

How JioCinema is Killing OTT's existing business model

JioCinema is revolutionizing the world of streaming entertainment by turning the traditional business model on its head. Unlike other streaming services, JioCinema is smashing the limitations of the old-fashioned way of doing things and is creating a new standard for providing top-quality entertainment to audiences around the world.

By utilizing cutting-edge technology and innovation, JioCinema is pushing the boundaries of online entertainment and making it accessible to everyone. With unparalleled value and user experience, JioCinema offers a world of exciting content that is truly beyond compare.

Gone are the days of mediocre streaming services with lackluster content, JioCinema is shaking things up and breathing new life into the world of entertainment. It's taking control of the demand and providing what people really want – something fresh and unexpected.

JioCinema is an OTT platform from the house of RSL (Reliance Storage Limited). JioCinema may not be as popular as Netflix or Amazon Prime, but it is unquestionably one of the most used apps from Reliance Jio App collection. Where you get more than 15,000 hours of exciting content: music videos, Jio shorts, movies, television shows, and trailers for viewers.

You can enjoy a highly optimised and world-class video streaming experience as you explore the world's best studios and watch your favourites. You can get started by logging in with your Jio ID and password.

On your Web browser, you can watch consecutive episodes of your favourite shows, movies, international music videos, interesting short clips, and more!

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The JioCinema platform: what is it?

JioCinema is an on-demand video library that includes music videos, documentaries, movies, TV shows, Jio shorts, and trailers. In Simple words, JioCinema is a video streaming service that Jio provides. Launched on 5 September 2016.

Which lets you watch movies, TV shows, documentaries, trailers, Jio exclusives, and more. The web platform and smartphones are supported by the app.

Android users can download JioCinema from Google Playstore, iOS clients from Appstore and Samsung Z2 gadget users from the Tizen Store. The app is free at the moment, but the company plans to charge for its services in the future.

Jio has as of late additionally joined forces with Disney India to offer famous Disney films like Toy Story 3, The Wilderness Book, and The Lion Lord and that's only the tip of the iceberg.

Nonetheless, you need to open the admittance to the JioDisney segment by sharing the Disney interface with five of your contacts through WhatsApp, SMS, Instagram or Facebook. You can watch the content on your big TV screen thanks to JioCinema's support for Chromecast.

Viacom18 shifted all of its sporting content from Voot to JioCinema after the merger between JioCinema and Viacom18 was completed in September 2022, making JioCinema the network's digital sporting destination. The mobile app is available for Android and iOS devices.

Jio Cinema features:

- Jio Cinema includes useful features that make it simple

for subscribers to use.

- My Download: It shows a list of all the movies in the app that have been downloaded.
- Available download: This displays only the movies that can be downloaded on a list.
- The watch list features: You can use this feature to add your favourite movies and TV shows to your watch list and watch them whenever you want. You can include as many movies on the list as you like.
- Autoplaying TV Shows: You won't have to look for the next episode and then hit play with this feature because it will play them for you automatically.
- Choosing the bitrate: Depending on your internet speed, you can select the quality at which the video will be played.

Even though JioCinema automatically adapts to the available internet speed, a minimum speed of 2 Mbps or higher is recommended.

- Controls for parents: You can set a PIN to exclude kids from certain content.

JioCinema achievements

- CCI approved the merger of JioCinema and Viacom18 in September 2022.
- JioCinema became free for all users, regardless of network, in 2022.

- JioCinema became India's official broadcaster of the 2022 FIFA World Cup in November 2022. Due to lags and glitches in the live streams, the app received criticism at the beginning of the tournament.
- In December 2022, JioCinema turned into an authority computerized streaming accomplice of IPL as Viacom18 obtained advanced streaming privileges 2027 in June.
- As a result of Viacom18's acquisition of the streaming rights earlier in January, JioCinema became the Women's Premier League's official digital streaming partner in March 2023.

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Even though price-conscious Indian consumers were accustomed to paying for content, the country's already small \$668 million subscription-video-on-demand (SVOD) streaming market may be further dented as an estimated 20-25 million paying Disney+ Hotstar subscribers migrate to JioCinema, which is supported by Reliance Industries.

Viacom18, which is backed by Reliance and won the digital streaming rights to the marquee cricket property for the 2023-27 cycle over Disney+ Hotstar, will stream the tournament for free beginning on March 31. For an annual subscription to Disney+ Hotstar that included the IPL, subscribers were required to pay Rs 1,499.

"If IPL, the most costly property, is being presented free of charge, it's a further lift to the AVOD (publicizing put together video-with respect to request) market and an adverse consequence for the SVOD market since clients were simply becoming acclimated to laying out a yearly Rs 3,000-4,000 for

content.

According to Karan Taurani, Senior Vice President of Elara Capital, "OTT players that were poised for 25-30% SVOD revenue growth will probably see 10-15% growth." This is due to the fact that streaming ARPUs are unlikely to rise anytime soon.

As of April 2022, Elara Capital estimates that the Indian video OTT market will generate \$1.7 billion, with SVOD contributing \$668 million (37%), and AVOD contributing \$1.1 billion (63%).

India has around 49 million paying (SVOD) crowds, per a report by media consultancy firm Ormax Media. JioCinema's free IPL streaming is likely to attract approximately 50% of the total SVOD viewership to its platform, according to analysts.

Uday Sodhi, previous head of SonyLIV and Establishing Accomplice of Karate Computerized Counseling, says JioCinema's quick need is to get on whatever number of cell phone screens, as could be expected under the circumstances, and offering the IPL free of charge, is their approach to laying out application dissemination.

" JioCinema will eventually switch to a subscription model. This is precisely the exact thing Hotstar did when they began streaming IPL. It is acceptable that this results in a decrease in the total number of SVOD users or a short-term impact. When it becomes a paid service, they will return later.

According to a study conducted by Accenture and published in January, 41% of Indian consumers unsubscribed from at least one of the Top 5 streaming VOD services in the previous year because they were overwhelmed by the number of options available. Additionally, 42% indicated that they intend to eliminate one or more in the coming year.

In addition, the Ormax study demonstrated that OTT platforms

will need to rely on smaller towns and cities for the subsequent phase of subscriber growth due to metros' 79% OTT penetration. The average number of OTT subscriptions per paying user has remained constant at 2.4.

Shailesh Kapoor, founder and CEO of Ormax, commented on the findings, "It suggests that subscription growth will come from more people paying for subscriptions, rather than the same people paying for more subscriptions."

However, affordability is a challenge in non-metros due to rising telecom ARPUs. They have digital television and free AVOD content. Telecom ARPUs are steadily rising, and broadband is expensive. Non-metros viewers will not pay a lot for multiple OTT platforms. According to Taurani, the growth numbers from Tier II and Tier III markets will change.

Summary

JioCinema is an Indian promoting video on-request and beyond preposterous web-based feature, possessed by Viacom18, an auxiliary of TV18. The content library of JioCinema, which went live on September 5, 2016, includes movies, television shows, web series, music videos, documentaries, sports, and more.

FAQ's on Jio Cinema:

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