

ZEE5 is an online video streaming Over The Top (OTT) platform that competes with Netflix, Amazon Prime Video and Hotstar. With 12 navigational and featured languages across original features, live TV, catch up TV, lifestyle shows, children's programmes, exclusive short series and acclaimed plays - it's unlimited entertainment in the language that sounds like home.

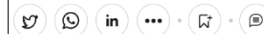
Public Relations and Communications Mandate: To promote business and technology developments including the launch of new content (web series and movies).

How Zee5 hopes to expand its SVOD base through payment innovations

The platform is taking steps to make the payment journey as simple as possible to ensure a wider base of paying subscribers...

Zee5 looks at a global play; to build a presence in 190 countries

The platform claims that it has 76.4 million monthly active users (MAUs) across Indian and global markets



AFTER TWO UNSUCCESSFUL ATTEMPTS AT VIDEO STREAMING, HERE'S HOW ZEE CRACKED THE OTT PUZZLE WITH ZEE5

In an increasingly cluttered video-streaming market, ZEE, one of India's oldest entertainment companies, is looking to delight users with premium digital content and cutting-edge technology.

Sohini Mitter • 1245 Stories



Monday June 17, 2019, 5 min Read

ISRAEL STARTUP APPLICASTER INKS FIRST-OF-ITS-KIND BUSINESS PARTNERSHIP IN INDIA, TO REVAMP ZEE5 APP

Applicaster is one of the 14-odd Israel tech companies Zee5 has tied up with to fix core functional and experiential issues in its app. The OTT platform wants to reach 100 million users by the end of 2019.

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Monday June 10, 2019, 2 min Read

ZEE5 PLANS AN ENCORE OF NETFLIX, TO HAVE MOBILE-ONLY TARIFF

ZEE5 will be testing a mobile-only pack for consumers who want to watch content on-the-go at cheap prices and with limited ads, CEO Tarun Katial told PTI.

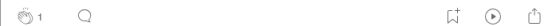
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How ZEE5 is making strong inroads into tier-2 and tier-3 markets

Being a late entrant, ZEE5 built its business on the back of language content. This strategy has enabled the platform to make strong inroads into tier-2 and tier-3 markets

OTT Platform ZEE5 Turned Its Mobile Website Into A Progressive Web App (PWA) For 5.X Web Reach

CIS Amit Agrawal • Follow
4 min read • Jan 20, 2020



With the launch of PWA, OTT platform ZEE5 experienced a big change by turning the mobile website into a progressive web app. This has enhanced customer experience as well as increased acquisition manifold across markets. This helped in increasing the reach among people from urban to rural areas.

Developed content and media statements for 100+ stories and increased PR AD value by 270% within one year after the launch of ZEE5 OOT entertainment platform.

AltBalaji and Zee5 announce content alliance, to co-create over 60 originals

The two platforms have come together with an aim to grow the subscription video-on-demand business

MONEYCONTROL NEWS | JULY 29, 2019 / 07:38 PM IST

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Zee5 partners with Moat and Nielsen DAR, offers measurability in OTT

Through the integrations, the platform will now offer third-party measurable and result-oriented campaigns to its advertisers

ZEE5 ties up with SITI Broadband to increase reach of premium content

ZEE5, the digital streaming arm of Zee Entertainment has partnered with SITI Networks Limited of the Essel group to deliver its online streaming services to the latter's broadband subscribers. The association will allow SITI Broadband subscribers to avail ZEE5 content as a value-added service.

ZEE5 partners with Panasonic India

ZEE5 has been bolstering its outreach into the Smart TV viewer network through a robust pipeline of similar alliances including CloudWalker, VEWD, Xiaomi MiTV, Samsung, LG Smart TV, and the more recent OnePlus TV and Videotex TV

ZEE5 gets Amazon Pay on board as payment gateway partner

The OTT platform also has Paytm, MobiKwik and PhonePe as payment gateway partners

ZEE5 partners with Eurostar group in the Middle East to roll out Offline subscriptions

Customers in UAE and other GCC markets can now buy any ZEE5 subscription pack by simply walking into their nearest Eurostar retail outlet and choosing between ZEE5's daily, weekly, monthly and annual subscription packs



ETBrandEquity
Published On Aug 20, 2019 at 12:35 PM IST

Read by:
1077 Industry Professionals

ZEE5 and ALTBalaji announce content alliance

1 min read • 29 Jul 2019, 12:09 PM IST

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Lata Jha

As part of the association, ALTBalaji will maintain an exclusive partnership with ZEE5. ZEE5 subscribers will get seamless access to ALTBalaji's originals in addition to existing ZEE5 content

ACT Fibernet partners with ZEE5 to expand OTT offerings

As part of the partnership, ZEE5 will be listed on ACT Fibernet portal where existing customers can access premium content on the basis of their subscription status

Zee5 Adds 5.2 Million MAUs In Q4FY19

By Aditi Agrawal Published May 28, 2019

ZEE5 and Wework Host Discussion on Changing Landscape of The Digital World

by MN4U Bureau — October 15, 2019 in Featured, Events, Mobile/Digital

Reading Time: 5 mins read

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ZEE5 and Apigate announce partnership at Mobile World Congress

by MN4U Bureau — February 25, 2019 in Featured, OTT Reading Time: 2 mins read

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ETPrime

Zee to go OTT-only in Europe, Australia; plans to pull plug on linear service