Product

COTT for Business (CFB) is India's first digital analytical tool that offers a complete overview of the evolving consumption trends toward OTT platforms. It gives you an in-depth analysis of viewers' consumption dissected by demographics, genre, duration, and content in both percentages as well as absolutes. Industry's first digital measurement PaaS that covers top platforms, top shows, top genres, and top binged content across the total internet usage in India. The software is developed via a proprietary method for data capture, where the technology is produced on a hybrid stack of PHP, Python, MySQL & Java. CFB allows the selection/deselection of platforms, shows, and actors' trend lines across various platforms and different market cuts.

Infrastructure

- All India Team Strength:
  - 1,250+
  - 650+ Field Staff
  - 450+ Tele Callers
  - 150+ Managerial Staff

  *This includes on-roll employees, contractual staff & third-party outsourcing. *The above infra is shared with the broadcasting & media services division of Chrome Data Analytics & Media Pvt. Ltd., as of 16th August 2019.

- All India Mobile SDKs – 81,782+ as on 31st July 2022

- Survey respondents – 3,60,000+ as on 31st July 2022

- Coverage – Urban 3,429 Class 1 and LC1 towns representing 92.3% population of urban India & 5,93,615 villages representing 100% of the rural population of India

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Methodology/Calculations

Sampling

- Comprehensive data is provided with the help of a new set of panel homes across India based on OTT consumption and the subsequent trends. To provide such data, a snowball technique is used to understand the growing viewer affinity towards OTT platforms. Consequently, the respondent base is created across a panel of people who claim to watch OTT content.

Table: Respondent Base

Market	City	%	Absolutes
Urban	Tier-1	36.6%	29927
	Tier-2	27.3%	22288
	Tier-3	27.7%	22680
	Tier-4	4.3%	3509
Rural	Tier-5	2.8%	2287
	Tier-6	1.3%	1091

- Each respondent is required to undergo an initial screening using survey questions followed by a natural experiment involving COTT users' app. This app aids in content navigation and is further used to collect data that ranges from respondents' age, location, preferred content & genre, and so on. Data is collected primarily through universe-based methodology and avoids any statistical technique to analyze any further data.

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Data Collection

- All data is captured via Mobile SDKs installed across Chrome DM's respondents spread throughout India (Universe – 496 Mn OTT users in India as of July 2022)

- Following are the key data collection parameters:
  - OTT platform affinity
  - Artiste
  - Upcoming Shows (Awaiting)
  - Audience Retention

- All primary inputs are a hybrid of auto-generated data via Chrome DM's SDKs & captured content consumption via Chrome DM's survey apps. E.g., the Top Platforms module is auto-generated from the SDKs, whereas artiste affinity/ awareness scores come from the Chrome DM's survey apps

Technology

- Data Capture: The data capturing technology has been developed via a proprietary method for tracking active applications in the foreground of any mobile device. The technology is developed on a hybrid stack of PHP, Python, MySQL & Java

  - *Mobile processor/ memory/ battery/ bandwidth consumption:* the technology is optimized for the minimum processor, memory, battery & bandwidth consumption enabling the user to access other applications seamlessly depending on the hardware capability mapped to each unique mobile device type

    *the process has been tested over 6 months & is responding with optimal performance outputs

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- *Data capture frequency:* A cron "daemon" is active on all devices which basically is a process that runs scripted jobs on a pre-determined schedule, capturing platform-level data via 1800 pings per day/ device

- For program level, content awareness, artiste affinity, etc., a ping is pushed every evening @ 7 pm across all respondents wherein they key in their consumption of a show, content, program or artiste affinity, etc. on a daily basis. The cumulative total of responses in a week adds up to almost 5 lacs with a maximum permissible variance of 5% week-on-week in terms of the number of responses

- All shows reported in COTT are effective week 01, i.e., 1st Jan 2021 across all reported digital platforms limited to the top 10 shows by platform

Calculations

- The percentage/ absolute value reported for each state/ age group/ demographic is a subtotal that adds up to the All-India percentage/ absolute value. E.g., If the reach of MX Player is 4.14% in Maharashtra, 2.8% in UP, 0.86% in Punjab, etc. & the national total is 31.65% across All India, then the calculations of All India are Σ (Maharashtra, UP, Punjab…) = the national total of MX Player which adds up to 31.65%.
  **Source: COTT Week 01'22*

- All data points across demographics and markets are a percentage of 496 Mn OTT users across India. E.g., if MX Player is 31.65% in All India, this represents 31.65% of 496 Mn which equals to 156.98 Mn OTT users in India. Similarly, if MX Player is 2.8% in UP then the UP (Uttar Pradesh) base of MX Player is 2.8% of 496 Mn = 13.89 Mn in Uttar Pradesh
  **Source: COTT Week 01'22*

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Analysis and Reporting

- Analysis of viewers' consumption/behavior towards OTT platforms can be dissected by demographics, by genre, by duration, and by content in both percentage and absolutes

- User-friendly PaaS interface that allows the selection /deselection of platforms, shows, and actor trendlines across platforms and market cuts

- The dashboard covers an overview of Top platforms, Top genres, Top shows & Top binged. All data inputs are a hybrid of auto-generation from Chrome DM's SDKs & captured consumption via Chrome DM's survey apps

Assumptions / COTT Terminologies

- Top platforms: The reach of shows/ web series/ movies is calculated based on a minimum 1 min of viewing across 24 hours (captured via Chrome DM's survey apps)

- Binged shows: shows/ web series/ movies that are viewed for a minimum of 3 episodes across 24 hours (captured via Chrome DM's survey apps)

- Analysis of show trendlines, platforms, binged shows and artiste affinity are captured via Chrome DM's survey apps

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FAQs

- SDK's Respondent base

  a.

Market	City	%	Absolutes
Urban	Tier-1	36.6%	29927
	Tier-2	27.3%	22288
	Tier-3	27.7%	22680
	Tier-4	4.3%	3509
Rural	Tier-5	2.8%	2287
	Tier-6	1.3%	1091

Total: 81782			
%		Absolutes	
Males	Females	Males	Females
52.9%	47.1%	43259	38523

*as on 31st July 2022

b. Criteria for respondents:

A subset of Chrome DM's 3,60,000+ respondents

1- SDKs embedded in 80,000+ phones

2- Internet users/Smartphone

3- Age group

4- Cities classification

- COTT Digital week

  a. Sunday to Saturday

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- What happens when multiple genres are tagged for one movie/ show?
  a. All genres are given equal weightage
     For e.g.: Aarya (Crime, Drama, Thriller) is at 19%
     Special ops (Crime, Drama, Action) is at 31%
     4 more shots (Comedy, Romantic, Drama) is at 18%
     Since Aarya has been tagged in 3 genres, each genre, i.e., Crime, Drama, and Thriller would get 19% respectively.
     Below is an illustrative calculation:

Show	Reach	Genres					
		Crime	Drama	Thriller	Comedy	Romantic	Action
Aarya	19%	19%	19%	19%			
Special ops	31%	31%	31%				31%
4 more shots	18%		18%		18%	18%	
Total	68%	50%	68%	19%	18%	18%	31%

The subtotal of each genre is further added to get the total reach of all genres which is further normalized to 100%:

Crime	50%	24.51%
Drama	68%	33.33%
Thriller	19%	9.31%
Comedy	18%	8.82%
Romantic	18%	8.82%
Action	31%	15.20%
Total	204%	100.00%

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- Are multiple OTT platforms considered while calculating platform reach? Are the values normalized? If yes, what is the calculation?
  a. Yes, multiple OTT platforms are taken into consideration while calculating the platform reach. The values are not normalized except in the case of top genres.
  Below is an illustrative calculation:

SDK Universe*	**81782**

		Absolutes		**Percentage**	
Platform	Active SDK count**	Week X Reach***	Week Y Reach***	Week X Reach****	Week Y Reach****
Disney+ Hotstar	56229	25469	41825	31.1%	51.1%
MX Player	58480	32397	40575	39.6%	49.6%
Voot	9267	5457	8728	6.7%	10.7%
Sony LIV	8772	3353	4171	4.1%	5.1%
Zee5	7932	2783	3601	3.4%	4.4%
Amazon Prime	2925	873	1690	1.1%	2.1%
ALT Balaji	1782	592	592	0.7%	0.7%
Netflix	2650	1259	1259	1.5%	1.5%
Ullu	861	366	426	0.4%	0.5%
TVF	783	316	356	0.4%	0.4%
Hoichoi	577	32	43	0.0%	0.1%
Eros Now	323	16	31	0.0%	0.0%
				89%	**126%**
				Total	

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- *The SDK universe is the total number of installed SDKs / COTT respondent base
- **Active SDK count is the total installations of an OTT platform across the COTT respondent base
- ***Week X Reach & Week Y Reach (absolutes) are the total number of individuals against each platform who have continuously watched the respective platform for one or more minutes
- ****Week X Reach & Week Y Reach (percentage) are the % of individuals against each platform who have continuously watched the respective platform for one or more minutes. Percentage formula: reach absolute ÷ SDK Universe
- ****The sum total of individual reach % of each platform will not add up to 100 & could even be more owing to duplicate audiences across platforms

- Is pirated content along with App credentials sharing included in calculating the show reach?
  a. Yes, platform & show level data is captured regardless of whether it is being consumed via a paid subscription, pirated /alternate platforms, or due to sharing of credentials amongst non-subscribers

- Does the captured content include mobile web consumption or only OTT Apps?
  a. For platform-level data, currently only mobile App content is captured. For content level data all mobile, CTV & web consumption data is captured

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APPENDIX 1

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