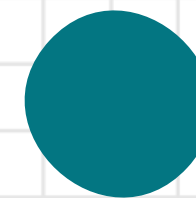
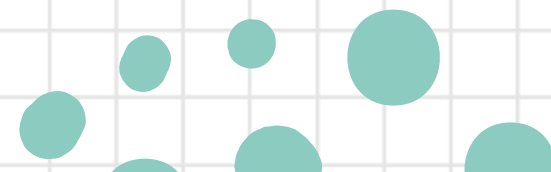
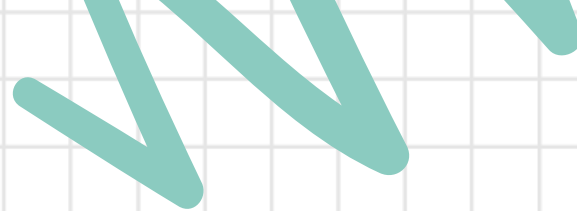
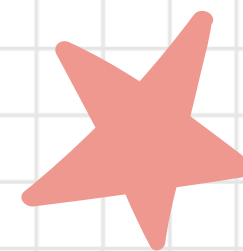
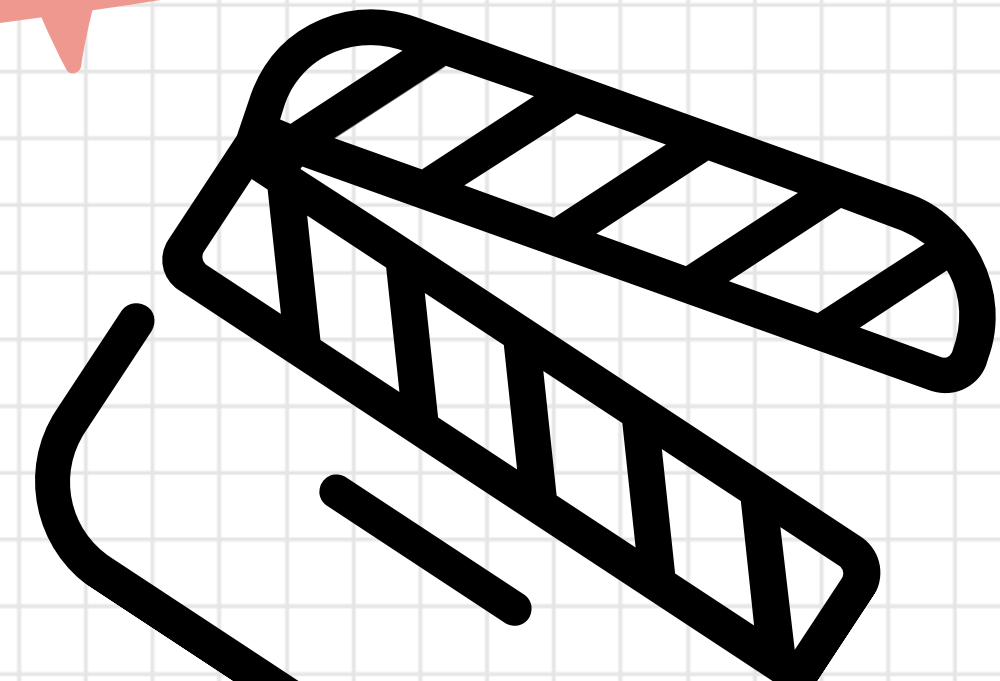


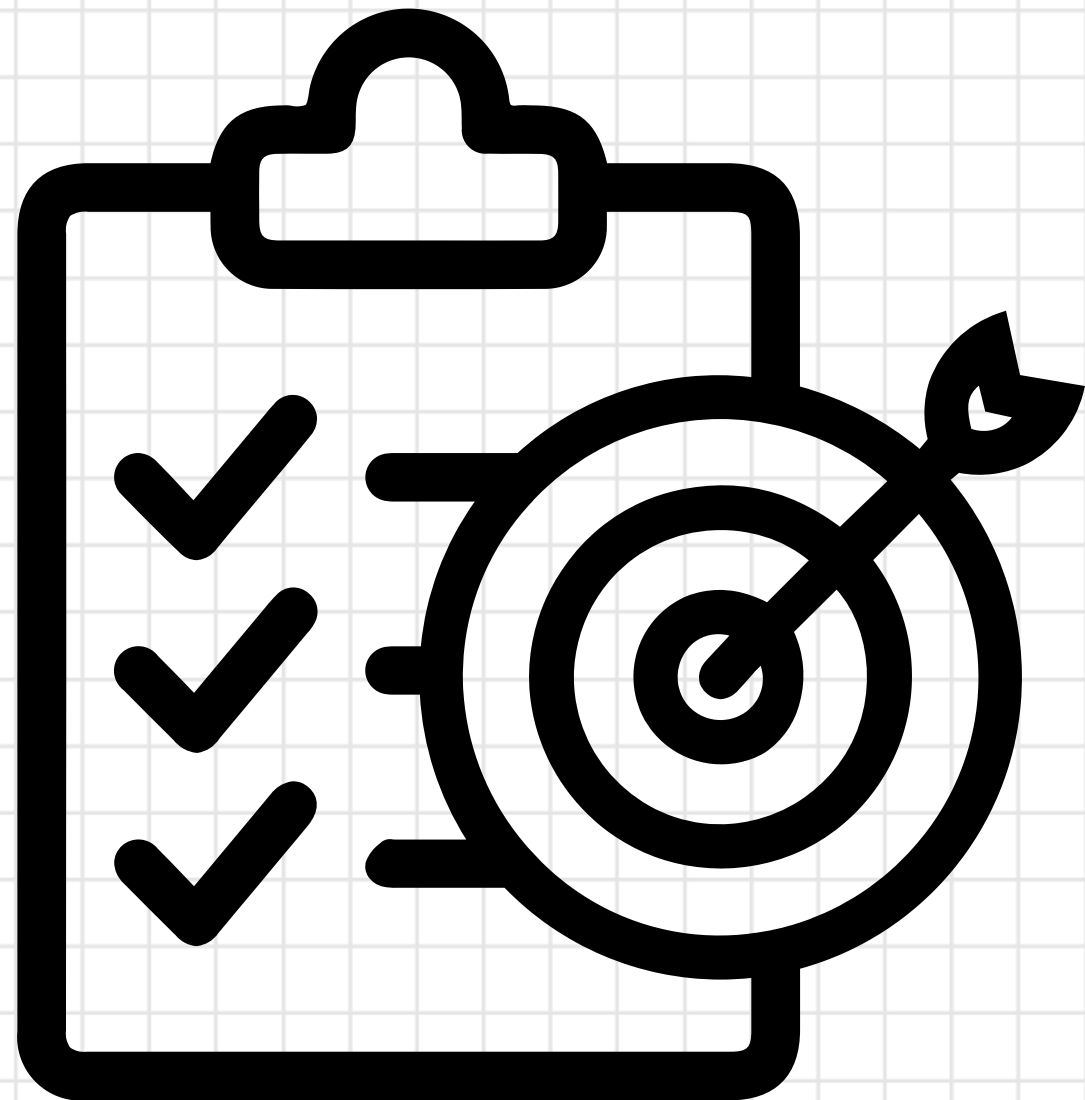
JioHotstar



BRAND STUDY



AGENDA



Introduction
>What is jio-hotstar

Business Overview
>Niche >Business model,
>Revenue streams

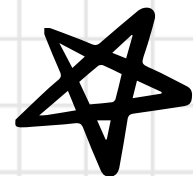
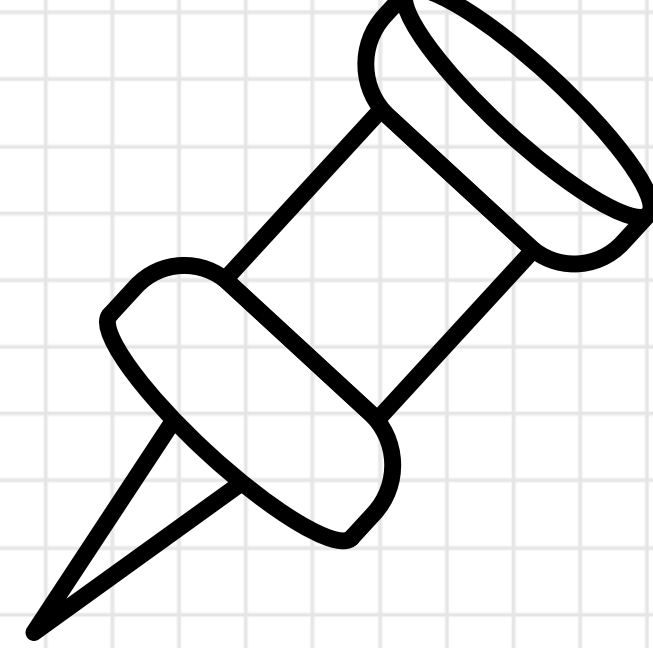
Competitor Research

SWOT Analysis of Jio-Hotstar
>strengths & Weaknesses


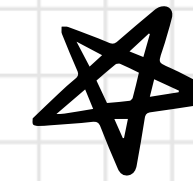
Value Proposition
>USP (unique selling point)

Consumer Analysis
>Customer Journey
> Buyer persona

Conclusion

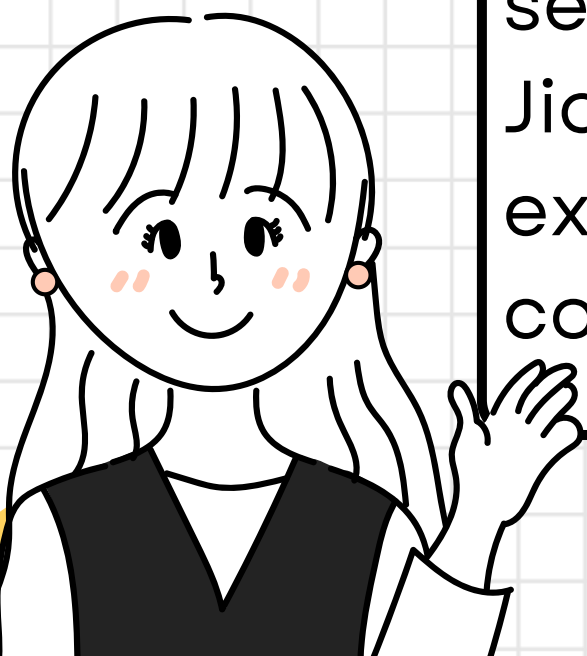


Introduction



JioHotstar is a new digital streaming platform launched in February 2025 after the merger of JioCinema and Disney+ Hotstar. These two services have now been combined under one company, where Reliance owns most of the platform and Disney has a smaller share.

This merger is a major change in India's OTT (over the top) space, bringing two big content platforms together in one place. Instead of using separate apps, users can now access everything on a single platform. JioHotstar's main goal is to give users a simple and smooth viewing experience by offering a wide and unified content library, making it a complete destination for entertainment.



Business Overview

Niche

(Market Position)

> “Mass-premium aggregator” Unlike Netflix (premium niche)
Jio Hotstar targets everyone -from rural to urban 4k tv viewers.

BUSINESS MODEL

(Financial strategies)

> Freemium hybrid model (free + premium model)
Free tier ; live sport (sometimes) regional content to drive traffic.
Premium tier : International content (HBO, Peacock, Disney) behind a paywall.
. It is a B2C (Business to consumer approach)

REVENUE STREAMS

(Income Sources)

> SVOD (Subscription video on demand)
- Monthly / annual subscription fees
> AVOD (Advertising video on demand) video ads during live cricket and freeshow.
> Syndication: licensing content to other platforms globally.

Competitor Research

Main Competitors:

- Netflix
- Amazon Prime
- ZEE5
- Sony LIV



While JioHotstar competes on affordability and sports content (especially cricket), rivals like Netflix offer high-quality international originals and Amazon Prime Video uses bundle benefits and its own growing library of Indian original series.




S.W.O.T. ANALYSIS OF JIO- HOTSTAR

STRENGTHS :-

1. CONTENT KING :- Combines Disney, HBO & IPL into one app .
2. SPORT MONOPOLY:- Exclusive rights to all major cricket and football.
3. JIO REACH :- Instantaneous large user base through telecom packages.
4. FLEXIBLE PRICING:- Plans for every wallet.
5. AD DOMINANCE:- Largest video ad research in india .

WEAKNESSES:-

1. POOR UI :- Compared to other competitors this interface is clumsy and buggy.
 2. TEACH GLITCHES:- Buffering/ Crashes during big live matches.
 3. AD OVERLOAD:- Even with paid sport plans , intrusive advertisements continue to appear.
 4. Cricket trap:- sports are too important for business stability.
 5. MONOPOLY RISK :- Lack of competition may lead to price hikes.
- 

Value Proposition

VP

JioHotstar positions itself as India's most value-packed streaming experience by combining low-cost Jio data with exclusive live cricket, regional entertainment, and mobile-optimized streaming, making premium content accessible to every user across the country.

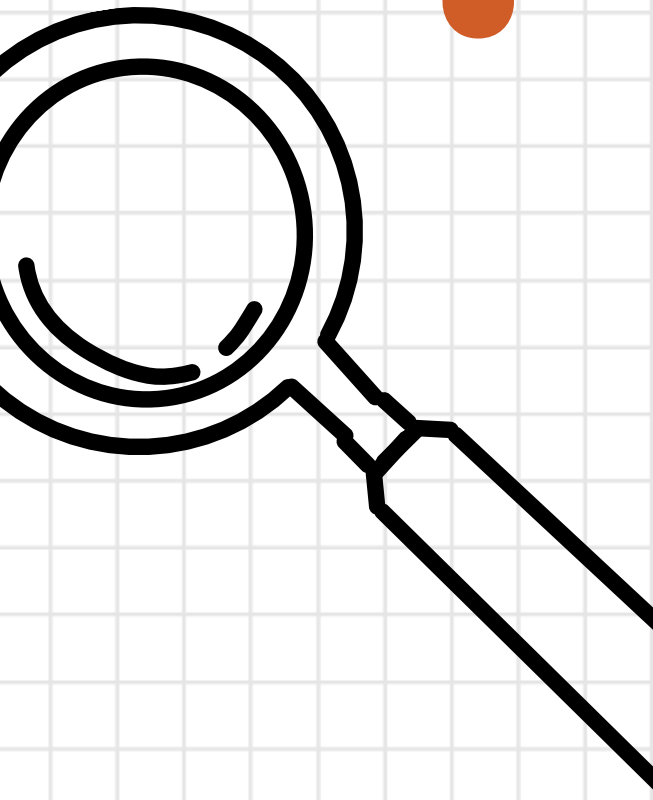
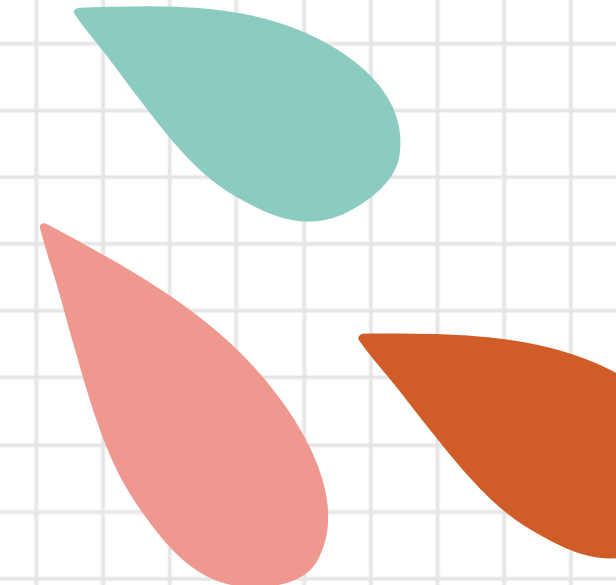
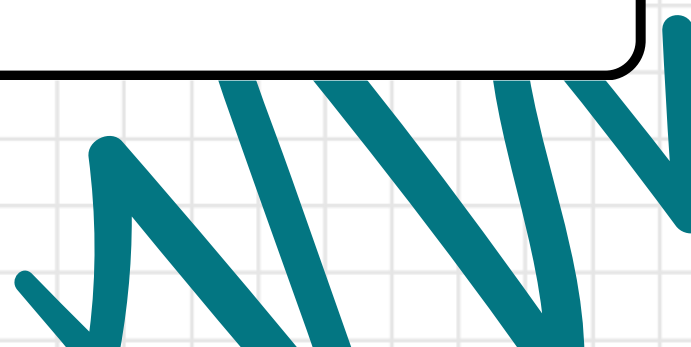
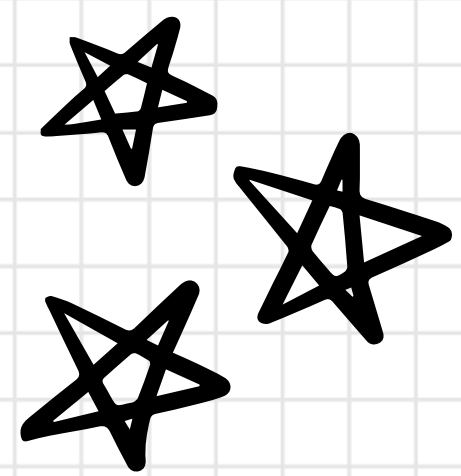




Unique Selling Point



USP

- 
1. Jio plans come with exclusive and reasonably priced live cricket (IPL, ICC events).
 2. The best value combination of OTT and mobile data in one inexpensive recharge.
 3. Huge reach thanks to Jio's extensive telecom network, which provides millions of people with simple access.
 4. Streaming optimized for mobile devices that functions flawlessly even with limited bandwidth.
 5. Strong regional content across Indian languages, appealing to non-metro audiences.
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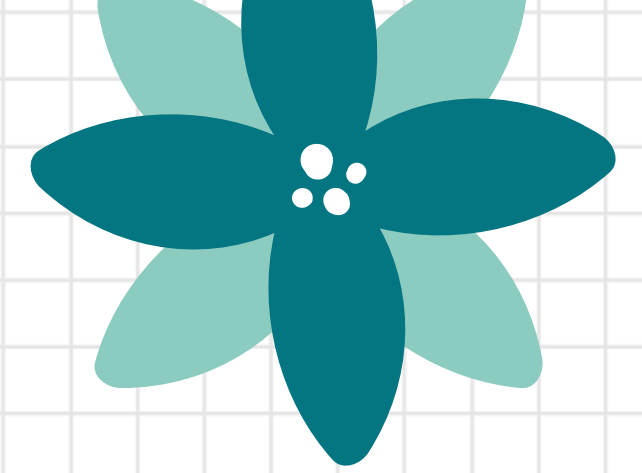


Consumer Analysis

Consumer analysis involves analyzing user data to understand their viewing habits, content preferences, and behaviors to personalize their experience, improve content, and target ads.



Buyer Persona



Demographics

- Age: 16 to 55
- Gender: Any
- Location: Tier 1, Tier 2, and Tier 3 cities
- Occupation: Students, Employed, etc.
- Income: 20K and above

Psychographics

- Interests:-
- Sports enthusiasts, Entertainment seekers, Regional content lovers
- Personality:-
- Tech-savvy, Strong love for entertainment, Social, Sports-obsessed

Goals

- Continuous entertainment: series, short videos, movies, documentaries
- To watch shows in local languages
 - Affordable entertainment
- Watch regional serials and Disney content
- Watch IPL and ICC cricket live matches

Pain Points

- Limited data
- Average network speeds
 - Occasional buffering during peak cricket matches
- Dependence on Jio network quality

Customer Journey

1

1. AWARENESS

Google Ads
Social Media
Cricket promotion ads
Jio recharge ads
Ads on TV, YouTube
Through friends' recommendations

2

2. CONSIDERATION

(What customers evaluate)
Regional content availability
Device compatibility
Quality of streaming
Preview / free content

3

3. CONVERSION (PURCHASE / SUBSCRIPTION)

(Actions customers take)
Buy Jio recharge with Hotstar
Install the Hotstar app or sign in
Watch films, TV shows or cricket

4

4. RETENTION

(What keeps them coming back)
Live sports (especially Cricket)
Simple renewals with Jio plans
Affordable pricing
Multi-language options

5

5. LOYALTY & ADVOCACY

(How they become loyal fans)
Keep using Hotstar bundle every month
Recommend it to friends and family
Upgrade to higher or premium plans over time



Conclusion

- JioHotstar is India's dominant OTT streaming platform, launched in February 2025 as a merger of Disney+ Hotstar and JioCinema.
- It is an exclusive home to IPL, ICC Cricket World Cups, BCCI domestic cricket, Premier League, etc.
- It follows a "Freemium" model designed to end the competition by offering ultra-low entry prices.
- Currently, it serves as the "Cable TV Replacement" for India, effectively forcing a consolidation in the market where smaller OTT players struggle to compete.



Thank you

