

PREMIUM CONTENT. PRIME RESULTS.

amazon prime × amazon ads

PIONEERS OF PREMIUM PROGRAMMING



**MOST LOVED &
CRITICALLY ACCLAIMED
LOCAL ORIGINAL SHOWS**

**WIDEST INDIAN MOVIE
SELECTION**
BLOCKBUSTERS TO CURATED GEMS

**ICONIC GLOBAL
SHOWS & MOVIES**

DOMINATING AWARDS AND CHARTS

300+ NATIONAL & INTERNATIONAL AWARDS

INDIAN LOCAL ORIGINALS



21 70th National Film Awards



16 2024 Filmfare OTT Awards



9 Asian Academy Creative Award



8 IFFM Awards

AMAZON GLOBAL ORIGINALS



68 Primetime Emmy Awards Nominations (2023)



16 Golden Globe Nominations (2023)



5 Academy Award Nominations (2024)

PRIME VIDEO IS THE #1 RECOMMENDED AND THE FIRST CHOICE BRAND AMONG OTT PLAYERS IN INDIA

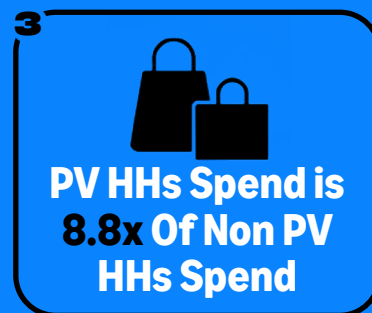
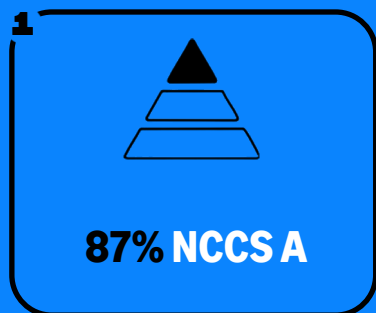
#SOURCE: HARRIS INTERACTIVE GLOBAL BRAND TRACK, AY 2024

**WITH A NET PROMOTER
SCORE OF 84, PRIME VIDEO IS
THE MOST CUSTOMER
RECOMMENDED STREAMING
BRAND IN 2024**

**1.25X MORE ENDORSEMENT
VS. THE #2 STREAMING OTT
BRAND**

Availability of ads in any piece of content is subject to Amazon approval. Title availability may vary by locale and dates are subject to change.

PRIME VIDEO IS THE DESTINATION FOR AFFLUENT AUDIENCES



Source: Amazon Internal.

45M+ REACH PER COMSCORE

Source : ComScore – Note the universe reported on is desktop users over the age of 6 and mobile users over the age of 18 years.
The data presented does not include CTV devices

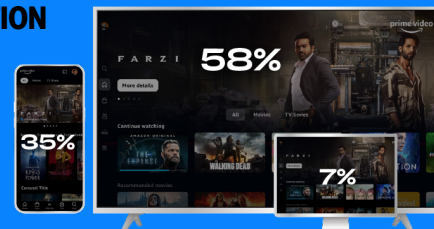
AVERAGE WATCH TIME PER DAY

BEST ACROSS ANY AD-SUPPORTED OTT SERVICE*;
1.5X BETTER THAN LINEAR GEC CHS.^

1 40
HOURS MINS.

Source: Amazon Internal | * vs 3P/IC Market-claims | ^ Source – BARC

CONSUMPTION HOURS BY DEVICE



Source : Amazon Internal

PRIME VIDEO AUDIENCE

KEY AFFLUENCE METRICS

VS.

OTHER AVOD AUDIENCES

UPSCALE CONSUMERS

times more likely to stay in premium / upmarket localities



4x

EARLY ADOPTERS

times likely to buy new technology & gadgets



3x

PROFESSIONS

times likely to be in a senior/middle management professional roles



2x

CONVENIENCE SEEKERS

times likely to shop from quick commerce apps



2x

Source: Nielsen Brand Health Track, Feb 2025 (Last 6M Behavior) these numbers indicate index of Prime Video customers benchmarked to AVOD customers

DIVERSE SET OF AUDIENCES

ACROSS GENDER¹ AND AGE²



64%
MALE

36%
FEMALE



87%
18-44 Y/O

Source: 1. Amazon Internal. 2. GWI – Waves 2024

PAN-INDIA PRESENCE

METROS AND TIER 1 & 2 TOWNS

70%

Source: Amazon Internal – Viewership dispersion by geography



ADVERTISING OPPORTUNITIES

1 In stream video Ads

Non-skippable video ads across pre-roll and mid-roll placements

2 Core Sponsorship

Movie/ Show level committed impression and "Presented by" bumper

3 Premium Sponsorships

Create unique and engaging experiences including potential in-show integrations, content vignettes, co-branding opportunities etc.

EXCLUSIVE INVENTORY PACKAGES DESIGNED TO ENGAGE WITH PREMIUM AUDIENCES



CTV PACKAGES

Engage with most affluent India 1 households on Prime Video CTV

MOBILE PACKAGES

Reach out India's super-premium India 1 mobile audience on Prime Video

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