



## 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.