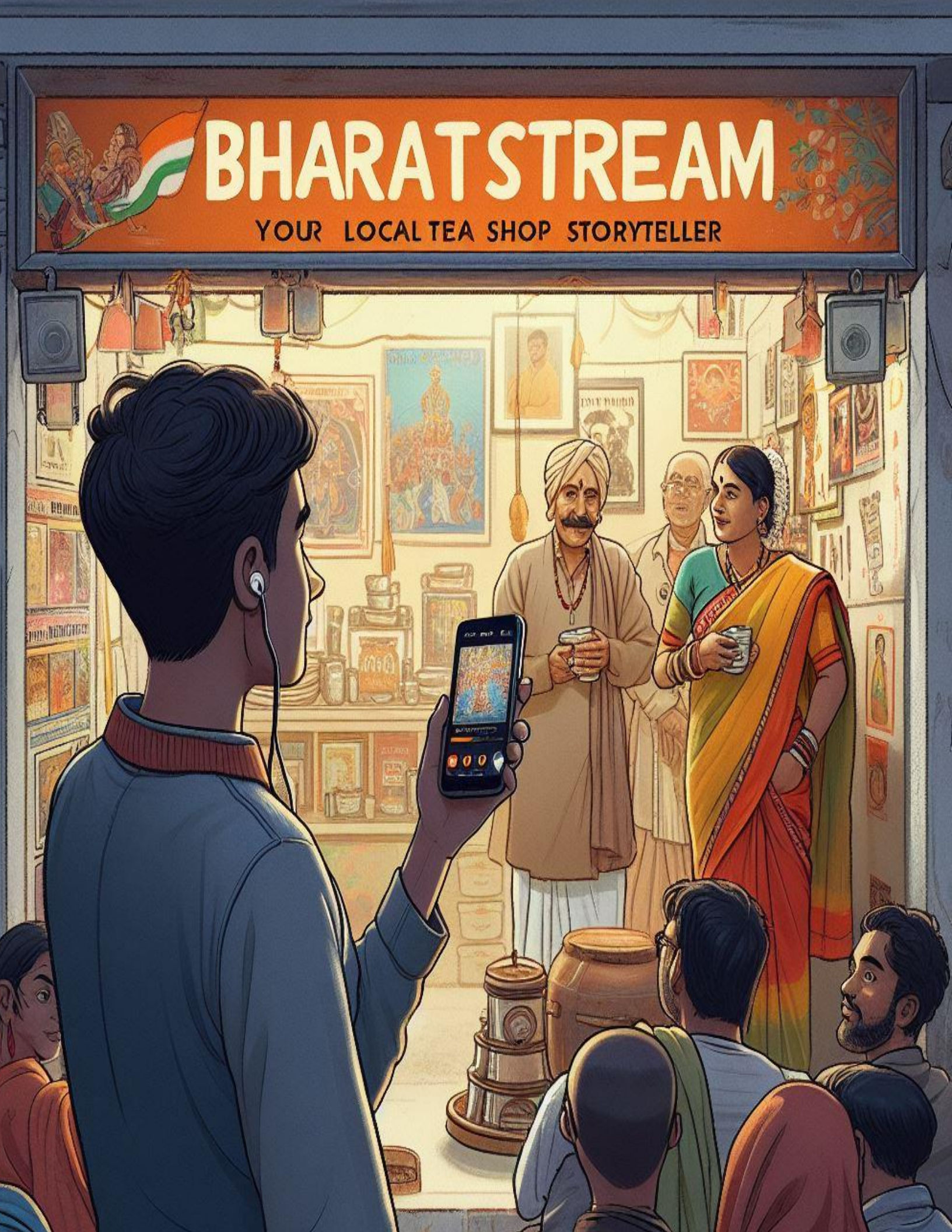
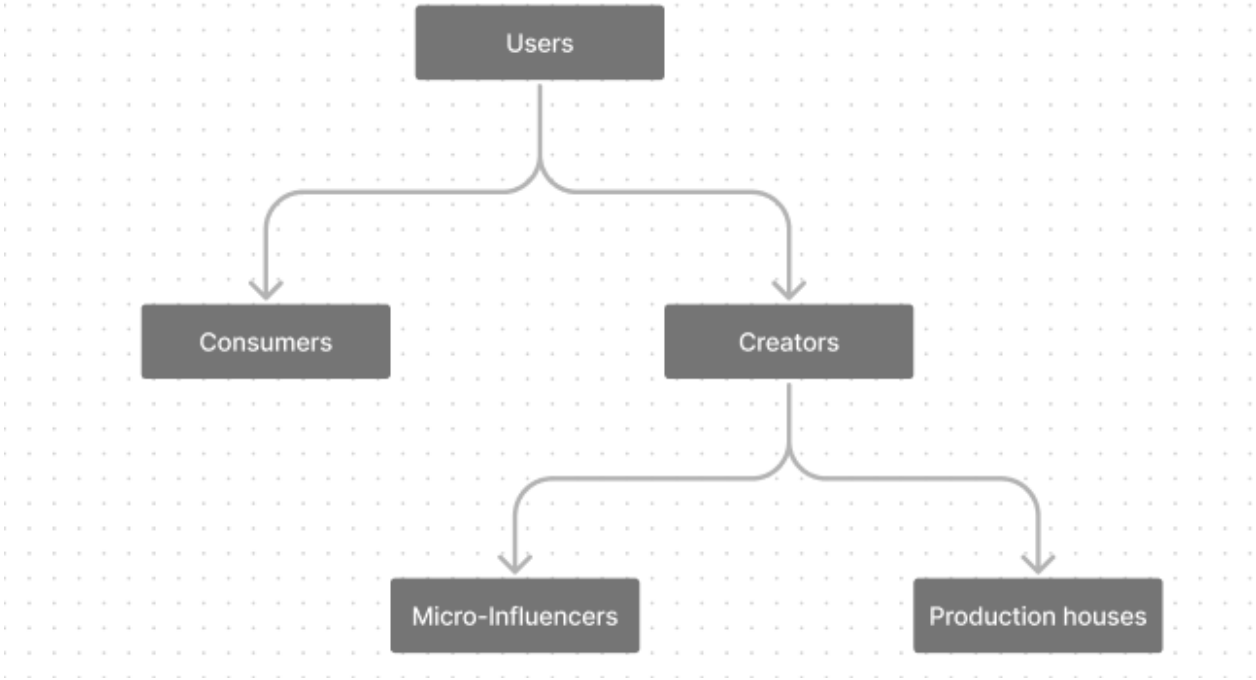

BHARATSTREAM
YOUR LOCAL TEA SHOP STORYTELLER

PRD for 'BharatStream': A Tailored OTT Platform for BHARAT

Goal: To establish a blueprint for launching and scaling '***BharatStream***' an OTT platform designed to deliver engaging and accessible content to Tier-2 and Tier-3 cities in India.

User Personas:



User Journey and Flow:

https://www.figma.com/file/kgoaIV0UPQiRwz9VpucJtg/Untitled?type=whiteboard&node-id=0-1&t=4A2TtBDSRDmfDRcl-0

Persona 1- Consumer

Rajesh Kumar,35 years old, Kanpur, Uttar Pradesh (Tier 2)

- Carpenter works for a construction company.
- Enjoys quality entertainment on his mobile phone.
- Likes diverse content, including regional and traditional offerings.
- Have a basic Internet Plan.
- Limited disposable income.
- Quality Productions: Deliver high-quality, impactful content addressing relevant issues.

Pain Points**:**

- Lack of relatable content for tier 2 and tier 3 users.
- Subscriptions Affordability
- Lingual barriers: The interface is not user-friendly for tier 2 and 3 smartphone users.
- Poor internet & lack of New-gen Smartphones
- Stay updated with the events happening around their regions
- Content overload hinders content discovery.
- Payment concerns: Fear of online payment risks and complexities.
- Want to rewatch the content they missed

Assumptions: We are already available with a proven user base in Tier-1 City and are trying to penetrate Tier-2 and Tier-3.

**All the highlighted solutions are prioritized

Solutions:

1. **Hyperlocal Content**
    a. Designed a streaming service platform by keeping the target group in mind, investing in regional films and documentaries that promote culture and stories in specific regions and languages.
    b. Users have the flexibility to select their preferred languages for content consumption. Additionally, the platform enriches its content library by including material dubbed or translated into those chosen languages, ensuring a diverse and personalized viewing experience.

2. **Content Discovery:**
    a. **Heat MAP**: Implementing a Heat map to help users find “Hot” content across different geographical regions that are exclusively dubbed in their comprehensible language**.**

    b. **Recommendation Engine:** Offers detailed insights into the trending and popular content across all genres currently captivating audiences in nearby districts and states**.**

    c. **Short clips window on the top of the screen: Scrolling through reels/trailers/clips (similar to YouTube Shorts, which are short vertical videos)** enables users to watch and like trailers or reels of existing or upcoming content on the platform.

1. **Save to wishlist/watchlist option:** A user scrolling through, let's say, 15 titles can double tap on the clip to add it to the wishlist, and the associated/mapped content(e.g.Movie) gets added to his wishlist. Now he has limited titles/movies to select from his wishlist, which he already found watch-worthy. Reducing the cognitive load of content selection results in better user engagement.
2. **Outcome: Better Recommendation**: Analyzing the time spent on watching reels, the type of reels watched X% of length or rewatched can provide insights into his predilections, which is very difficult in current OTT platforms. This can help improve the recommendation engine for users.

3. **Handling Internet bandwidth fluctuation and enabling offline viewing**
   Optimize user experience with adaptive video quality adjustments based on real-time connectivity metrics, incorporating advanced data-saving features and compression technologies while enabling offline downloads during sub-optimal network conditions.

4. **Interface Localization:**
   a. Implementing a multilingual user interface (UI) on the OTT platform, offering support for local languages, can effectively address the issue of not providing a user interface in the preferred language.
   b. Content discovery using voice search

5. **Affordability and Easy Payment Options:**
   a. Provide users with a convenient option for prepaid plans, allowing them to access the platform by paying a nominal “Sachet” recharge, especially if they are unable to commit to the existing monthly plans.
   b. Create local payment partnerships by collaborating with nearby vendors (local Kirana stores offering scratch cards) along with mainstream payment gateways. This initiative aims to simplify the payment process, especially for users who are cautious about online transactions, offering them familiar, and trustworthy, and traditional payment methods.

Persona 2 - Local Content Creator (Micro-Influencer)

Rani, 24, from Ranchi (tier-2)

- Aspiring to build a loyal fan following and become a recognized content creator in the Lifestyle and travel niche.
- Secure brand collaborations and earn a sustainable income through content creation.

Pain Points

- Struggles to keep pace with the latest content creation technologies.
- Poor quality video content generation.
- Lack of a larger audience and limited audience reach.
- Face marketing challenges and feel overlooked by brands favoring creators in bigger cities, impacting her competitive standing.
- Difficulty in building industry connections limits her access to collaborations and knowledge of new trends
- Faces financial hurdles in affording necessary equipment and software for producing quality content.

Solutions

1. **Online Learning and Skill Development Programs:**
   Our OTT platform aims to empower creators in Tier-2 and Tier-3 cities by offering affordable online courses in acting, filmmaking, and allied skills, along with virtual masterclasses by industry experts for skill enhancement and mentorship.

2. **Advertise with us:**
   Any new Business can approach us for advertising, and the platform can assign a creator to market the ad.

3. **Community Collaboration:**
   a. Promoting resources and skill sharing, and peer learning through communities to uplift creators in tier 2 and tier 3.

   b. **Tools**: Lend or borrow the equipment, editing software, and other essential tools, easing the financial burden on content creators to help them produce higher-quality content.

   c. Introduce competitions among the creators to motivate them to do better and find the gems in this creative industry.

   d. **Shared Studio Space:** The platform can provide a few studio spaces of geographies with high-density individual creators helping improve the content quality and foster cross-cultural and cross-genre collaboration/fusion, E.g., Mile Sur mere Tumhara.In addition to that, it can also aid the collaboration of media houses with individual creators on shared interests. Individuals get distribution and resources, and the media house gets great talent and creator skills to work with.

4. **Analytics Dashboard:**
   Creator Dashboard: Empower creators with insights on audience demographics, trends, engagement metrics, and brand affinities. This allows them to customize content and showcase value to collaborators. The analytics tool includes viewership, demographics, reach, monetization, and more, enabling data-driven decisions for enhanced engagement and growth.

5. **Local Brand Partnerships**:
   Streamline partnerships with regional brands/Media-House to offer creators relevant and achievable collaboration opportunities.

Persona 3 (Regional Media House)
Priya Patel, 32 years old, Mumbai, Maharashtra (Regional Media House)

- Founder and CEO of "Vibrant Visions Productions”
- Aims to produce a diverse range of content that resonates with the cultural richness of Tier 2 and Tier 3 cities in India.
- Her goal is to showcase stories that are relatable and authentic, reflecting the nuances and traditions.
- Aims for deeper Market Penetration

Pain Points:

- Unable to market online and complex content distribution in smaller markets.
- Absence of analytics tools for local content.
- Striving to balance cultural portrayals, avoiding stereotypes, and ensuring authenticity in content creation.
- Tier 2 and Tier 3 media houses struggle to keep up with the latest advancements in digital media and broadcasting.
- National media outlets and digital platforms overshadow regional media, diverting both audience attention and advertising revenues.
- Face difficulties in identifying and recruiting the right talent for content creation.
- Experience financial constraints associated with producing and distributing content.

Solutions:

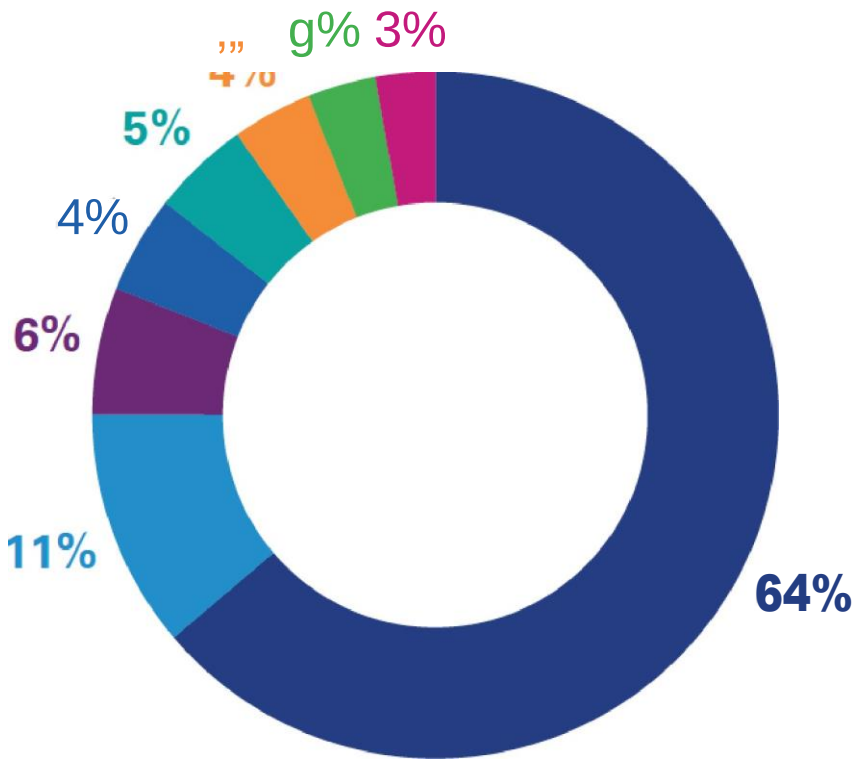
- Dubbing trending content into diverse languages to maximize reach to different demographics
- Merchandising based on popular shows and characters provides an additional revenue stream through royalties for creators.
- Crowdfunding to foster hyperlocal content creation

- And other solutions that are applicable for individual creators mentioned above.

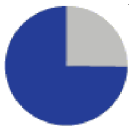
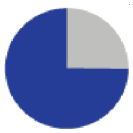
Business Strategy:

- To break into Tier 2 & 3 cities, we will initially target people in the age group of 12-35 who are early adopters to try new things.
- Plan is to penetrate using free regional content from individual creators, which can be monetized later once a wider audience base is established.
- The revenue will be generated from paid content produced by relatively expensive media house content.
- The revenue also relies on Ads generated on the Platform.
- We are adopting a mobile-first approach as the internet is readily available on smartphones, as evident by the survey attached herewith.
- To expand the quality and quantity of regional content titles we would adopt 2 strategies, wiz.
    a. Targeting YouTube and IG micro-influencers (who have a decent following but have not gone viral yet/stagnated on those platforms) to produce regional content.
    b. Onboarding regional content from regional production houses and localizing/dubbing in other languages

Language preferrence for online video consumption

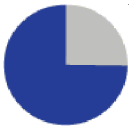


Hindi	Tamil	English	Kannada
Telugu	Bengali	Marathi	Others

Platforms	Originals (No. of hours)	
	Hindi	Regional
Zee5		
Amazon Prime Video		
Eros Now		
Hotstar		
Alt Balaji		
Netflix		
Sony Liv		

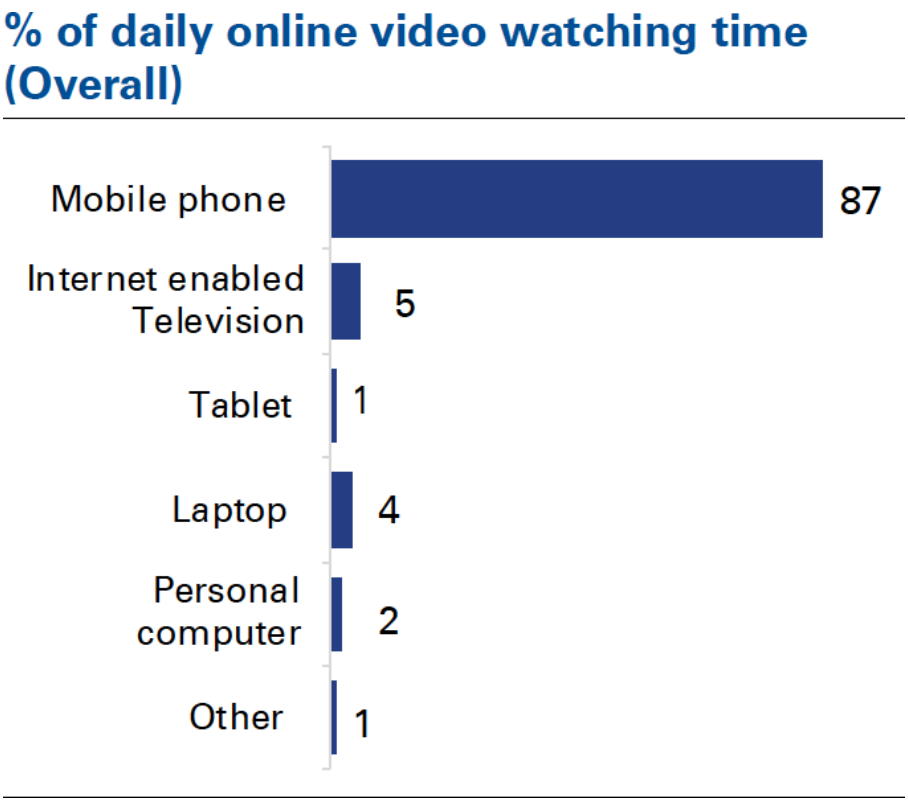
Source KPMG Analysis for the period June 2018 to 14 June 2019

High presence

 Moderate—High presence

Moderate presence

Low Presence



Wireframe:

https://www.figma.com/file/vymCPfQzL0gKSeeek30sZk/DODOFlix-V0.1-(Community)-(Copy)?type=design&node-id=0%3A1&mode=design&t=S1sfrvrqjJx1S694-1

Cost and Revenue Model:

Cost Model(Platform)	Revenue Model
Bharat Special: Original Content	Static Ad. (Static Banner)
One-time buyout of a title/Series from creators/media houses	Video based Ad. (Targeted ads-demographic, age, etc.)
	Revenue through Allied activities like training of micro-influencers/ Providing the real estate at studio
	Content Promotion
	Crowdfunding for social content: +ve content
	Individual title Purchase instead of subscription
	Subscription for premium content (With ads)
	Additional fees for ad-free content
	Pay per thousand video views

Calculation for Metrics

Assumptions -

Given that there are 660 million mobile users, let's focus on the estimated number of Tier-2 and Tier-3 users. For simplicity, if we estimate that 30% of mobile users are from Tier-2 and Tier-3 cities, that gives us 200 million potential users.

Calculations

User	Potential Users	200,000,000	30% of total smart phone users
	Target Penetration Rate	10	
	Estimated Subscribers	20000000	
	Monthly ARPU	50	Taken reference from other OTTs like Hotstar
	Annual ARPU	600	
	CAC	100	Taken reference from other OTTs like Hotstar
	Total Acq cost	2000000000	
TAM	TAM = Potential Users * Annual ARPU	**120000000000**	
	Operational Costs per year	2400000000	10/sub/month
	Content Acquisition Costs Year 1	3600000000	15/sub/month
	Technology and Maintenance Costs Year 1	2400000000	10/sub/month
Revenue	Revenue Year 1	12000000000	
Profit	Total Profit at end of first year	**3600000000**	

Calculation Link : [Week 4 Estimations - Google Sheets]