

dcafé
media delivered

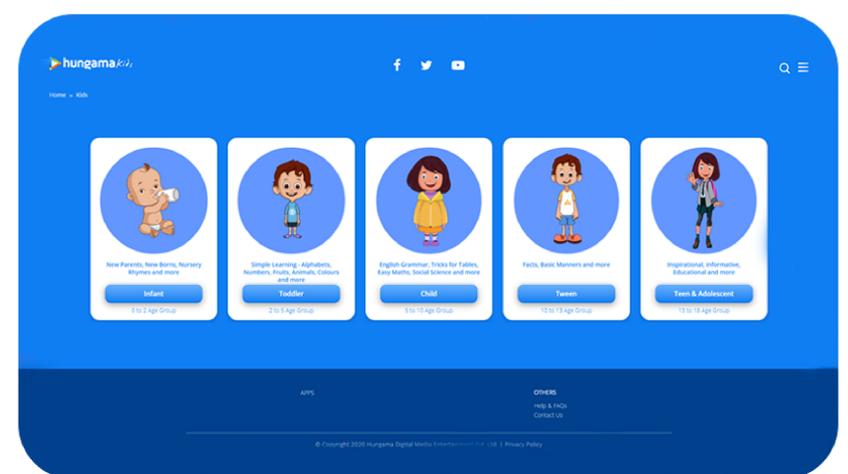
HUNGAMA CASE STUDY

About

Hungama Kids is a platform for kids, parents and teachers launched by Hungama, India's leading digital entertainment company. The destination provides a comprehensive learning experience for children of all age-groups, teachers and parents by offering relevant and targeted content across diverse academic and parental topics. Hungama Kids' library consists of over 2000+ hours of content in English and Hindi with new videos added every day to ensure age-appropriate entertainment with ample academic opportunities.

The challenge

- The content discovery needed to be easy with the vast library suiting the different needs of the diverse target audience – toddlers, school-going children, pre-adolescents and adolescents.
- The platform required a gamut of features that include a range of parental controls, no third-party advertisements and no in-app purchases. A single monthly/yearly subscription plan that allows users to stream HD-quality content on mobiles, laptops and tablets.
- Content delivery was one of the biggest challenges for Hungama as are multiple issues from poor bandwidth to low-end devices, more so in India, where the sheer size of the audience presents OTT operators with more than one end-user challenge.



The outcome

- Hungama Kids India's only kids app catering to 0 – 18 Years with short format, informative, clean and educational content all managed through the user-centric Dcafe backend for web, android and iOS with Smart TV apps launching soon.
- Our apps enable parents to track and monitor activities of their child on the app giving them a sense of security.

- Kid friendly design and user centric functionalities have combined fun and learning in a single app for kids.

Highlight

With Hungama Kids where the content library is so varied, we have ensured that when a viewer logs in to the app, content discovery is easy. With our intuitive design, and user-friendly functionalities, we aim to enable Hungama Kids acquire new users faster and increase cross-screen engagement.