PRAXDIGITAL

Business | Data | Technology

Long and Short of Short Video Apps

Product comparison: Who will win

24th November 2021

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Foreword

In recent years, the consumption of On-demand digital content in India has risen multi-fold on the back of increasing internet penetration, growing smart phone user base and cheap data plans.

The short-form video format, which was made hugely popular by TikTok has continued to grow despite the ban on the app in June 2020. The sudden ban on the app created a huge void in the market with users scrambling for alternatives. This opened a slew of opportunities and new entrants such as Josh, MX TakaTak and Moj entered the market. Global players like Instagram, YouTube have also introduced short-video feature in their applications as part of the overall service further crowding the space.

To differentiate their offerings and enhance user and creator experience, these applications have evolved over time with improvement of existing features and introduction of new features. The race to acquire and retain users and creators has been intense. The technology and product – both from the creator side and user side – has evolved rapidly. Ultimately, it is the technology and the product that will define the sustained winner.

The huge opportunity presented by short-form video content in India is the inspiration behind this publication intended for various industry stakeholders. Our endeavor with this report is to understand and compare the user and creator experience on key applications short video applications in the Indian market. This report does not address the business metrics but aims to the PraxDigital toolkit to understand the strengths and weaknesses of the short video apps.

We, at PraxDigital, hope you will find the report informative and look forward to continuing the discussion with our friends across the sector. We hope that this report will elevate the dialog from the market evolution to deeper underlying success factors.

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Who we are

Full stack 'Digital services' provider: Analytics + Product + Data science + UI/UX

Unique 'expertise oriented' Domain Partner led model

We are thought leaders and execution partners in

- **Customer experience**
- **Data analytics**
- **Tech architecture**
- **Tech assessments**
- **Cybersecurity and Data protection**
- **Product design**

Cutting-edge Tech related IP

How we help clients

Customer Experience (UX/UI)
Customer journeys, Navigation flow, Emotional contagion, User/Customer feedback

User monetization
Data mining, Usage trends, Digital journeys, Consumer profile, monetizability, monetization models

Digital Marketing Excellence
Channel management, Performance marketing, Spend optimization, Conversion improvement

Data Management and Engineering use cases
Data engineering, Data integration, Visualization, Data modelling, Pricing tools, Dashboard design

Analytics as a Service (Analytics BOT)
Analytics team outsourcing, Strategic Digital transformation, Organization set up for Digital/Analytics

Digital Enablement & Implementation
Phygital/Omnichannel execution, Digital journeys, Phased transformation management, Process management

Tech Due Diligence
Technical Due Diligence, Tech architecture assessment, Digital presence assessment, Digital maturity, Cybersecurity

Objectives of the report

Context

- Indian short video app market has been growing at a rapid pace with consistent increase in active user and creator base
- In response to the elevated interest from the consumers, many applications have emerged in the Indian short video market
- These applications have been rapidly evolving to improve user and creator experience
- Many features (like game effects, AR filters, etc.) have been introduced to increase user engagement
- Short video applications have launched several initiatives such as mentorship programs, offline events, physical infrastructure for video creation, etc. to help develop and support content creators

Objectives

Compare the apps to evaluate the product / tech of different Short Video Apps

- **User features in the product**
- **Content creator features in the product**

Objective is to assess the **quality of the products.** To keep this objective, we have **NOT** taken the feedback of users or creators.

Source(s): PraxDigital analysis

We have evaluated the user and creator features based on the following parameters

User features benchmarking

Application performance

- Installation metrics / parameters
- App interface
- Search feature
- Data usage
- Loading speed

Content

- Variety of content
- Blue-tick content
- User generated content
- Monetizability of content
- Content from other platforms
- NSFW content
- Promotion of popular content

Creator Experience

Application functionality

- Video creation features
  - Beautification filter
  - Effects & AR filters
  - Gaming effects
- Video editing features
  - Motion effects
  - Video effects
- Video publishing features

Support ecosystem

- Creator acquisition and support
- ‘Challenge’ activities
- Promotion of content by new creators

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Methodology and sources

Cold feed monitoring

20 users

4 applications

60 Mins / day
For 5 days

Total time spent: 100 hours

Product benchmarking

3 users

4 applications

120 Mins / day
For 5 days

Total time spent: 30 hours

Secondary Research

- Media articles, blog / user forums
- Platform websites
- Google Play store and Apple app store
- Applications: Josh, MX TakaTak, Moj, Instagram

Note: Data of all apps is an estimate based on our research; No data in this report is sourced or validated with any player

Note(s): Assessment was done from 28th Oct-21 to 20th Nov-21
Source(s): PraxDigital analysis

Agenda

User experience

Creator experience

User side product: Summary

	Features					Comments
Application performance	Installation metrics / parameters					• App size lightest for Josh and Reels; Moj rating is highest despite heavier app size
	App interface					• Josh, Moj and MX TakaTak have similar interface. Reels does not have a separate short video app which makes navigation difficult
	Search feature					• Instagram Reels does not have a separate search feature for short videos
	Data usage					• MX TakaTak has the lowest data usage per minute of video viewing while Josh and Instagram Reels have higher data usage
	Buffering on low bandwidth					• Instagram Reels and Moj have relatively lower buffering time for the 1st video even at low speed bandwidth
Content	Variety of content - Genre / Language					• Top 3 genres constitute ~45% content for Josh and Reels. Reels has more language variety. MX TakaTak is more comedy-focused
	Blue-tick content					• Josh has the highest content from blue tick (25%) followed by MX TakaTak (16%), Reels (12%) and Moj (7%)
	User generated content					• Josh and Reels have higher proportion (55-60%) of user – generated content (UGC)
	Monetizability of content					• Reels has highest amount of original and theme content (80%) followed by Josh (66%), Moj (41%) and MX TakaTak (29%)
	Content from other platforms					• Reels has the lowest content from other platforms (34.6%) followed by Josh (37.6%), Moj (39.4%) and MX TakaTak (39.9%)
	"Not Safe for Work" (NSFW) content					• Josh has the lowest proportion (1%) of NSFW content followed by Reels (1.4%), Moj (2.8%) and MX TakaTak (3.4%)
	Promotion of popular content					• MX TakaTak gives more mileage to popular creators while other apps balance the creator base shown in the cold feed

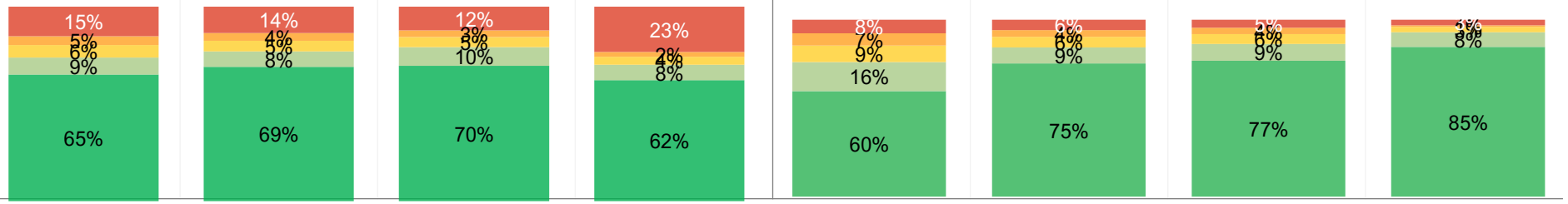
Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21. Blue-tick content, content from other platforms and NSFW content based on combined inputs from Cold feed monitoring and Product benchmarking. NSFW includes vulgar and inflammatory content
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, Secondary research, PraxDigital analysis

Worst | | | | Best

© PraxDigital

Instagram Reels has the most Play Store downloads due to its international reach while Indian player have lighter apps and better Google Play Store ratings

Parameters	Google - Play Store				Apple - App Store			
App launch date	04-Jul-2020	07-Jul-2020	29-Jun-2020	05-Aug-2020**	21-Sep-2020	18-Jul-2020	20-Jul-2020	05-Aug-2020**
Total installs	100M+	100M+	100M+	1,000M+	-	-	-	-
Sept'21 downloads	6M	6M	7M	31M	0.02M	0.04M	0.1M	11M
Oct'21 downloads	6M	6M	6M	37M	0.02M	0.04M	0.1M	12M
Ranking chart*	# 5	# 6	# 8	# 1	# 24	# 11 (Entertainment chart)	# 6	# 1 (Photo & video chart)
Regional language	12	10	16	-	12	10	13	-
App size (base version)	**40 MB**	**54 MB**	**85 MB**	**39 MB**	**58 MB**	**76 MB**	**134 MB**	**174 MB**
App size (lite version)	**16 MB**	**14 MB**	**16 MB**	**2 MB**	**NA**	**NA**	**NA**	**NA**
In-app purchases	✗	✗	✗	✓	✗	✗	✗	✓
# of Ratings	539K	789K	998K	126,367K	6.3K	93K	72K	78,700K
Ratings	***4.04***	***4.15***	***4.20***	***3.80***	***4.13***	***4.44***	***4.50***	***4.70***



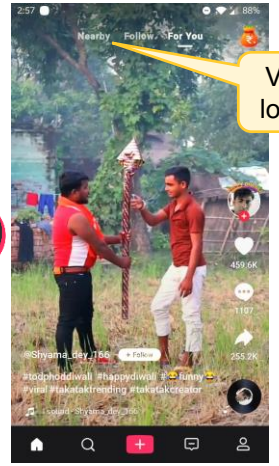
Note(s): *Chart considered for Play Store is 'free-social apps'; for App Store is 'Social networking'; **Reels launch; Assessment was done on 1st Nov-21; Data for Instagram has been used as proxy for Reels
Source(s): Secondary research, PraxDigital analysis

5 star | 4 star | 3 star | 2 star | 1 star

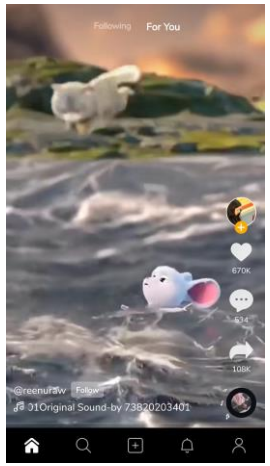
✓ Yes | ✗ No

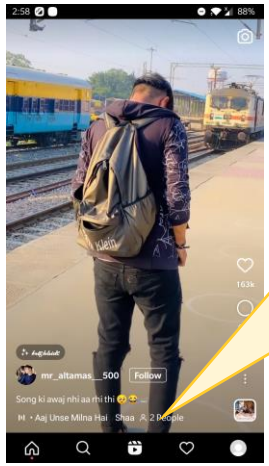
Josh, MX TakaTak and Moj have similar user interface and search features

User interface



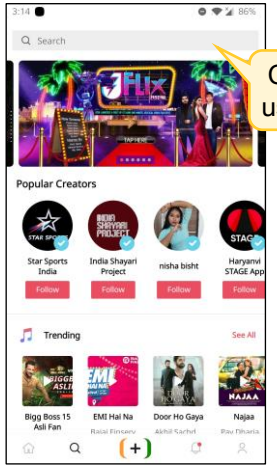
Videos based on location proximity



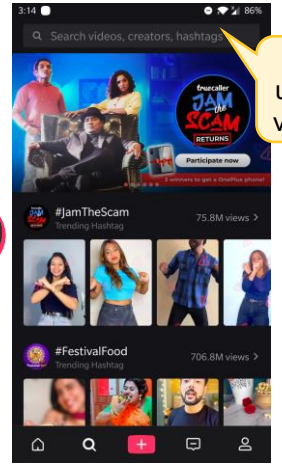


Reels does not have a separate application and users have to navigate to Reels page on Instagram

Search features

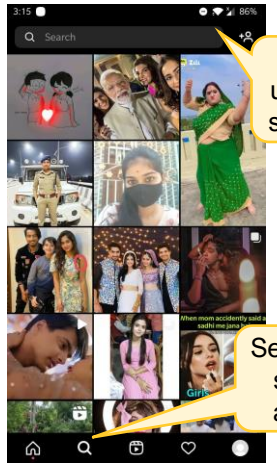


Can only search users & hashtags



Can search users, hashtags, videos & sounds

Can only search users & hashtags



Can search users, hashtags, sounds & places

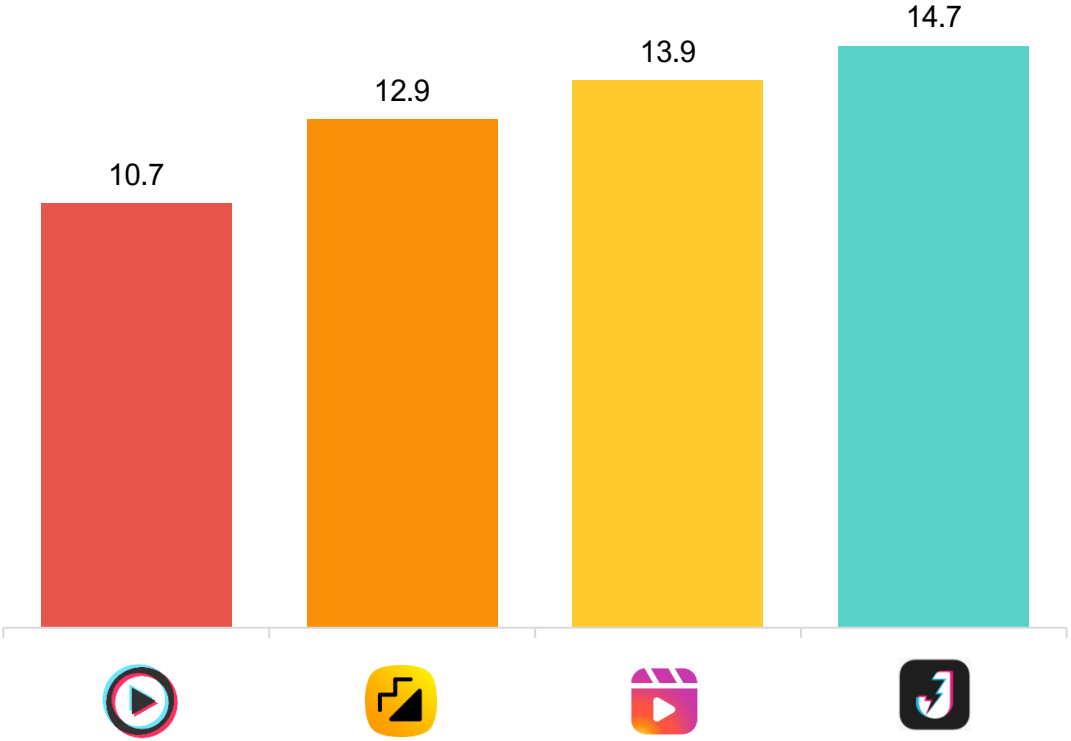
Search feature is not specific to Reels, also shows posts

Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

MX TakaTak has the best (lowest) data usage per minute while the buffering time is undifferentiated at 2Mbps+ bandwidth

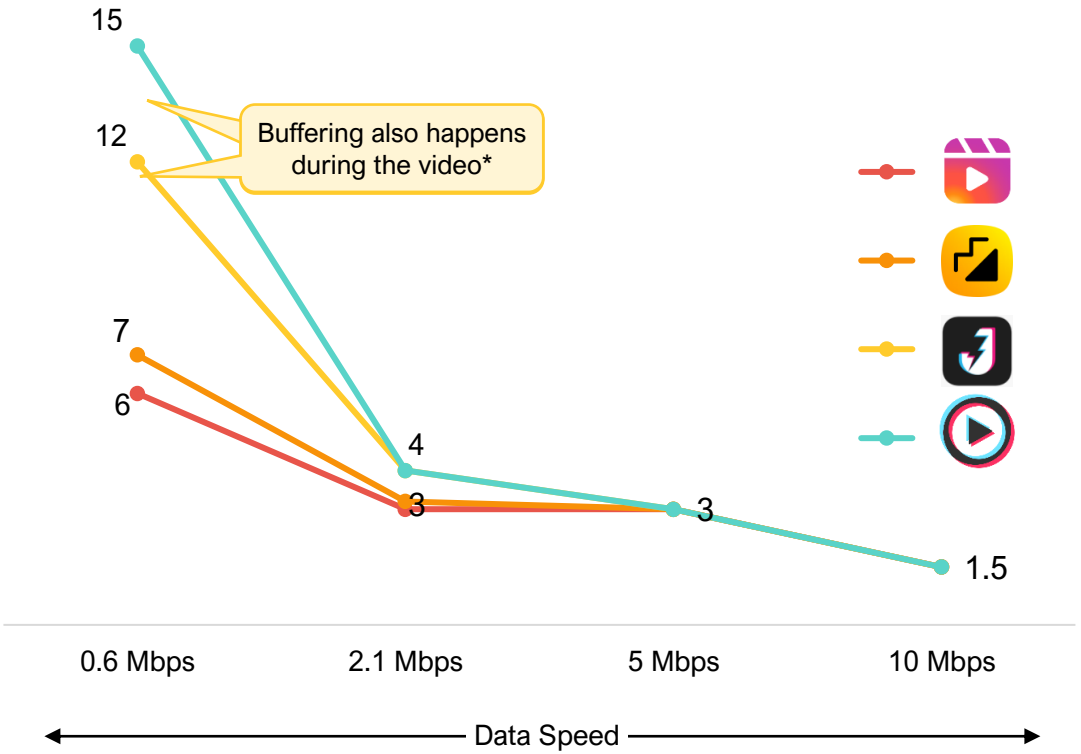
Data usage for Josh (15 MB) is highest followed by Insta Reels (14 MB)

Average data usage per min of videos watched
(in MB)



1st video buffering time of Instagram is lowest (6 sec) followed by Moj (7 sec)

Buffering time for 1st video at various data speeds
(in seconds)

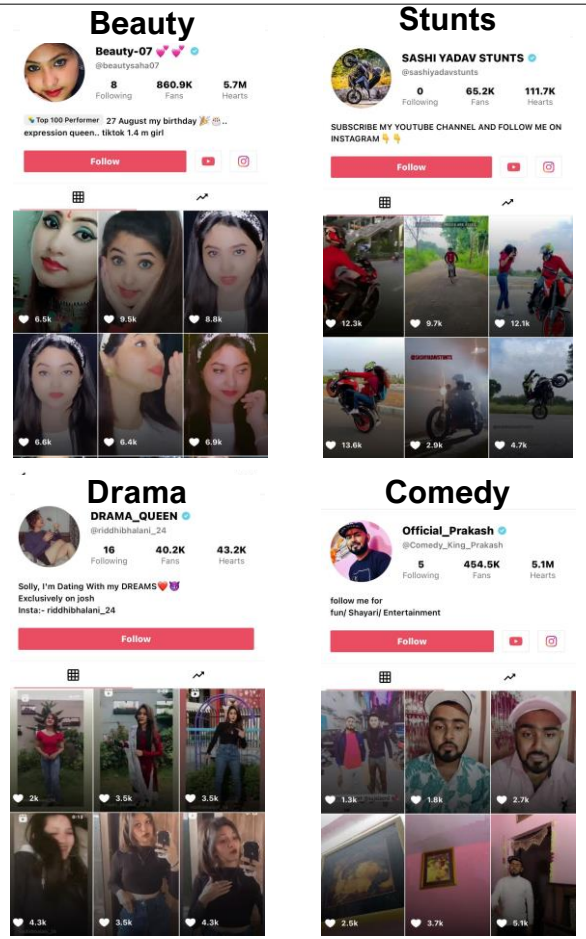


Note(s): *Buffering during the video is also included; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

Cold feed monitoring | Product benchmarking | Secondary research

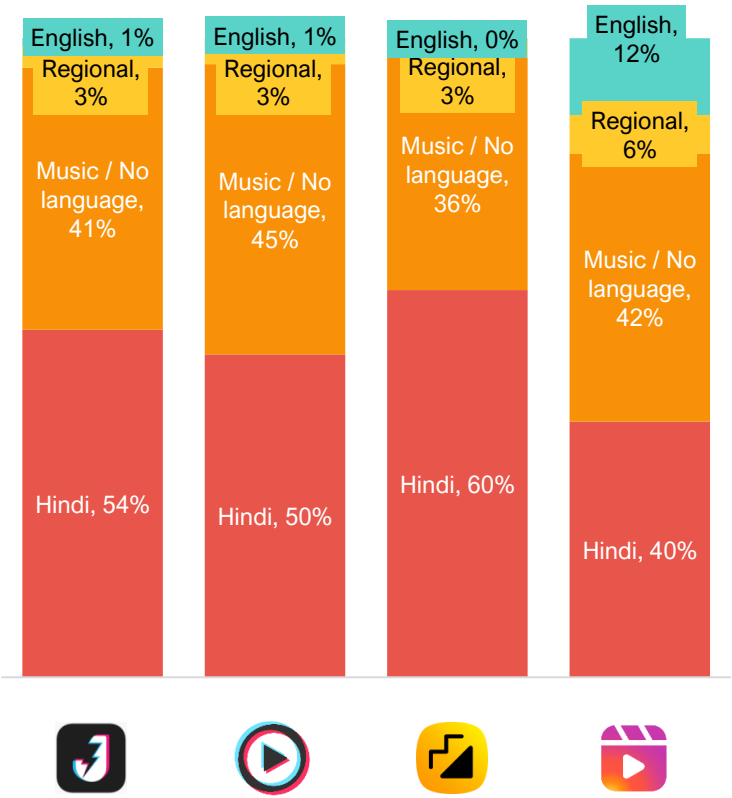
Josh and Instagram Reels have more content variety while MX TakaTak has a strong bias towards comedy

Variety of Content



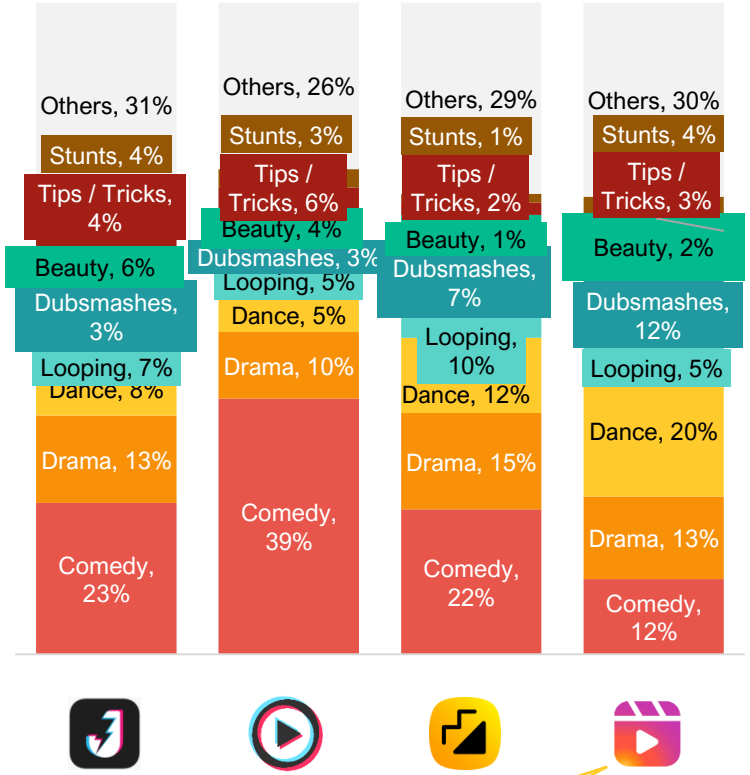
Reels leads in English content, while Moj focuses more on Hindi content

Videos mix by language
(%, Oct-21)



Comedy, drama and dance are the top genres across apps

Videos mix by genre
(%, Oct-21)



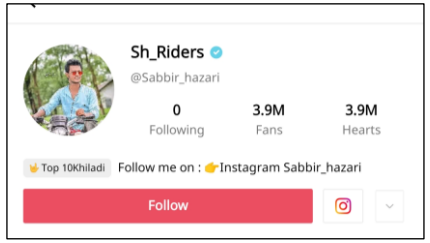
Instagram Reels does not have a separate app for short videos, so the content is pushed based on the preferences of Instagram user profile that leads to similar content being shown

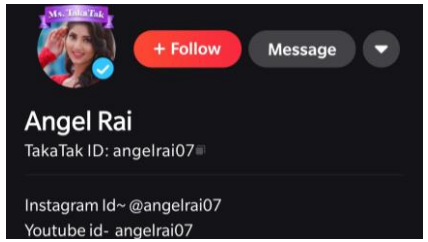
Note(s): Others include Product reviews, food, viral challenges, news briefs, etc.; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Cold feed monitoring (6K+ videos), PraxDigital analysis

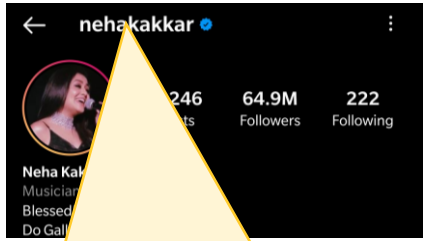
Cold feed monitoring | Product benchmarking | Secondary research

Josh publishes higher amount of content from blue tick creators followed by MX TakaTak and Instagram Reels

Blue Tick content

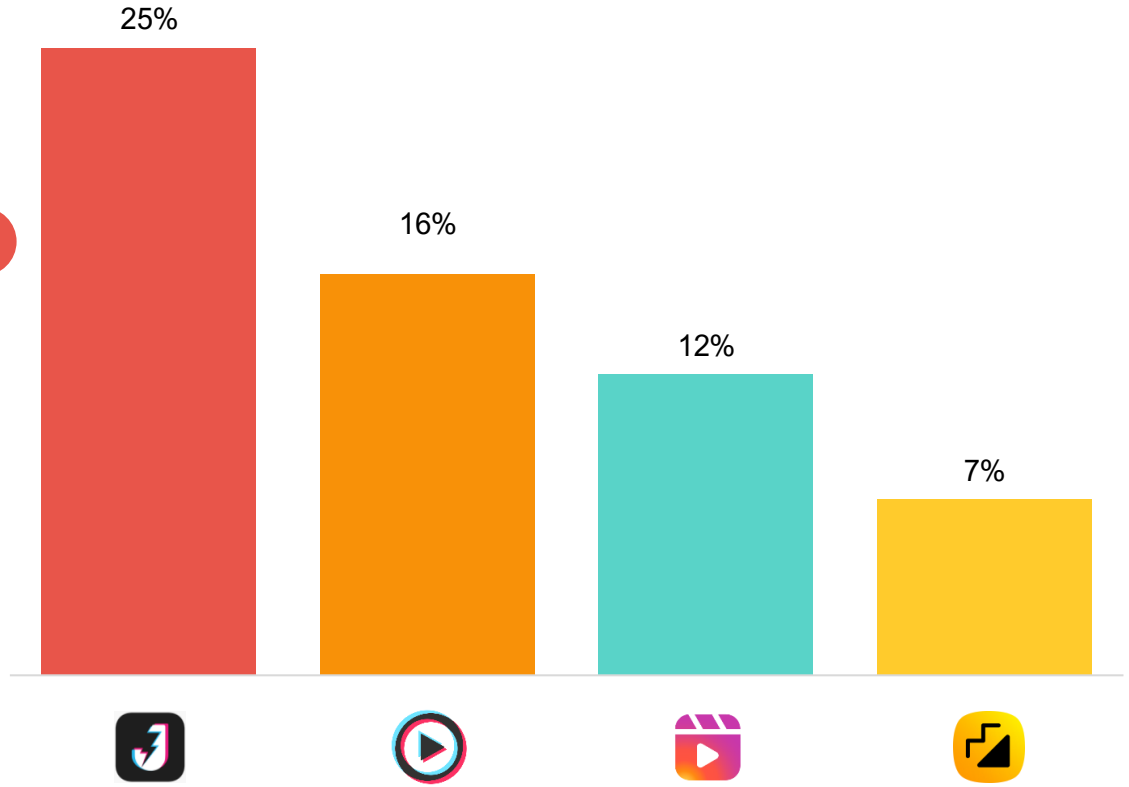






- Blue Ticks are provided to official account of the creator
- It helps the user to differentiate authentic creators from other accounts with similar name
- These creators have higher # followers and post more frequently than other accounts

Content by blue tick creators
(%, Oct-21)

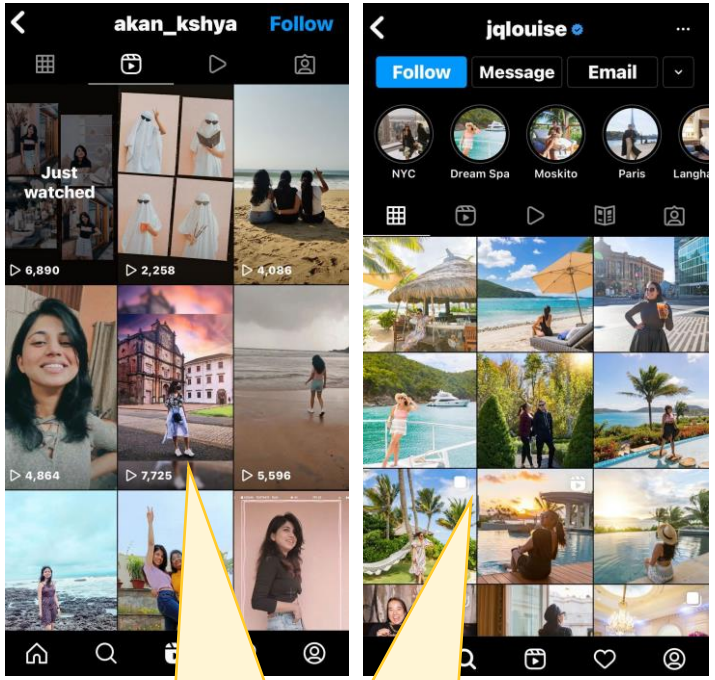


Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21 based on combined inputs from cold feed monitoring and product benchmarking
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, PraxDigital analysis

Instagram Reels and Josh have higher user generated compared to Moj and MX TakaTak

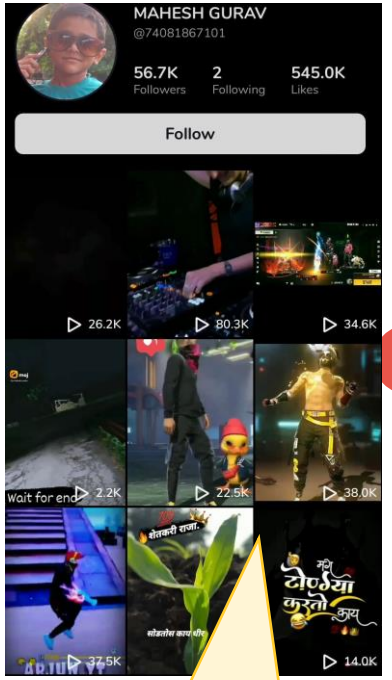
User generated content
(Real identity of profiles)

User Generated Content



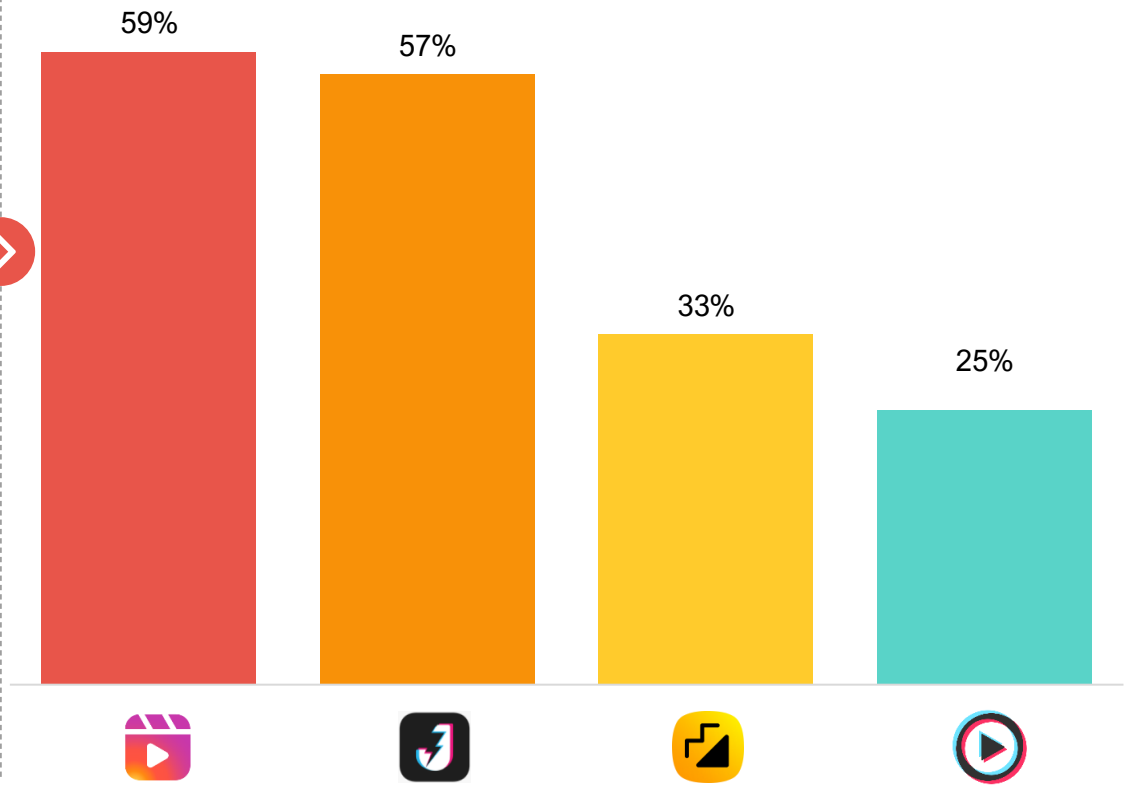
User generated content has higher engagement as the viewers can identify and follow the person making videos

Amalgamated Content



Amalgamated content is content collected from various sources and has lower engagement

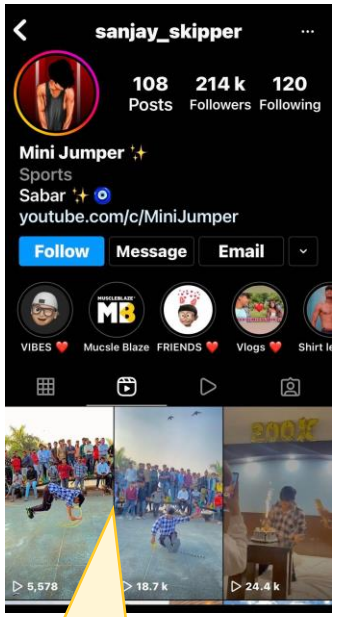
User generated content (Real Identity of profiles)
(%, Oct-21)



Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

Instagram Reels has higher monetizable content followed by Josh

Original Content
(Content by UGC creators)

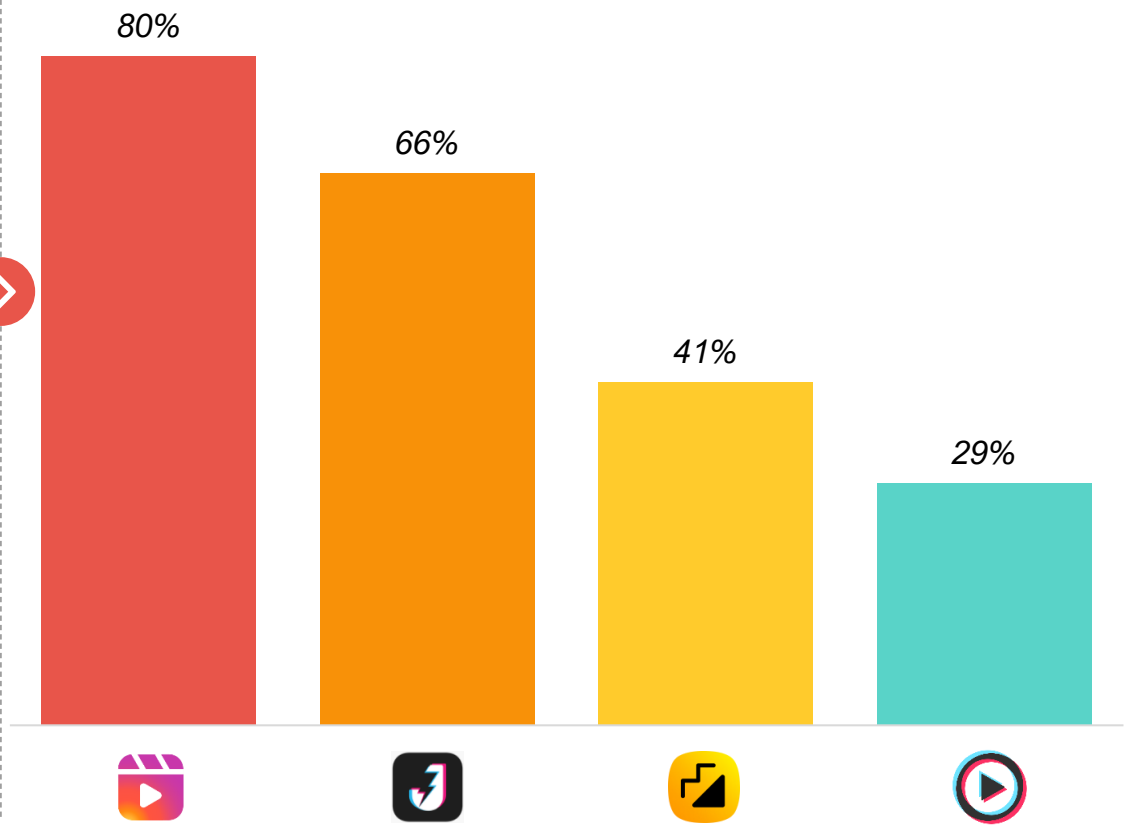


In original content, users are able to identify the creator and tend to follow their favourite creators which helps in monetizability

Theme Content

Apart from original content, creators posting content related to an identifiable theme (food vlogs, travel videos, tips & tricks, sports fan pages, etc.) attract interested users which can be monetized by offering related products / services

Monetizability of Content
(Percentage of Original and Theme Content)
(%, Oct-21)

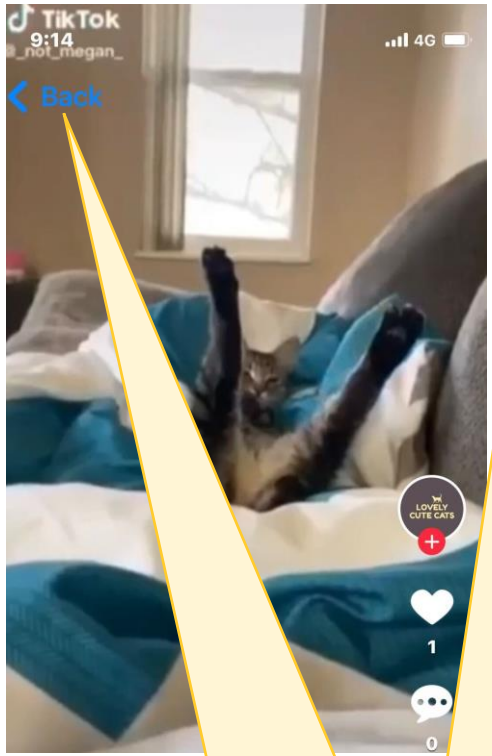


Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

Cold feed monitoring | Product benchmarking | Secondary research

Instagram Reels has the lowest amount of content from other platforms followed by Josh (1/2)

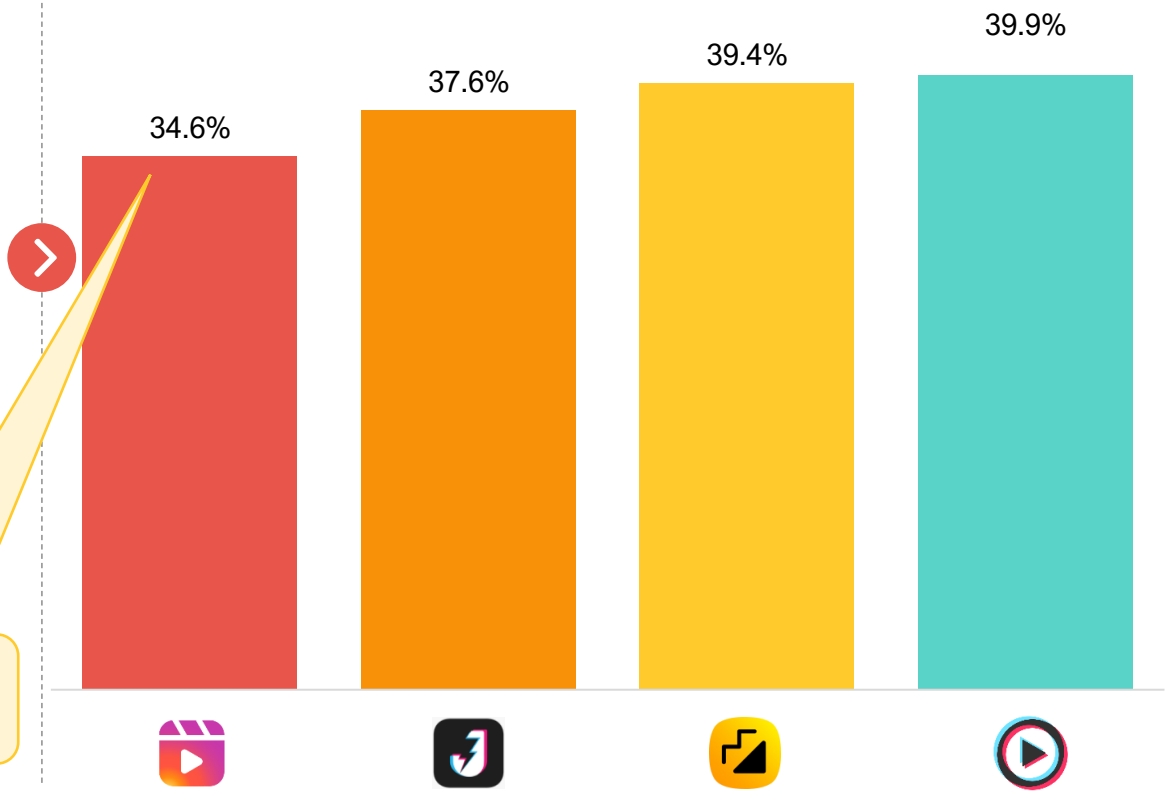
Content from other platforms
(Copied Content)



Content may be copied from Chinese apps (like TikTok) or other Indian apps

Lower copied content results in better user experience

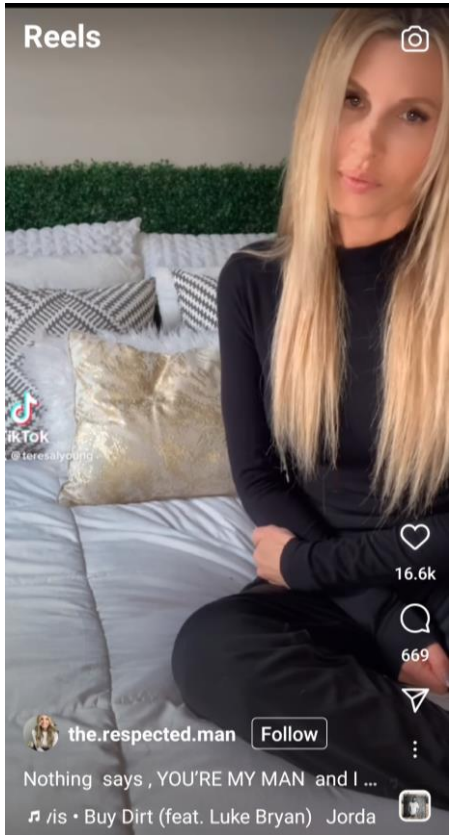
Content from other platforms
(%, Oct-21)

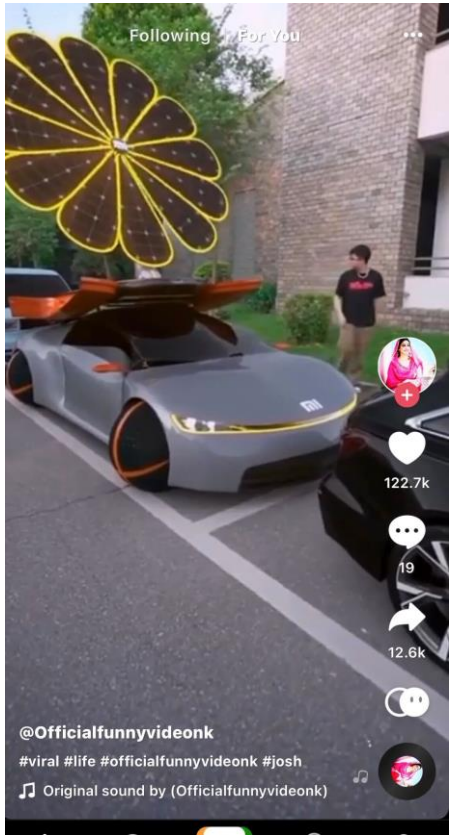


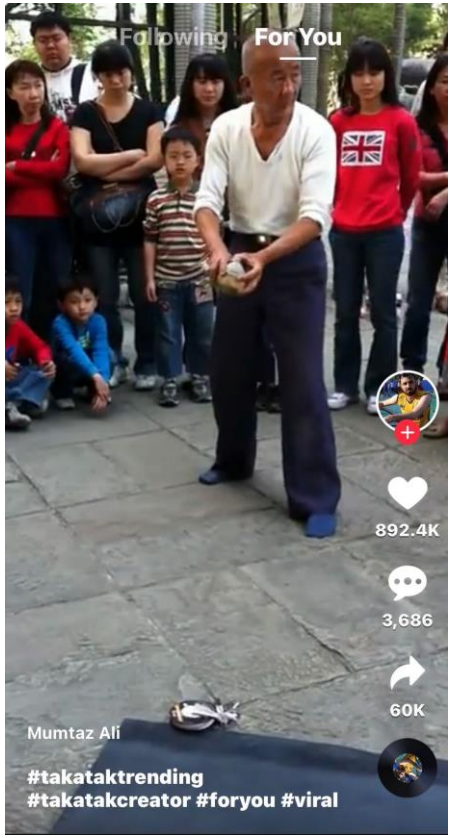
Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21 based on combined inputs from cold feed monitoring and product benchmarking
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, PraxDigital analysis

Instagram Reels has the lowest amount of content from other platforms followed by Josh (2/2)

Examples of copied content across platforms







Source(s): Product benchmarking, PraxDigital analysis

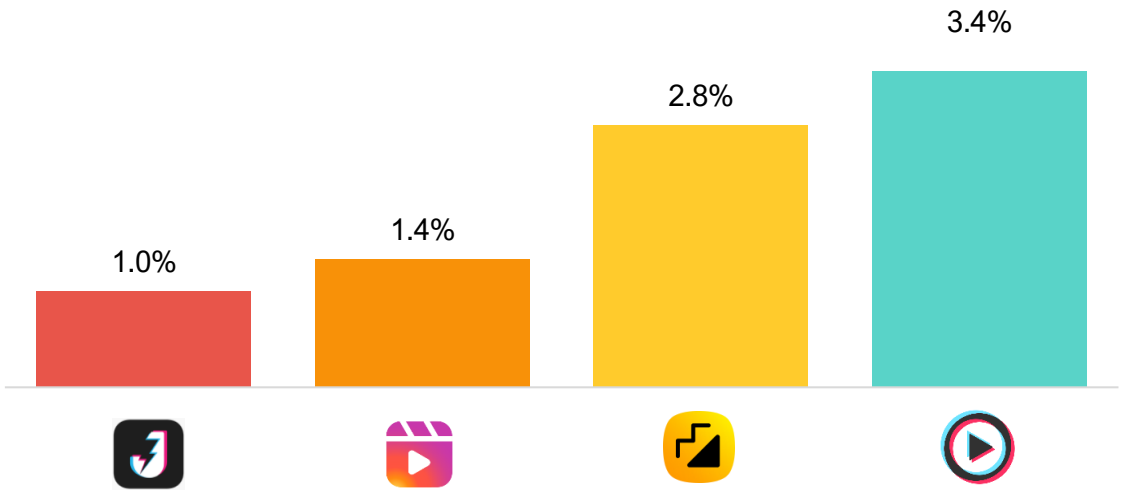
Cold feed monitoring | Product benchmarking | Secondary research

Josh has the lowest amount of NSFW content followed by Instagram Reels

"Not Safe for Work" (NSFW) Content

"Not Safe for Work" content includes vulgar or inflammatory content

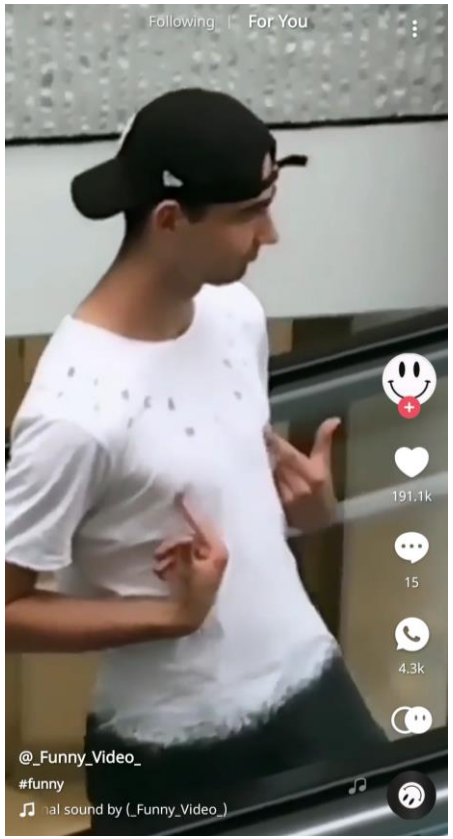
"Not Safe for Work" (NSFW) Content
(%, Oct-21)

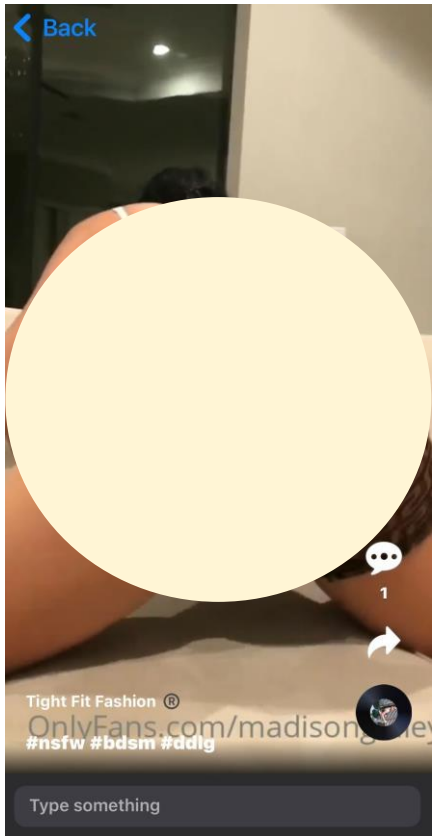


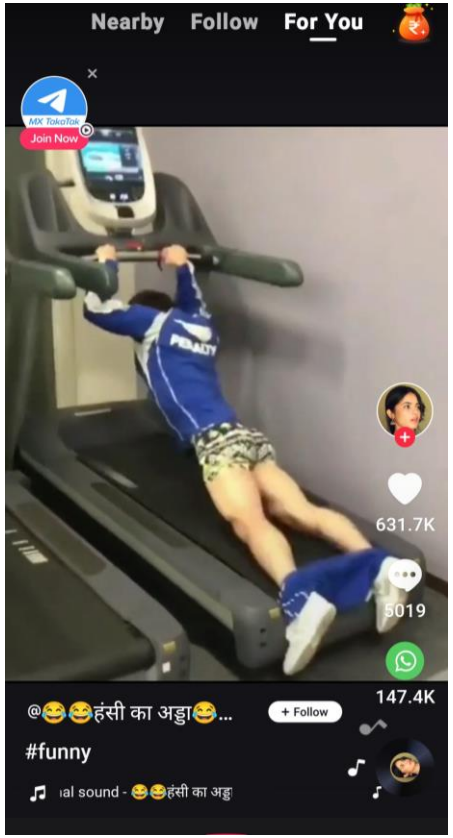
Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21 based on combined inputs from cold feed monitoring and product benchmarking
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, PraxDigital analysis

Short Video apps will have to invest in content moderation tools and processes

Examples of NSFW content across some platforms





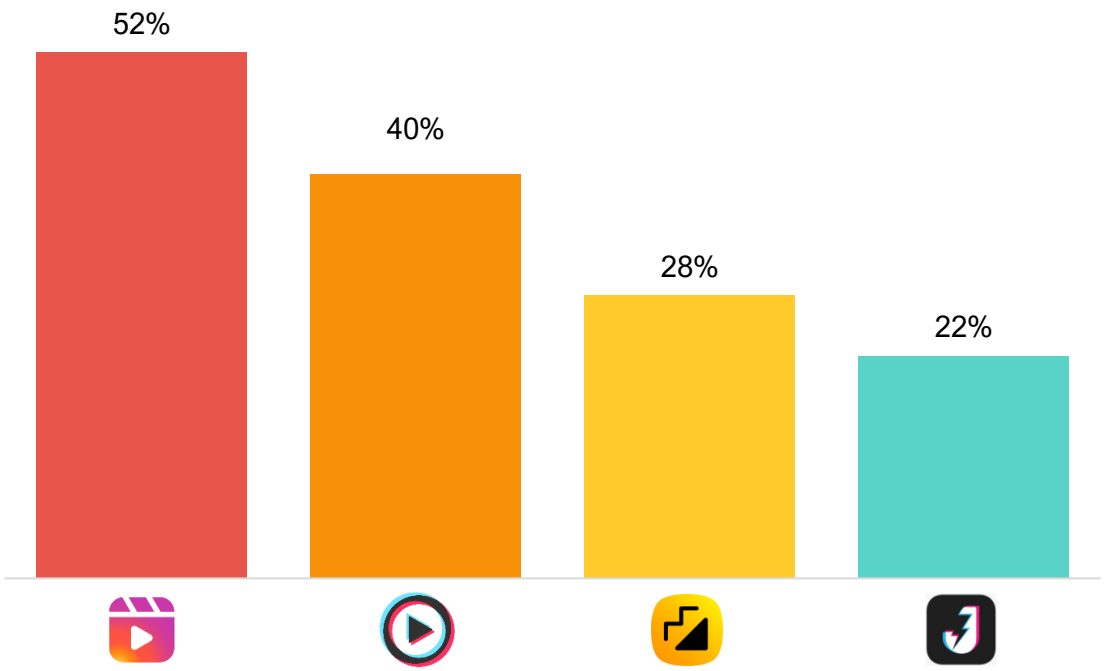


Note(s): Screenshots taken on 24th Nov-2021
Source(s): Product benchmarking, PraxDigital analysis

Josh, Moj and Instagram Reels have a balanced feed while MX Takatak shows more popular content

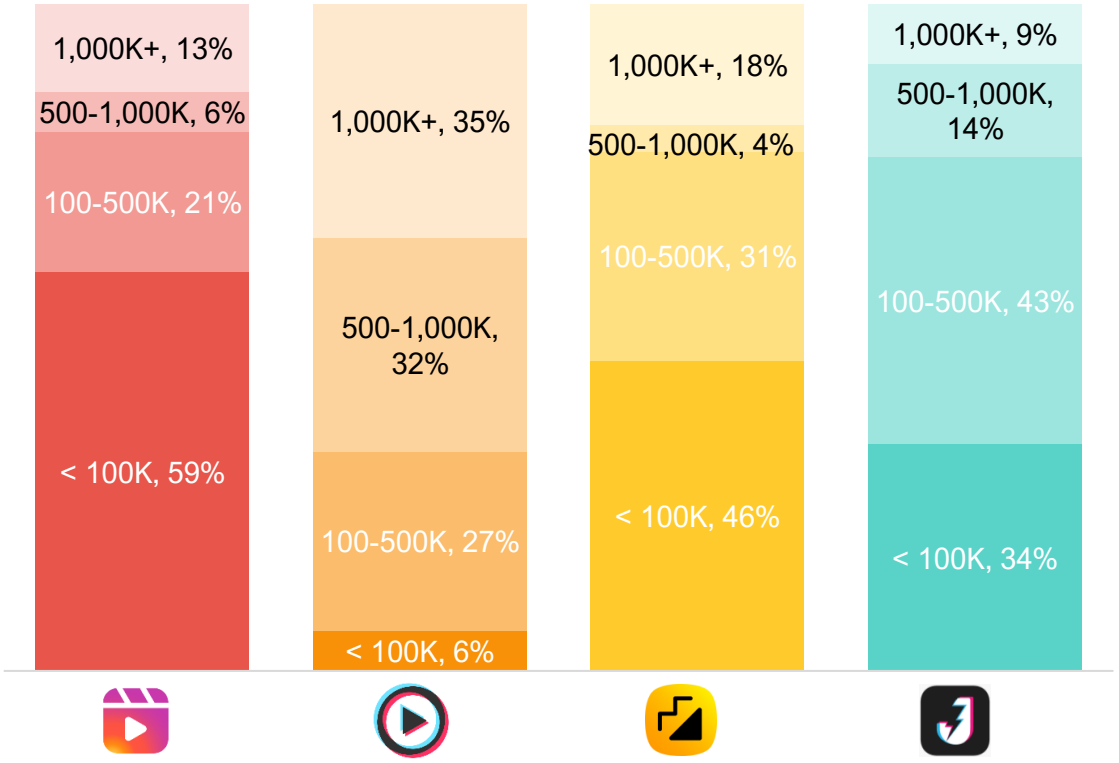
Instagram Reels has onboarded highest proportion (52%) of Top 100 Indian TikTok influencers

Presence of top 100 Indian TikTok influencers
(%, Oct-21)



MX TakaTak gives more mileage to larger creators while other apps are balanced

Likes of videos shown in cold feed by app
(%, Oct-21)



Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, PraxDigital analysis

Agenda

User experience

Creator experience

Creator features: Summary

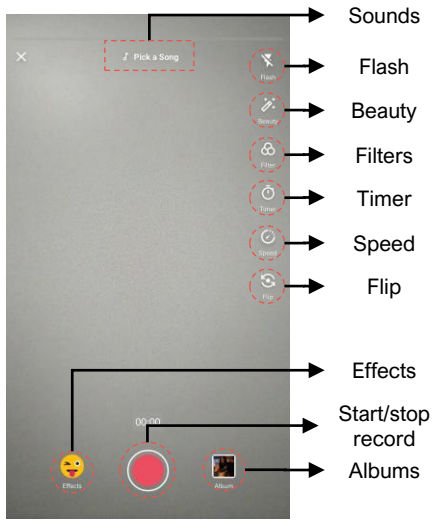
	Features					Comments
Application functionality	Video creation features					• Instagram Reels is the only platform that allows use of front screen flash while recording
	Beautification filter					• Only Josh allows applying beautification effects on specific face elements; MX TakaTak offers maximum customizable options (24)
	Effects & AR filters					• MX TakaTak has maximum options for effects (250+) followed by Josh (180+); only Josh and Instagram Reels allows Animojis
	Gaming effects					• While Instagram Reels has most # games, no separate category reduces comfort; Josh with separate category has limited games
	Video editing features					• Only Josh has the functionality for applying transitions and animations post video recording
	Motion effects					• While Josh and MX TakaTak does not allow fast motion while Moj does allow looping of videos post recording
	Video effects					• Josh has the maximum # video effects and allows applying filters to part of the video which is not available in other applications
	Video posting / publishing					• Only Moj allows restricting sharing of videos; Instagram Reels does not allow permission to make duets or restrict comments
Creator support ecosystem	Creator acquisition and support					• Josh and MX TakaTak have better mechanism for Creator support including content creation infrastructure
	Challenge activity					• Josh has the most the number of challenges and the challenge activity is prominently shown in the app
	Promotion of content by new creators					• Instagram Reels promotes content from new creators while MX TakaTak has more content from established creators

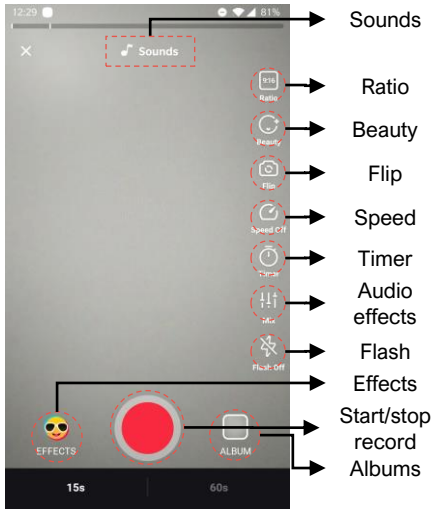
Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Cold feed monitoring (6K+ videos), Product benchmarking, Secondary research, PraxDigital analysis

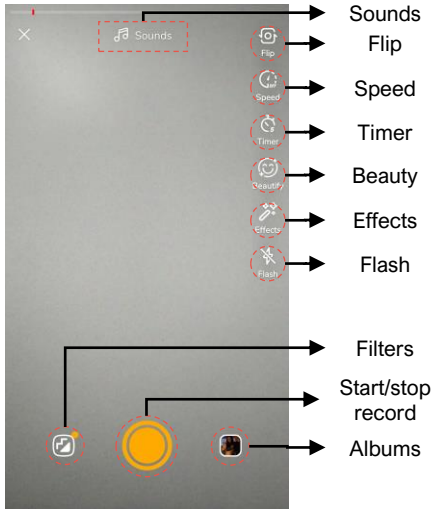
Worst | | | | Best

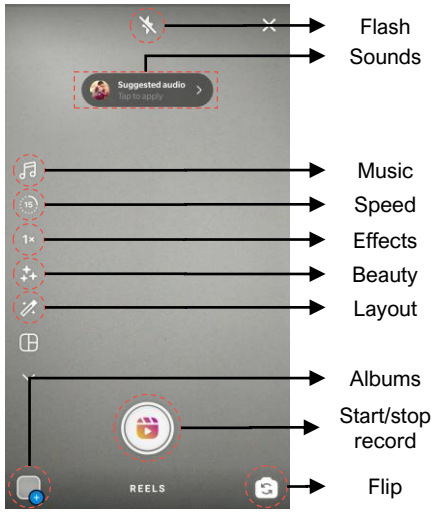
Instagram Reels offers front flash for video creation which is not available in other applications

	Feature	Description				
Video creation	Record	• Record button to start / stop video	✓	✓	✓	✓
	Album	• Upload pre-saved video on phone	✓	✓	✓	✓
	Flip post cut	• Flip between front and back camera between cuts	✓	✓	✓	✓
	Flip during cut	• Flip between front and back camera within a single cut	✗	✓	✓	✓
	Back flash	• Back camera flash for low light video	✓	✓	✓	✓
	Front flash	• Front flash for low light recording	✗	✗	✗	✓
	Ratio	• Ratio of video recording (9:16, etc.)	✗	✓	✗	✗
	Sound library	• Original sound track for the video	✓	✓	✓	✓
	Local sound	• Use local audio track from phone	✗	✓	✓	✗
	Beautification	• Beautify face elements in the video	✓	✓	✗	✓
	Effects & AR filters	• Video effects and AR based filters	✓	✓	✓	✓
	Animoji	• Face gestures & expression	✓	✗	✗	✓
	Filters	• Filters with colour tints & patterns	✓	✓	✓	✓
	Game effects	• Interactive AR based game effects	✓	✗	✓	✓
	Speed	• Slow, fast, time-lapse, etc.	✓	✓	✓	✓
	Timer	• Countdown, auto-record video	✓	✓	✓	✓
	Video length	• Minimum video length (seconds)	5	2	5	0.1
	Video length	• Maximum video length (seconds)	60	60	60	60









Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

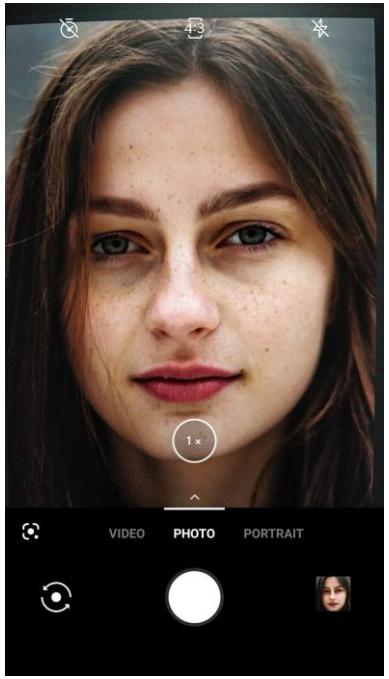
★ *Leading*

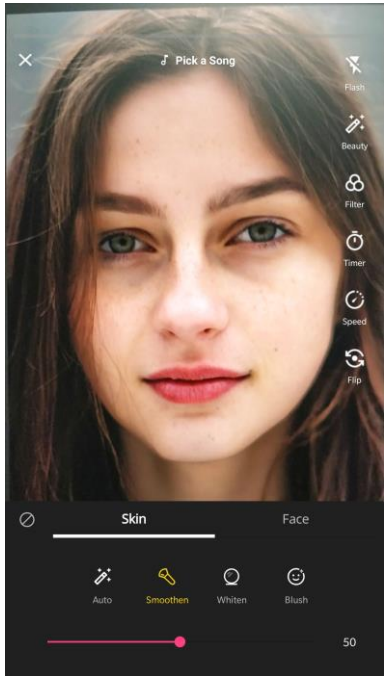
Availability

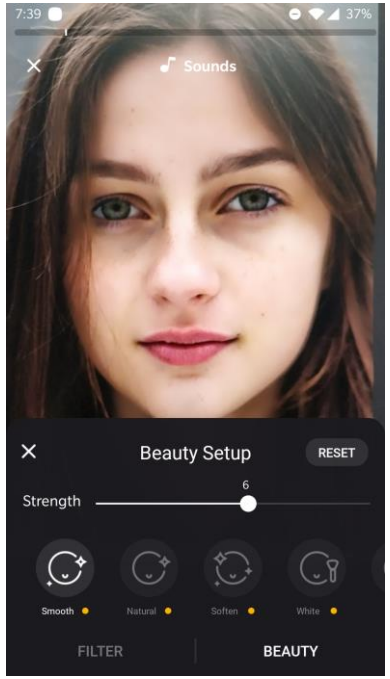
✓	Yes	✗	No

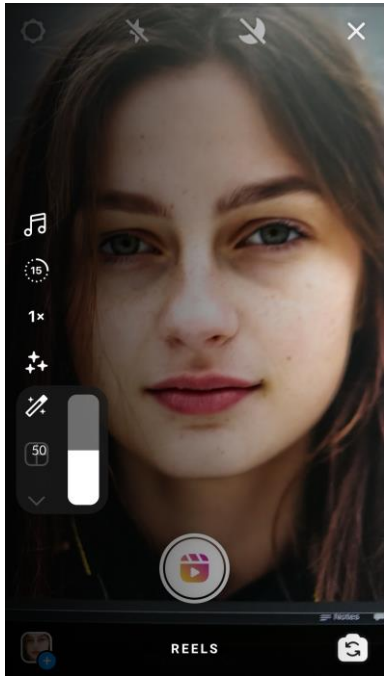
Josh is the only player that offers functionality for applying beautification on specific face elements

Original









Beautification

Beautification option	✓	Beauty mode	✓	Beauty mode	✗	Beautification option NA; Only filter available	✓	Beauty scale
Specific face element editing	✓	Skin and face elements	✗	NA	✗	NA	✗	NA
Customizable scale	✓	15 customizable options	✓	24 customizable options	✗	NA	✓	Only single scale

Note(s): Picture used for illustrative purposes only; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

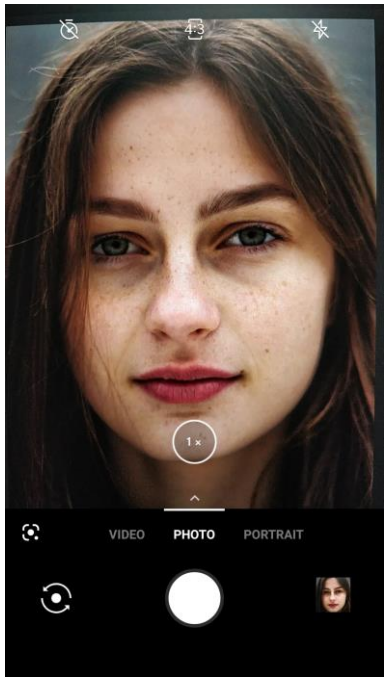
★ *Leading*

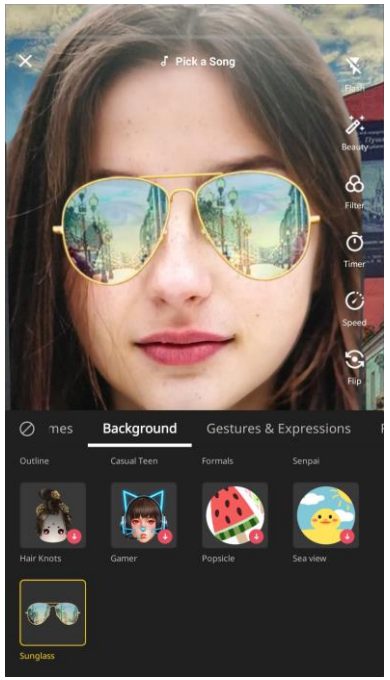
Availability

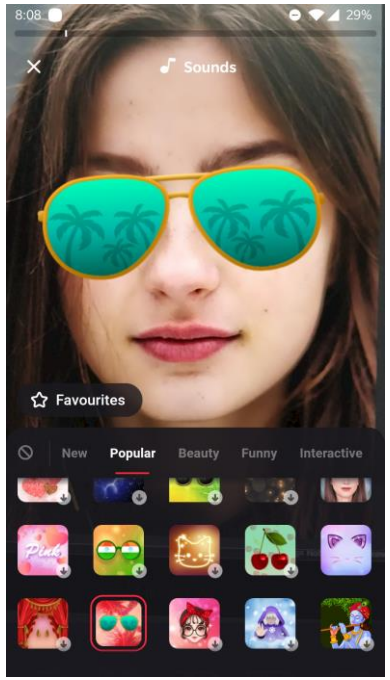
✓	Yes	✗	No

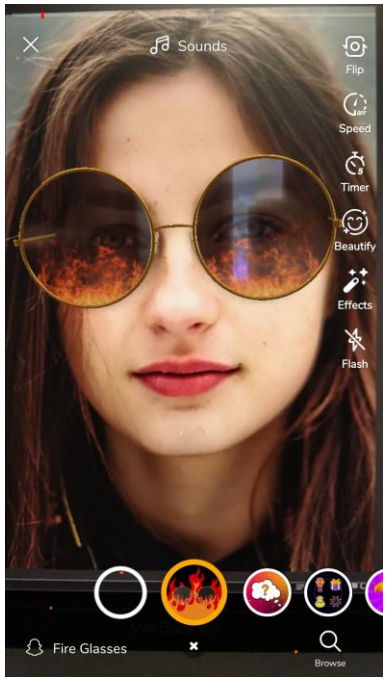
MX TakaTak offers maximum options for AR filters and effects followed by Josh and Instagram Reels; MX TakaTak and Moj do not offer Animoji

Original









Effects & AR filters

Video effects	✓	180+ video effects	✓	250+ video effects	✓	90+ video effects	✓	140+ video effects
AR filters	✓	Interactive AR filters	✓	Interactive AR filters	✓	Interactive AR filters	✓	Interactive AR filters
Animoji	✓	Gestures & expressions	✗	NA	✗	NA	✓	Gestures & expression

Note(s): Picture used for illustrative purposes only; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

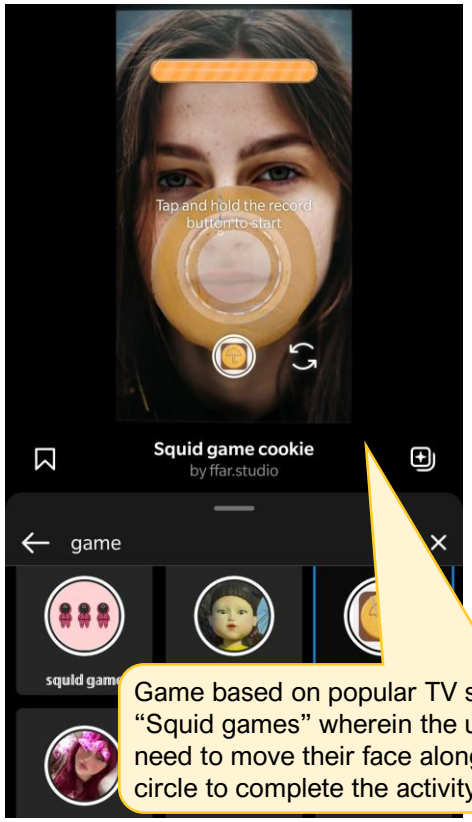
★ *Leading*

Availability

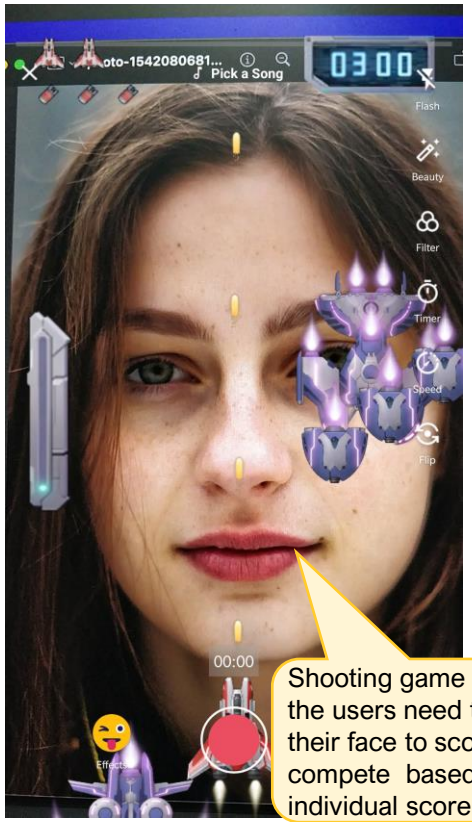
✓	Yes	✗	No

Josh, Moj and Instagram Reels have introduced AR based game effects to help creators improve user engagement

- Josh, Instagram Reels and Moj have introduced interactive AR based games
- These games are based on trending topics and typicaly include an activity to be performed by the users (viewers) which helps to increase their engagement time

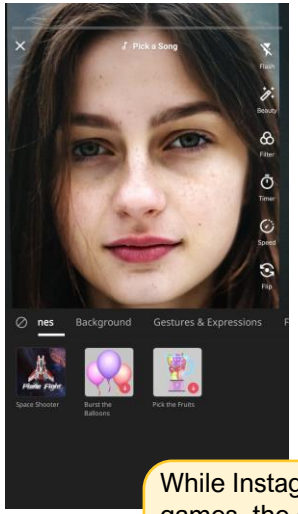


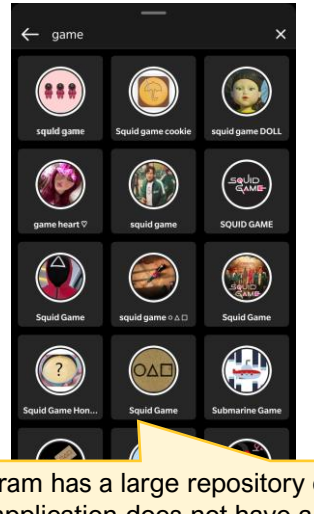
Game based on popular TV series "Squid games" wherein the users need to move their face along the circle to complete the activity



Shooting game wherein the users need to move their face to score and compete based on their individual score

Application	Comments
✓	*Separate category for games in the app. 3 AR based games available*
✓	*Most # games but no separate category. Search option shows trending games*
✓	*No separate category for games. Games are included as part of effects*
✗	*No games available*





While Instagram has a large repository of games, the application does not have a separate category for games and the user needs to use the Search option to find relevant games

Note(s): Picture used for illustrative purposes only; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

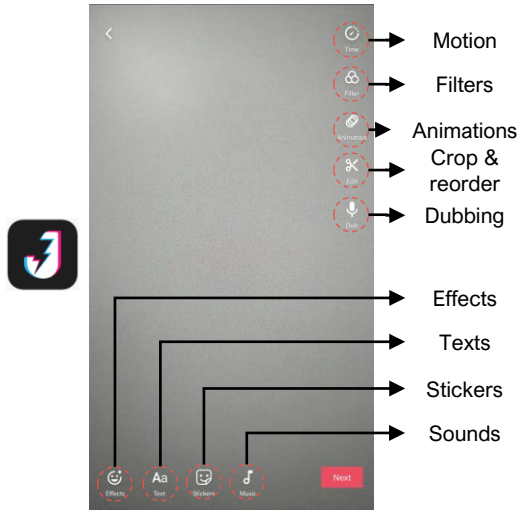
★ *Leading*

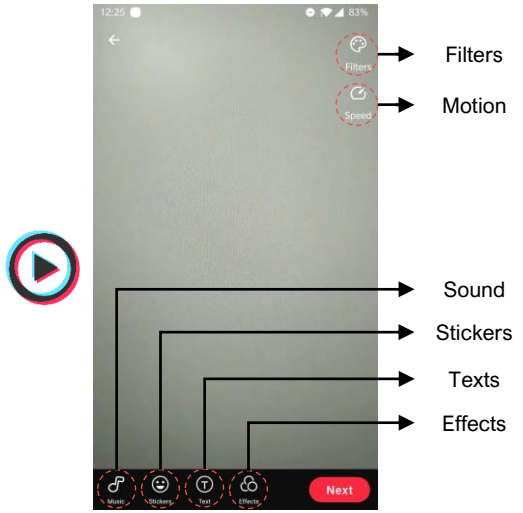
Availability

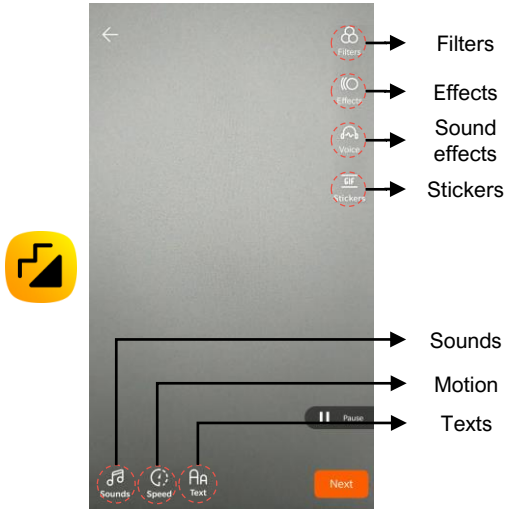
✓	Yes	✗	No

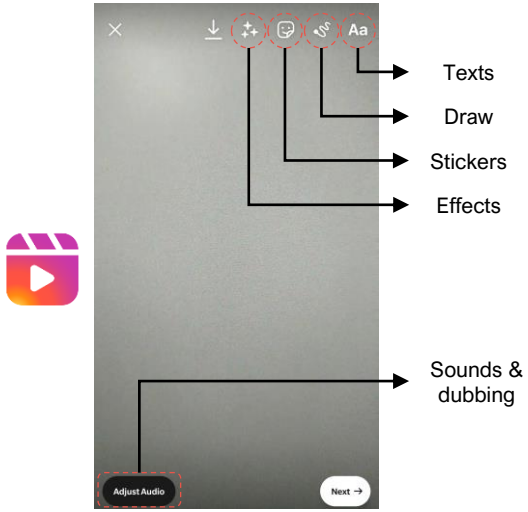
Josh offers functionality for applying transitions and animations post video recording which is not available in other applications

	Feature	Description				
Video editing (post creation)	Motion / speed	• Changing the speed of a part of video	✓	✓	✓	✗
	Filters on video	• Apply filters to the complete video	✓	✓	✓	✓
	Filters on cuts	• Apply filters to a part of the video	✓	✗	✗	✗
	Video effects	• Apply effects to a part of the video	✓	✓	✓	✓
	Transitions	• Transitions between cuts	✓	✗	✗	✗
	Animations	• Animations on and between cuts	✓	✗	✗	✗
	Crop & reorder	• Crop or reorder a cut of the video	✓	✗	✗	✗
	Sounds	• Sound track library / local sounds	✓	✓	✓	✓
	Dubbing	• Dubbing the audio / voiceover	✓	✗	✗	✓
	Sound effects	• Sound effects / filters for the audio	✗	✗	✓	✗
	Texts	• Customizable texts for the video	✓	✓	✓	✓
	Draw	• Draw with fingers in the video	✗	✗	✗	✓
	Stickers	• Complete library of stickers / GIFs / emojis / locations etc.	✓	✓	✓	✓









Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

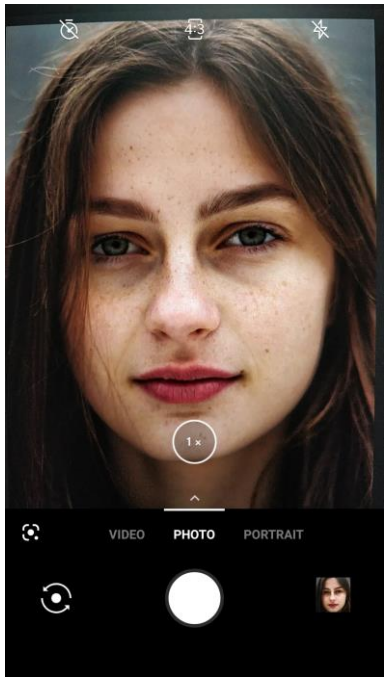
★ *Leading*

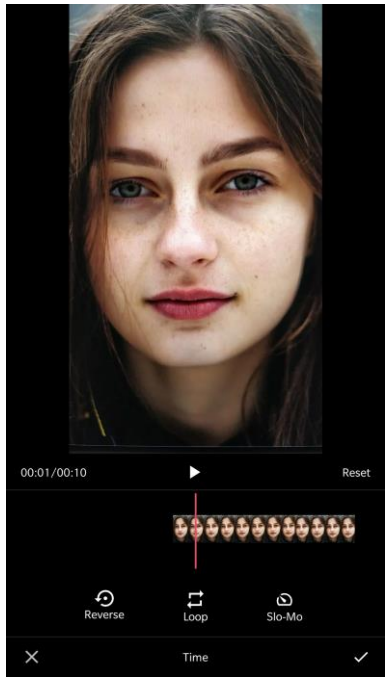
Availability

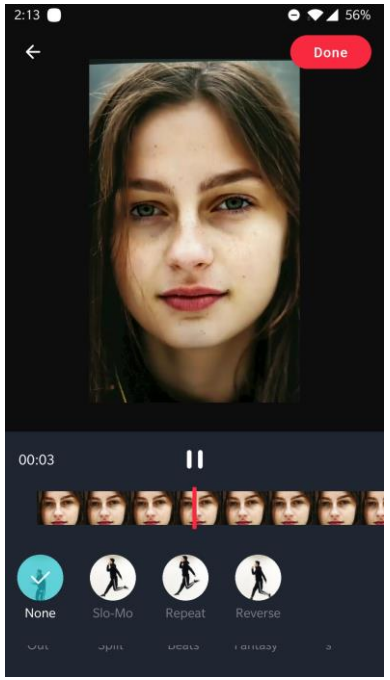
✓	Yes	✗	No

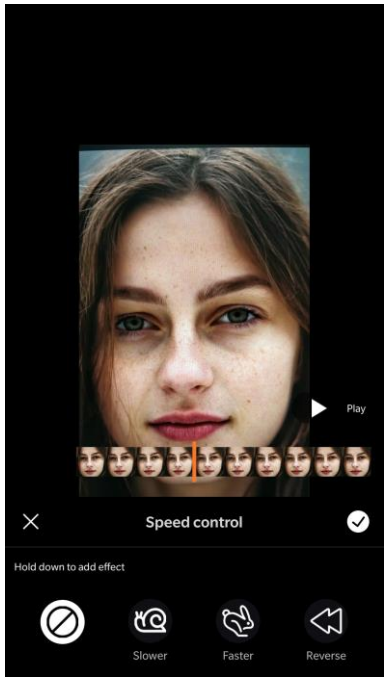
All apps offer similar functionalities for editing motion / speed of the video except Instagram Reels which does not allow editing video motion post recording

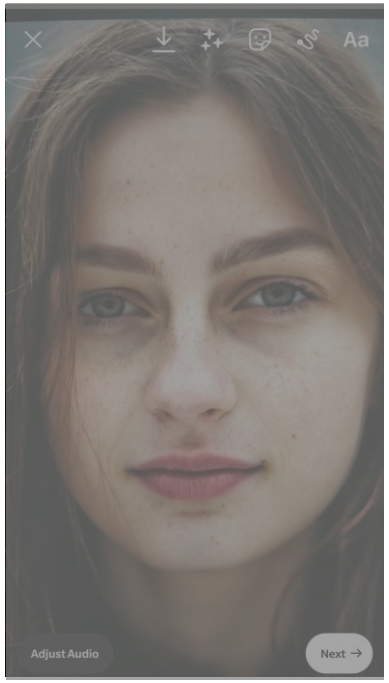
Original











Video motion		★		★		★		
Slow-motion	✓	Part of the video	✓	Part of the video	✓	Part of the video	✗	No option to change motion post recording of the video
Fast-motion	✗	NA	✗	NA	✓	Part of the video	✗	
Reverse	✓	Complete video	✓	Complete video	✓	Complete video	✗	
Loop / repeat	✓	Part of the video	✓	Part of the video	✗	NA	✗	

Note(s): Picture used for illustrative purposes only; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

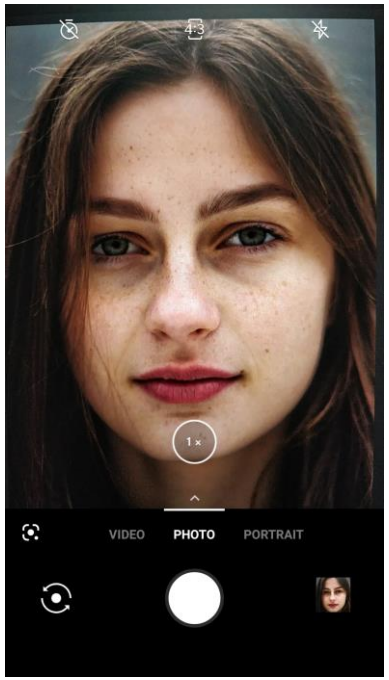
★ *Leading*

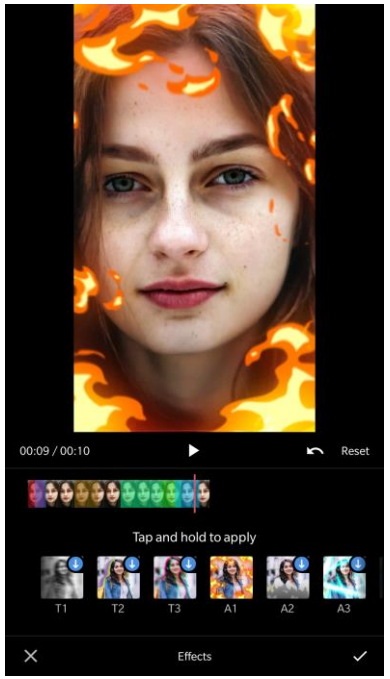
Availability

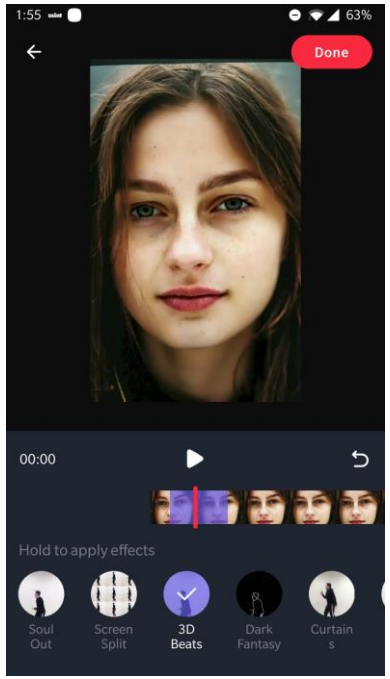
✓	Yes	✗	No

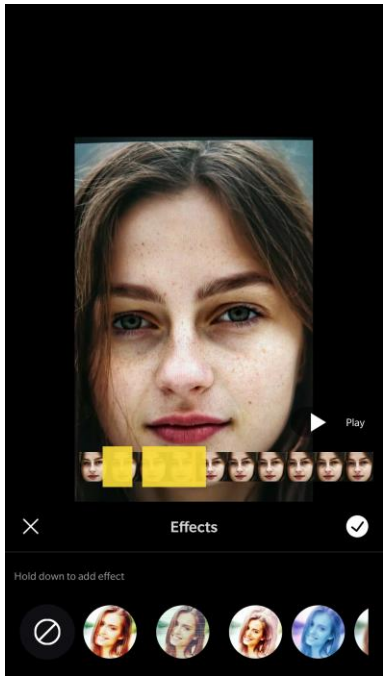
Josh offers the maximum options for video effects and filters post video recording

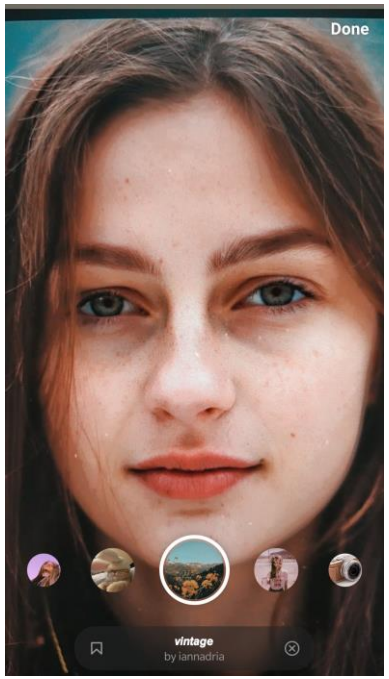
Original











Video effects

Video effects	✓	50+ video effects	✓	10+ video effects	✓	5 video effects	✓	15+ video effects
Filters (color tints)	✓	60+ video filters	✓	15+ video filters	✓	25+ video filters	✓	10+ video filters
Part of the video	✓	Can apply to parts of video	✗	Only effects; not filters	✗	Only effects; not filters	✗	NA

Note(s): Picture used for illustrative purposes only; Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

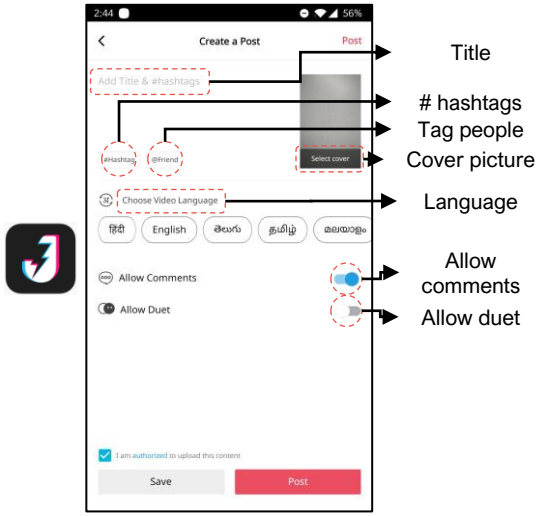
★ *Leading*

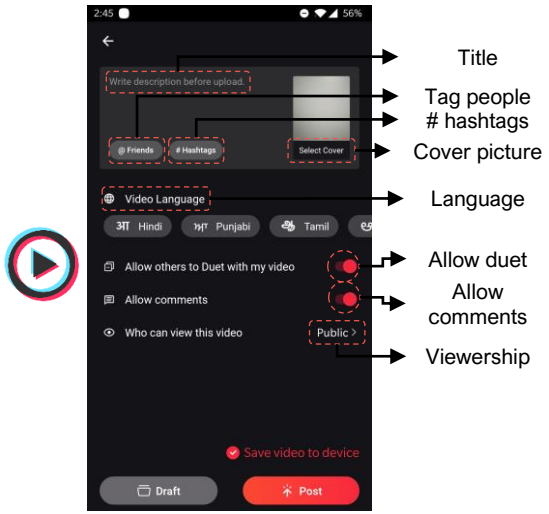
Availability

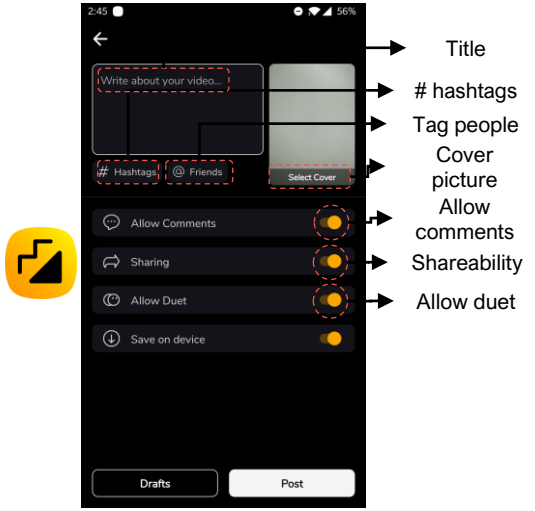
✓	Yes	✗	No

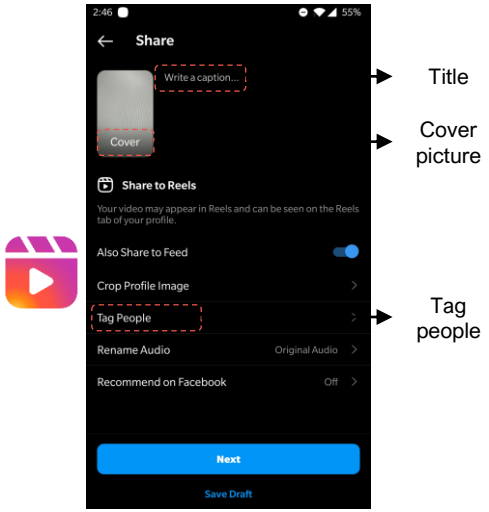
Moj is the only application with a functionality to restrict video sharing

	Feature	Description				
Video posting (post editing)	Title / caption	• Title of the video / caption	✓	✓	✓	✓
	# hashtags	• Trending / relevant hashtag	✓	✓	✓	✓
	Tag people	• Tag your friend in the video	✓	✓	✓	✓
	Language	• Select language of the video	✓	✓	✓	✗
	Cover picture	• Cover picture / thumbnail of video	✓	✓	✓	✓
	Comments	• Restrict comments on the video	✓	✓	✓	✗
	Allow duet	• Permission to allow people to make duet with the video	✓	✓	✓	✗
	Video draft	• Option to save video in draft	✓	✓	✓	✓
	Viewership	• Restrict viewership of the video	✓	✗	✓	✓
	Shareability	• Restrict sharing of videos	✗	✗	✓	✗









Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, PraxDigital analysis

★ *Leading*

Availability

✓	Yes	✗	No

Cold feed monitoring | Product benchmarking | Secondary research

Josh and MX TakaTak have better support mechanism for creator acquisition

Step 1: Content generation & identification of content creators	Online contests and challenges	✓	17 challenges live in Oct-21	✓	8 challenges in Oct-21	✓	9 challenges in Oct-21	✗	No sponsored challenges.
	Offline events	✓	World Famous (Talent Hunt), 4 Creathorns and 8 Agents of Josh	✗	-	✓	Moj SuperstarHunt, Moj Talks	✗	-
	Collaborations	✓	Partnered with Universal Music Group, T-Series, Sony, SVF, Divo Music, etc.	✓	Partnered with IPL teams	✓	Partnered with Big Boss, T-Series, SVF Music Partners, etc.	✗	-
Step 2: Mentorship and guidance	Training / mentorship programs	✓	Josh All Stars' training academy – 6-week program for personalized grooming of creators	✓	Creator fellowship training program with live sessions and personalized support	✓	Moj Talks to enable popular creators to share knowledge and groom young creators	✓	Creator education program incl. self-paced e-learning course, live classes with experts, info on trends
	Fund for content creators	✗	-	✓	INR 1B fund to support content creators	✗	-	✓	Planning to invest INR 75B (along with Facebook) in programs for content creators by 2022
	Infrastructure for content creation	✓	Josh Studios setup	✓	MY Home setup	✗	-	✗	-
Step 3: Monetization	Brand endorsements and advertisements	✓	Getting brands onboard to sponsor challenges and share revenue with content creators	✓	Getting brands onboard to sponsor challenges and share revenue with content creators	✓	Collaborated with Flipkart to enable live commerce videos and incentivize creators	✓	Enabled various monetization avenues for creators such as badges, affiliations, in-stream video ads*, branded content, etc.

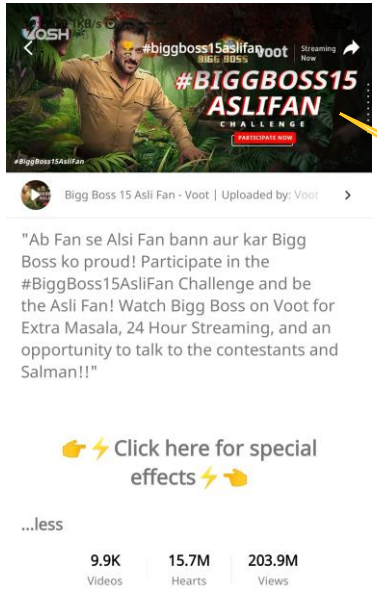
Note(s): *Instagram in-stream video ads are currently not launched in India; US$ 1 = INR 75
Source(s): Product benchmarking, Secondary research, PraxDigital analysis

Availability

✓	Yes	✓	Partially	✗	No

Josh has the highest # active challenges followed by Moj and MX TakaTak

- Josh, MX TakaTak and Moj host challenges on their platforms to attract creators and incentivize them to publish content



Challenges are often sponsored by brands to increase their visibility and incentivize users to participate

Challenges	Josh	Moj	MX TakaTak	Instagram Reels
# active challenges	17 (Oct-21)	8 (Oct-21)	9 (Oct-21)	NA
Total video views for top 5 challenges	~2B	~2.7B	~7.3B	NA
Total likes for top 5 challenges	~150M	NA	NA	
Amount of unrelated content				NA
Transparency of challenge metrics				NA
Overall				NA

Flagship challenge "SpinMeOnMoj" with 4B views

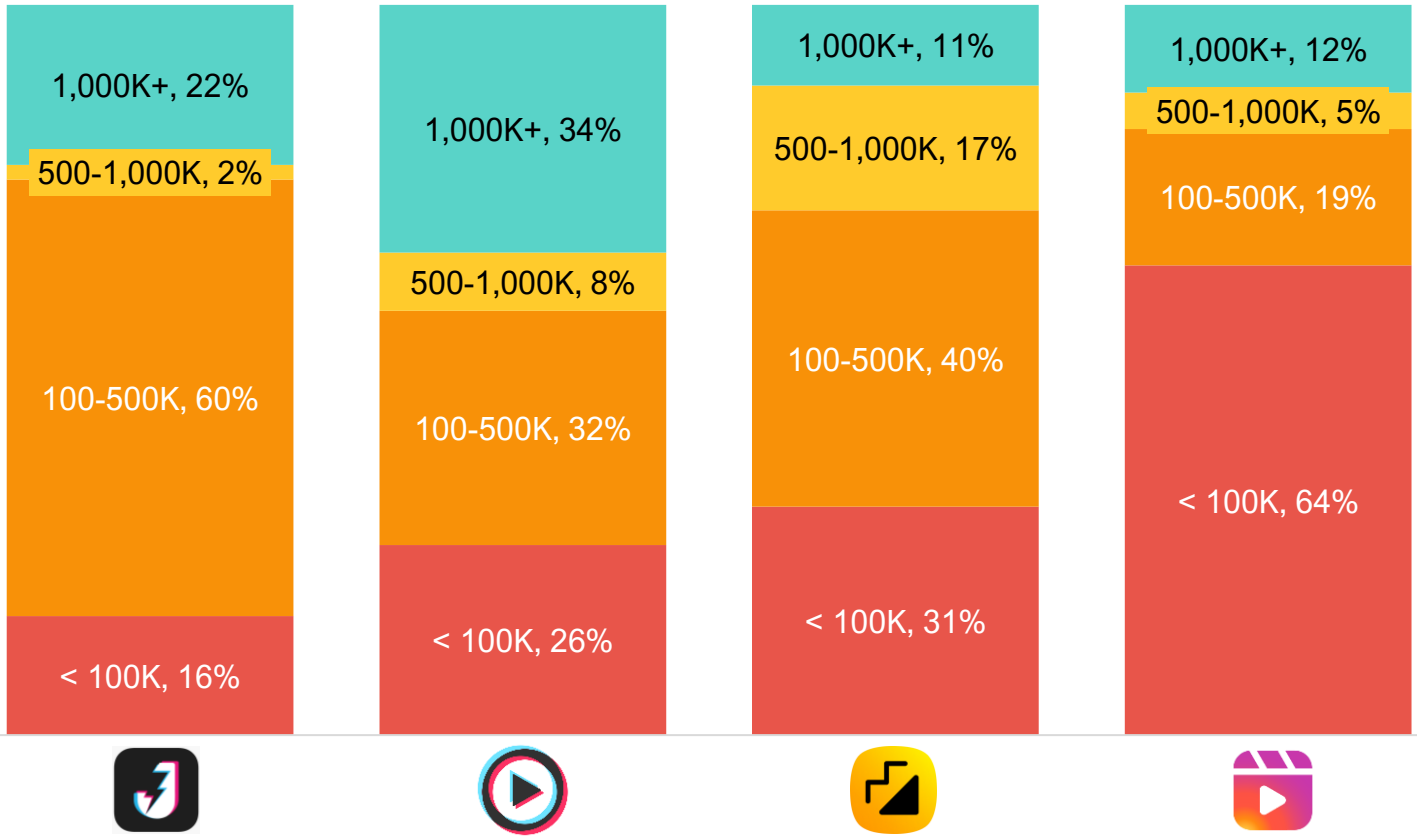
- Instagram Reels does not have any platform sponsored challenges which incentivize users like other platforms
- While Josh prominently displays views and likes for each challenge, it is hard to differentiate hashtags from challenges for Moj and MX TakaTak
- ~55% of the views for Moj come from their flagship challenge, i.e., "SpinMeOnMoj"

Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Product benchmarking, Secondary research, PraxDigital analysis

Worst | Best

Instagram Reels promotes content from new creators while MX TakaTak focuses more on content from large creators

 # followers of creators shown in cold feed by app
(%, Oct-21)



Insights

- In cold feed, the proportion of content shown in the application for **smaller creators (< 100K followers) is highest for Instagram Reels** followed by Moj, MX TakaTak and Josh
- **Josh** has a significantly **higher proportion of content for creators** with a following in the range of **100-500K (60%)**
- ~1/3rd of the content shown on **MX TakaTak is from large creators**, i.e., creators with a following >1000K

Note(s): Assessment was done from 28th Oct-21 to 1st Nov-21
Source(s): Cold feed monitoring (6K+ videos), PraxDigital analysis

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We will be happy to share perspectives

For media queries, please contact

Vaishnav Kumar Rai
Manager – Corporate Communications

E: communications@praxdigital.com
M: +91 782 794 4925

Diksha Bhutani
Lead – PR and Communications

E: PR@praxdigital.com
M: +91 935 413 7148

New Delhi | Gurugram | Mumbai | Bengaluru

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