



DIGITAL

A limitless world, on the go

ZEE5 has remained at the forefront of building a next-gen entertainment movement with its deep tech stack and digital-first approach. Through our platform, access to content across genres has been made effortless, solidifying our position as one of the leading OTT platforms across both iOS and Android devices.

ZEE5, one of India's youngest OTT platforms, has quickly become a household name since its launch, emerging as the largest producer of Indian language content both in India and globally. Our expansion has been driven by multilingual storytelling and a diverse range of offerings that resonate with our audience. Backed by a strong digital-first, consumer-centric strategy and a robust content funnel, ZEE5 now boasts over

3,600+ films/movies, 1,600+ TV shows, 300+ originals and 5 lakhs+ hours of on-demand content across 12 languages. It holds a significant presence in India and is the number one South Asian streaming platform across international markets.

FY 2023-24 highlights

₹9,195 mn Revenue	89 Shows and movies released during the year, including 15 originals
-----------------------------	--



4.7/5

Rating on the iOS App Store



4.5/5

Rating on the Android Play Store



#ZEE5GameChangers

ZEE's vision to blend socially relevant topics and creative campaigns; some titles launched include *Tarla*, *Duranga S2*, *Lakkadbaggha*, *Ayali*, *Lost*, *Chhatriwali*, and more



ZEEplex

In CY20, ZEE5 became the first OTT platform to introduce TVOD (Transactional Video on Demand), offering viewers the flexibility to watch content of their choice for a fee. In FY 2023-24, the platform experienced remarkable success with its TVOD releases, with *Oppenheimer* generating an unprecedented response.

ZEE5 Global

ZEE5 Global, ZEE's international digital arm, saw substantial growth in FY 2023-24 through content, partnerships and marketing efforts. It maintained its position as the top South Asian streaming platform in the US, Europe and the Middle East for the third consecutive year (App Annie report, March '24, Active Users, 170+ countries). Achieving 2x revenue growth over two years. Further ZEE5 Global improved ARPU and

reduced costs. With a library of over 2,00,000 hours of South Asian content in 12+ languages, it connects South Asians worldwide with their culture and heritage.

In late 2023, ZEE5 Global launched ZEE5 Add-ons, consolidating multiple South Asian streaming platforms in the US. With nine partners already on board and more to come, ZEE5 Add-ons solidifies its position as the leading hub for South Asian content in the US market.

2 lakhs+ hours

South Asian content in 12+ languages

9 partners

Onboarded for content and more to come on ZEE5 Global Add-ons

