

CLOUD TV

helps its OTT Partners
boost engagement rate with
Innovative Content
promotions.



The Problem

Content Overload

With content clutter on the rise, users are now spending more time searching for content than watching it.

Lack of Content Discovery

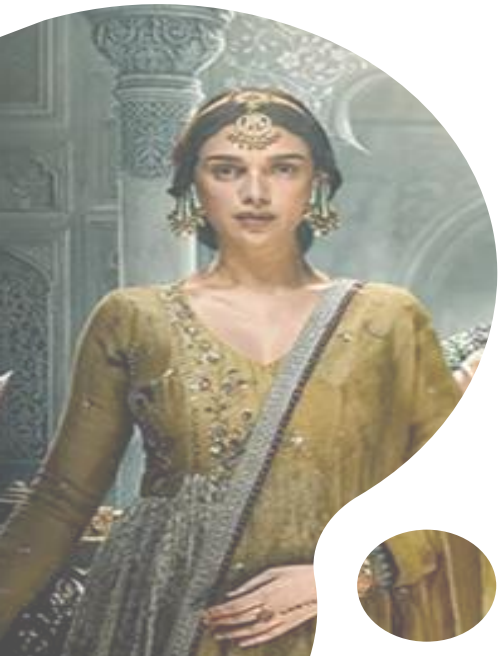
With a vast content library, users struggle to find relevant & engaging content.



The Opportunity

Maximize the Apps & Content Visibility by promoting partners content to **Millions of Cloud TV users** –

- ✓ *Enhancing content discoverability*
- ✓ *Reaching a wider audience*
- ✓ *Increased content visibility & engagement*



PATHAAN

Hindi | Tamil | Telugu

prime video

Our Solution

Cloud TV offered innovative solutions to its content partners **Disney+ Hotstar** & **Prime Video** to promote their content, garnering higher visibility and reach with key positions on the TV homepage and external marketing channels –

- ✓ **Customized Banner Placements**
- ✓ **Content Takeovers**
- ✓ **Social Media Promotions**

hotstar
specialsTHE
NIGHT MANAGER
PART II

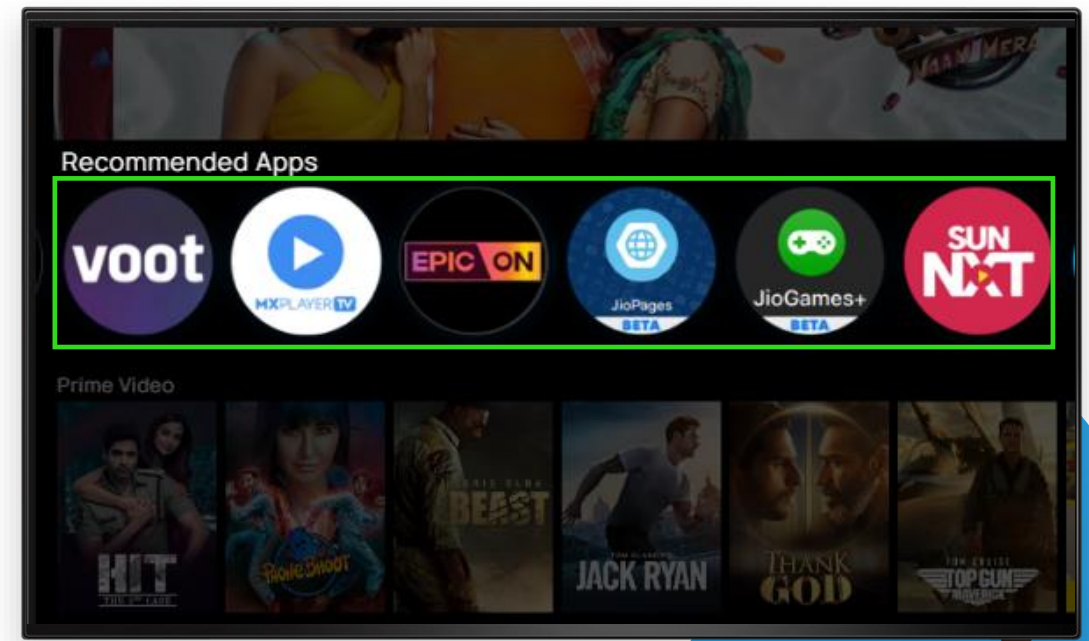
Customized Banner Placements

Cloud TV offers various content placements across the **TV homepage to attract higher content visibility & engagement** -

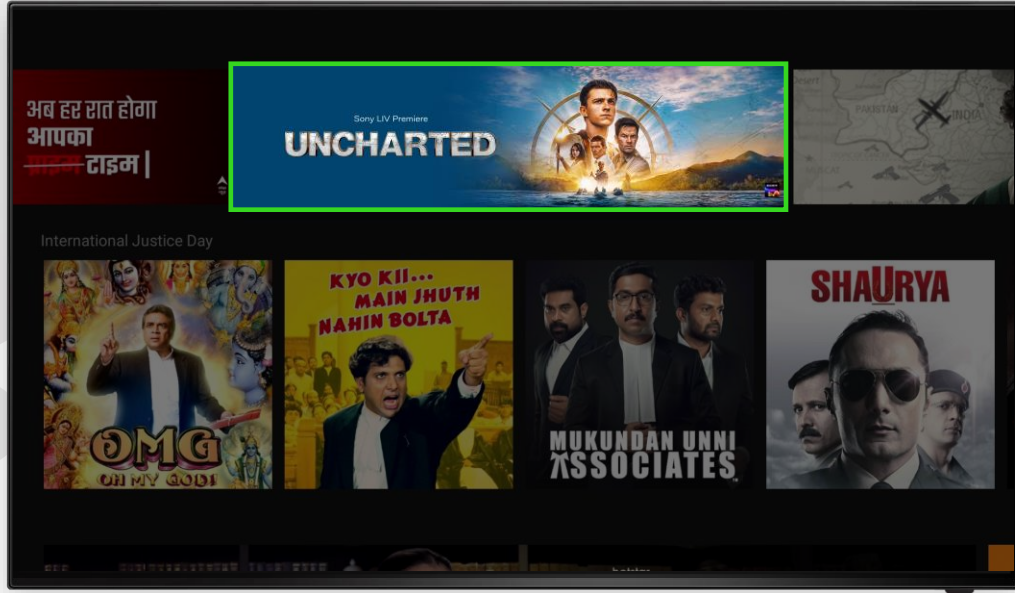
Homepage Banner



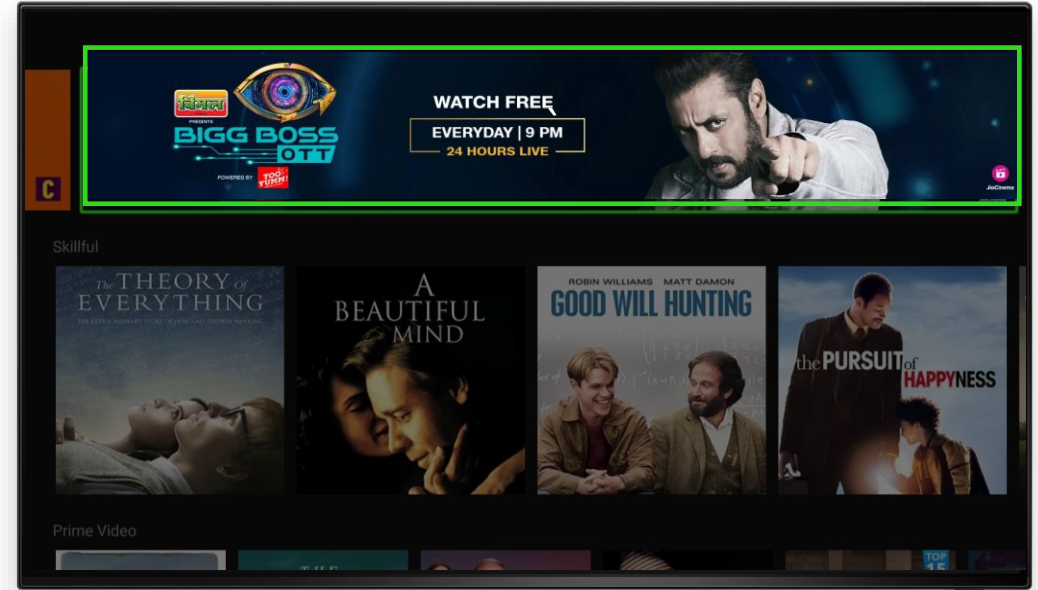
Recommended Apps Row



Micro Banner



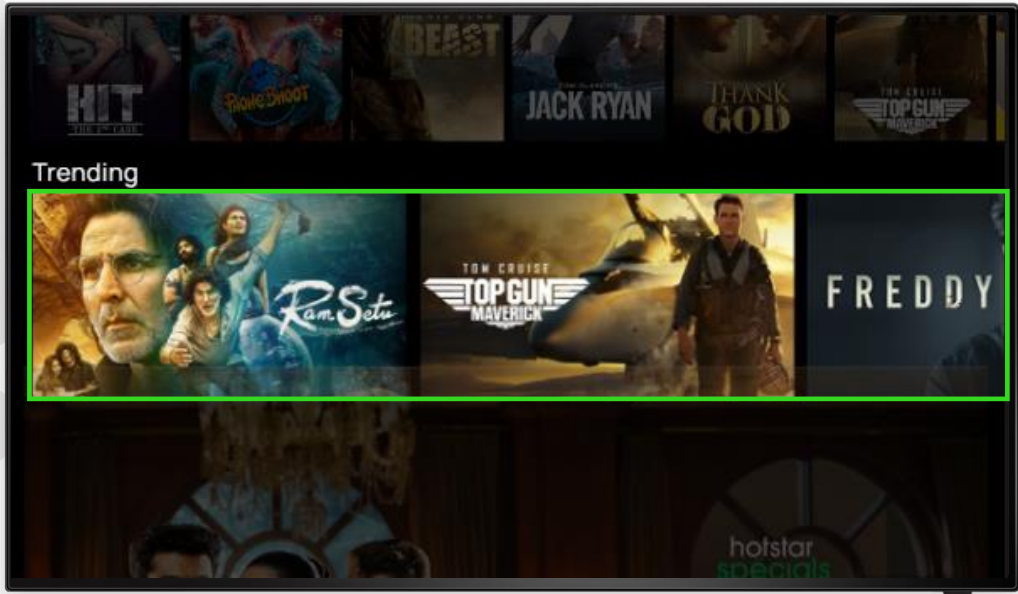
Feature Banner



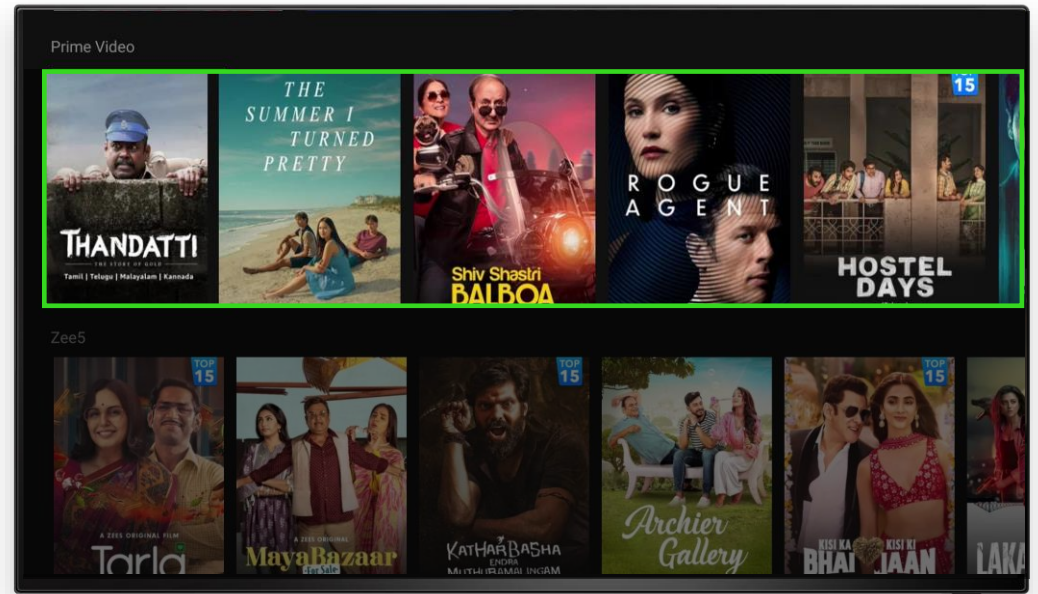
Double Banner



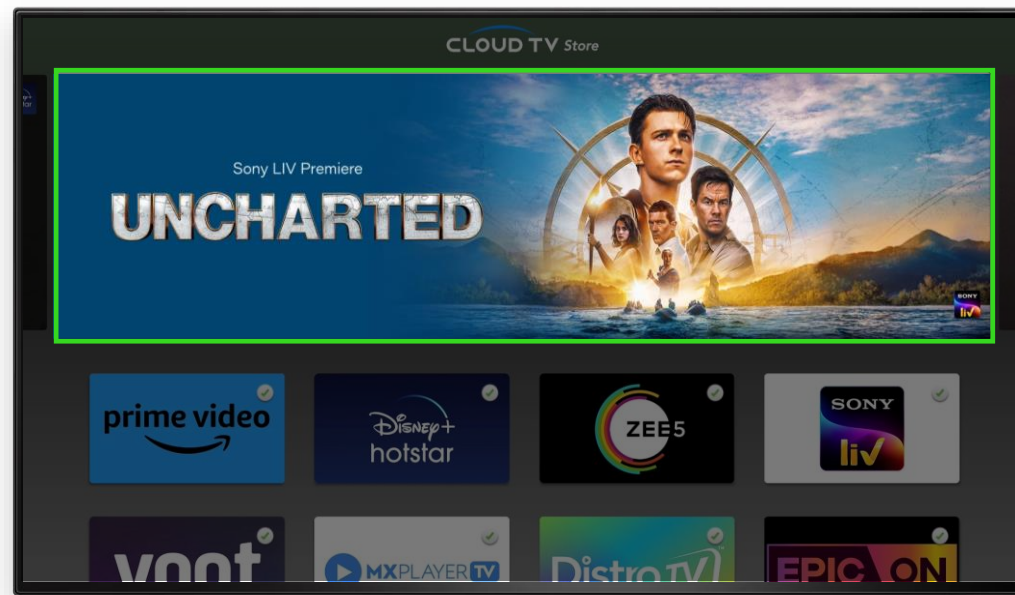
Dedicated Content Tile



Dedicated App Content Row



App Store Banner



Social Media Promotions

Amplify the content promotions across social media platforms, leveraging the TV brands network of Cloud TV.

CLOUD TV **INTEX**

THE DRAGONS DEN

LED-WOS4304U
43 | 109cm

HBO ORIGINAL
GAME OF THRONES
HOUSE OF THE DRAGON
EVERY MONDAY 6:30 AM
Disney+ hotstar

intextechnologies • Follow
intextechnologies Widescreen entertainment that goes on, all day!
House of the Dragon is LIVE on Disney+ Hotstar. With Intex LED, you can make your entertainment bigger, brighter, and wider than ever before!
Buy Now : <https://bit.ly/3KfyjVW>
#intex #intexholic #ledtv #smarttv #hd #intexed
25w
sunil_kashyap_cpr Sarvice ghatiya hai
25w 1 like Reply
59 likes
AUGUST 24, 2022
Log in to like or comment.

CLOUD TV

MEET THE BHOOT BUSTERS

PHONE BOOTH
prime video
WATCH NOW
Stream now on:
wybor QLED TV

wyborofficial Who knew catching ghosts was this much fun! Watch Phone Booth on Prime Video. Stream now on Wybor QLED TV.
#primevideo #phonebooth #amazonprime #qledtv #wybor #wyborTV #smarttv #tv #television #madeinindia #vocalforlocal #entertainment #homeentertainment #electronics #smarhome
Edited - 2w

CLOUD TV **INTEX**

THE SPY-ADVENTURE IS DRAWING TO A CLOSE!

WATCH THE SEASON FINALE OF **CITADEL**

PHENOMENAL PERFORMANCE

intextechnologies • Follow
Original audio
intextechnologies Brace yourselves for an epic finale that will leave you breathless!
The final chapter of #Citadel is here, and it's a mind-bending rollercoaster of emotions. Get ready to unlock the secrets, unravel the mysteries, and witness the ultimate showdown!
And for an immersive viewing experience, indulge in the remarkable world of @primevideo on Intex Smart TVs - Powered by Cloud TV OS. Elevate your home entertainment and stream the finale on an Intex Smart TV today!
#intex #IntexSmartTV #SmartTV #PrimeVideo #CloudTVOS
30 likes
MAY 26
Log in to like or comment.

Content Promotions

Here's a preview of **Customized Content Placements** offered to our OTT Content Partners to promote their big releases on our Cloud TV Platform -

- ✓ *Disney+ Hotstar*
- ✓ *Prime Video*

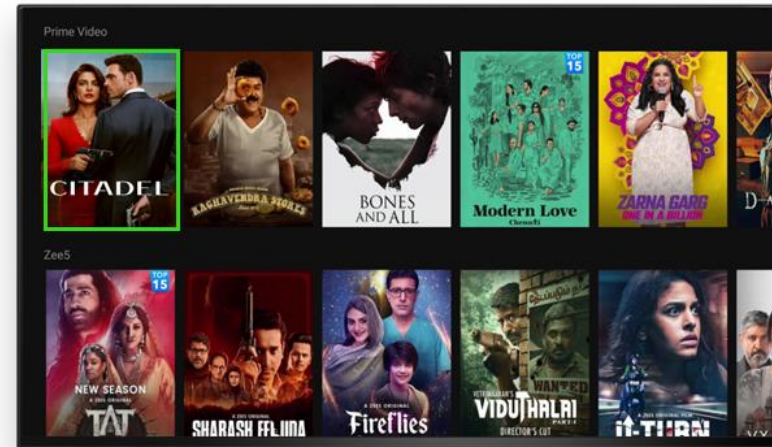


Prime Video (Title - Citadel)

Homepage Banner



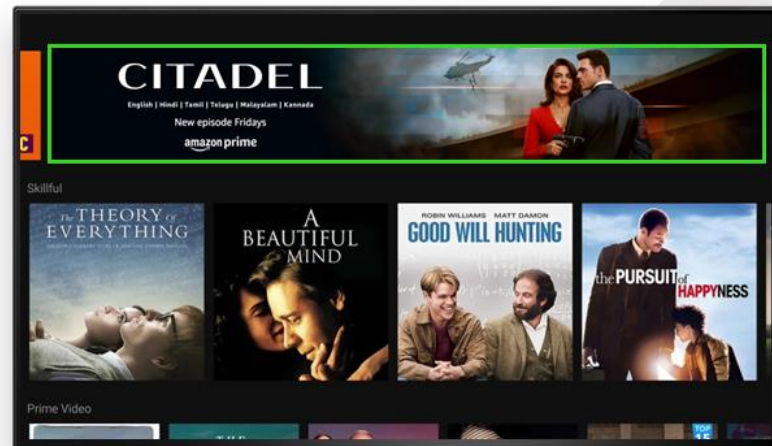
Dedicated Rail Tile



Double Banner



Feature Banner

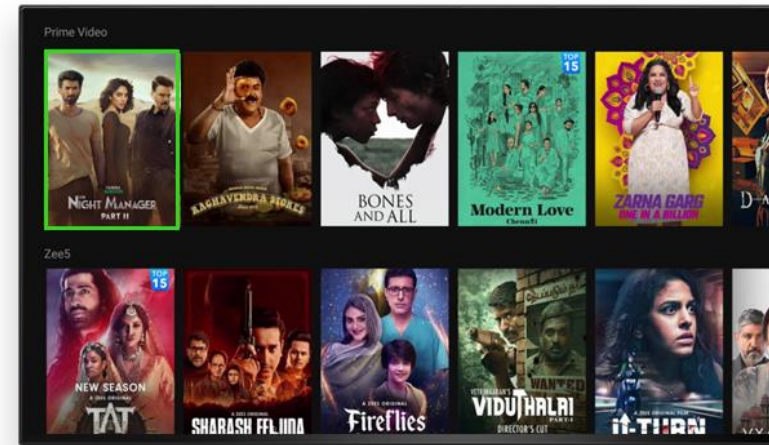


Disney+ Hotstar (Title - The Night Manager 2)

Homepage Banner



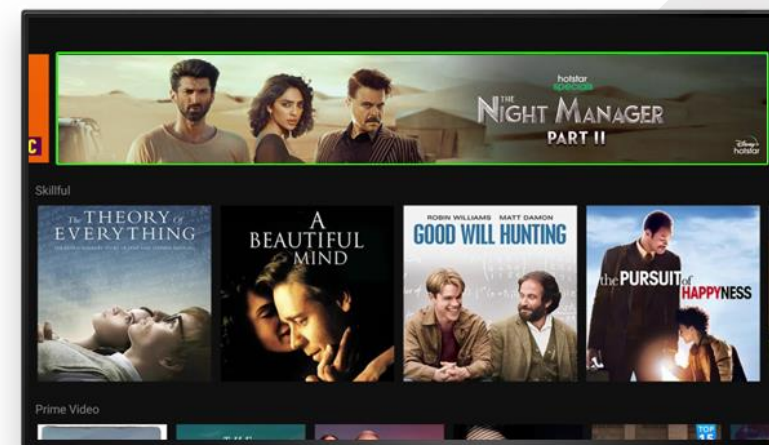
Dedicated Rail Tile



Double Banner



Feature Banner



About Cloud TV

Cloud TV is a **Certified Smart TV Operating System**, that provides an intuitive streaming platform, enabling OTT app and content providers to distribute their content amongst millions of Smart TV users in India. Transforming the way digital content is consumed on Smart TVs with its self-developed OS, UI, and UX. Currently powering –



6+
Mn Users



150+
TV Brands

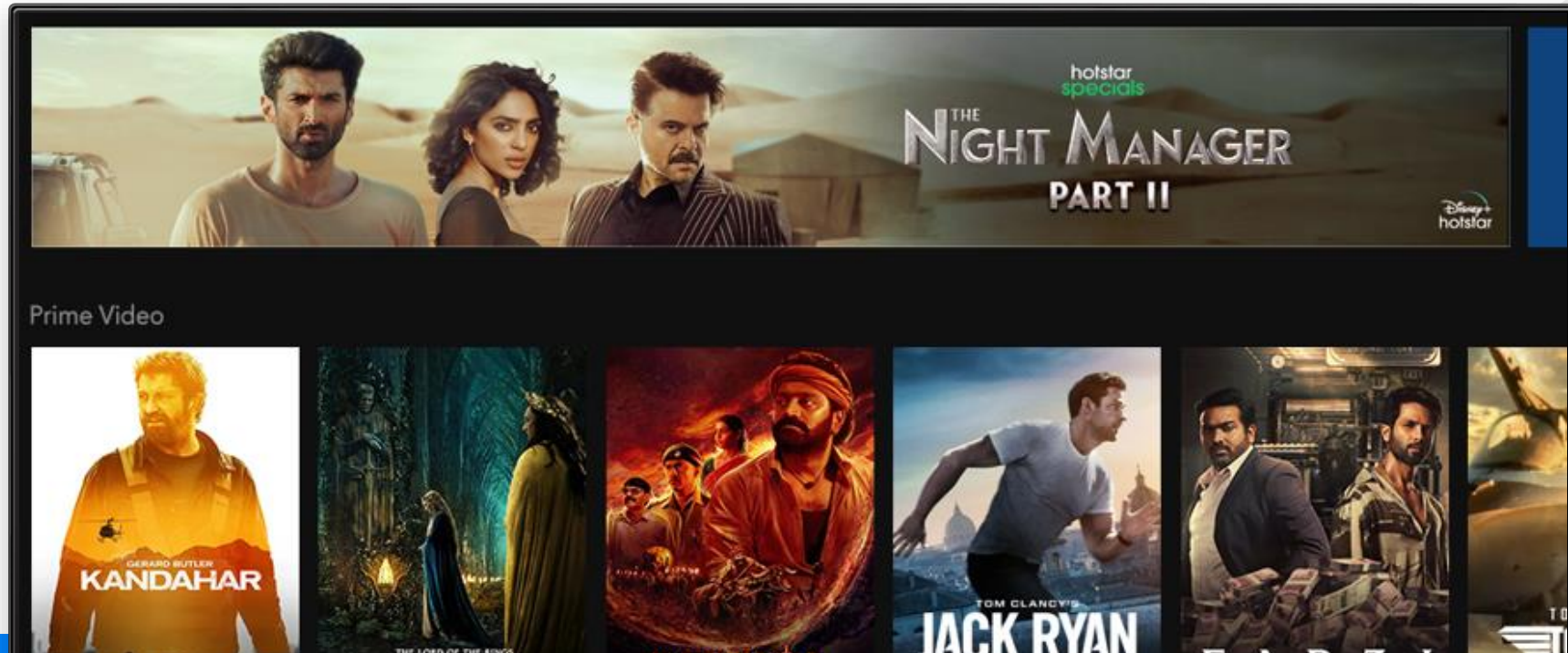


200+
Content Partners

Why we do, What we do! (Value to our Partners)

With a deep understanding of the CTV audience, Cloud TV offers the OTT and content partners various opportunities for content distribution & promotion –

- ✓ **Boost the reach and viewership of the content**
- ✓ **Increase app and content engagement**
- ✓ **Possibilities of marketing promotions**



Interested
in promoting your content
and driving greater reach?

Reach out to us. We're just an email away –
contact@cloudtvos.com

The logo for Cloud TV features a blue curved line above the text "CLOUD TV" in a bold, black, sans-serif font.

CLOUD TV

www.cloudtvos.com
