

# Now Streaming: The Indian Youth OTT Story

**dentsu**  
MARKETING  
CLOUD  
Insights

An Urban India  
GenZ & Millennial  
Study

# THE UNDERLYING STUDY

The insights published in this report were compiled from the Dentsu Marketing Cloud (DMC) Insights India Millennial & GenZ Study 2020 and is also based on our local market expertise.

**FOR ANY ADDITIONAL INFORMATION ON THIS REPORT,  
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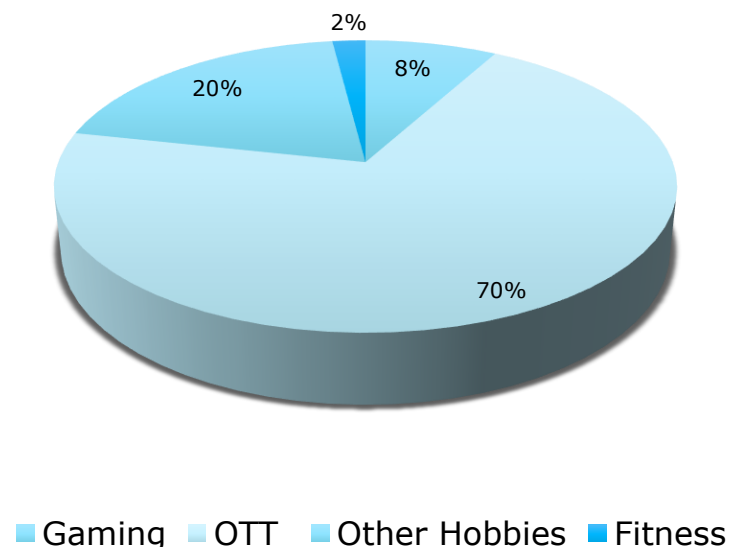
Gautam Mehra, Chief Data Officer (South Asia) & CEO Dentsu Aegis Network Programmatic, [Gautam.Mehra@dentsuaegis.com](mailto:Gautam.Mehra@dentsuaegis.com)

Abhinay Bhasin, Vice President (South Asia) - Dentsu Aegis Network, [Abhinay.Bhasin@dentsuaegis.com](mailto:Abhinay.Bhasin@dentsuaegis.com)



# Executive Summary

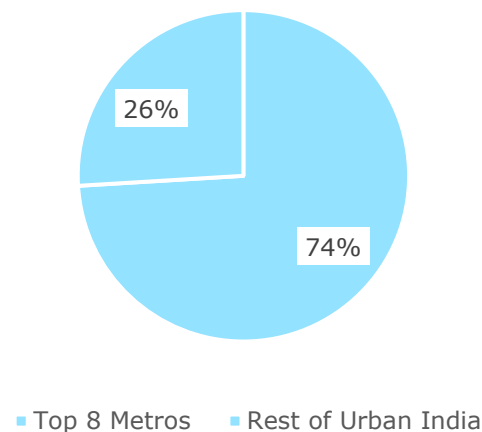
**Entertainment in Lockdown**



- India's on demand digital streaming industry surpassed the national film industry in terms of both viewership and growth, with a staggering 240% increase in viewership in just 3 years post 2016.
- Amidst the ongoing global pandemic, OTT platforms have cemented their place by providing on demand digital entertainment in the comfort of one's home. Thereby challenging more traditional media platforms such as cable or satellite television.
- The adjacent figure highlights the overwhelming popularity of OTT services (70%) especially during the lockdown period, citing it as the most popular source of entertainment for the GenZ's and Millennials of Urban India.
- Through this report we seek to explore some of the contemporary themes that prevail within the Over-the-Top service industry, from the perspective of the youth of our country.

# Our Panel

## Geographic Make Up of Audiences



# 36%

of our sample were formally employed

# 47.8%

of our sample were Males.

Our sample size comprises of individuals from

# Urban India

# 52.2%

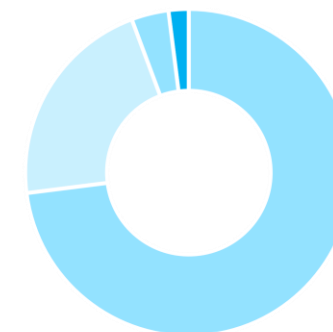
of our sample were Females.

# 21.5%

of our sample were classified as "Millennials" i.e 25-39 years of age.

Occupational Distribution of our Sample

■ Students ■ Corporate Professional  
■ Entrepreneurs ■ Homemaker



# 78.5%

of our sample were classified as "GenZ's" ie. 5-25 years of age.



# Contemporary OTT Trends in Urban India



**OTT Based  
Gaming**



**Binge Watching**



**Industry  
Fragmentation**



**Diverse Content  
Preferences**



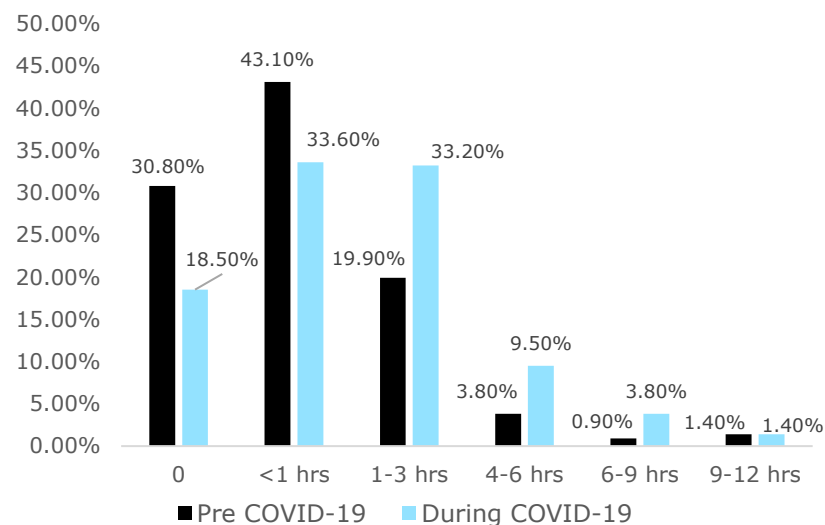
**OTT During  
Lockdown**

CONTINUED

# OTT Based Gaming



Time Spent Gaming (hours)



OTT BASED  
GAMING

According to an EY report from 2018, 5 bn gaming applications are downloaded annually in India. Furthermore, forecasts suggest that demand for mobile and cloud-based gaming is only going to grow with an expectation that the industry is set to be valued at the 1bn USD as soon as 2021.

Moreover, OTT based gaming has gained significant popularity during the lockdown period as hours spent on gaming in general has increased. This could be due to several people purchasing consoles to keep themselves entertained during the COVID period. While heavy gaming remained constant i.e. those who were “gaming addicts” so to speak continued to game long hours pre and post COVID alike. Casual gaming however saw a steep increase in popularity as pre COVID only 23% of our sample spent 1-6 hours gaming however this number rose to 43% (almost doubled) during the COVID period

Our research suggests, on average GenZ were the more gaming savvy demographic cohort. On average, GenZ in our sample spent 1.97 hrs consuming gaming content daily compared to millennial’s who spent a lot less time gaming daily i.e. only 1.11 hrs.

Average Daily  
Gaming  
Consumption

**GenZ**



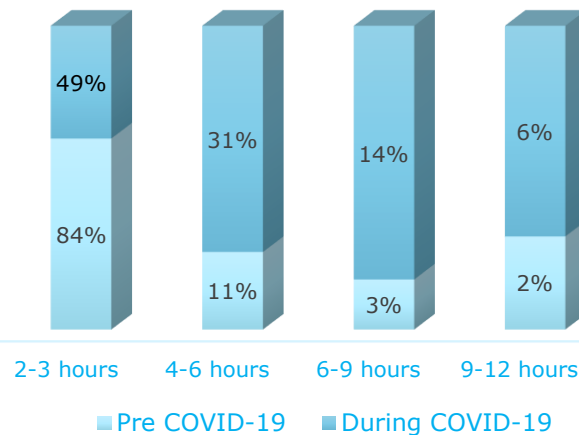
**Millennials**



# Binge Watching



Daily Content Consumption  
(hours)



BINGE  
WATCHING

Human beings have an innate tendency to seek external emotional stimuli. At a time where there is lack of it due to COVID inflicted isolation a tendency of seeking this external stimulus from other sources has emerged. This has led to a binge-watching culture to develop – which is basically the long spanning consumption of digital content (usually a single show). Science backs this claim as the endorphin high experienced when one cries, laughs and shares the highs and lows of characters they watch on OTT platforms is quite like feelings one experiences when they interact with friends and family.

Our survey summarized the increase of OTT content consumption among the youth of our country. We can confirm “Binge Watching” as a culture is on the rise as a result of boredom in isolation. 5% of our sample claimed to consume between 6-12 hours of daily content on OTT platforms before lockdown commenced however this figure quadrupled following lockdown, as currently 20% of our sample claims to a transition from being “casual watchers” who consumed roughly 2-6 hours of daily content to now being categorized as binge watchers due to them spending a lot more time on OTT platforms.

**GenZ**



**Millennials**

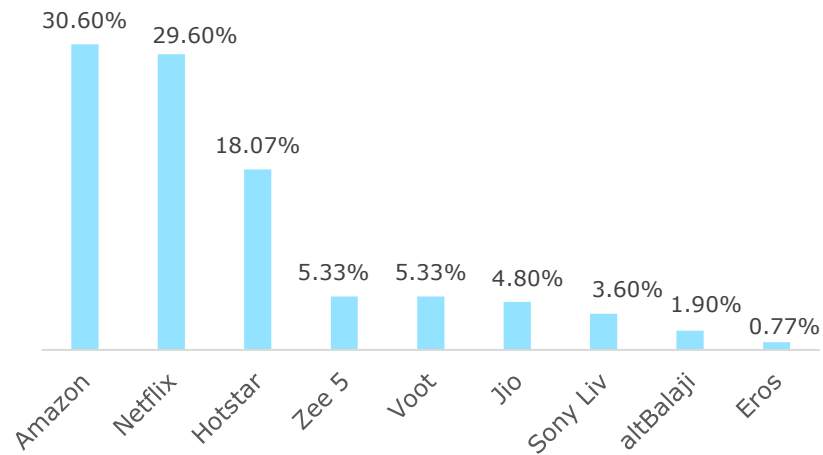


Average Daily  
Content  
Consumption

Our research suggests that on average, daily OTT content consumption among GenZ is higher than millennials. Furthermore, this stat further validates our assumptions that of - a rise in binge watching culture as before lockdown 95% of our entire sample (GenZ and Millennials alike) consumed only 2-3 hours of daily content clearly highlighting a trend of increased binge watching as now during lockdown on average each millennial consumes 1.66 hours of additional content and each GenZ is consuming 2-3 hours of additional content too.

## Industry Fragmentation

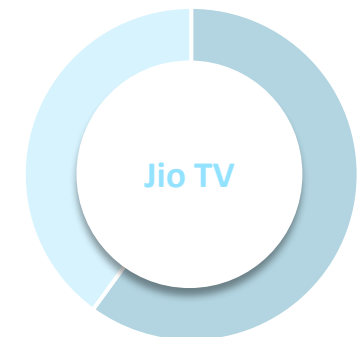
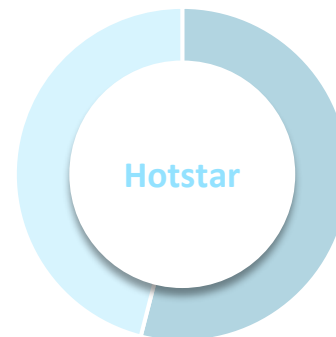
Platform of Choice



According to our research although GenZ' s tended to have a larger number of OTT subscriptions in general and therefore were more likely to have Amazon and Netflix subscriptions. This was not the case for regional platforms as millennials were marginally more likely to have Hotstar, Voot and Jio TV subscriptions when compared to their GenZ counterparts. Furthermore, when it came to less popular regional platforms like Zee5, Sony Liv and altBalaji GenZ were once again more likely to be subscribed to them.

According to our research (Dentsu Marketing Cloud Insights - India Millennial & GenZ Study 2020), we were able to gauge an understanding of digital content preferences of Gen Z and millennials in our country through a representative sample of 200+ individuals that we collated. One can clearly gain a sense of OTT platform's popularity as a source of entertainment especially during lockdown as it outshone all other popular "lockdown based recreational activities" by a very significant margin - with 70% of the youth turning towards OTT based entertainment to pass their time.

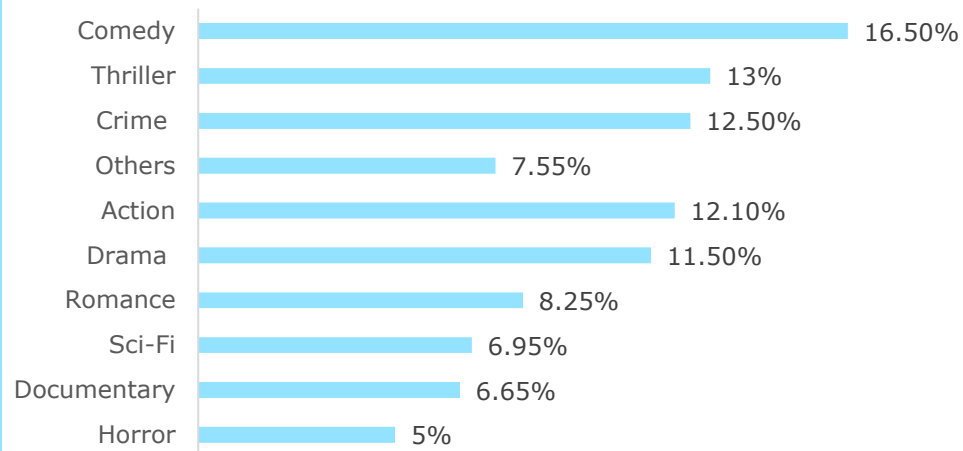
Furthermore, we can hypothesize that Amazon Prime and Netflix are unquestionably the platforms of preference among the youth with 60% of our sample having subscriptions to either or both of those platforms. The "big two" OTT platforms are closely followed by national based platforms such as (Hotstar, Zee5, etc.) which are gradually gaining popularity.





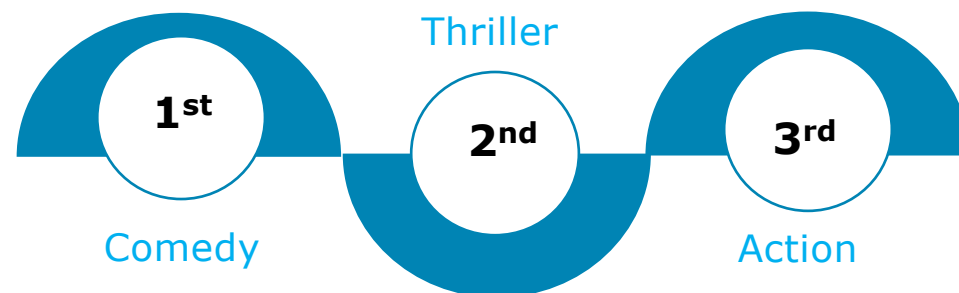
# Diverse Content Preferences

Genre of Choice

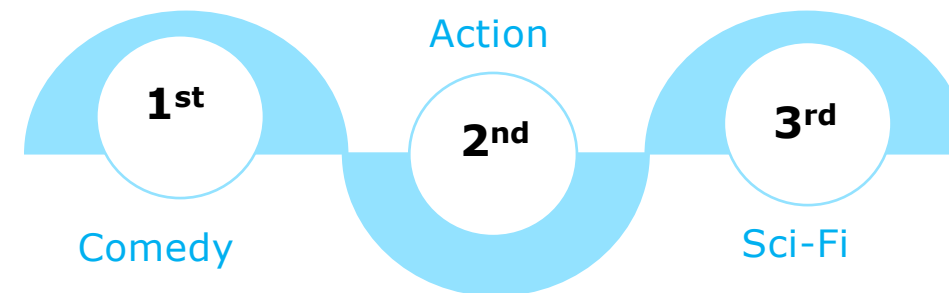


According to our research (Dentsu Marketing Cloud Insights - India Millennial & GenZ Study 2020), we were able to gauge an understanding of varying digital content preferences among GenZ and millennials in our country through a representative sample of 200+ individuals that we collated. We can conclude that throughout our sample Comedy remained the genre of choice both among GenZ as well as millennials. However when it came to educational-based content like science fiction or documentaries, millennials were far more inclined towards them than their GenZ counterparts. Comedy, Thriller and Action based entertainment were the top 3 preferences of GenZ audiences while millennials were more inclined towards consuming a lot more Sci-Fi over thrillers.

**GenZ (Genre of Choice)**

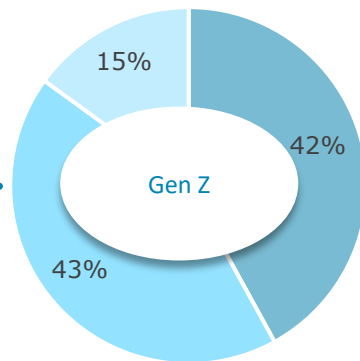
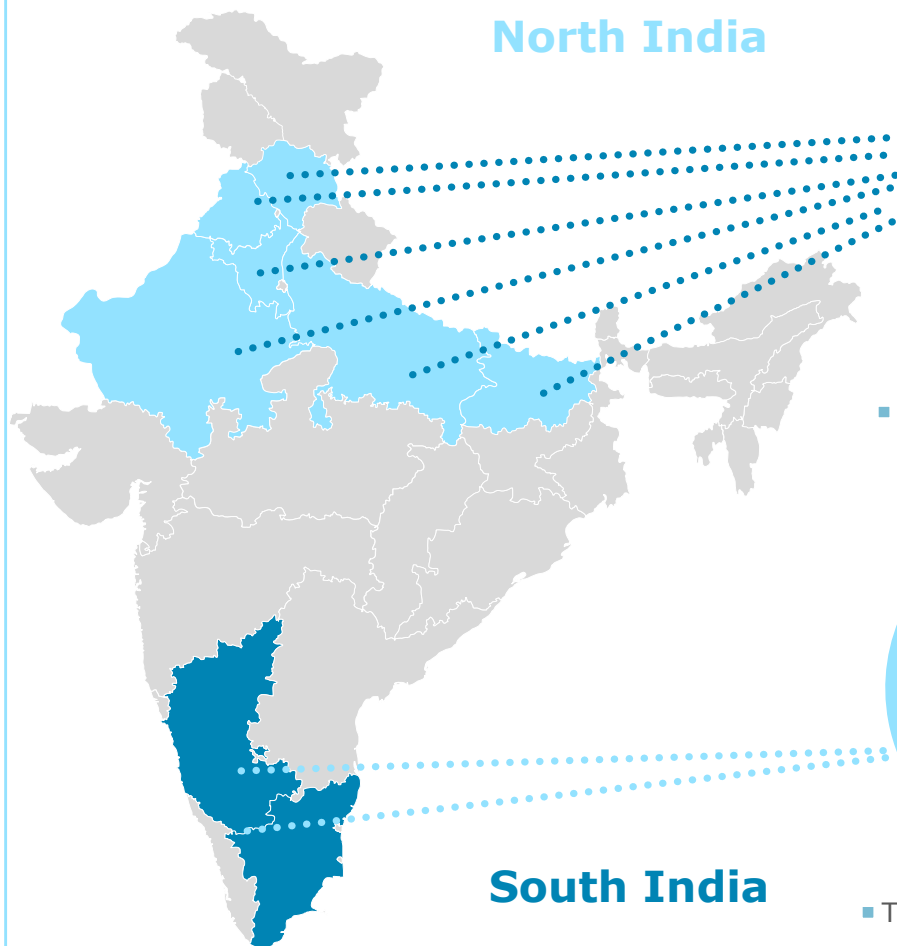


**Millennials (Genre of Choice)**

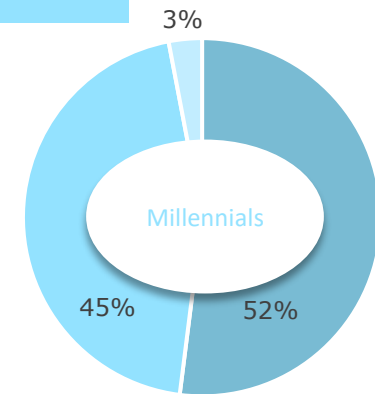


## Diverse Content Preferences

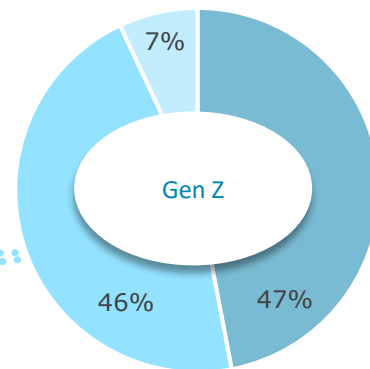
### North India



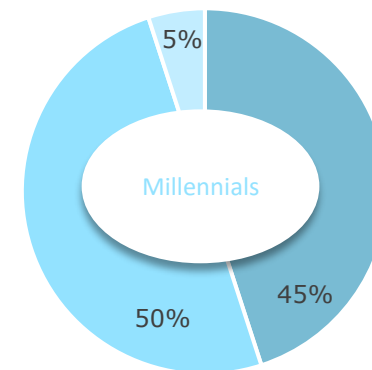
■ TV Shows ■ Movies ■ Gaming



■ TV Shows ■ Movies ■ Gaming



■ TV Shows ■ Movies ■ Gaming



■ TV Shows ■ Movies ■ Gaming

Through our survey we hoped to gauge an understanding and compare OTT content preferences not only across demographic cohorts but also across regions within India.

The adjacent graphs suggest that the primary use derived from Over-the-Top services was that of viewing TV shows and Movies across all demographic's and region's our sample belonged to.

Furthermore, in both regions' millennial audiences were significantly less likely to consumer OTT based gaming when compared to their GenZ counterparts. Lastly, we can also conclude that the GenZ' s residing in the north of the country were far more (twice as) likely to be found consuming OTT based gaming.

# PREFERENCES OF THE YOUTH

## Trending Content and Games



TOP 3

WEB SERIES



Top 3  
Games



Top 3  
TV  
Shows



Top 3  
Movies



# OTT During Lockdown



## North India

3

North India was more receptive towards trying out (subscribing) to new/regional platforms. On average, our study shows North Indians purchased 3 new platform subscriptions during the lockdown period.

In comparison, 2 new subscriptions (on average) were purchased by South Indians following lockdown. The study also revealed that Netflix & Amazon PrimeVideo have a stronger grip in the South while North India is more receptive of upcoming regional OTT platforms.

## South India

2

## Millennials

New OTT subscriptions purchased during COVID.

2

## Gen Z

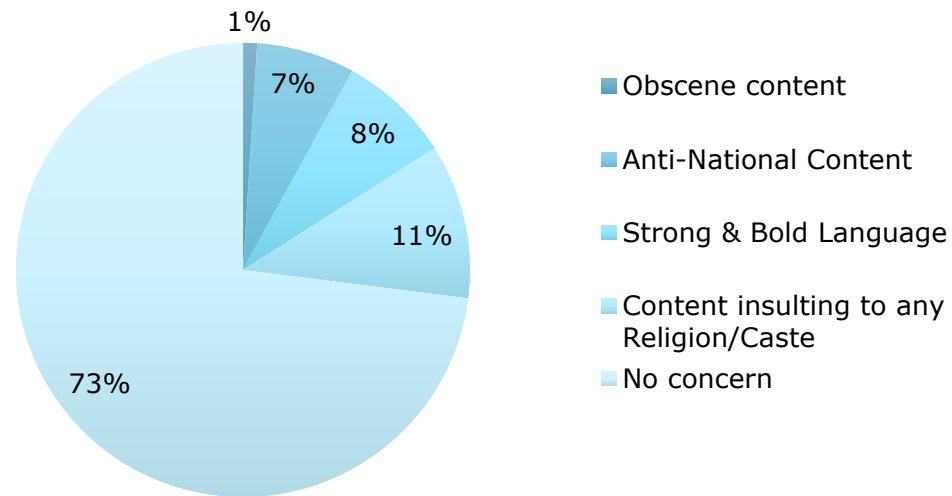
New OTT subscriptions purchased during COVID.

3

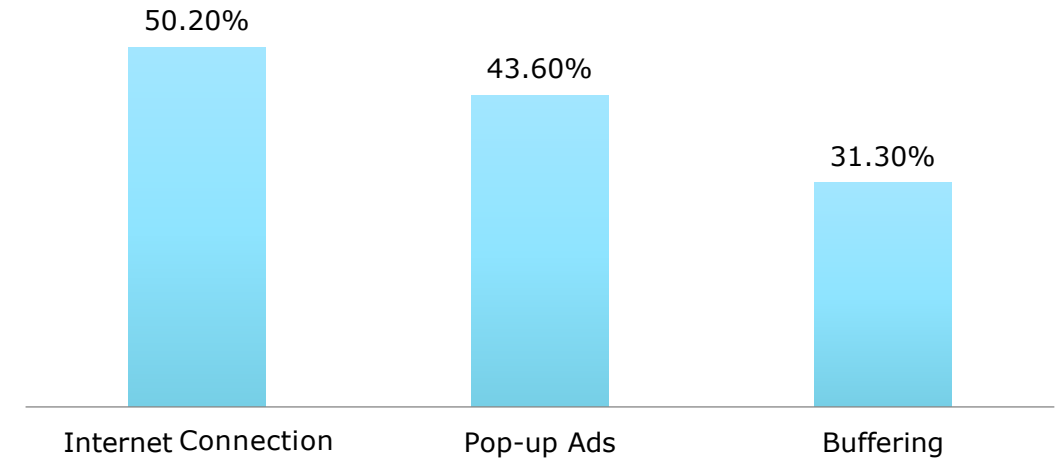
While the number of new OTT subscriptions purchased during the lockdown period spiked throughout the country across demographics, our research revealed that millennials and GenZ' s purchased 2 and 3 **additional** OTT platform subscriptions respectively since the start of the lockdown.

## Common Criticisms and Concerns

Primary Concerns Regarding OTT Content



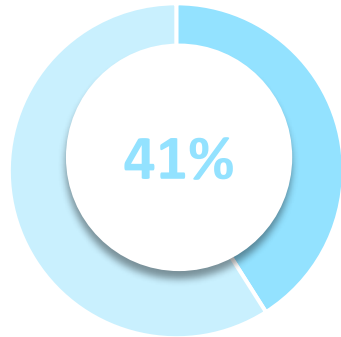
Streaming Concerns



11% of the respondents criticised OTT platforms of imposing, glorifying and promoting “Content disgracing a religion or a caste” – these criticisms were accompanied by a majority (73%) criticising the depiction of anti national , foul & bold as well as smutty content that OTT’s broadcasted thereby underpinning some of the major apprehensions the youth has regarding OTT based entertainment. From a technological stand point we identified that our respondents expressed immense displeasure on viewing “Pop up Ads” as they dubbed it as distracting and irritating. Connectivity issues too prevailed among Gen Z and millennial OTT streamers as delayed buffering speeds and internet connectivity were often unable to support and facilitate a seamless OTT streaming experience.



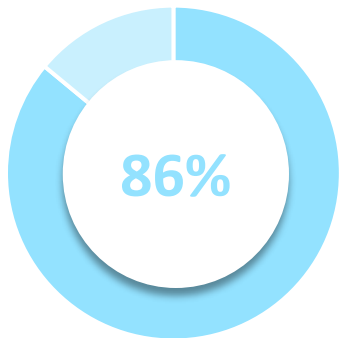
# Millennials vs Gen Z



## Millennials

—

Prefer Traditional TV  
over OTT Services



## Millennials

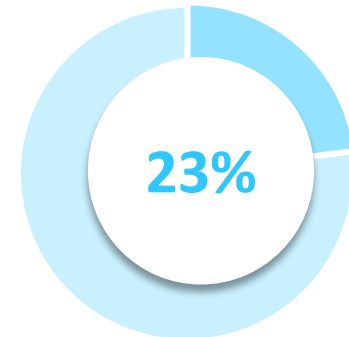
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Believed the pros of  
OTT services,  
outweighed its  
negatives

## Gen Z

—

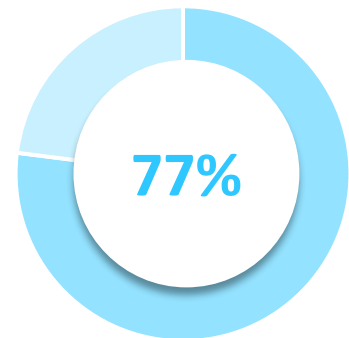
Prefer Traditional TV  
over OTT Services



## Gen Z

—

Believed the pros of  
OTT services,  
outweighed its  
negatives



# Why is OTT Dominating ?

## Content Distribution

Industry pioneers such as Netflix, Amazon Prime, Google, and Facebook have taken over traditional broadcasting sources in terms of global content distribution in the digital world.

This has caused various industry consolidations to take place in order to keep up with modern age platforms.

Everyone, from Disney to AT&T, is preparing for OTT content distribution battles to provide for exclusive services to its consumers.

Similarly, other big national names such as Zee, ALT Balaji and Reliance Bigflix have all made efforts to transition from traditional media towards OTT based services. This has facilitated cut-throat competition to emerge - driving subscription fees to an all time low as well as striving to provide increased quality content (to increase market share respectively).

## Attractive Marketing

Since traditional methods of advertising aren't feasible on OTT platforms, the digital market has stimulated consumers to develop upgraded marketing expectations.

The industry is utilizing new ways of advertising to make monetization efficient, effective and tolerable for its target audience. Discrete product placement have become the industry standard along with sponsored content and channels.

These ad models may vary, depending on the type of service and the preference of users. Hence, OTT players are experimenting with complex models of advertising to match the diversity of content and users.

## Transitioning Gaming Industry

After demanding movies and TV on OTT platforms. There has been a sudden upsurge in the demand for OTT based gaming.

To match this evolution in consumer demand, the gaming industry is also steadily moving towards incorporating cloud-based gaming.

Various companies such as Google, Microsoft, EA, and others have invested in cloud gaming.

The importance of this growing industry has been realized in that it can offer great services to the users in the forthcoming future

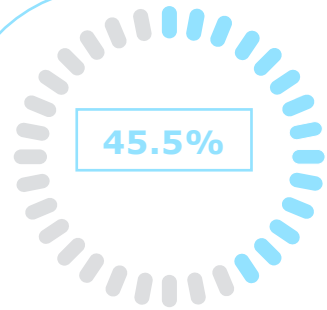
## Personalisation is Key

Serving personalised preferences of individual customers has allowed OTT platforms to effectively cater to each of their consumers on a personal level.

OTT platforms do so by providing tailored experiences in terms of menu adjustment, recommendations as well as advanced filtering options.

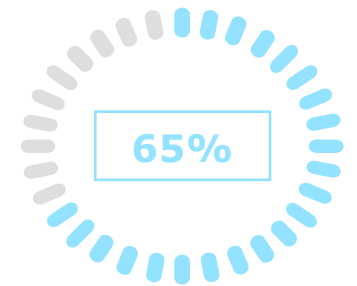
While still not executed industry-wide with perfection, the popularisation of Artificial Intelligence will most certainly facilitate the incorporation of personalised aspects of OTT enabled platforms.

# Of Over-The-Top Services



The OTT industry is anticipated to grow **45.5%** during the forecast period 2019 to 2026.

Continual acceleration of “cord cutting”, with over **65%** of households eliminating traditional TV (Cable/DTH) services in favour of OTT subscriptions.



Increased **collaborations** between OTT platforms and pay up TV.

Further **hybridization** and evolution of OTT monetization models



The number of OTT users in our country will reach **500 million** by 2020, making India the second-largest OTT market after the US.

Increased **fragmentation** due to emerging competition



# THANK YOU

Now Streaming: The Indian Youth OTT Story

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# About the Project Team



**Gautam Mehra**

Chief Data Officer & CEO Programmatic, Dentsu Aegis Network, South Asia



+91-9819799993



Gautam.Mehra@dentsuaegis.com



**Abhinay Bhasin**

Vice President, Data Sciences, Dentsu Aegis Network, South Asia



+91-9920066763



Abhinay.Bhasin@dentsuaegis.com



**Nishant Malsisaria**

Vice President, Product Strategy, Dentsu Aegis Network



+91-9769931447



Nishant.Malsisaria@dentsuaegis.com



**Deepanshu Goyal**

Research Consultant, DMC Insights



**Adarsh Panigrahi**

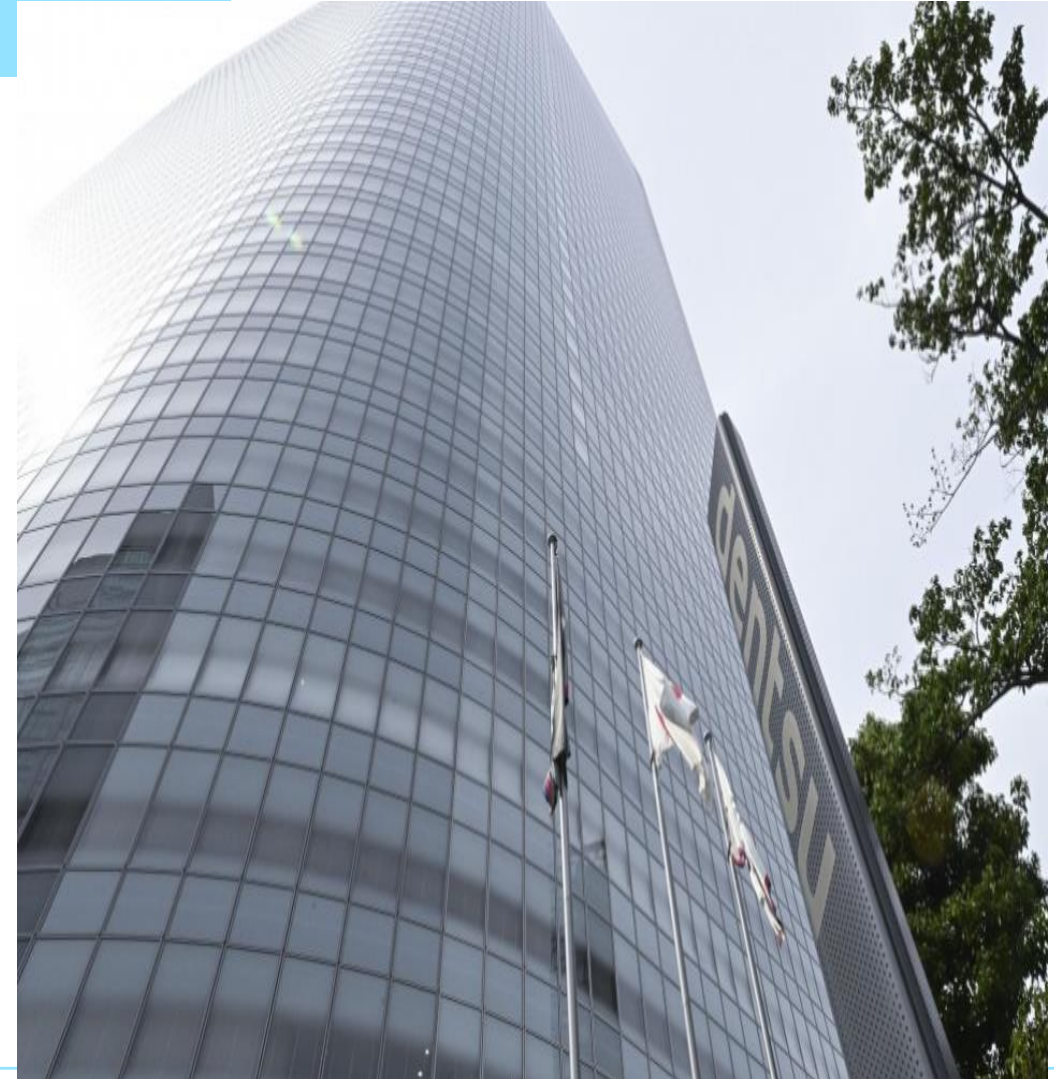
Research Consultant, DMC Insights



# About DMC Insights

The Dentsu Marketing Cloud (DMC) Insights offers an expertise-led model to assist Dentsu Data Sciences' research & insights, consulting and practice teams in delivering differentiated values to our clients.

The Dentsu Marketing Cloud is an ecosystem designed to power up your marketing activities in a data-driven way. It is an ecosystem built 100% by Dentsu employees for Dentsu employees to deliver excellence at scale right from insights to activation, measurement and optimization. It brings together a slew of Dentsu proprietary ecosystems like the Facebook Marketing Partner (Ad-Tech) Badged DAN Data Labs Product Suite, DAN Explore and other proprietary mar-tech and advanced analytics solutions such as the Dentsu Pixel, the DAN DSP and others, to help clients to plan, buy, measure, analyze and optimize campaigns and establish greater control of their data in one place. It is developed and operated by Dentsu Aegis Network India's Data Sciences Division based in Mumbai, India and is used in over 32 countries of Dentsu globally.



# About Dentsu Aegis Network

Dentsu Aegis Network is 'Innovating the Way Brands Are Built' for its clients, through its best-in-class expertise and capabilities in media, digital and creative communications services.

With consumers more connected, through a range of devices, the era of media convergence is presenting many opportunities as well as a new and complex media eco-system. From identifying who the consumers are, to how they make their decisions, Dentsu Aegis Network makes the best use of today's media mix to bring to life the right communication strategy and deliver the best results for clients.

Dentsu Aegis Network's presence in India comprises the global network brands Carat, iProspect, Isobar, Posterscope, Vizeum, MKTG, Amnet and mcgarrybowen along with the Dentsu branded agencies – Dentsu Impact, Dentsu One, Dentsu India, dentsu X, Taproot Dentsu and Dentsu Webchutney. Also, newly added to the group are the recently acquired local brands Milestone Brandcom, WATConsult, Fountainhead MKTG, the Perfect Relations Group, mcgarrybowen, Fractal Ink Design Studio Linked by Isobar, SVG Columbus and Merkle Sokrati.

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