

Connecting the  
**DOTTs**

An initiative  
by



**To demystify the world of OTT advertising and  
debunking some common myths about Disney+  
Hotstar's suite**



**Disney+ Hotstar offers  
limited audience  
targeting options**



# DID YOU KNOW



1

**Disney+ Hotstar** enables advertisers to create 300+ custom cohorts for hyper-contextual targeting?

There are 300+ targeting cohorts readily available on **Disney+ Hotstar** based on interests, as well as existing, ongoing, and upcoming trends. Furthermore, advertisers can also create custom cohorts based on **demographics, geographies, interests, affluence and target** users' watch history on the platform.

2

You can reach out to Digitally transacting audiences on **Disney+ Hotstar**?

**Disney+ Hotstar** enables advertisers to reach Digital Transacting Audiences on its platform.

3

You can target your existing customer base with **Disney+ Hotstar**?

**Disney+ Hotstar** enables advertisers to target their existing customers base by serving them hyper-personalised, and targetted ads. By making the most of **first-party data**, the platform enables brands to target, retarget and nurture their existing customer base.

**DID YOU KNOW**



You can associate with **Disney+ Hotstar's** premium properties and exclusive content to increase your Share of Voice?

Advertisers can leverage impact properties on Entertainment like Hotstar Specials, movies and popular fiction & non-fiction shows such as **Koffee With Karan**, **Brahmastra** and **Anupamaa** to increase the brand's Share of Voice. The SOV can be calculated by dividing the impressions received by the total impressions available on the property.



Ads on **Disney+ Hotstar** are not limited to mid-rolls during show breaks?

Advertisers can tap into the entire suite of ad formats offered by **Disney+ Hotstar**, such as **in-stream ads**, **in-show integrations** and graphical components like **branded windows** and **astons**, over and above **pre and mid roll ads**. Further, they can augment the brand association by leveraging our shoulder content or co-branded vignettes offerings, which enables brands to run targeted ads to audiences beyond those viewing the content that the brands have associated with. Brands can also come on board as a sponsor on a marquee show for visibility via multiple callouts on digital, social and offline channels, thus expanding the association beyond the realms of Disney+ Hotstar.

**DID YOU KNOW**



6

**Disney+ Hotstar's** premium subscriber base is ad addressable?

**Disney+ Hotstar** enables advertisers to reach **premium and affluent paying subscribers**. Plan Types: Mobile (Rs. 149 for 3 months/Rs. 499 per year) and Super (Rs. 899 per year) which are a big chunk of **Disney+ Hotstar's** subscriber base are ads addressable. Plan types: Super + Ads Free (Rs. 1099) and Premium (Rs. 1499) are not ad addressable.

7

**Disney+ Hotstar** advertisers can target audiences based on affluence on Entertainment & Sports properties?

Advertisers can target **Entertainment & Sports audiences** based on **affluence, subscription types, the platform for viewing content, genre and language of content, audience classification (NCCS A B), device price and operating system.**



**Ads run on Disney+  
Hotstar have an  
average and  
standardised success**



**DID YOU KNOW**



1

That running ads on **Disney+ Hotstar** is cost-effective?

**Disney+ Hotstar** CPMs are highly competitive. Thousands of advertisers are already leveraging the power and scale of the platform to reach their target audiences. Audiences are highly engaged, resulting in **high VTRs** for ads and increasing the campaign's effectiveness manifold.

2

Ads on **Disney+ Hotstar** have a success rate of 81%? That's 10% higher than industry standards!

Kantar recently did a rigorous meta-analysis of **200+** campaigns run on **Disney+ Hotstar**. The findings revealed that the average success rate of campaigns is **81%\***, which is **10% higher than Kantar's benchmarks** for digital campaigns. **Disney+ Hotstar** enables advertisers to target audiences basis marketing objectives, thereby generating **ROI for every penny invested.**

\*Source - Internal analytics & Kantar.

**DID YOU KNOW**



3

That 50% of **Disney+ Hotstar's** viewership comes from Tier 2 & 3 cities and rural regions, in addition to the massive reach in the top 8 metros?

**Disney+ Hotstar** has over **1 lac hours** of **brand-safe, curated content in 10 languages**, offering something to everyone across the length and breadth of India. While the platform has a sizeable user base in the **top 8 metros**, nearly **50%\*** of the viewership on the platform comes from **Tier 2 & 3 cities** and **rural regions**.

\*Source - Internal analytics.

4

That **Disney+ Hotstar** can enable high- impact campaigns and build significant reach on CTV?

**Disney+ Hotstar** has a sizeable CTV Universe, which is growing in line with the industry. Furthermore, **Disney+ Hotstar's** average CTV Watch Time is nearly **5X\*** the average watch time on other OLVs.

\*Source - Internal analytics.





**Ads on Disney+ Hotstar  
achieve limited  
interactivity**



**DID YOU KNOW**



**Disney+ Hotstar** supports long-form ads up to 60 seconds?

**Disney+ Hotstar** supports long-form ads with the skip button appearing after 60 seconds. Advertisers can leverage long-form ads to share their complete brand proposition without compromising on storytelling.



**Disney+ Hotstar** supports long-form ads that result in **VTR** as high as **85%**?

If the content is engaging and delivering the right message, audiences on **Disney+ Hotstar** continue to engage with long-form ads till the end, even when the skip button appears at 60 seconds, resulting in **VTRs as high as 85%\***.

\*Source - Internal analytics.



That **Disney+ Hotstar** has more than **15+** top ad formats for driving efficiency?

**Disney+ Hotstar** offers varied innovative ad formats across display and video, with multiple companion units like carousels, web view and more. Advertisers can also drive up interactivity by running fun quizzes, polls and more during ad breaks. **Disney+ Hotstar** also offers in-content association via branded windows and active and passive integrations with contextual astons to drive high association for brands.



**Disney+ Hotstar doesn't offer deep integrations on premium properties**



**DID YOU KNOW**



**Disney+ Hotstar** enables deep integrations on content?

The **Disney+ Hotstar CreativeWorks** team works closely with advertisers to ensure high results across brand KPIs via innovative in-content integration. These integrations are delivered seamlessly within the storyline, directed by the platform's team. Disney+ Hotstar also goes above and beyond to create a custom 'brand reel' that the advertisers can share across social channels to enable surround chatter for the campaign.



Brands can leverage popular influencers across languages, GEC and OTT universe on **Disney+ Hotstar**?

**Disney+ Hotstar** allows brands to leverage **popular influencers** across its television and OTT universe, in languages such as **Hindi, Tamil, Telugu, Malayalam, Kannada, Bengali** and **Marathi** in the influencers' reel and real avatars.

**DID  
YOU  
KNOW**



3

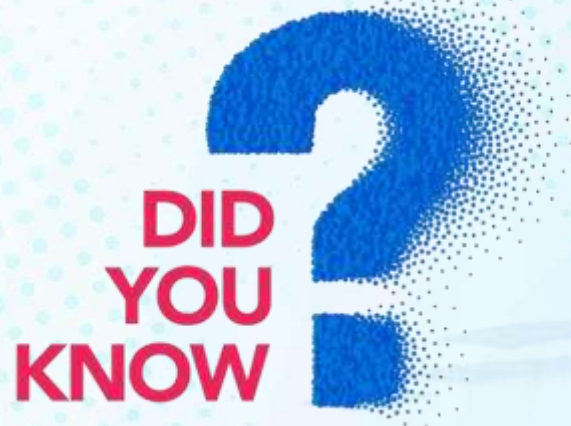
Brands can host content produced by them on **Disney+ Hotstar**?

**Disney+ Hotstar** has hosted content for several renowned brands, promoting the content through a robust marketing campaign targeted towards the brand's core audience. Brands can host short films, movies, fiction and non-fiction shows and web series on the platform as long as the content complies with Disney+ Hotstar's content creation, consumer and legal guidelines.

4

That 9 of 15 IMDB's top-rated shows and movies are on **Disney+ Hotstar** and are open to ads and brand associations?

All **Disney+ Hotstar's** blockbuster fiction and non-fiction shows under Hotstar Specials, including **Aarya, Criminal Justice, Taaza Khabar, Koffee with Karan** and **Parampara**, are open for ads and brand associations. Blockbuster Multiplex movies such as **Brahmastra** and **Vikram** are also open for ad integrations as well. Advertisers can tap into integration possibilities during the production stage and the show's launch. Brands can also opt for outegration opportunities, such as shoulder content created using the show's characters (distributed outside the actual show) and co-branded vignettes over and above in-show inventory to maximize brand associations.



**Disney+ Hotstar** topped Ormax's list of most-watched original shows and movies in 2022?

According to **Ormax Media's** 'Streaming Originals in India' report released in 2022, '**Rudra: The Edge of Darkness**' was the most-watched Hindi show. Apart from Rudra, other **Disney+ Hotstar's** original shows which made it to the top of the watchlist were '**Criminal Justice: Adhura Sach**', '**The Great Indian Murder**', '**Dahan: Raakan Ka Rahasya**' '**Human**' '**Anupama: Namaste America**' and '**Karm Yuddh**'. Among the most-watched Hindi films, '**Cuttputli**' topped the list followed by '**A Thursday**' and '**Govinda Naam Mera**' at number 2 & 3 respectively. These are among some of the most loved shows and movies on **Disney+ Hotstar** that are available to advertisers for brand associations.

**DID YOU KNOW**



6

**Disney+ Hotstar** has over 1 lac hours of content?

**Disney+ Hotstar** has over **1 lac hours** of curated, brand-safe content in **10 languages** across GECs, Movies, Sports and Hotstar Specials. Advertisers can leverage all this content to drive awareness at scale.

7

That in-show integrations on **Disney+ Hotstar** have resulted in **2x** higher uplifts across brand metrics?

Advertisers can tap into **Hotstar Specials** for in-show integrations across fiction and non-fiction shows on Disney+ Hotstar. Infact, as per the post campaign evaluation study, in-show integrations for **Koffee With Karan Season 7** resulted in **2X uplifts** compared to the regular mid-roll advertising.

\*Source - Internal analytics & Kantar.

8

**Disney+ Hotstar** enables sponsorships and partnerships on premium content properties?

**Disney+ Hotstar** offers partnerships and sponsorships across various tiers as per outlay & entitlements on premium content properties. The entitlements include media inventory, in-show active integrations, graphical integrations and marketing deliverables.

**DID  
YOU  
KNOW**



9

Brands can advertise on Disney's English content?

Brands can now advertise on **Disney's Marvel Cinematic Universe** content and content created by **National Geographic**.

10

**Disney+ Hotstar** creates custom content for brands?

**Disney+ Hotstar CreativeWorks**, an award-winning creative and content studio, enables brands to hit the sweet spot between content and advertising. With a unique blend of social listening, strategy, storytelling and content innovations, the studio helps brands craft relatable and scalable content to engage consumers.





**Advertisers cannot  
measure CTV  
campaigns on  
Disney+ Hotstar**



**DID  
YOU  
KNOW**



You can measure your CTV campaigns on **Disney+ Hotstar**?

In partnership with Kantar, **Disney+ Hotstar** has developed an industry-first CTV measurement solution with frequency optimiser. Advertisers can now leverage it to measure the impact of their CTV campaigns and optimise the campaign's frequencies to maximise the impact on brand metrics of future campaigns.



Advertising on CTV via **Disney+ Hotstar** can drive **2x** impact for key brand metrics?

According to **Disney+ Hotstar's** recent post-campaign analysis and measurement studies, CTV campaigns have been performing **2X\*** better across brand metrics viz-a-viz Kantar's mobile benchmarks. It shows that an enhanced viewing experience on CTV leads to a positive impact on ads.

\*Source - Internal analytics & Kantar.

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**Thank  
You**