



# JioHotstar

Unlimited Entertainment. Unmatched Engagement.  
Infinite Possibilities





INDIA'S

# BIGGEST

ENTERTAINMENT DESTINATION

**LARGEST**  
Audience Base

**HIGHEST**  
Subscriber Base

**BIGGEST**  
Content Library

**HIGHEST**  
Watchtime

# The Largest Streaming Audience Base

Many Indias.  
**ONE Platform!**

Monthly Active Users (Mn)

300+

JioHotstar

44.6

Zee5

38.1

SonyLiv

**3.6x higher** reach v/s Zee5 and SonyLiv combined





Paid Subscribers (Mn)

200

20

10

JioHotstar

Amazon Prime

Netflix

**6.6x higher subs** v/s APV and Netflix combined

# The Most Subscribed Platform in India.

# Housing the Biggest Library of Content



HIGHEST NO. OF TITLES

**13K+**

Titles Available

HIGHEST NO. OF ORIGINALS

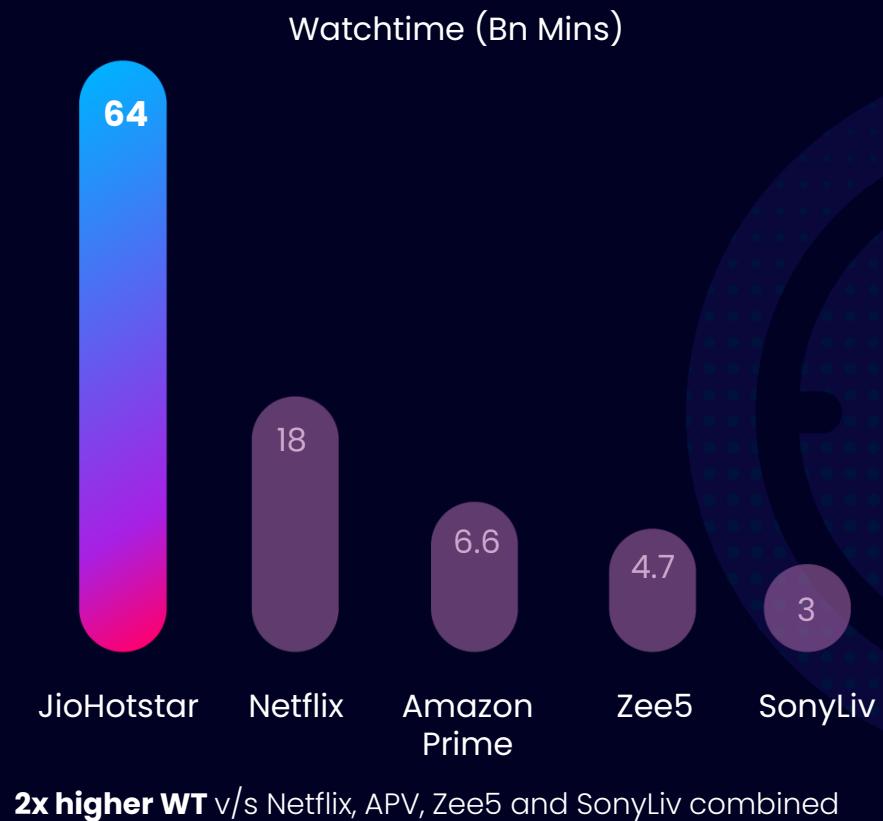
**250+**

Originals/Exclusives

LIMITLESS ENTERTAINMENT

**2.6 Lac**

Hours of Content



The Nation's  
**Most  
Watched  
Streaming  
Destination.**

**65 mins**  
Watchtime per user per Day

# THE ONE STOP SHOP FOR ENTERTAINMENT



## Home for Hindi Speaking Markets

Anupama, Bigg Boss, Naagin, Special Ops and many more

## Maintaining South Dominance

Across Tamil, Telugu, Malayalam, Kannada

## All things Animation

Disney princesses meet Peppa Pig and a world of animation

## Empire for English Content

2K+ titles with Marvel, DC, HBO, Disney, Paramount, etc.

## Reigning supreme in regionals

From Gujarati to Bengali, from Marathi to Bhojpuri and everything in between

## Enchanting with East Asian Content

KDramas meet Anime to reach audiences with niche choices

## Ads on News

Headlining the headlines with ads on News

# JioHotstar is Powering Infinite Possibilities for Brands



**A World  
of  
Content**



**Engaged  
Reach  
At Scale**

**Powering A DNA of Advertising Excellence & Innovation**

**Precision  
Targeting**

**Connected  
TV**

**Ad  
Innovations**

**Bespoke  
Solutions**

**Seamless  
Ad Serving**



# THE WORLD OF CONTENT

# Enter the Multiverse of content from top studios & franchises

30+ Channels | 19 Languages | 10+ International Studios | Limitless Options



# The Most Expansive Content Library



More Stories. More Genres. More for Every Viewer.



**~2.6 lac**

Programming  
hours



**200+**

Original  
Shows



**10K+**

Movies Across  
Languages



**2K+**

International  
Titles



**50+**

Reality Shows



**~75%**

of all web series in  
the South Market



9/10

అనుష్ఠా

TOP HINDI SHOWS



6/10

TOP TAMIL SHOWS



6/10

TOP TELUGU SHOWS



6/10

TOP BENGALI SHOWS



10/10

TOP MARATHI SHOWS



10/10

TOP MALAYALAM SHOWS

# TOP GEC SHOWS

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Dominating The  
Charts With

**80%**

Of Top GEC Shows  
Across Languages



Source: BARC

★ 9.1

IMDb



★ 8.6

IMDb



★ 8.5

IMDb



★ 8.5

IMDb



★ 8.1

IMDb



★ 8.1

IMDb

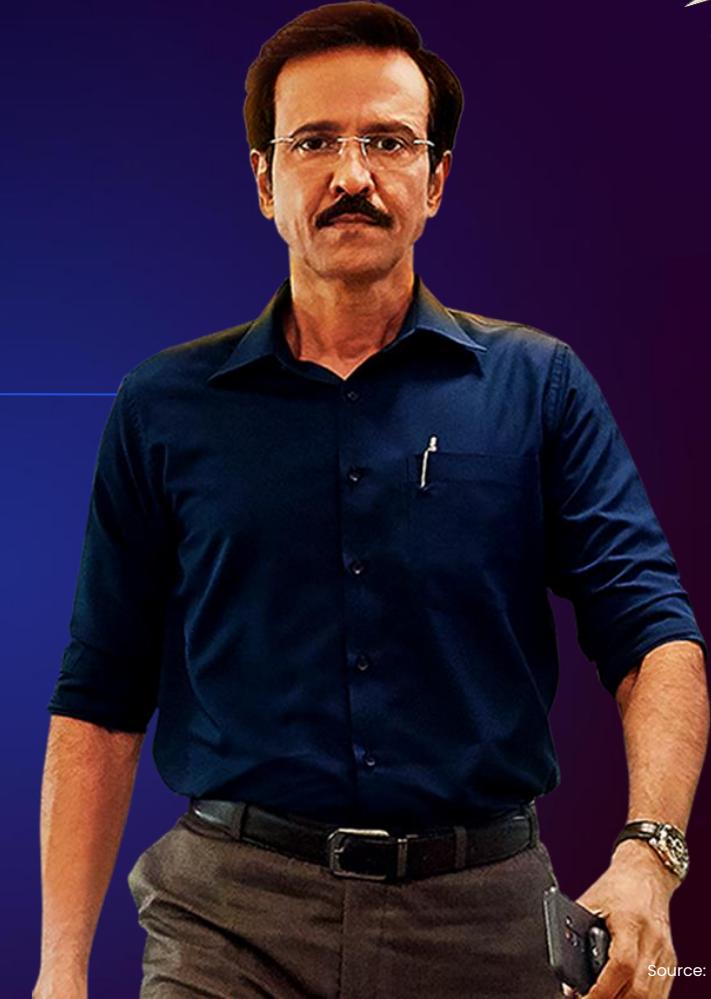


# GRIPPING ORIGINALS

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Creating  
**83%**

More Original Content  
v/s the next biggest  
competitor with high  
engagement and critical  
acclaim



Source: Ormax



# NON-STOP NON FICTION

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Year-Round Non-Fiction, Driving  
Exceptional Brand Impact with  
Diverse Offerings

**12x**

Higher Sponsor ROI v/s Media  
Spends delivered on BB OTT S3



Source: Study with Intelensa



59

EMMY AWARDS



35

EMMY AWARDS



22

EMMY AWARDS



21

EMMY AWARDS



21

EMMY AWARDS



19

EMMY AWARDS

# ICONIC INTERNATIONAL TITLES

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Home to the most renowned franchises and fandoms across the globe

13/30

Emmy Winning Shows hosted on JioHotstar





# ENGAGED AUDIENCES AT SCALE

# Users are over-exposed in today's attention deficit economy



“

**“On average, people are exposed to 6,000 to 10,000 advertisements a day”- Forbes**

”

Attention is finite and fleeting.

# "Attentive Reach" – The Key to Successful Campaigns!



The Video Space with Attentive Reach



**75% Higher Creative Effectiveness**  
through ads on High-Attention Media Platforms



**90% Higher Message Effectiveness**  
via premium OTTs v/s non-premium video



**2x Higher Brand Recall**  
Driven via emotionally engaging ads

# Why is JioHotstar the Hub of Attentive Reach



## ATTENTION

High Quality PGC Content



**High User Engagement**  
driving higher attention

**40%**

Higher attention  
on OTTs v/s UGC

## CONTEXT

Curated Content Library



**Brand Safe Advertising**  
building better associations

**61%**

Better content perception  
on OTTs v/s UGC

## EMOTION

Leaned-In Viewing



**Ideal for Emotion Building**  
v/s Distracted UGC viewing

**74%**

Social viewers watch videos with  
the sound off

# JioHotstar is the leading platform to reach attentive viewers



## Get the Attention that Pays with JioHotstar



**1.7x**

Higher Net  
Attention Score

*v/s  
the leading UGC*



**2.8x**

Higher View Through  
Rate

*v/s  
the leading UGC*



**3.1x**

Higher Active  
Viewing

*v/s the  
leading UGC*



**2.2x**

Higher Brand  
Equity

*v/s the  
leading UGC*





# POWERING A DNA OF ADVERTISING EXCELLENCE & INNOVATION



Powering

## A DNA of Advertising Excellence & Innovation

**Precision  
Targeting**



**Connected TV**

**Ad Innovations**

**Bespoke  
Solutions**

**Seamless Ad  
Serving**



# Comprehensive Audience Signals Enable Precision Targeting

Deep Audience  
Understanding with



Demographic      Location      NCCS  
Appographic      Content Viewership

Transacting audiences



Online Spend Categories      Affluence  
Payment Method      Bank Type

Intent Based  
audiences



Interest & Intent Signals      In-Market  
Ownership (Home, durables, pet owners)

**Innumerable  
customizable  
options**

# Reach audiences of choice with 1000+ ready-to-use cohorts



Pet Lovers



Engaged/Married



Podcast Listeners



Connected TV



Photography



BEAUTY



SVoD



NCCS



Two-wheelers



Foodies



Mothers



Online Bankers



Sports Enthusiasts



Travel Intenders



Auto Insurance



Mass market



E-walleters



Home Improvement



Online Shoppers



Online Transactions



Shopping Enthusiasts



Gaming Enthusiasts



Korean Content Viewers



Affluent

**1000+**  
Targeting Cohorts



# Reaching a Diverse Viewer Base Across the Country



**83%**

Shopping  
Enthusiasts



**50%**

Beauty  
Enthusiasts



**41%**

Travel  
Enthusiasts



**30%**

20K+ Device  
Holders



**65%**

GEC  
Viewers



**44%**

Regional  
Language Viewers



**18%**

English Content  
Consumers



Powering

## A DNA of Advertising Excellence & Innovation

### Connected TV



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# JioHotstar CTV – The Preferred CTV Destination

**52 Mn+**

JioHotstar CTV MAU

**38%**

of all CTV Watchtime is on  
JioHotstar Entertainment

**14%**

Higher digital exclusive CTV viewers  
on JioHotstar v/s the leading UGC



## 3.1 Co-Viewing Factor

Significantly higher than UGC Players



# Pathway to Premium, Leaned-In Audiences



## Premium Audiences on CTV



79%

NCCS AB Contribution



45%

English Content viewers are on CTV

## Higher Engagement on CTV



42%

Higher Time Spent on CTV  
v/s Platform Average



# Transforming Living Room Experiences & Brand Campaigns



## Premium Association

# 75%

Viewers **perceive** brands advertised on JioHotstar as **"Premium"**

*23% higher than  
the leading UGC player*



## Frequency Building

# 6+

Frequency achievable on campaigns with up to **~80% reach**



## Higher Brand Equity

# 1.5x

Brand Equity through equivalence study v/s the leading UGC player



## Higher Impact

# 2x

the impact vs industry baseline for digital campaigns



Powering

## A DNA of Advertising Excellence & Innovation

### Ad Innovations



Precision  
Targeting

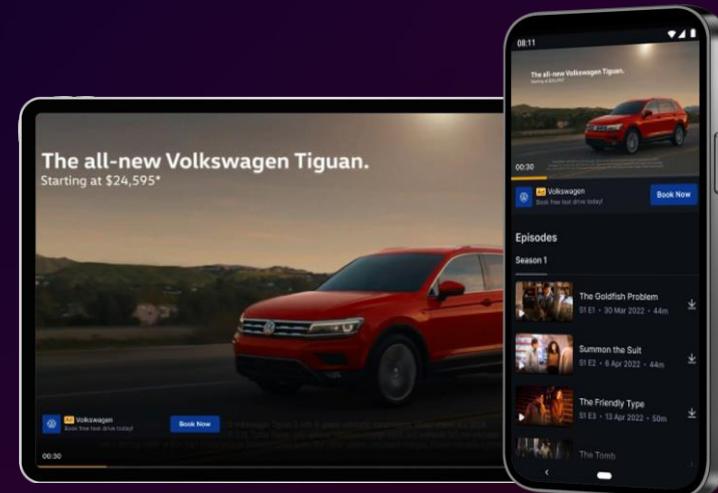
Connected TV

Bespoke  
Solutions

Seamless Ad  
Serving



# Elevate Your Campaigns with Cutting-Edge Ad Innovations



## Display Ads

Mobile Billboards | CTV Billboards | Pause Ads | Native Frames

## Video Ads

Prerolls | Midrolls | Video Billboards



# Unlocking Innovation: Creating impact on Homepage

## CTV Video Billboard



### Industry First | Premium Format

Maximize CTV reach & real estate

Drove **18% higher aided awareness**  
for a Leading Smartphone brand

## 3D Breakout BB



### Industry First | Premium Format

Drive engagement



# Strengthen Brand-Consumer Connection with Branded Trays

## The Best Take by Google Pixel



The Best Koffee Burn  
Goes To...



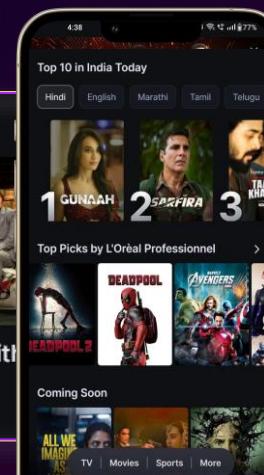
Magic Moments with  
Sidharth- Varun



Magic Moments with  
Jahnvi-Khushi



Magic Moments with  
Ajay-Rohit



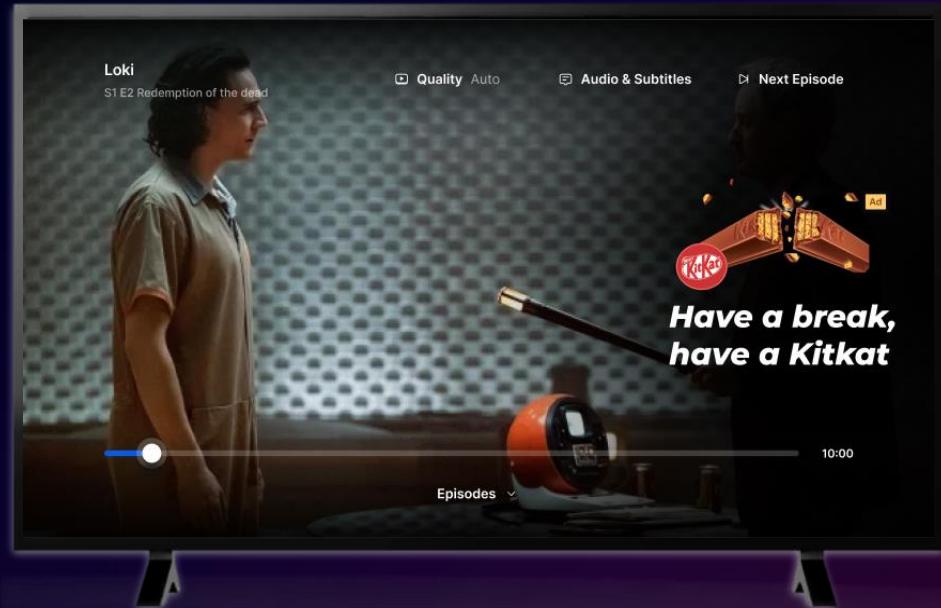
Branded Feature Tray

**Bringing together content that resonates with your brand!**

**Industry First | Premium Format**  
Reach ALL users on homepage



# Unlocking Innovation: Formats to Drive Seamless Advertising



## Pause Ads on CTV

**Industry First | Non-intrusive | Premium Format**

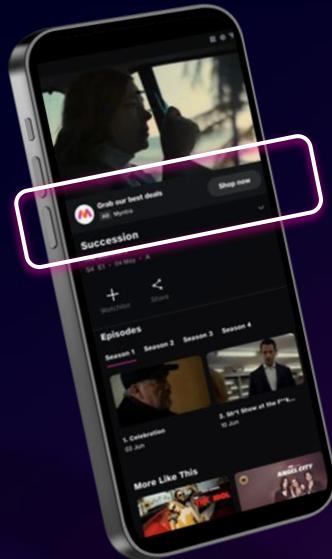
*Exclusive CTV format, ideal for building recall*

*Drove 1.6x higher brand association than platform average for a leading FMCG brand*

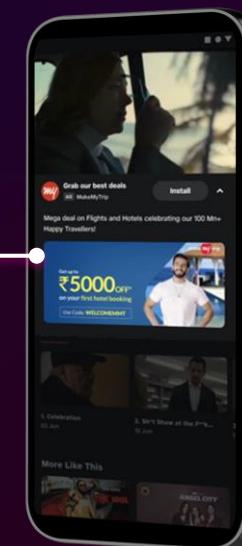
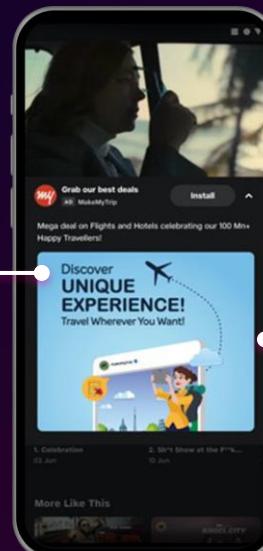
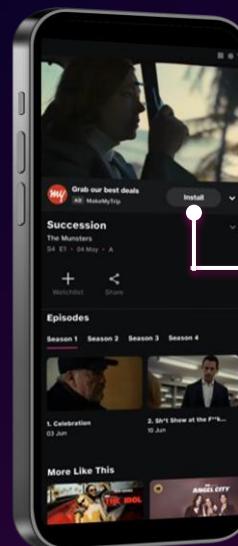


# Unlocking Innovation: Formats to Drive Seamless Advertising

## Fence Ads



## Expandable Fence Ads



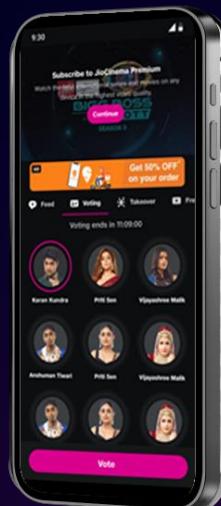
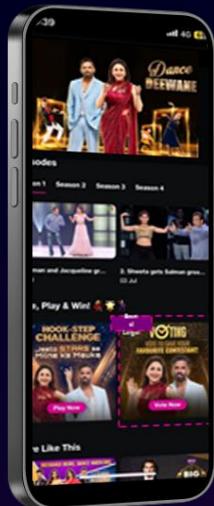
**Industry First | Non-intrusive | Premium Format**

*Content companion visible to ALL users, that appears during content playout without breaking flow*

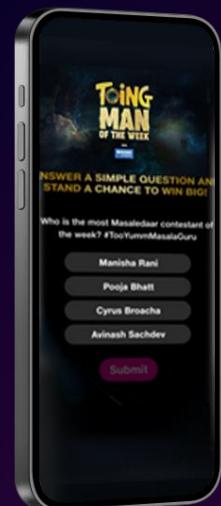


# Unlocking Innovation: Drive Engagement with Interactive Formats

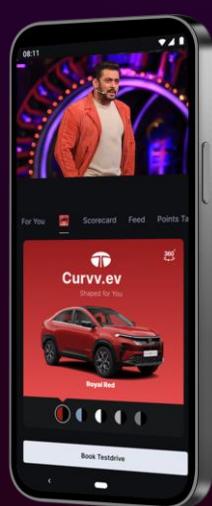
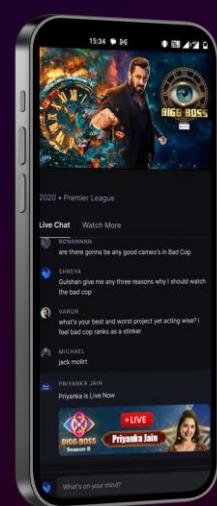
## Votings & Polls



## Quizzes & Contests



## Social Feed & Branded Tab





Powering

## A DNA of Advertising Excellence & Innovation

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Ad  
Innovations

**Bespoke  
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Seamless Ad  
Serving



# Bringing Brand Vision to Life with Custom Bespoke Content and Immersive Storytelling

## Associate. Create. Curate.

In Show Integrations | Sponsorships | Co-Branded & Influencer Vignettes | Branded Content | Content Hosting

**Award Winning  
Creative Studio**



# 3X

Uplift through **in-show integration** and **branded vignettes** v/s general entertainment inventory



# A Full Range of Branded Content and Solutions to Make any Vision a Reality



Branded Shows



Character Endorsement & Influencer Marketing



In-Content Integrations



Brand Films



Brand Campaigns



Tech Innovations



Purpose-Led Campaigns



Content Hosting & Distribution



Sponsorship, Media Amplification, Measurement



## Bespoke Shows



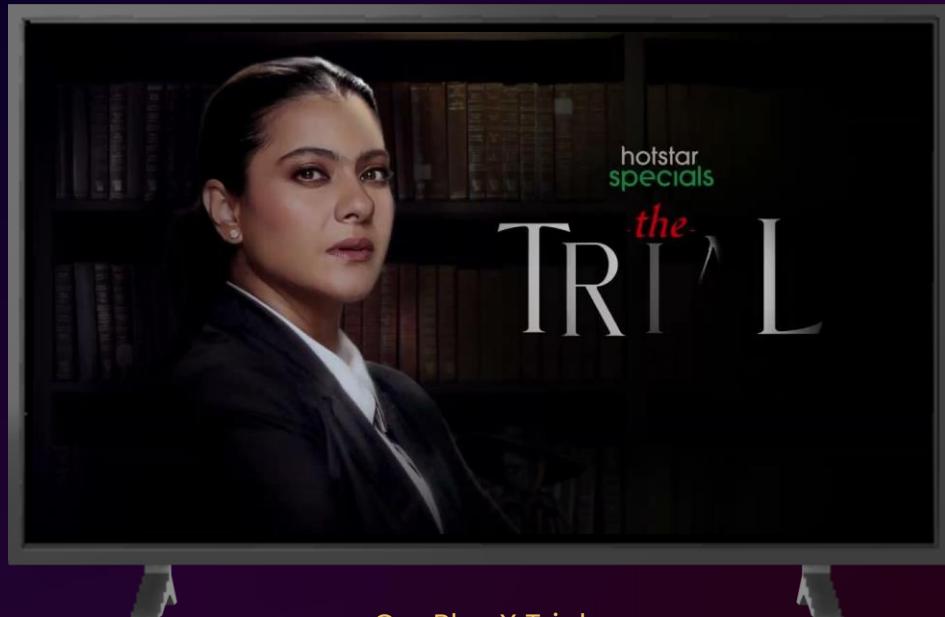
Create compelling stories to engage your audiences



## In-Content Integrations

2.8X

**Higher brand favorability\***  
v/s platform benchmark



OnePlus X Trial

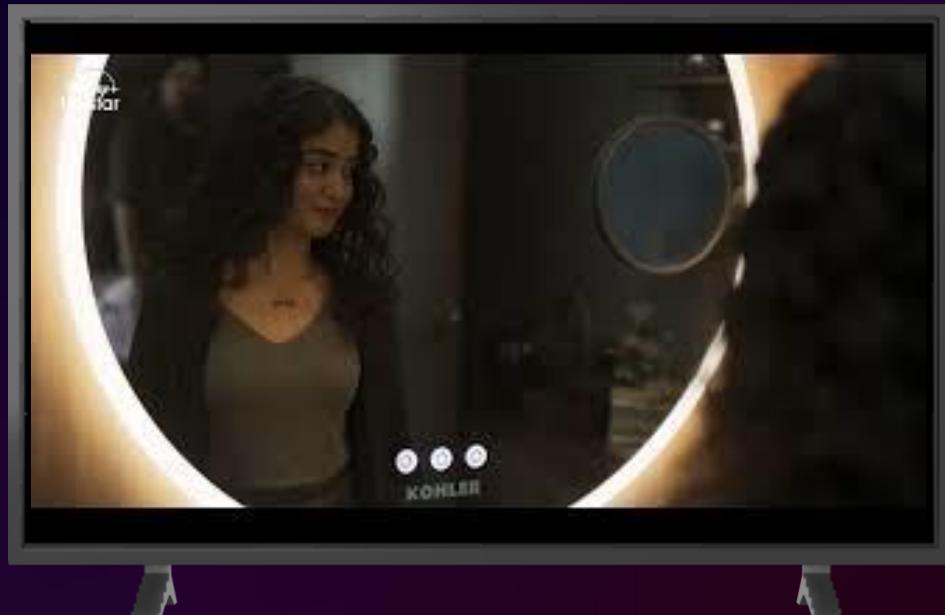
Shaping Consumer Perception with a Strong Brand Narrative



# Character Endorsement & Influencer Marketing

# 3X

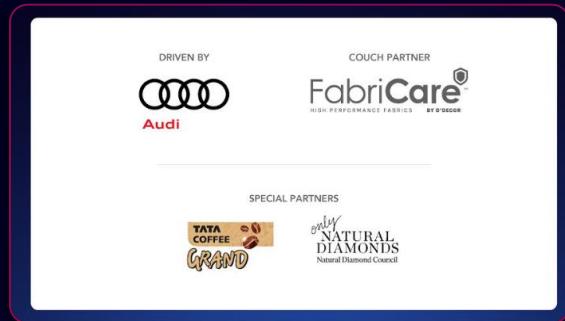
**Higher impact through  
Outegrations\* v/s platform  
benchmark**



**Kohler X Aarya**  
Building Meaningful Connections That Reflect Your  
Brand Persona



# Sponsorship Elements to Elevate Association



**Sponsorship Slate  
In-Show**



**ILU-Presence on  
the Platform**



**Graphical Elements  
(Branded Windows, Astons, L'Bands)**



Powering

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# Unlock Efficiency with JioHotstar's Programmatic Suite

**Direct & Programmatic Deals and Channels available on JioHotstar**

**Direct**

**Programmatic**

**Self Serve**

**Partnered with leading Demand Side & Supply Side Partners**

DSP Partnerships



theTradeDesk



AMOBEE

xandr yahoo!dsp

SSP Partnerships

Magnite



PubMatic



Google Ad Manager



# Reliability & Measurability at a scale never seen before

Measure and Optimize campaigns with our  
measurement and attribution solutions

## Trust

Campaign Measurement

 DoubleClick  
Campaign Manager

OM SDK-powered Viewability

   
INTEGRAL AD SCIENCE

## Transparency

Attention Score



Brand Uplift

  KANTAR MILLWARDBROWN

Sponsorship ROI Evaluations

## Efficiency

Audience Measurement



App Install and Engagement Measurement



# Thank You

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