

CLOUD TV

# Spotlight'25

How India Watched, Discovered & Decided on Smart TVs?

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# About Us

CloudTV - India's First Smart TV Operating System developed by understanding the specific needs of the Indian TV market. Our goal is to expand the affordable smart TV universe in India and integrate into the TV supply chain seamlessly.



# Platform Scale & Reach

CloudTV has scaled at ~40% YOY from 2020–2025, reaching ~7M devices. Strong growth inflections in 2022 and 2025, followed by a sharp rebound in 2024–2025, highlight accelerating platform momentum.

HOUSEHOLD REACH INCREASED FROM

4.5M

DEC'24

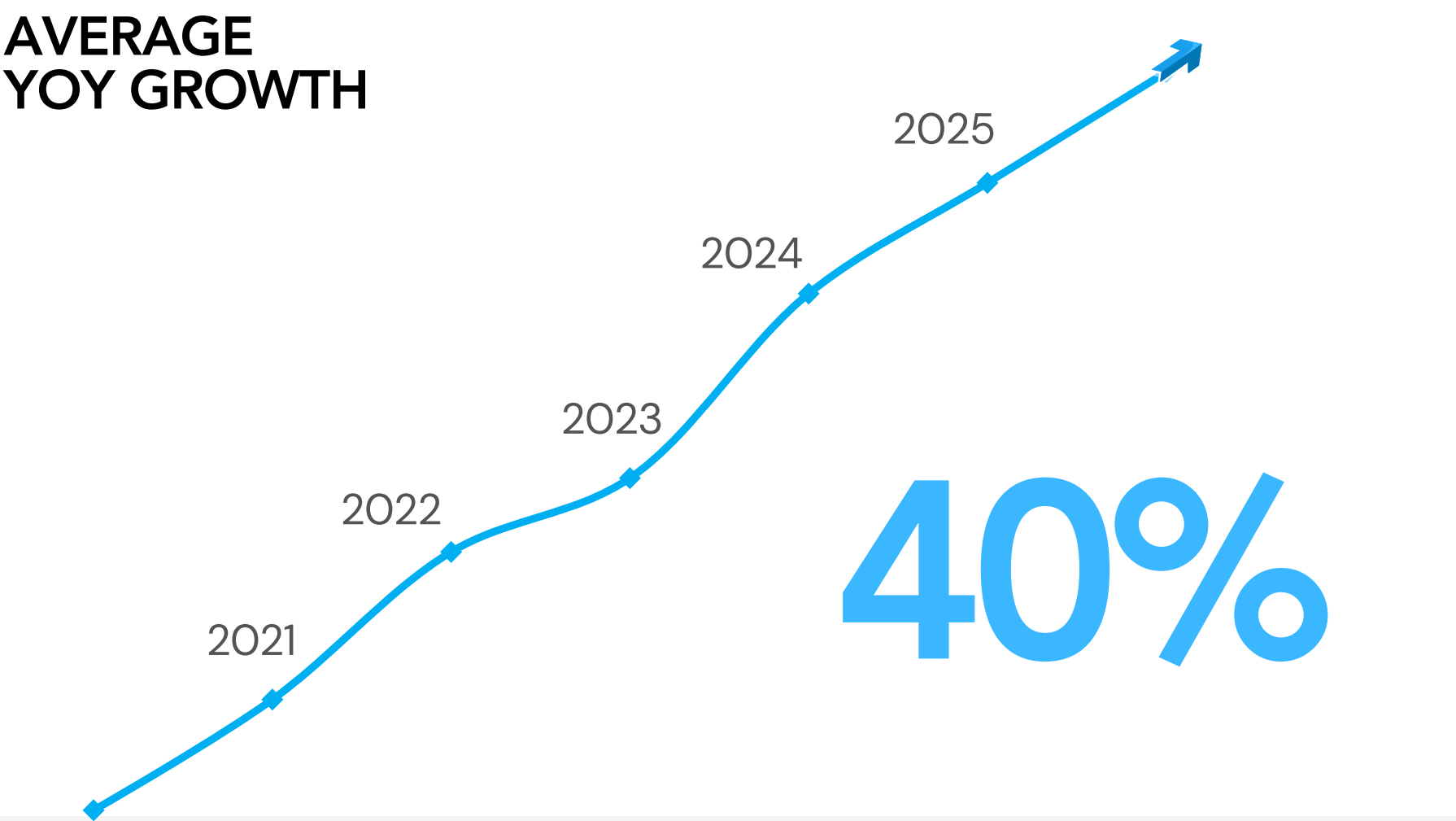
TO

7M

DEC'25

AVERAGE ACTIVE USERS

~3M





# CloudTV's Geographic Presence

CloudTV has a strong pan-India geographical presence, with active viewership across key regions and diverse consumption patterns.

## DEVICE DISTRIBUTION - CITY TIER

23.6%

TIER 1

76.4%

TIER 2-3

### NORTH 46%

Top Cities:  
Delhi, Lucknow,  
Jaipur, Noida

### CENTRAL 6%

Top Cities:  
Indore, Bhopal, Raipur

### EAST 5%

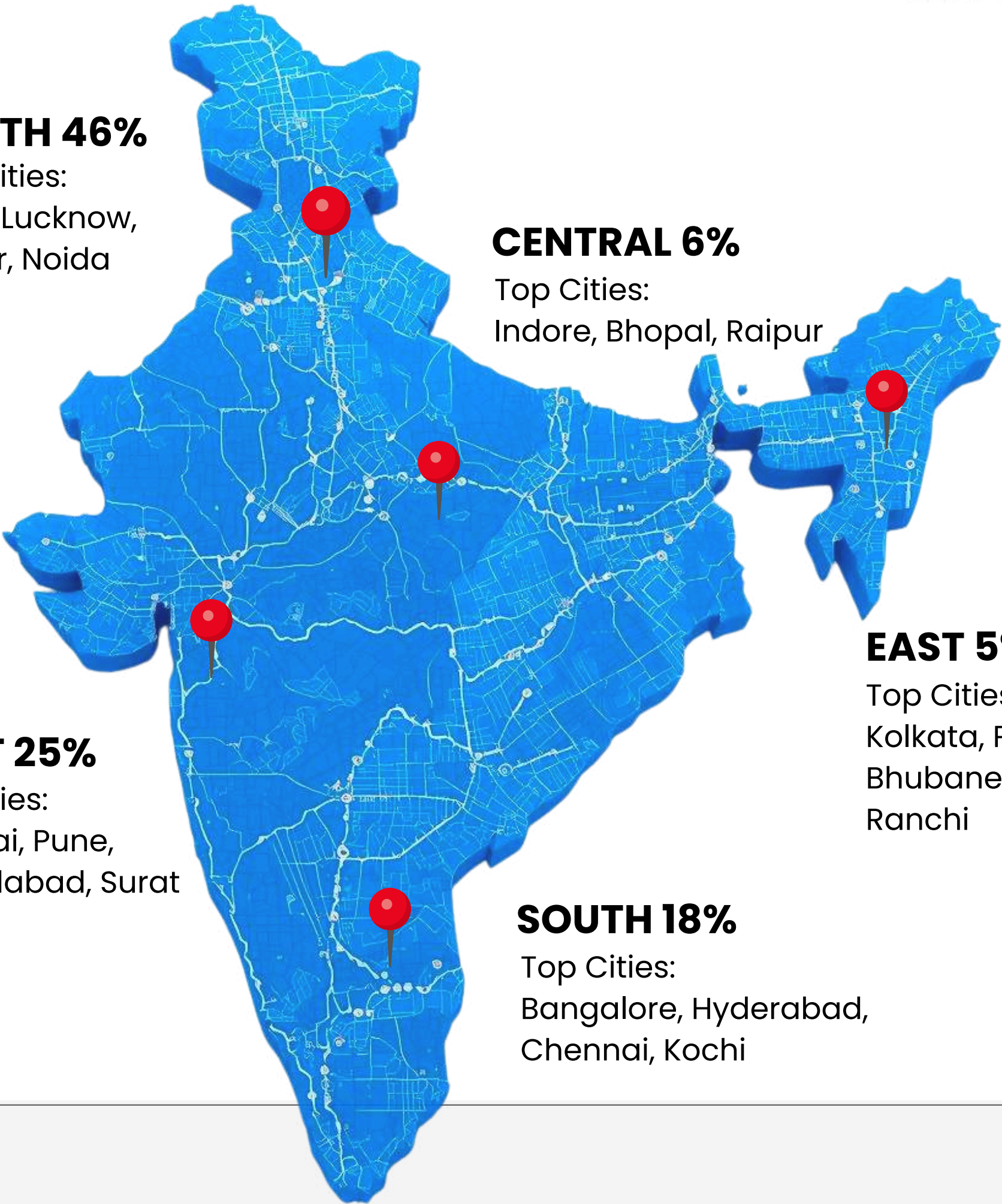
Top Cities:  
Kolkata, Patna,  
Bhubaneswar,  
Ranchi

### WEST 25%

Top Cities:  
Mumbai, Pune,  
Ahmedabad, Surat

### SOUTH 18%

Top Cities:  
Bangalore, Hyderabad,  
Chennai, Kochi



# CloudTV User's Content Journey

PRIME TIME : 6PM – 12AM

CloudTV users balance exploration and loyalty, with multi-app discovery per session and strong concentration around a core set of preferred apps.

CONTENT TILE V/S APP SPLIT (%)

60%  
users explore multiple content on the homepage

40%  
users exhibit direct app led viewing

SESSION DEPTH

2-3 apps opened per session (avg.)

\*TOP 5 - POPULAR APPS



\*TOP 5 - REGIONAL APPS ACROSS INDIA





# Most Watched Content

Home-screen discovery drives a majority of viewing, with users exploring multiple apps & Channels before settling into content.

## TOP GENRES DISCOVERED VIA HOME SCREEN

BREAKING  
News

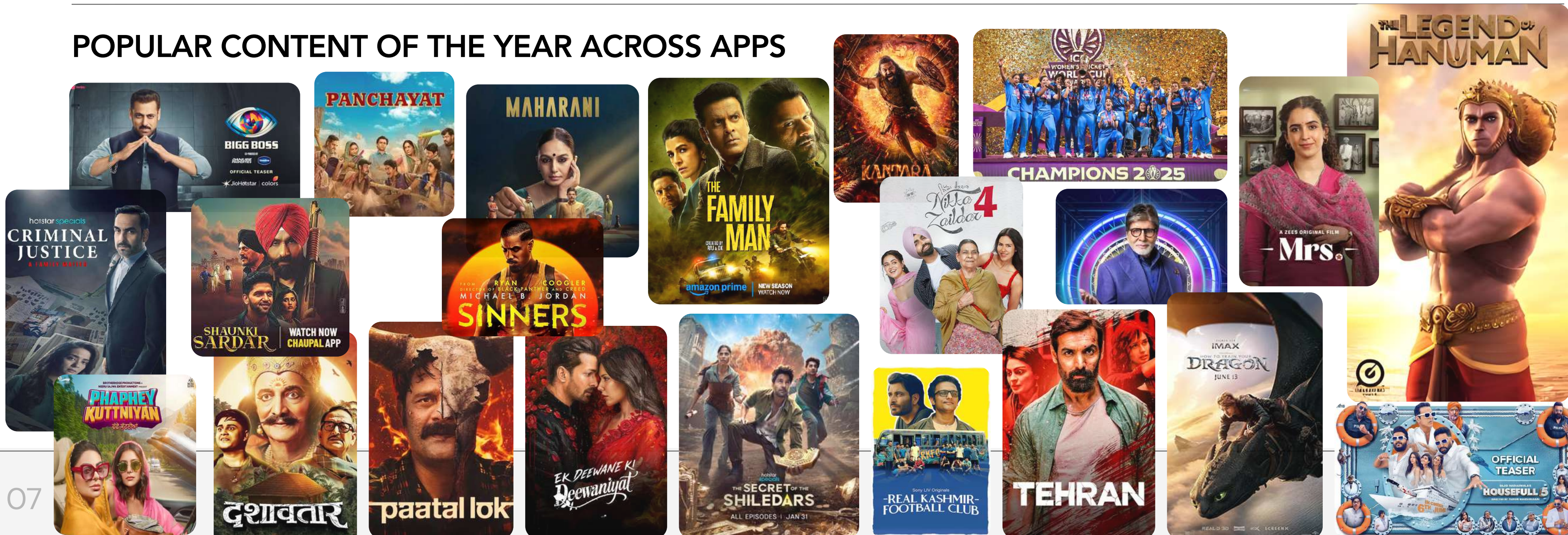
Sports

Drama

Reality

Action

## POPULAR CONTENT OF THE YEAR ACROSS APPS





# Most Watched Channels

## GLOBAL NEWS CHANNELS



## REGIONAL NEWS CHANNELS



## ENTERTAINMENT CHANNELS



## LIFESTYLE CHANNELS



## KID CHANNELS



Channels logos are not displayed in any particular order.



# FAST TV Growth Driving Scalable Advertising

FAST Channel ecosystem now spans multiple categories - giving advertisers precise targeting to highly relevant audiences.

**58%** → Audience spends time watching LIVE TV

**42%** → Consumes content via OTT / on-demand

Larger Ad Impressions with Avg. 210 mins of Watch time per session on FAST

**250+ Channels**



2024

**350+ Channels**



2025



# Impact on the Industry





## Combating subscription overload: Dish TV and Cloud TV OS join hands

*In an effort to curb subscription fatigue and improve content discoverability, Dish TV's OTT service Dish TV Watcho and the smart TV operating system Cloud TV OS have joined hands.*



Prasar Bharati's WAVES and CloudTV collaborate for nationwide smart TV reach



**CLOUDTV LAUNCHES 3D ADS, AN IMPACTFUL CTV AD INVENTORY FOR BRANDS**



## CloudTV partners with Magnite to launch CTV ad platform

The new platform includes programmatic advertising features such as Programmatic Guaranteed (PG) deals for fixed premium placements, Private Marketplace (PMP) access for curated inventory, and Real-Time Bidding (RTB) options.



**CloudTV strengthens content line-up by onboarding FAST Channel Swastik Stories**



**CloudTV Enhances Streaming Experience with Expanded Content from Aha TV, Mask TV, JOJO, KLiKK, NeoTV Plus, and TravelXP**



**CloudTV and MediaTek partner to reshape Connected TV OS industry in India**



# Words from Our Partners

# TV Brands



“Partnering with CloudTV has enabled Elista to deliver a simple, well-balanced smart TV experience. Their full-stack OS brings together leading OTT and utility apps within a clean, user-friendly interface. With open communication, timely support, and a strong understanding of local consumption habits, the partnership continues to run smoothly.”

**Mr. Pawan Kumar, CEO, Elista Smart TV,  
a division of Teknodome India Pvt. Ltd.**



“Our partnership with CloudTV provides NextView Smart TV with a complete OS ecosystem that seamlessly integrates apps, content, and UI. The NextView-branded launcher helps us maintain a distinct identity, while certified apps ensure consistent performance. Their approachable team, quick coordination, and strong market understanding make execution simple and efficient.”

**Mr. Nishith Mirani, Founder & Director, NextView  
Technologies India Pvt. Ltd.**



# TV Manufacturers



“We have partnered with CloudTV for several years, and their software has consistently added value across our smart TV portfolio. It delivers a smooth experience even on low RAM and ROM devices, with strong support for Indian OTT apps. Powering nearly 2.5 lakh Haver Electric TVs, CloudTV's responsive support and proactive team make them a trusted long-term partner.”

**Mr. Sanchit Dhawan, Director, Haver Electric Pvt. Ltd.**



“What began as a technology partnership has developed into a trusted working relationship over time. CloudTV's certified OS ecosystem, combined with hands-on support, enables smoother launches and faster integrations. Their familiarity with Indian viewer preferences helps us stay aligned with customer expectations and long-term growth goals”

**Mr. Gaganpreet Singh Malhotra, Director at MEPL Group**

# TV Manufacturers



“ Adsun and CloudTV's association has evolved into a steady partnership across multiple product cycles, delivering reliable TV software solutions and support at critical stages when it matters most. Their certified OS and branded launcher solutions enable us to offer differentiated, affordable smart TVs. Regular feedback loops and timely assistance continue to strengthen execution on the ground.”

**Mr. Sandeep Kaunshik, Managing Director  
at Adsun Electronics Pvt. Ltd.**



“ Longlife's association with CloudTV has evolved from an initial software engagement into a trusted, long-term partnership. CloudTV's certified OS ecosystem and collaborative approach enable faster execution from launch through post-sales support. Their responsiveness and understanding of local viewing preferences help Longlife continuously adapt as the market changes.”

**Mr. Rajiv Sharma, Director at Long Life  
Electronics Pvt. Ltd.**





THANK-YOU!