OTTPLAY & JIO FIBER PARTNERSHIP

OTTplay Premium new strategic partnership with Jio Fiber that will enable Jio set-top box users to access and watch 19 OTTs through the OTTplay app.

This integration will enable Jio set-top box users to download the OTTplay app from the Jio Store and have access to OTT platforms such as Sony Liv, Zee5, Lionsgate, FanCode and 15 others under one roof.

Avinash Mudaliar, Co-founder and CEO, OTTplay Premium, said, “Our partnership with Jio Fiber is a strategic move to expand our reach and offer our finest content to a wider audience. Jio Fiber and OTTplay Premium are aligned with a vision to offer the best quality content to their viewers and make it accessible with just a click away. We are delighted to be able to provide Jio set-top box users with access to our extensive content collection, which includes over 20,000 hours of video, 50K+ titles and 19+ OTT platforms in a variety of languages and genres.”

SHEMAROO’S RS 75 CRORE OTT PUSH

Shemaroo is planning an investment of Rs 75 crore to push its OTT and broadcast business. The money will be utilised for ShemarooMe, said CEO Hiren Gada.

In FY24, the company wants to expand its TV and OTT businesses along with introducing new offerings, reports said.

The company has registered an annual growth of 23.3 % in digital media and 66.5 % in traditional media in the financial year ended 31st March 2023 compared to the previous fiscal.

GOVT CRACKS WHIP ON OTT CONTENT

Govt has asked the OTT players to curb obscene
content. The issue of bringing OTT under the Cinematograph Act was also brought up in the meeting with the standing committee.

OTT players like Netflix, Amazon Prime and Disney+ Hotstar have been told by a parliamentary panel to refrain from showing obscene content and respect cultural sensitivities.

The executives were deposed before the standing committee. MIB secretary Apurva Chandra also attended the meeting.

The players have also been told about the objections regarding abusive language in the shows. The issue of bringing OTT under the Cinematograph Act was also brought up in the meeting.

The platforms have been asked to submit responses to the questions posed.

**NETFLIX’S NEW AD STRATEGY**

Netflix’s new strategy, its ad-supported plan last year is working and it has added 5 million active users in a presentation to its advertisers.

The OTT platform launched its $7 per month tier with ads in November 22, in 12 markets including the US. The new plan was an alternative to its ad-free tier priced at $10.

The ad-supported plan was designed to increase its subscriber count and add a new revenue stream.

Jeremi Gorman, Netflix’s president of worldwide advertising, stated that the platform has successfully brought 5 million users on board on the back of its ad-supported format. Monthly active users include all adult profiles used on one account with ads. Children’s profiles do not run ads. Netflix reported 232.5 million paying subscribers around the world as of the end of March.

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