

voot
#AsliFans
Bigg Boss Edition



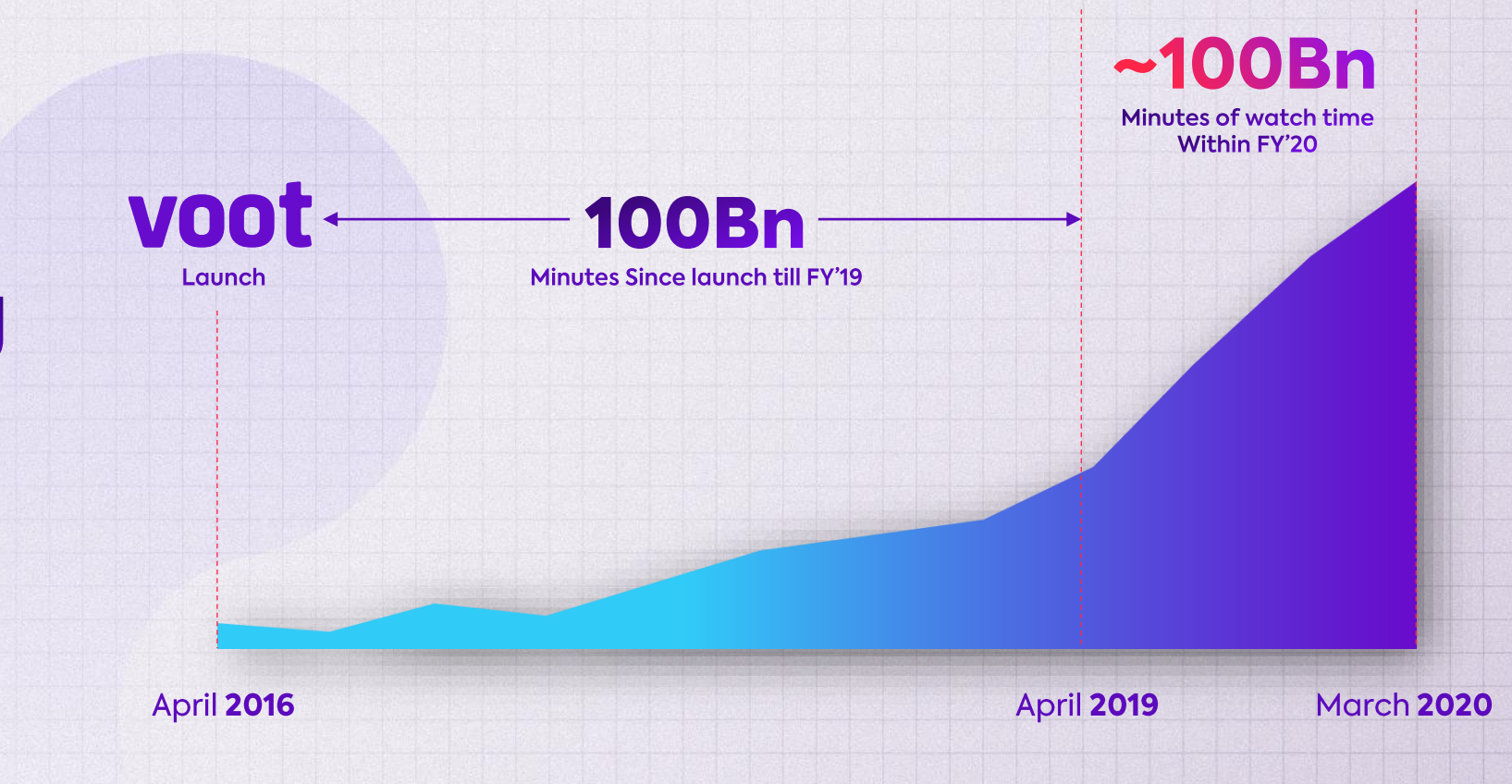
The Age of #AsliFans

#AsliFans don't just watch their favorite shows – they live the experience. They follow every move of their favorite stars, both in the show and online. They scout for and binge on happenings behind the scenes. And they are fearless – in sharing their views, fighting for their favorites or influencing the masses, all done sportingly.

Bigg Boss Season 13, with over 40 million watchers on Voot, unraveled the mighty prowess of #AsliFans on the world stage. That's because Voot heard them and made them heard, be it with giving them access to exclusive content or avenues for voicing opinion and voting. In this report, we relive and celebrate some of the trends etched by #AsliFans on Voot, their chosen home among the OTTs.



Voot, with consistent path breaking initiatives, has earned its **#AsliFans**



DIGITAL FIRST
REGIONAL LAUNCHES



DEEP VOOT
EXCLUSIVES LIBRARY



REFRESHED
VOOT UI/UX

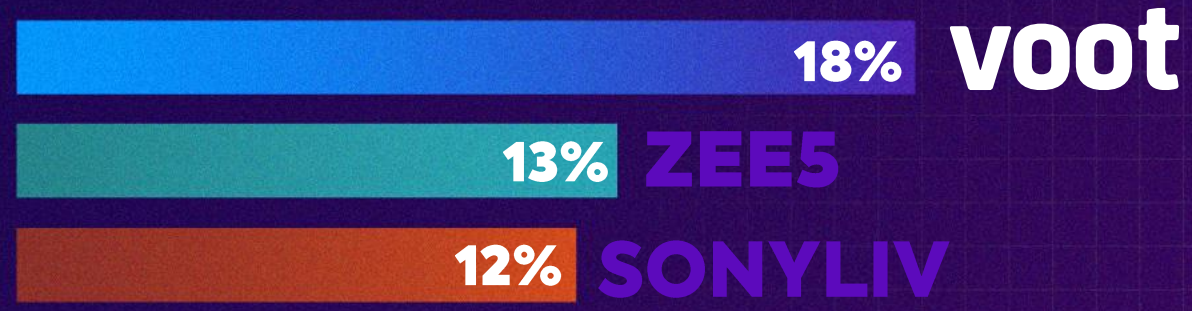


CUTTING EDGE TECH
& GAMIFICATION



DIVERSE CONTENT
GENRES

#AsliFans, returning the favor, crowned Voot the Bigg Boss of OTTs



PLATFORM ENGAGEMENT
(DAU/MAU%)



PLATFORM WATCH TIME
(in Billion min)

The #AsliFans movement beamed in its full glory upon arrival of India's biggest ever blockbuster show, Bigg Boss Season 13.

Here we are showcasing the five themes of our loyal viewers that give us a peep into how these digital millennials rewrote the entertainment rulebooks.

1

#AsliFans favorite habit:
Breaking records

2

FOMO struck,
#AsliFans thrive on
voot EXCLUSIVE

3

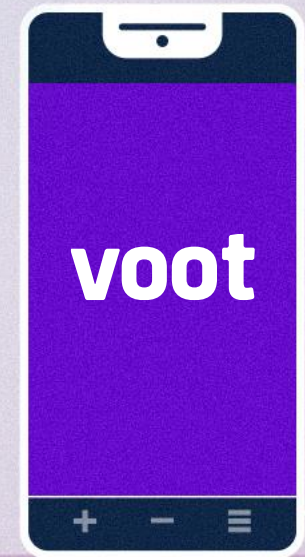
#AsliFans love to
express
in every way possible

4

They go
Vocal on social too

5

They extend their love to all Bigg Boss players, including the
Brands



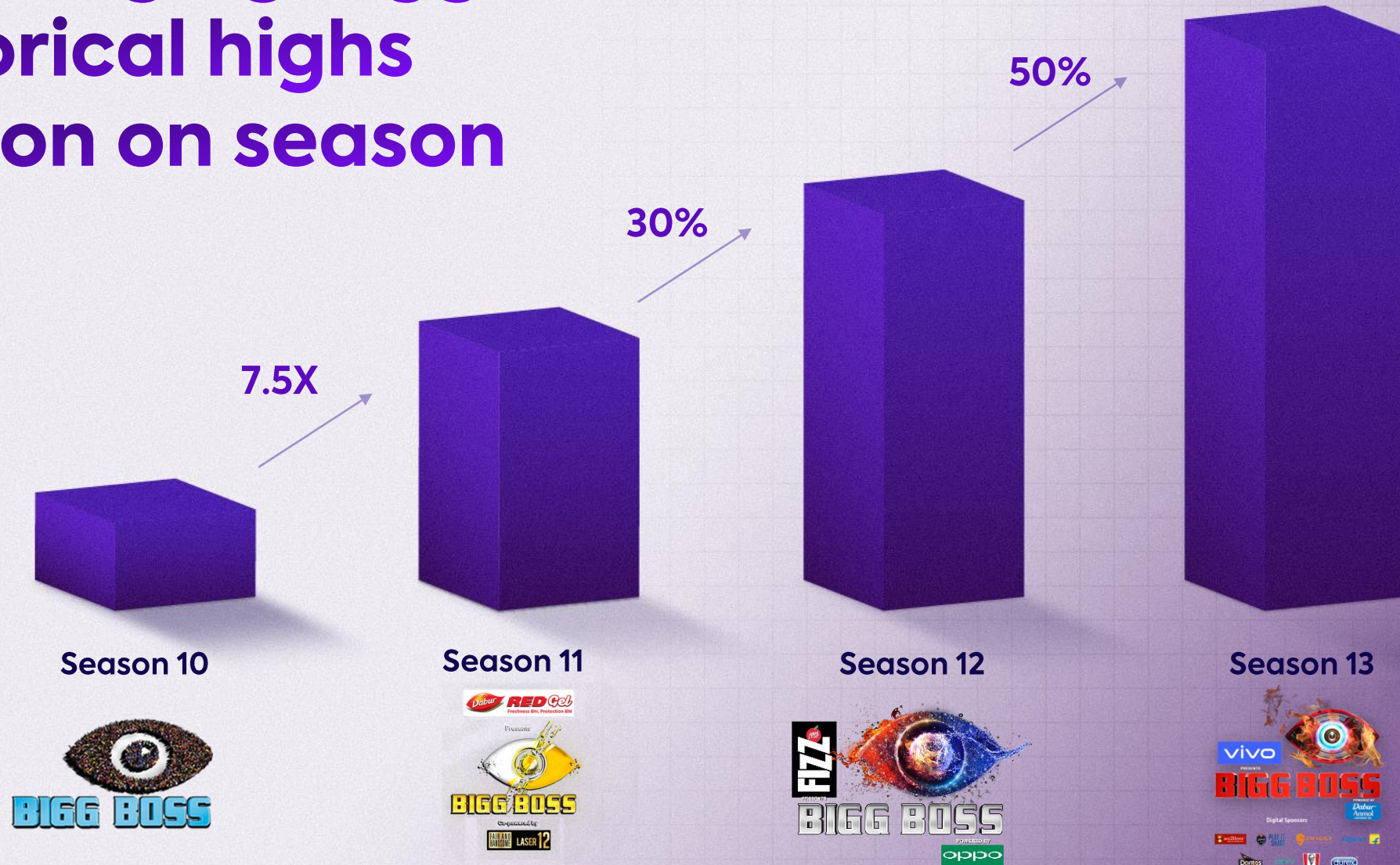
Theme 1

An unstoppable force,
tens of millions of
#AsliFans united to
make **Bigg Boss**
the **#1** show



Challenging Bigg Boss historical highs season on season

Views: 1.5 Bn



Year-on-year growth vis-à-vis previous season

vivo

PRESENTS
BIGG BOSS

POWERED BY
**Dabur
Amol**
COCONUT OIL



THE BILLION BIGG BOSS SEASON ON voot!

1.5 Bn
Views

~52 mins
Avg TSV per day

40+Mn
Viewers



Voot Sponsors



The Fans achieved **unparalleled scale**. Just to set the record straight...

1.5 BN views is

1.5X

the number of online
food delivery orders in
India last year



20 BN mins of watch time
is how long it takes to walk
around the globe

40,160 times!



40 MN viewers is

2.7X

the number of tickets sold
on BMS for last year's
most popular films:
Avenger-Endgame and Uri



Bigg Boss is **the biggest boss** amongst India's marquee properties

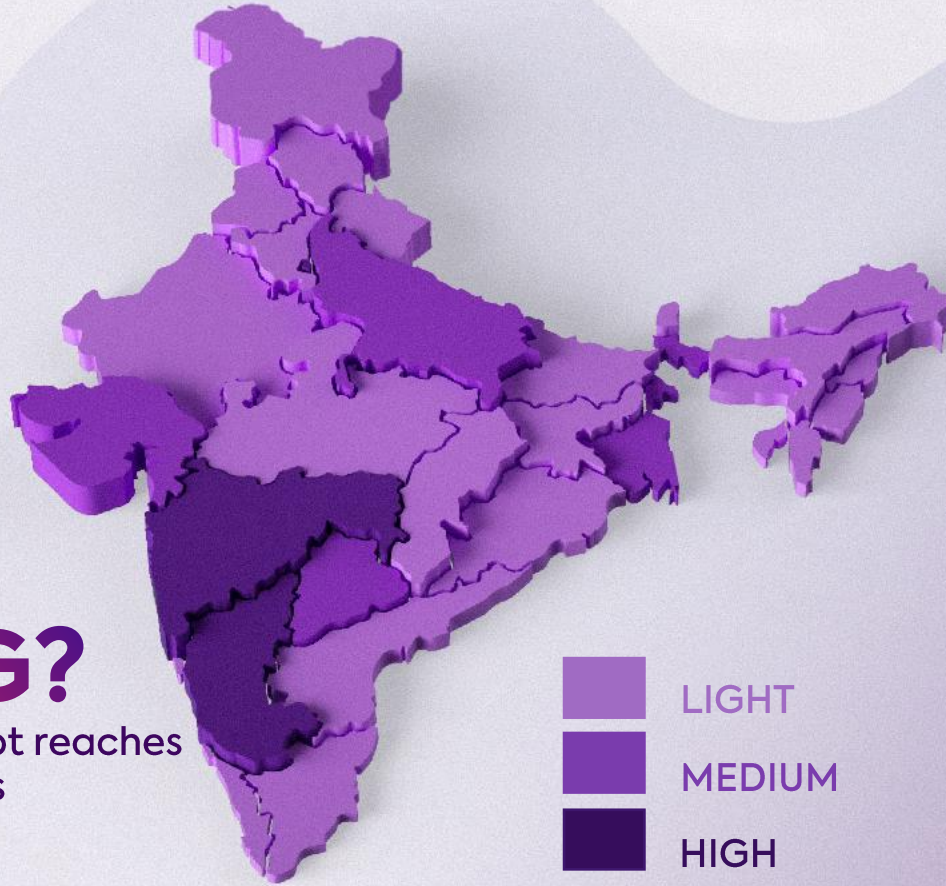


Apr'19 May'19 Jun'19 Jul'19 Aug'19 Sep'19 Oct'19 Nov'19 Dec'19 Jan'20 Feb'20 Mar'20

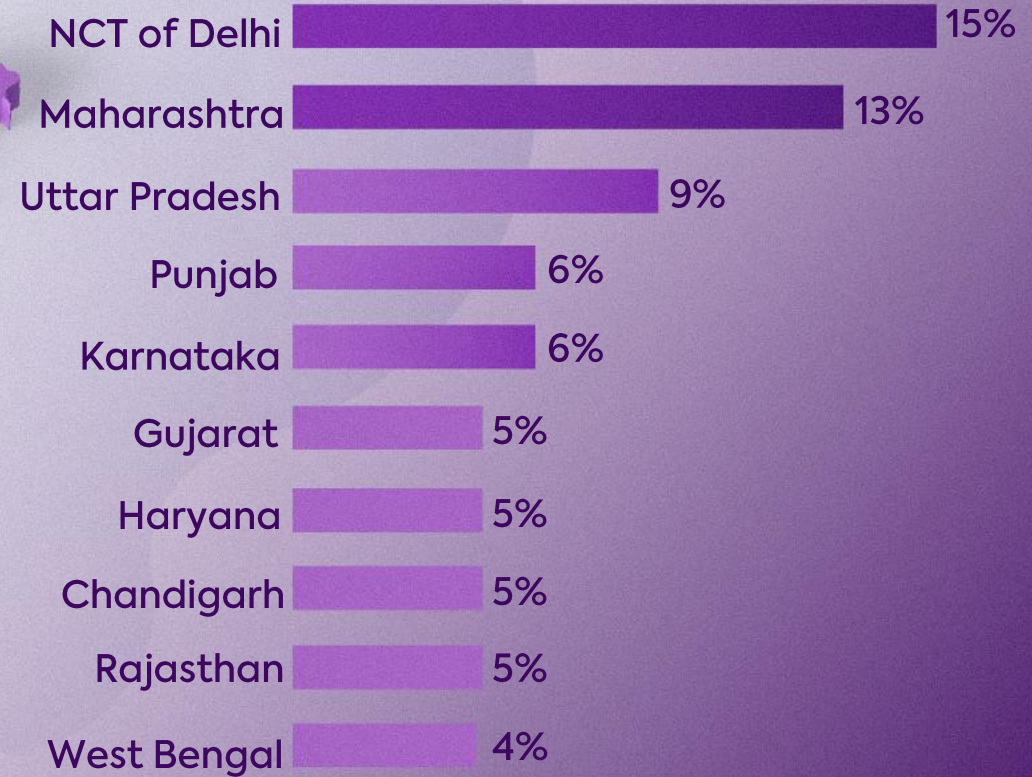
#AsliFans hailed from all nooks and corners of the country, literally....

HOW IS INDIA VOOTING?

A quick look at how Voot reaches over 1200 cities & towns across the country



Top States



5 lakh minutes of Bigg Boss S13 was streamed in Andaman & Nicobar islands, and Lakshadweep!
This is 5X growth in watch-time compared to S12. Yes, we meant when we said Bigg Boss #AsliFans are everywhere.

...and watch time
on VAN* grew up
300%
year on year



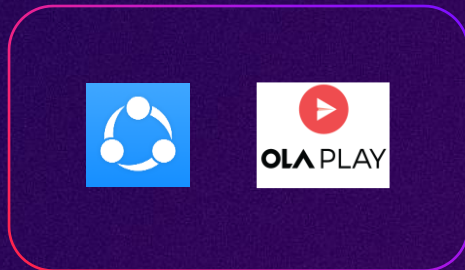
Non-Broadcast OTTs



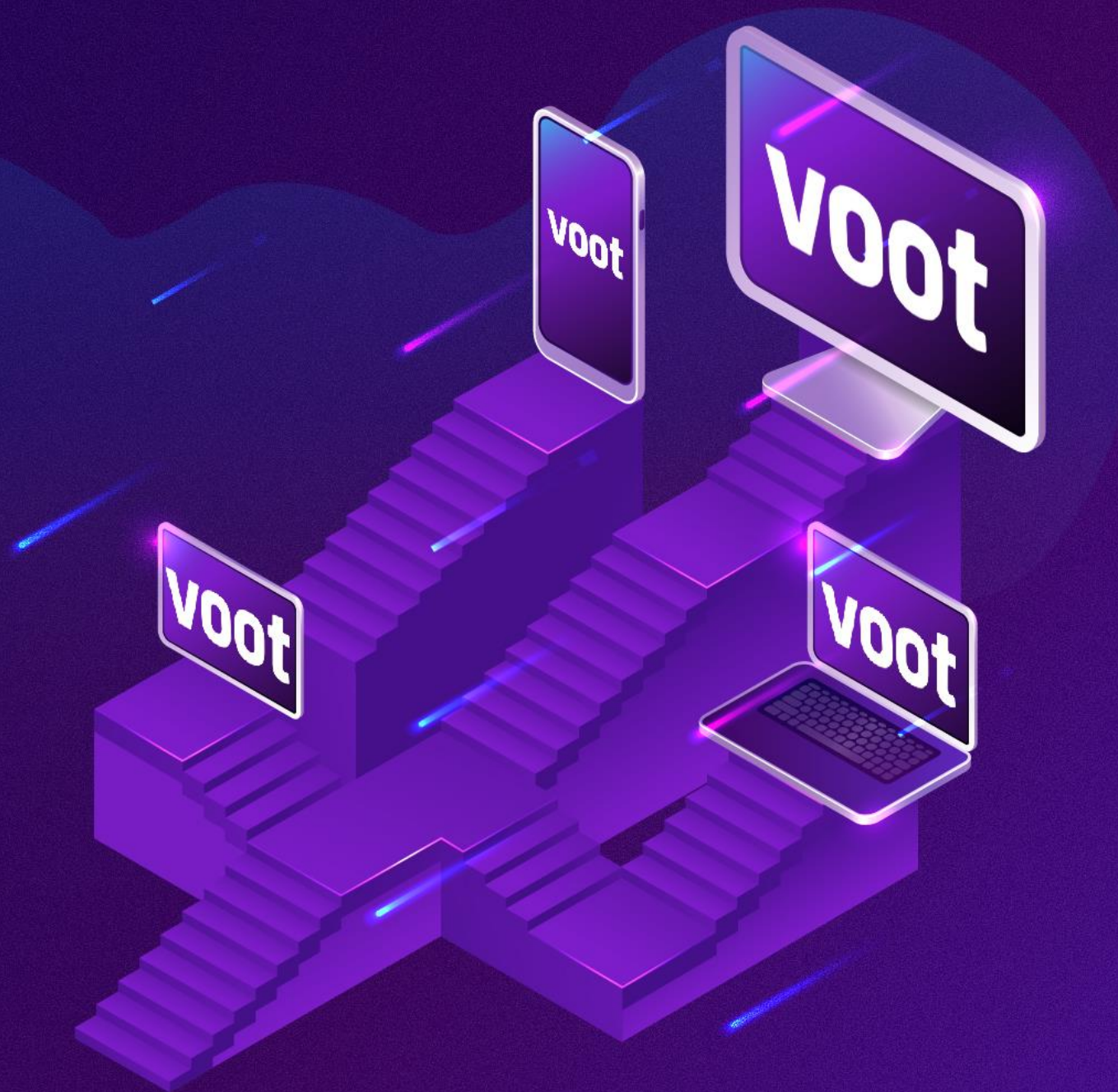
Telcos and DTH



TVs and Connected TVs



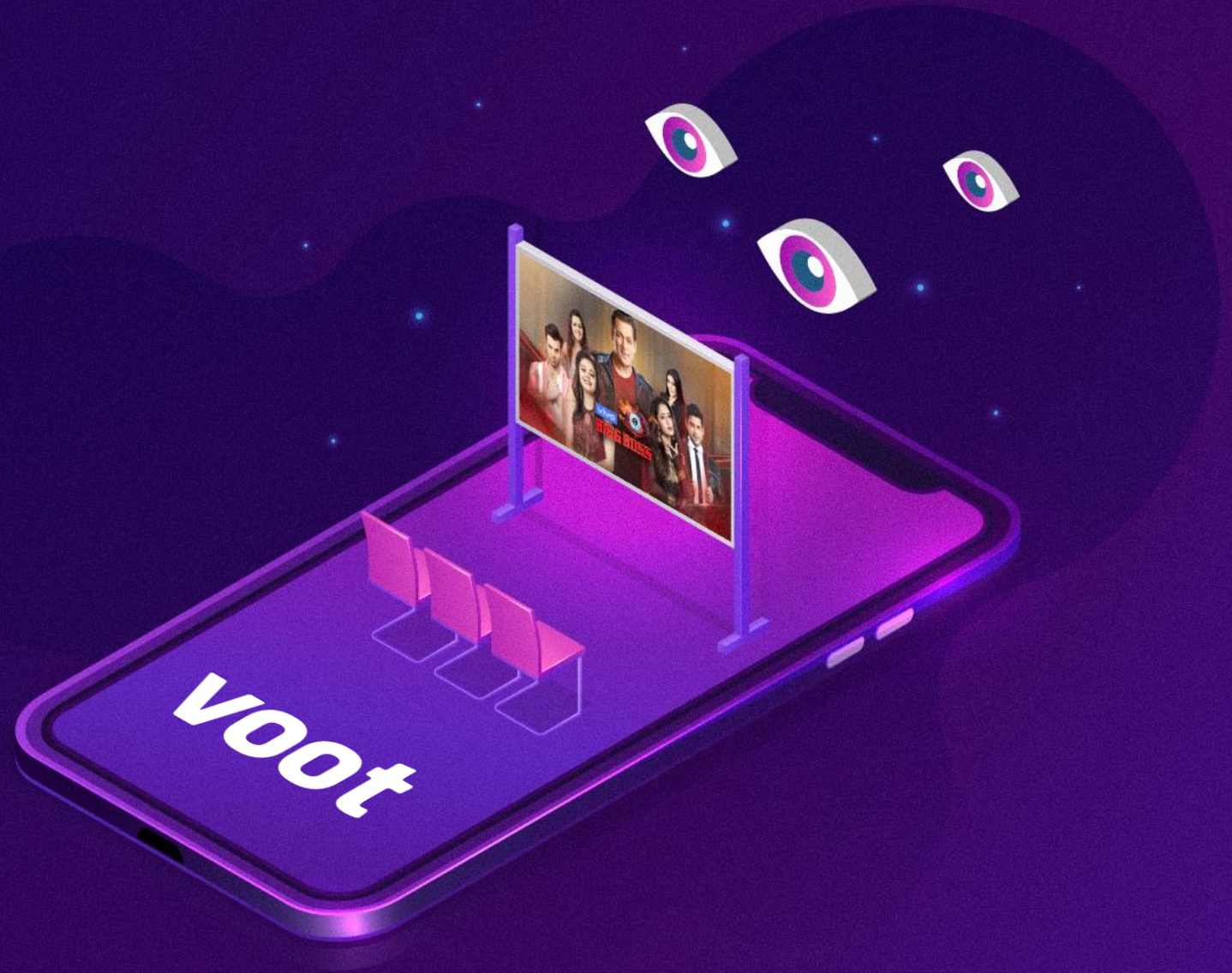
Utility Apps



*Voot Audience Network

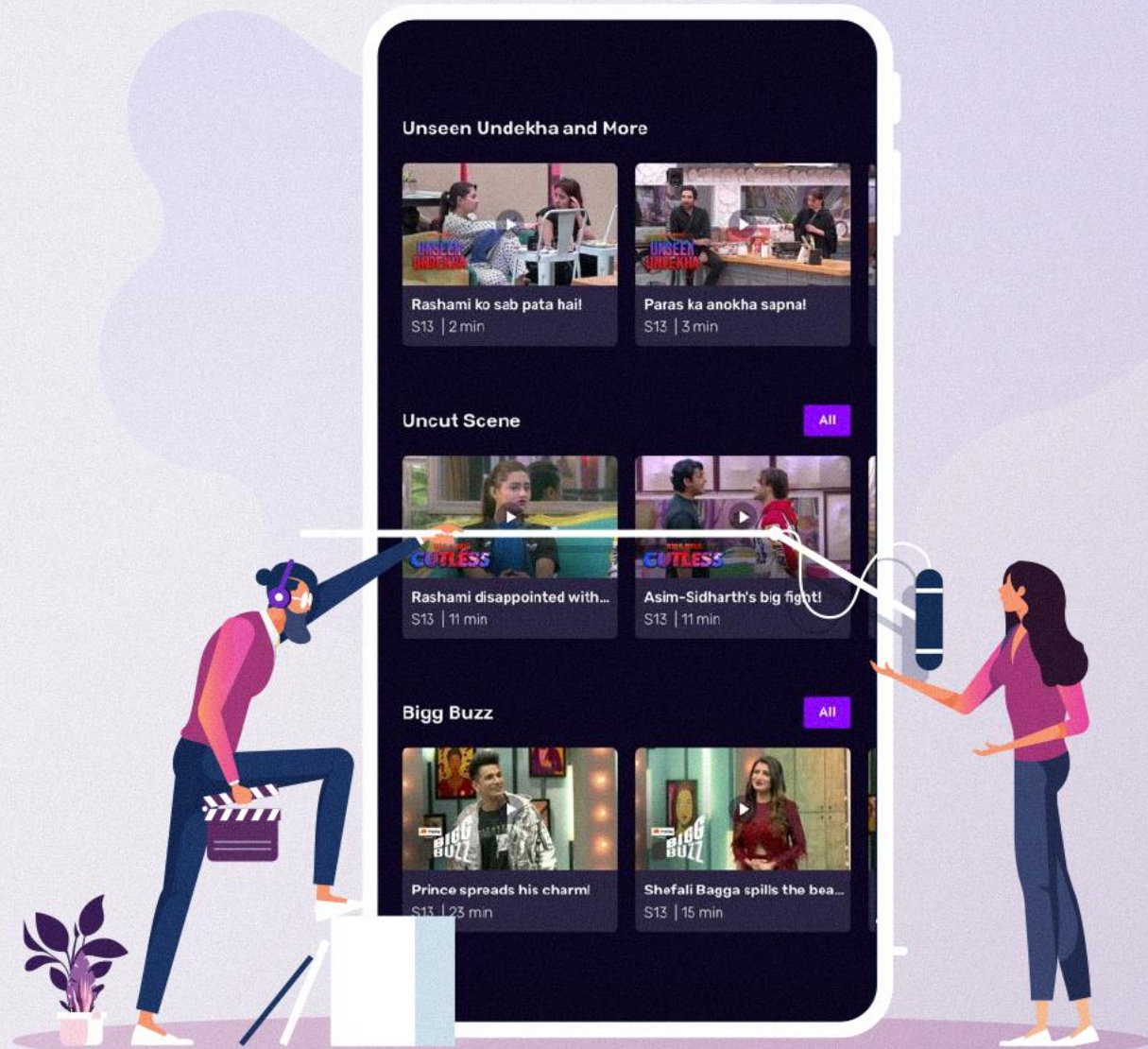
Did you know?

2 out of 3
#AsliFans
watch the
show **daily**
on Voot!



Theme 2

If Bigg Boss
knew
something,
they had to
know it –
all of it through
voot **EXCLUSIVE**



Voot Exclusive viewership among #AsliFans is growing annually...



40%



45%



56%



66%



% who consume both **vootEXCLUSIVE** and Full Episodes year-on-year

...with **Unseen Undekha** and **Cutless**, leading the way with 30% pie

3000+ clips across the season



Most watched Unseen Undekha clips

BIGG BOSS
UNSEEN UNDEKHA

Exclusive and never seen before content clips



Hotness by the pool!

BIGG BOSS
CUTLESS

Full scale unedited versions of scenes shown in the main episodes



Shukla Ji Ka Giddha!

Bigg Buzz

Our very own magazine format show with 3 successful seasons that capture the social media chatter!



2X growth

In S03 Views compared to S02



1 out of every 5

Full episode viewers watch Bigg Buzz before consuming fresh episodes



PLAY IT SMART

Did you know?



AGE GROUP

18-24

Females

were glued to **every moment** [95+% completion rate] of each unseen **#SidNaz exclusives**

AGE GROUP

25-34

Males

binged on near-to-blows men fights and Arti's captaincy struggles
Voot Exclusives





Theme 3

#AsliFans love to express. They made themselves heard and counted, every way possible

300+MN interactions between #AsliFans and Bigg Boss unlocked through a myriad of second screen experiences!

VIDEO VICHAAR

Got an opinion?
Upload a video through
Video Vichaar



CHUGLI BOOTH

Tell contestants who
their real friends and
enemies are with
the Chugli Booth



WEEKLY VOTING

Want to save your
favorite nominated
contestant?
Vote non-stop



LIVE VOTING

It's the Finale and
Live voting is THE way to
crown your winner!



PROPOSE

Want to propose to your
favorite contestant?
Send us your best attempts



PULSE METER

Picked your side in an in-
house fight? Rate them
on Pulse Meter



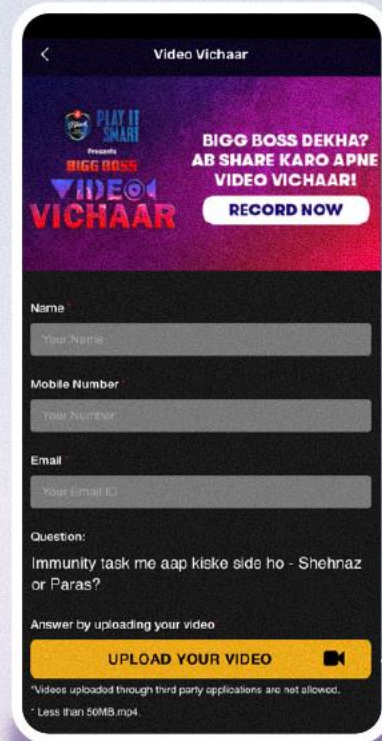
Did you know?

2X growth in votes
vis-à-vis S12



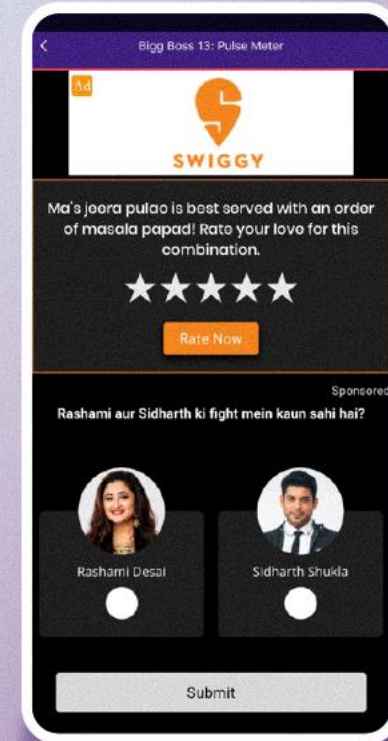
Voting

During every hour of BB Season,
#AsliFans added 17 mins of
Video Vichaar



Video Vichaar

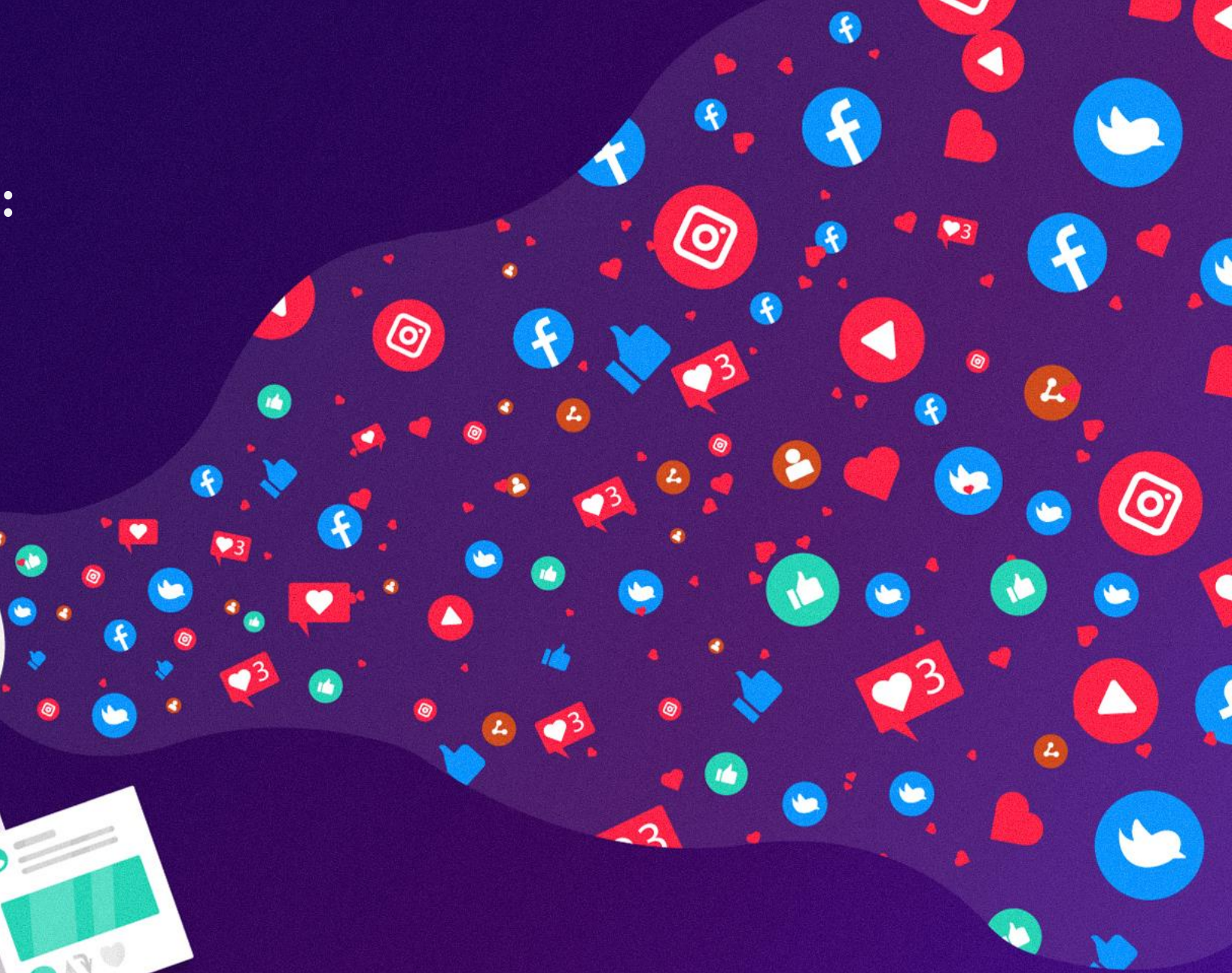
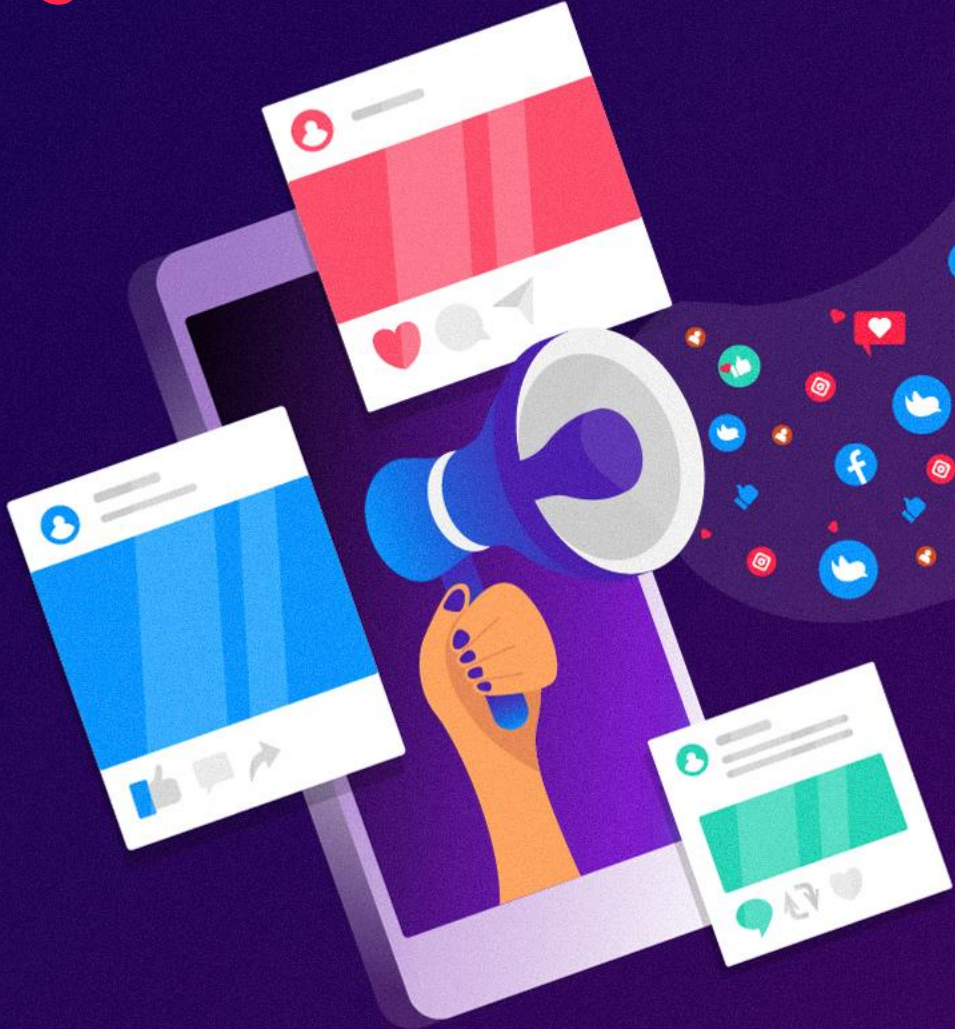
Every 2nd Asli Fan
chose Pulse Meter to
rate the contestants



Pulse Meter

Theme 4

#AsliFans' claim to fame:
Going vocal on social



Voot on social media became fans' favorite adda for everything Bigg Boss



Live tweeting with the episodes



Fan-Wars



Contestant trivia & back stories



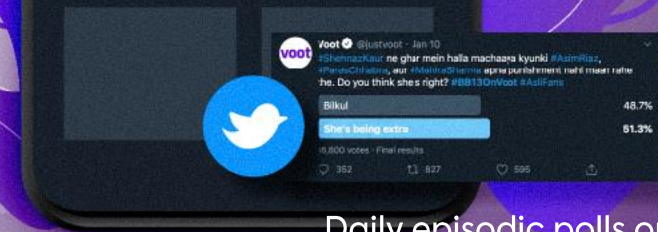
Branded #WeekendKaVaar contest for lucky winners to watch the weekend episodes live!



Ask me Anything for Voot Exclusives



Episodic breakdowns



Daily episodic polls on Twitter

#AsliFans ruled social media like no one had ever before

985+MN

Campaign Impressions

11+MN

#AsliFan Anthem Views*

95% SOV**

Brand and Campaign Mentions



16.8+MN

Views on #AsliFans Stickers



*Across platforms
**Feb'20, in OTT category

...and trended not just in India but also worldwide!



For you **Trending** News Sports Fun Er


Worldwide trends

- 20 · Entertainment · Trending
#AsliFans
243K Tweets
- 21 · Trending worldwide
#شوق_دادي#
2,949 Tweets
- 22 · Trending worldwide
#perşembe
15.2K Tweets
- 23 · Trending worldwide
#SamsunCityMallAvm
- 24 · Trending worldwide
#PrayforPrayuth
16.5K Tweets
- 25 · Entertainment · Trending
#BB13OnVoot
229K Tweets
- 26 · Politics · Trending
#Jamia
3,960 Tweets
- 27 · Politics · Trending
#BuhariResign

India trends

- 1 · Politics · Trending
#Jamia
5,418 Tweets
- 2 · Politics · Trending
#MahatmaGandhi
64.1K Tweets

In memoriam
Mahatma Gandhi remembered on Martyrs' Day



News18 and Swara Bhasker are Tweeting about this
- 3 · Entertainment · Trending
#AsliFans
248K Tweets
- 4 · Entertainment · Trending
#BB13OnVoot
234K Tweets
- 5 · Politics · Trending
#NathuramGodse
12K Tweets

News18 is Tweeting about this

Show more

Did you know?

Engagement rate on “**Asli Fans ka Winner**” social media campaign was 10X the average engagement

Bonus Trivia:
#AsliFans gave us **135+ unique reasons** for loving Bigg Boss on Voot!



Theme 5

#AsliFans are an engaged lot.

They extended the love, beyond content, to our **brand partners**

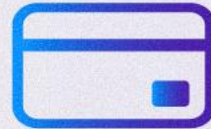


#AsliFans are digitally savvy and have **multidimensional** interests



74%

Shop online



60%

Use digital payments



53%

Love gaming



30%

are health conscious
and fitness enthusiasts



48%

Listen to music

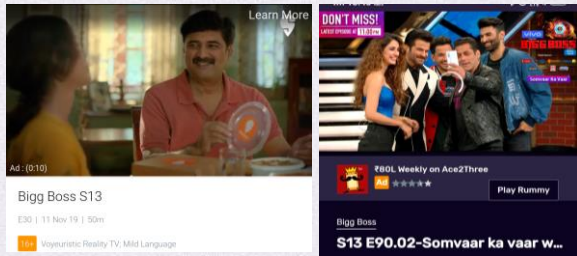


25%

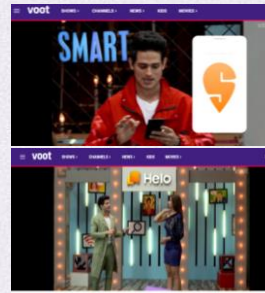
Date online

How brands got the **daily** attention of #AsliFans

Brand **video ads** and **clickable banners** while watching full episodes



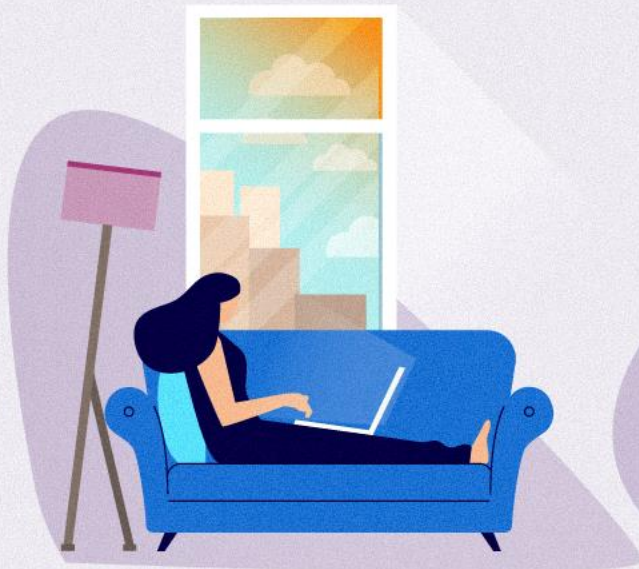
In-show integrations in Bigg Buzz



Seamless branding on interactivity formats



Riding on the **social contest** wave of #AsliFans



Bigg Boss chahte hai...aur Brands bhi!



Digital Sponsors



and more...

Inventory Advertisers



BIGG BOSS

SEASON 14

Making the big bigger
with Season 14:
Unlocking
Two Billion
views



BIGG BOSS
**UNSEEN
UNDEKHA**

BIGG BOSS
CUTLESS

**BIGG
BUZZ**

BIGG BOSS
EXTRA DOSE

VOTE NOW

BIGG BOSS
**VIDEO
VICHAAR**

BIGG BOSS
PULSE METER

Fantasy League

BB Quiz

Become **#AsliFans** with



For advertising, contact sales@voot.com