



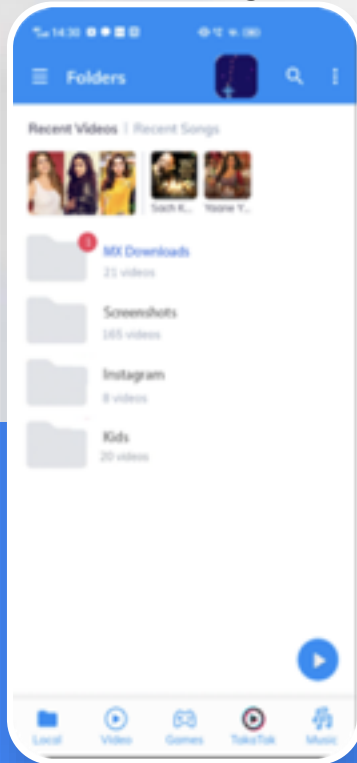
# MX ADVANTAGE

India's No.1 platform revolutionizing entertainment  
& democratizing content for the masses

# MX ADVANTAGE

MX Player is India's first **everytainment super app**, that caters to this new entertainment ecosystem

## Media Player



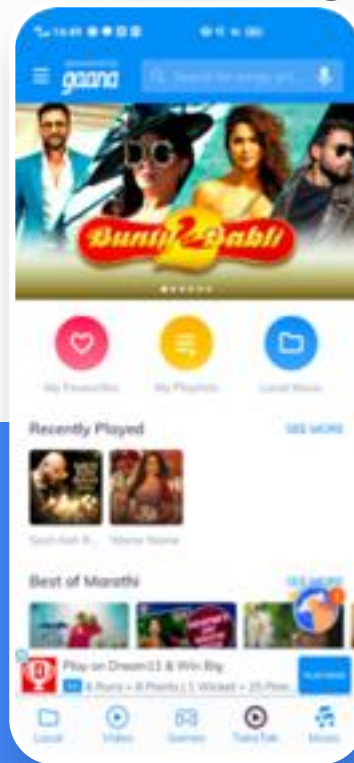
Enables the users to play sideloaded content by supporting more than 23 file formats

## OTT



OTT platform with 300k+ hours of brand safe content

## Audio Streaming



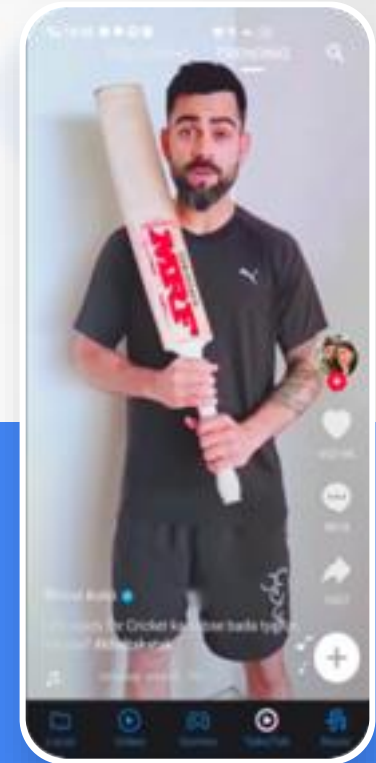
45Mn+ songs from the best of the music world, independent albums

## Casual Games



140 Games  
4.35B min. of gaming  
60min daily

## Short Video



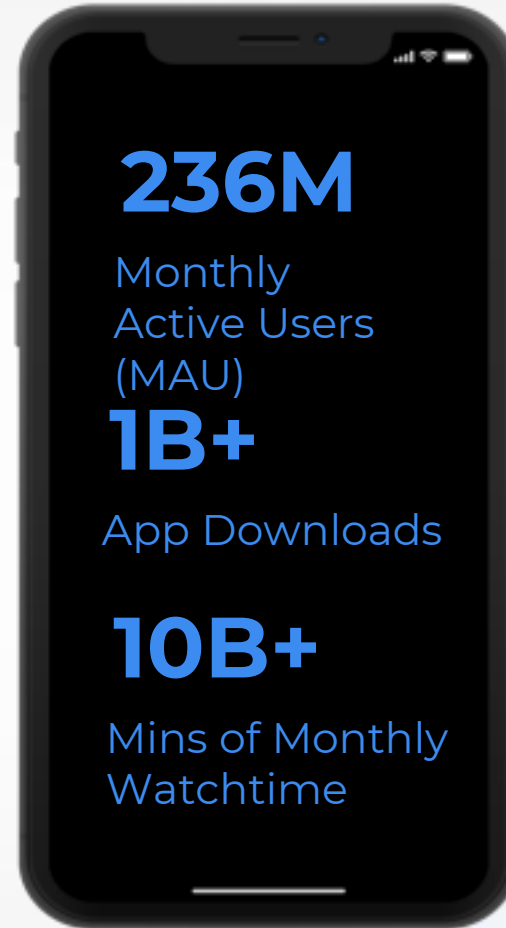
Short-form Video  
Content across PGC &  
UGC

# MX Player leads the show for India's entertainment with



## EVERYTAINMENT

Super app that integrates all forms of entertainment together



## SCALE

Leader in the OTT space with mass scale & audience



## DIVERSITY

Diverse audiences & content that caters to India and Bharat

## And Massive Scale across Every Entertainment Touchpoint

Entertainment at Scale with over **236M** MAUs

### OTT TAB

**56 mins**

Avg. Daily Watch time

**12**

Languages

**300,000+ Hrs**

Library Content

### AUDIO

**40 mins**

Average Daily Streaming Time/User

**45M+**

Tracks

**Top Genres**

Bollywood, Indi Pop, Punjabi, Tamil

### GAMING

**60+ Mins**

Playtime/DAU

**140+**

Games

**30+**

Gameplays/User/Day

### SHORT VIDEO

**450M mins**

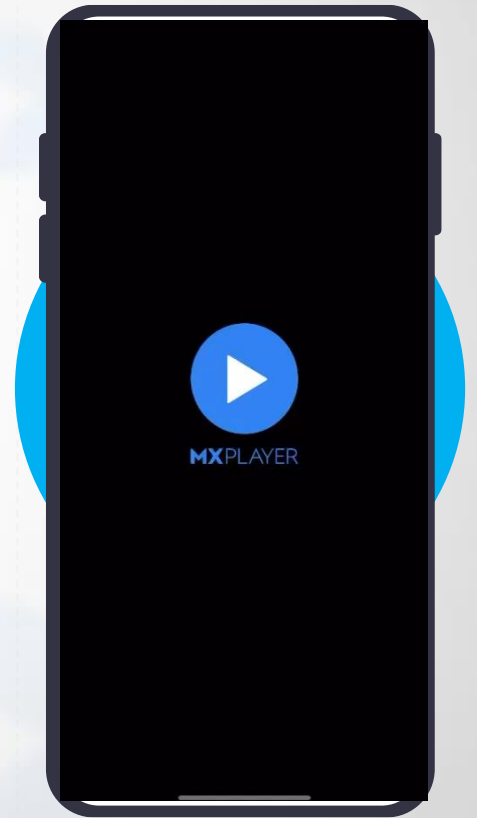
Daily Engagement

**1.1B+**

Cumulative Video Downloads

**2.6B+**

Average Daily Video Views

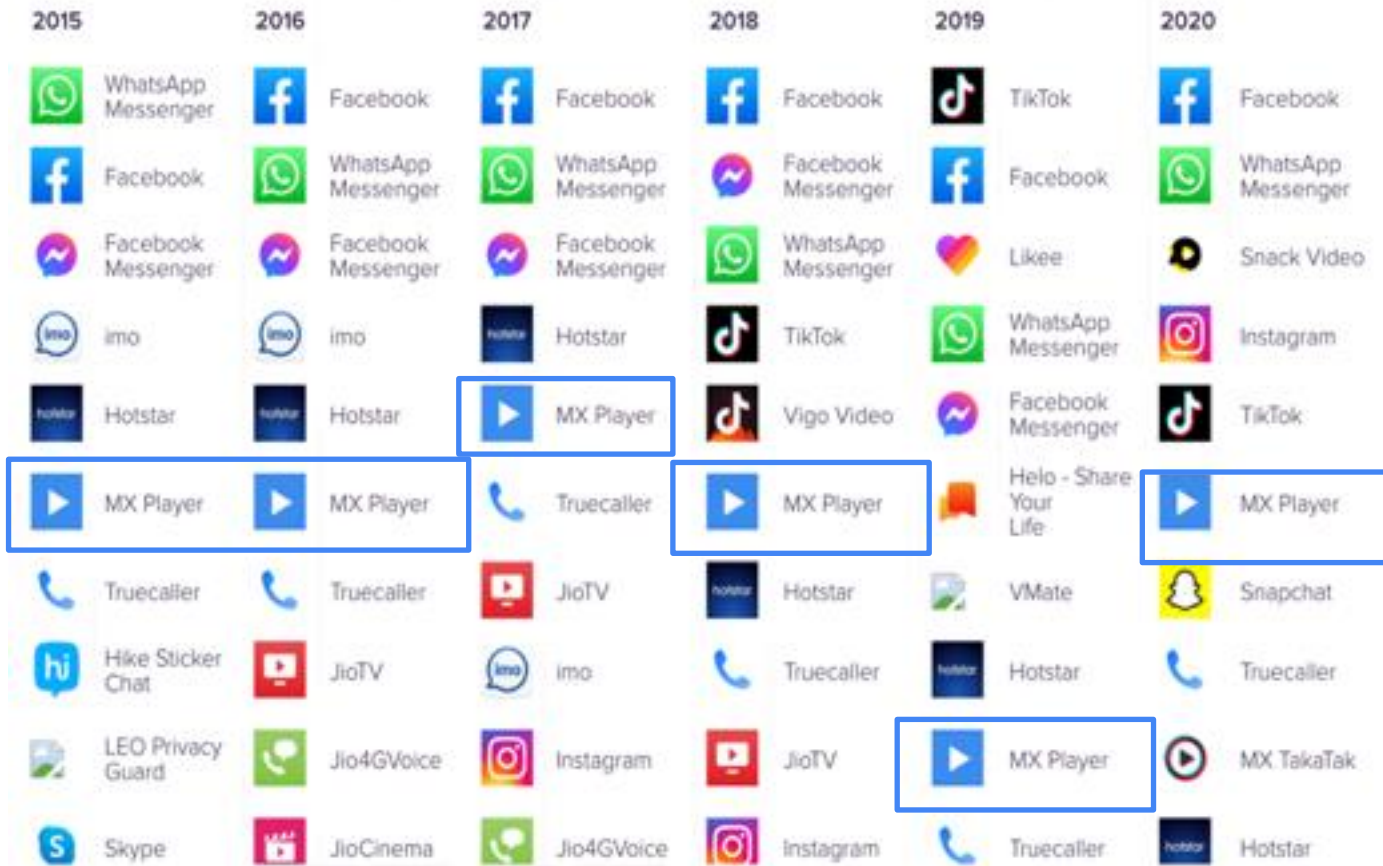


**MX ADVANTAGE**

**Growth story through the years**

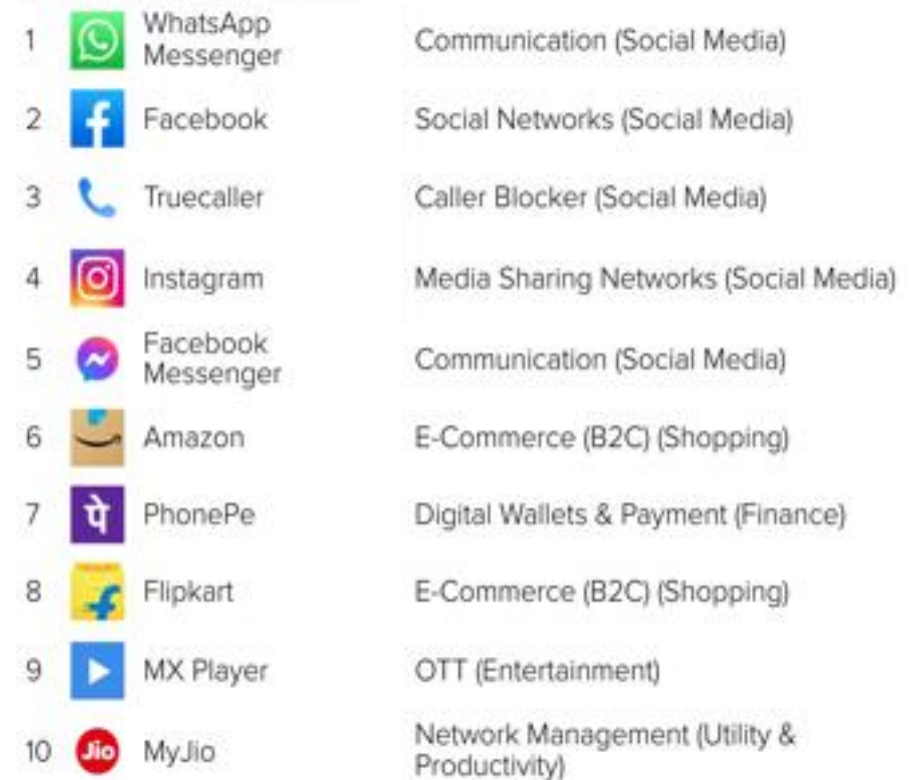
MX has been in the Top 10 Apps by Downloads YOY & the only OTT App featuring in the Top 10 Apps by MAU's

## TOP 10 APPS ON DOWNLOADS



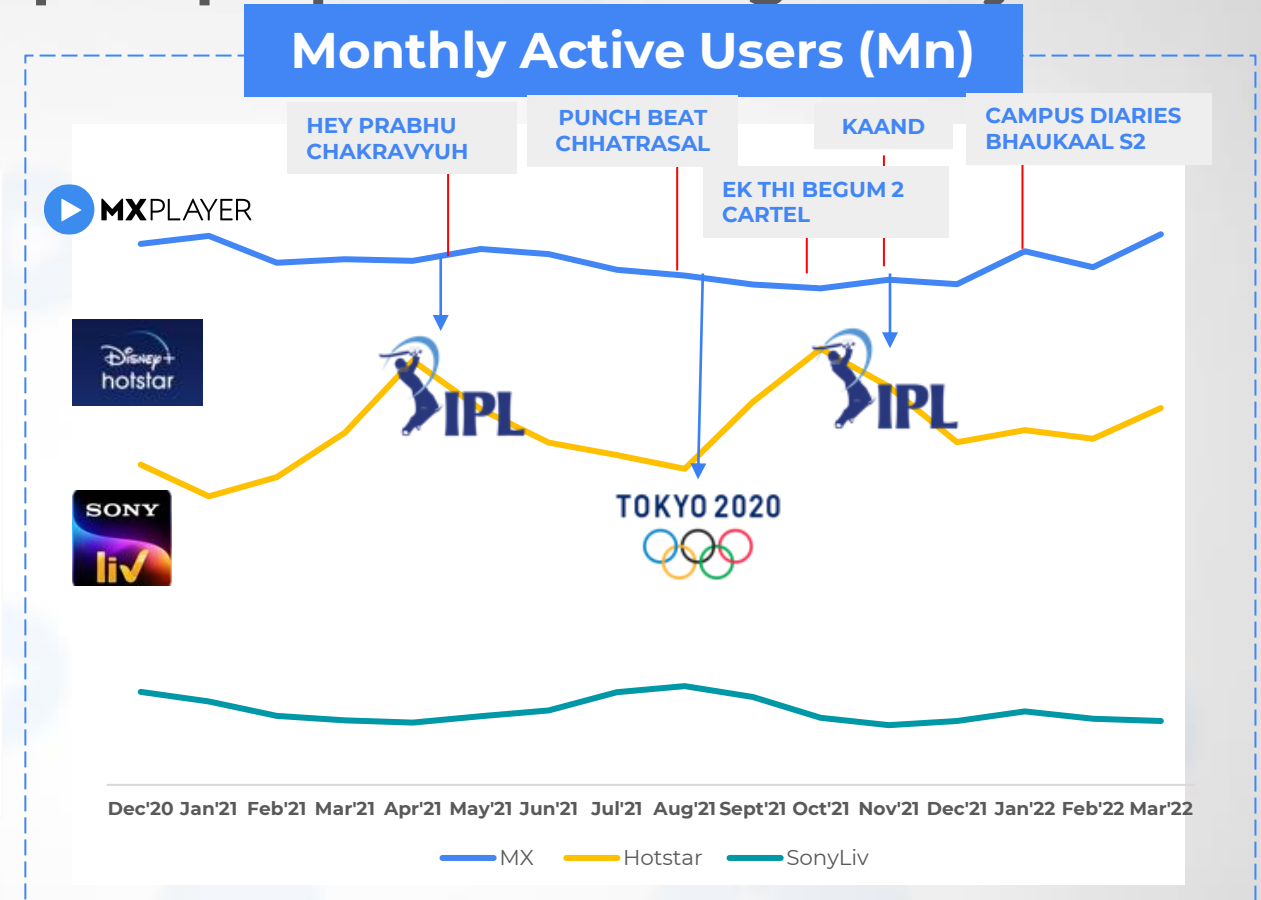
## TOP 10 APPS 2021 BY MAU

### MONTHLY ACTIVE USERS



## Staying above the competitive tent pole properties through the year

✓	Unified App	Active Users
✓	 MX Player  MX Player	190m <span>▲11m</span>
✓	 Hotstar  Star India	130m <span>▲11m</span>
✓	 ZEE5  Zee Entertainment Enterprises	35.8m <span>▲2m</span>
✓	 Sony LIV  Sony Pictures	22.1m <span>▼826k</span>
✓	 Voot  Viacom18	16.6m <span>▲1m</span>



- MX Player continues to lead the charts in **Reach numbers during top big sporting events**
- **Our Everytainment offering** attracts a loyal user base through out the year
- **High platform stickiness, loyalty and a premium content slate** has led to sustained reach through the year

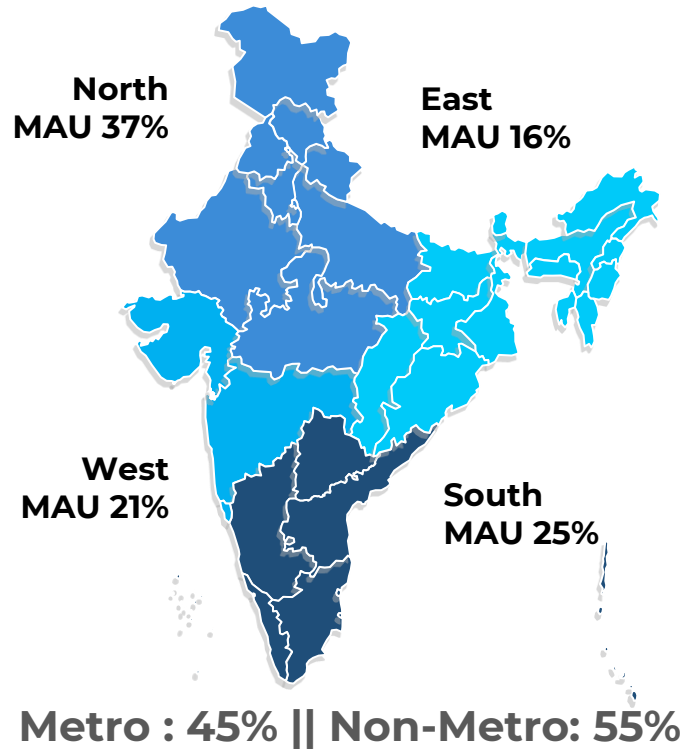
**MX ADVANTAGE**

## **Our Audience Mix**



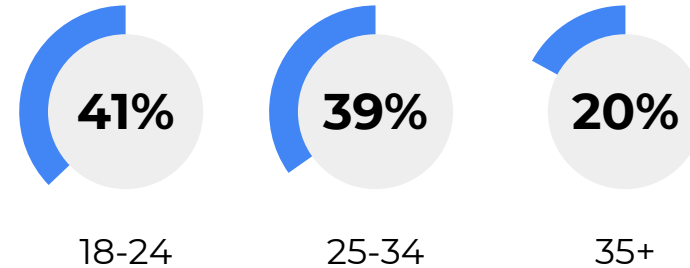
MX Player audience is **diverse and cuts across Urban & Rural India**

## LARGE AND DIVERSIFIED USER BASE



## WHO IS THE MX PLAYER USER?

### AGE GROUP



### GENDER



MX Player's focus on this unique and untapped audience provides huge growth potential across India

MX Player offers a **better overall outreach and across the Male & Female TG** compared to the competition



MyMetrix

MMX Video Metrix Mobile Plan Metrix Segment Metrix Reach/Frequency Ad Metrix Xmedia qSearch Other

Key Measures Demographic Profile

Edit

Target Audience	M ● MX Player	C ● HOTSTAR.COM	M ● ZEE5.COM	M ● SONYLIV.COM	C ● VOOT.COM
	Total Unique Visitors/Viewers (000)	Total Unique Visitors/Viewers (000)	Total Unique Visitors/Viewers (000)	Total Unique Visitors/Viewers (000)	Total Unique Visitors/Viewers (000)
	Total Digital Population	Total Digital Population	Total Digital Population	Total Digital Population	Total Digital Population
<b>Total Audience</b>					
Total Audience	171,326	141,293	38,710	23,399	10,785
<b>Males - Age</b>					
All Males	113,816	85,415	21,347	15,284	4,602
<b>Females - Age</b>					
All Females	57,510	55,878	17,362	8,115	6,183

- MX Male & Female Audience is: **HIGHEST across INDIAN OTT**
- MX Female Audience is even **more than the Total User Base of OTTs** like Zee5, Voot, SonyLiv

## Catering to a **premium audience segment** through **CTVs**

### MASS SCALE & REACH

9 Million

Monthly Active Users



Split across

51%

Metro &

49%

Non-metro audiences

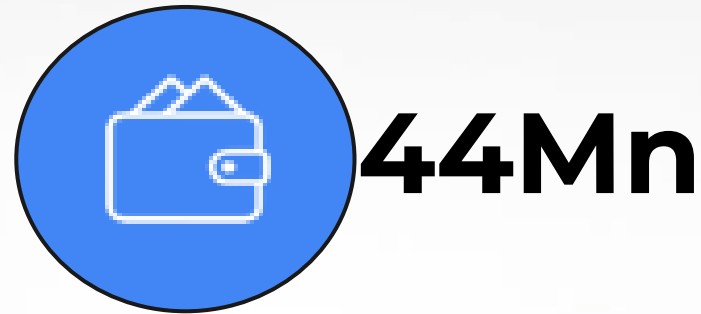
Top Languages

Include Hindi, Tamil, Telugu, English & Marathi



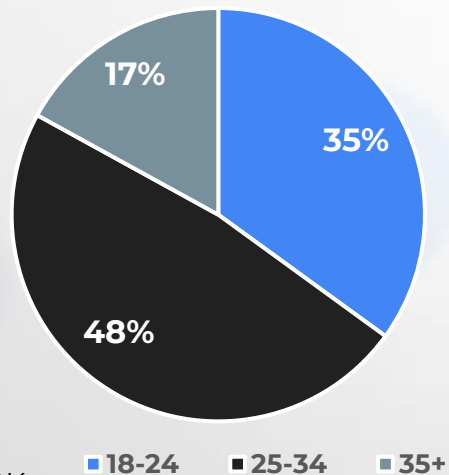
# MX ADVANTAGE

MX offers precise **premium audience targeting** with scale and a good mix across age and gender

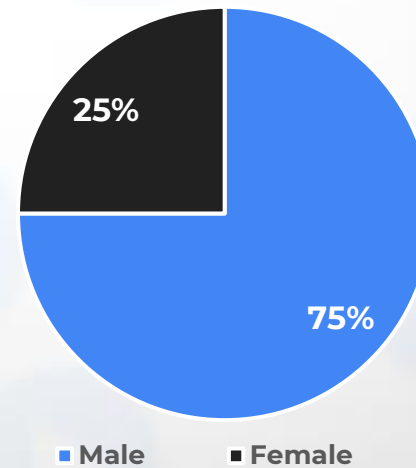


**\*Premium Audience on MX Player**

MX Premium Audience Share by Age Group



MX Premium Audience Share by Gender



\*Premium – Audience who are HNI audience or having device price >20K

Target a relevant audience on MX Player based on pre-populated **audience cohorts**



Leverage Interest based targeting to **reduce wastage and drive campaign efficiency**

## INTEREST BASED TARGETING

Engage with the Audience that has the most affinity towards your product

**MX ADVANTAGE**

**CONTENT MIX**

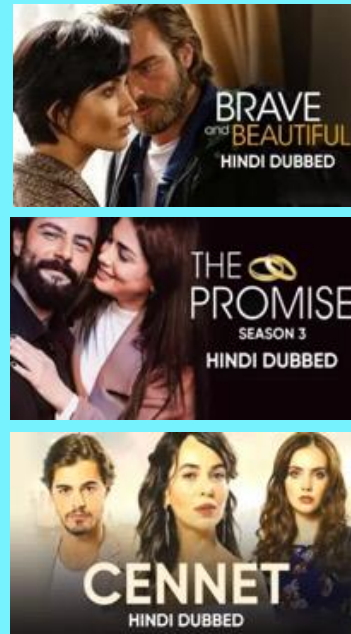
# MX ADVANTAGE

MX offers content across **formats, genres, languages** catering to content needs for a diverse audience

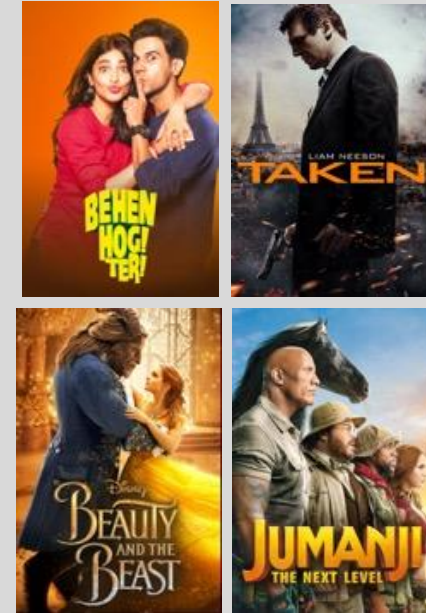
## WEB SERIES (MX Originals, MX Serials & Others) 875+ Shows



## VDESI MX INTERNATIONAL 400+ shows



## MOVIES 12000+ Titles across 12 Lang.



## TV SHOWS 350+ Channels

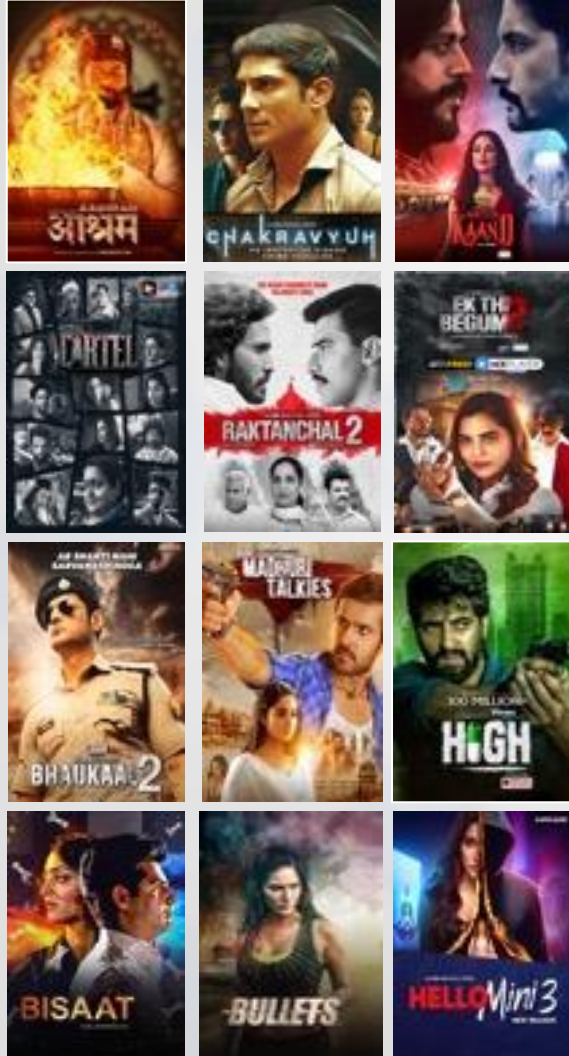


Note: The numbers include dubbed variants of the content

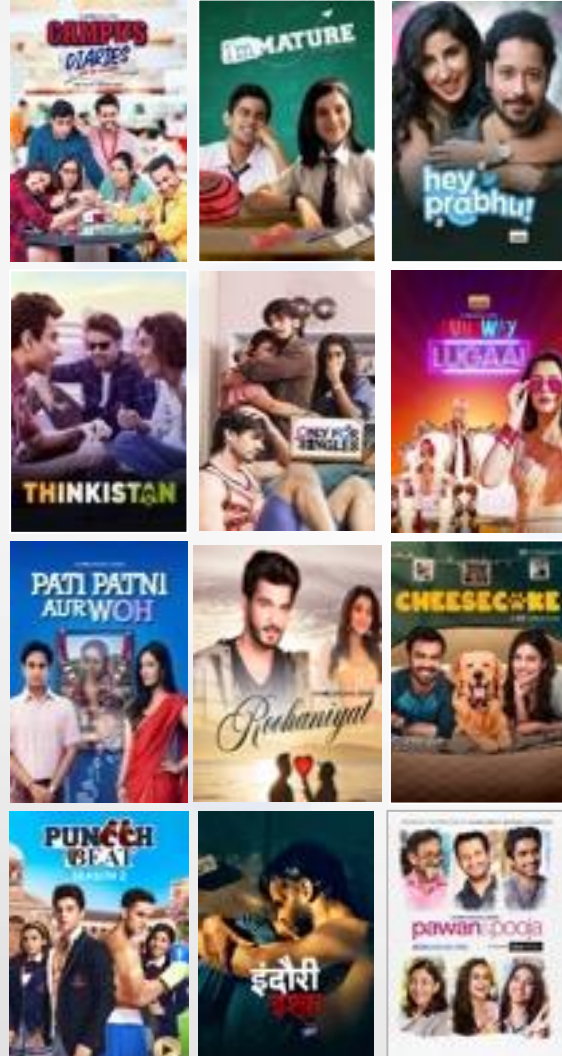
# MX ADVANTAGE

Becoming the one-stop shop for entertainment offering shows **across genres** and every content palette

## CRIME & THRILLER



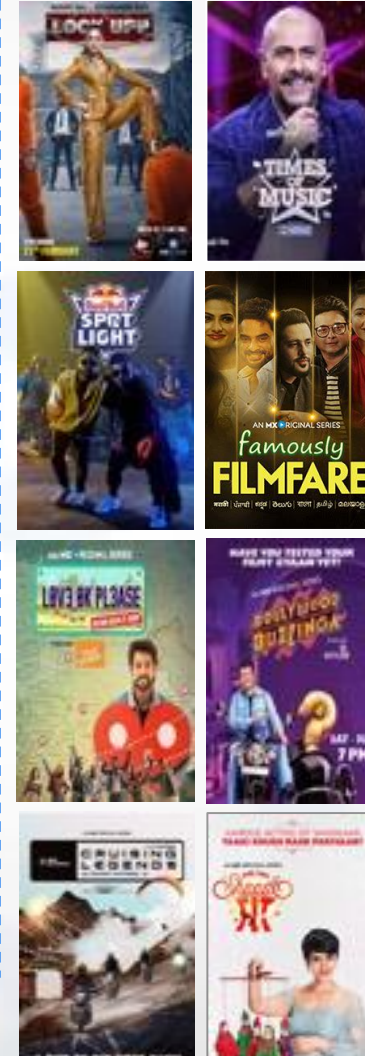
## ROMCOM/DRAMA



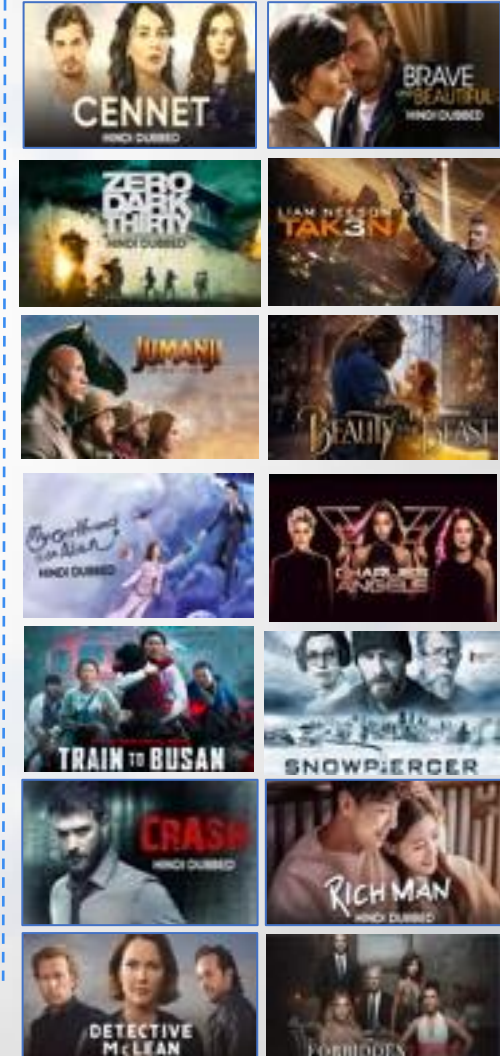
## REGIONAL



## REALITY



## INTERNATIONAL

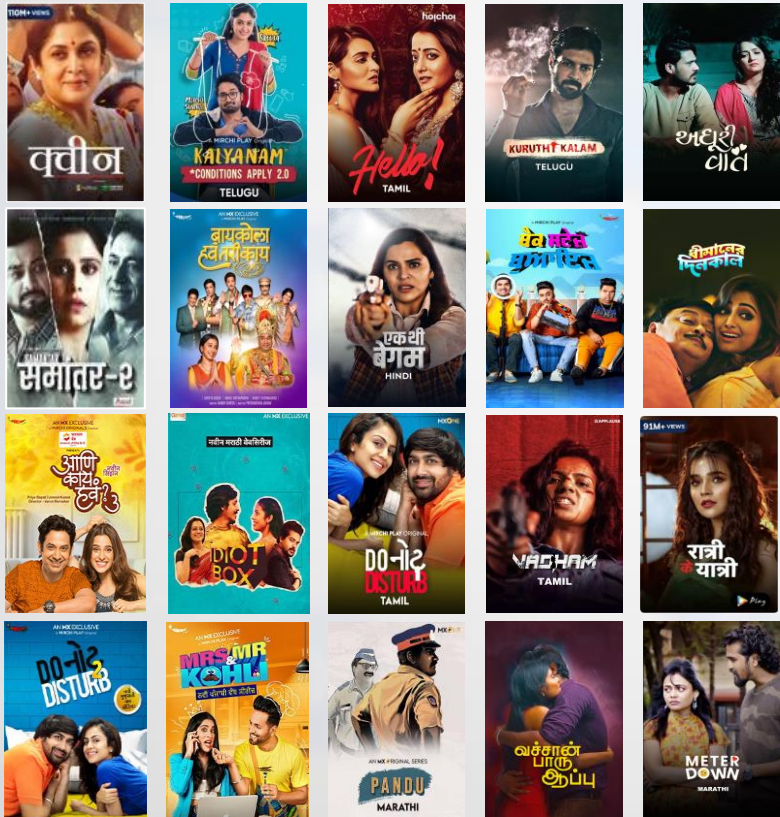




A strong **multi-lingual content slate for regional audiences** across India

- 35% of Content Consumed is Regional or Dubbed in Regional Language
- Our content is available in 12 languages: Variety of Vernacular Content across Languages, Formats & Genres

## Regional Originals Exclusives



## Dubbed MX Originals, Exclusives



## Regional Movies



## A Robust **upcoming Content Slate** Across Genres And Languages

### SEQUELS OF PAST SUCCESSES



### TENTPOLES : STRONG BOLLYWOOD CAST



### MX SERIALS LONG FORMAT TV+



### REGIONAL CONTENT



### NEW GENRE: REALITY



**Driving Brand Awareness. Impact. Action**

**MX ADVANTAGE**

## MX Player Solutions that can help address your Brand Objectives across the Funnel

### Marketing Objective

Launch/Maximise Reach

Sustenance

Action/  
Performance

### MX Player Solutions

Impact

Display Ads  
(CPD)  
Roadblocks

Live Streaming

Display  
Ads  
(CPM)

Video Ads  
Instream/  
Rewarded

Audio Ads

Feature  
Panel

Sponsorships

Integration

Content  
Hosting

Display Ads  
(CPC/I)

## Show Sponsorships & Integrations

Show up across top premium shows & content or Integrate the brand natively within the show story and through branded content



## Show Sponsorship can enable in maximizing the brand visibility and recall through 360-degree amplification



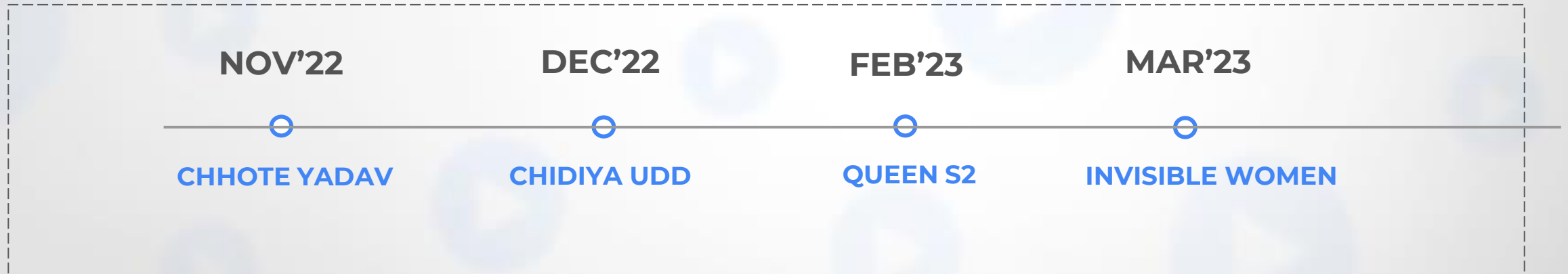
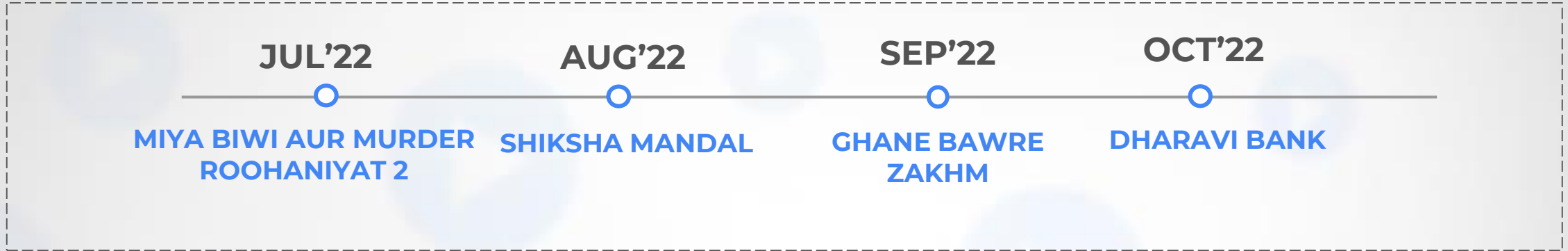
Sponsorships on MX Originals/Exclusives drive **high visibility & brand recall** for clients through extensive marketing done **across Platform, ATL and Digital Channels..**

EST IMPRESSIONS: **500MN+**

EST REACH: **80MN+**

*Note: The deliverables are dependent on the show and associated marketing*

## A Premium Lineup of upcoming shows on MX Player



# Impact Buy

Maximise Reach and Drive awareness with the High Impact offering presence across all tabs on MX Player





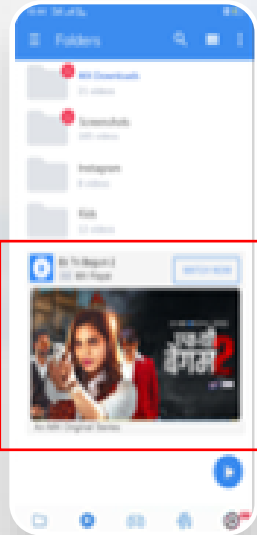
## ENGAGE WITH AUDIENCES ACROSS THEIR ENTERTAINMENT JOURNEY

Video + Games + Music

Media Player



Interstitial



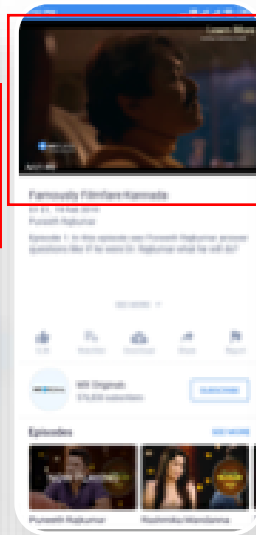
Lead Banner + Ott Masthead



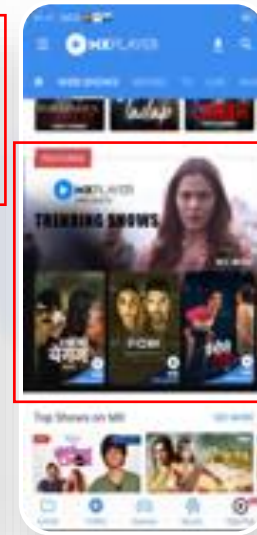
Carousel Banner



Instream Video Ad



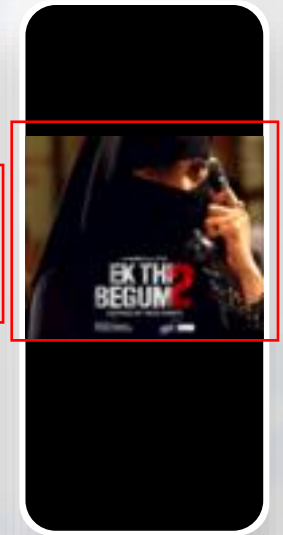
Feature Panel



Rewarded Video



Audio Ads

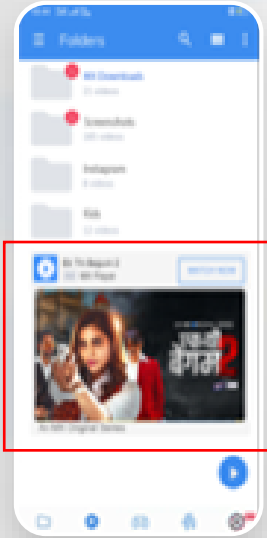


MX Player App

## HIGH IMPACT ROADBLOCK

PRESENCE ACROSS BOTH MEDIA PLAYER AS WELL AS OTT

Impressions: 100 mn || Reach : 16-18Mn



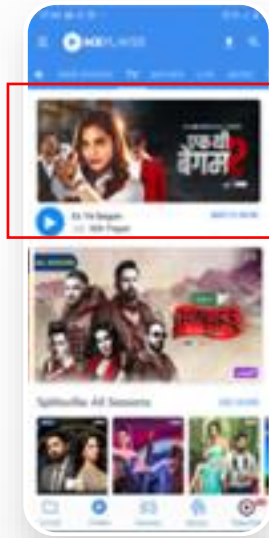
Media Player



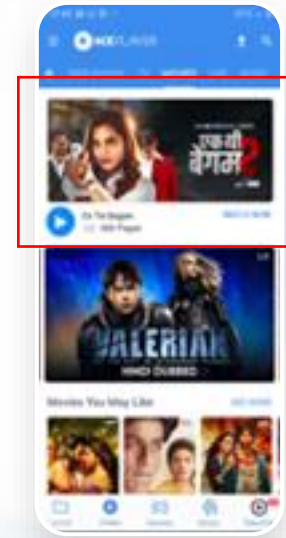
OTT Home Page



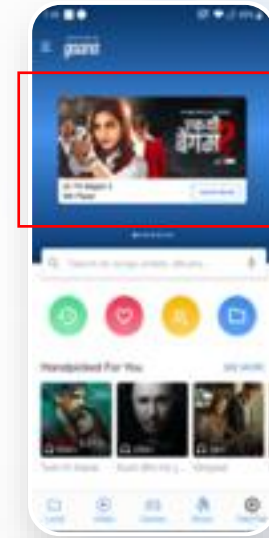
Web Shows Tab



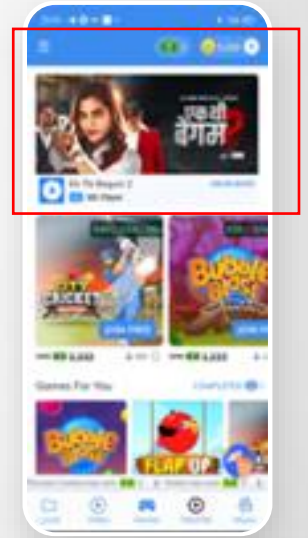
TV Tab



Movie Tab



Music Tab



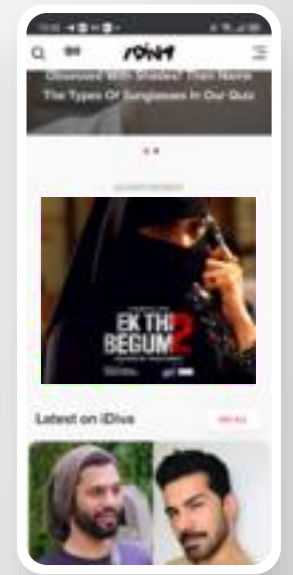
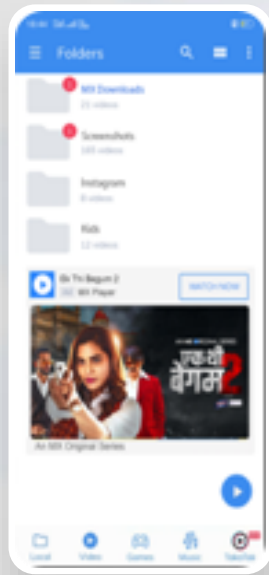
Game Tab

# MX ADVANTAGE

## SINGLE DAY, BIG REACH

TIL ONE : PREMIUM PACKAGE OFFERING PRESENCE ACROSS  
MX PLAYER , TIMES NEWS , ECONOMIC TIMES , CRICBUZZ , GAANA , MENSXP , IDIVA

Not match Day - 183M Imp per day || 35 Mn Reach Match day – 197 Imp || 42 Mn Reach



[ Including all languages ]

Note: This package can be customized for performance KPIs as well

## Video & Display Media

Drive wide reach and deep targeting across both offline and online tabs using multiple ad-formats of different sizes across both display and video



## MX PLAYER VIDEO ASSETS



OTT INSTREAM

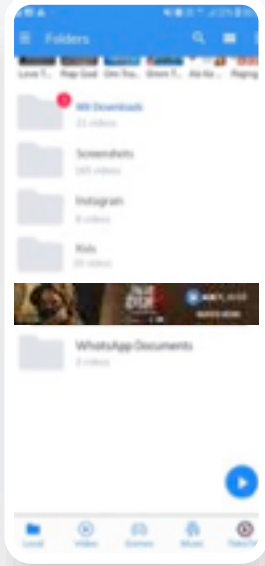


REWARDED VIDEO  
GAMING

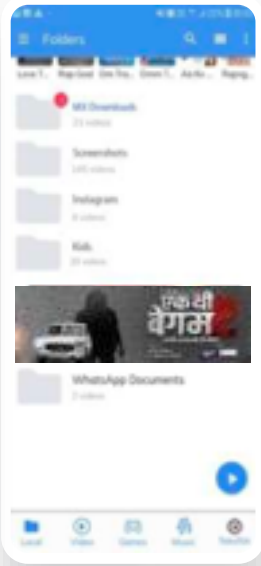


COMPANION WITH  
VIDEO AD  
AUDIO TAB

## MX PLAYER DISPLAY AD ASSETS



DISPLAY BANNER  
320X50



PRIME BANNER  
320X100



LEAD BANNER  
320X250



INTERSTITIAL  
320X480



CAROUSEL BANNER  
328X230



VIDEO DETAIL BANNER  
320X50



NATIVE OTT TRAY



OTT MASTHEAD



PAUSE BLOCK (300X200)



VIDEO OVERLAY

# DISTRIBUTION

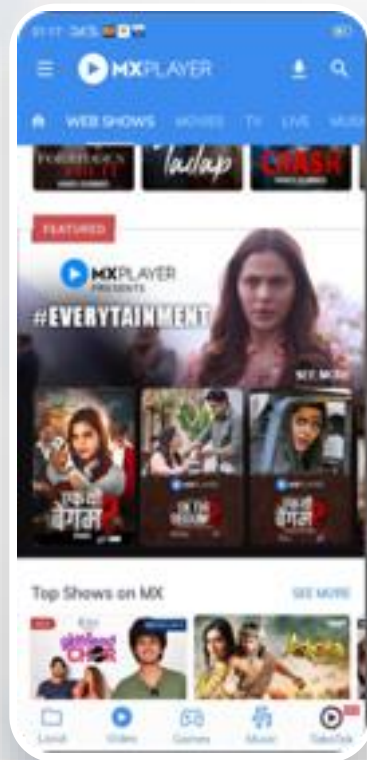
MX PLAYER can be used as a distribution channel for existing or new brand content thereby helping brand drive engagement, awareness as well as viewership metrics



## CONTENT DISTRIBUTION

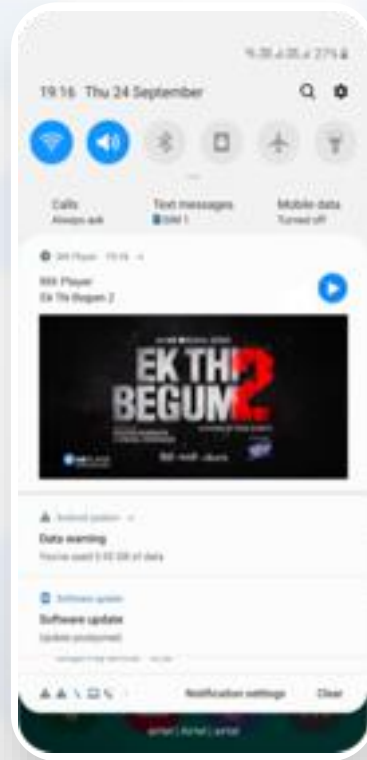
MX SERVES AS A DISTRIBUTION PIPE FOR CONTENT CREATED/CO-CREATED BY/FOR THE BRAND LIKE SHORT-FILMS ETC. TO DRIVE AWARENESS, HOW-TO'S ENGAGEMENT AND VIEWERSHIP METRICS

### CONTENT DISCOVERABILITY

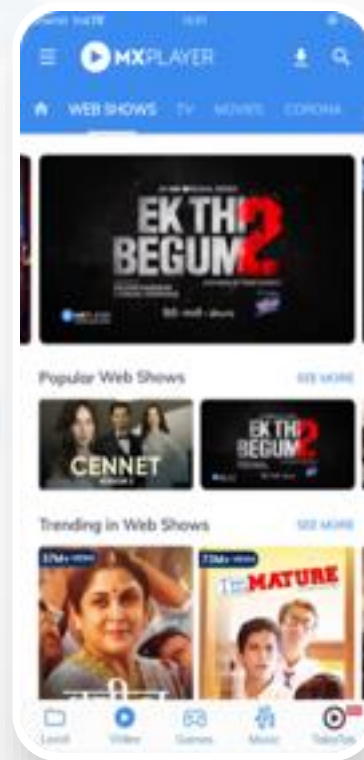


CONTENT FEATURE PANEL TO BOOST DISCOVERABILITY OF CURATED CONTENT

### CONTENT AMPLIFICATION



NOTIFICATION



CAROUSEL & CONTENT CARDS

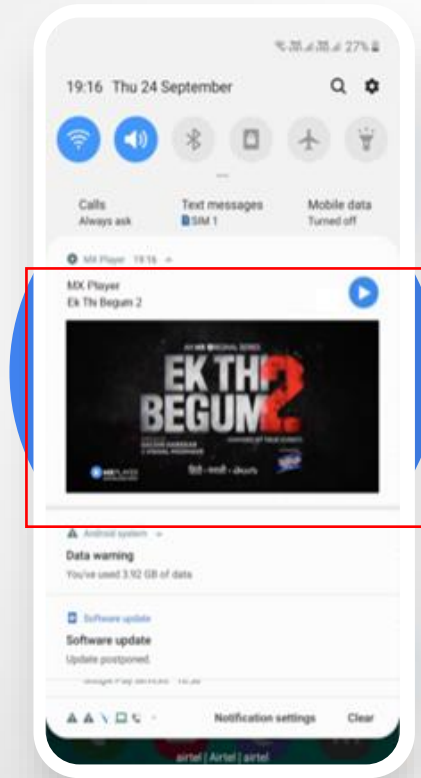


CONTENT HOSTED ON MX

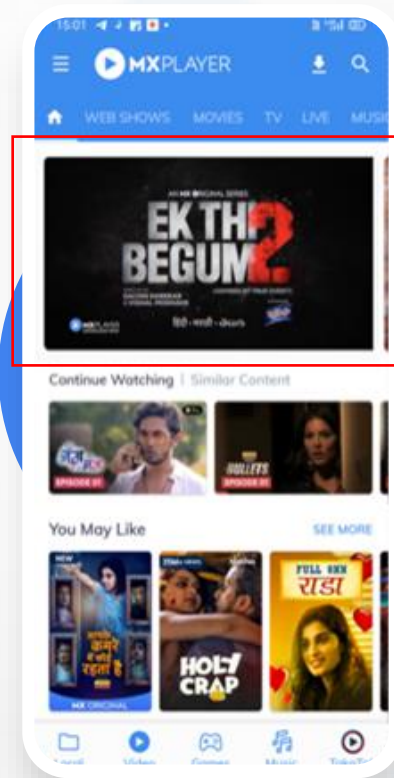


## LIVE STREAMING ON MX PLAYER

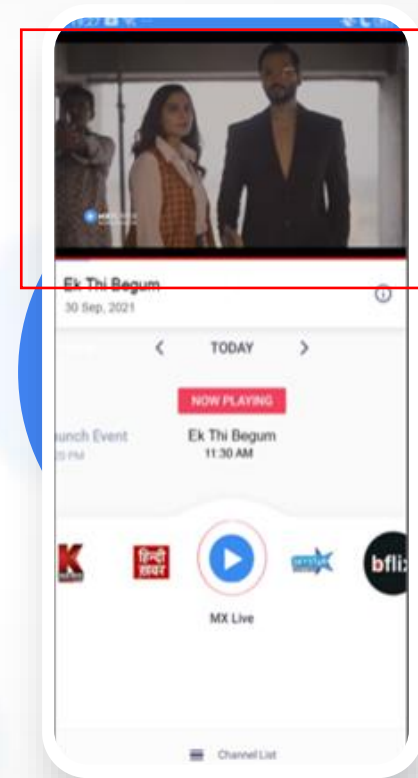
LIVE STREAMING OF BRAND EVENTS, LAUNCHES ETC. CAN BE DONE TO LEVERAGE THE SCALE OF THE PLATFORM AND ENGAGEMENT



NOTIFICATION



CAROUSEL ACROSS  
WEB & APP



CONTENT LIVE  
STREAMED ON MX

# Innovative & Custom Solutions



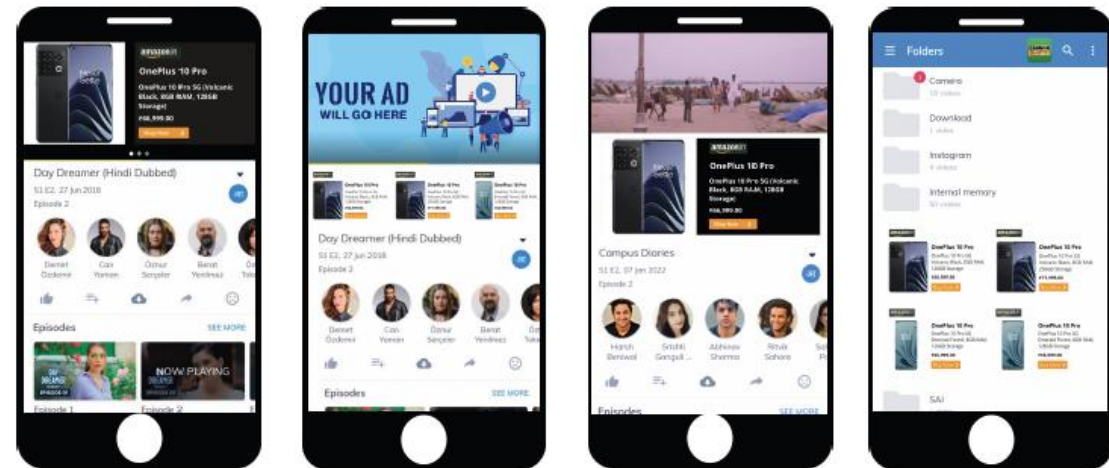
## PRODUCT GALLERY ADS

PROMOTE SPECIFIC PRODUCTS ON PREMIUM PLACEMENTS ON MX PLAYER TO SIMPLIFY PRODUCT DISCOVERY AND DRIVE ENGAGEMENT.

### PRODUCT GALLERY ADS

Product Gallery Ads simplify the product discovery process for users and help drive engagement. Brands can leverage these ads to **promote products in focus**. Users engaging with these products can be **seamlessly redirected to the respective Product Detail Page on app or web via custom links**.

Product Gallery Ads are primarily meant for the Ecommerce vertical. Brands can leverage this solution to promote their most popular products, promote, product launches etc.



Product Gallery Ads Placement

## ON CONTENT, IN CONTENT

PROMOTE RELEVANT PRODUCTS ALONGSIDE MX CONTENT

### SHOPPABLE ADS

Shoppable Ads feature relevant products along with our platform content through a Product Catalog API integration. Products from your catalog are dynamically matched to the content being viewed. Relevant products are showcased to users via a clean experience to drive engagement.



**MX Video Content with Shoppable Product Showcase**

## ON CONTENT, IN CONTENT

### SEAMLESS BRAND PLACEMENTS

#### WHAT IS IT

MX Player employs a partner AI & Graphic tech to seamlessly deliver photo realistic creation and placement of virtual products into MX Content. The technology creates 3D models to place products accounting for lighting, camera focus and also enables effortless localization.



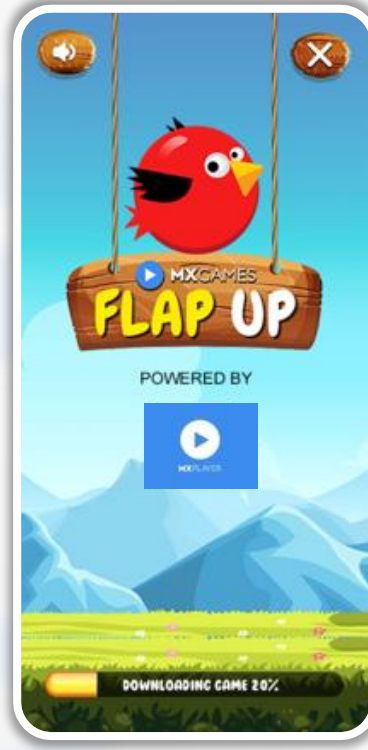
**Tech enabled product integration**

## GAMING SOLUTIONS

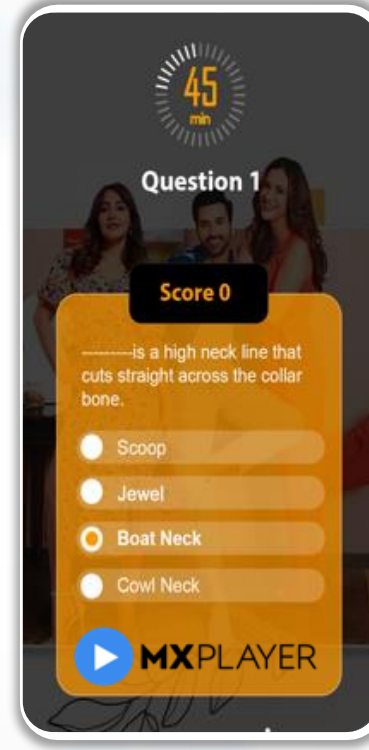
MX Games Studio can customize, create or license games, integrate the brand within games



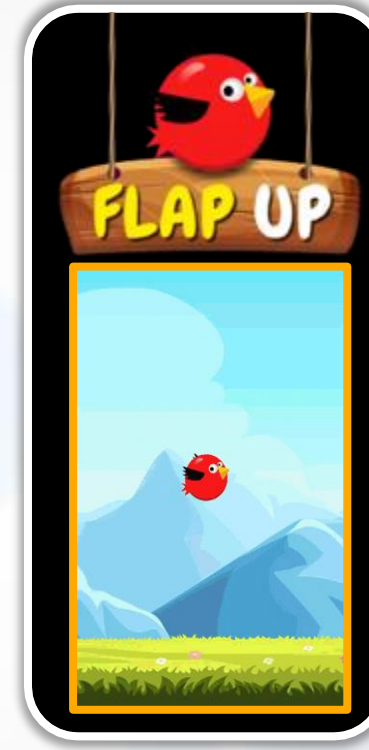
**REWARDED  
VIDEO**



**BRAND  
INTEGRATIONS**



**CUSTOM  
GAMES**



**GAME  
LICENSING**

# COHORTS & MEASUREMENT



## Impressions & Click Tracking



## Brand Lift Studies



## DMP Partners

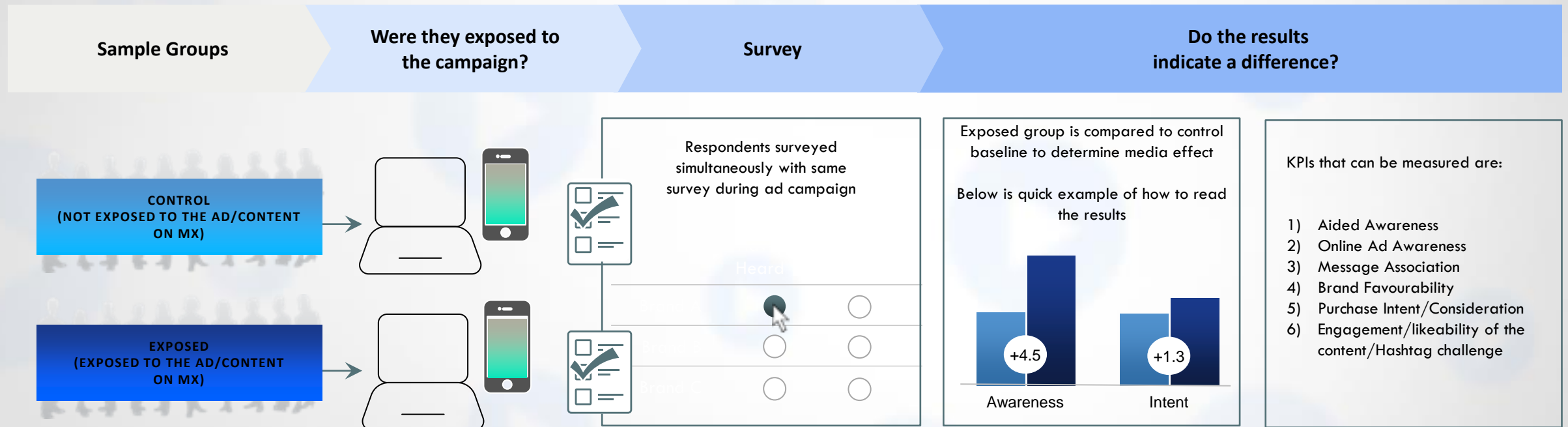


## Brand Safety, Viewability and Ad Fraud





## Internal Brand Lift Study Approach : To measure the impact of Video advertising and Content Integration on Brand KPIs



MX targeting capabilities allow for the maintenance of cohorts of relevant audience clusters, who are reached out to for the purpose of conducting the survey.

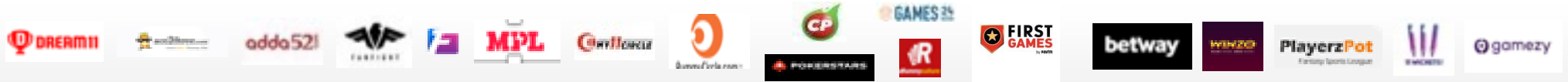
**Case studies**

**BRANDS LEVERAGING  
THE DEPTH OF MX  
AUDIENCE**

# MX ADVANTAGE

## TOP ADVERTISERS ACROSS CATEGORIES ON MX PLAYER

### GAMING



### FMCG



### FOOD & BEVERAGE



### E-COMMERCE



### OTT/MEDIA/ENT



### SOCIAL APPS



### HANDSET & TELECOM



# MX ADVANTAGE

## TOP ADVERTISERS ACROSS CATEGORIES ON MX PLAYER

### B2B Apps



### BFSI



### CONSUMER DURABLES



### RETAIL



### AUTO



### EDUCATION



### OTHERS



Depth of advertisers who have partnered with us for show sponsorship

## GAMING CLIENTS



## FMCG/F&B CLIENTS



## BFSI CLIENTS



## OTHER CLIENTS



**MX ADVANTAGE**

**LET'S CHAT..**