

PM INSIDE 2024

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The Product

- Disney + Hotstar is one of India's leading on-demand streaming service owned and operated by Star India, a subsidiary of The Walt Disney Company India.
- Features three subscription plans – **Mobile**, **Super** and **Premium**, which has access to all content over the platform, difference being the presence of advertisements
- Known for robust library of regional content and sports coverage, along with international content from Disney, Marvel, Pixar and National Geographic
- Major competitors include Netflix, Amazon Prime Video, ZEE5 and SonyLIV



Objectives

- Increase the time spent by users on the platform i.e. boosting user interaction and prolong platform usage
- Enhance the monthly user retention rate, ensuring users consistently return to and engage with the platform
- Improve the number of subscribers for Premium tier subscription, make the tier more attractive compelling users to upgrade to premium tier.



Market Overview and User Demographics

39 Million

Subscribers as of 2023 in India

50%

Live Sports Viewership

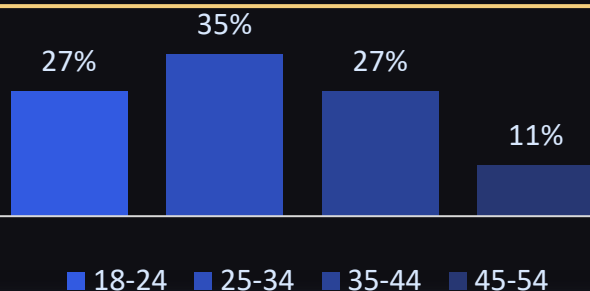
30%

TV Shows Viewership

20%

Movies Viewership

User Demographics (by age)



Disney+ Hotstar subscribers (in millions)



35%
Market Share



Competitors



9% market share



12% market share



6% market share

Loss of IPL streaming rights, loss of HBO's content slate, challenges in Marvel Phase 4 lineup and increased regional content from competitors are some reasons for loss of subscriber count

User Persona & Stories

User



The Casual Viewer

18-24 years old
College student
Budget-conscious

Demographics

Tech-Savvy level

Medium

Subscription Type

Free/Basic

Goals

- Want to be able to access content with friends.
- Flexible viewing options that fit her schedule.

Pain Points

- Limited budget for multiple subscriptions.
- Frustrated by frequent ads and limited content access.



The Sports Enthusiast

35- 45 years old
Service sector
Sports fanatic

Medium

Premium (for sports access)

- Real-time access to live sports events.
- High-quality streaming without lag.

- Lagging streams during live events.
- Interruptions from ads during critical sports moments.



The Family Viewer

35-50 years old
Homemaker
Family oriented

Medium to low

Family Plan

- Family-friendly content that appeals to all ages.
- Affordable subscription for multiple users.
- Difficulty in managing individual preferences in a single account.
- Difficulty in multiple device logins on basic plan.



The Content Connoisseur

25-34 years old
Working professional
Content chooser

High

Premium

- Access to exclusive and original content.
- High-quality viewing experience with the latest releases.
- Difficulty in finding new content to watch.
- Occasional quality issues despite a premium account.

Potential Features

Solution 1: Enhancing User Engagement



- We aim to introduce a new section called '**Star Bites**' in the app that will help users to scroll through the content in a fun engaging way.
- User can engage with the content for short intervals throughout the day.

Solution 2: Improving Monthly Platform Retention

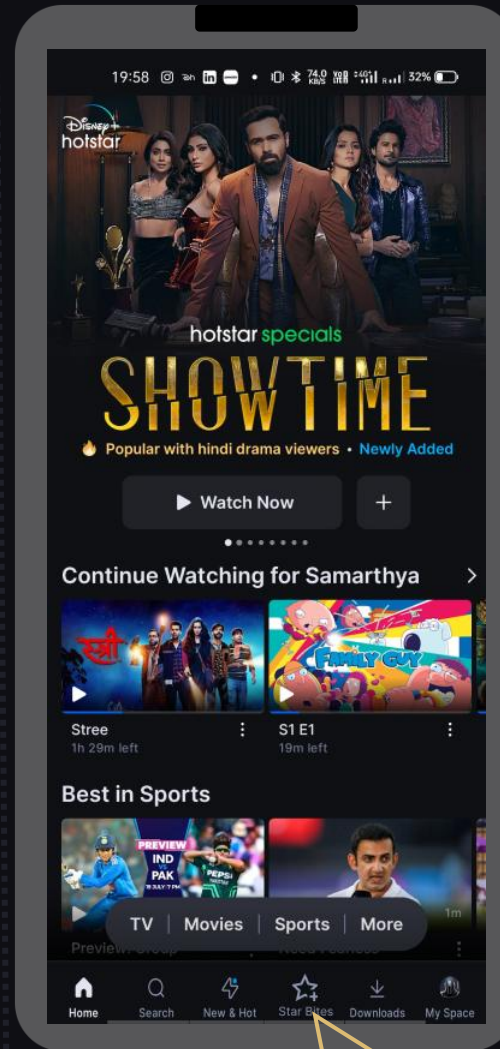


- Providing customers with an option to login into multiple devices along with the option of 2 factor authentication for profile locking system.
- Recommendation systems can give accurate prediction, increasing retention + engagement.

Solution 3: Increasing Premium Subscriptions



- Introducing **Stars Assemble** feature to premium subscribers allowing them to watch together with friends and catch up while bingeing!
- Users can be easily motivated by their peers to join the premium subscription.



A separate section featuring short-form videos and recommendations based on user viewership data

Star Bites

Feature

- An in-app short-form video section featuring 60-300 second highlights from sports matches, TV shows and movies.
- It will feature content based on user preferences, i.e. based on the content user usually consumes the section will be personalized.
- Allowing sharing to non-subscribers or non-premium subscribers over other messaging platforms.

Tech Required

- Data analytics to find out the segments in sports or shows, that are rewatched multiple times and extract a short-form video content automatically.

Pain points catered

- We tapped onto the user's difficulty in finding new content to watch. This feature will enable the customers to easily scroll through the content they want to watch and get a little engaging preview.
- With decreasing attention span of users, this feature will help engage those customers as well who cannot sit for hours to watch but would like to be updated with the latest shows, sports events, movie contents in a fun and engaging way.

Profile Security

Icons to indicate the users that are currently using the available number of screens

Features

- For basic (Super) subscription tier, users cannot login into more than 2 devices. This is inconvenient for sharing among younger people.
- Introduce feature to login into more than 2 devices but limiting the simultaneous number of screens to 2.
- Parental locking applies to the entire account, not individual profiles. Add a 4-digit PIN to lock profiles, enhancing privacy and preventing unauthorized access.

Tech Required

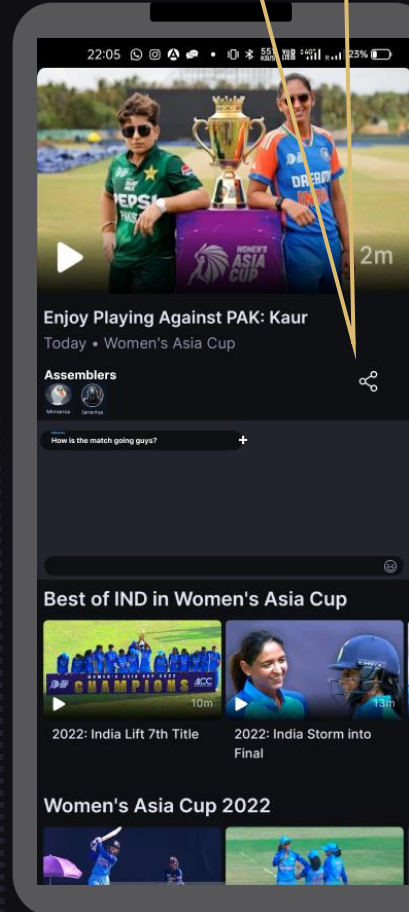
- JWT tokens for session and profile tracking would be required to be implemented. Along with storing session details.

Pain points catered

- Sharing causes a profile's data to be populated based on viewing preference of multiple individuals. This would allow profile's data to remain clean and enable better recommendations, thus enhancing retention
- Users on basic plan must log out of 1 of the 2 logged in device to be able to log in to a new device. This causes issues specially while travelling. With this enhanced feature user experience will improve leading to higher retention rate.

Stars Assemble

Invite friends to watch together, enticing everyone to get premium subscription together



Feature

- A new feature introduced to the premium subscription tier that provides the option of watching exclusive content with your friends and family together on one screen.
- This feature will enable users to have a seamless experience of connecting across the globe and watch content the way it is meant to be- together!

Tech Required

- Developing real-time synchronizations and chat features.
- Manage the data real time on strong servers to avoid lags.

Pain point catered

- With this feature we catered to 50% viewership of sports, who want to watch live events together with friends and family away, critiquing and gushing together.
- This new feature will prompt the users on the basic plan to upgrade to the premium plan and enjoy content together.

Cost, Benefit & Risk Analysis

Feature	Cost	Benefit	Risk	KPIs
Star Bites (Short reels)	- Development & integration to the platform - Additional storage & infra for hosting short reels - Marketing to promote the feature	- Increased user engagement & retention - Potential for viral content, increasing brand visibility - Higher ad revenue from increased viewership	- Increased server load & costs - Risk of content overlap or redundancy with existing content - Initial user resistance/low adoption rate	Reels views: Number of views per reel Engagement time: Average time spent watching reels Share rate: Frequency of reels being shared by users User retention: Increase in daily/monthly active users
Multi-Device Login & Profile locking	- Development & integration of multi-device login & profile locking - Increased security measures & infrastructure	- Enhanced user convenience & flexibility - Improved account security, reducing unauthorized access - Higher user satisfaction and trust	- Increased support requests related to login and pin issues - Potential security vulnerabilities if not implemented correctly	Multi-device login rates: Number of users logging in from multiple devices Adoption rate: %age of users enabling profile locking Account security incidents: Reduction in unauthorized access cases User satisfaction scores: Feedback from users on convenience & security
Watch party	- Development of real-time synchronization and chat features - Server costs for handling simultaneous streams & interactions - Marketing to promote the new premium feature	- Increased premium subscriptions - Enhanced social engagement & user retention - Differentiation from competitors, attracting new users	- Technical challenges in ensuring seamless synchronization - Potential for negative user experiences if performance issues arise - Risk of low adoption if users are not interested in watch parties	Watch party participation rates: Number of users participating in watch parties Premium subscription conversions: Increase in premium subscriptions due to the feature Average watch party size: Number of participants per watch party User engagement: Increase in content viewing time and frequency

Overall Metrics



DAU & MAU



Engagement Time



Feature Adoption Rate



Increased Premium Subscriptions

References

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Thank you!