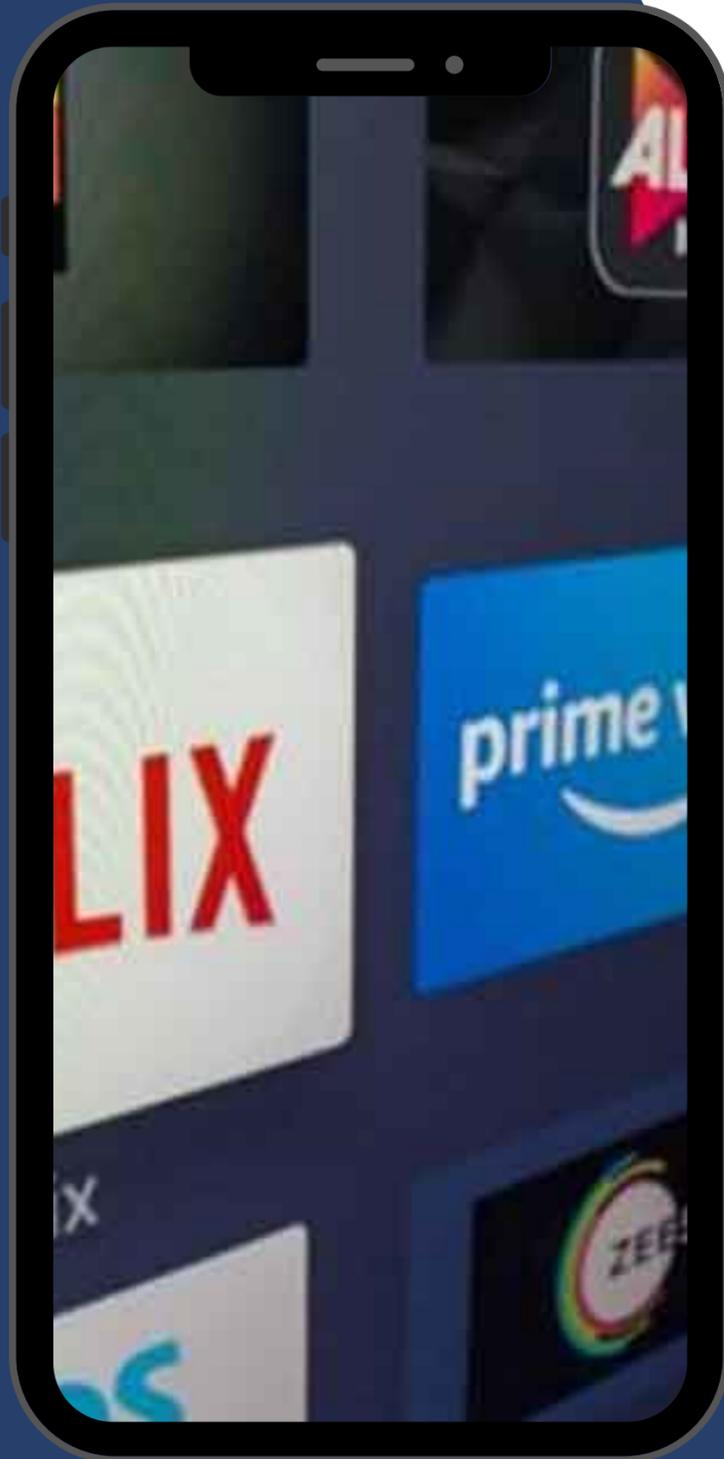




# PROBLEMS

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During lockdown, adults started spending over 1 hour 11 minutes everyday , double that before the pandemic. Nearly 12 million people joined streaming platforms. However, due to the decline in COVID cases, cinemas and other forms of entertainment are opening up and we can see a decline for OTT platforms.



Habitual use of social media has lead to a decrease in attention span of an average consumer, leading to a dislike for longer movies and tv shows featured on OTT platform



Consumers have grown vary about the health problems and stresses that come from bingeing shows, and are trying to avoid it

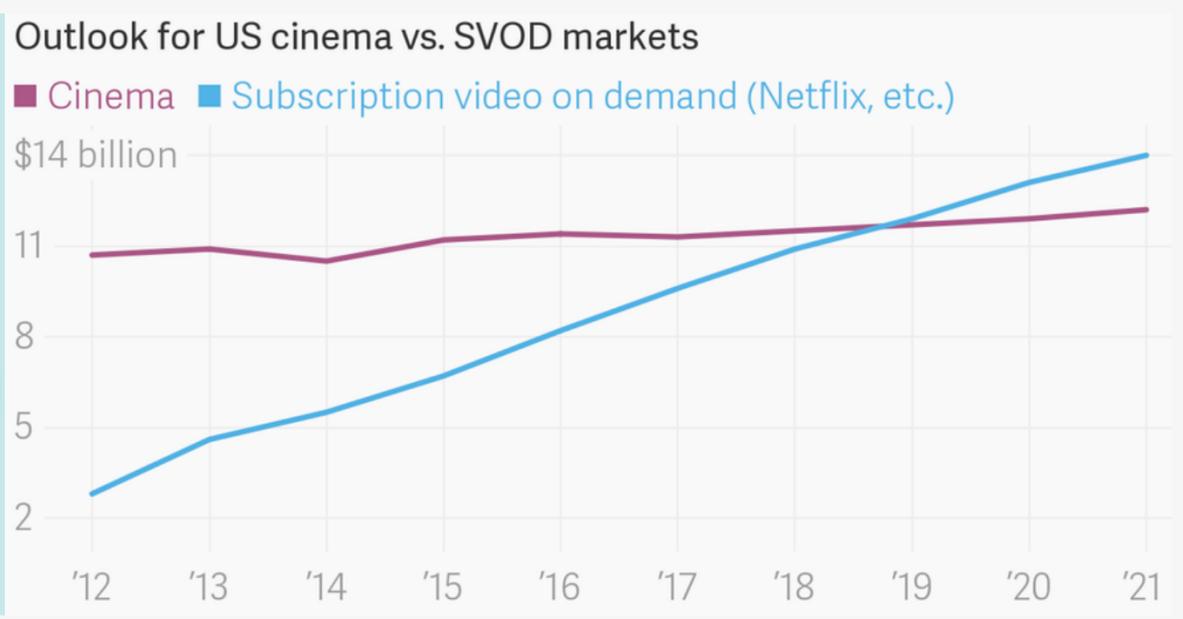
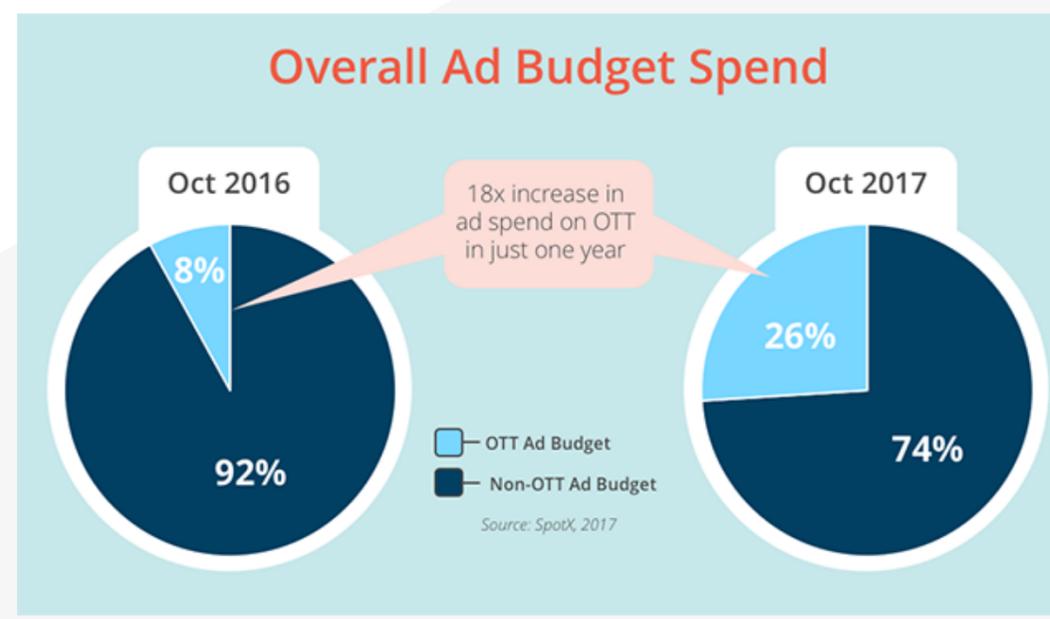
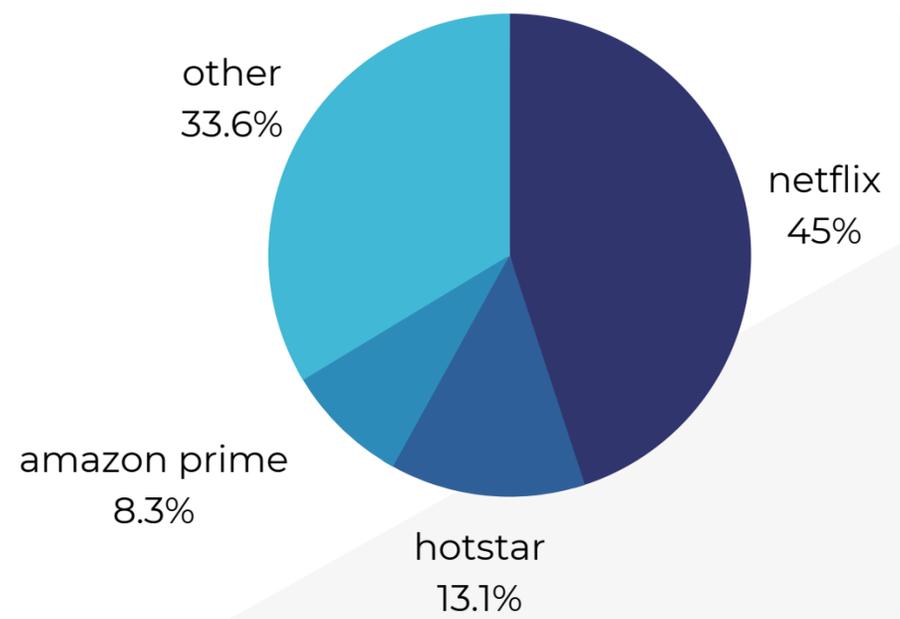


# AN ANALYSIS USING DATA AND CASE STUDIES

as it dominates this field, I have looked into **Netflix's** model in depth, while learning from its **mistakes**, including hiking subscription price and not focusing on content quality post covid and shared accounts in families

it is fairly obvious that many OTT platform choose **advertisements** as a way to get to consumers, and it should be a **vital part of budget expenditure**

★ the battle between cinema and OTT is not as relevant as it seems. this is because they have **different demographic audiences**, inclining towards OTT. **exclusive content, cheaper alternative, unlimited options and comfort** gives ott the edge, even post covid



## DISNEY PLUS

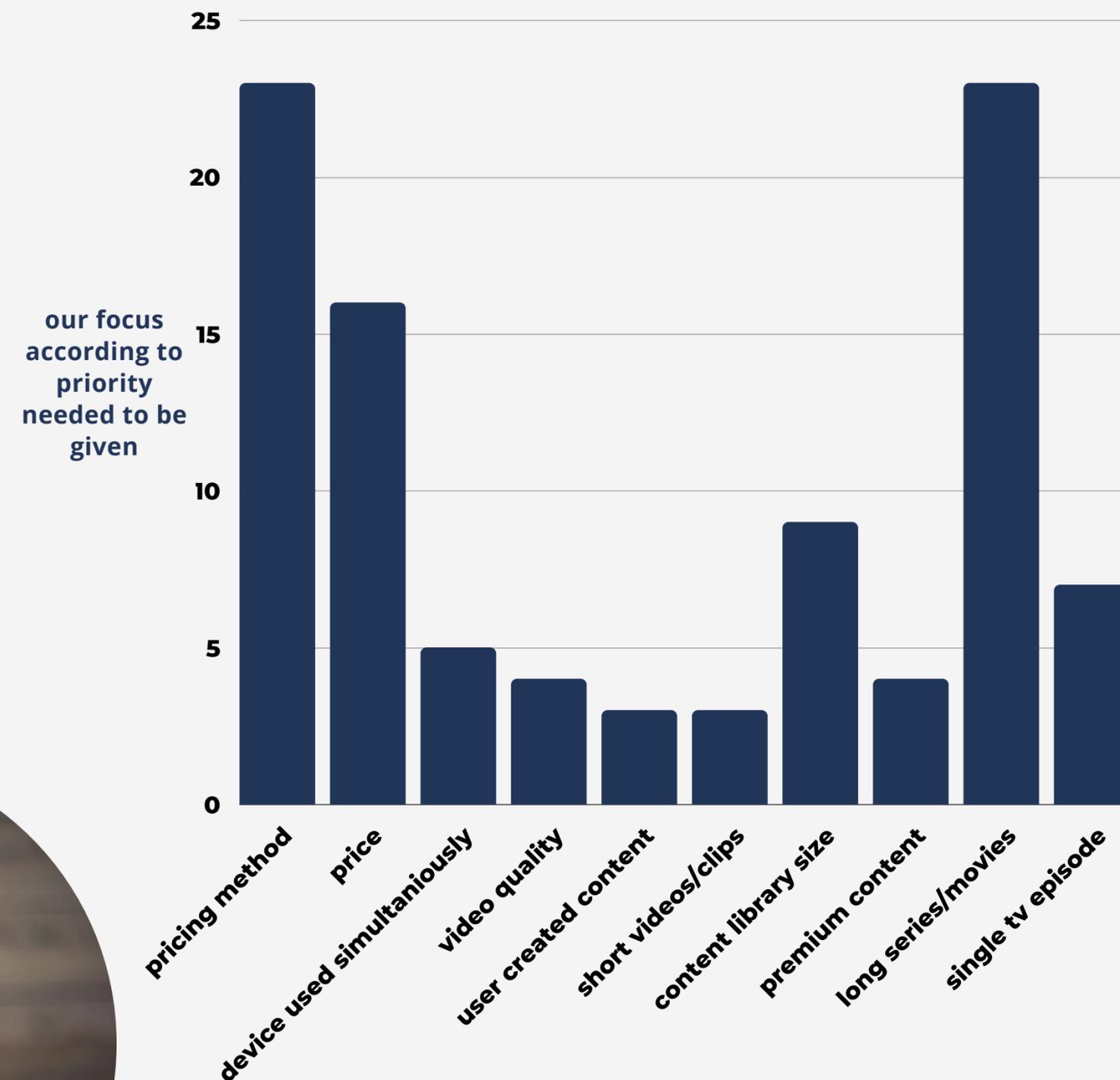
across the year 2018 -19, The World Disney Company acquired Hotstar, hoping to ride on its IPL wave as hotstar has exclusive streaming privileges. So for the next one half two years up to February 2020, the merger had a smooth sail, they were like on a gradual increase in share price. in 2020 February when the New York Stock Exchange dipped, stocks dropped by 42%.

Due to the combined effects of the general market recovery after people got normalised to covid Disney+ hotstar followed the same trend and had a gradual increase back to its pre covid prices by October 2020, increasing since then. However, hotstar can handle the dips and rise in stocks as it is backed by a larger organisation, disney, which makes profits through different medium, exclusive OTT companies however, do not have that luxury.

## NETFLIX

Surprisingly, Netflix didn't react to the market drop in 2020 February. It had a constant increase in its stock values across the two years up till October 2021. Probable reasons it made it through is because it was the most popular OTT back then so it didn't really have a fallback then and had constantly increasing subscribers because of the lock down.

In September 2021 however, they announced how they've lost 200,000 subscribers due to reasons like price hike, shared accounts, etc



# STRATEGIES AND STRUCTURE TO BE EMPLOYED

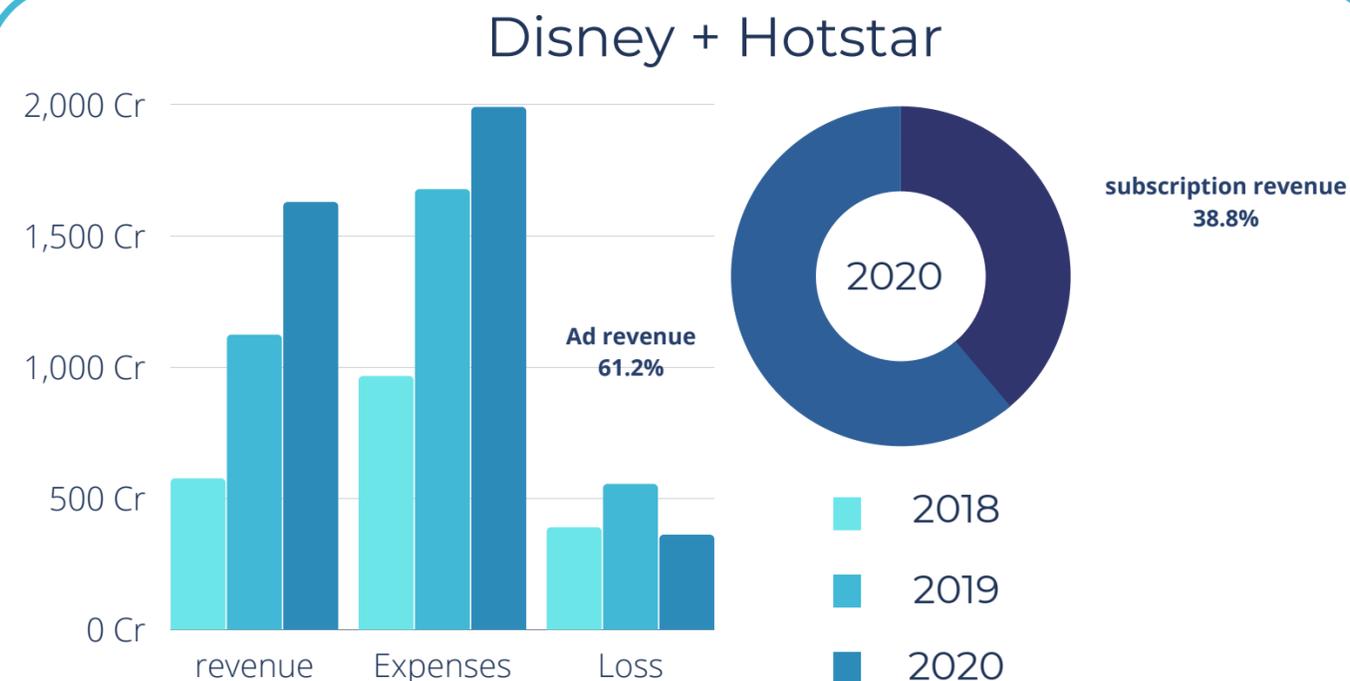
Advertising that OTT is way **cheaper** than cinemas and concerts is crucial as it is our upper-hand. paying 500 ruppees for **unlimited content** for a year rather than 1 ticket needs to be emphasized. **Where cinema and TV fails, we need to step in. Partner with travelling companies, bus, railways, etc to gain consumers using these services**

Even though OTT is already more **accessible and easier to use** than cinemas, we need to keep working on it. Our target demographic values **new technology and systems**. working on **better operating interface** is vital. Optimize content for mobile, ensure your **brand optimizes content for mobile viewing** on devices like smartphones and tablets, you reach a **massive online audience**.

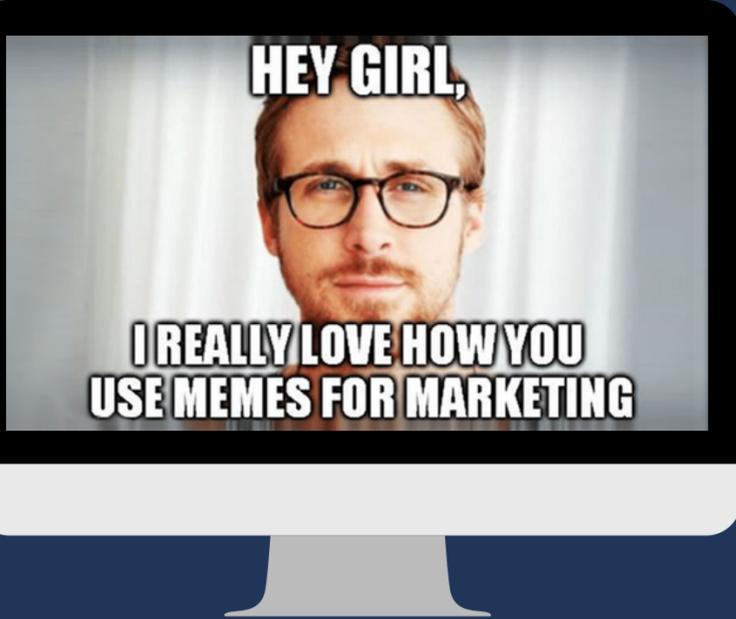
too many choices turns people away from OTT. Having an **efficient AI that suggests targetted content** is also something to work on. Netflix excels at **content personalization**. **The company knows consumers' interests** and tailors the content it offers to each subscriber based on the **data it has about them**.

## CONTENT MARKETING

Again, something Netflix and hotstar excelled in its prime time is **straying away from traditional marketing**. done by creating original content, when you **create quality original content**, you establish and solidify **your brand's credibility and expertise** and enhance your brand's image.



Having a **hybrid pricing model of SVOD, AVOD and TVOD** is optimal. Subscription-based video on demand (SVOD) is a video monetization method that charges viewers periodically, Ad-based video on demand (AVOD) monetizes content with sponsored advertisements. Transactional video on demand (TVOD) is the industry term for "pay-per-view." Hotstar has this.



# TARGETED MARKETING



The platforms are mainly popular between the 15-35 years population.

millennials, gen-z are highly inclined to OTT than cinema, it is vital to reach to them

## Social media

According to Envision Creative, 90% of 18 to 29 year-olds use **social media**. Advertisement on such sights works best when it is hidden and in the form of **memes**. Keep it **short** and **authentic**, and **offer value**

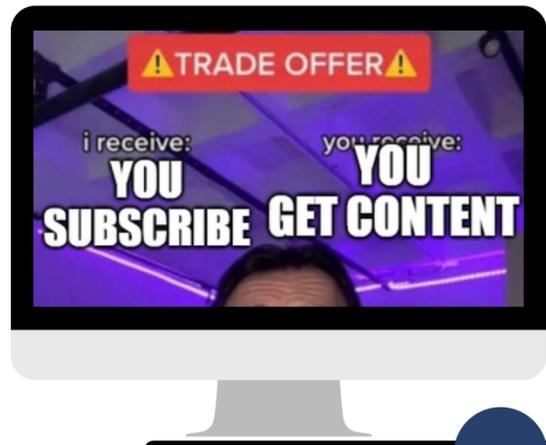
## Influencer marketing

Millennials are also very responsive to influencer marketing. Investing in **affiliate marketing program** by working with **content publishers** and **social media influencers** to **grow brand loyalty** and **increase name recognition**.

## Multi-screens

Millennials, Gen Zers are multitaskers. Gen Z is a **multi-screen generation**. Millennials are known to use three screens at one time. Gen Z uses five. Be present **across multiple platforms** and **devices** to get the **most views and clicks on your ads**. **Tech saviness is key**

# USING SOCIAL MEDIA TO OUR ADVANTAGE



Netflix, Amazon prime, etc, all have channels and accounts in these platforms where they release short enticing clips, trailers and other content etc to get consumers to watch content exclusively available

Instagram reels and tiktoks having sponsored posts using trends and memes, but making it vague that is advertisement. Allows consumer to be aware of content on platform without feeling irritated by ads

While instagram reels, tiktok and youtube are competitors, we can use these platform to our advantage to advertise and divert consumers to our platform

Review channels on youtube are gaining a lot of traction on youtube, and turns out to be a great way to advertise. sponsoring them both control over the reviews and advertise

take a closer look at your brand's value system, speak to the target audience in their language, and engage in a dialogue, not a monologue.

Decreasing attention span is a myth if people learn how to engage in content that speaks well to them.

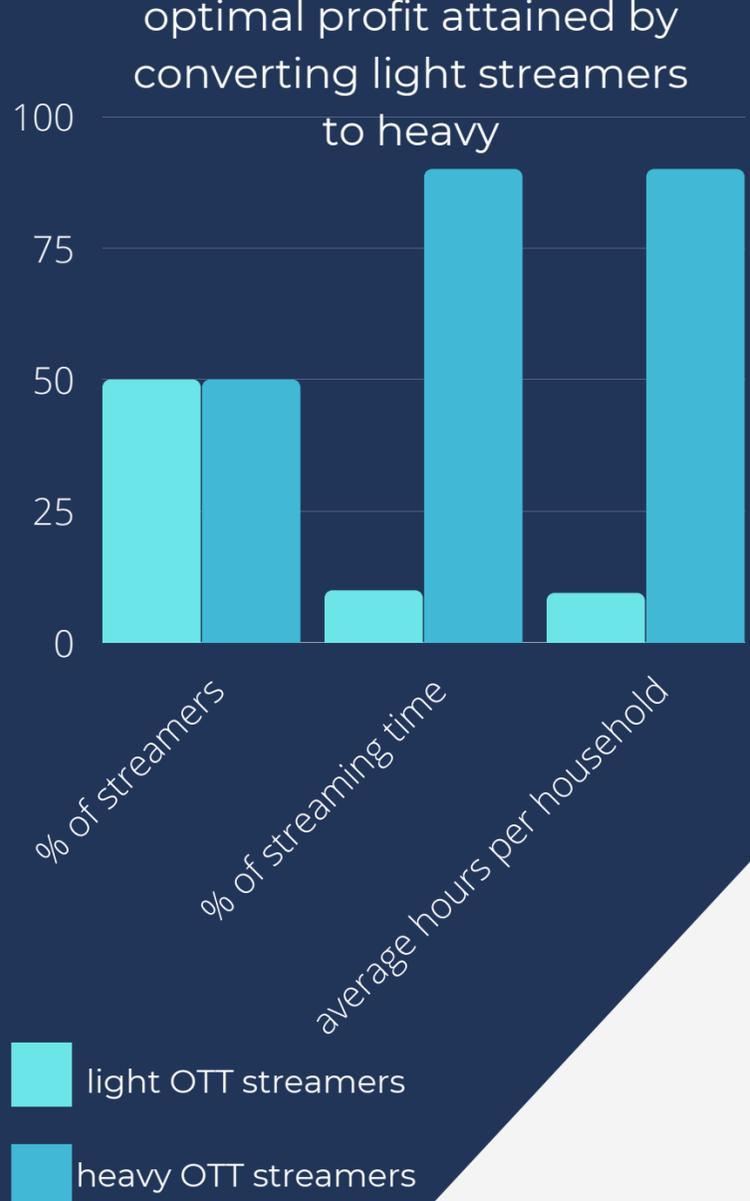
we need a 21-year-old cracking ideas for the 21-year-old.

'Millennialsplaining' is not gonna work. You need GenZ themselves working on campaigns for GenZ.

GenZ wants to be heard but brands need to respond to their queries. Tinder changed its Twitter bio after one Twitter user requested it and it became a huge trend, leading to free publicity

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# KEEPING THE BINGE CULTURE THRIVING



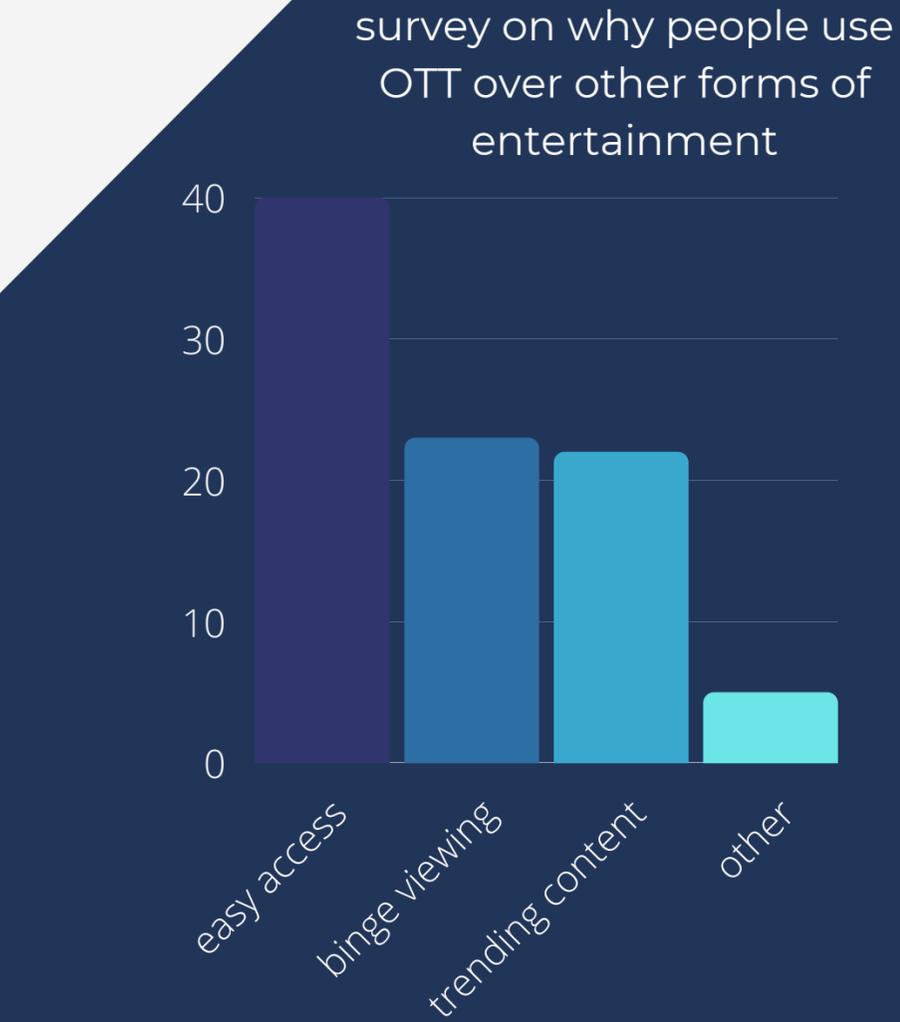
**Getting into the business of binge watching**

Encourage forming of communities around shows and movies by implementing in app messaging, group formation, merchandise around series, watch parties, etc. allowing a social aspect is very beneficial

Incentivise longer streaming times. Award the consumer for time spent with merchandise, offers, deals , etc

Entice the audience by giving out samples. Allow access to a little bit of premium content, like an episode of a tv show, to get people hooked.

Use push notifications to encourage usage of your OTT platform. It may seem like small measure, but it works tremendously in informing the viewer of new, targetted, personalised content



# KEEPING BRAND- CONSUMER RELATIONSHIP

With the right collection of user data, you can optimise promotional campaigns around your most loyal customers. Offering a free month for your highest-value viewers is **a short-term loss, but long-term gain.**

Try to **capture as much data** as you can during the sign up process and while the consumer interacts with the interface. While getting someone to sign up is a win, to get optimal profit from a single user, binge watch culture is a must to increase watch time

**Leverage real world events.** There are several marquee events throughout the year that are guaranteed to generate some buzz. These are ideal opportunities for marketing and content scheduling teams to get together and build promotional campaigns

# THANK YOU