



The opportunity called
INDIA

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TRAI-ITU Training Session
Oct 10, 2019

2018 saw **325 Million people**
watching content online, a growth of
25% from **2017**

By 2022, 88 Billion minutes

or **167,931 years** worth of content
will be consumed monthly. Smartphone data
consumption will increase 2x to

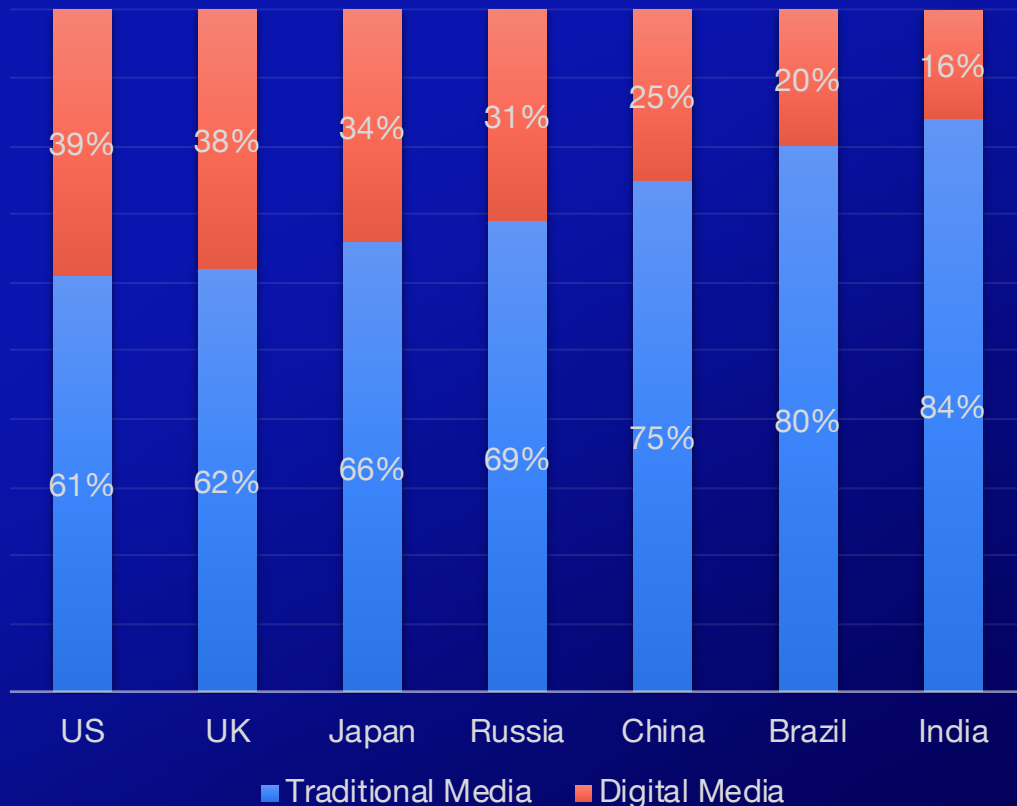
17.5 GB per capita per month

DATA CONSUMPTION HAS GROWN **7x** IN **3 YEARS**

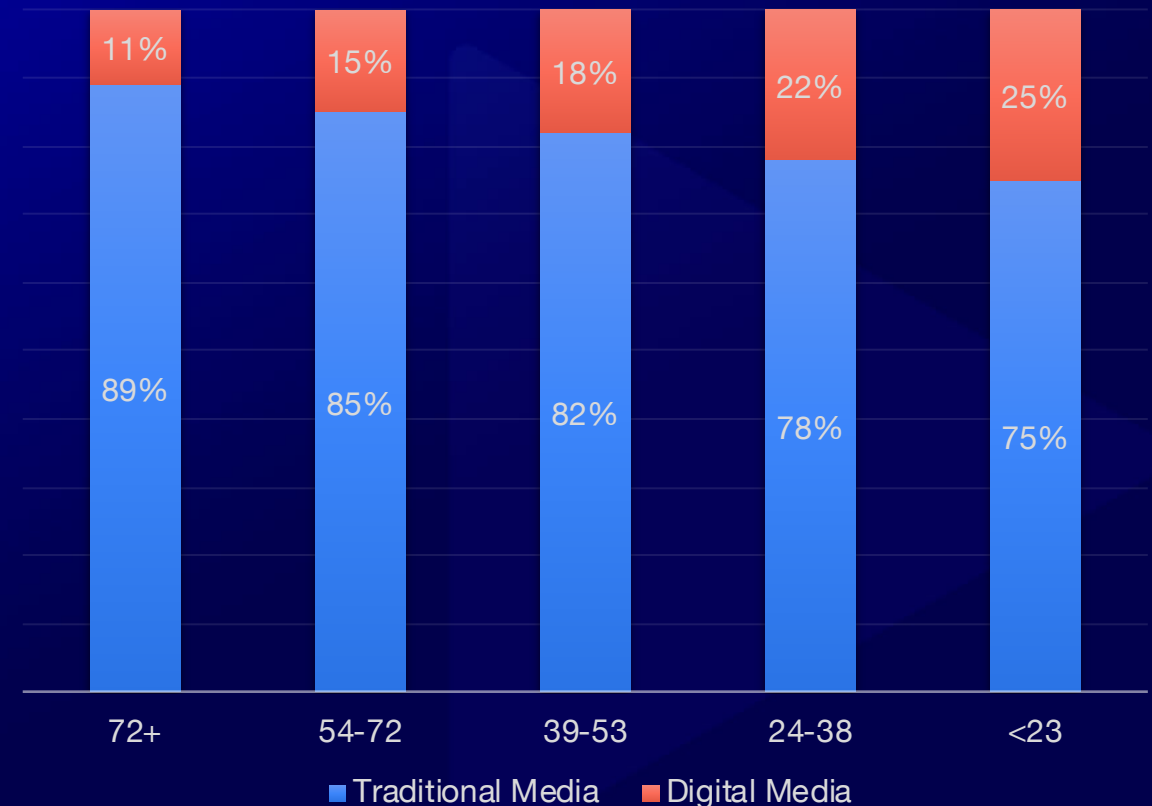


But **INDIA** is still catching up, with **MORE ROOM TO GROW**

SHARE OF DIGITAL MEDIA



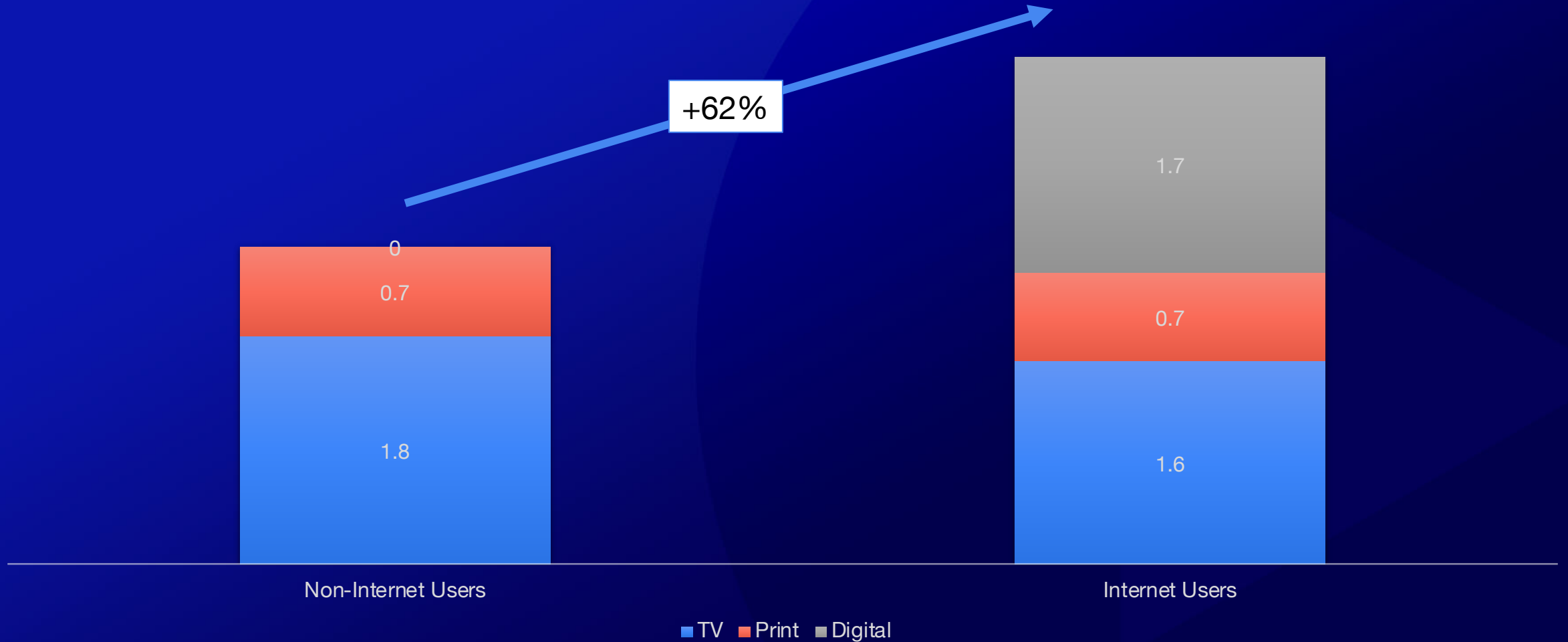
Age Group Distribution in India



THIS CONSUMPTION HAS BEEN **ADDED ON** NOT REPLACED



Indicates a **huge latent demand** for entertainment



The OTT SweetSpot



REASON 1:



Smartphone penetration
coupled with
lower than ever data prices
is gradually turning streaming
platforms to
mainstream entertainment
destinations

REASON 2:

Limitations of a **single TV** which cannot cater viewing preferences of the varied members in a household

REASON 3:

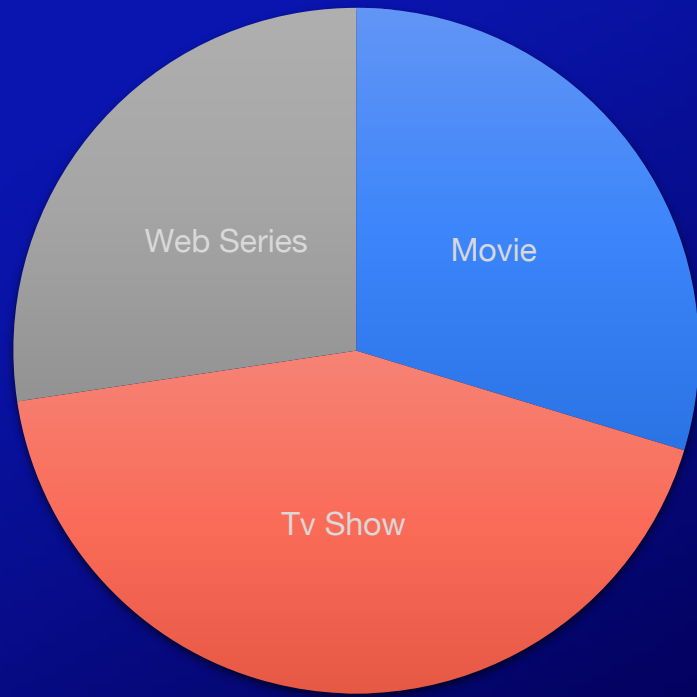
Second screens are making content

accessible at all times – giving audiences the convenience of time and place

Long Series Formats work best for Digital Consumption

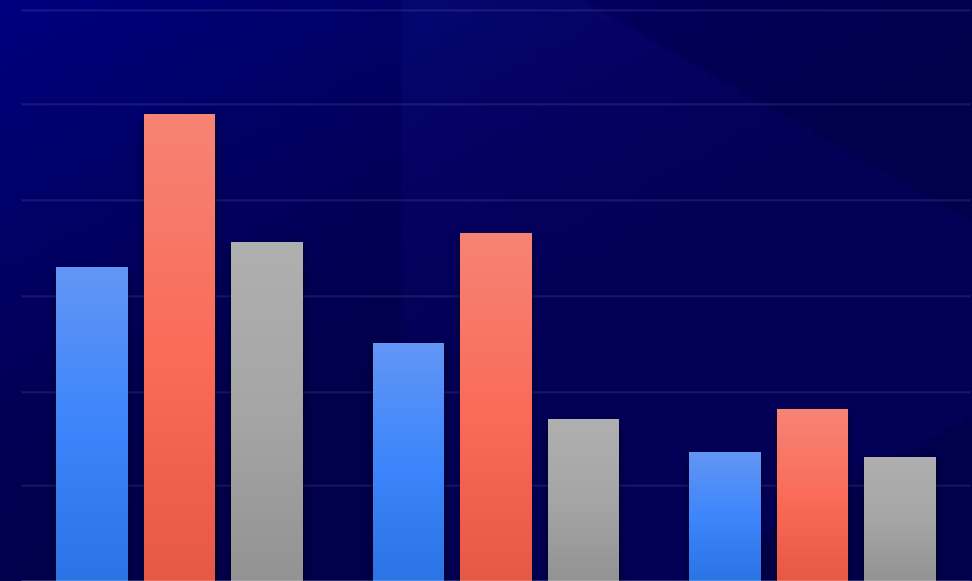


Share of Watch Time



■ Movie ■ Tv Show ■ Web Series

TV works all across, Web Series in Top8 Cities

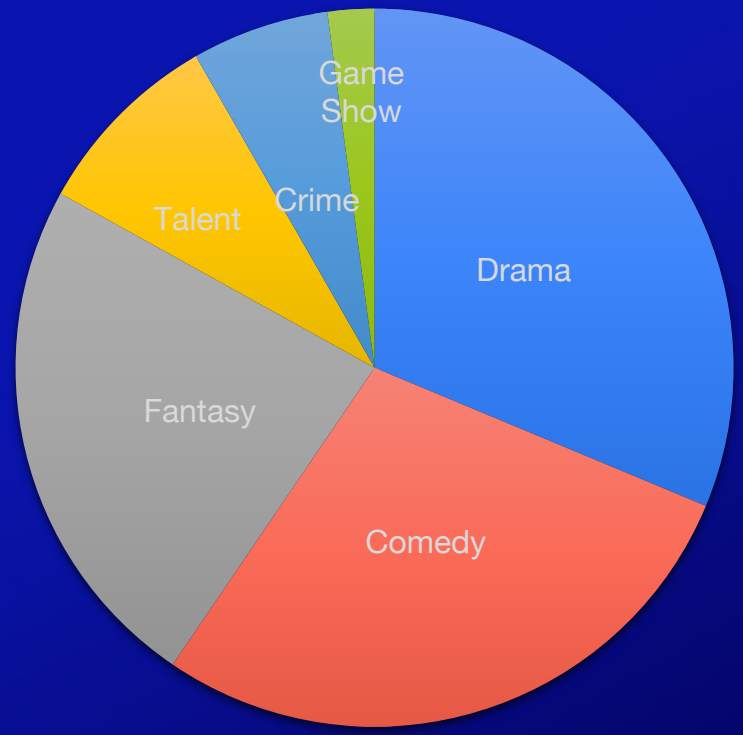


■ Movie ■ Tv Show ■ Web Series

Stories work.

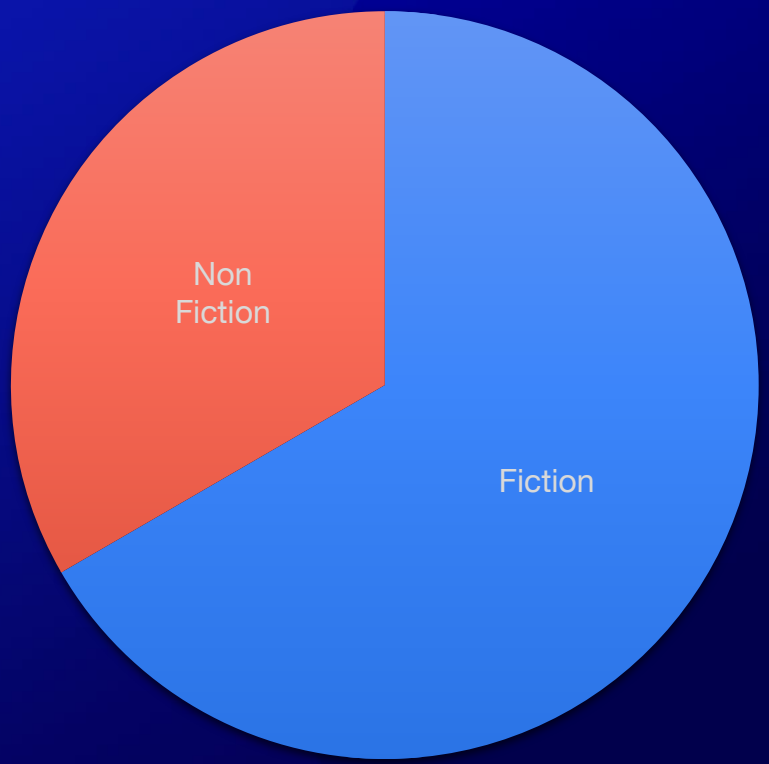
They don't even need to be On Air or Live to work.

Genre Share



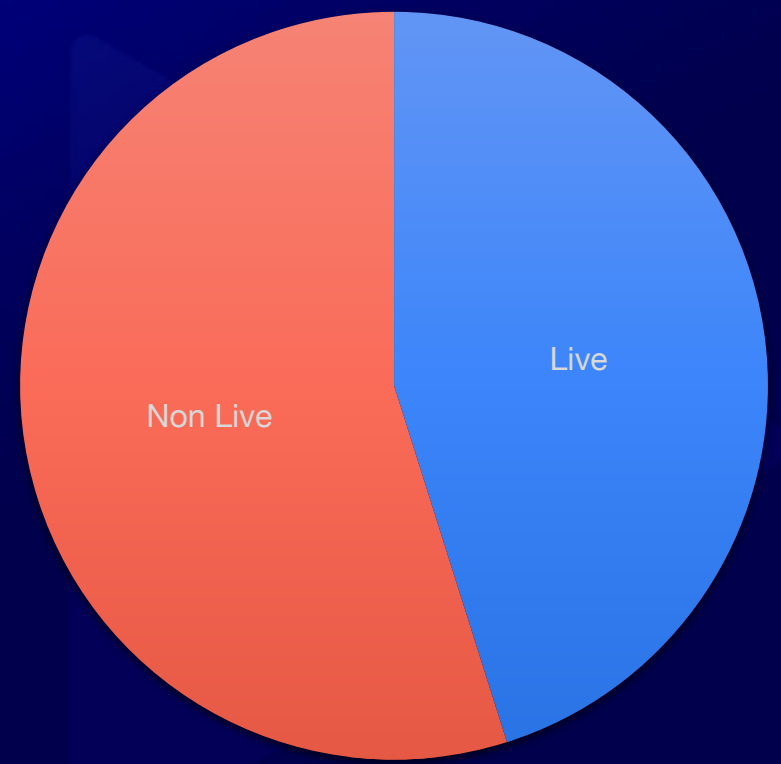
- Drama
- Comedy
- Fantasy
- Talent
- Crime
- Game Show

Format Share



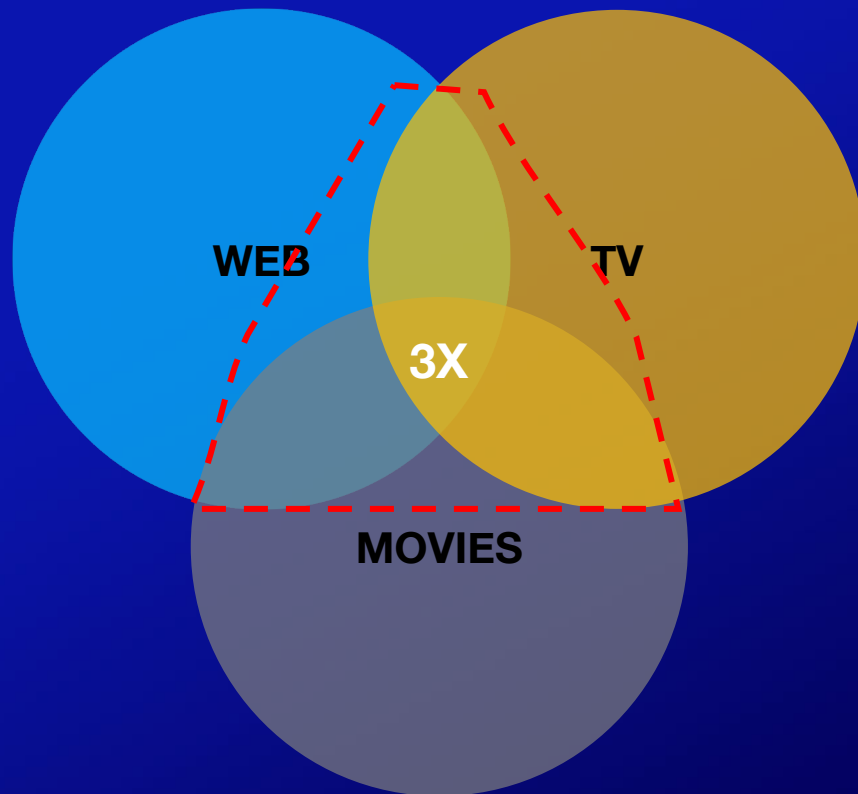
- Fiction
- Non Fiction

On Air Status



- Live
- Non Live

Variety drives consumption



USERS WHO CONSUME A FORMAT

Users who consume multiple formats, **consume 3x more mins** than those who don't.

Across the industry, **five metro cities account for 55% of the total OTT video platform users.**

However, **with MX, top 8 cities is only 45%, with Tier 2 “Bharat” and beyond contributing the balance.**

This phenomenon is **unique to the OTT market and to MX in particular** due to our offline player heritage

Many of these audiences are **first time entertainment watchers**. Bharat is coming online.

THANK YOU