

# WOMEN AUDIENCE

ON  MX

## MX PLAYER LEADS THE SHOW WITH FEMALE AUDIENCE IN INDIA



## MX PLAYER IS THE #1 SCREEN FOR INDIA'S ENTERTAINMENT NEEDS

With over 236M Monthly Active Users, MX continues to be the go-to destination for all of India and all of entertainment.

Female audience on MX is growing exponentially with women consuming more entertainment than before and owning their right to me-time. Women from all walks of life come together on MX Player to be entertained and engage with content that resonates with them.



## HIGHEST FEMALE AUDIENCE ACROSS ALL OTT PLATFORMS

As per the latest Comscore data (March 2022), MX Player provides the highest reach among female audience across all OTT platforms. MX Player reaches over 57.5M female viewers, becoming the most preferred entertainment destination for the women audience in India.

### TOTAL UNIQUE VISITORS/VIEWERS

|               |  MXPLAYER |  Disney+ hotstar |  SONY LIV |  voot |  ZEE 5 |
|---------------|--|---|--|--|---|
| ALL FEMALES   | 57.5M  | 55.8M   | 8.1M   | 6.1M   | 17.3M   |
| FEMALES 15-24 | 24.3M  | 19.8M   | 1.9M   | 2.3M   | 4.9M  |
| FEMALES 25-34 | 15.4M  | 14.9M   | 2.2M   | 1.3M   | 4.4M  |
| FEMALES 35+   | 17.6M  | 20.8M   | 3.7M   | 2.4M   | 7.8M  |

\*Source: Comscore Data

## WOMEN ON MX PLAYER

**33%**

increase in female audience\* compared to Dec last year

**1.5X**

times video consumption^ by women compared to last year

**40%**

higher average time^ spent/user than men

**35%**

of consumption^ driven by female audience

\*Source: Comscore Data | ^ Internal Data

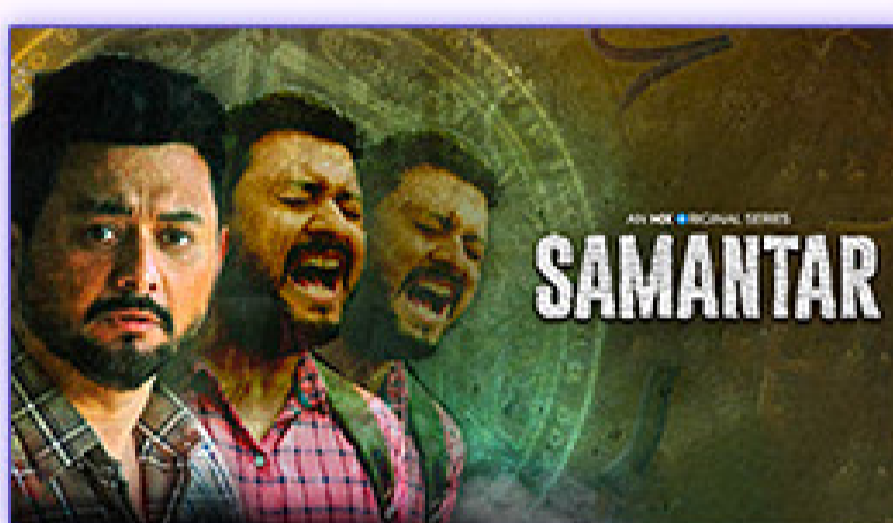
## TOP GENRES



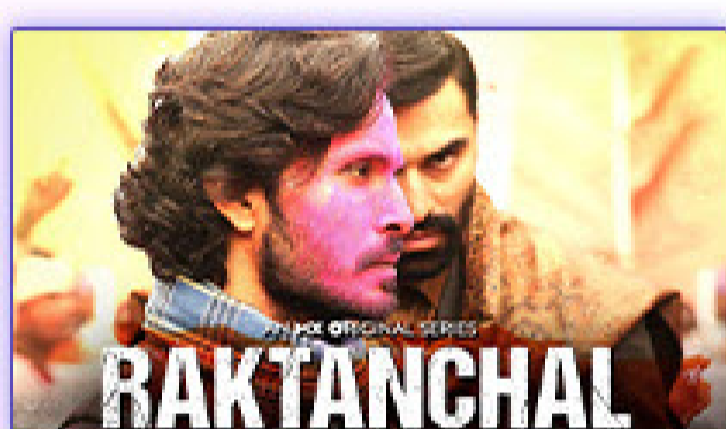
## CONTENT LEADERBOARD

### INTERNATIONAL SHOWS & MX ORIGINALS

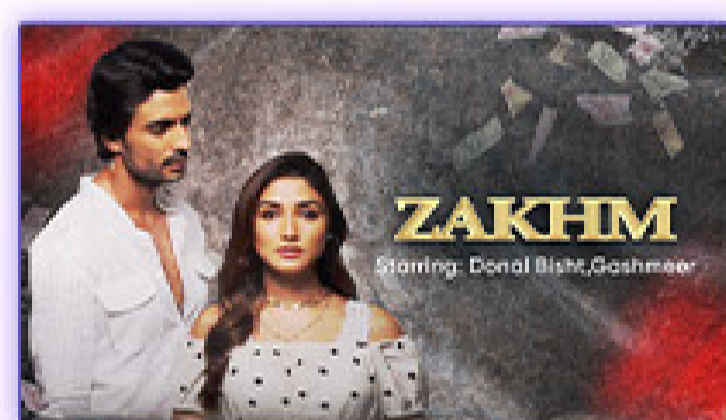
lead the content preference among women driving 84% of the watchtime



### TOP SHOWS AMONG WOMEN ARE



### EXCITING UPCOMING LINE-UP OF FEMALE-LED TV SHOWS



### TOP FEMALE CENTRIC BRANDS HAVE TAPPED THE MX OPPORTUNITY

NYKAA

whisper

OLAY

Pace

JOY

SOFY

streak

NIVEA

sunsilk

NIHAR

St.Botanica

WOW

Tide

Pril

EXO

unicharm

H&M

Clavia

RECODE

MYGLAMM

emami limited

ORRA

MELORRA

Scotch Brite

Come join the entertainment party on MX to reach an engaged and relevant female audience.

START ADVERTISING NOW!

Contact us at [sales@mxplayer.in](mailto:sales@mxplayer.in)