

BrandWagon

MONDAY, MARCH 27, 2023

● **STAYING AHEAD**

Batting on a sticky wicket

Can Disney+ Hotstar maintain its lead without IPL & HBO?

CHRISTINA MONIZ

STREAMING PLATFORM DISNEY+ Hotstar announced on Twitter that it will not feature HBO content from March 31. This means that award-winning shows such as *The Game Of Thrones*, *Succession* and *Westworld* will no longer be available on the platform. Disney+ Hotstar lost the IPL digital streaming rights last year for the 2023-27 period to Viacom18, and saw its subscriber base fall from 61.3 million in September 2022 to 57.5 million in December 2022. Now its woes seem to be mounting with the loss of HBO content and with Formula One also no longer streaming. In fact, last year, Disney reduced the subscriber target for Disney+ Hotstar to 80 million by the end of FY24 from its previous target of 100 million.

Can Disney+ Hotstar maintain its lead in the OTT market without IPL and HBO content?

Noting that the platform is still a pioneer in the competitive OTT space with a huge subscription base, Mitesh Kothari, co-founder and chief creative officer, White Rivers Media, believes that it may be too early to speculate the kind of impact the withdrawal of HBO content and IPL streaming will have. "New users are joining the OTT ecosystem each day with a vast array of preferences, and Disney+ Hotstar remains one of the



STREAMING WOES

- As of March 31 this year, the platform will no longer stream HBO content (over 140 originals)
- Last year, the OTT player lost IPL streaming rights for 2023-27 to Viacom18
- Its subscriber base fell to 57.5 mn in Dec '22 from 61.3 mn in Sept '22
- It may lose substantial ad revenues, having collected ₹1,500 crore from the IPL last year
- Projected to lose another 15% of its subscribers by the end of FY23

Source: Industry

dominant players. Any development on an OTT platform, whether in terms of withdrawal or inclusion, can only be assessed over time," he says. And the opportunity is immense. A Deloitte report projects that the over-the-top (OTT) market in India is expected to grow at a CAGR of over 20% to reach the \$13 to \$15 billion mark by the next decade. The SVOD (subscription video on demand) market specifically is expected to become \$2.1 billion in the same period.

Viewership challenge

As per data from OTT streaming guide JustWatch released in November last year, Disney+ Hotstar is in the

lead with 27% market share in the Indian SVOD space, followed by Prime Video that holds 21% market share. These are followed by Netflix at 12% and Zee5 at 10% share, respectively. Players such as Voot, SonyLIV and JioCinema account for about 17% between them. Ormax Media estimates show Disney+ Hotstar's most viewed international launch since 2021 has been HBO's *House Of The Dragon*, which garnered a viewership of 28.2 million. The removal of this and other HBO shows like *The Last of Us* (7.7 million viewership) will be a loss to the platform. However, Keerat Grewal, partner, Ormax Media points out that the OTT player has a

strong Marvel Studios content offering as well. "Seven of the Marvel Studios series feature in the top 20 most viewed international shows since 2021. Among these, *Moon Knight* (23.4 million), *Hawkeye* (19.3 million) and *Ms Marvel* (15.1 million) have been among the top five most viewed international series in India," remarks Grewal. It is pertinent to note that English content viewership in India is limited, and Disney+ Hotstar continues to perform well on the Hindi content front. As per Ormax Media's report last year, the OTT player's Hindi originals accounted for nearly 50% of the most-watched Hindi content from July to December in 2022.

● **AFTER HOURS**

KAILASH KATKAR
MD & CEO
QUICK HEAL TECHNOLOGIES

The Job
THE BEST PART about my job is that we are able to make a real difference by securing people's lives in an increasingly digital world. The rapidly changing technology and AI landscape demands constant innovation to tackle new challenges. The fact that I get to do this alongside a team of incredibly talented and dedicated professionals is just the cherry on top.

The Weekdays
DESPITE A USUALLY packed daily



work routine, I also dedicate a significant amount of time staying updated on the latest trends and threats in the

cybersecurity landscape. Understanding my customer's expectations and gaining insights into their feedback is

extremely critical to me. However, I always make it a point to spend time to prioritise my health and family post work, which helps me stay balanced and motivated.

The Weekend
I TRY TO make the most of my weekends by engaging in social & community activities that help me recharge and rejuvenate. Whether it's spending quality time with my family, pursuing my hobbies, or simply taking a break from the daily routine, I believe that weekends are a great opportunity to unwind and reset. Of course, there are times when work demands my attention, but I try to strike a healthy balance between work and leisure.

The Toys
AS SURPRISING AS it may sound, I tend to enjoy the old-world ways of doing things. Gadgets today I believe have taken over our lives and keep us away from being present in the 'present'. But I am an engineer at heart, I am always keen to understand and explore new gadgets for the purpose of learning.

The Logos
I ADMIRE BRANDS that are innovative, customer-focused, and dedicated to making a positive impact while solving customer pain points. And, you do find such brands and companies all around you.

— As told to Akanksha Nagar

● **NUMEROLOGY**

- **\$71.1 bn:** Size of global online gambling market in 2021
- **\$158.2 bn:** Expected size by 2029
- **11.4%:** CAGR between 2021 and 2029

— Fortune Business Insights

● **MARTECH**

Surging spends

Firms are leveraging cutting-edge tech to achieve marketing goals

GEETIKA SRIVASTAVA

A WHOPPING 88% of respondents are poised to boost their investment in marketing technology (martech) over the next three years, revealed a recent survey conducted by Mirum India. This trend signals a growing recognition among businesses that leveraging cutting-edge technology will help achieve their marketing objectives, the report said. Despite this bullish outlook, the survey also revealed that India has yet to catch up with global trends in martech spending. Two-thirds of the respondents reported allocating less than 15% of their marketing budgets to martech, compared to the global average of 25.4%. This apparent shortfall represents a massive opportunity for growth in the region, the report stated.

Of the respondents, 47% stated that their organisation "sometimes used" martech tools, while 36% said they were using such tools "extensively". Around 10% said they "rarely used" martech tools and 7% said they'd "never used" any. The report divided respondents into four broad categories — Martech Heroes (31%), who are extensive users of such tools and plan to increase their spending substantially in the next three years; Martech Stagnants (5%), who are extensive users of martech tools currently, but their spends will either decrease or not change in the next three years; Martech Explorers (57%), who sometimes, rarely or have never used martech tools, but will increase their spending substantially in the next three years; and Martech Laggards (7%), who sometimes, rarely or have never used martech tools, but will either decrease or not change their spending in the next three years.

The main driver for the adoption of martech tools was the ability to deliver and track ROI, the survey revealed. 74% of respondents cited effectiveness as the top driver for martech usage. Ease of tracking performance (67%) and efficiency of marketing activities (64%) followed next in terms of priority. Meanwhile, sales improvement (40%) entered the list of the top 4 objectives of using martech in 2023. Lead generation (56%), customer



FACT OF THE MATTER

- **57% Martech Explorers** who have sometimes, rarely, or never used martech tools but will increase spending in 3 years
- **31% Martech Heroes** who are extensive users of martech tools and will increase spending substantially in 3 years
- **7% Martech Laggards** who have sometimes, rarely, or never used martech tools, but will either decrease or not change their spending in 3 years
- **5% Martech Stagnants** who are extensive users of martech tools currently, but their spends will either decrease or not change in 3 years

engagement (45%), and brand building (40%) were others on the list.

Respondents to the survey include CEOs, CDOs, marketing heads, EVPs, and managers of various brands. Of these, CEOs tend to prefer long-term planning over short-term gains, the survey concluded. 77% of CEO respondents stated that brand building was the top business objective that martech could help drive.

The survey discovered that 7 out of 10 respondents' organisations were either not aware of the age of the cookie coming to an end and the advent of Web3 or did not have plans to handle this change. Six out of 10 agreed that the advent of Web3 would require their organisations to rethink their MarTech strategies.

"The estimated size of the martech industry in India is expected to be anywhere between \$35 bn and \$50 bn by 2026. This is indeed a sizeable opportunity... Brands are finding martech solutions the best and most cost-effective way to deliver the correct brand message," said Hareesh Tibrewala, joint CEO, Mirum India.

Motobahn

● **MOTORCYCLE REVIEW: BMW G 310 GS**

Possibly the best adventure touring motorcycle in India

At ₹3.2 lakh, it's more accessible than bigger bikes priced ₹10 lakh and above, and almost as refined as those

VIKRAM CHAUDHARY

THE BMW G 310 GS is one of the finest examples of 'Make in India'. Made by TVS Motor at its Hosur, Tamil Nadu plant — under the 2013 agreement between TVS and BMW to develop sub-500 cc motorcycles for the global market — it's an adventure touring motorcycle that can rival the best in the world. I took it on a 1,000-km Delhi to Yamunotri round trip, and was more comfortable on it than I would have been on most cars.

It's possibly the best adventure touring motorcycle in India, and here are our reasons: **Seating position:** It's a tall motorcycle, so straddling it may not be easy for everybody. But once on it and riding, it handles like a toy. At just 175 kg (with full tank), the G 310 GS is light and nimble.

Engine: Its 313 cc engine is powerful enough to maintain 100 km/h speeds all day long. I reached from Gurgaon to Rishikesh (via Meerut Expressway) in 4 hours, riding nonstop 270 km. The G 310 GS is in its element overtaking long vehicles — 40-100 km/h acceleration through the gears is a breeze.

Carrying luggage: There are enough points to fix bungee hooks (if you want to carry luggage on the rear seat, secured with bungee ropes). BMW also offers panniers that are a must-have.



PHOTOS: VIKRAM CHAUDHARY

SPECIFICATIONS

Engine	313 cc
Power	25 kW (34 hp)
Torque	28 Nm
Top speed	143 km/h
Fuel efficiency	30 km/litre
Gears	Six
Front tyre	110/80 R19
Rear tyre	150/70 R17
Fuel tank	11.5 litres
Weight (full fuel)	175 kg

Price: ₹3.2 lakh

COMPETITORS

KTM 250 Adventure	248.76 cc	₹2.44 lakh
Bajaj Dominar 400	373.3 cc	₹2.25 lakh
Royal Enfield Himalayan	411 cc	₹2.15 lakh
Suzuki V-Strom SX 250	249 cc	₹2.11 lakh

Fuel efficiency and range: There may be more comfortable adventure touring motorcycles in India — Triumph Tiger, Ducati Multistrada and BMW R 1250 GS and F 850 GS — but most of them don't have the kind of riding range the G 310 GS has (because their

fuel efficiency is 20-25 km/litre). The G 310 GS returns a claimed fuel efficiency of 30 km/litre, but on this almost entirely highway riding the bike returned close to 40 km/litre. On an 11.5 litre usable fuel tank, that means a nonstop riding range of over 400 km. It can



also match bigger bikes in speed — by constantly doing 100-110 km/h with ease. Lastly, priced ₹3.2 lakh (ex-showroom), it is far more accessible than bigger bikes that are priced ₹10 lakh and above.

The BMW has got strong direct competition — KTM 250 Adventure (248.76 cc; ₹2.44 lakh), Bajaj Dominar 400 (373.3 cc; ₹2.25 lakh), Royal Enfield Himalayan (411 cc; ₹2.15 lakh) and Suzuki V-Strom SX 250 (249 cc; ₹2.11 lakh). But none of those are as comfortable as the BMW on long road trips.

Things missing

The biggest miss is that this BMW doesn't have inbuilt navigation system (a must need for touring motorcycles). Also, the meter doesn't show temperature (the Himalayan has a thermometer). Lastly, most riders may use the G 310 GS for riding to the hills, and yet it doesn't have an altimeter.

Time for two-door cars?

Small electric cars are getting popular globally

VIKRAM CHAUDHARY

SOME POPULAR CAR body types haven't worked in India — such as station wagons and two-door mass-market cars (three-door if you include the boot opening). There have been a few experiments — Maruti Suzuki launched the Zen Carbon and Zen Steel about two decades ago, followed by the electric car Maimi Reva, and then Volkswagen Polo GTI (though at about ₹26 lakh, it wasn't mass-market).

"Two doors are considered too few in India, even though a car may have four seats," an automotive analyst told FE. "That process of folding front seats to enter the rear seating area is cumbersome. Two-door cars didn't work earlier because most cars were used by families."

Today, however, new mobility challenges have come up, which necessitate a car body shape rethink. "Indian cities are getting highly congested, there are parking hassles, rising pollution and rising fuel costs, which calls for Kei-kind of electric cars in India," the analyst said. "Most Indians anyway either travel solo or with one person, so they don't need big cars."

Kei cars are a Japanese vehicle category for the smallest highway-legal passenger cars — the best example in India is Maruti Suzuki Wagon R (four-door Kei car).



Small electric cars, from top left: MG Motor India's soon-to-be-launched Comet, Citroen Ami, Fiat 500 electric, Nissan Sakura

MG Motor India will soon launch a Kei-type micro electric car, called the Comet.

Studies show that most Indians either travel solo or with one passenger. For example, a Nielsen and MG Motor survey has noted that 71% Indians travel alone in a car or with one person, and 88% travel less than 30 km per day. It found that parking woes are common in Indian cities, most prefer personal mobility, urban travel is woeful, and 50% respondents spend more than ₹6,000 per month on fuel.

Small electric cars are getting popular across the world. For example, Nissan Sakura was voted Japan's

Car of the Year for 2022-23. It has a 20 kWh battery, costs \$14,000 and has range of 120-150 km for daily driving. "Even though the Sakura is a four-door car, it is compact and shows that if a carmaker can sell such cars at decent prices, people will buy," the analyst, who works with multiple carmakers, told FE.

"The time for a two-door electric car is now. Global popular models include Citroen Ami, Fiat 500 electric and Wuling Air EV," he said. "But in India's case, such cars should appear aspirational. Tata Nano was micro and perfectly suited for Indian cities, but it got perceived as cheap, not aspirational."