

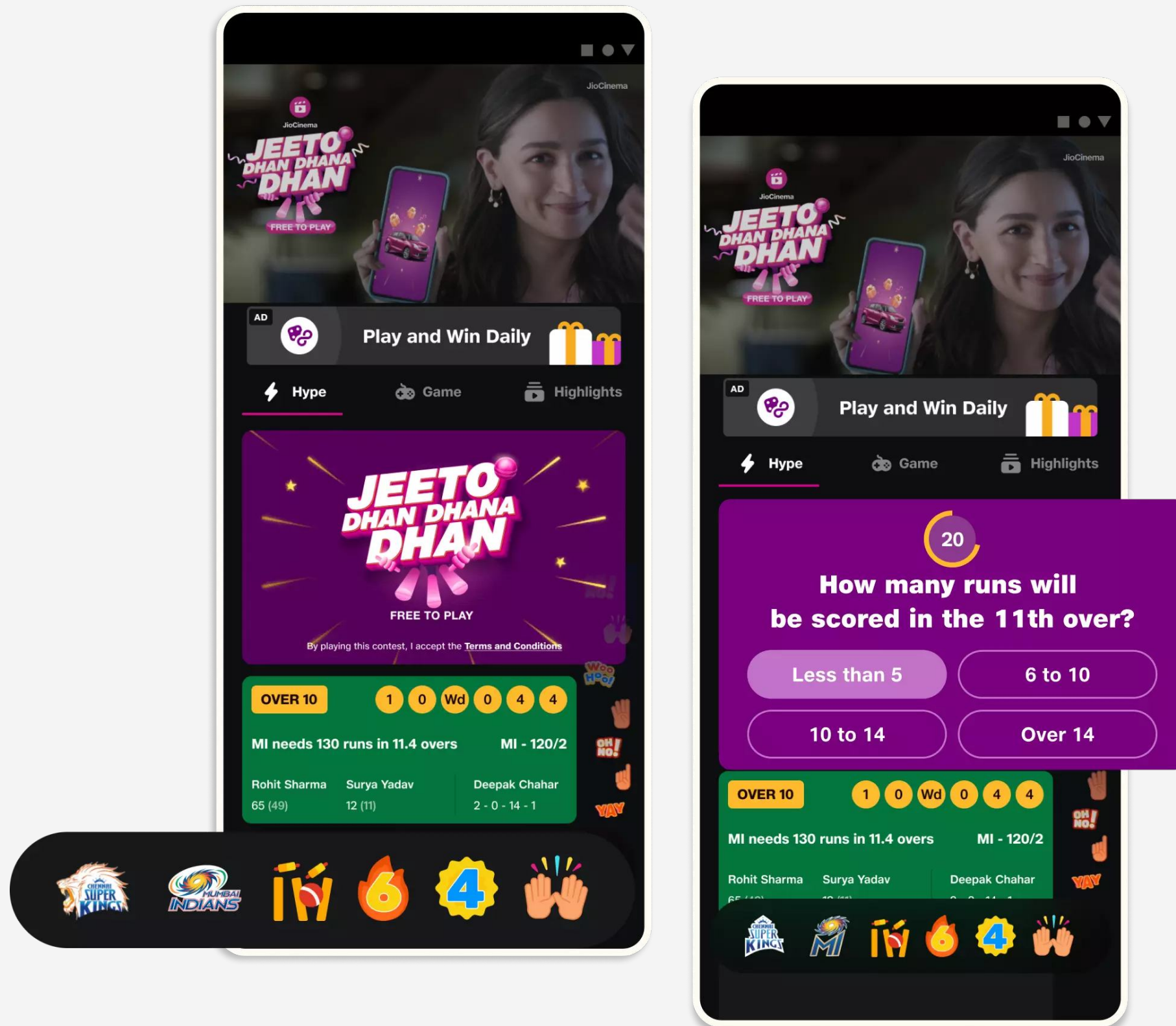
CASE STUDIES

Immersive real time play-along Game for IPL 2023

A case study on
India's biggest play-along game
Jeeto Dhan Dhana Dhan

JEETO DHAN DHANA DHANA DHAN

Play-along game



Introduction

Running a prediction contest during IPL is a challenge in terms of scale & user experience. Learn how we together with JioCinema, pulled this intimidating feat successfully.

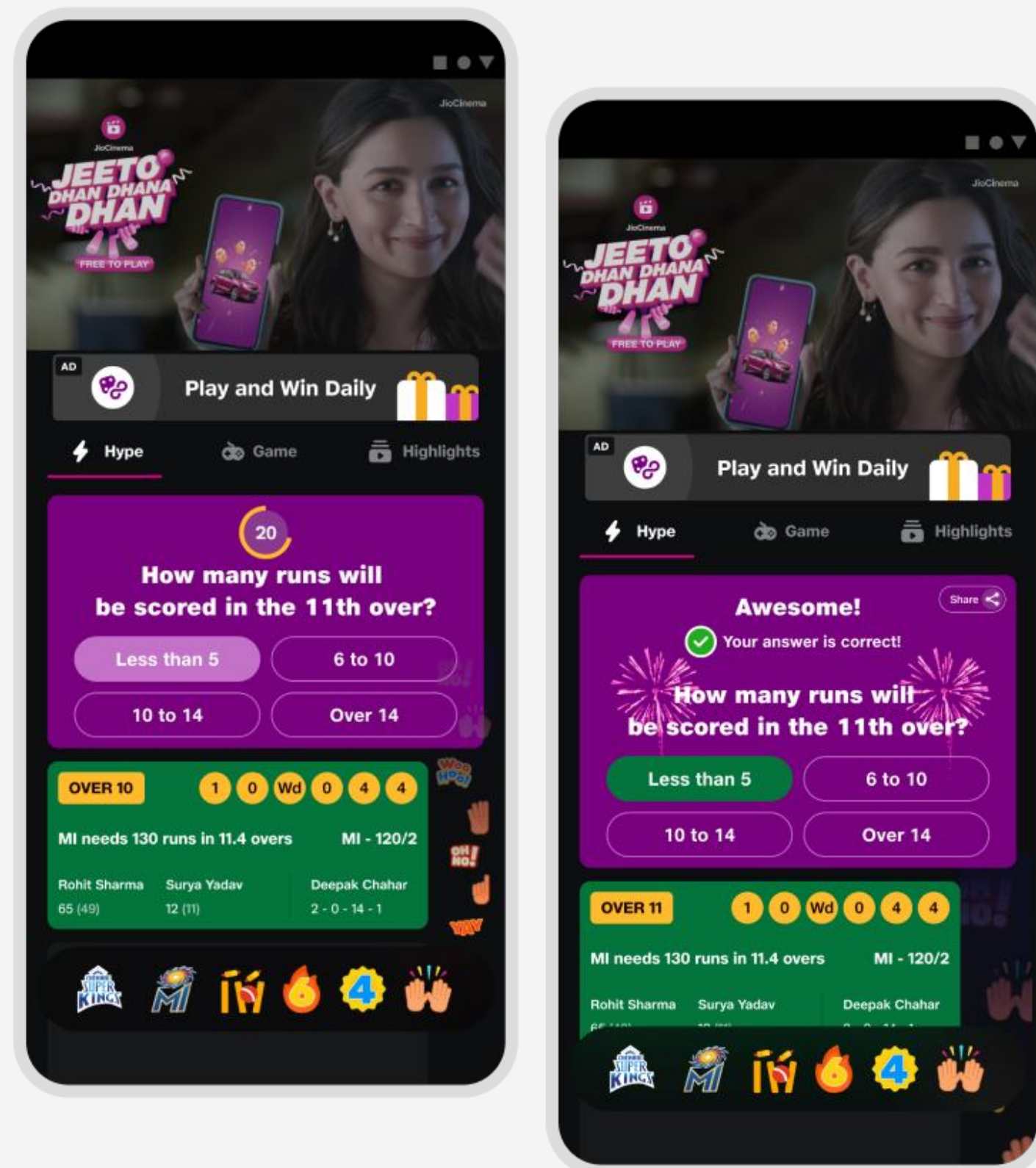
Here's a power-play guide to boosting stickiness, reducing drop-offs, and keeping fans engaged thoroughly.

Objective

To build an IPL-centric game for all ages, emphasizing simplicity, fun mechanics, and nationwide appeal. Streamline winner announcements and prizes for maximum engagement and reach.

JEETO DHAN DHANA DHAN

Play-along game



Solution

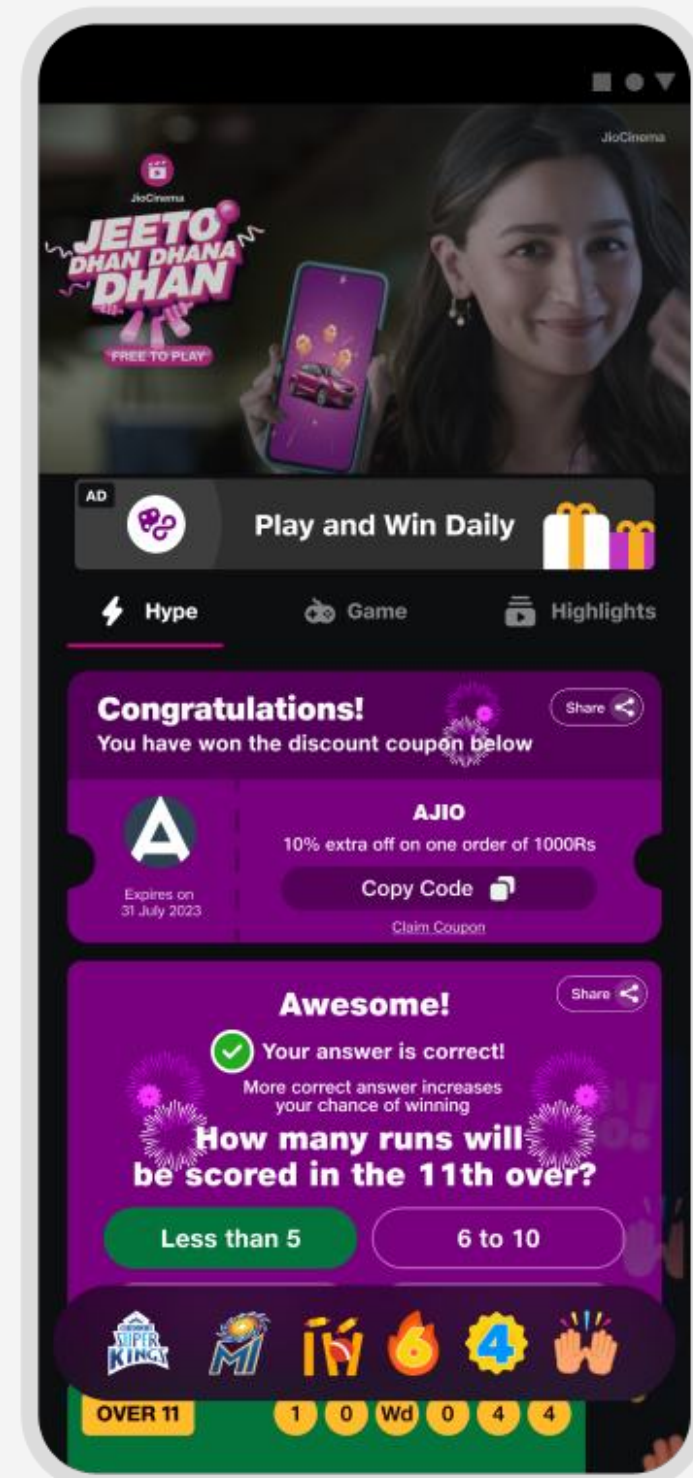
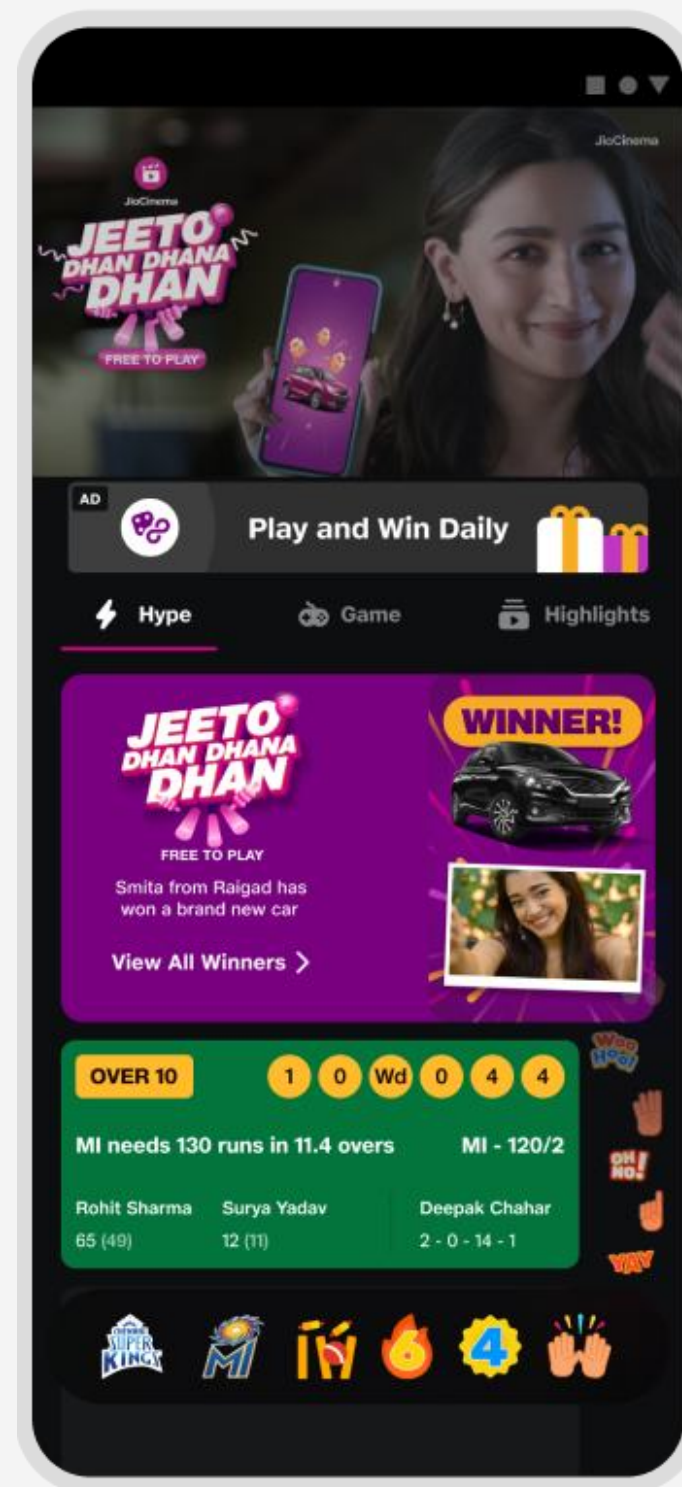
In partnership with JioCinema we launched 'Jeeto Dhan Dhan Dhan,' a prediction game, offering instant rewards to boost engagement.

Powered by a CMS-driven platform, it allowed real-time publishing and customization for over a billion users, ensuring seamless interaction and dynamic experiences.

The winners were declared within 18 hours post-match for transparency and were available in the public domain. This strategy spiked engagement, traffic, and watch time.

JEETO DHAN DHAN DHANA DHAN

Play-along game



900 mn

Total participation

43%

Watch time increase

66

Car distributed

80 mn

Coupon distributed

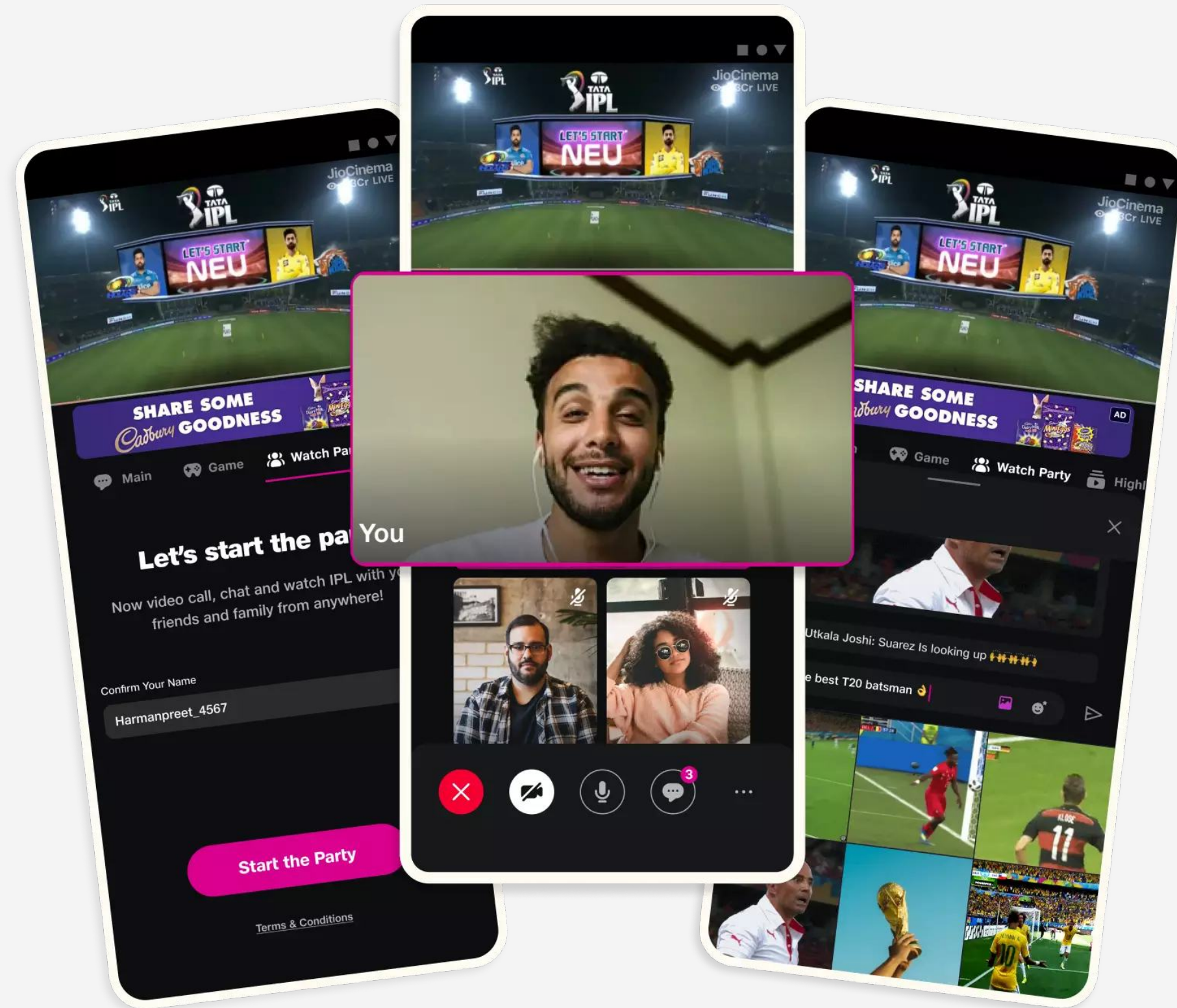
CASE STUDIES

Watch your favourite content
with friends & family, virtually!

A case study on
Watch Party : host & invite friends.

WATCH PARTY

Host & invite friends



Introduction

We built a new way for friends and families to enjoy content together, virtually.

This sparked a new era of entertainment and transformed content consumption into a joyful shared experience.

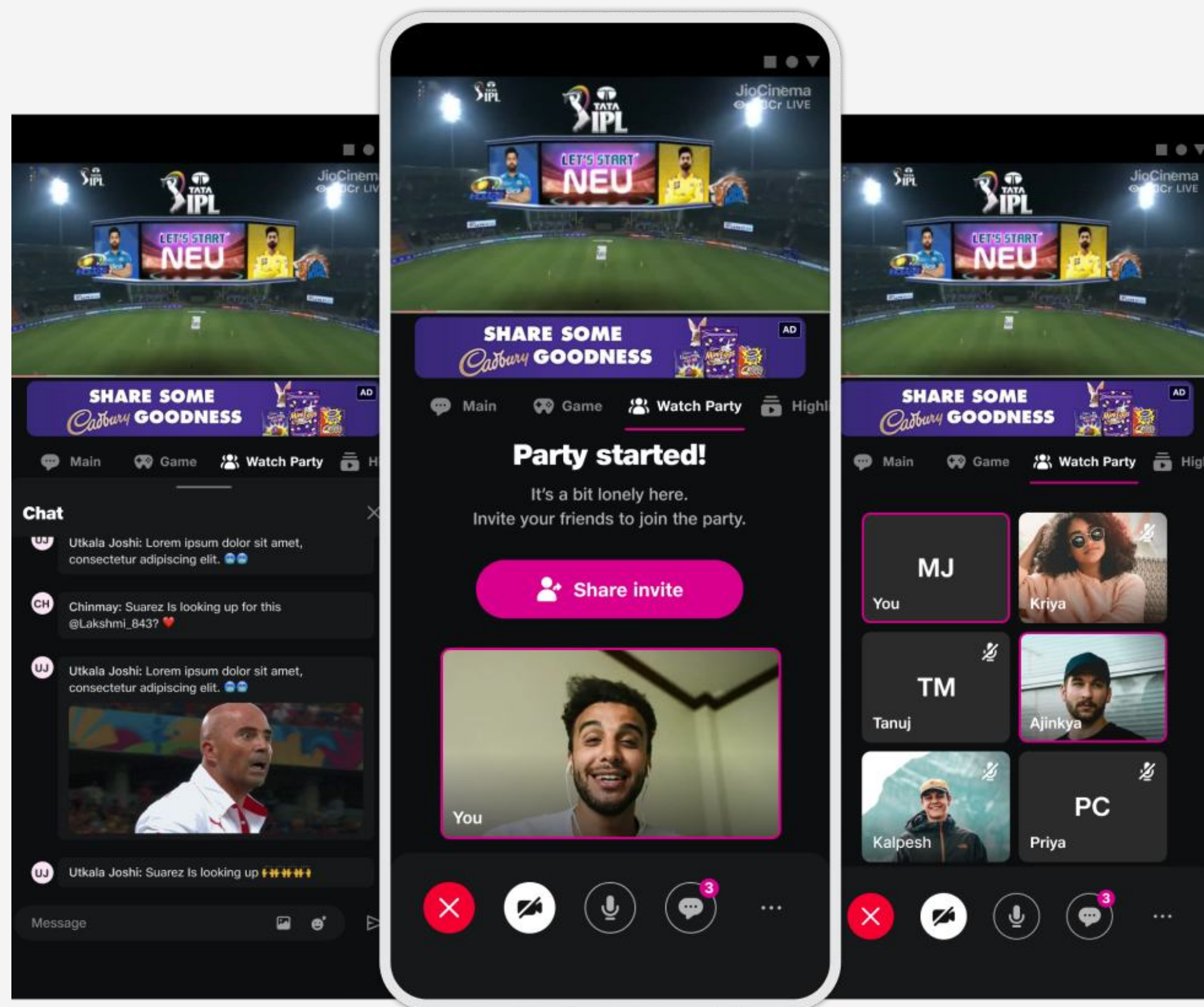
Objective

During lockdown when fans couldn't go to stadiums and cheer for their favourite team, we aimed to provide virtual engagement.

Our main objective was to enable viewers to enjoy OTT content with friends and family virtually.

WATCH PARTY

Host & invite friends



Solution

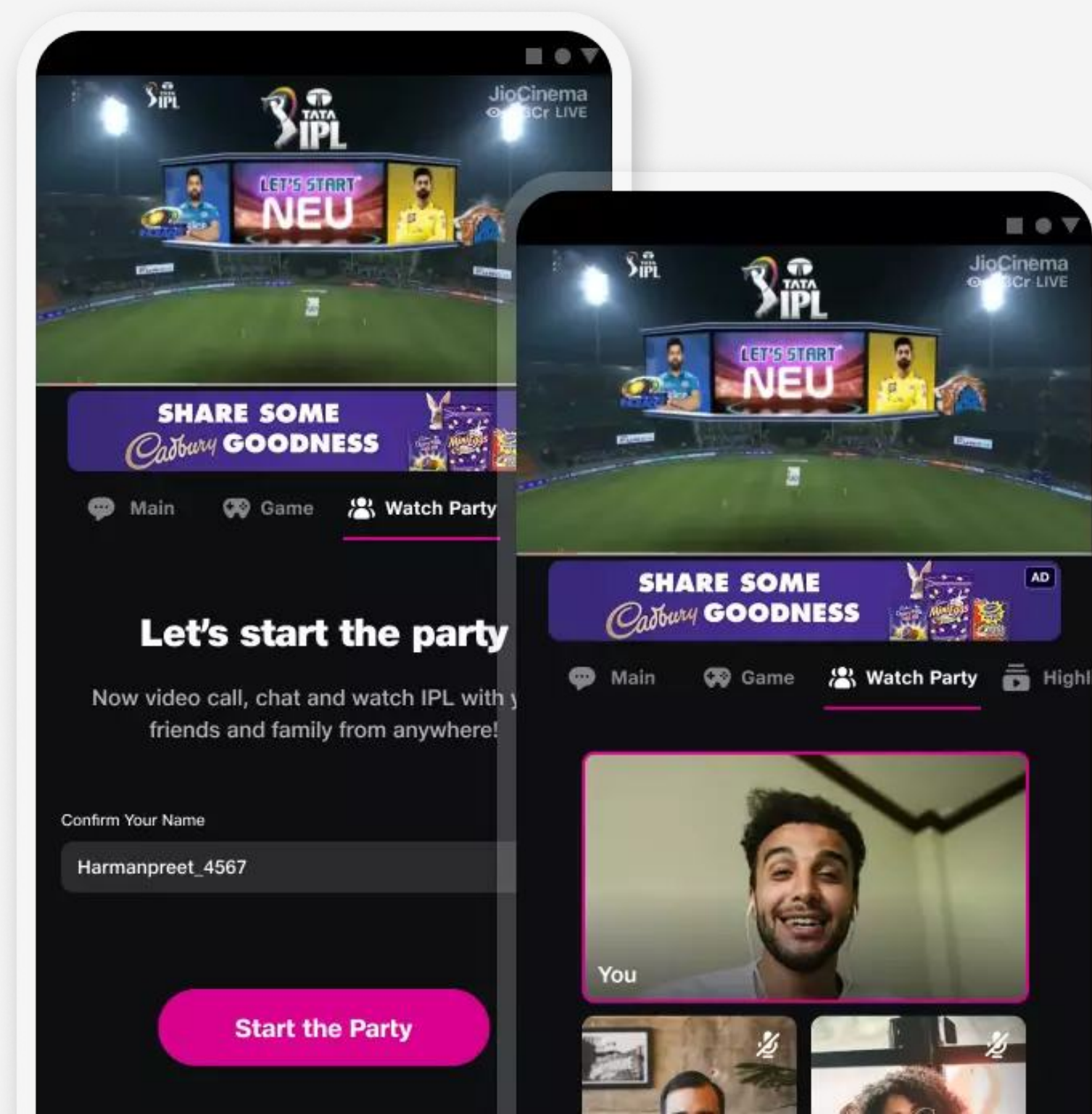
Watch party was built together with JioMeet, through a web-based integration that added video controls & permissions while watching content.

Features that made the watch party unique included clutter-free UI & ensured a hassle-free user journey.

Features like support for 8 participants, HD video/audio, advanced audio controls, in-party chat, stickers, gifs, reactions, adaptive video layout, an audio-only mode for low bandwidth, and compatibility across Android, iOS, and Web platforms.

WATCH PARTY

Host & invite friends



120 mn

Total participation

9 mn

Parties created

15 min

Average time spent