



# SonyLiv: The Challenge & The Opportunity

(Overview of SonyLiv and the core problem statement)

120M MAUs

60K Hours of Content

60 Mins Daily Watch Time

35 million paid subscribers



## What is the True Problem?

Paid OTT subscribers often lose engagement due to content overload, poor recommendations, habit loss, or similar issues. This leads to higher churn risk and lower lifetime value (LTV). Without proactive engagement, users are more likely to cancel or switch to competitors.

## Actors

**Primary:** Paid OTT Subscribers, OTT Platform (SonyLiv)  
**Secondary:** Content Creators/ Providers, Advertising Partners, Competitor OTT Platforms

## How Do We Know It's a Real Problem?

The average annual churn rate for OTT platforms is **35-40%**. Studies show that user engagement directly impacts **subscription retention**. In 2023, **55% of streaming** users considered modifying subscriptions, indicating a high likelihood of cancellation or switching.

## Why needs focus ?

Brands have 7-8 inactive subscribers for every active subscriber. Winning back just 5% of these inactive subscribers — this could grow subscriber base by **35-40%**. Churn rates for OTT platforms can range from 5% to as high as 30% per month, depending on the service and region, according to research by **Parks Associates**.

## What Are the Values Generated by Solving This Problem?

### For Customers:

- Better Content Experience: Discover content they love, making subscriptions feel valuable.
- Personalized Engagement: Tailored recommendations and timely nudges enhance viewing.
- Maximized Value: Users feel they're getting their money's worth, reducing cancellations.

### For SonyLIV:

- Higher Retention: Engaged users cancel less, ensuring stable revenue.
- Increased Watch Time: More engagement boosts ad revenue and monetization.
- Stronger Loyalty: A habit-forming experience keeps users from switching.



# Standing Out in the OTT Race: Insights, Audience & Business Impact

(Competitive Analysis, Target Segment, Business & Product Outcomes)

## Competitive Analysis

Platform	Engagement Strategies	Churn Reduction Strategies
Netflix	<ul style="list-style-type: none"><li>- AI-powered recommendations</li><li>- Heavy investment in original content</li></ul>	<ul style="list-style-type: none"><li>- Behavior analytics to prevent churn</li><li>- Flexible subscription models</li></ul>
Disney+	<ul style="list-style-type: none"><li>- Leverages big franchises (Marvel, Star Wars)</li><li>- Bundles Hulu &amp; ESPN+ for extra value</li></ul>	<ul style="list-style-type: none"><li>- Strategic content releases</li><li>- Focus on premium, high-quality content</li></ul>
Amazon Prime Video	<ul style="list-style-type: none"><li>- User-friendly experience (X-Ray feature)</li><li>- Exclusive shows &amp; movies</li></ul>	<ul style="list-style-type: none"><li>- Integrated with Amazon Prime ecosystem</li><li>- Smart recommendations based on history</li></ul>

## Target segment

We will focus on reactivating lapsed users—those who haven't watched anything in the **past four weeks** but were active in the **prior eight weeks**. These users still have intent, as they previously engaged but may have disengaged due to content **dissatisfaction, poor recommendations, or platform experience issues**.

## Why?

- 1. Easier to Convert Back into Active Subscribers
- 2. High Recovery Potential
- 3. Higher Lifetime Value (LTV)
- 4. Personalization & Data Advantage

## Hypothesis

If we re-engage idle users through personalized recommendations, content discovery improvements, and targeted nudges, then:

- 1. Watch time and session frequency will increase.
- 2. Subscriber retention and lifetime value (LTV) will improve.
- 3. Churn rates will decrease, leading to more stable revenue.

## Target segment Unmet Needs:

- 1. Content Discovery: Struggle to find engaging content
- 2. Personalized content: Poor recommendations or repetitive suggestions.
- 3. Diverse Content Library: Dissatisfied with the available content, lack of variety.

## Business Outcome & Product Outcome



Guesstimate Link: [Click here](#)

[Link for complete view](#)



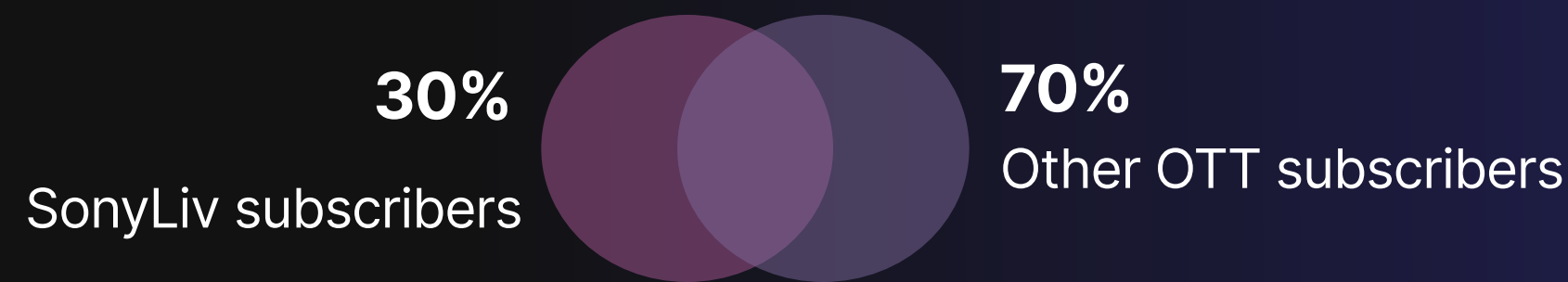


# Decoding Viewer Behavior: What Do SonyLiv Users Really Want?

(User Research findings and insights)

**Research Goal:** This research aims to understand why users choose, engage with, subscribe to, or leave a platform, providing insights to improve engagement and retention.

## Primary Research (User survey : 48 responses, User Interviews- 3)



### What motivates users to visit any OTT platform ?

- Wide variety of content - **38 users (84.4%)**
- Exclusive or original content- **37 (82.2%)**

### The most important factor while choosing an OTT platform

- Content variety and quality - **16 users (76.5%)**
- Exclusive or original content - **4 users (23.5%)**

### What is lacking in SonyLiv as compared to other OTT platforms? (Descriptive ans)

More demanding content and web series - **27 responses**

### Friction Points

1. Buffering and Streaming Quality
2. Limited Content Library
3. Excessive Advertisements
4. Content Discovery

[Survey Link](#)

## Secondary Research

**2025, more than 70% of households in developed countries are expected to have a subscription to at least one OTT service**

**High Churn Rates (5%–30%/month)** – Platforms must continuously innovate with personalized recommendations, exclusive content, and loyalty programs to retain users and ensure revenue stability.

**Market Saturation** – With OTT competition growing at **29.4% CAGR (2023–2030)**, platforms must differentiate content to stay relevant.

**Subscription Fatigue** – **47% of users** feel overwhelmed by too many subscriptions, leading to cancellations to cut costs.

**Voluntary Churn (66%)** – Users leave due to content dissatisfaction or better alternatives. Maintaining high-quality, engaging content is key.

**Subscription Hopping** – **52% of users** frequently switch platforms to save money, challenging retention efforts.

### How might we?





# Viewers: Who They Are & What Drives Their Choices

(User Persona development)



## Priya Singh, 27

**Location:** Bengaluru, India | **Occupation:** Software Engineer

**Preferred OTT Platforms:** Netflix, Amazon Prime Video, Disney+ Hotstar

### About Priya:

Priya loves watching well-curated content across different genres. She initially subscribed to SonyLIV for a specific web series but soon found limited engaging options after finishing it.

### Goals & Motivations:

- Wants fresh and engaging content regularly
- Prefers a diverse catalog with a mix of genres and languages
- Enjoys intelligent recommendations rather than searching manually

### Pain Points:

- Repetitive or limited content selection outside sports
- Poor recommendation system – irrelevant suggestions based on random watch history
- Lack of trending or exclusive global content compared to competitors



## Rajesh Malhotra, 40

**Location:** Pune, India | **Occupation:** Business Owner

**Preferred OTT Platforms:** ZEE5, Disney+ Hotstar, JioCinema

### About Rajesh:

He is a Bollywood and regional movie enthusiast who subscribed to SonyLIV for exclusive Indian films & sports.

### Goals & Motivations:

- Wants regular new movie releases in Hindi and regional languages
- Prefers a platform with a strong mix of old classics and latest hits
- Needs an affordable but content-rich subscription
- Seeks a smooth browsing experience with easy content discovery

### Pain Points:

- Lack of blockbuster movie additions compared to competitors
- Inconsistent content updates – long gaps between new releases
- Feels sports-focused, with little effort to build a compelling movie library

## Insight

### Pain Points

- **Content recommendation**
- **Content Discovery**
- **Content Quality and Diversity**
- **Subscription Value Concern**

### Opportunities for SonyLiv

- **AI-Powered Personalization:** Tailor suggestions using AI based on viewing patterns and peer reviews.
- **Trending & Curated Lists:** Feature “Most Recommended” and “Hidden Gems” sections.
- **Balanced Content Mix:** Expand regional, niche, and international offerings.
- Expand international, regional, and original content.
- **Exclusive Perks & Rewards:** Offer early access and loyalty benefits.

## JTBD (Job to Be Done)

**When I** want to watch fresh, high-quality content across different genres,  
**but I** struggle with limited recommendations, outdated suggestions, and lack of diverse options,  
**Help me** discover engaging and relevant content effortlessly,  
**so I** feel satisfied with my subscription and continue using SonyLIV .





# From Challenge to Innovation: Crafting a Winning Solution

(Hypothetical solutions, testing, and finalizing the approach)

## Solution 1

### "Catch & Watch" – Smart Trailer Notifications

Is a personalized engagement strategy that sends AI-curated, creative notifications featuring short trailers of newly launched or trending content based on user preferences. When users click the notification, they instantly watch the trailer, see key content details, and have the option to start streaming or save it to their watchlist.

## Solution 2

### "Community Voice"- Community-Powered Recommendations

Helps users decide what to watch by showcasing recommendation counts and user reviews alongside detailed content information. After watching, users are prompted to recommend, rate, and comment, creating a feedback loop that improves recommendations and builds trust.

## Solution 3

### "MoodMatcher": Watch What Fits Your Vibe

This will let users select their mood (e.g., feel-good, thrilled) to get personalized content recommendations tailored to their current vibe. After watching, users provide feedback to refine suggestions, ensuring they always find content that matches their mood, enhancing engagement and satisfaction.

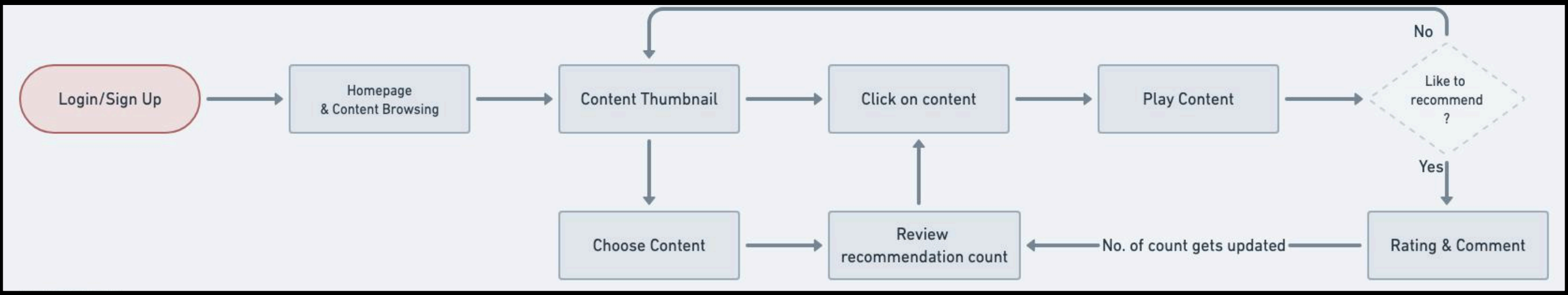
Solution	Content Discovery	Click-Through Rate (CTR)	User engagement	Content Quality	User satisfaction	Impact
Catch & Watch	4 (Trending Content)	4 (High Curiosity)	3 (One-Way)	4 (AI-Curated)	4 (Personalized Suggestions)	4 (Short-Term Engagement)
Community Voice	5 (Social Proof)	5 (Trust-Driven)	5 (Highly Interactive)	5 (Community-Validated)	5 (Reliable & Transparent)	5 (Long-Term Retention) ★
MoodMatcher	3 (Mood-Dependent)	3 (User Interest)	4 (Personalized)	3 (Algorithm-Based)	3 (Varied Experience)	3 (Situational)

## Solution Selected:

"Community Voice"- Community-Powered Recommendations ★

## User Flow Diagram:

[Diagram Link](#)





# Why This Works: Driving Engagement & Business Growth for SonyLiv

(How the solution works, why it matters, and the value it brings to SonyLiv and its users)

## How It Works

1. When users browse content, they see a "Recommended by X users" count, alongside standard metadata (e.g., genre, language, release year).
2. Users can view comments from other viewers, helping them decide if the content is worth their time.
3. After watching, a pop-up prompt asks users if they would recommend the content.
4. If they select "Yes" or "No", an optional rating and comment box appears for further feedback.

## Why Choose This Solution?

- **Simplifies Content Discovery** – Social proof (recommendation count & reviews) helps users decide what to watch faster.
- **Boosts Engagement & Retention** – Encouraging ratings and comments builds interaction habits, keeping users active.
- **Enhances Trust & Exploration** – Real user recommendations make content choices more reliable and enticing.
- **Scalable & Low-Cost** – Requires minimal UI changes while leveraging user activity for high-impact discovery.
- **Feedback Loop for Continuous Improvement** – The feedback loop (recommend, rate, comment) refines recommendations over time, making them more accurate and engaging.

## Value for SonyLiv Subscribers

- ✅ **Better Content Discovery** – Easily find engaging content based on real user recommendations.
- ✅ **Informed Viewing Choices** – Social proof (ratings & comments) helps users avoid disappointing content.
- ✅ **More Personalized Experience** – Feedback-driven recommendations improve content suggestions over time.
- ✅ **Increased Engagement & Community Feel** – Users feel involved in shaping recommendations, making SonyLiv more interactive.

## How Does It Solve Our Core Problem?

- **Addresses Content Discovery Gaps** – Users get real-time feedback from fellow viewers, ensuring they always have engaging content to watch.
- **Encourages Active Participation** – Viewers feel involved in content curation, making them more invested in the platform.
- **Boosts Retention & Reduces Churn** – By ensuring users quickly find engaging content, they stay longer on the platform, reducing frustration and cancellations.
- **Creates a Community-Driven Experience** – User-generated ratings & reviews foster trust, making SonyLiv a more interactive and personalized OTT platform.

## Value for SonyLiv OTT Platform

- 🎯 **Higher Retention & Lower Churn** – Quick access to trusted recommendations keeps users engaged, reducing cancellations.
- 🎯 **Stronger User Engagement** – Encouraging ratings & comments creates an active, loyal user base.
- 🎯 **Enhanced Content Visibility** – Organic recommendations boost viewership for diverse content, maximizing platform utilization.
- 🎯 **Cost-Effective Growth** – Uses existing user interactions to improve discovery without major algorithmic changes.

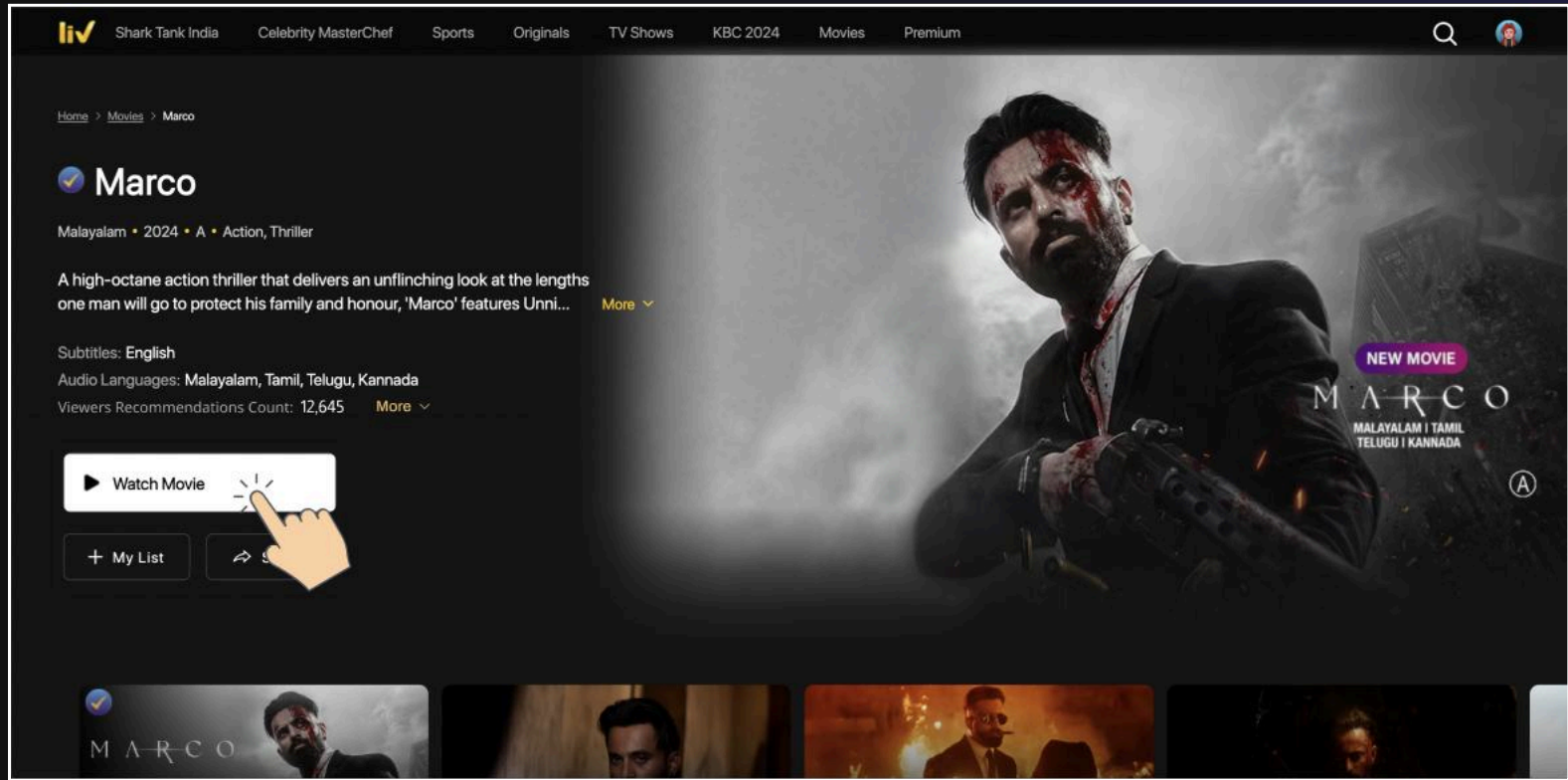




# Bringing It to Life: Wireframes & UX Flow

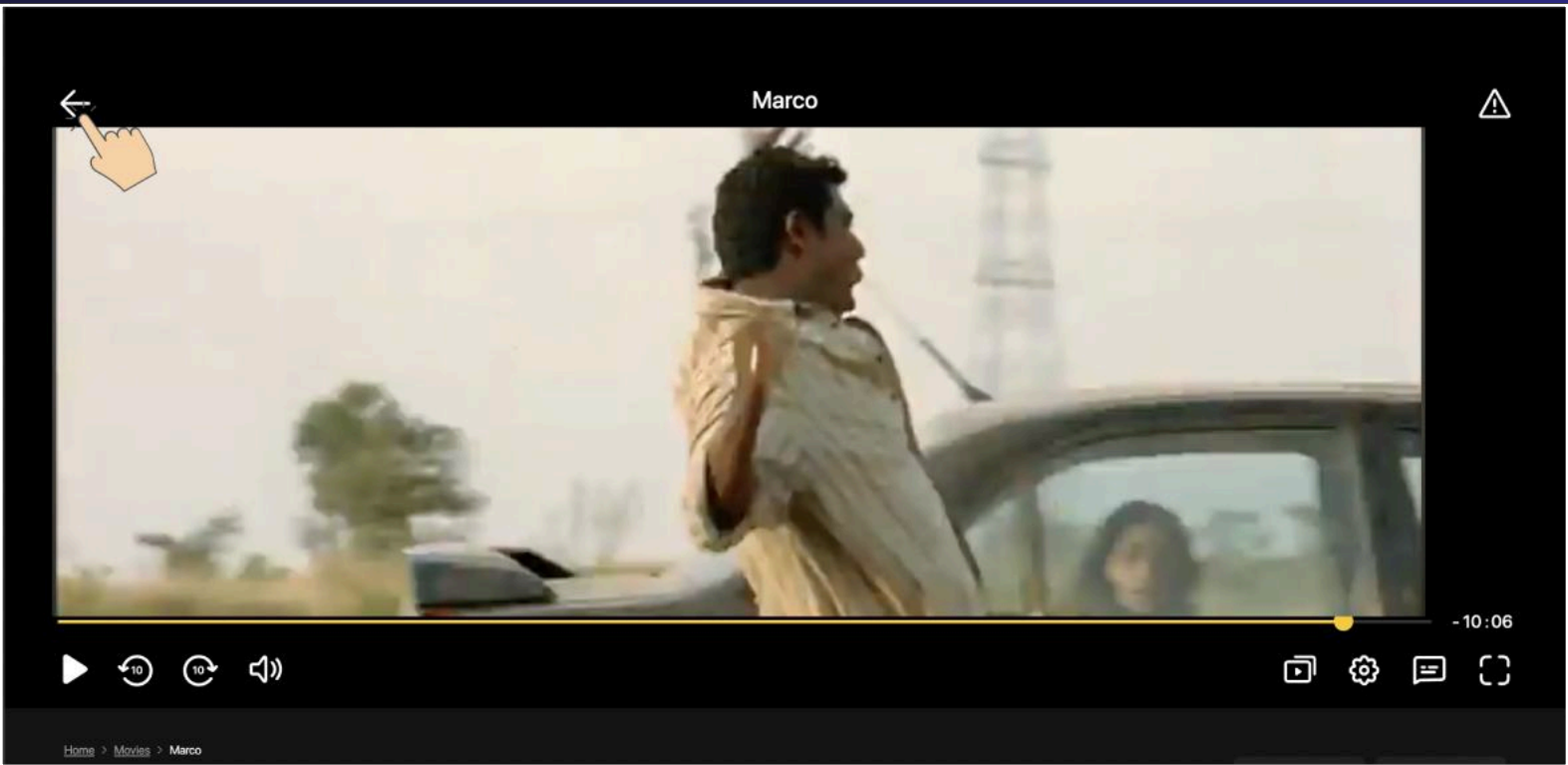
(Initial wireframes)

1



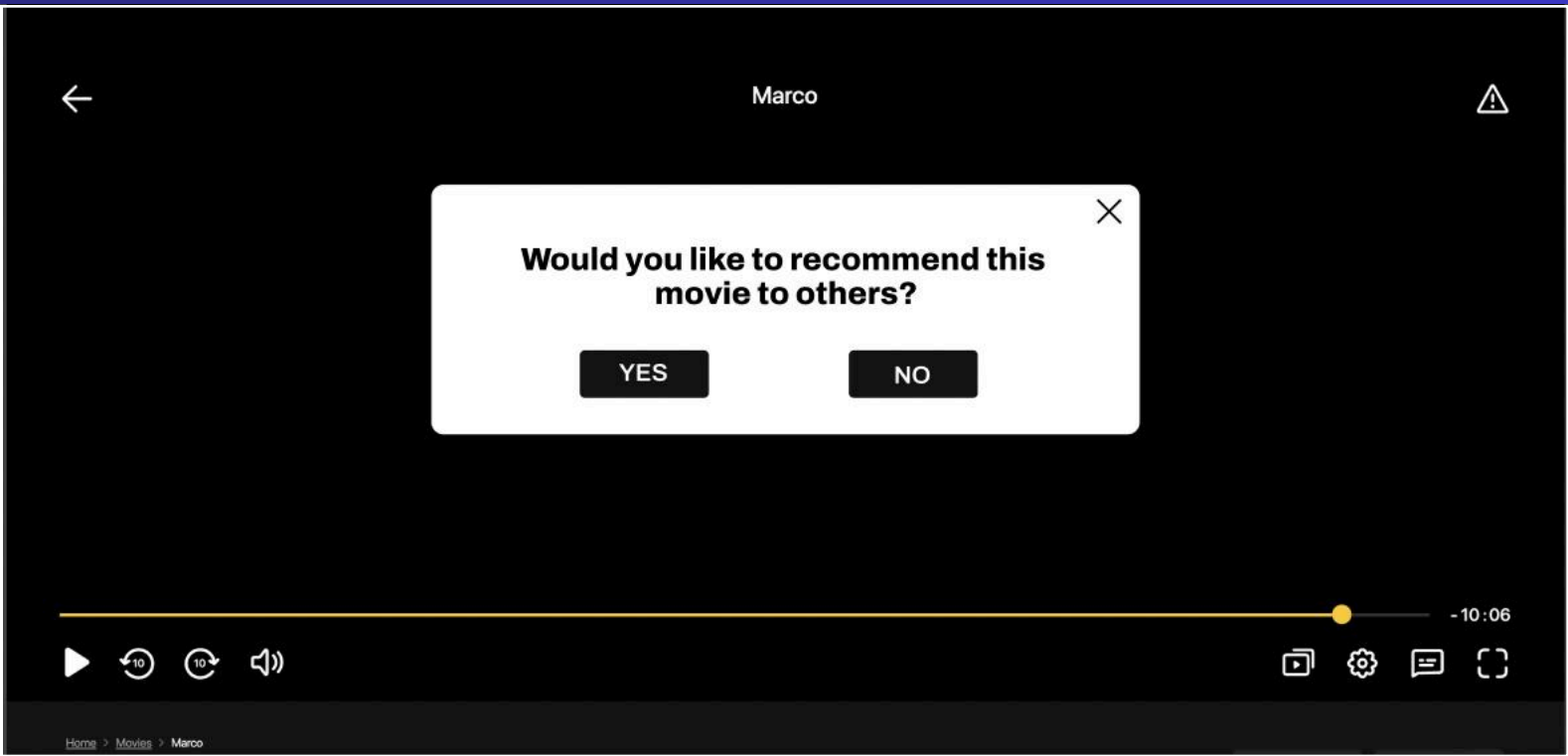
The user browses content on the home page, selects a movie, and clicks "Watch Movie."

2



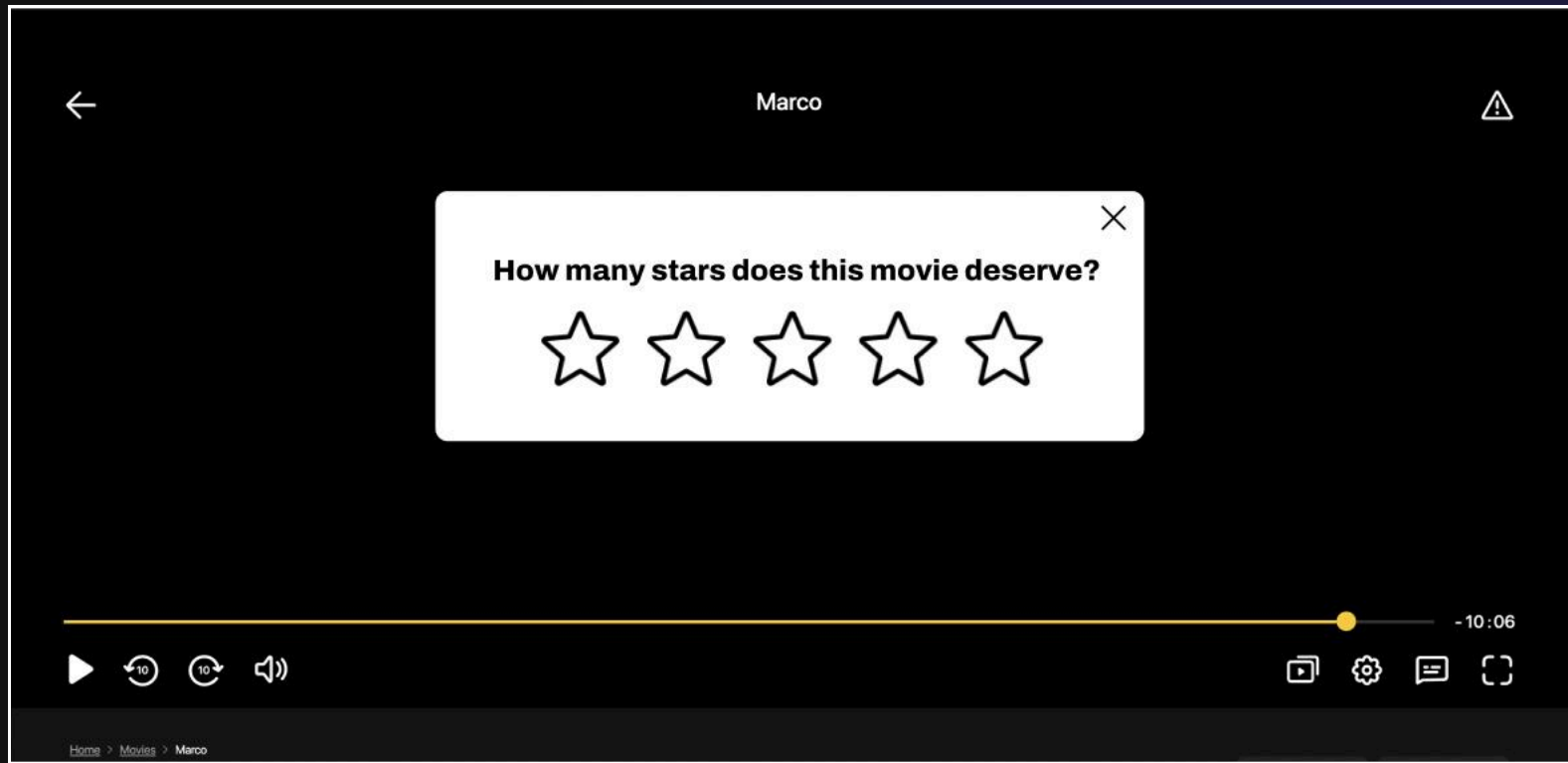
If they stop watching mid-way or after finishing, a pop-up appears.

3



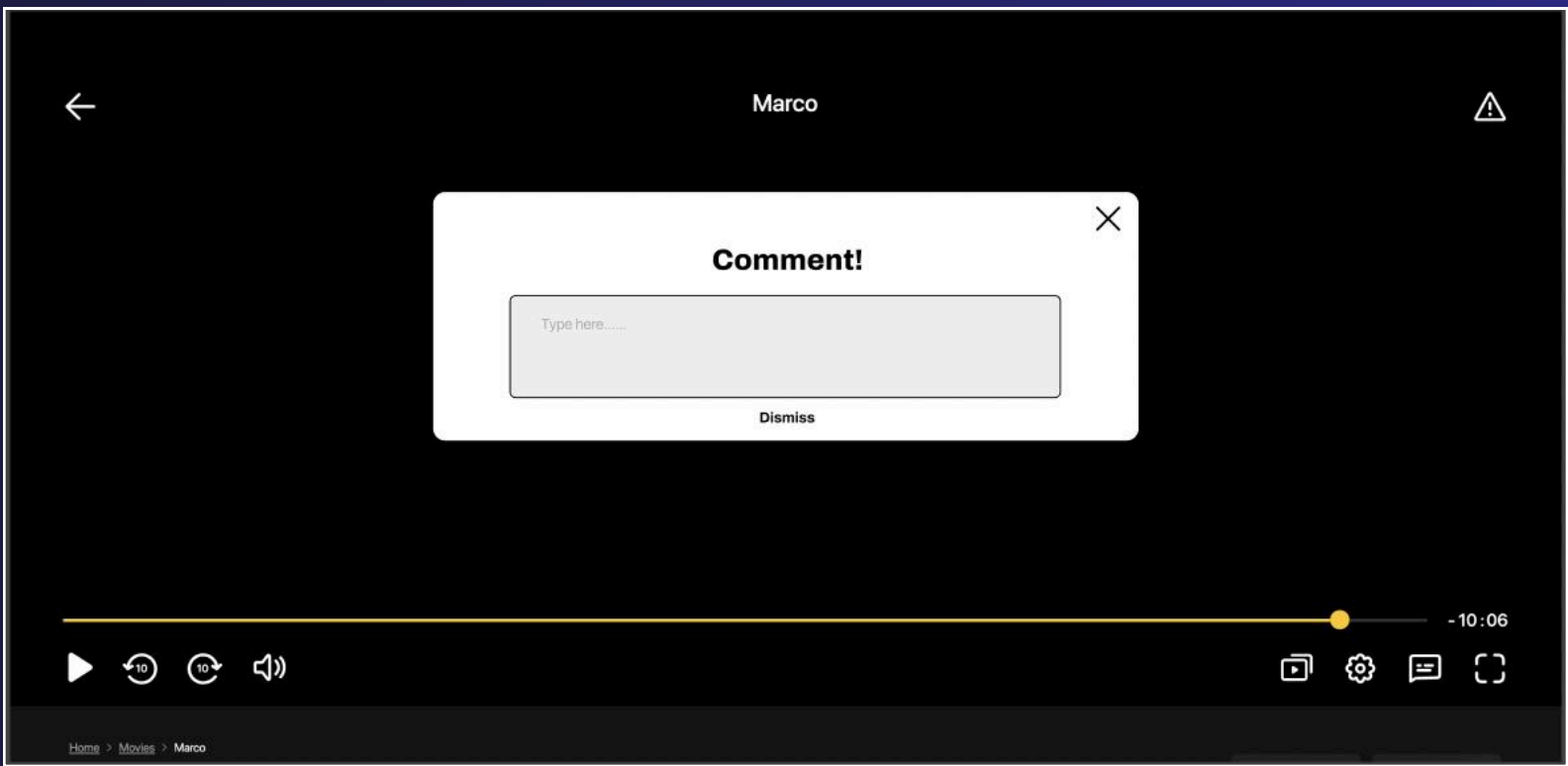
The pop-up asks if they'd recommend the movie to others—"Yes" or "No"—or they can close it.

4



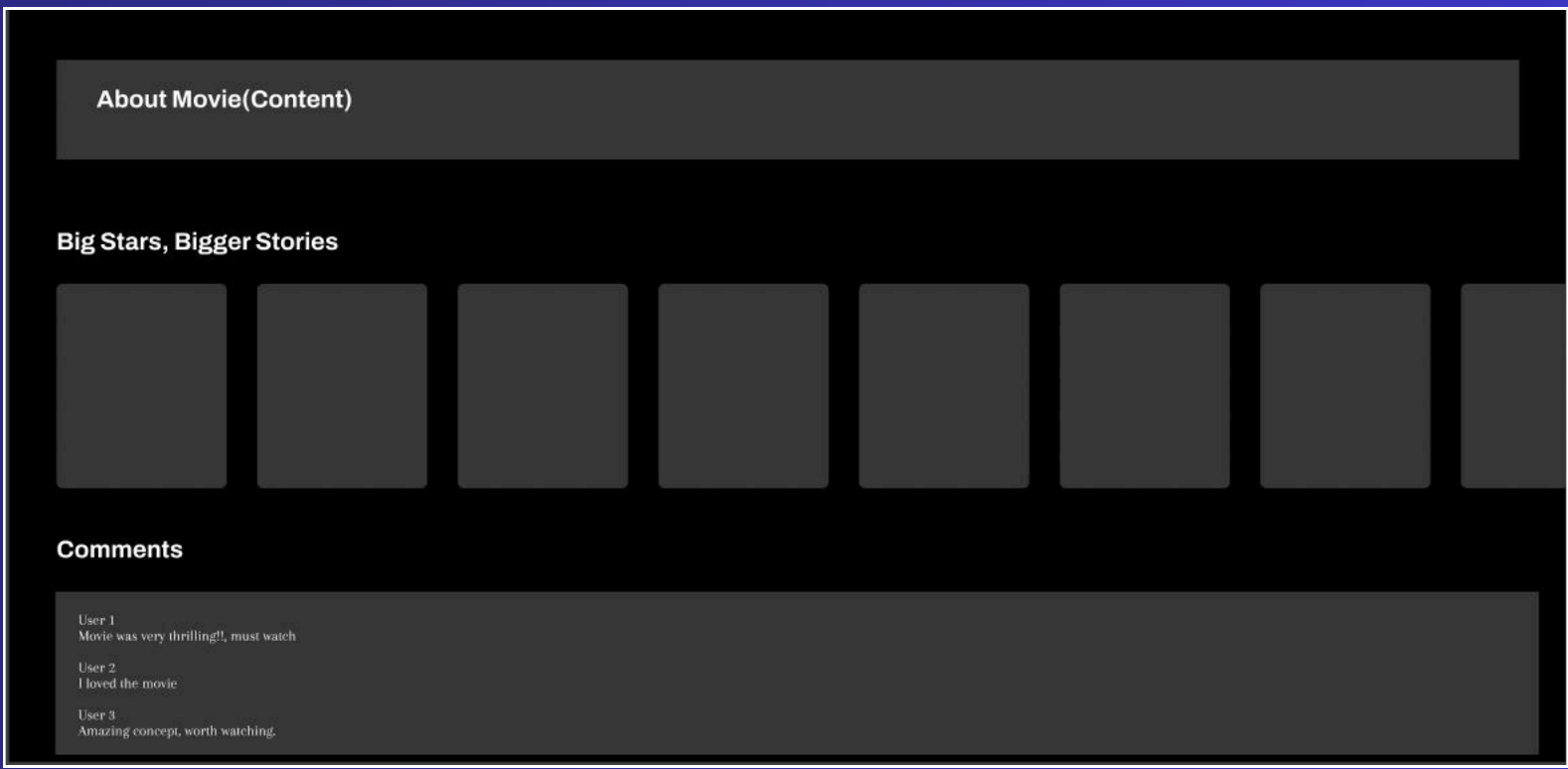
If they select "Yes," a second pop-up lets them rate the movie (1-5 stars) or close it.

5



If they rate the movie, a final pop-up appears to add a comment or close the prompt.

6

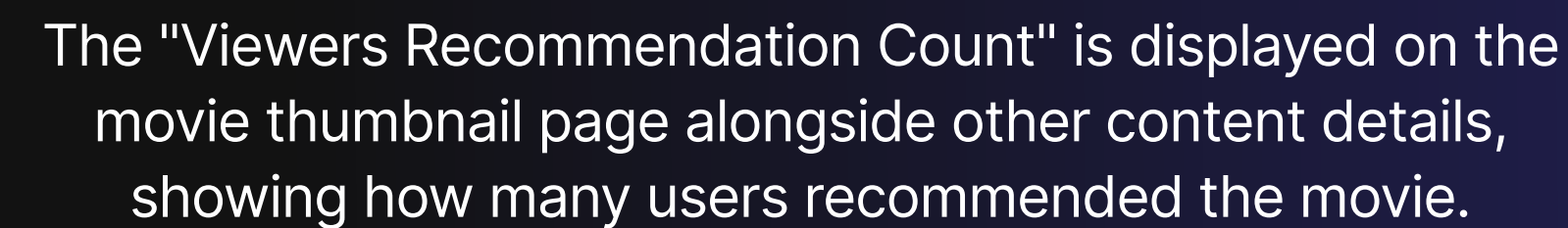


To view user comments, scroll down the movie page below the "Big Stars, Bigger Story" section to find the comments section.





(Remaining wireframes and User data flow)



```
graph LR
    subgraph Users
        direction TB
        EU(Existing user)
        NU(New User)
    end

    UA[User authorization]
    HP[Home page]
    BR[Browse recommendations]
    PC[Play the content]
    RC[Recommend this content? Yes/No]
    GR[Give review star rating]
    GC[Give comment]

    UA --> HP
    HP --> BR
    BR --> PC
    PC --> RC
    RC -- Yes --> GR
    GR --> GC

    HP -- "Recommendation Engine" --> UDB[(User DB)]
    UDB --> HP
    UDB --> CDB[(Content DB)]
    CDB --> UDB

    BR -- "Check for recommendation count" --> HRC{highly recommended content?}
    HRC -- No --> BR
    HRC -- Yes --> PC

    PC -- "Complete the content or leave the page" --> RC
    RC -- No --> HP
    RC -- Yes --> GR

    GR -- "Update recommendation count" --> CDB
    GR -- "Update review" --> CDB
    GC -- "Update Comment" --> CDB
```

The flowchart illustrates the process of a content recommendation system. It starts with user authentication (Existing user or New User) leading to User authorization. From there, users go to the Home page, which displays tailored content. The Recommendation Engine interacts with the User DB and Content DB. Users can browse recommendations, which are checked for recommendation count. If highly recommended, they proceed to play the content. After playing, users are prompted to recommend the content (Yes/No). If Yes, they give a review (star rating) and a comment. The system then updates the recommendation count, review, and comment in the Content DB. The process loops back to the Home page if the user does not recommend the content or if they have recommended it and the system updates the recommendation count.

Diagram Link





# Measuring Success & Addressing Risks

(Metrics, Pitfalls & Mitigation)

## Metrics

### L0 - North Star

#### Incremental Watch Time/Month

- **Reflects overall adoption and success** by measuring how effectively the recommendation system drives users to watch content they discover through community reviews and recommendations.

### L1 - Feature Metrics

#### Activation(CTR on Recommended Content)

- % of users clicking on recommended content after seeing reviews/counts.

#### Retention(% of Users Returning Within 30 Days)

- Users who return to the platform after engaging with recommended content.

#### Feedback Loop(Number of Reviews/Ratings Submitted)

- Total user reviews, ratings, and recommendations submitted monthly.

### L2 - Supporting Metrics

#### Recommendation Accuracy(% of Recommended Content Watched Fully)

- How often users complete content they selected based on recommendations.

#### Drop-off Rate

- % of users who exit before interacting with recommendations.

#### Content Recommendation Impact

- % increase in views for highly recommended content.

## Pitfalls & Mitigation

### Low User Participation in Feedback Loop

- **Risk:** Users may ignore prompts to recommend, rate, or comment, weakening the feedback loop and reducing recommendation accuracy.
- **Mitigation:** Offer rewards (e.g., loyalty points, early access to content) for completing reviews.

### Biased Recommendations

- **Risk:** Over-reliance on feedback from a vocal minority (e.g., fans of specific genres) skews recommendations, alienating diverse audiences.
- **Mitigation:** Actively prompt users across demographics and viewing habits to provide feedback.

### Fake or Low-Quality Reviews

- **Risk:** Spam, trolls, or bots post misleading reviews, eroding trust in recommendations.
- **Mitigation:** Require verified accounts to leave reviews.

### Filter Bubbles

- **Risk:** Users only see content similar to their past choices, limiting discovery of new genres.
- **Mitigation:** Introduce a "Surprise Me" feature showcasing highly recommended but diverse content.

### Cultural Misalignment

- **Risk:** Global users may find recommendations irrelevant due to regional content preferences.
- **Mitigation:** Train recommendation models on regional viewing patterns.

## Future Scope

**1. Follow Your Tribe:** Users can follow like-minded reviewers or join interest-based groups (e.g., "Thriller Lovers") for curated recommendations, fostering a social ecosystem and boosting retention.

**2. Social Sharing & Leaderboards:** Enable users to share reviews on social media, turning them into brand advocates and driving organic growth.