



NOW STREAMING: THE BATTLE FOR OTT DOMINANCE

VIDEO TRANSCRIPT

Online streaming in India has seen a dramatic increase over the last few years.

Thanks to new technologies, low data charges, accessible smart devices and a wide ecosystem of content creators, the Over the Top video market in India is gradually becoming a mainstream entertainment destination.

In fact, if we look at the data, India is well on its way to becoming the second-largest digital video viewing market by 2020.

But with more than 30 active OTT players, the competition for viewership and share of wallet in the OTT streaming pie is intensifying.

To be in the race, OTT players must proactively embrace new technologies and new ways of doing business, and then move on to building capabilities to deliver services at speed and scale. Players that create and sustain consumer relevance in this dynamic, hyper-competitive market will emerge as winners.

In this edition of Accenture Business Journal for India, we show you the big picture of the digital video sector along with the key questions industry leaders must ask to push for revenue growth. We'll also look at how OTT players can prepare themselves to become leaders of new-age entertainment services.

It's exciting times for OTT players in India. Read our article in this edition of ABJI to tune into new possibilities.

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