

Who's Afraid of Apple TV+?

As Apple enters the world of original content, experts ponder its impact on its rivals - and the ecosystem. **By Sunit Roy**

RAJ NAYAK,

media expert and former chief operating officer, Viacom18



APPLE ENTERING THE OTT SPACE WAS BUT A NATURAL PROGRESSION. MOST TECH COMPANIES NOW WANT TO GET INTO THE MEDIA BUSINESS.

They have a huge base across the globe, with an upmarket target audience with spending power. There will be huge expectations and Apple TV+ will have to compete with the established players. In terms of competition (customer acquisition), Apple may first target existing Apple customers and also end up acquiring a few assets around the world.

However, I don't think established OTT platforms - such as Netflix, Amazon, Hotstar - need to worry. At the end of the day, success or failure will depend on the quality of content they deliver. My belief is that it will help grow the market rather than cannibalise it. This has been true in most product categories and entertainment is no different.

SAMEER NAIR,

chief executive officer, Applause Entertainment



THE MEDIA AND ENTERTAINMENT SPACE IS AT THE CUSP OF A NEW TOMORROW. THE ENTRY OF APPLE TV+

is an ideal catalyst in the digital revolution that's taking over the world. Unlike traditional television, the OTT space is non-linear and not limited by slots. Hence, I wouldn't say that OTT platforms should worry. They should be pleased because Apple TV+ is planning to build the TV of the future and collaborating with other streaming platforms to showcase their content. From my understanding, Apple TV+ is looking to work with streaming platforms like Netflix, Amazon, Hotstar, etc. They will feature content from Amazon Prime and Eros Now, which technically increases the market for OTT players and TV channels. With Apple's massive device and paying customer base across the world, this is an opportunity for international and Indian content to reach premium global customer.

JEHIL THAKKAR,

Partner, Deloitte India



THE OTT ECOSYSTEM IN INDIA IS STILL IN ITS EARLY DAYS WITH SEVERAL PLAYERS (OVER 35) NOW OPERATING AND CONSTANTLY

evolving. There is still ample room for new players to enter as the overall market is growing. To stay in the game, any market participant will have to have a long-term commitment and deep pockets to sustain that momentum. India is a mobile-first market; 83 per cent of the internet users use mobile phones as their initial access point for internet and hence, video. Smart TVs still have low penetration and depend on high-speed broadband at home - a market that is yet to mature. For the short-term, India will be a mobile market, but over the long-term - both will co-exist. Strong offerings at this point in time will only help grow the market through consumer behaviour change and greater adoption.

FRANK D'SOUZA,

partner - India entertainment & media sector leader, PwC



IN A HIGHLY COMPETITIVE MARKET, APPLE'S ENTRY WILL DEFINITELY IMPACT EXISTING PLAYERS. IT MAY HAVE AN inherent advantage due to gadget loyalists (iPhone owners) who may turn into Apple TV+ loyalists. Hence, it is not a question of whether to worry about such an entry. Every serious player's strategy and market plans do factor in new competition. However, the entry of a new player is unlikely to cannibalise existing OTT players' subscribers. It will potentially, in the short-run, give a fillip to the SVOD market. With an increase in disposable income, the ability to spend more on various media channels will definitely increase. On a long-term basis, the Indian market is large enough to support 2-3 large players and a few niche ones too. Who will eventually prevail will depend on the nature of the content, price points for subscription and ability to intelligently bake-in advertising within the content.