Understanding India's online video viewer

This year, India's online video viewing population is expected to grow to 500 million people from different regions, demographics, and socioeconomic backgrounds. To gain a better understanding of this growing audience, we interviewed over 6,500 viewers to learn more about their increasing watch times, content preferences, and growing desire for watching online.

Meet India's online video audience

1 out of every 3 Indians watches online video

Spanning demographic and socioeconomic segments, these viewers are:

59% Male

41% Female

73% 15 - 34 years old

27% 35 years and older

37% of India's online video viewers come from rural* areas

Video consumption cuts across access and languages

67mins
Average daily watch time

Even new internet users who've had access for <1 year are watching a daily average of 56 minutes.

With a variety of content and viewing platforms available, Indian online video viewers have plenty of choices.

About 4 platforms used regularly and another 3 occasionally.

Local languages are most preferred when watching online videos

Hindi	हिन्दी	54%
English		16%
Telugu	తెలుగు	7%
Kannada	ಕನ್ನಡ	6%
Tamil	தமிழ்	5%
Bengali	বাংলা	3%

Indians watch anytime, anywhere

Online video is watched in consistent amounts throughout the day.

24% 6am - 10am

28% 12pm - 6pm

28% After 8pm

Most video viewing happens at home, but watching on the go is a strong trend as well.

79% of viewing happens at home

21% of viewing happens on the go

The 4 Ps of motivation for watching

Pleasure 56% to enjoy, de-stress and fill time

(em)Power 20% to feel confident, in charge, expressive & free

Purpose 14% to progress

People 11% to connect and bond

Entertainment and learning content are popular with viewers

While entertainment continues to be a favourite,

43%

of online video viewing occasions in India are **learning based.**

Video viewing in India cuts across languages, platforms, and time of day. With increased access, watch time, and the popularity of viewing platforms, online video will only continue to grow. To reach this massive audience, marketers must explore all content types and tap into users' motivations for watching.

Methodology

The research spans across urban and rural India, urban town classes ranging from over four million to less than 100,000, all socioeconomic classes from A to E, 15-55 years of age, including both men and women. It covers over 6,500 respondents through a robust quantitative exercise. The study was conducted by Kantar, the world's leading evidence-based insights and consulting company, from July through September 2019. Data collection was done through computer-aided personal interviews.

Footnotes

Urban and Rural Classification as per Census:

Urban: All administrative units defined by statute as urban, such as municipal corporation, municipality, cantonment board, notified town area committee, town panchayat, nagar pallika, etc. are known as "statutory town." Further, statutory towns with a population of 1,00,000 and above are categorized as cities. Each town has to meet the following criteria:
• a minimum population of 5,000 persons
• at least 75% of the main male working population being engaged in non-agricultural pursuits
• a density of population of at least 400 persons per sq. Km. (i.e. 1000 per sq. Mile).

Rural: All areas other than urban are rural.