Bhuvan Bam
Ashish Chanchalani
Carry Minati



Strongest segment for Live Sports

Strongest segment for Knowledge videos

Defining Shows & Films: Addicted To Streaming (ATS)



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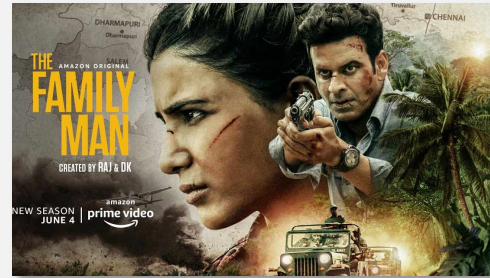
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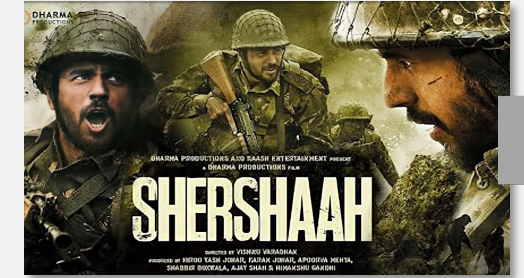
Special Ops 1.5
Disney+ Hotstar



The Family Man S2
Amazon Prime Video



Aarya S2
Disney+ Hotstar



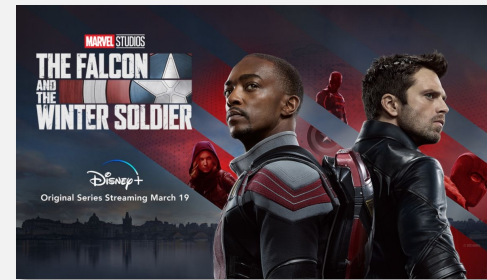
Shershaah
Amazon Prime Video



Bhuj: The Pride of India
Disney+ Hotstar



Hawkeye
Disney+ Hotstar



The Falcon And The Winter Soldier
Disney+ Hotstar



Black Widow
Disney+ Hotstar

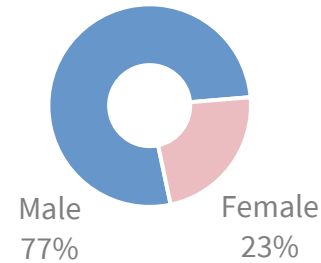
Pen Portrait: What A Wonderful World! (WWW)



What a Wonderful World! 16%

Younger men who prefer global (English & International content) over Indian content, in turn forming the core viewer base of Marvel content & Netflix in India

Gender Profile



Median Age



24.4 years

English is the most-preferred language of content consumption

Defining Media Brands



Defining Genres for Streaming Content

Sci-fi
Suspense Thriller
Comedy
Superhero
Action



Segment with the highest solo OTT viewing disposition

Top Influencer



Bhuvan Bam

98% consume English content, including dubbed/ subtitled

Strongest segment for Cartoons/ Anime

Defining Shows & Films: What A Wonderful World! (WWW)



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Hawkeye
Disney+ Hotstar



The Falcon And The Winter Soldier
Disney+ Hotstar



Money Heist
Netflix



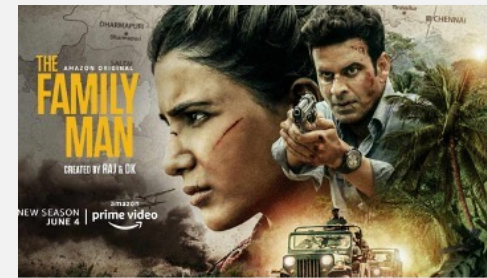
Loki
Disney+ Hotstar



Black Widow
Disney+ Hotstar



Squid Game
Netflix



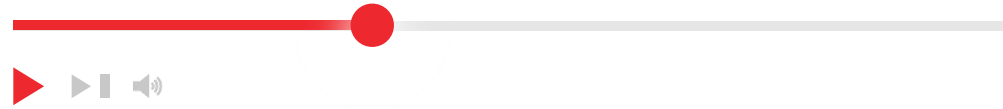
The Family Man S2
Amazon Prime Video



Minnal Murali
Netflix



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