



INDIAN OTT TRENDS

The 'The India Watch Report 2018' commissioned by Hotstar reveals some interesting insights into the Indian OTT Market and its trends.

- ◆ Online video watch time grew almost 500% in 2017.

- ◆ More than 90% watch time is on mobile (2.5X more than the web).

- ◆ 6X growth in users on the connected TVs in 2017 compared to 2016.

- ◆ Hotstar - the most downloaded app in 2017

- ◆ 170 million downloads (325 downloads per minute)

- ◆ 90% of watch time on Hotstar comes from videos longer than 20 minutes.

- ◆ 30% of all Hotstar viewers prefer their favourite shows on Hotstar, not TV.

- ◆ The largest share of watch time, post-midnight, came from Mumbai. Shimla has the earliest sleepers.

- ◆ ODI matches saw a 5X growth in watch time.

- ◆ IPL 2017 witnessed 6.6X growth compared to 2016.

- ◆ Kabaddi saw 9X growth.

- ◆ There was 10X growth in watch time for opening days of Premier League.

- ◆ Small cities users average as much data consumption as those in metros.

- ◆ Kerala, UP, and Bihar are the top 3 states that lead data consumption.

- ◆ The top mobile devices for consumption: Samsung, MI, Xiaomi, Vivo, Oppo, and Lenovo.

- ◆ iPads clocked 80% more watch time than iPhones.

- ◆ Google Chromecast, Amazon Fire TV, Android TV, Apple TV are the most popular connected devices.

- ◆ 3 GB average data consumption per month by an engaged Hotstar compared to 1.6 GB by an average Indian user.

Engaged user: Those who visit Hotstar atleast 2 days a week.

- ◆ Men Watch Soaps! 50% of watch time for 'Yeh Rishta Kya Kehlata Hai' was from men.

- ◆ Women Watch Action! 18% of 'Baahubali 2: A Conclusion' watch time came from women

- ◆ West Bengal & Maharashtra watch romance while Tamil Nadu & Delhi prefer comedy.

- ◆ 25% of watch time for Telugu movies comes from North and West India while

- ◆ 20% of movie watchers in Delhi watch movies in Tamil, Telugu, and Malayalam.

- ◆ 30% of show watchers in Tamil Nadu watch Hindi TV shows.

- ◆ The Champions Trophy 2017 India vs Pakistan Final One of most globally watched online videos: 113 million views in 8 hours.