

India OTT Media Services Market By Type (SVOD, AVOD, TVOD), By Video Quality (HD, Full HD, and Ultra HD), By Number of Screens (1, 2-3, more than 3), By Region, By Company, Forecast and Opportunities, 2018-2028F

<https://marketpublishers.com/r/I720ED04B7C8EN.html>

Date: October 2023

Pages: 75

Price: US\$ 3,500.00 (Single User License)

ID: I720ED04B7C8EN

Abstracts

India OTT media services market is anticipated to be driven by high-speed mobile internet at reasonable costs, the doubling of internet users, growing use of digital payments, and discounts have all worked together to accelerate the expansion of the OTT market throughout the forecast period.

The popularity of smart devices such as smartphones and smart televisions has raised demand for the OTT sector in India. Likewise, in 2022, according to the Ministry of Information and Broadcasting., India has approximately 1.2 billion mobile phone users and 600 million smart phone users. The trend of consumers upgrading their TVs to access OTT (over-the-top) content on a larger screen, has had a significant impact on the country's demand for OTT media services.

When it comes to paying for entertainment, India is a complex business. Owing to the availability of smart devices and reasonably priced mobile data plans, the consumption of digital content is rising quickly. The way Indians consume content has clearly changed, since the switch from Doordarshan to Direct-to-Home (D2H) to OTT services. An over-the-top (OTT) viewer in India spends roughly 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times per week, according to an Eros Now study in 2022.

Increasing Usage of Subscription Video-on-Demand Owing to Smart TV Penetration Boosts Market Growth

The main reason for the rise in popularity of subscription streaming platforms such as Netflix, Amazon Prime Video, and Disney+ is that users have instant access to original and high-quality content. Similarly, In India, consumers of OTT video platform users make up 55% of the population in the top 5 metro areas, while Tier 1 cities make up another 36%. According to the study, in terms of the proportion of respondents who subscribe to each platform, Hotstar leads the Indian market for on-demand video content, followed by SonyLIV, Netflix, Amazon's Prime Video, Voot, Zee5, ALTBalaji, and ErosNow. Users of ErosNow were the most active, with 68% of its users reporting daily content viewing. Through collaborations, the OTT platform keeps thriving. It collaborated with Xiaomi in India to pre-install on smart TVs.

Rising Regional Content Drives the Market Growth

Indian OTT consumers are very interested in regional content. As rich content in regional languages and micro-genres specific to certain cultures are anticipated to be the main drivers of OTT subscriber development in the Indian market. More than 40% of the material watched on sites such as Disney+ Hotstar is in Indian languages, mirroring Star's strong position in regional TV. For instance, on Amazon Prime Video, nearly 50% of viewers of regional language movies come from outside their home nations (the language of the film). Indian-focused Hindi originals from Amazon, including Mirzapur, Bandish Bandits, Family Man, and Panchayat, and among others have also been quite popular. As a result of rise in regional content, there will be an increase in demand for OTT media services during the forecasted period.

While Indian OTT providers such as ZEE5 and ALTBalaji have always placed a significant focus on regional and hindi content, whereas MX Player (owned by Times Internet) offers international content that has been dubbed into more than 10 Indian languages under the 'MX VDesi' brand.

Low Pricing and Multiple Services Boost the Market Growth

The rapid adoption of international streaming services in India and the sector's expansion throughout the industry are both directly related to their pricing. Additionally, it has benefited from India-specific pricing points provided by international competitors such as Netflix, Prime Video, and Disney+, who sell plans in India at prices between 70-90% less expensive than those in the US. Along with offering affordable options, the major international streaming providers are also pairing their services with telecom plans, releasing mobile-friendly packages, and offering incentives such as longer free

trials. In addition to value-for-money plans, Indian OTT consumers look for features such as content download and offline watching, multi-device support, concurrent video streams, extended trial deals, and among other things has led to increase in the market demand during the forecast period.

Market Segmentation

The India OTT Media Services Market is segmented based on type, video quality, number of screens, region, and company. Based on type, the market is further segmented into SVOD, AVOD, and TVOD. Based on video quality, the India OTT media services market is segmented into HD, Full HD and Ultra HD. Based on number of screens, the market is further segmented into 1, 2-3, and more than 3.

Company Profiles

Netflix Entertainment Services India LLP, Zee Entertainment Enterprises Limited, Sony Pictures Networks India Pvt. Ltd., Amazon.com, Inc, Novi Digital Entertainment Private Limited (Disney + Hotstar), Viacom18 Media Private Limited (Voot), ALT Digital Media Entertainment Limited (ALTBalaji), Hungama Digital Media Entertainment Pvt Ltd., MX Media & Entertainment Pte. Ltd., Apple, Inc., etc. are among the top players operating in the India OTT Media Services Market.

Report Scope:

In this report, India OTT media services market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India OTT Media Services Market, By Type:

AVOD

SVOD

TVOD

India OTT Media Services Market, By Video Quality:

HD

Full HD

Ultra HD

India OTT Media Services Market, By Number of Screens

1

2-3

More Than 3

India OTT Media Services Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India OTT media services market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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