

media partners asia

ampd  
research

# India Online Video Report

Analysis of Consumption, Content & Investment Trends

Jan 2022 - Mar 2023

# TABLE OF CONTENTS

<b>Section I: Methodology</b>	03
<b>Section II: Key Highlights &amp; Trends</b>	04
<b>Section III: Online Video Category &amp; Landscape</b>	07
<b>Section IV: Content Investment Trends</b>	13
<b>Section V: Content Demand Trends</b>	18
<b>Section VI: Prime Video, Disney+ Hotstar &amp; Netflix: Analysis of Content Supply &amp; Demand Trends</b>	35
<b>Section VII: About Us</b>	46

# METHODOLOGY

**This report leverages data from the AMPD platform owned and operated by Media Partners Asia (MPA).**

Launched by MPA in 2019, AMPD is the market leader in capturing real consumer data and title-level consumption to provide deep insights across the digital ecosystem including VOD.

The AMPD platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. For this report, the platform passively measured real consumption on Android and iOS mobile and computer devices in India in across calendar year or CY 2022 and the three months to end-March, 2023 or Q1 2023 with a sample size of 13,000 sourced from our local panel solution partner BARC India.

The data reported is anonymized and conforms to data privacy legislation in India. AMPD Vision was used by MPA to provide a granular view of streaming content consumption across key VOD services. Consumption and streaming minutes mentioned in this report are based on MPA's proprietary weighting & projection techniques to be nationally representative of mobile consumption for individuals aged 15 to 69.

The term Premium VOD, commonly used in this report, refers to online video-on-demand platforms that curate premium long-form content for consumers with free and paid tiers (i.e. freemium) or solely paid tiers (i.e. SVOD). Premium VOD excludes UGC and/or social video platforms such as YouTube.