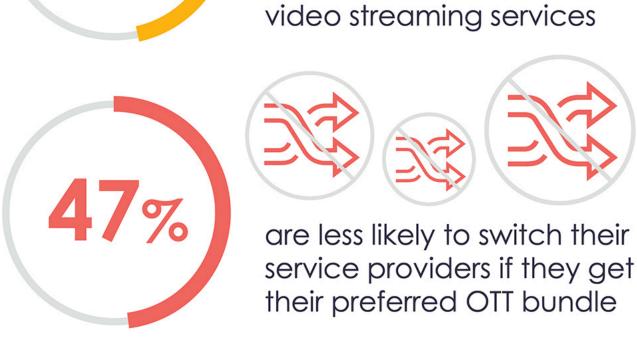
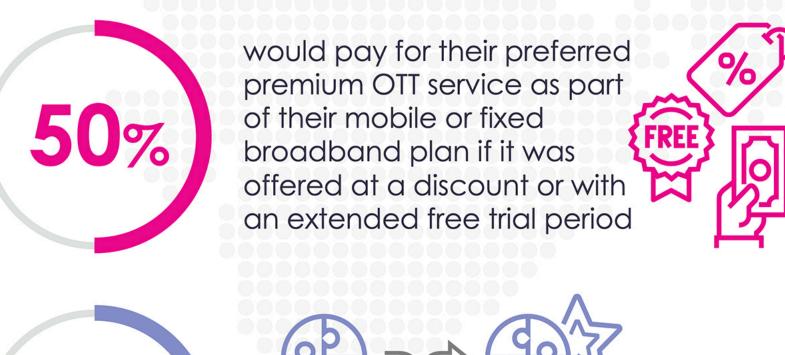
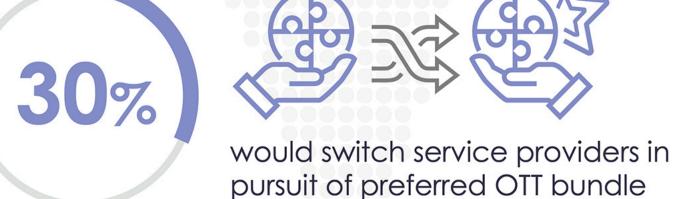
Bundled OTT media service makes Indians spend more on their mobile and broadband subscriptions



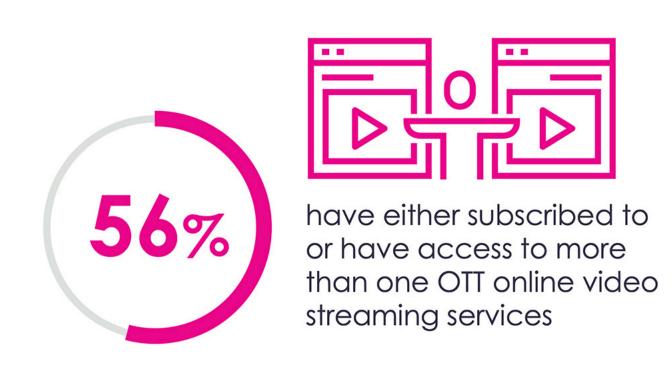


Discounts and extended free trials nudge Indians pay for OTT service





Indians need more than one OTT video streaming services



Top paid OTT online video streaming services

Why do Indians subscribe to more than one paid online video service?









prime video **NETFLIX** 60%





voot



64%

47%

24%

20%

20%

12%

OTT paid video service still expensive: Indians prefer pay-per-use over monthly subscriptions





would like to pay for a short-term access or for specific content, rather than full monthly subscription

With the average online video subscription costing RS306, 59% of consumers are outside its range



Between

RS50 and RS200

Between RS201 and RS400

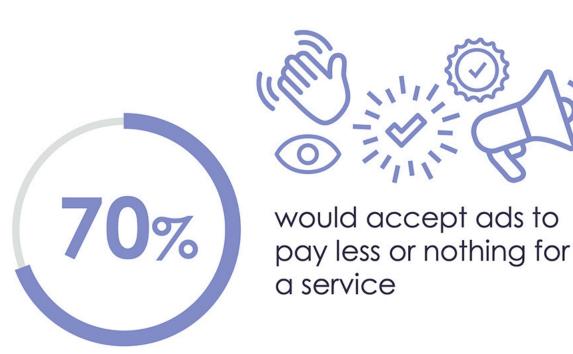
12%

7%

Between RS401 and RS600

Between RS601 and RS800 More than **RS800**

Indians won't mind sharing personal data or getting targeted ads in return for reduced OTT cost



would accept ads to



would only share personal data if the ads were relevant to them



won't mind sharing personal data at all





would share personal data if not personally identifiable



would not share any personal data but ok with ads