




 **Grabyo**

powered by 



 8:24 

SUBSCRIBE

INTRODUCTION

Across India, the appetite for digital and social video has risen exponentially in recent years. 96.2% of India's digital population is accessing an entertainment website or mobile app, according to a report by Comscore.

YouGov's 2021 future of media consumption report in India also found that social media use had increased by over 60%, and video streaming by over 50% in 2021.

But what does this mean for broadcasters and media organizations?

In March 2022, we surveyed over 1000 Indian consumers to find out more about their video consumption habits. In this report, we explore which devices they are using, which platforms are most popular and what types of video content they want to see.

Our aim is to deliver actionable insight and guidance for your video strategy for 2022 and beyond in the Indian market.

What we've found will help you to tailor your video distribution across all of your platforms, and how to reach your target audiences.

Indian consumers are among the most digitally advanced in the world when it comes to watching video. Streaming and OTT platforms have become a dominant force in the market.

Social platforms are evolving beyond purely social networking tools to entertainment and video destinations. The interactive and communal aspect of social media now enhances the viewing experience for consumers, as they are able to discuss and connect with others in real-time.

The landscape of paying video customer in the next five years, as we've found, continues this trend. Pay-TV providers should be looking to diversify their services in order to retain consumer interest or risk losing revenue.

We hope you enjoy reading - if you have any questions or would like to discuss further, please find our contact information at the back of this report.

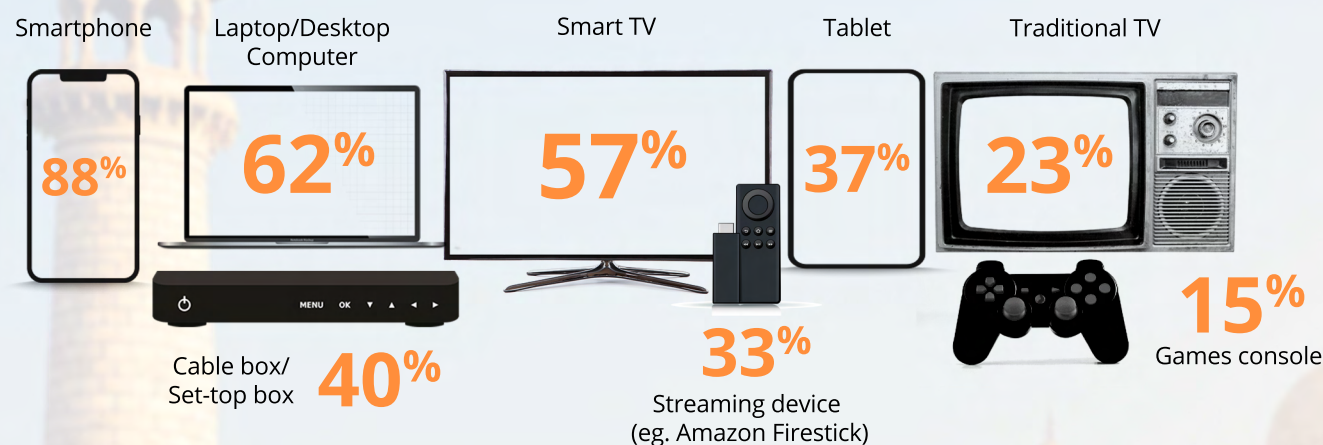


Elliot Renton
EVP and Head of APAC, Grabyo

WHICH SCREEN?

Digital entertainment across websites and apps is becoming dominant in India. As such, the devices that consumers are using to watch video support OTT streaming. The majority of Indian consumers are turning away from the big screen in favour of mobile video, with almost half using smartphones to watch video most often.

Which devices are Indian consumers using to watch video?

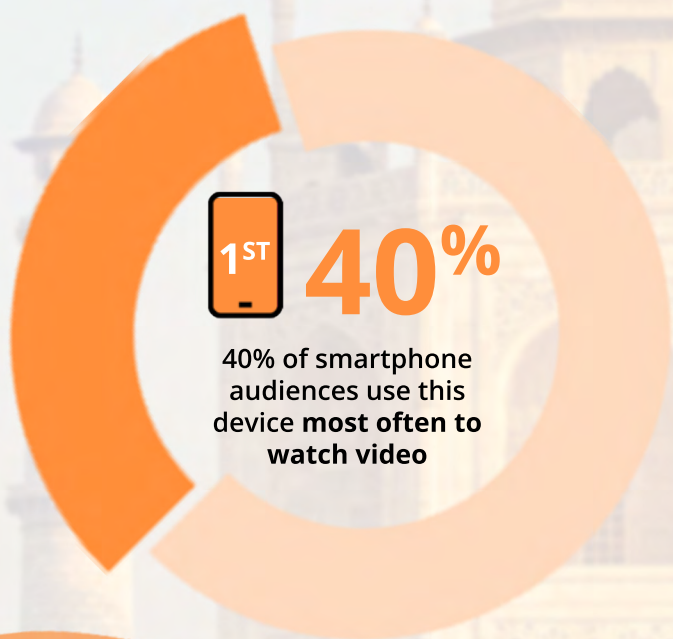


Which devices do they use most often to watch video?

68%
say smartphones are in their top three most-used devices for video

46%
say laptops/desktop computers are in their top three most-used devices for video

42%
say smart TVs are in their top three most-used devices for video



TAKEAWAYS

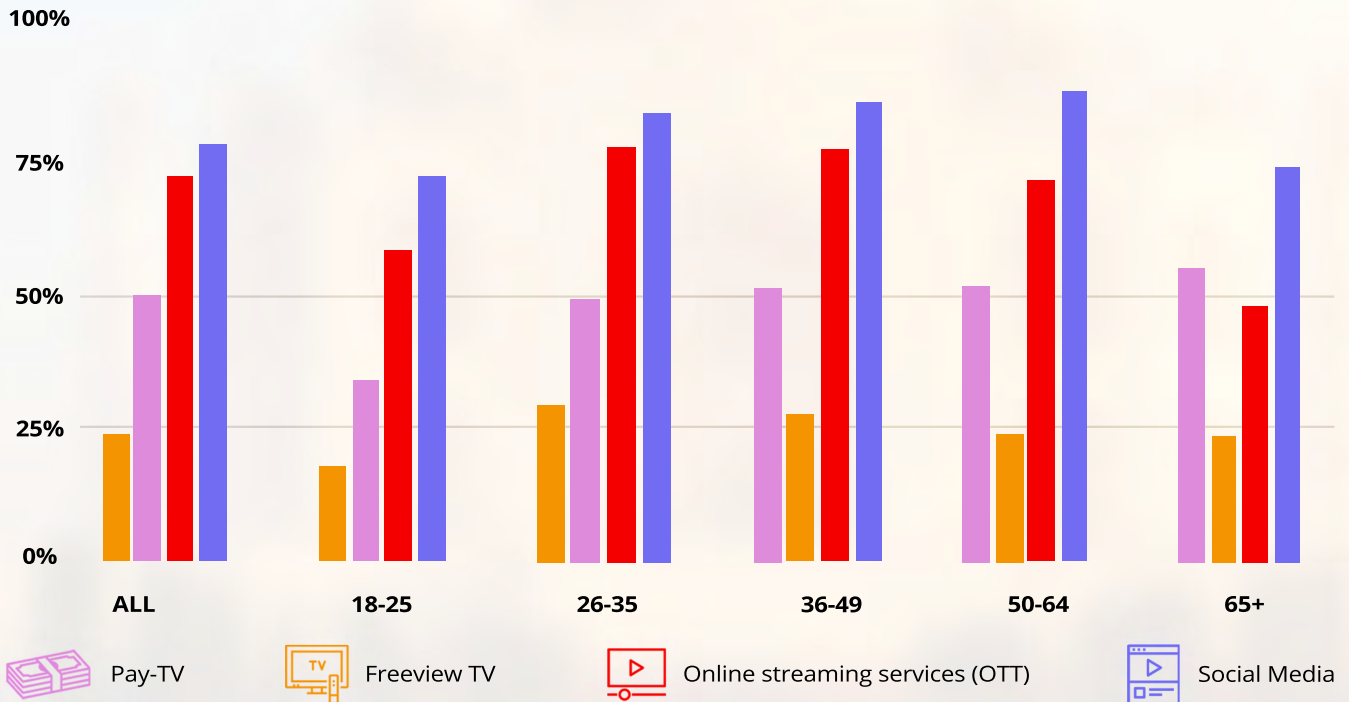
1. Mobile video is king in India. Be sure to repackage and optimize existing video content for smartphone consumption
2. Produce digital-first video content designed for smartphone consumption - keep screen size in mind, try new vertical video formats
3. Focus on video for your mobile app experience and all digital platforms

WHICH PLATFORM?



While over half of Indian consumers are using pay-TV platforms to watch video, OTT and social platforms are dominant. Even as OTT streaming decreases in popularity among older demographics, social media remains popular with around three-quarters of consumers above 50 years old - which is even higher than those aged between 18-25.

Which platforms are Indian consumers using to watch video?



Which platforms are Indian consumers using to watch video most often?



66%
Social Media



59%
Online streaming services (OTT)



15%
Freeview TV

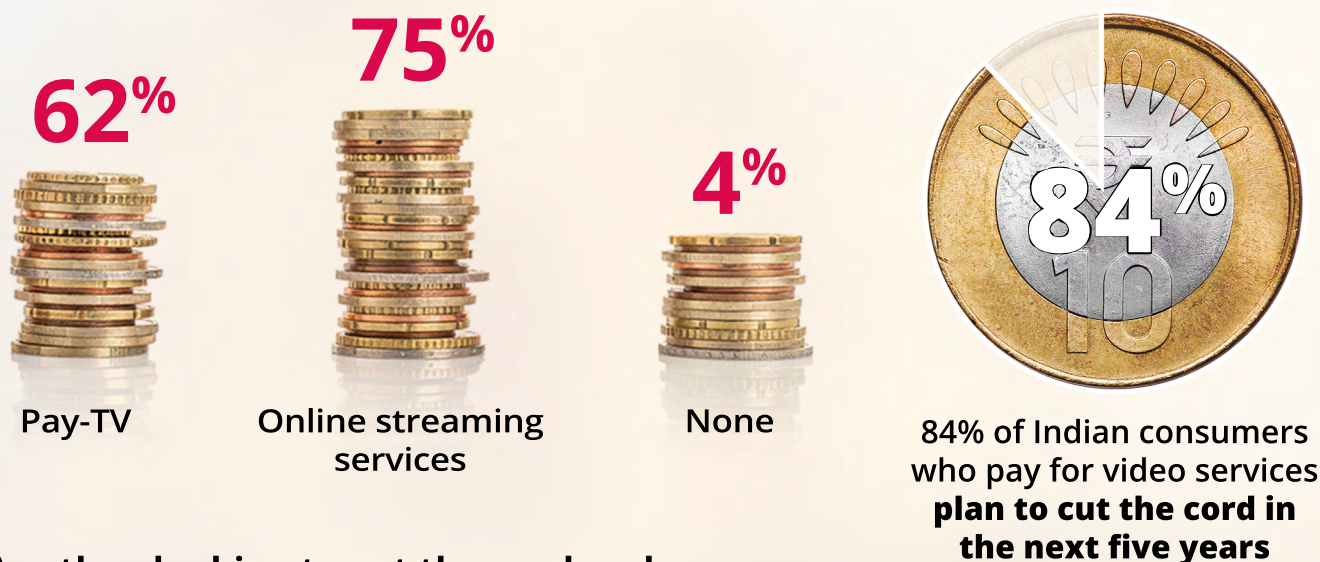
TAKEAWAYS

1. Social media is hugely popular in India for consumers aged between 35-64. Be sure to publish content that resonates with this audience to drive engagement
2. Focus on digital delivery - offer the ability to watch your video content online across websites and apps
3. Explore sponsorship and advertising opportunities for digital platforms, leverage your social audience to deliver additional value and exposure for brand partner

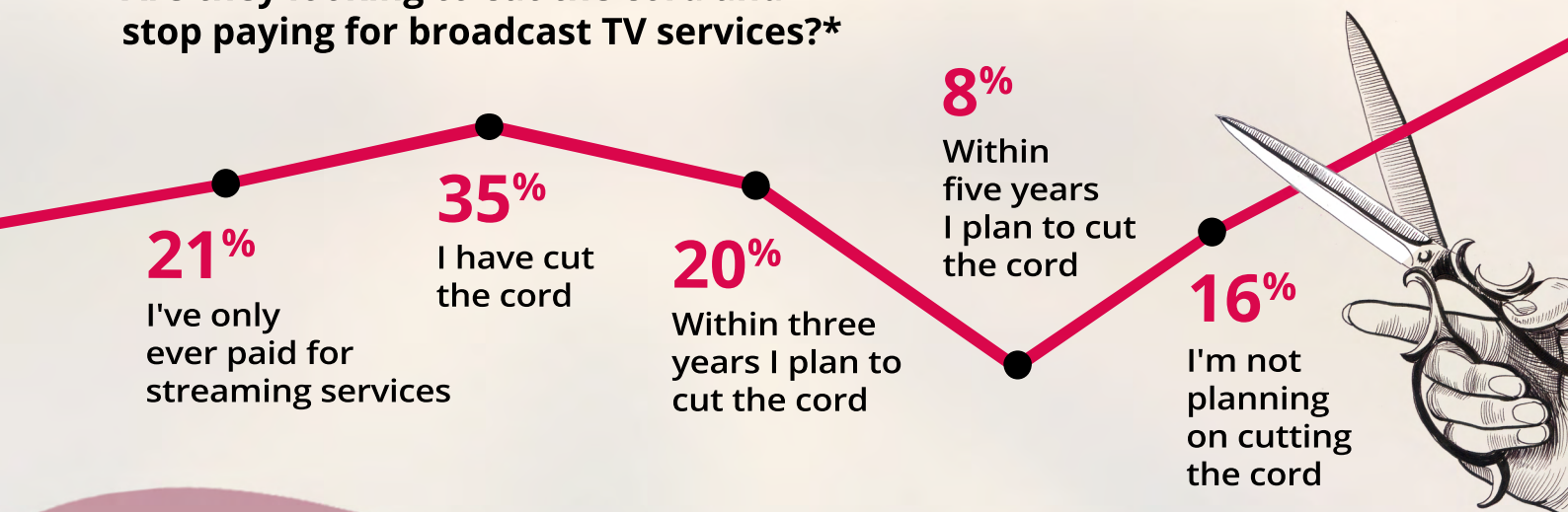
THE VALUE OF VIDEO

Pay-TV subscriptions remain popular in India today, but when asked about future plans the majority of consumers expect to abandon pay-TV in the next five years. While for some, this may depend on the availability of content and investment in digital from broadcasters and media organizations, Indian consumers are already questioning the value of TV subscriptions, and may be lost as customers completely if their needs aren't being met.

Which video services do Indian consumers pay for?



Are they looking to cut the cord and stop paying for broadcast TV services?*



TAKEAWAYS

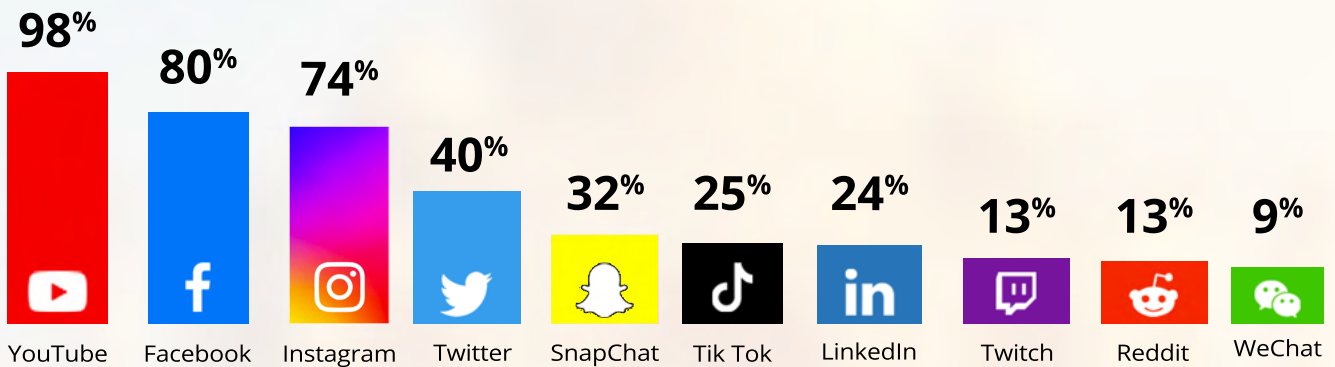
1. Digital video consumption is top of mind for consumers in Indian consumers today - they want the flexibility to watch video across multiple devices beyond the TV screen
2. Over the next five years you should look to invest in providing digital video services - be it ad-supported (AVOD), subscription/paid services (SVOD) or pay-per-view (PPV)
3. Older demographics are increasingly using streaming platforms more than pay-TV - tailor your content to engage a broad range of consumers

* Data included only from consumers who pay/plan to pay for video services

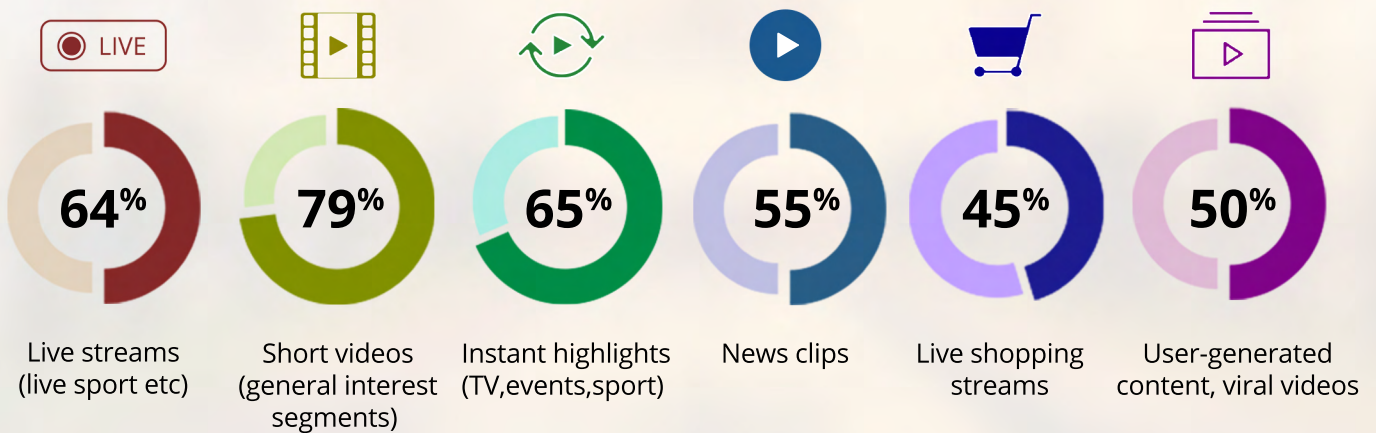
SOCIAL MEDIA

According to India Today, 7.2 out of 10 smartphone users in India have at least one short-video app. This underlines the fact that social media platforms have evolved beyond social networking to entertainment and video destinations. The interactive elements of social media are now a secondary enhancement to the video viewing experience.

Which social platforms do Indian consumers use to watch video?



Which types of content do they want to watch on social media from broadcasters and media publishers?



TAKEAWAYS

1. A growing number of Indian consumers are watching live streams on social - it's inexpensive to experiment with formats and deliver live social programming
2. Over three-quarters of consumers use three different social platforms for video, so you must execute a robust multi-platform strategy
3. Short, general interest videos are extremely popular, create content that is tailored for social platforms to drive engagement

HOW GRABYO CAN HELP

Produce and distribute digital and social content from anywhere.

Using our cloud video platform, you can produce and distribute live streams and real-time video to every major social, digital, OTT and broadcast platform. Collaborate in a remote workflow, and publish at speed.



Generate revenue from video using our native integrations with all major social media platforms. Create branded content, sponsor takeovers and deliver more value to your brand partners.

Monetize video content across every platform.



Trusted by



REQUEST A DEMO

FIND OUT MORE