

Monthly Research Brief: Jio Cinema

Introduction

Jio Cinema, a free Indian streaming platform, has become a major player in the country's rapidly growing digital entertainment market. This Report examines its social media presence, engagement, and strategy, along with strategies and steps taken by various competitors. This report also encapsulates the public sentiment for Jio Cinema and its competitors. [1]

Social Media Data

1. Instagram

Overview

Metric	Quantity	Last 30 Days Growth Rate
Followers	1,199,481	-0.26%
Following	129	+1.6%
Posts	8,542	+3.8%

Engagement Metrics

Metric	Description	30D Growth Rate/ Quantity
Engagement Rate	The average engagement for recent posts compared to the number of followers	0.83%
Weekly Engagement Rate	The cumulative engagement rate for all posts in the last 7 days	151.52%
Average Likes	Total Number of Likes over the Total Number of Posts in the timeframe	9,803

Metric	Description	30D Growth Rate/ Quantity
Average Comments	Total Number of Comments over the Total Number of Posts in the timeframe	133
Comments Ratio	The number of comments received for each 100 likes	1.36

2. Youtube

Metric	Quantity	Last 30 Days Growth Rate
Subscribers	5,580,232+	+3.33%
Video Views	2,963,234,042+	+3.93%
Engagement Rate	1.36%	-

Engagement Rate is a measure of likes and comments as a percentage of total views

3. Twitter

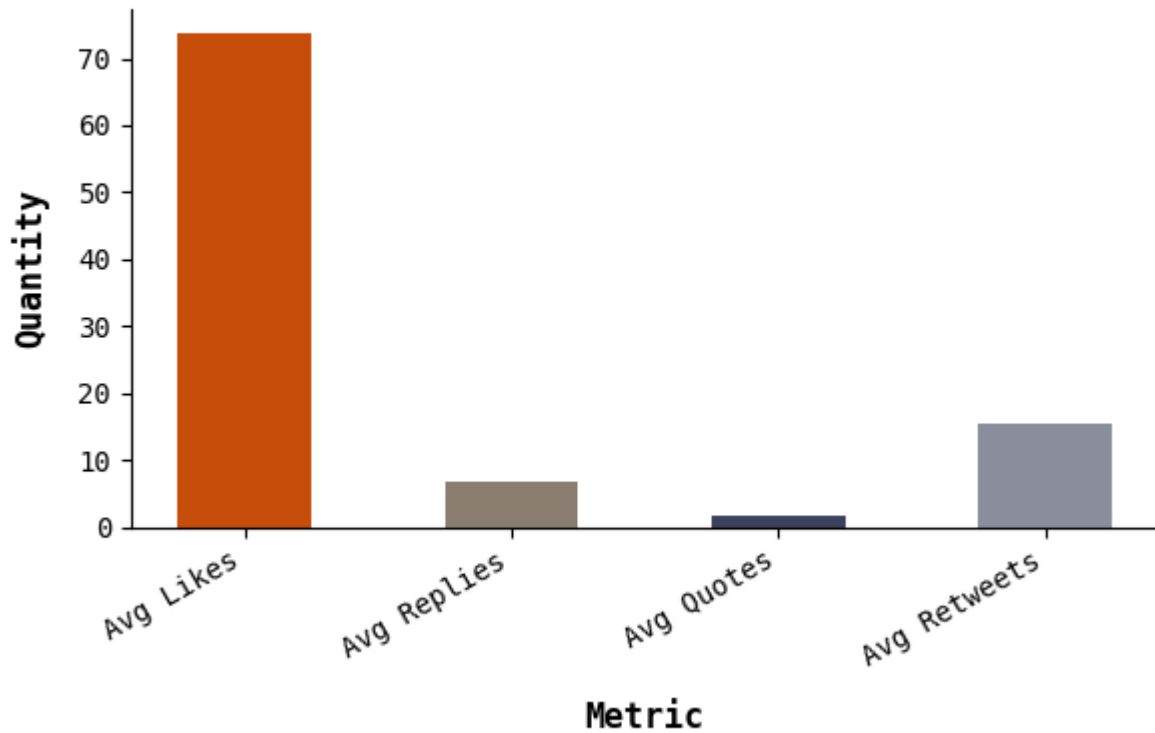
Type	Quantity
Number of Followers	355,112
Number Following	115
Number of Posts (All Time)	35,544
Number of Posts (Last 30 Days)	747

Engagement Metrics (Last 30 Days)

Metric	Quantity
Total Reach	40,98,060
Number of Posts	747

Metric	Quantity
Average Views	5,486
Average Likes	73.8
Average Replies	6.8
Average Quotes	1.87
Average Retweets	15.4

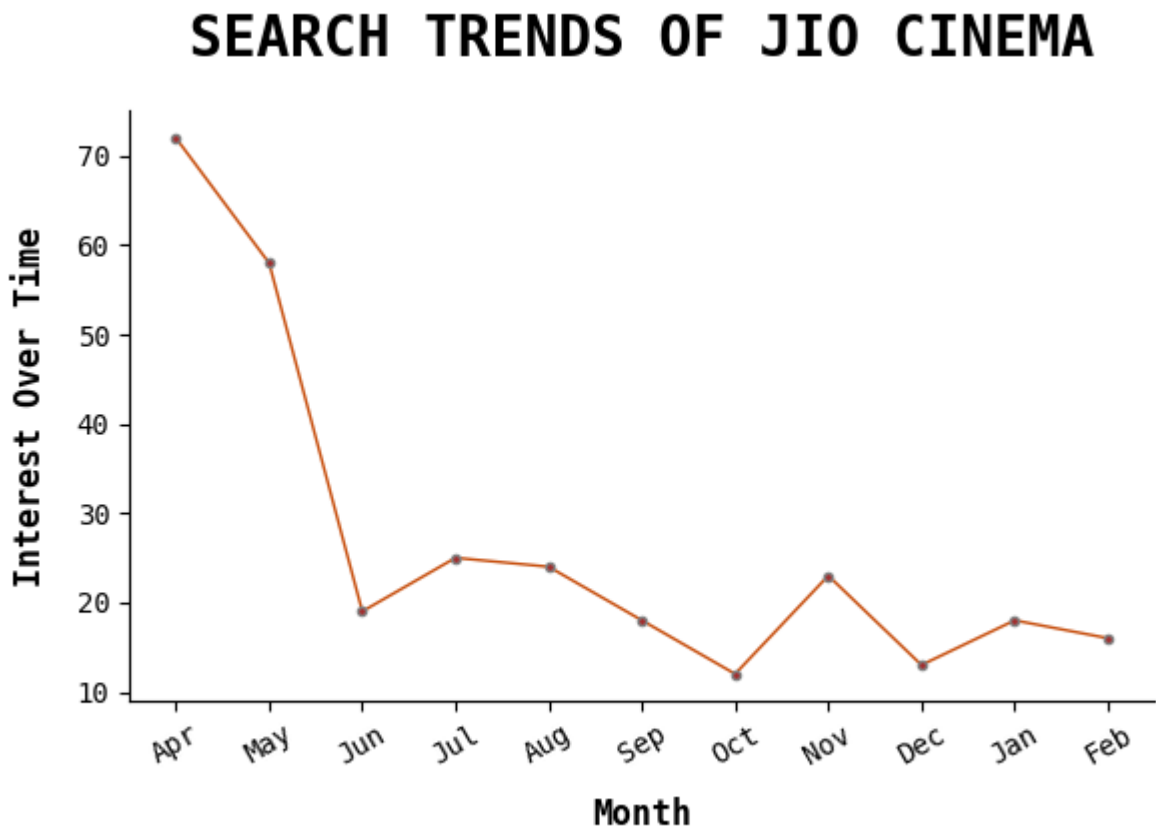
TWITTER POST ENGAGEMENT METRICS



Twitter Post Engagement (Last 30 Days)

[2]

Search Volume Trends



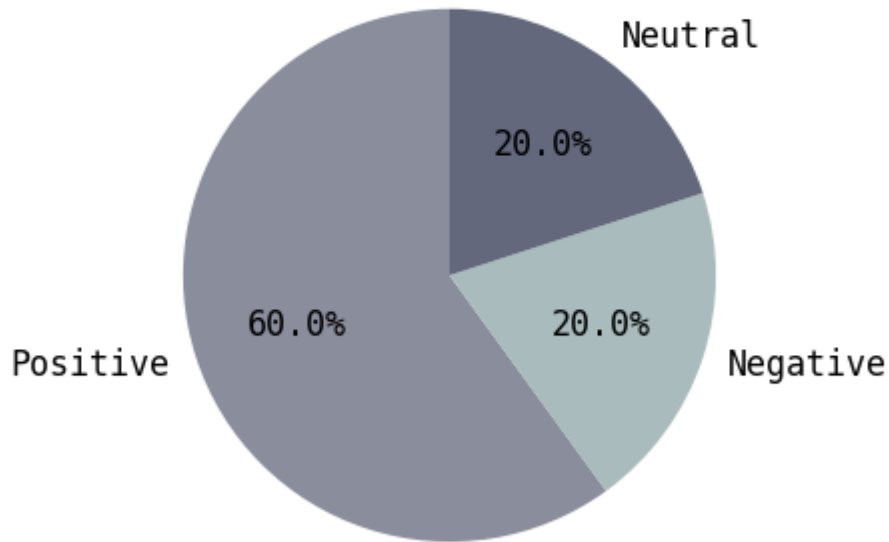
Digital search trends of Jio Cinema over time.

[3]

Overall Consumer Sentiment for Jio Cinema

- Based on the data, 60% of the mentions about Jio Cinema are positive, indicating a generally favorable consumer sentiment.
- 20% of the mentions are negative, suggesting some areas of dissatisfaction or improvement.
- The remaining 20% are neutral, neither positively nor negatively impacting the overall sentiment.
- This analysis suggests that the majority of consumers have a positive view of Jio Cinema, with a smaller proportion expressing negative opinions. [4]

PERCENTAGE DISTRIBUTION OF TWITTER MENTIONS BY SENTIMENT

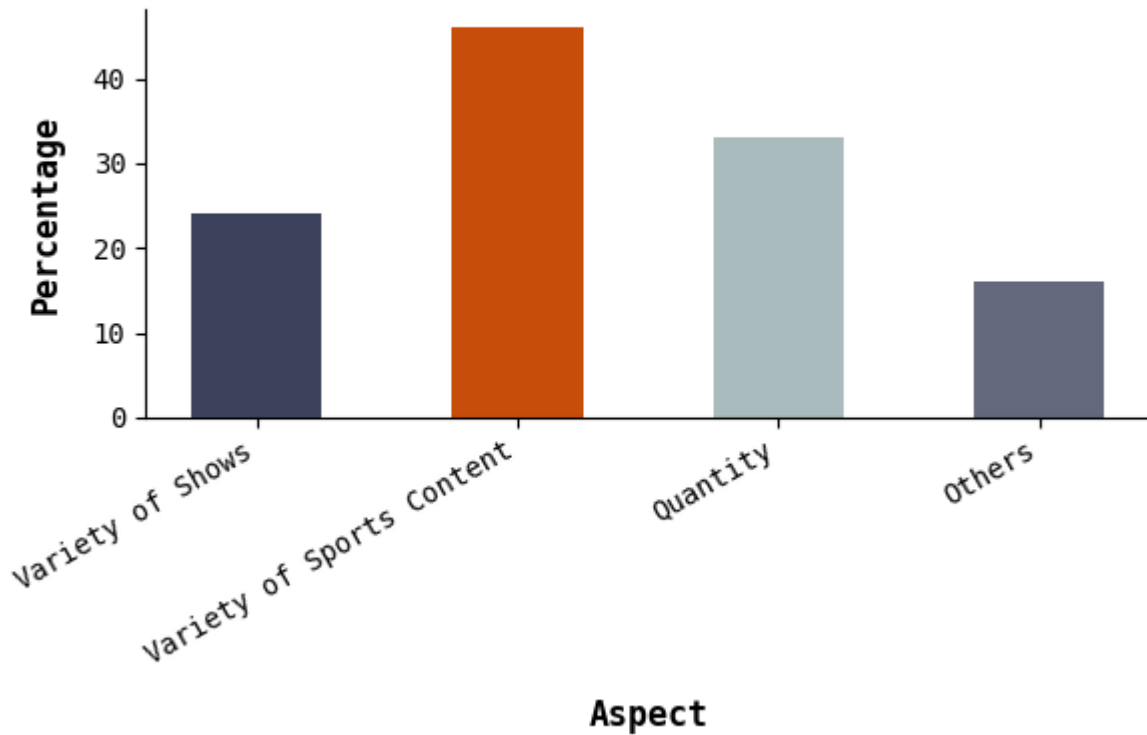


Percentage Distribution of Twitter Mentions by Sentiment [4].

Distribution of Positive Reviews

- Most reviews complement the quantity of content on the platform, and the variety of genres available for viewing.
- Reviews also discuss the popularity of the channel and the variety of viewing angles with sports content

DISTRIBUTION OF POSITIVE SENTIMENTS

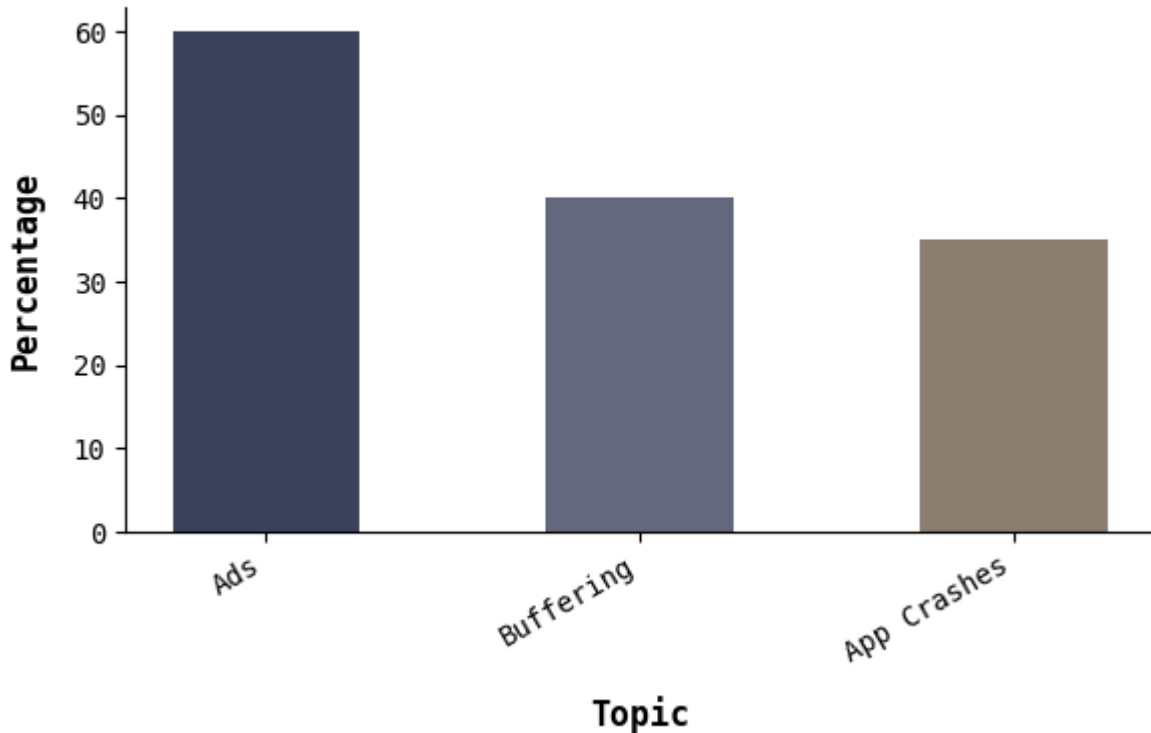


Distribution of Positive Reviews

Distribution of Negative Reviews

- A significant portion of the negative sentiment is due to ads, with 60% of the reviews mentioning them as a point of frustration.
- Buffering issues and app crashes are also major concerns for users, mentioned in 40% and 35% of the reviews, respectively. [4]

DISTRIBUTION OF NEGATIVE SENTIMENTS



Distribution of Negative Reviews

Competitor Overview

A brief on some of the top competitors for Jio Cinema including their USPs:

- **Hotstar:** One of the most famous Indian OTT Platforms, offering a combination of free, VIP, and premium memberships. Its recent partnership with Disney has increased its viewership. It has the largest library available with a lot of Indian TV shows, Movies, Web series, and Hotstar originals.
- **Alt Balaji:** A subsidiary of Balaji Telefilms offering a big variety of original content. Unlike other platforms focused on streaming famous content, AltBalaji provides unconventional and fresh content.
- **Zee5:** A video streaming platform for all regions of India, offering content in Hindi, Bengali, Malayalam, Tamil, and Telugu. It is specially designed for the Indian audience and provides movies, web series, and TV shows. [5]

What kind of Content/Bucket Spheres have worked for Jio Cinema and Competitors?

Jio Cinema

- Content related to sports, especially cricket, received significant engagement, indicated by high view counts and social interactions (likes, replies, retweets).
- Entertainment and celebrity-related content also performed well, with mentions of specific shows and actors driving engagement.
- Content that included interactive elements like voting or direct calls to action (e.g., 'go vote for') showed good engagement in terms of replies and retweets.
- The presence of specific hashtags related to shows or events (#JabMilaTu, #WPL2024) suggests that themed or event-based content resonates well with the audience. [6]

Competitors

- The merger news between Reliance - Disney Star and the launch of new shows or seasons (e.g., House of the Dragon Season 2) also garnered significant attention, suggesting that entertainment and business news related to streaming platforms are of high interest.
- User-generated content, such as reactions to shows or matches, also seems to engage well with the audience, as seen in the replies and retweets metrics.
- The sentiment around platform performance (e.g., JioCinema vs Hotstar) indicates that discussions on service quality can also engage audiences. [6].

What social media content and campaigns have worked for Jio Cinema, Alt Balaji, Hotstar, and Zee5?

Jio Cinema

- Jio Cinema's successful campaigns often feature sports content, particularly cricket, with high engagement rates in terms of views and likes. For example, IPL-related content and announcements about streaming sports events have worked well.
- While Jio Cinema might have a large user base due to its bundling with Jio subscriptions, a significant portion of that might be for free, non-exclusive content. [7]

Competitors

- Hotstar
 - Trending content and hashtags on social media platforms, such as #Salaar and #SalaarCeaseFire, significantly boosted the visibility of Disney+ Hotstar, indicating the effectiveness of leveraging popular movies and associated hashtags in campaigns.
 - Streaming announcements for upcoming releases on various platforms, including SunNXT, NETFLIX, and HOTSTAR, generated considerable buzz and anticipation among users, showcasing the power of early engagement and teasers for upcoming content.
 - The merger of major entertainment companies into a single entity, as seen with Reliance, Viacom 18, Star India TV channels, and Disney+ Hotstar India, created a significant talking point and showcased the impact of strategic partnerships and mergers on brand visibility.
 - Exclusive streaming rights announcements for movies like #Premalu on Disney+ Hotstar highlighted the importance of securing exclusive content to attract a specific audience segment.
 - Social media campaigns featuring celebrities or well-known personalities, as seen with Jackie Chan's upcoming movie release on Hotstar in Tamil and Telugu dubs, demonstrated the effectiveness of celebrity endorsements in attracting viewers. [7]
- Zee5
 - The announcement of new seasons for popular series (e.g., #SunflowerS2 on ZEE5) generated significant interest and anticipation among existing fans, underlining the importance of building on successful franchises.
 - Zee5's strategy includes a mix of original series, movies, and music videos that cater to diverse linguistic audiences, enhancing its reach and engagement. [7]
- Alt Balaji
 - Alt Balaji's strategy seems to focus on original web series, which garners attention through unique storytelling and targeting niche audiences.
- User-generated content and reactions to streaming platform releases played a crucial role in driving engagement and discussions around the content, indicating the value of encouraging user interaction and feedback. [7]

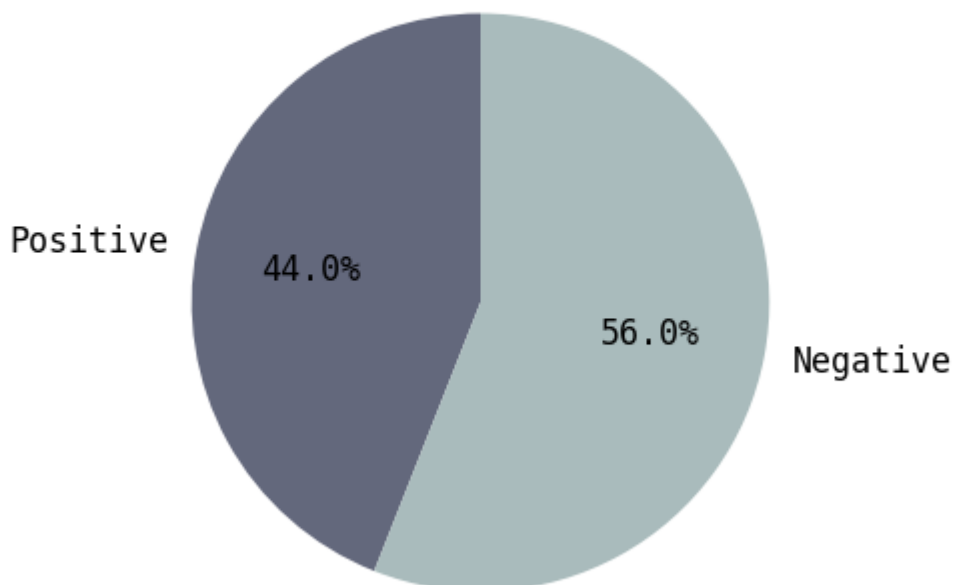
What is the sentiment around conversations for Jio Cinema, AltBalaji, Hotstar, and Zee5?

Platform-based Sentiments

- **JioCinema:**

- The sentiment towards Jio Cinema is mixed. It is mentioned that the positive aspects (44%) of Jio Cinema lie in the major advantage of it being bundled with Jio Mobile Subscriptions, making it a free option for many users.
- Another positive aspect involves the offering of content in various regional languages, thus catering to a wider audience and gaining appreciation for this effort.
- Some negative sentiments (56%) expressed in conversations include technical issues like app crashes and subscription issues along with content quality in comparison with other OTT Platforms for paid content. [8]

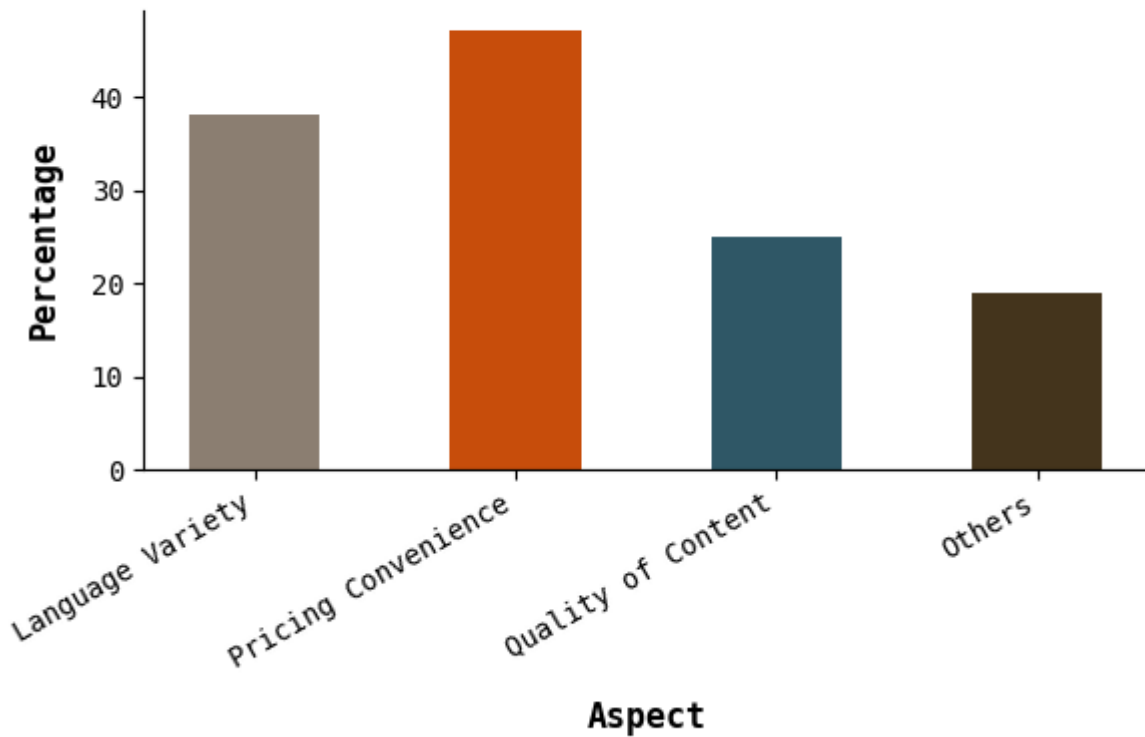
JIO CINEMA SENTIMENTS



Jio Cinema Sentiment Analysis

Distribution of Positive Sentiment Around Conversations

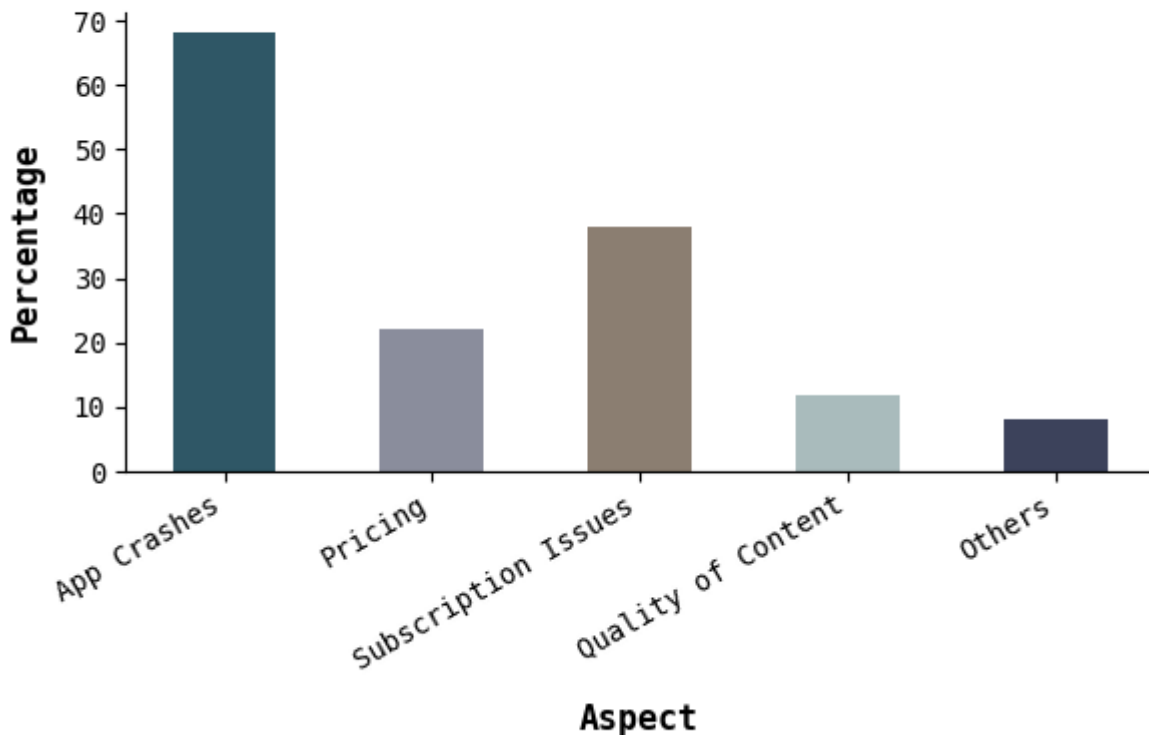
DISTRIBUTION OF POSITIVE SENTIMENTS AROUND CONVERSATIONS



Positive Sentiment Distribution

Distribution of Negative Sentiment Around Conversations

DISTRIBUTION OF NEGATIVE SENTIMENTS AROUND CONVERSATIONS



Negative Sentiment Distribution

- **Hotstar (Disney+ Hotstar):**

- The sentiment towards Hotstar is mixed. It's mentioned positively in the context of trending shows and sports content. However, there are minor concerns about its merger with JioCinema, with some users fearing it might lead to a monopoly or affect content availability negatively. [8]

- **Alt Balaji:**

- The sentiment towards Alt Balaji is predominantly negative, with multiple mentions of it producing inappropriate and adult content, raising concerns about women's safety and societal impact. This indicates a critical view of its content strategy from some segments of the audience. [8]

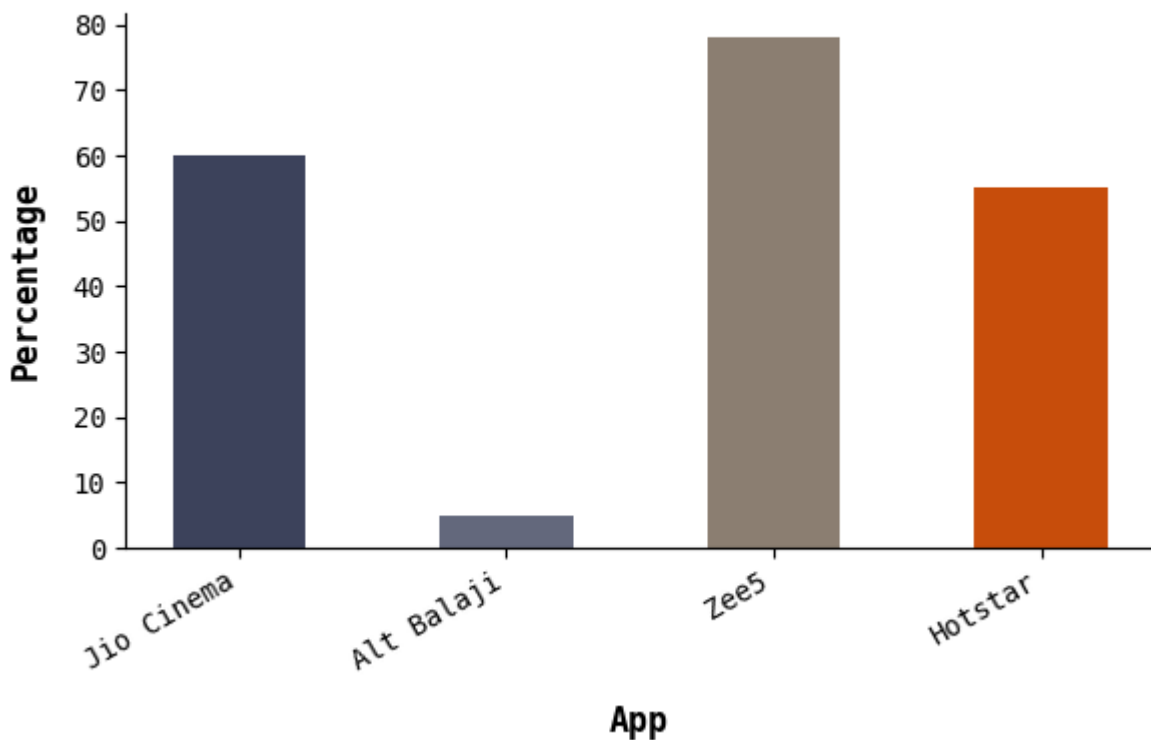
- **Zee5:**

- Zee5 appears to have a positive sentiment overall, with mentions of eagerly awaited series releases and successful screenings. It's also noted for acquiring rights to various content, indicating a broad and appealing selection for its audience. [8]

- Overall, while Zee5 and Hotstar show positive engagement for their content offerings, Alt Balaji faces criticism for its content nature. JioCinema's sentiment is indirectly influenced by its business moves rather than direct consumer feedback. [8]

Comparing Sentiments of Jio Cinema and Competitors

POSITIVE SENTIMENT COMPARISON

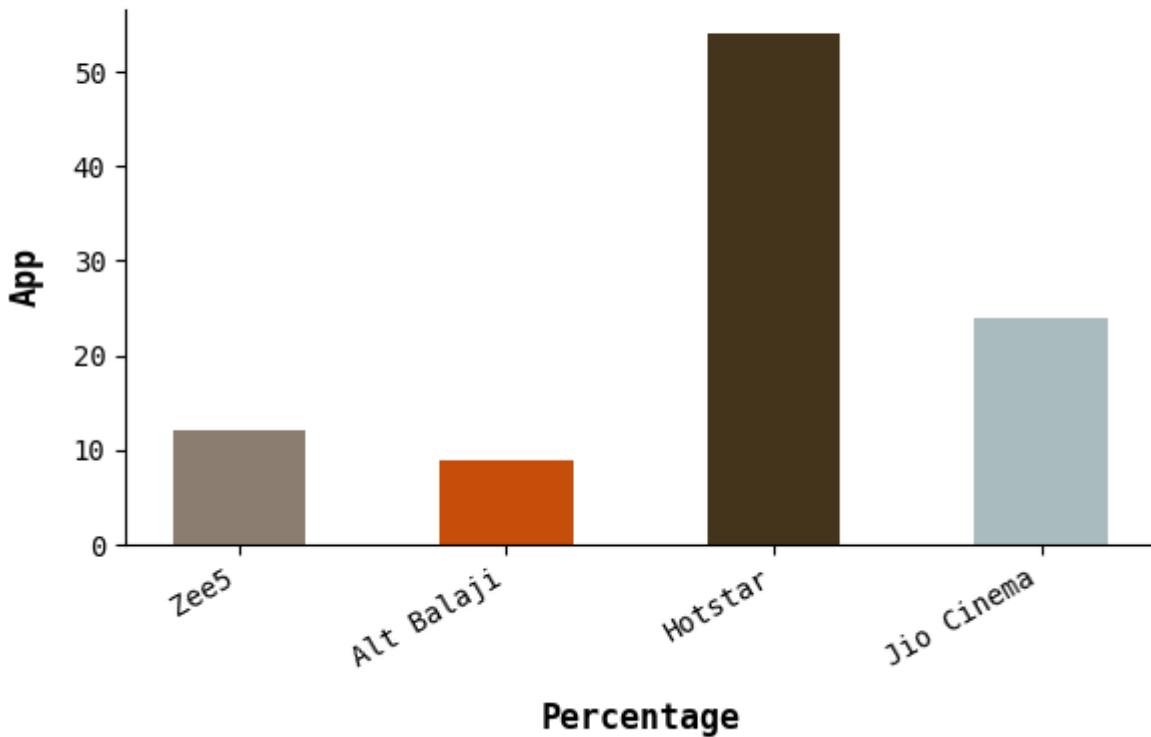


Positive Sentiment Comparison for Jio Cinema and competitors

Distribution of Mentions in Conversations

- Hotstar has the highest number of mentions (54%), indicating it is the most discussed platform among the ones listed. Jio Cinema follows with 25% mentions, then Alt Balaji with 9%, and Zee5 with the least at 12%. [9]

MENTION DISTRIBUTION

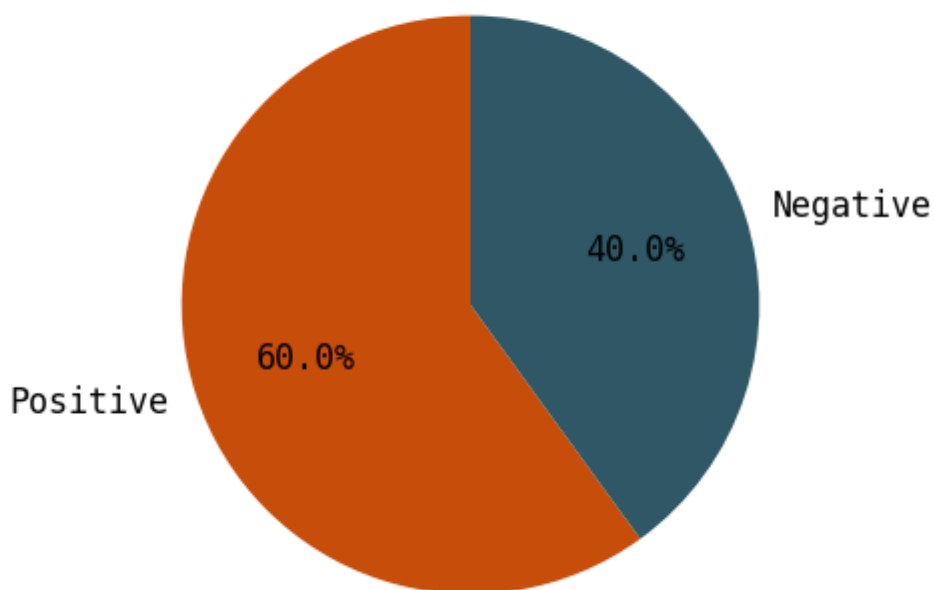


Distribution of Mentions of Apps in Discussions in Conversations [9]

Overall OTT Sentiment in India

- Overall positive sentiment across all platforms is at 60%, suggesting a generally favorable view towards these OTT platforms. However, there is a significant negative sentiment at 40%, indicating areas of improvement or dissatisfaction among consumers. [9]

OVERALL SENTIMENT FOR OTT



Overall Sentiment for OTT Platforms in India

[9]

Citations

[1] Official Jio Cinema Resources

[2] Instagram, Youtube, Twitter Media Content

[3] Search Volume Trends, Google

[4] Social Media Conversations, Discussion Forums

[5] Official Platform Channels

[6] Social Media Conversations, Discussion Forums

[7] Social Discussion Forums, Posts, Articles

[8] Social Discussion Forums, Posts, Articles

[9] Various Reports, Reviews, App Marketplace Data