

SonyLIV's Paid Subscriber Base Grew Nearly 700 percent

On Wednesday SonyLIV's paid subscriber jumped by nearly 700 per cent between June 2020 and June 2021, its Japanese parent company Sony announced in its quarterly earnings presentation. SonyLIV had over 200 million monthly active users in FY21, the Sony Pictures Networks India-run streaming service in the month of July.

"In Media Networks, our video direct-to-consumer (DTC) services are increasing their customer bases significantly, with paid subscribers since June 2020 increased approximately 80 per cent at our anime DTC service Funimation and approximately 700 per cent at SonyLIV, our video DTC service in India," Sony Group Corporation's executive deputy president and chief financial officer Hiroki Totoki said [PDF] on the company's quarterly earnings call on Wednesday.