



JioCinema

MAPPING MOMENTS OF AUDIENCE



Entertainment/Audience
Culture Report



JioCinema

DEKHTA JA INDIA

How we arrived at our findings

We used multiple data sources to ensure a broad view and robust sampling

1

We explored social threads across YouTube, FB, Insta channels related to Indian entertainment consumption to qualitatively form hypothesis.

These hypothesis were validated by extracting posts/comments, as well as news and blogs, further classifying each post with our AI analytical tools.

This resulted in 8 key consumption moments.

3

We used our Classifier tool to label text from news articles and blogs related to top entertainment titles within each genre to identify the titles that are associated with each moment.

*Titles were then grouped into genres to measure the skew. We also used **Google searches** to identify trending entertainment titles within each moment.*

2

*We then identified local keywords that represent each moment to measure the size and growth of them, using **Google monthly searches**.*

*This totalled to over **26.9M unique queries** over the past year (July 2022 - June 2023).*

ROC measures the change in interests between July 2022 - December 2022, and January 2023 - June 2023.

4

Finally, we further brought each moment to life using consumer verbatim and examples, and performing qualitative research on consumer profiles that represent each moment to understand who they are and the role of entertainment in their lives.

*For each moment, we also identified demographic profiles using **Meta Audience Insights**.*

In India, entertainment is all about...



Sizzling Sagas

SIZE: 30% | ROC: -14%
Realistic and relatable love stories that resonate (or should)



Desi Delights

SIZE: 24% | ROC: -4%
Celebrating cultural pride through Indian-made shows and movies



Morbid Curiosities

SIZE: 21% | ROC: +13%
Thrilling crime and mystery entertainment that demands the viewer's attention



Happy Hour

SIZE: 17% | ROC: +19%
Relaxing and lighthearted entertainment that uplifts and rejuvenates



Nostalgia Nights

SIZE: 4% | ROC: +26%
Rediscovering the timeless charm of classic Indian entertainment



Edu-tainment

SIZE: 2% | ROC: +4%
Informative content that empowers and raises awareness



Tales that Transform

SIZE: 1% | ROC: -2%
Inspiring journeys of self-discovery on screen that energise viewers



Reel Connections

SIZE: 1% | ROC: -21%
Meaningful bonds formed through iconic movies and shows

Note: Sizing is done via 65 million searches in India, gathered from July 2022 to July 2023. ROC was calculated by comparing the first half of this one-year-period to the second half.



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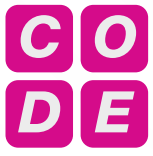


kaisi yeh

Yaariyaan

1

***Sizzling
Sagas***



**1 Entertainment
as Escape**



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Sizzling Sagas

*Viewers yearn for departures from the highly dramatised romances commonly depicted in Bollywood, desiring **more relatable** and **realistic portrayals of love**.*

*They seek narratives that capture the subtleties of everyday relationships, allowing them to live vicariously through the characters while **embracing relatability**.*

*This shift represents a longing for less exaggerated gestures like falling off cliffs for loved ones, and a demand for narratives that delve into the **complexities of modern love**.*

"Idk how "normal" me would react to this show but "hormonal" me is literally dying... it is a crime against singles!!! I can't take that man's flirting anymore!!!! #Hiddenlove"

Discourse

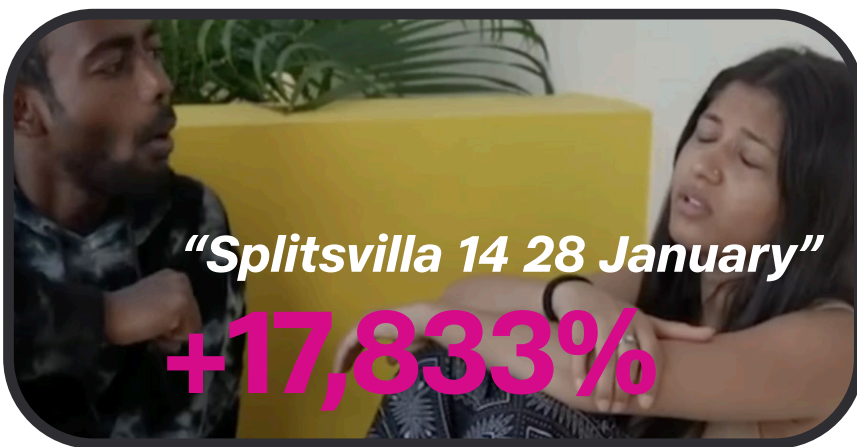
Emojis



"I can't see video as it is filtered in office... but i agree with you. I want to see soaps... which show the reality as most of us feel. Frustrations of career, studies... joy of beer on hot evenings, happiness shared over a pakoda and chai... simple things..."

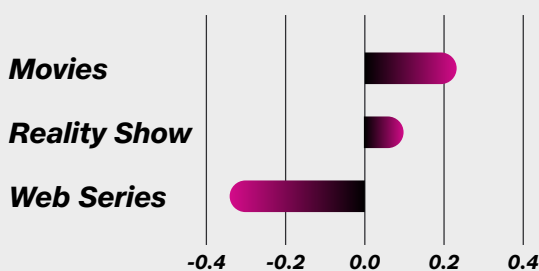
I hate those assholes in serials who have everything in their life and their over dramatic lovestory. Fuck that."

When it comes to modern, relatable love, viewers are increasingly interested in reality shows like 'MTV Splitsvilla'



Genre Skew

Movie & Reality Show Skew: Indicated by a positive distance from average score



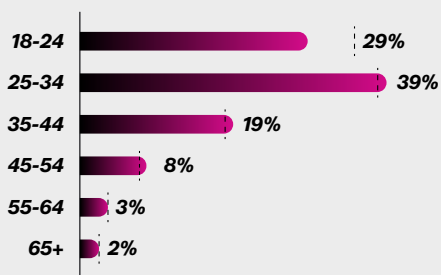
*Percentages represent search volume growth over a one-year period. Data retrieved from Google.



In the day-to-day, consumers in this moment are often faced with (what they perceive to be) long, tedious tasks at work or in their studies. They use entertainment as a way to escape their reality of boredom and drudgery; thus, consumers may look towards titles where they can forget their own worries while vicariously living through characters, especially preferring realistic storylines (even reality TV, like MTV Splitsvilla), as consumers can plop themselves into the plot. They are invested in these titles, even going so far as to create fandom pages or publicly ship certain contestants together.

25 - 54 skew

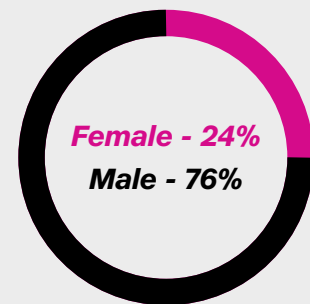
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 24% female/
76% male



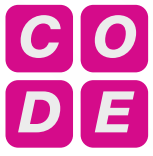


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2

Desi Delights



**2 Entertainment as
Cultural Pride**



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Desi Delights |||

A profound sense of pride and cultural identity emerges, as viewers gravitate towards Indian-made shows and movies that authentically represent their **heritage**. They find sanctuary in the stories, traditions, and experiences showcased within these productions, fostering a **deeper connection** to their roots.

By embracing this content, viewers take pride in the diverse narratives that celebrate India's **rich cultural tapestry**. Within this moment, they find a comforting haven that reinforces their bond with the nation's **artistic contributions**.

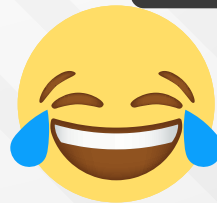
"As long as they keep foreign content youngsters will subscribe. These OTTs just won't fund Indian series."

Discourse

"Tumbad was amazing but not a cookie cutter Indian blockbuster. I'd recommend it if someone is looking for good internal cinema."

"We have made Great films and will continue to do so. Please. Our cinema is no way inferior to Hollywood. The movies we have sent in the past have been Great movies. It is truly Oscar's loss I believe."

Emojis

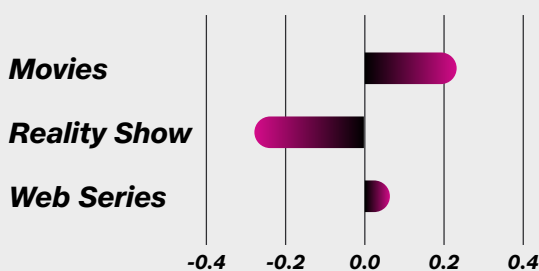


Indian-made movies like 'Varisu' see a skyrocket growth in interest among consumers



Genre Skew

Movie & Web Series Skew: Indicated by a positive distance from average score

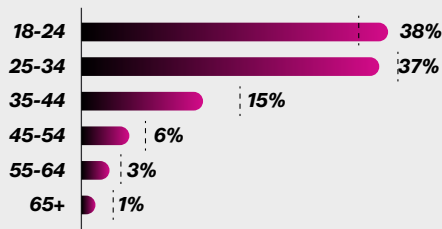


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

This crowd has a strong sense of identity that is tied to their culture and heritage. Watching Indian-made titles is a way for them to highlight pride for their nation; to them, entertainment is a way of fostering deeper connection with their nation and culture. They will undoubtedly and unabashedly prefer domestic titles, like Varisu, over foreign ones, and may even steer clear from or criticise Indian-made titles that they believe diverged from their culture.

18 - 24 skew

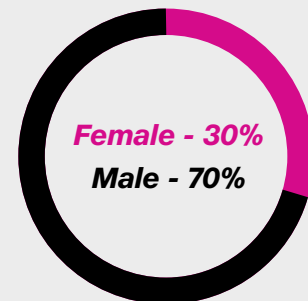
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

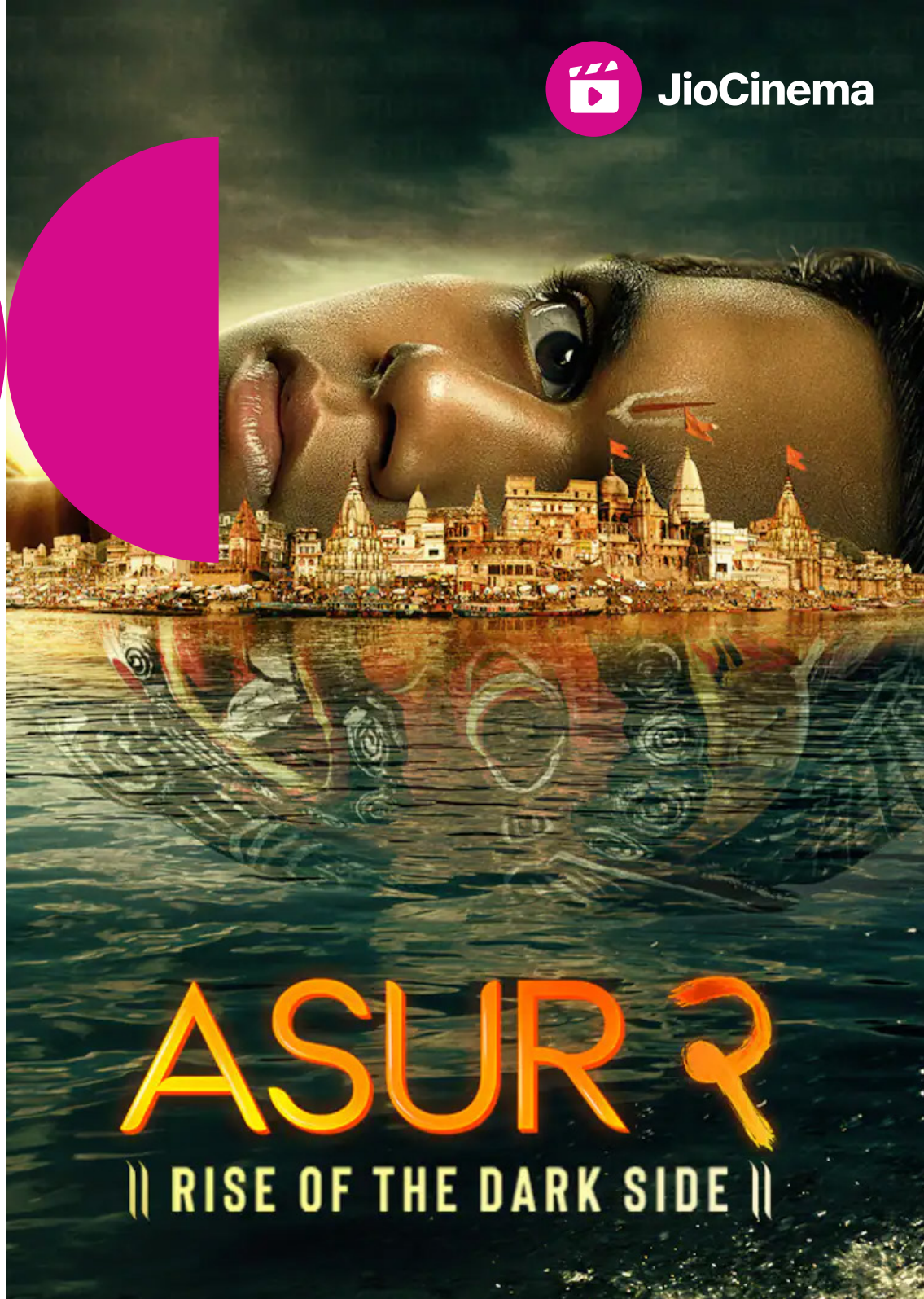
Tribes average is 30% female/
70% male



“Atlee is from the South Indian film industry and it's a proud moment for us. Nowadays, Bollywood movies without the name of a South Indian director are not getting much craze. It's so sad.”



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3

Morbid Curiosities

Morbid Curiosities

Crime and mystery web series have captured the fascination of viewers, delivering thrilling suspense and enthralling audiences with *enigmatic puzzles* and *captivating investigations*. Within this moment, viewers find solace in the controlled environment of storytelling, satisfying their morbid curiosities while experiencing *exhilarating threats* and *mind-bending riddles*.

These web series offer a refuge that immerses audiences in intense narratives, enabling exploration of the darker aspects of human nature from the safety of their screens.

"#Asur2 is a gripping web series that seamlessly blends crime, mythology, and psychology, delivering a captivating narrative that keeps you hooked throughout... and it leaves you craving for more."

Discourse

"Indian Reality TV: A 17-year-old girl reveals that her father has killed three people and it turns out to be true' Bollywood can never turn up a movie with story like this! Video of the show would be appreciated."

Emojis

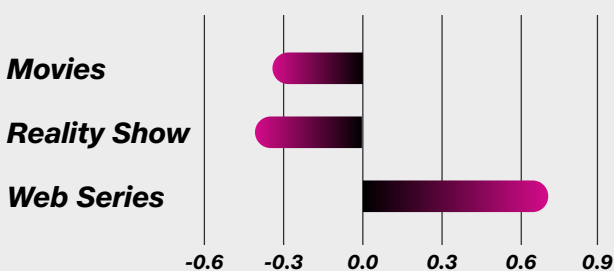


A clear association with web series, with 'Saas Bahu Aur Flamingo' rapidly growing in consumer interest



Genre Skew

Web Series Skew: Indicated by a positive distance from average score

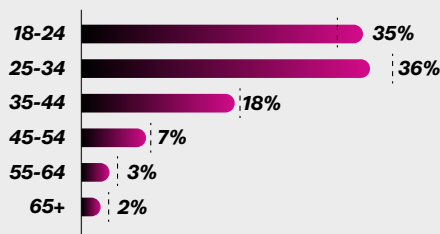


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Away from the TV (or other entertainment-consuming devices), consumers most likely live safe, yet comfortable lives. Consumers in this moment may be intrigued by these types of web series because of their interest in exploring human behavior, especially those that appear to be a polar opposite to them. They may be heavily invested in titles like 'Asur', and attempt to unpack characters' psychologies and relationships. Because of this, they may even binge an entire series in one sitting (if it is psychologically gripping enough!).

18 - 24 skew

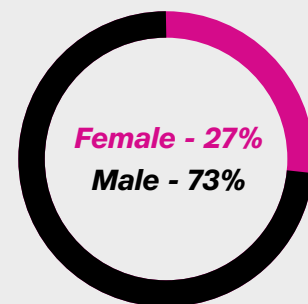
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 27% female/
73% male



“Binged #KohraonNetflix (Took 2 days to complete). It's one of the finest dark crime-thriller series I have seen lately. After #Asur it's my 2nd fav from #BarunSobti's crime-thriller universe.”





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RAFUCHAKKAR



***Happy
Hour***

Happy Hour

Laidback pick-me-up entertainment forms a comforting refuge, where the weight of the world can be momentarily forgotten. These shows and movies often embrace a **relaxed** and **carefree vibe**, providing an opportunity for viewers to unwind and let go of their troubles. The humor, wit, and light-hearted narratives effortlessly transport audiences to a realm where laughter reigns supreme, rejuvenating their weary minds and bringing a renewed **sense of positivity**.

Discourse

"They are mostly Ray movies, with some by his son... Good mindless entertainment and some real good acting in some of them"

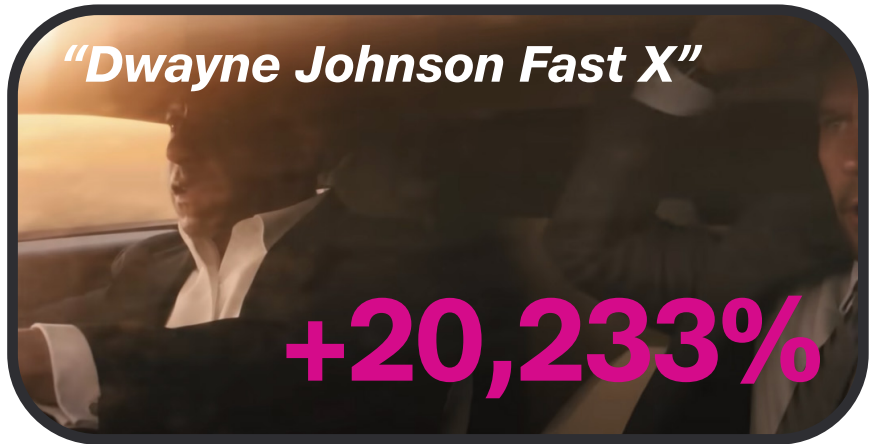
"Golmaal never fails to cheer me up, even after so many viewings; there is something about those characters, those dialogues and their delivery, that makes me laugh every single time."

"TV soaps = ultimate escapist pleasure for millions of Indians"

Emojis

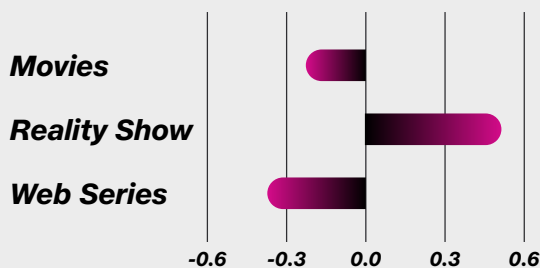


Easy watches, like reality shows, appear to receive high growth in interest among consumers



Genre Skew

Reality Show Skew: Indicated by a positive distance from average score

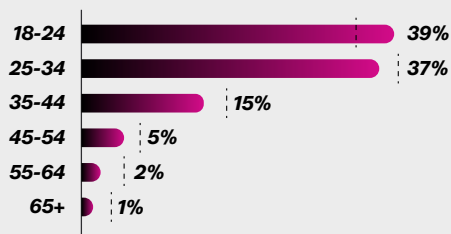


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Consumers here are interested in kicking back and relaxing. They are often busy young professionals, juggling responsibilities and working or studying long hours. As such, they prefer to watch lighthearted (almost mindless) content, like 'The Kapil Sharma Show', while commuting or in their spare time. To them, entertainment is a break from the hustle and bustle of their busy days, and it can also be background noise they tune out while winding down.

18 - 24 skew

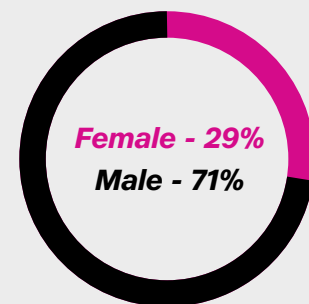
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 29% female/
71% male



“People need some entertainment after day long work to relax and enjoy some content. Movie makers from beginning have focused on commercial cinema in Bollywood to keep these audiences engaged and earn millions from that. Nowadays you won't find such movies but only the comedy ones.”





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PRESENTS

**BIGG BOSS
OTT**

POWERED BY



5

Nostalgia Nights

Nostalgia Nights

*Viewers yearn for the evocative old style of classic movies and shows, and immerse themselves in nostalgic moments as they actively seek out classic shows and films that embody the timeless charm, captivating storytelling, and artistic flair of the past. These media offerings become a sanctuary, transporting viewers to an era where **cinematic excellence** and **unforgettable performances** reigned supreme. Within this moment, viewers **discover solace** and a renewed **sense of connection** to the golden age of Indian entertainment.*

Discourse

"I want to watch the series from my childhood 'Shararat' since a long time... Does anyone have a link to any site which would have the full episodes?"

"Is it just me or Bollywood doesn't create as much good melodious songs anymore?"

"Dil Chahta Hai, Swades and Rang de Basanti - the defining movies of Indian millennials."

Emojis



Nostalgic comforts, like long-running Reality TV Shows, see a great rise in interest

"Indian Idol Season 13 episode 41"



+267,667%

"Sa Re Ga Ma Pa Championship 2023"



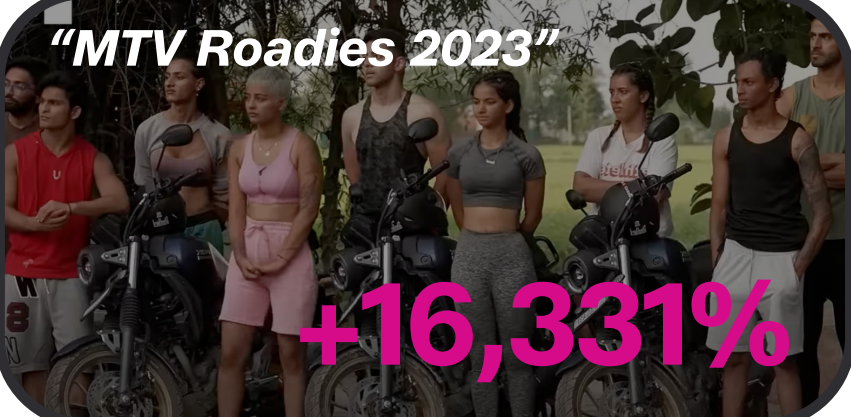
+67,165%

"Sony Liv KBC today question"



+254%

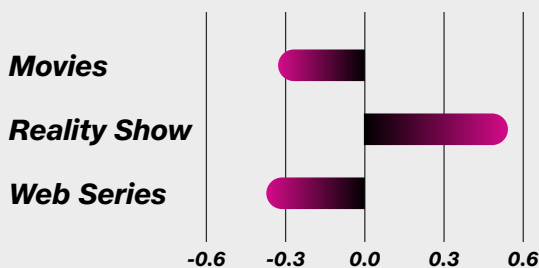
"MTV Roadies 2023"



+16,331%

Genre Skew

Reality Show Skew: Indicated by a positive distance from average score

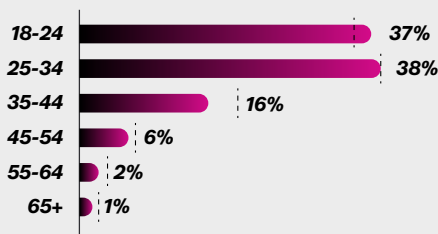


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Consumers here may be busily transitioning between phases of their lives (e.g. moving somewhere new, starting a new job). As such, they turn to entertainment to evoke feelings of safety and comfort from cherishable times. Reality competition TV shows like ‘Indian Idol’ and ‘Sa Re Ga Ma Pa’, are the go-to entertainment for consumers in this moment, since they often take them back to their childhood or former days, where they may have watched these titles with their families every time they aired.

18 - 24 skew

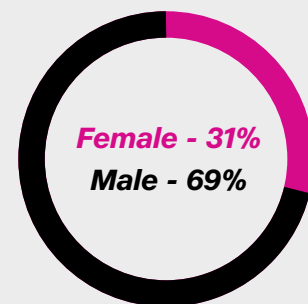
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 31% female/
69% male



Ruined yet another gem 🙄🙄🙄

Pls focus on Indian Idol, be as emotional as u want to be

But spare our childhood memories

@TSeries

@iAmNehaKakkar

#FalguniPathak”

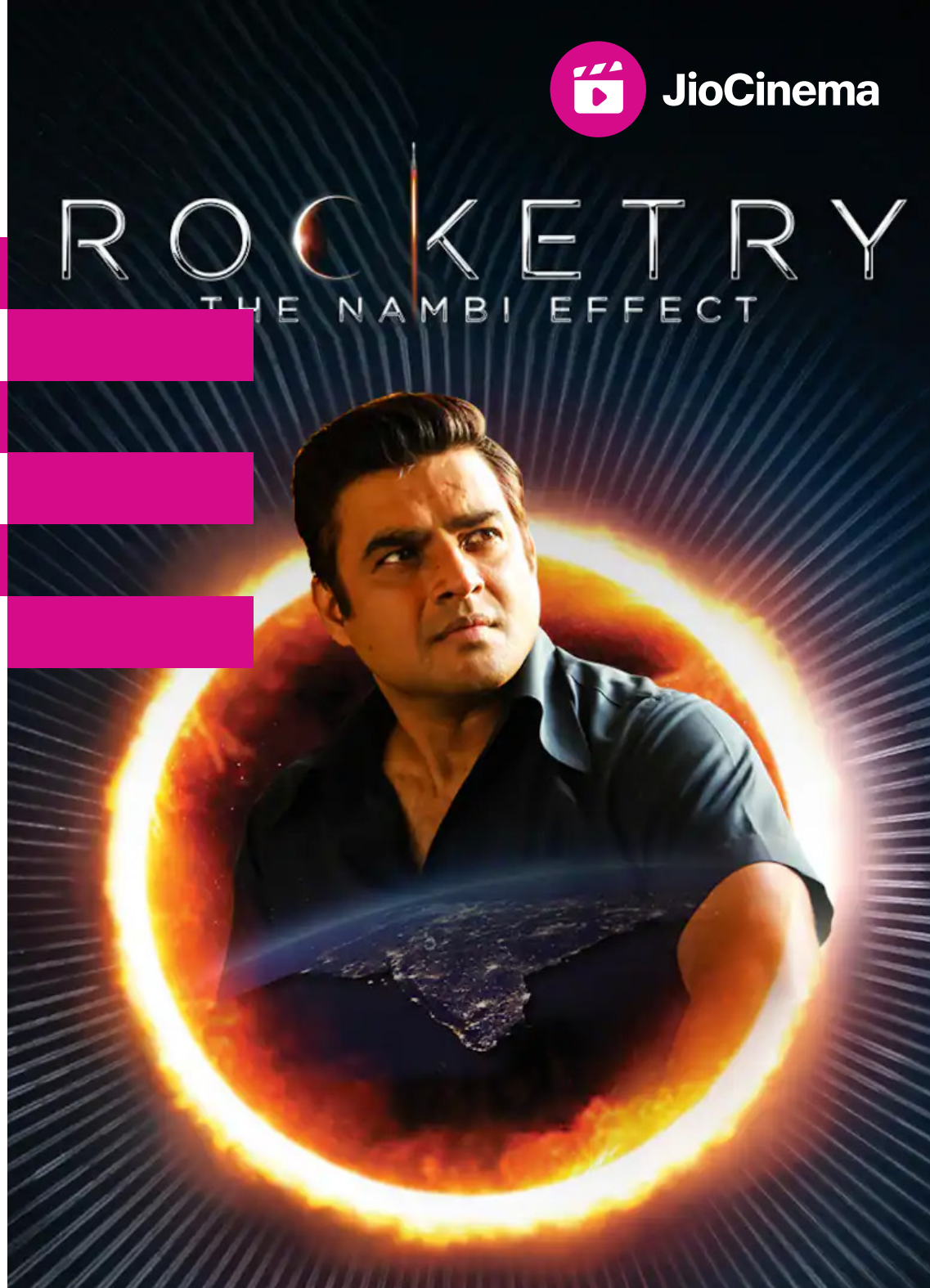




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ROCKETRY

THE NAMBI EFFECT



6

***Edu-
tainment***

Edu-tainment

Informative and socially charged content, including biopics and documentaries, transcends mere entertainment, offering educational value and raising awareness about important topics. Within this moment, viewers seek solace and a renewed sense of purpose, as these media offerings empower them with knowledge, ignite critical thinking, and encourage dialogue around social issues and political landscapes.

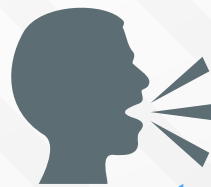
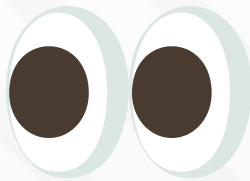
Discourse

"It's called "reparation", Google it! (Or alternatively, here's a handy documentary to help you understand the special colonial relationship between India and "Great Britain)."

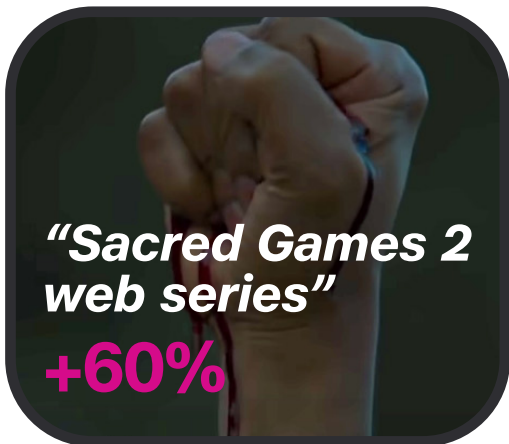
"I'd like to raise awareness about Overfishing in Maharashtra. This documentary is called Banjar. Banjar sheds light on this situation for all people out there who care even a little."

"I really loved Satya Prem Ki Katha and how it's spreading awareness about consent and rape."

Emojis

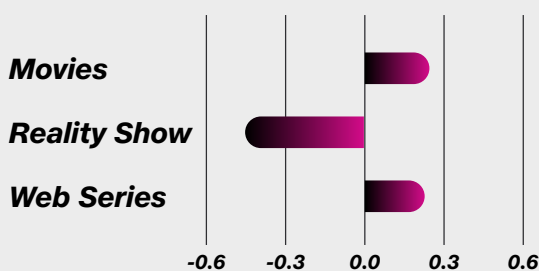


Titles keying in on topics like religion, politics, and mental health appear to receive high growth in interest



Genre Skew

Movie & Web Series Skew: Indicated by a positive distance from average score

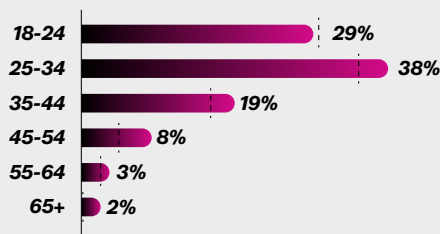


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Consumers in this moment are often educated or are pursuing higher education. They are moderately active in discussing politics (domestic and international), social issues, and their stances on various topics. As such, they promote titles that raise awareness on issues that matter to them, such as understanding one’s fundamental rights. Titles, like ‘The Kerala Story’, are especially favourable to them.

35 - 54 skew

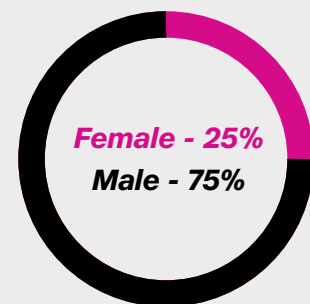
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 25% female/
75% male



“Kashmir files, Kerala story & now Manipur. So many still more left. Indians have gone in deep slumber. Vivekananda said Awake & Rise till the goal is not achieved. Desert all politicians. We all have to save our country. 🙏”

BREAKING 🇮🇳: The UP Govt has demolished the house of Mohammad Sikandar Khan, who first raped & then crushed the head of a Hindu girl whom he trapped after posing as Sonu, a hindu man

The girl died in a Kanpur hospital after fighting for her life for 3 days





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RANULPH FIENNES

SURVIVOR + REBEL + ICON

EXPLORER



7

Tales that Transform

Tales that Transform



Viewers yearn to embark on transformative voyages of **self-discovery** through shows and movies that inspire personal growth, introspection, and empowerment. Media offerings such as coming-of-age films provide a haven for viewers to explore profound narratives, witnessing characters navigate their own transformative journeys. Within this moment, viewers find solace and inspiration as they relate to the challenges, triumphs, and lessons portrayed on-screen.

Discourse

“Hazon Khvashen Aisi... Three friends take different paths that intertwine.... Helped me realise the paths I didn't want to take.”

“Sadma: Taught me to keep low expectations from life and do good for the sake of it as that is what life is at the end of the day, a journey.”

“Watched Chhoti Si Baat to realise that changing oneself is the key to develop confidence, seek crucial feedback and access improvement, leading to happiness and satisfaction.”

Emojis



Search indicates a rising interest in both coming-of-age tales and real life transformation stories depicted in competitions

"Indian Idol Season 13 episode 41"



+267,667%

"The Kerala Story"



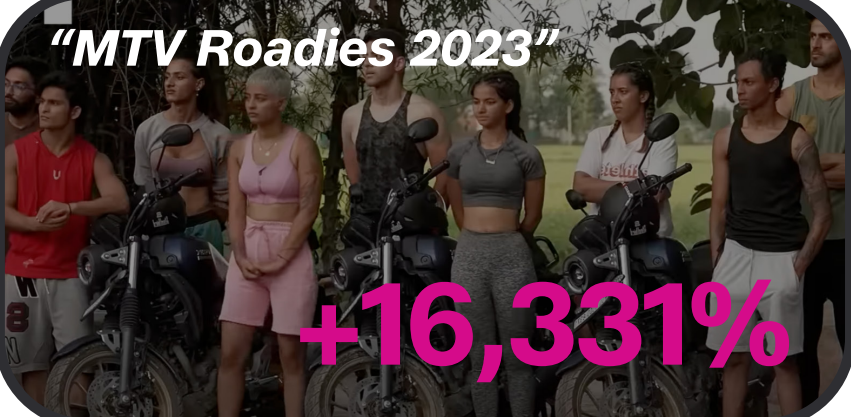
+17,658%

"Super Dancer Chapter 3 download"



+150%

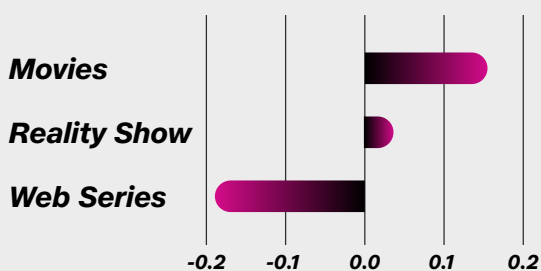
"MTV Roadies 2023"



+16,331%

Genre Skew

Movie & Reality Show Skew: Indicated by a positive distance from average score

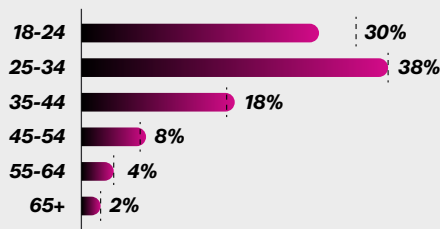


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Consumers in this moment are an uplifting bunch, sharing positivity among their peers and may often go out of their way to help others. Regardless of age, they may be going through some sort of change or challenge in their lives; for instance, young adults in this moment may be deciding what career path to go down, while the generation before them may be considering having more children. As such, they tend to be drawn to titles that relate to their current struggles. To them, entertainment is a way to validate how they feel and a source of inspiration and/or advice for their own lives.

45 - 54 skew

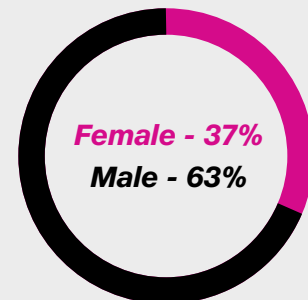
Dotted line represents average across tribes



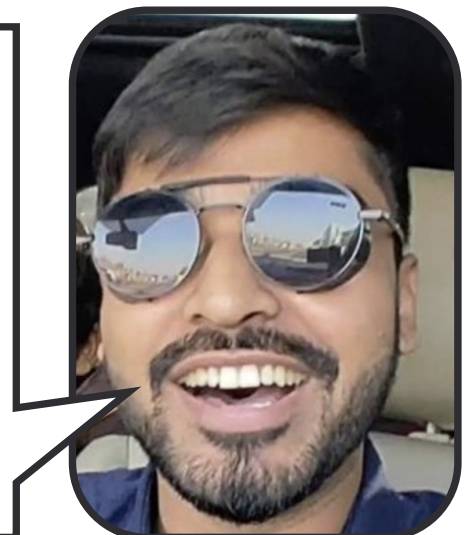
*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 37% female/
63% male



“This is the second movie of yours that taught me life lessons, after Farzi. I've always been a follower of your incredible acting skills and wanted to let you know how much I admire your work. Keep up the amazing work!”





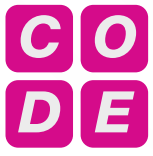
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INTERSTELLAR



8

Reel Connections



**7 Entertainment
as Validation**



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Reel Connections

Iconic movies and shows forge connections, fostering camaraderie and meaningful dialogue among communities of viewers. Engaging in discussions and sharing experiences with family, friends, and like-minded individuals who appreciate the significance of these shows becomes a **cherished moment** for viewers. By cultivating this sense of belonging and sharing a passion for meaningful content, media deepens relationships and nurtures a supportive community.

Discourse

"My friend went to watch the night show. After the show, he called and woke me to tell how bad the movie was. Poor fellow. Paid hard earned money for that movie."

"it's okay to stop watching and choose something else. It's also important to communicate with others who may be watching with you and to establish boundaries and guidelines for what content is acceptable."

***"Anything that I can see on TV with my family?
I dare not open any altBalaji shows.
I played 'little things season 2'"***

Emojis

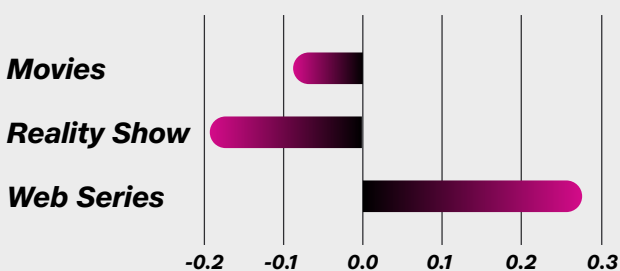


'Trial by Fire' is most increasingly gripping consumer interest, while informative titles also increasingly serve as a point for discussion



Genre Skew

Web Series Skew: Indicated by a positive distance from average score

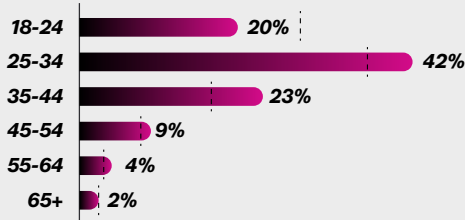


*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Consumers in this moment have a close relationship with their friends and family. While they may be busy through the week, and thus have little allowance for quality time to spend with their loved ones, they turn to entertainment as a dedicated time of closeness. Tuning into their strong values for connection and community, they often collectively choose titles to watch, especially favouring ones, such as 'Trial By Fire' that can serve as fuel for lively discussions.

25 - 64 skew

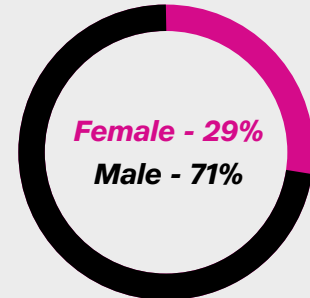
Dotted line represents average across tribes



*Percentages represent search volume growth over a one-year period. Data retrieved from Google.

Male skew

Tribes average is 29% female/
71% male



“People make films to earn 100 crores but #TheKeralaStory has been made to wake up 100 crore Hindu people Must watch the movie with family”



