

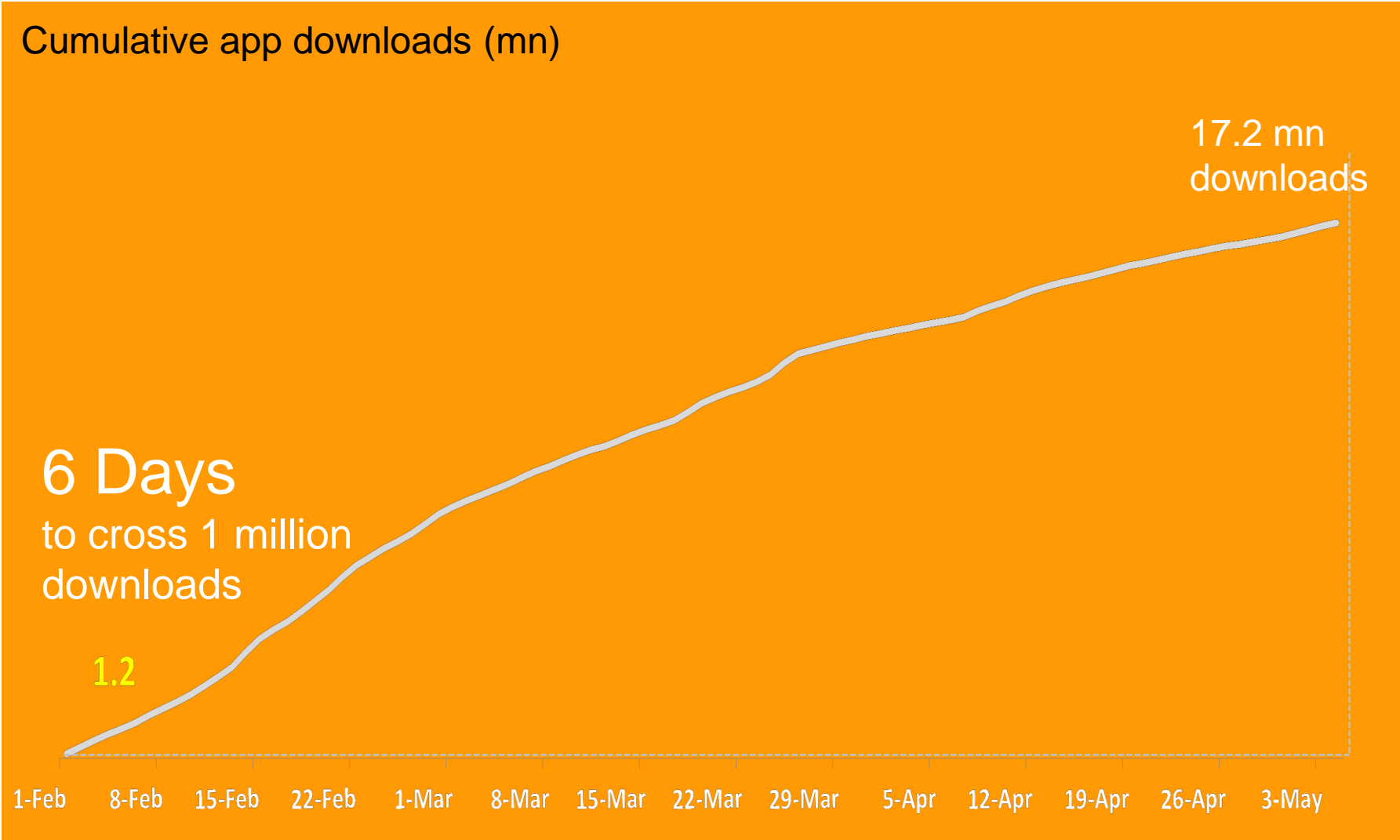


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No digital service anywhere in the world has seen such a ramp-up...



Time take for 1 million downloads



24 months



10 months



Spotify

5 months



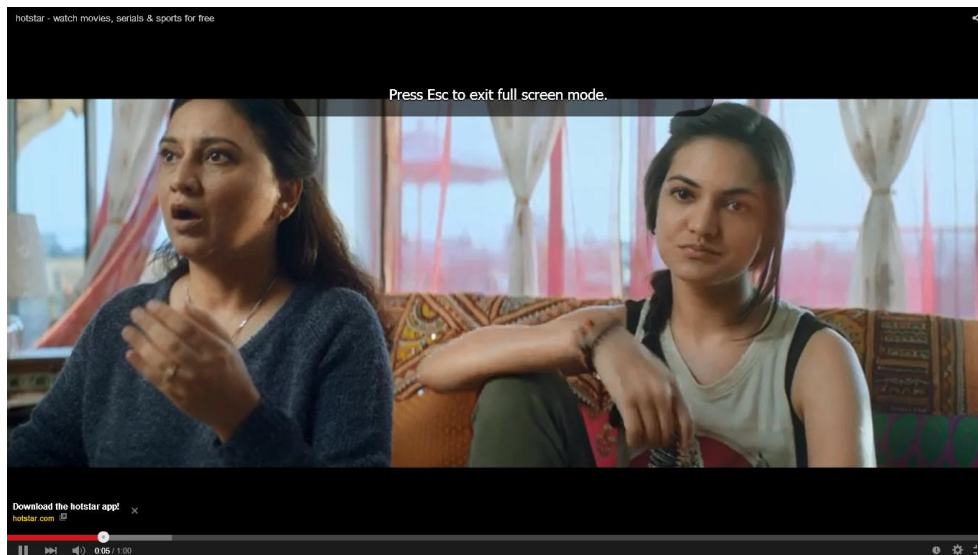
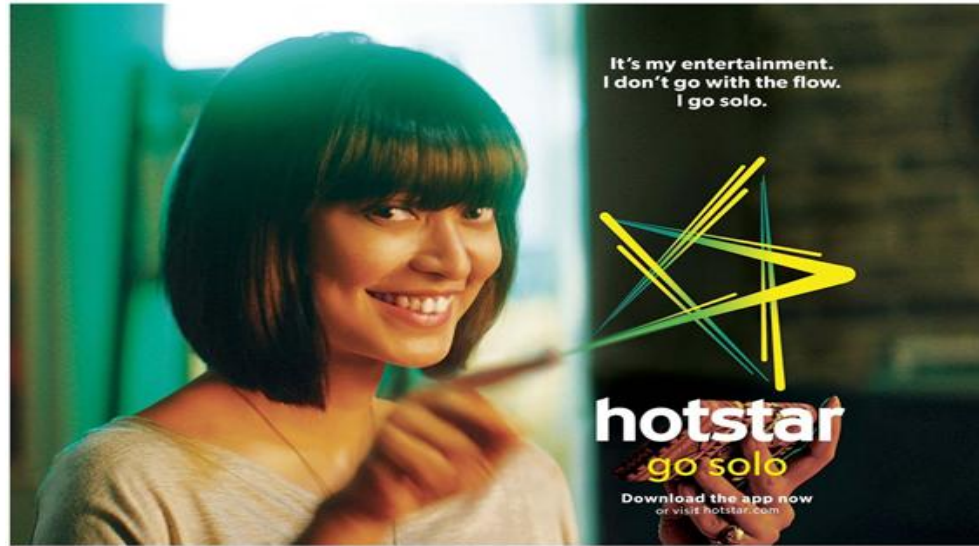
Instagram

2.5 months

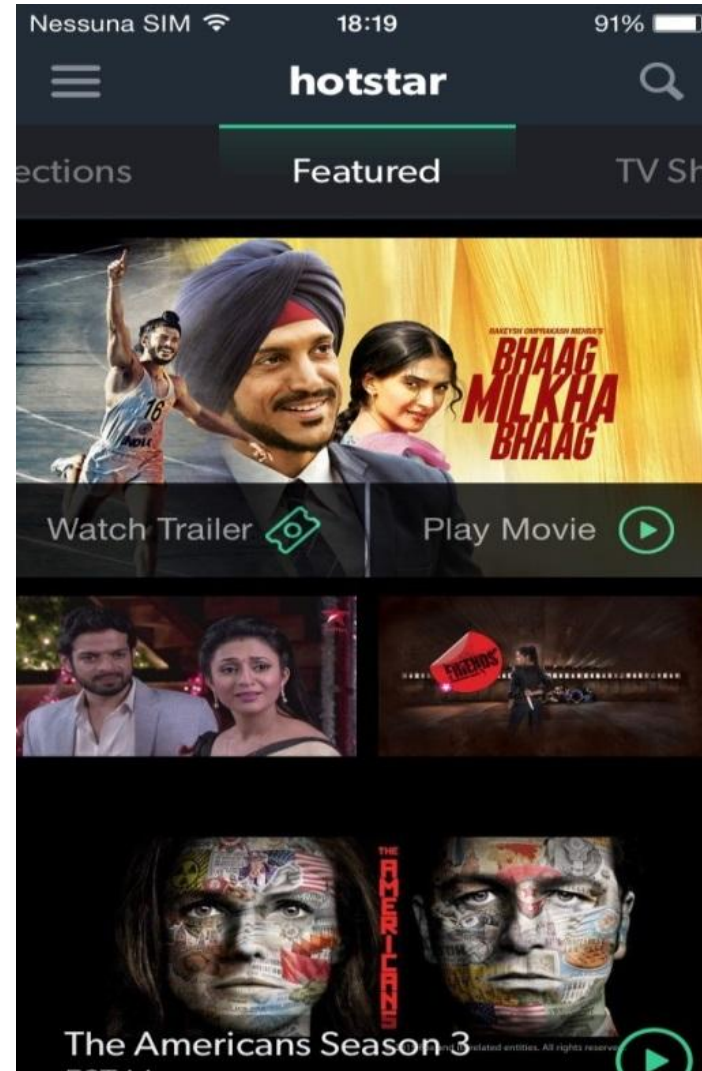


7 days

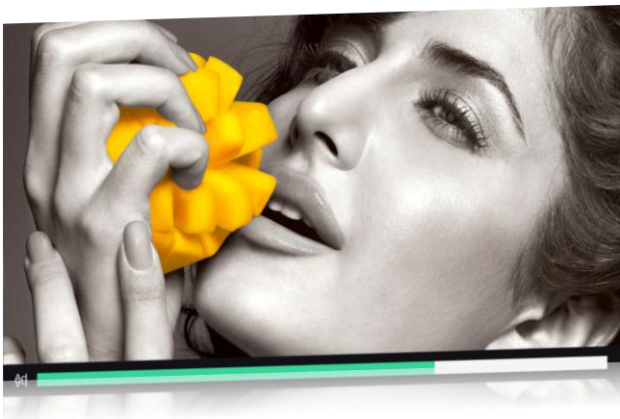
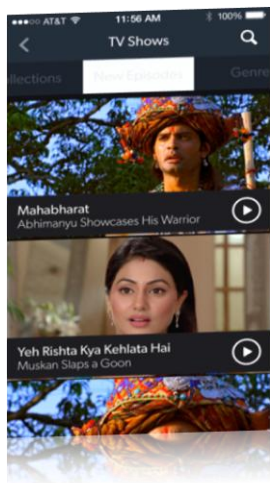
The marketing campaign: targeting 600m viewers in just 2 weeks...



The result: worlds most watched sports event online – ever – just months after launch through the hotstar OTT service...



Hotstar has been designed to maximise market penetration and customer engagement (loyalty and playback duration)...



Key facts



Over 3G & 2G mobile networks



8 Languages



Addressable 1,2B users



Multi-Regional



Cloud based

Devices



PCTV



Android smartphone



Nokia Asha



Apple iPhone



M-site

Features

Live TV

Live Events Streaming (Cricket and Football)

VoD Catalogue

A catalog of 45,000 titles among movies, TV shows, sports, collections

Advertising

Showing the most appropriate advertising spot for the user's context and available slot.

2G Optimized

Optimized for mobile networks: the service runs smoothly also on 2G networks with limited bandwidth

Download & Play

Contents download on mobile devices allowing to playback them in offline mode

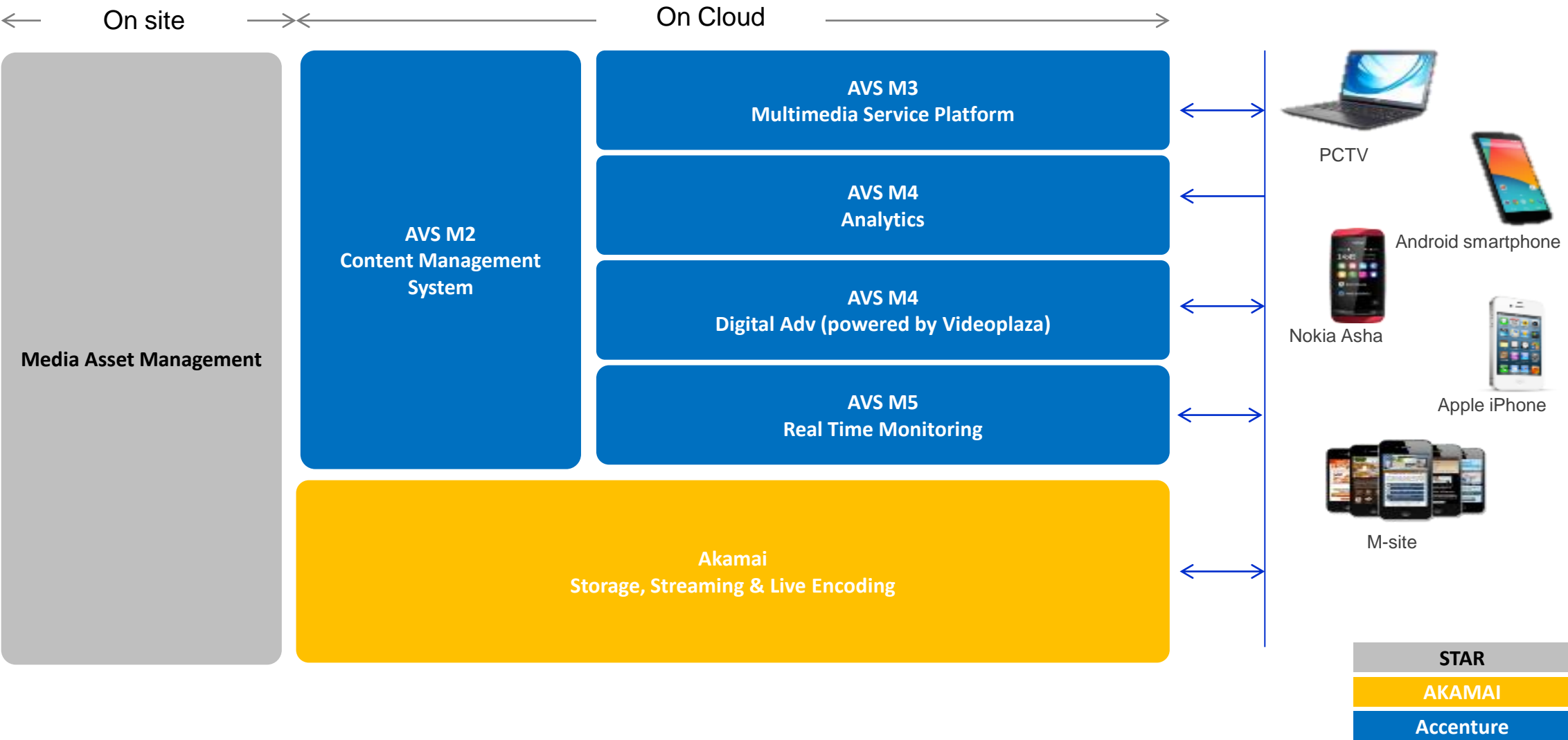
Recommendation

Recommendations tailored to user's explicit and implicit preferences

Rich Video Player

Adaptive Video Streaming experience and DVD-like controls

The Accenture Video Solutions (AVS) platform is hosted on Amazon Cloud with STAR providing VoD mezzanine files and live feeds...





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