



# SonyLIV Season Presentation

#2022 - 23

# Contents



- Industry overview & platform numbers
- A year gone by
- Content line up of 2022 - 23
- Case studies



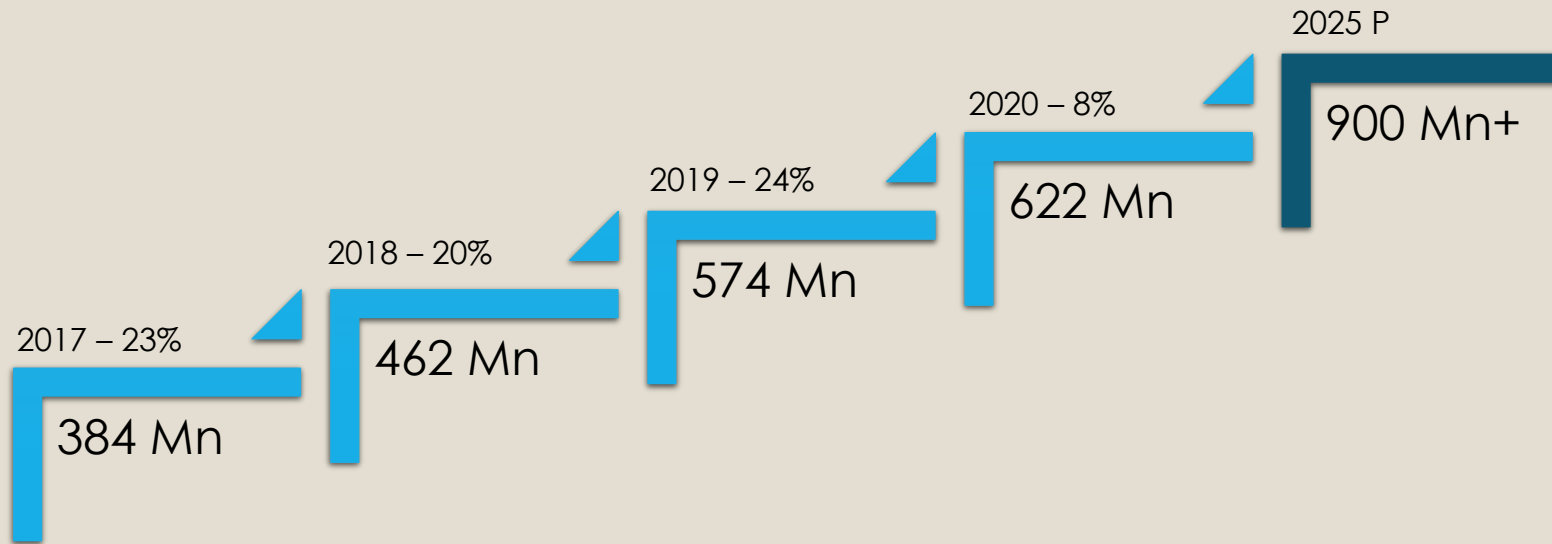


# Industry overview

# Digital ecosystem is growing at a rapid pace

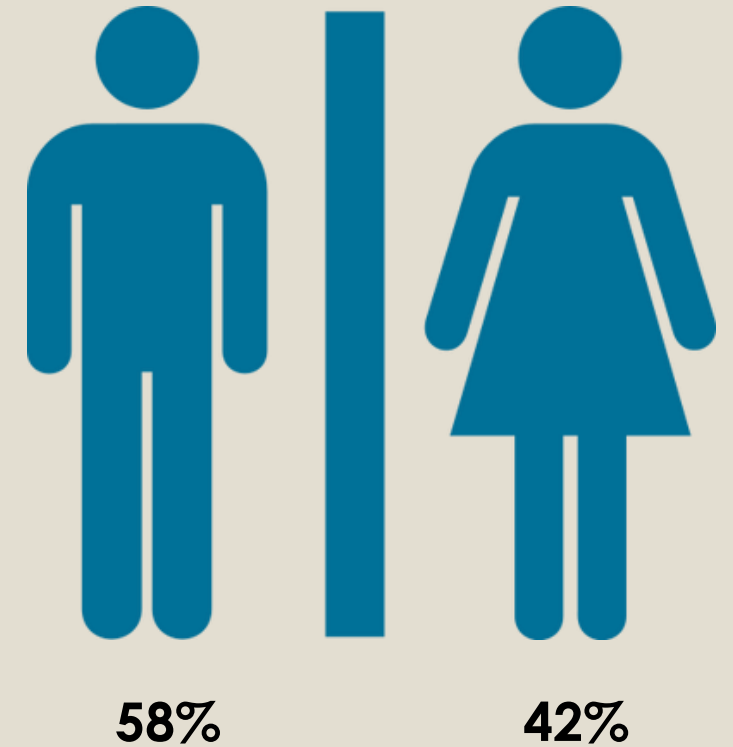


## Active Internet Users



Internet penetration in India is at **43%**

## Male : Female ratio

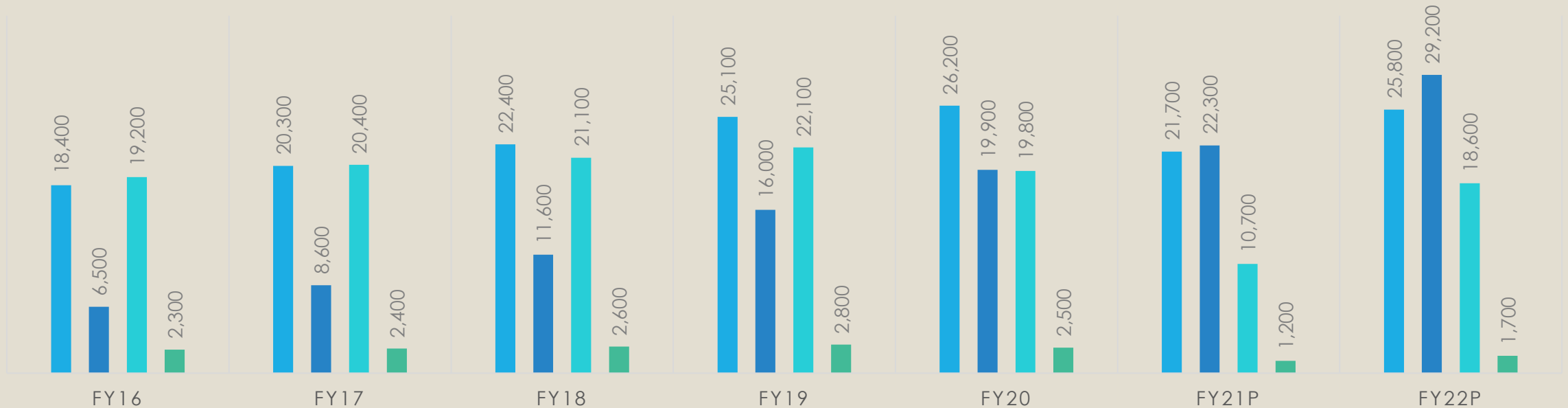


# Digital ad spends grew at a CAGR of 32%



## AD SPENDS ACROSS MEDIUM (RS. IN CRS.)

■ TV ■ Digital ■ Print ■ Radio

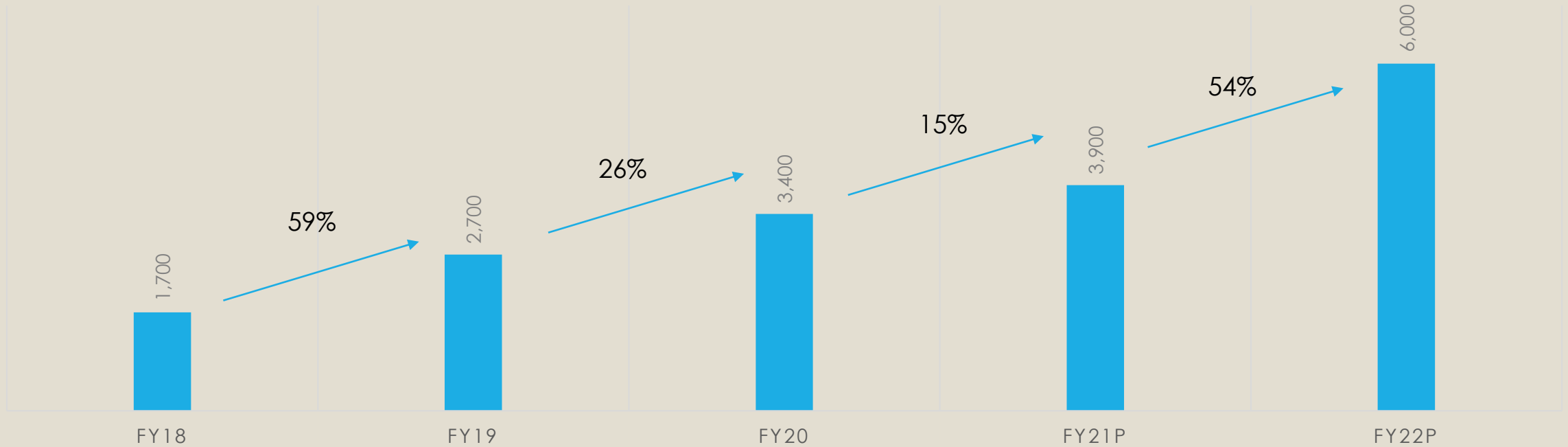


**Digital is the fastest growing medium in last 5 years & even during pandemic it had a significant growth**

# OTT spends are growing considerably



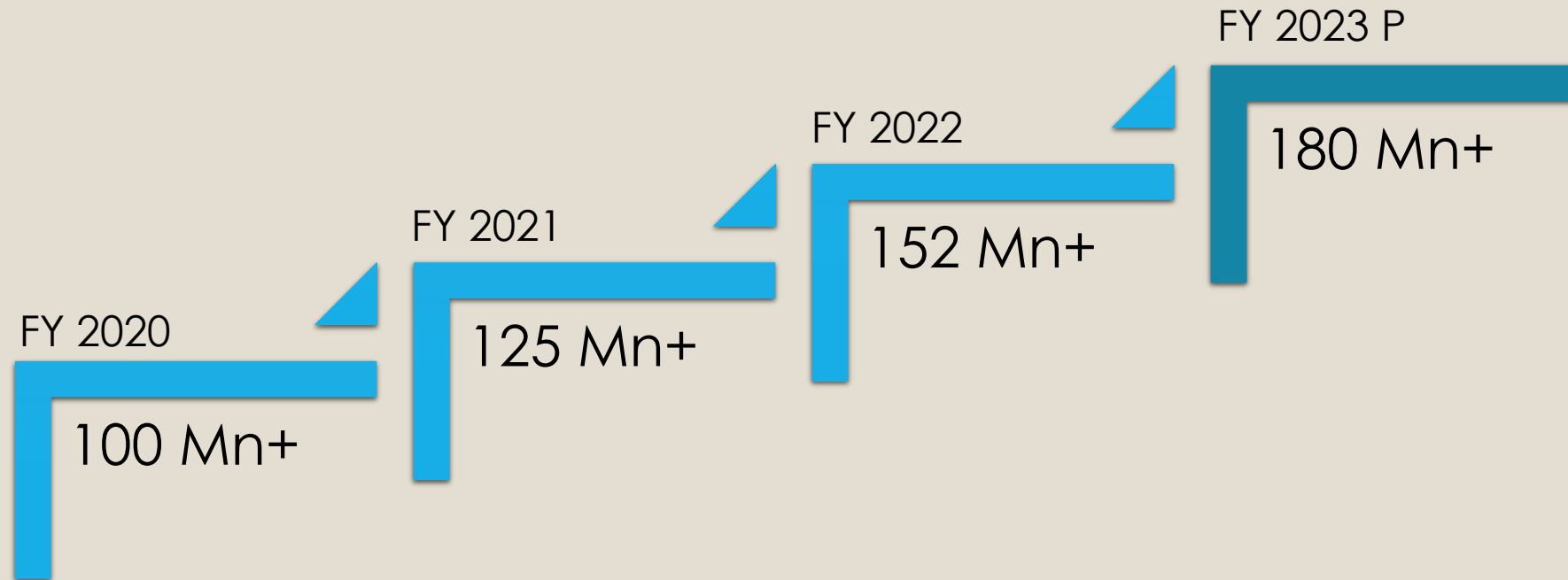
## OTT AD SPENDS (RS. IN CRS.)



# 152 Mn active users on the platform



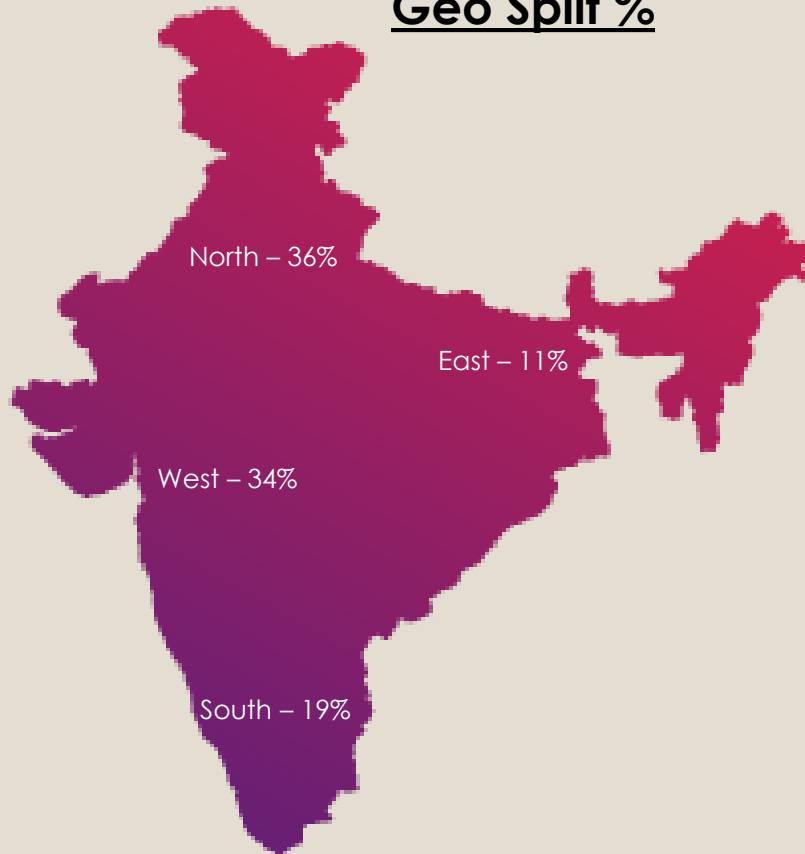
## SonyLIV Monthly Active Users



# Audience profiling

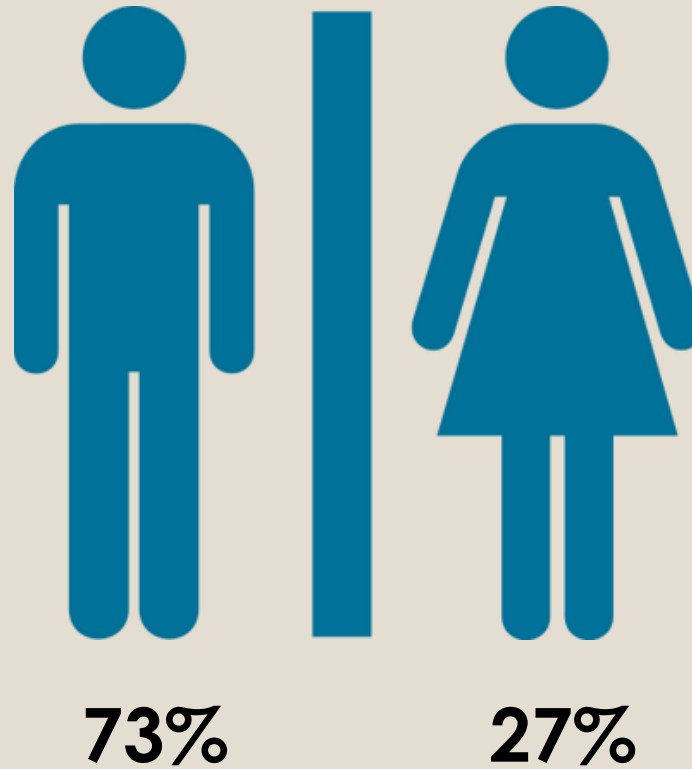


## Geo Split %

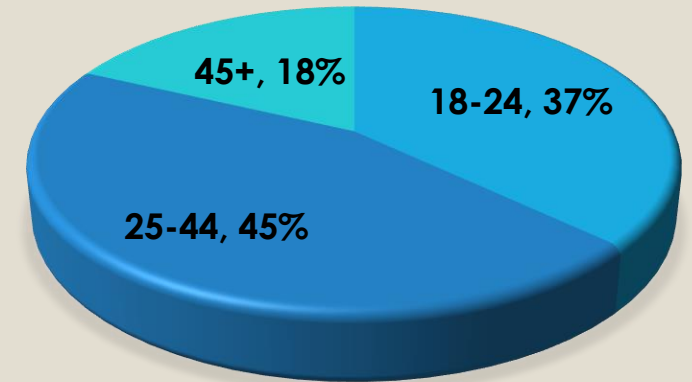


**Top 8 metros 46%**

## Male : Female ratio



## Age Cuts %





# Audience behaviour



## Time spent



**65 min** average watch  
time per day

## Device split



**78%**



**12%**



**10%**

Device price	% traffic
Below 15k	14%
15-25k	23%
25-35k	33%
35-50k	21%
50k+	9%

## Top watched content

Top Reality Shows	Top Sports
Indian Idol / Kaun Banega Crorepati	India Tour of England 2021
The Kapil Sharma Show	Olympics 2020
Super Dancer	India Tour of Sri Lanka 2021
<b>Shark Tank India*</b>	UEFA Euro 2020
India's Best Dancer	UEFA Champions League 2021-22
Indian Idol Marathi	Copa America 2021
<b>India's Got Talent S1*</b>	Big Bash League / Australian Open

\*Ongoing shows

# 20 Mn CTV households in India

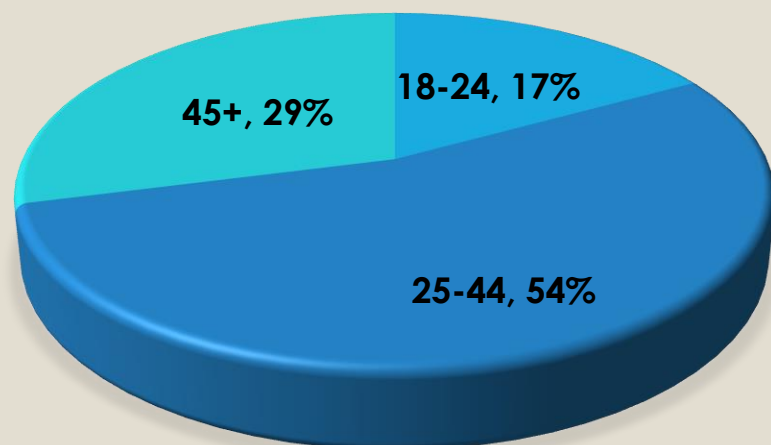


- Co-Viewing - Viewers are moving from “me” to “we”
- Even more engaged while watching as group
- More immersive experience
- 140% growth in watch time for humor content

# 15 Mn CTV households on the platform



Age Cuts %



**70 min** average watch time per day

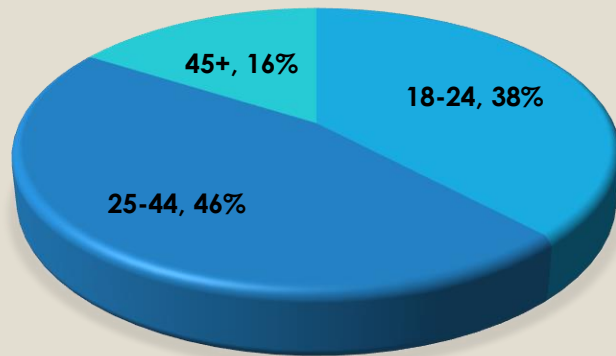
Geo Split %

States	% traffic	Cities	% traffic
Maharashtra	19%	Delhi	16%
Delhi	16%	Mumbai	10%
Karnataka	8%	Bengaluru	6%
Gujarat	7%	Hyderabad	4%
Madhya Pradesh	6%	Chennai	4%
Uttar Pradesh	6%	Pune	4%
Tamil Nadu	6%	Indore	3%
Telangana	6%	Kolkata	3%
Haryana	5%	Bhopal	2%
Punjab	4%	Ahmedabad	2%

# How are female audiences consuming content?



Age Cuts %



**45 min** average watch time per day

Device Split %



Device price	% traffic
Below 15k	18%
15-25k	25%
25-35k	29%
35-50k	22%
50k+	6%

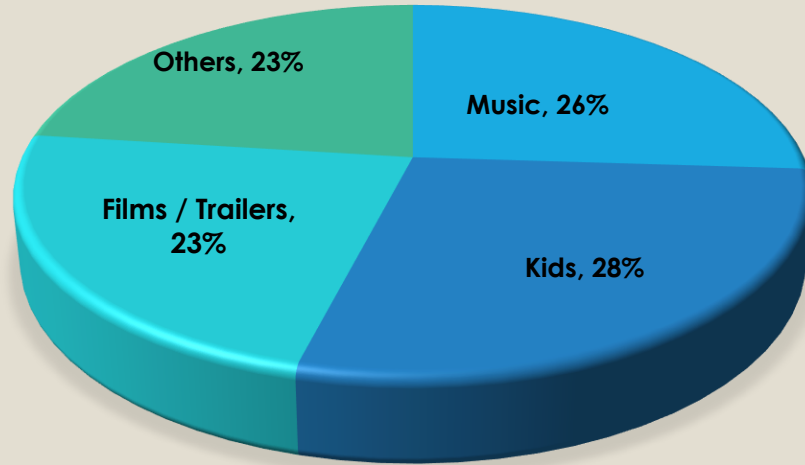
Geo Split %

States	% traffic	Cities	% traffic
Maharashtra	23%	Delhi	13%
Delhi	13%	Mumbai	10%
Gujarat	9%	Pune	5%
Uttar Pradesh	7%	Ahmedabad	5%
Karnataka	6%	Bengaluru	4%
Madhya Pradesh	5%	Hyderabad	4%
Rajasthan	4%	Lucknow	3%
Haryana	4%	Kolkata	3%
West Bengal	4%	Jaipur	3%
Telangana	4%	Indore	3%

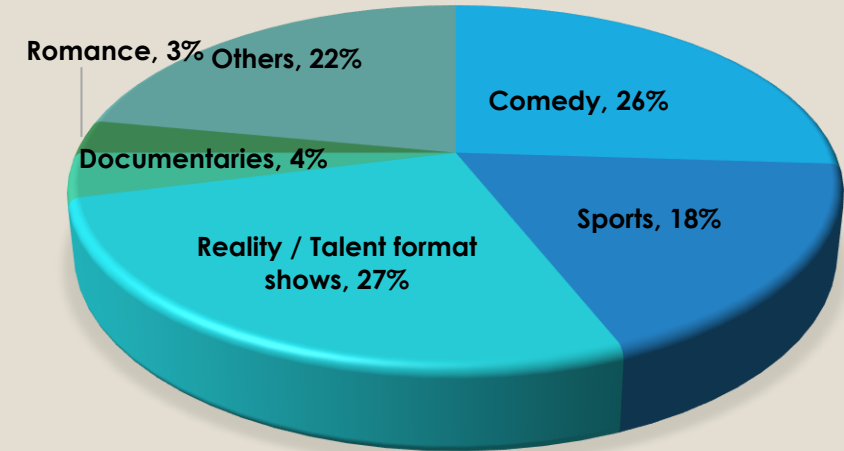
# Why advertising on SonyLIV?



Youtube



SonyLIV



- Variety of content / genre & library focused on long form content
- Credibility - Conducive environment for story telling
- Exclusive content – Originals, Live sports / Interactive experience & high engagement during reality shows for deeper engagement
- Engagement – Brand Integration opportunities in high-quality world-class entertainment / sports content
- Associative value with highly engaged audience in a clutter free environment



# Users from various genres browse the platform



**Mobile & tech enthusiasts - 35%**



**News & politics – 31%**



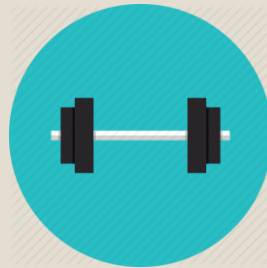
**Sports Enthusiasts – 30%**



**Online shopping – 31%**



**Food & Dining – 27%**



**Health & fitness buffs – 25%**



**Beauty & Wellness – 24%**



**Music Lovers – 24%**

# SonyLIV++ Audience Network



## Connected TV



## SonyLIV++ Audience network





**A year gone by**

# Sports properties



**176 Mn** video views

**85 min** of avg watch time

Male Female ratio - **88:12**

CTV - **19%**



**278 Mn** video views

**68 min** of avg watch time

Male Female ratio - **84:16**

CTV - **18%**



**207 Mn** video views

**75 min** of avg watch time

Male Female ratio - **90:10**

CTV - **16%**



**261 Mn** video views

**80 min** of avg watch time

Male Female ratio - **89:11**

CTV - **18%**



# Sports properties



**68 Mn** video views

**21 min** of avg watch time

Male Female ratio - **90:10**

CTV - **10%**



**24 Mn** video views

**31 min** of avg watch time

Male Female ratio - **90:10**

CTV - **25%**



**8 Mn** video views

**37 min** of avg watch time

Male Female ratio - **91:9**

CTV - **31%**



# Entertainment properties



**360 Mn** video views

**30 min** of avg watch time

Male Female ratio – **69:31**

CTV – **29%**



**364 Mn** video views

**36 min** of avg watch time

Male Female ratio – **70:30**

CTV – **15%**



**110 Mn\*** video views

**38 min** of avg watch time

Male Female ratio – **69:31**

CTV – **20%**



**242 Mn** video views

**39 min** of avg watch time

Male Female ratio – **75:25**

CTV – **29%**

Source – Internal data

\*Numbers are as on date, we expect more video views since the show has just got over

# Entertainment properties



**209 Mn** video views

**41 min** of avg watch time

Male Female ratio – **65:35**

CTV – **21%**



**203 Mn** video views

**29 min** of avg watch time

Male Female ratio – **75:25**

CTV – **25%**



**166 Mn** video views

**29 min** of avg watch time

Male Female ratio – **43:57**

CTV – **19%**



**70 Mn** video views

**32 min** of avg watch time

Male Female ratio – **56:44**

CTV – **15%**

Numbers are for last quarter

# SonyLIV originals - Hindi



**111 Mn** video views

**52 min** of avg watch time

Male Female ratio - **82:18**

CTV - **20%**



**46 Mn** video views

**55 min** of avg watch time

Male Female ratio - **76:24**

CTV - **27%**



**39 Mn** video views

**36 min** of avg watch time

Male Female ratio - **74:26**

CTV - **31%**



**35 Mn** video views

**43 min** of avg watch time

Male Female ratio - **78:22**

CTV - **36%**

# SonyLIV Originals - Regionals



## Marathi



Shantit kranti

10 Mn video views

Male Female ratio - 73:27

CTV - 40%

## Telugu



Vivah Bhojanambu

3 Mn video views

Male Female ratio - 75:25

CTV - 18%

## Tamil



Titham Irandu – Plan B

3 Mn video views

Male Female ratio – 82:18

CTV – 23%

## Malayalam



Kaane Kaane

2 Mn video views

Male Female ratio – 71:29

CTV – 15% views





# Content line up of 2022-23



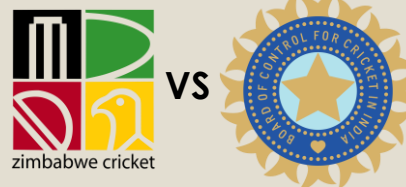
# Robust sports calendar through the year



May - June 2022



July 2022



Aug 2022



Sept 2022



Aug 2022 - Mar 2023



Sept 2022 - Mar 2023



Sept 2022 - Mar 2023



Dec 2022 - Mar 2023



Dec 2022 - Jan 2023



Jan 2023



Feb 2023



Mar 2023

# Robust sports calendar through the year



Feb 2022



July 2022



VS



July 2022



VS



July 2022



July 2022



VS



Sept 2022



Nov 2022



Round the year



Jan 2023

# Most loved reality shows on air currently



**Buzziest reality show running**



**No.1 reality show**



**Most popular & longest running comedy show**



**April – May 2022**



# Non-Stop entertainment all year long



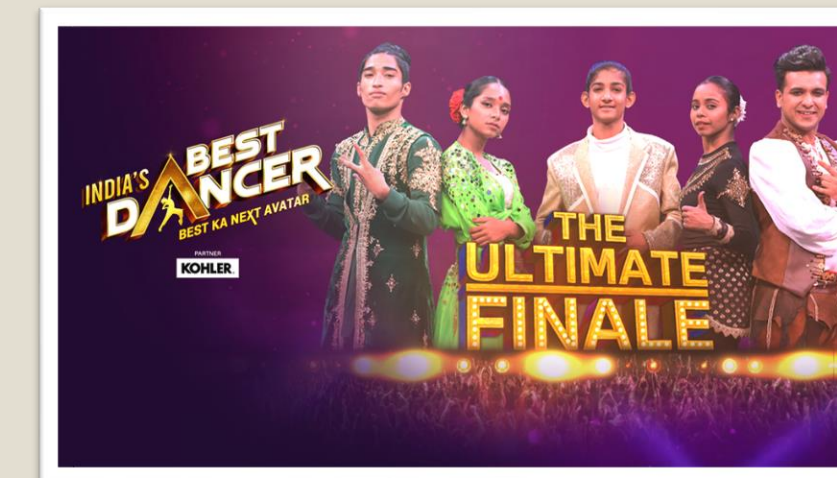
Jul - Aug 2022



Jul - Sept 2022

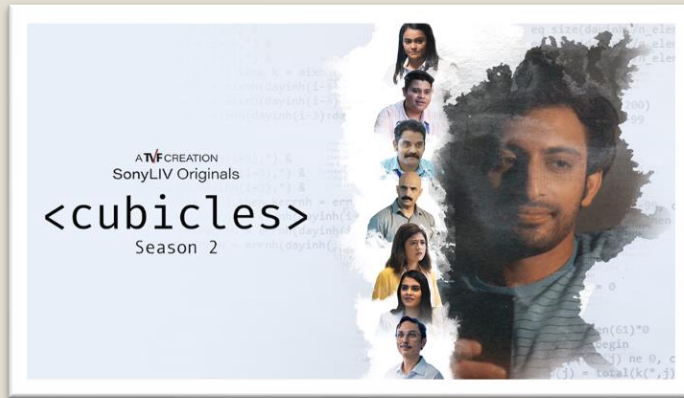


Aug – Nov 2022

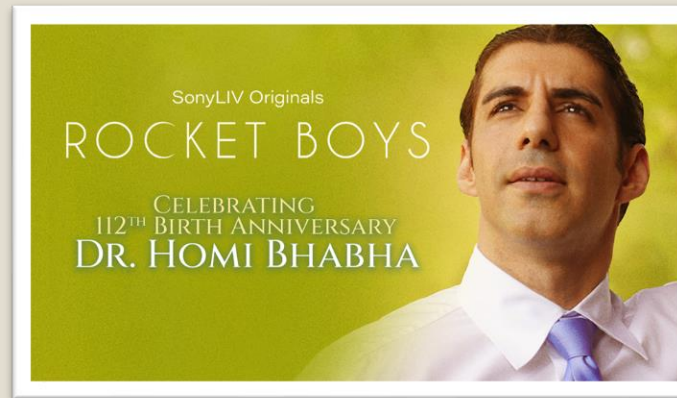


Oct – Dec 2022

# Upcoming line-up of the originals



Jan 2022



Feb 2022



Feb 2022



March 2022



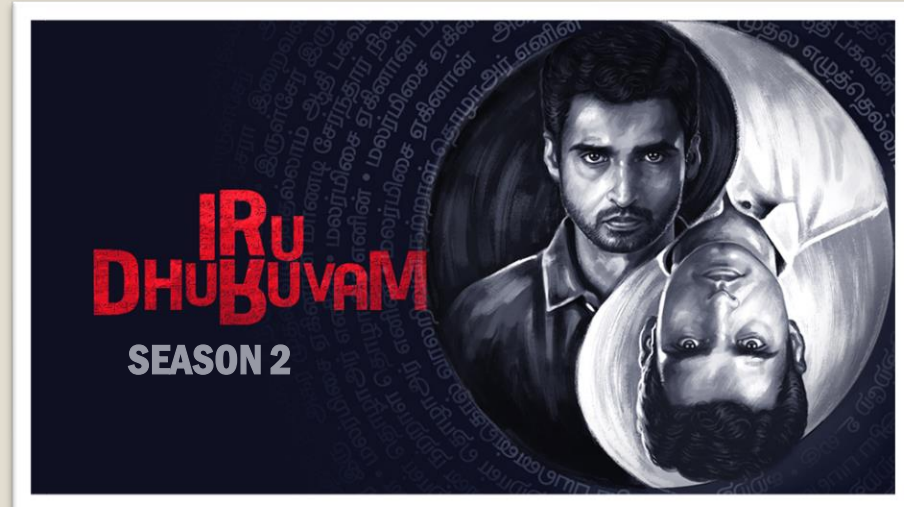
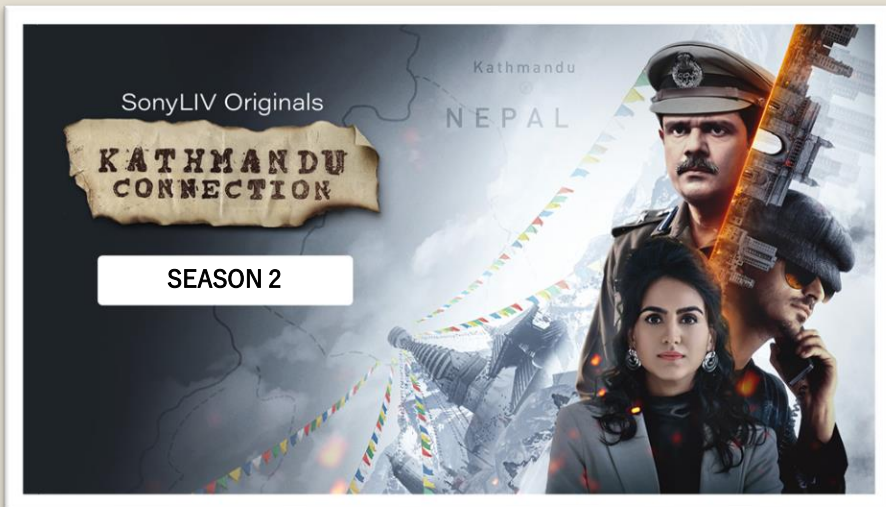
April 2022



May 2022



# Every Friday new story on SonyLIV



# Power-packed Line up of 59+ Originals cutting across languages & creating...



## 24 Hindi Originals

- TVF Cubicles-2
- Rocket Boys S1
- Undekhi 2
- Gullak 3
- Avrodh 2 / Dr Arora/ Cancer Bitch/Fauda
- College Romance 3
- Girls Hostel S3
- Dr Arora
- Jehanabad
- Scam 2
- Kathmandu Connection S2
- Faadu (Manjari)
- Maharani S2
- Nirmal Pathak Ki Ghar Wapasi
- Garmi
- Freedom at Midnight
- Chamak
- Cash On Delivery
- Leak
- Magpie
- Wingmen
- Mission RAW
- Pulwama
- Haifa

## 14 Tamil originals

- Bachelor (TaFF)
- Pandrikku Nandri Solli
- KV
- Victims
- CAT A title
- Tamil Rockerz (Original)
- Accidental Farmer (Original)
- Meme Boys (Original)
- TFF Aruva
- Iru Dhuruvam S2 (Original)
- Cheran's Journey (Original)
- MKT Conspiracy (Original)
- Ramanujan (Original)
- Anonymous

## 10 Telugu originals

- Sky Lab
- 2 CAT A titles
- F3 Premier (TFF)
- Detective Brinda (Original)
- D Days (Original)
- Goodachari 2
- Case Files of Hemanth Rao (Original)
- Money Laundering (Original)
- Kanyasulkam (Original)
- Black & White (Original)

## 11 English originals

- Passport to Freedom
- Crossing Swords S02 (Binge)
- ADOW S03 (Binge)
- Monarch
- Boondocks 2.0
- Magpie Murders
- Agatha Christie's - The Pale Horse
- Agatha Christie's - ABC Murder
- Agatha Christie's - Ordeal by Innocence
- Fantasy Island (2021) S1 (Binge)
- Agatha Christie's - Why Didn't they Ask Evans

**Originals are dubbed in multiple languages like Tamil, Telugu, Malayalam, Marathi & Bengali**





# Case Studies



# BRING ALIVE BRAND PROPOSITION THROUGH EURO ASSOCIATION



Co-Presenting Sponsor



High impact branding via studio show, LIVE in-game inventory & contextual Astons on Goals



Presence across marketing communications

## Brand Objectives:

- Brand Familiarity
- Building **Trust**



LIVE Studio Segment

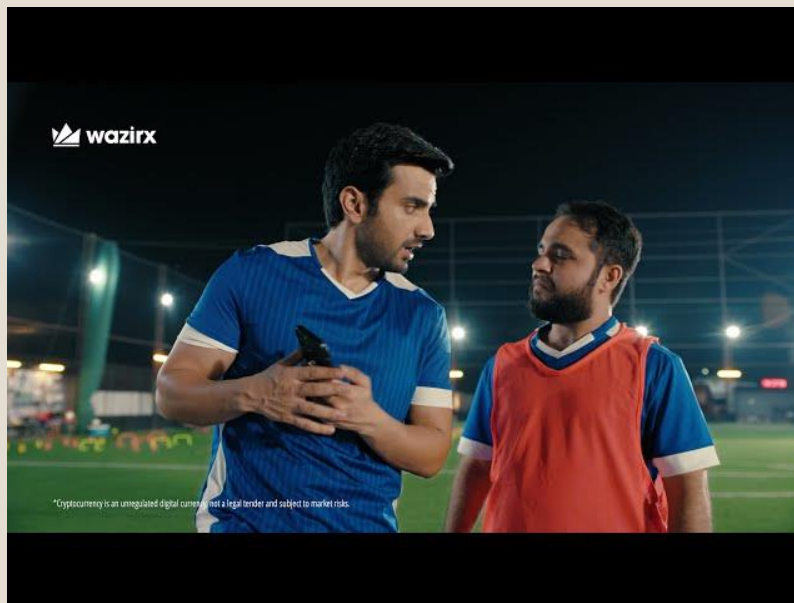


High Impact VOD



Customized Content with Football Experts





**+13%**

Uplift in Brand awareness  
Among 18+ Male TG

**+19%**

Uplift in Key message association  
"INDIA KA BITCOIN EXCHANGE"

**+8%**

Uplift in Purchase Intent



**"SonyLIV is the destination for sporting enthusiasts. Success of Euro'20 drew great number of viewers that helped us better engage with our target audience"**

**Nishchal Shetty, CEO, Wazirx**





# LEVERAGED KBC TO CREATE AWARENESS AND DRIVE ASSOCIATIVE VALUE



Presence across marketing communications



Co-PRESENTING SPONSOR



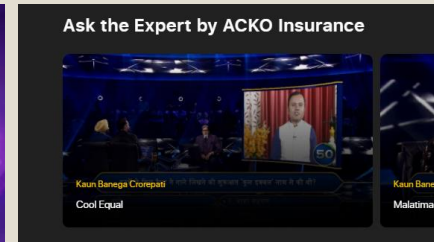
## Brand Objectives:

- Reinforce ACKO as the **EXPERT** of Car and Bike Insurance
- Drive Brand Favorability

Exclusive ownership of Ask the Expert Segment



Branded VOD Opening Slate



Branded VOD TRAY

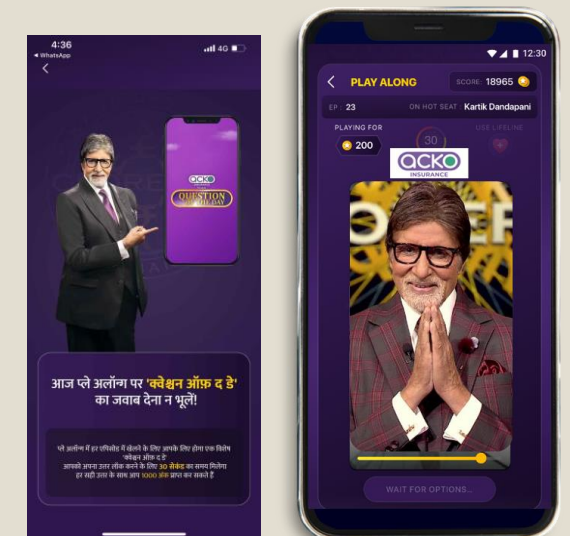


Contextual Aston



Branded VOD

Engage users through high impact interactive experience



Daily ACKO Question of the Day by Amitabh Bachchan



## LEADING TO BRAND UPLIFT ACROSS METRICS



**+26%**

Uplift in Brand awareness

**+22%**

Uplift in Key message association  
"Time lagega, fast settlement & zero commission"

**+26%**

Uplift in Brand favorability

**+27%**

Uplift in Purchase Intent

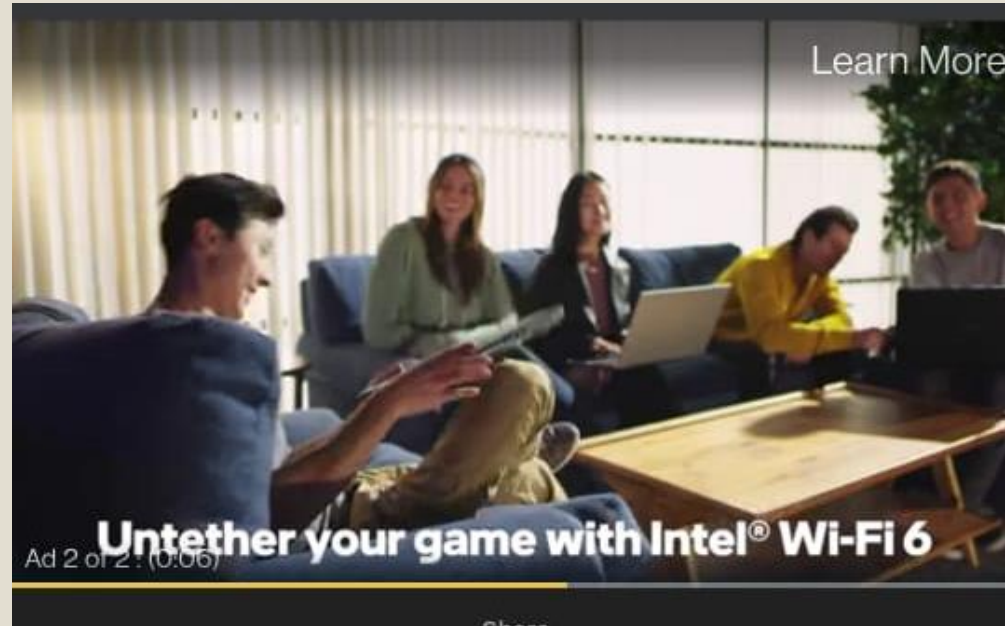


## HIGH SOV INVENTORY BUYS TO ENGAGE RELEVANT TG



EURO2020

Inventory buys



Knowing football fans higher affinity towards online gaming, Intel engaged the viewers of Euro 2020 with high SOV inventory buys

High Frequency Ads during LIVE Streaming





## RESULTING IN GAINS ACROSS BRAND METRICS



**+11%**

Uplift in Aided awareness

**+11%**

Uplift in Online Ad awareness

**+8%**

Uplift in Purchase Intent



# POWER OF INDIA CRICKET



Presence across Marketing and In-app collaterals



Leveraging India's tour of Sri Lanka and England, Swiggy run a high frequency campaign to drive discount and offers communication. This was supported with contextual L bands and LIVE graphics.



Partner sponsor



High Frequency Ads during LIVE Streaming



LIVE Match Graphics





## CLEAR GROWTH ACROSS METRICS



**+13%**

Uplift in Online Ad awareness

**+4%**

Uplift in Key message association

"Swiggy has the best deals & discounts on restaurants"



**+4%**

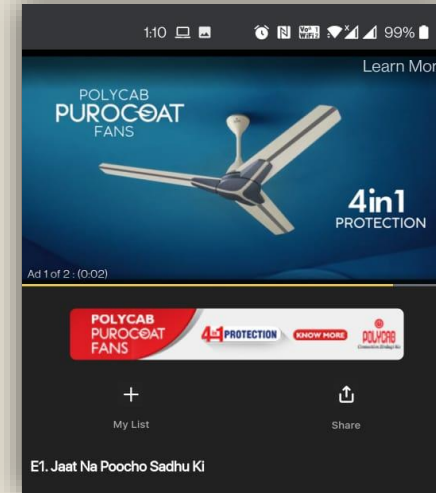
Uplift in Purchase Intent



## PREMIUM PREVIEW PARTNER- LIV ORIGINALS



PREMIUM PREVIEW PARTNER



High Frequency Ad spots with companion Banner

The first episode of Liv Originals is free for all the users to maximize the reach.

Leveraging this opportunity, Polycab engaged millions of users through the show opening bumper and high frequency spots on highly anticipated “Maharani”.



## SIGNIFICANT UPLIFT ACROSS BRAND METRICS



**+36%**

Uplift in Brand awareness

**+120%**

Uplift in Ad Recall

**+32%**

Uplift in Purchase Intent





**Game on!**