

glance

What India Consumes on Lock Screen

2021



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Introduction & Methodology

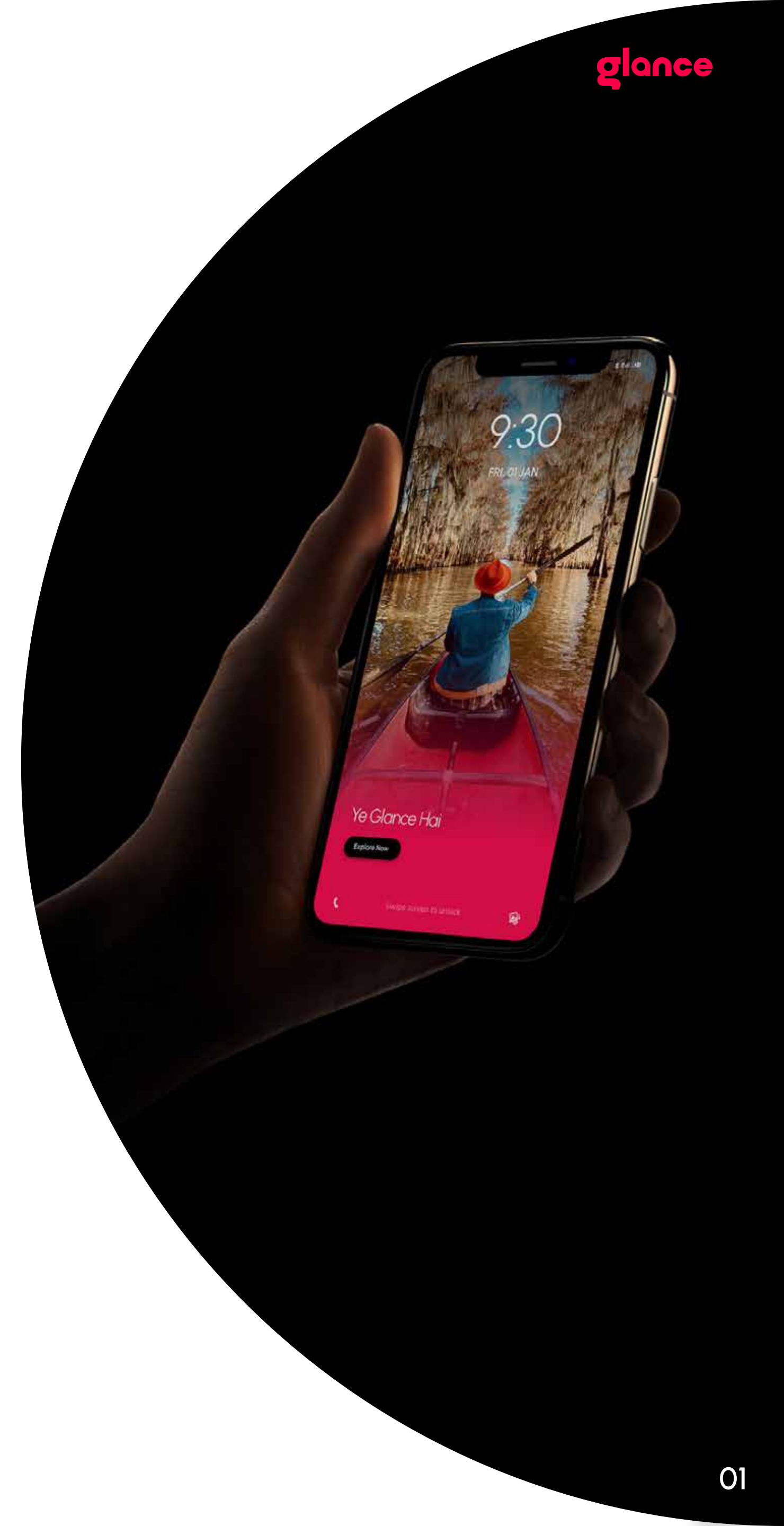
About The Report

In 2021, Indians prefer lock screen content to entertain and connect. India Lock Screen Report 2021 presents the first ever deep dive into the newest platform that Indians consume content on. Released by Glance, this report looks at how Indians across the country consume lock screen and short video app content.

From changing content choices, shifting viewing patterns, and increased democratization of access to the latest content, today's content consumer refuses to settle for less. This report details how a new generation of consumers are entertaining themselves while breaking traditional barriers as they connect with each other and the world.

Methodology

The findings are based on Glance & Roposo content platform analysis from January 2020 to January 2021 across India.



Executive Summary

A New Wave of Consumer Behavior is Creating Changes in the Mobile Lock Screen Content Landscape

01 — Lock screen emerging as a new content hub for Indians

- In India, smartphone users have made a gradual shift from conventional to digital media for content consumption. On average, a user spent 25 minutes consuming lock screen content. The lockdown further resulted in a massive 45% increase in time spent consuming lock screen content

02 — Frenzied rush for short video apps

- Time spent on Roposo (the short video app) rose by 30%. Not only are short video viewers consuming more content, but their engagement level on the platform was also very high. 1 in 2 users shared videos on Roposo.
- Comedy and Music are the two most-watched genres for Indians in the short video category.
- Preference for regional languages is higher in non-metros and smaller cities.

03 — Lock Screen content categories that have hooked Indians

- Entertainment, News, and Nature/Wildlife emerged as the top three content categories to captivate users.
- Interest in digital content across Health & fitness, Horoscope, Polls & quizzes, Trivia and politics has significantly increased, leading to habit formation or habit reinforcement. This will fuel content-based commerce, which is expected to be the next wave.

04 — Gaming is a runaway hit in the Entertainment segment

- Gaming saw a 153% growth in usage during the lockdown.
- Users spent significantly more time playing games on the lock screen, resulting in a 26% increase in time spent on it over the last year.
- Lock screen games especially captivated the interest of users from Tier 2 and Tier 3 cities
- Arcade, Puzzle, and Sports games were especially popular.

Executive Summary



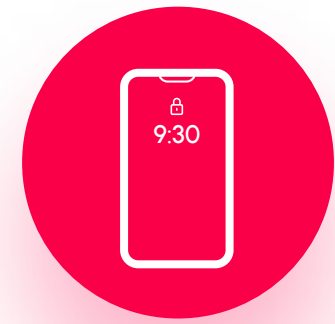
A New Wave of Consumer Behavior is Creating Changes in the Mobile Lock Screen Content Landscape

05 — Video content consumption on lock screen is skyrocketing

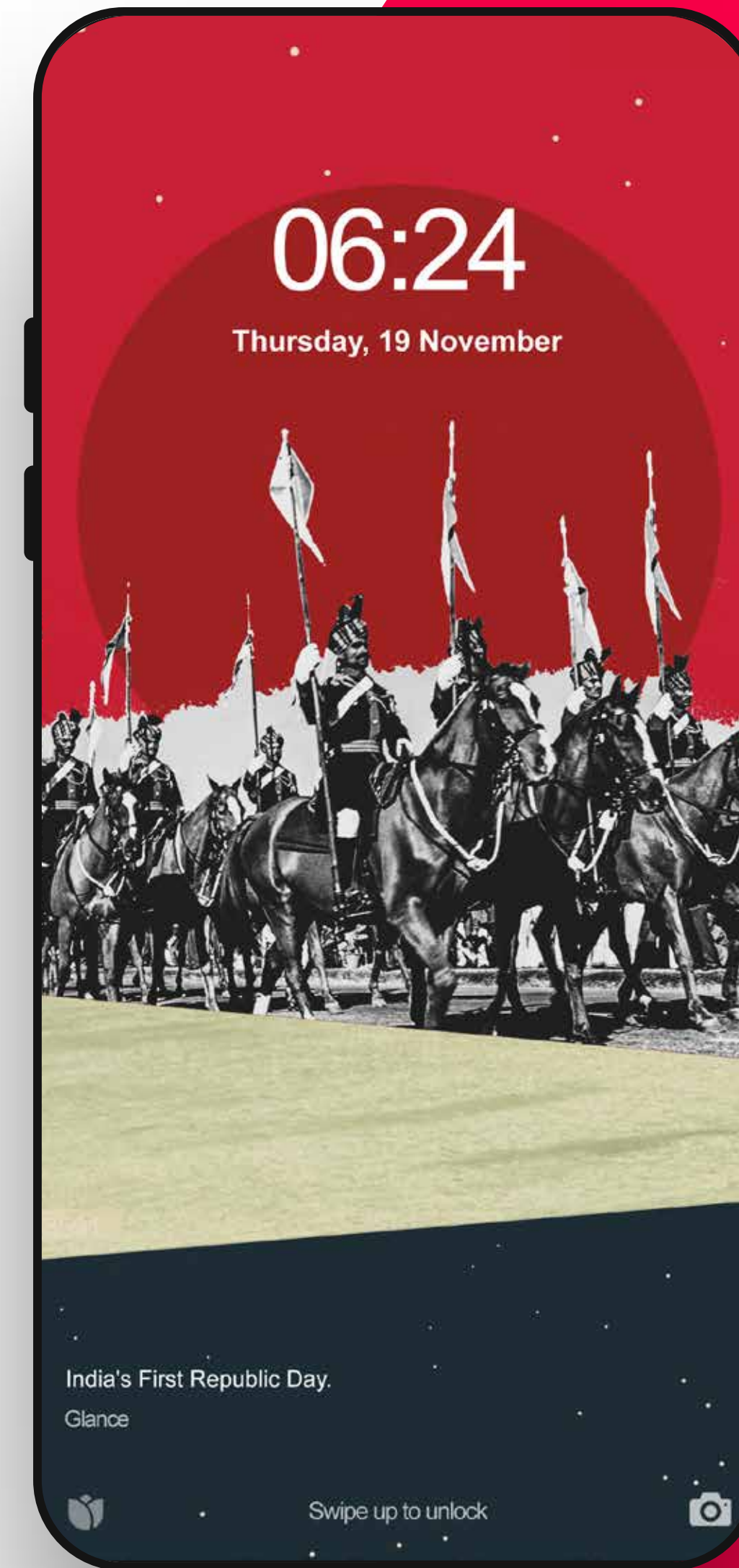
- Video accounted for 64% of overall lock screen content consumption. The average user spent over 20 minutes a day watching lock screen videos.
- 50% of video viewers on smartphones were from non-metro cities.
- Entertainment, News, Travel & Food are the top video genres preferred by Indians.

06 — Despite COVID-19, smartphone sales and mobile consumption continued to rise

- While there was a significant dip in smartphone sales during the lockdown, demand never really fell since smartphones evolved to become a necessity, as the world outside coped with the pandemic. With people cooped up at home more than ever before, smartphones are now essential, as users depend on it for their connection and content.



Lock Screen Content Usage & Behaviour



Glance Lock Screen



Redefining the Content Consumption Space in India

- Smartphone users in India have shown a gradual shift from conventional media to digital media platforms for their content. On average, they spend **25 minutes** everyday consuming lock screen content.

70

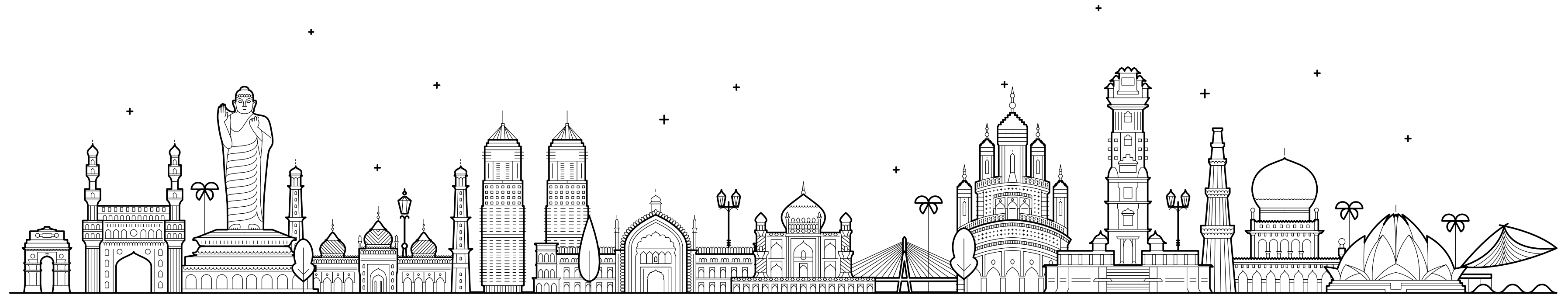
Average number of times a user unlock their phone daily

50

Number of times users unlock their smartphone to consume lock screen content each day

25

Minutes an average user spends a day consuming lock screen content



India's Mobile Lock Screen Usage Reaches New Heights

Mobile lock screen content consumption in India saw significant growth when compared to last year

200%

Increase in time spent consuming content on lock screen

41%

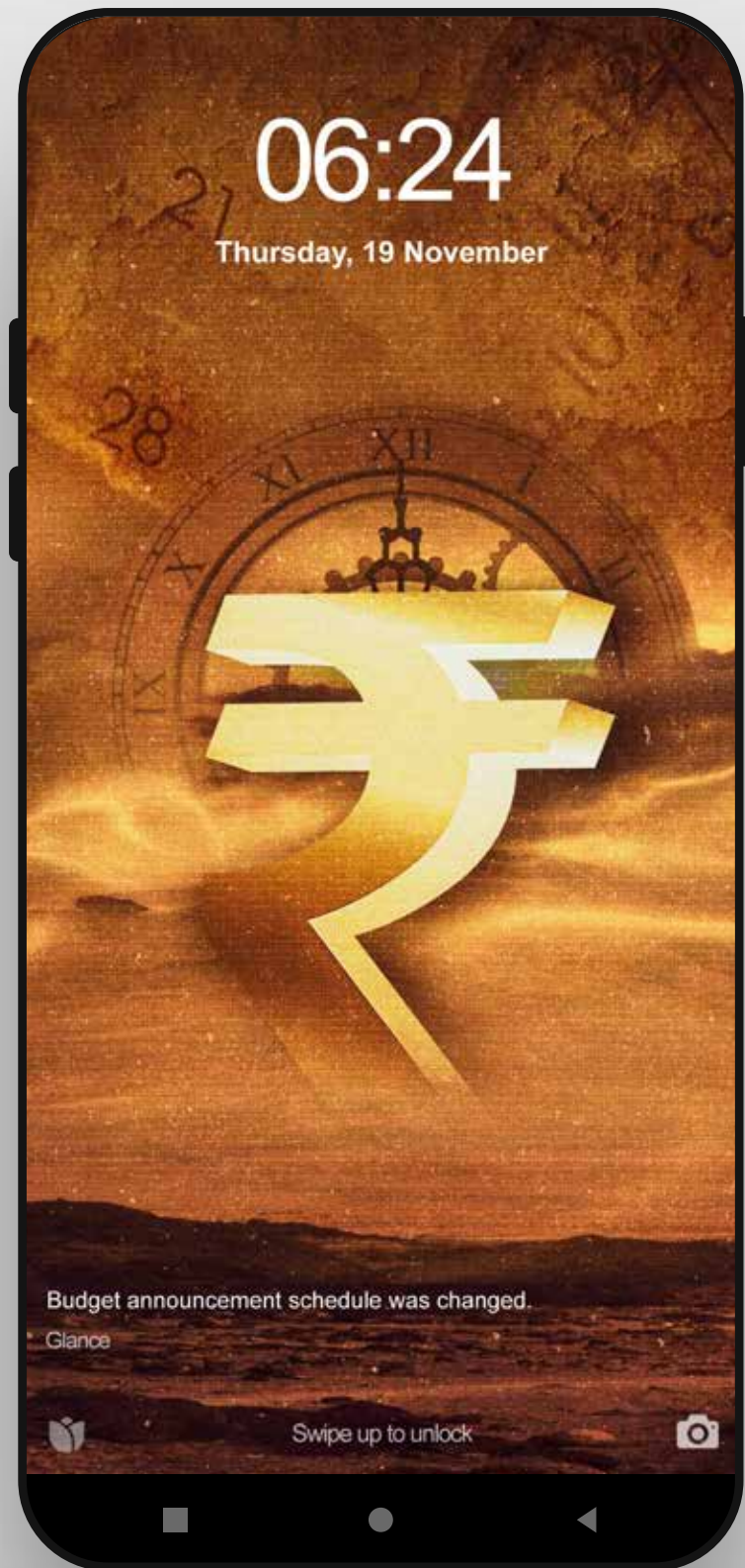
Increase in lock screen content consumption in metros

77%

Increase in lock screen content consumption across Tier 2 and Tier 3 cities

* Note: Time period (Jan 2020 to Jan 2021)

Glance Lock Screen



Content Consumption on Lock Screen Increased 57% During Covid-19



57%

Increase in lock screen content consumption.



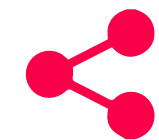
45%

Increase in time spent.



153%

Increase in playing games.



40%

Increase in sharing by users.



223%

Increase in likes.



182%

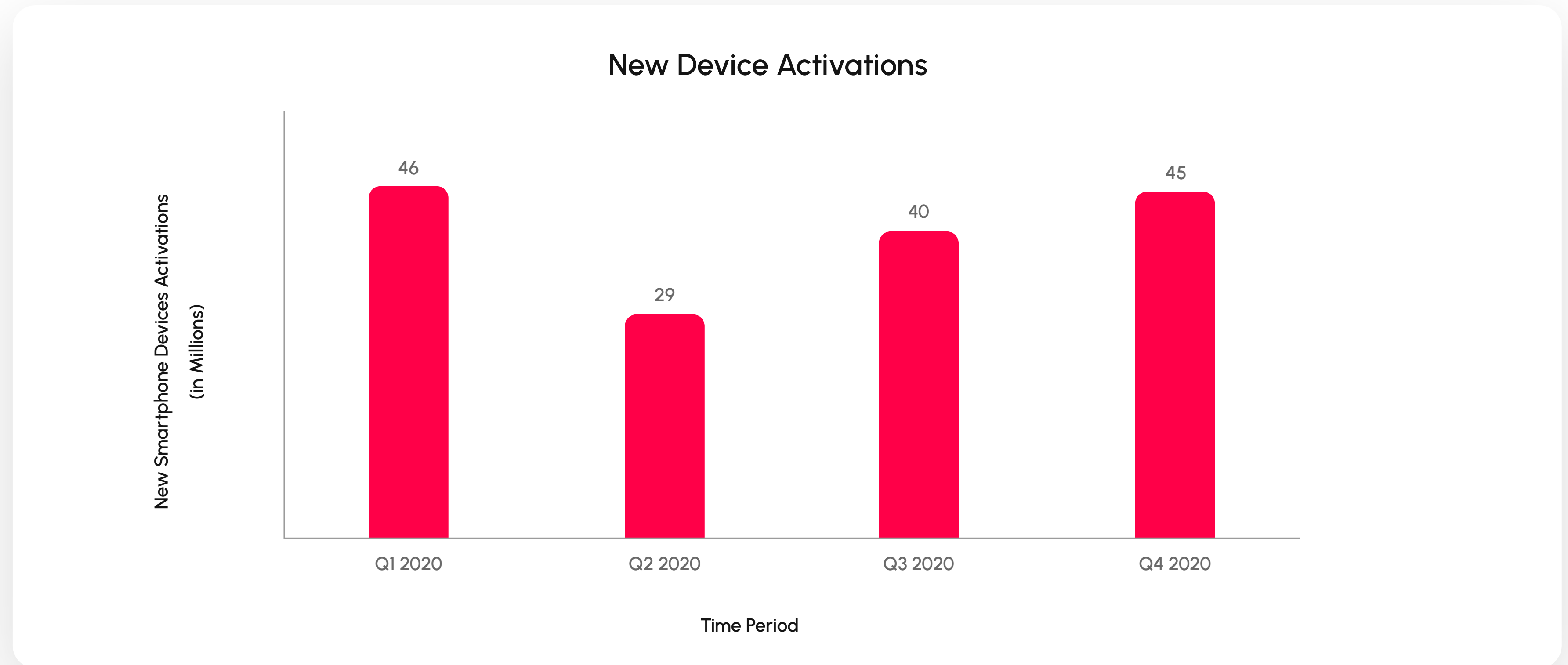
Increase in video consumption.

* Percentage change reflects the overall increase/ decrease in the streams between Pre COVID-19 and Post COVID-19 periods. Pre COVID-19 Period: 1st Jan - 15th March, 2020. Post COVID-19 Period: 16th March - 25th May, 2020

Glance Lock Screen



Grappling Smartphone Sales are Getting Back on Track Which Will Fuel Content Consumption



* Time Period :Data (Jan – Dec 2020)

Good Morning India:

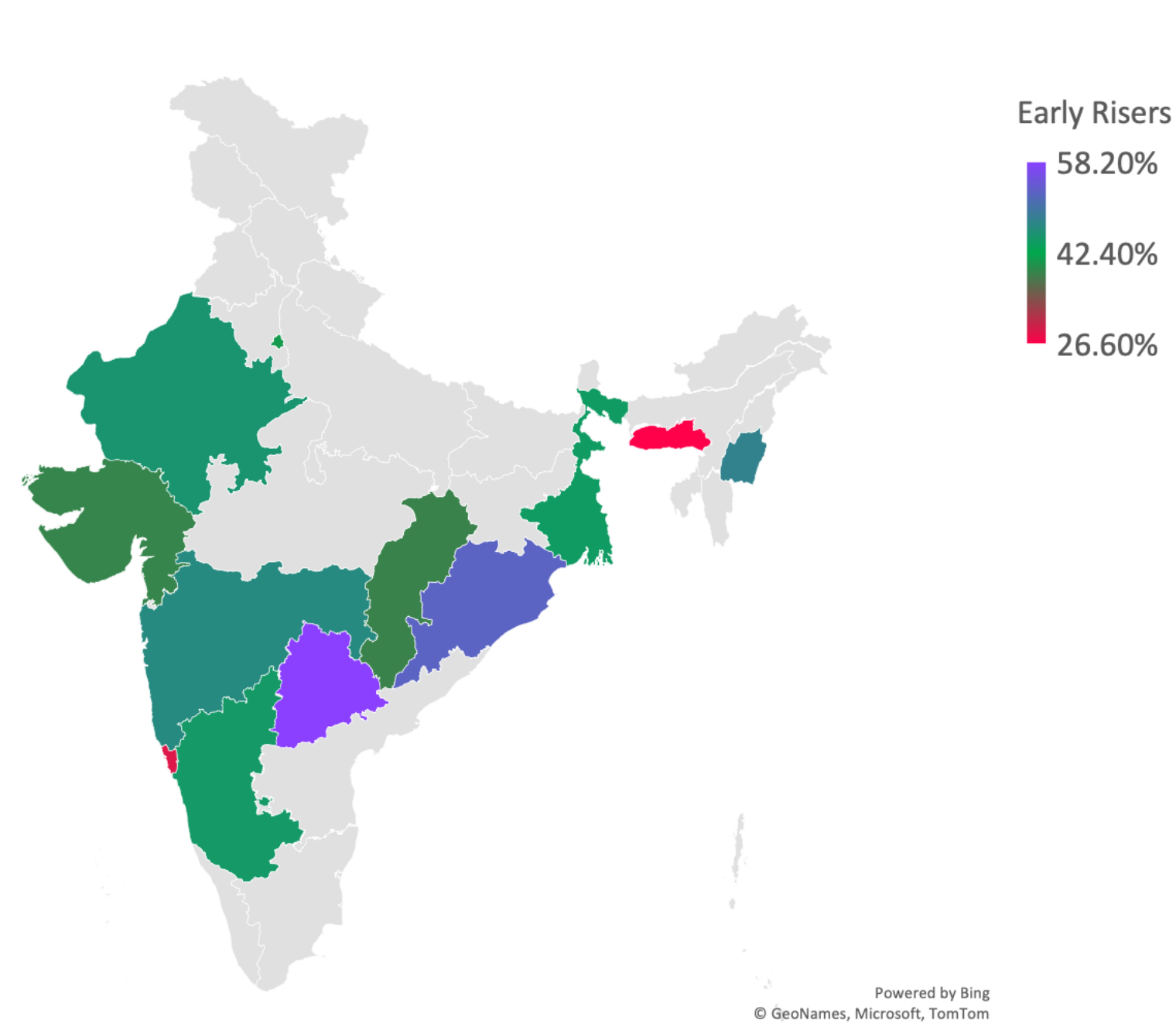


India Wakes Up to Glance Content

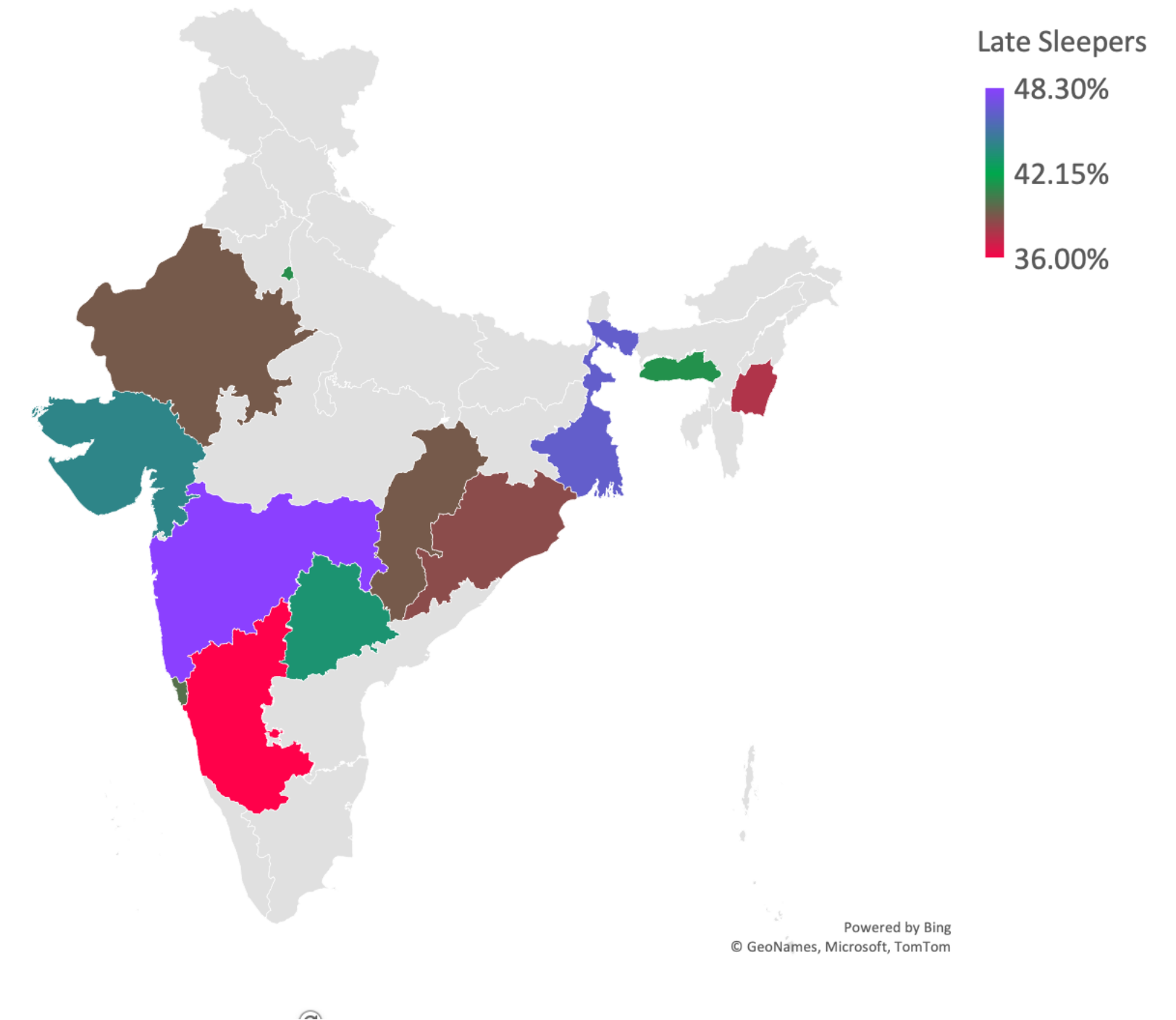
Telangana, Odisha, Manipur are Early Risers; Maharashtra, WB, Gujarat are Late Sleepers

Smartphone Usage in India

Login Timings: Early Risers



Logout Timings: Late Sleepers



* Time Period :Data (Jan 2020 – Jan 2021)

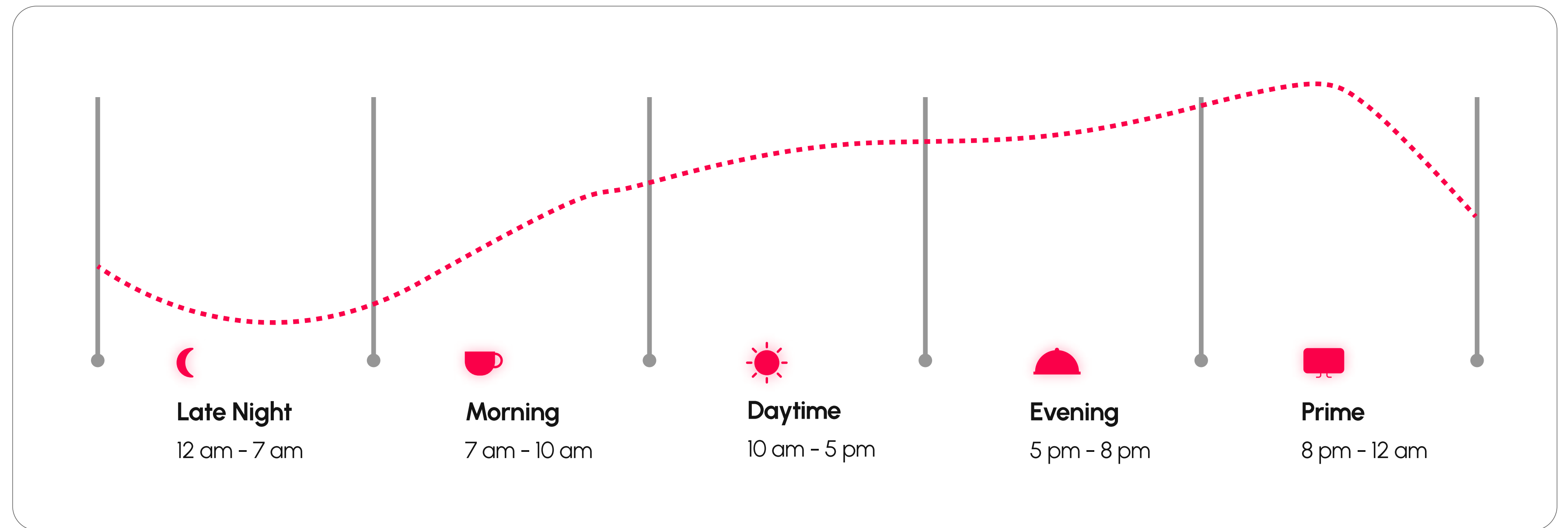
* Early Risers definition- Glance users who consume content between 5am to 7am ;
Late sleepers' definition - Glance users who consume content between 10pm to 12am.

Good Morning India:



Indians are Hooked on Lock Screen Content Throughout the Day; Post-dinner and Before Bed is the Peak Consumption Time

Mobile Lock Screen Content Consumption by Time of the Day

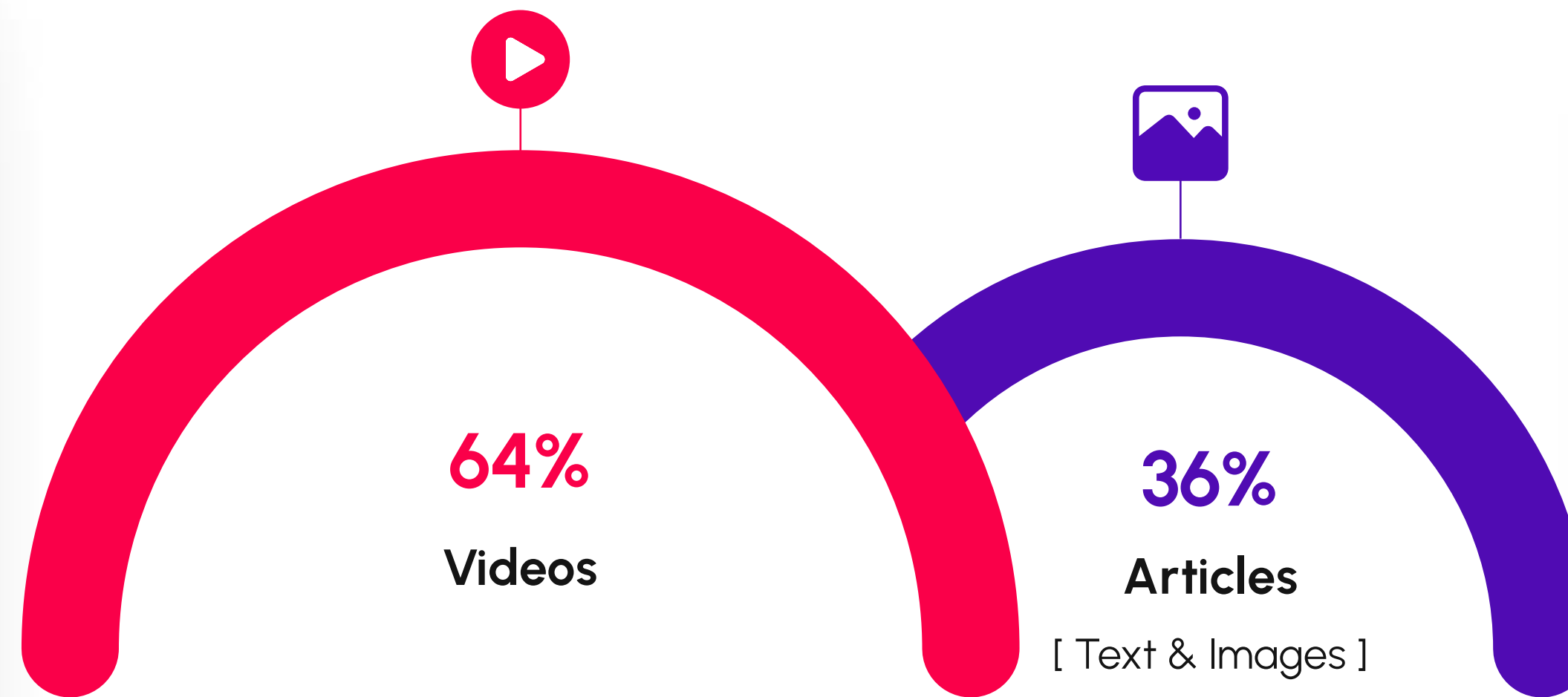
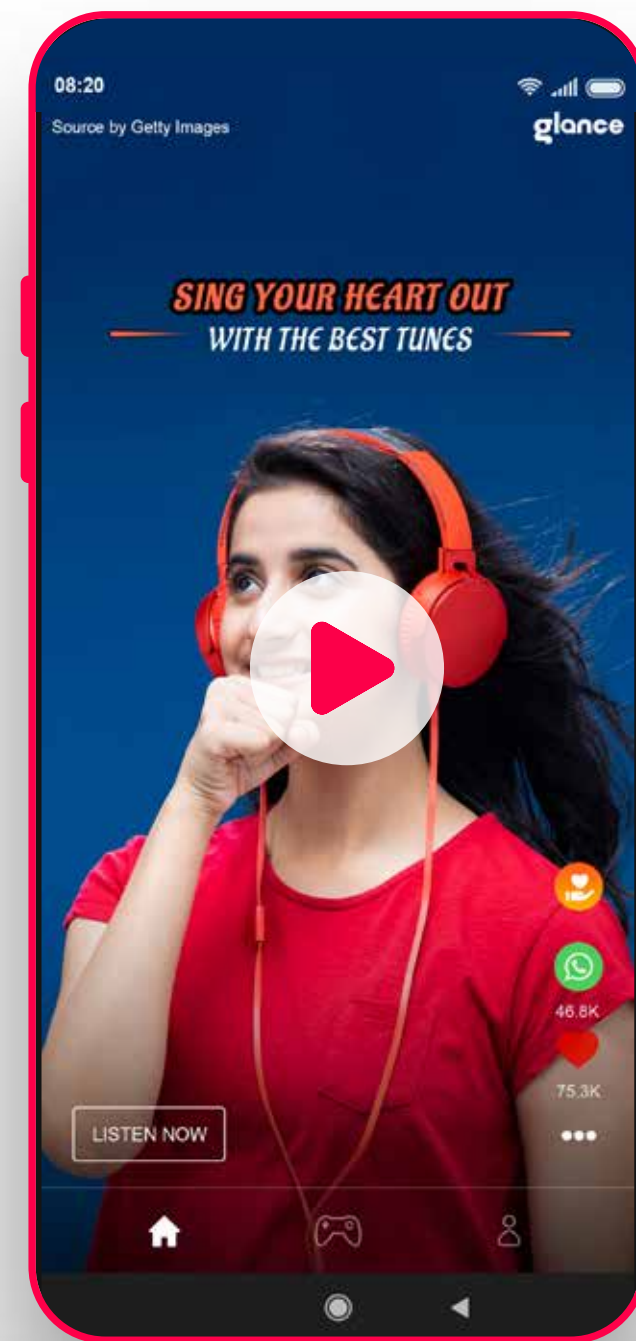


* Time Period :Data (Jan 2020 – Jan 2021)

Good Morning India:

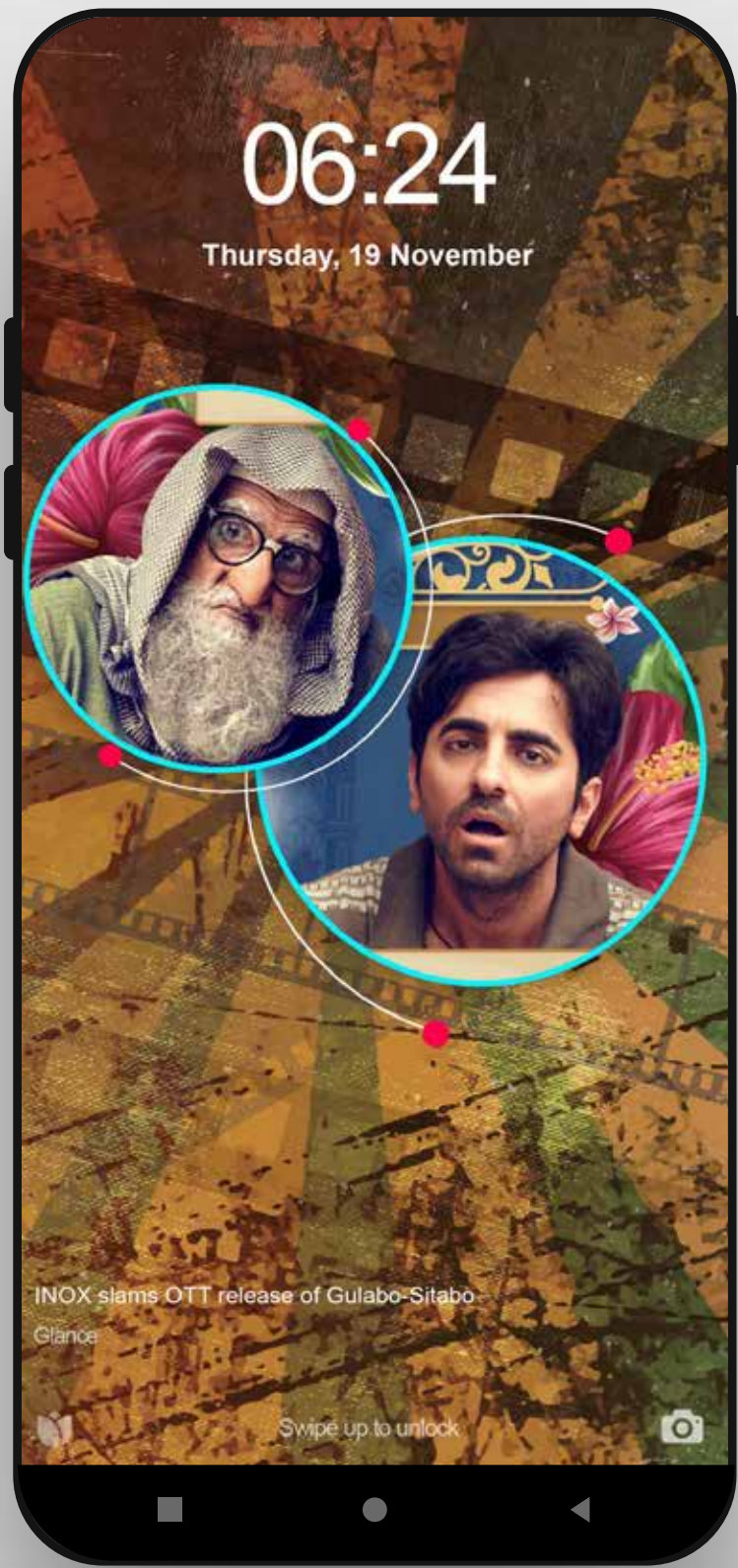
Indian Consumers Prefer Videos & Story formats when Consuming Content on the Lock Screen

- Among the content formats available on the Glance platform, Videos accounted for 64% of overall content consumption, while articles (texts and images) accounted for 36%.



* Time Period : Data (Jan 2020 – Jan 2021)

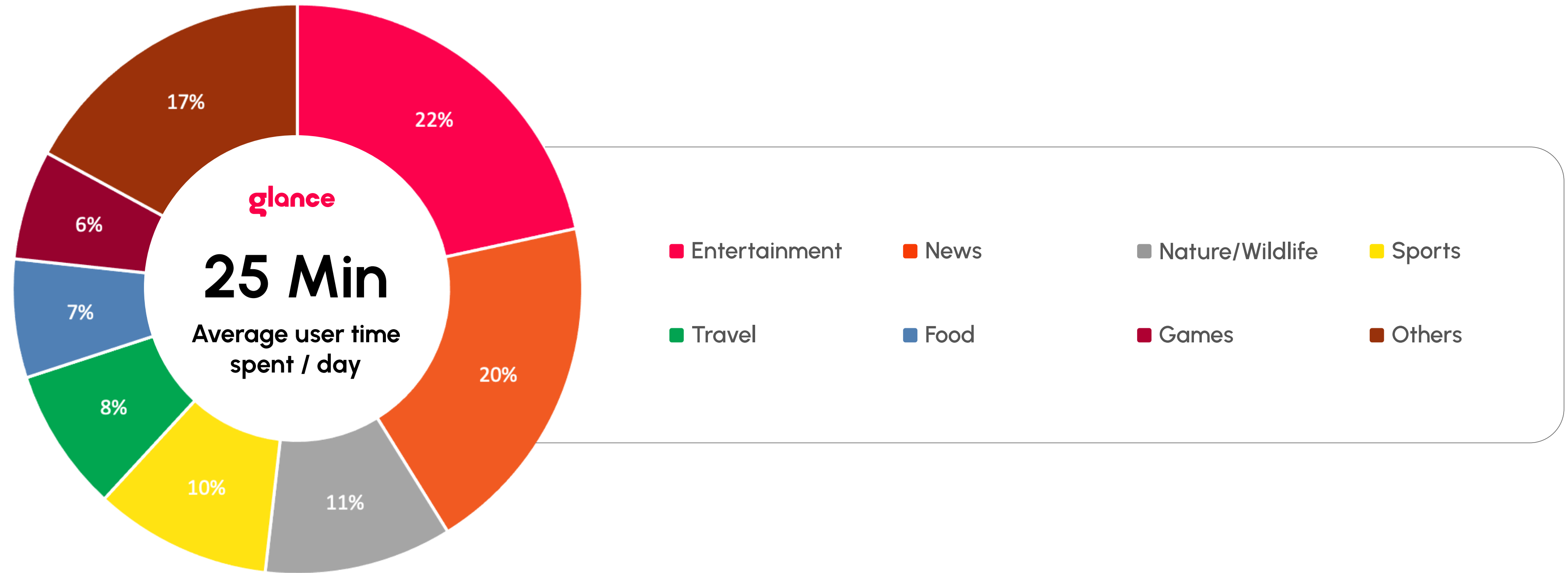
Good Morning India:



Entertainment Category Tops the Mobile Lock Screen Content Consumption

- 22% of users opting for Entertainment when choosing their mobile lock screen content, has resulted in it becoming the largest category for Indians. This is followed by News and Nature/Wildlife as the second and third most popular categories, with 20% and 11% of users opting for them, respectively.

Category-wise Consumption of Mobile Lock Screen Content



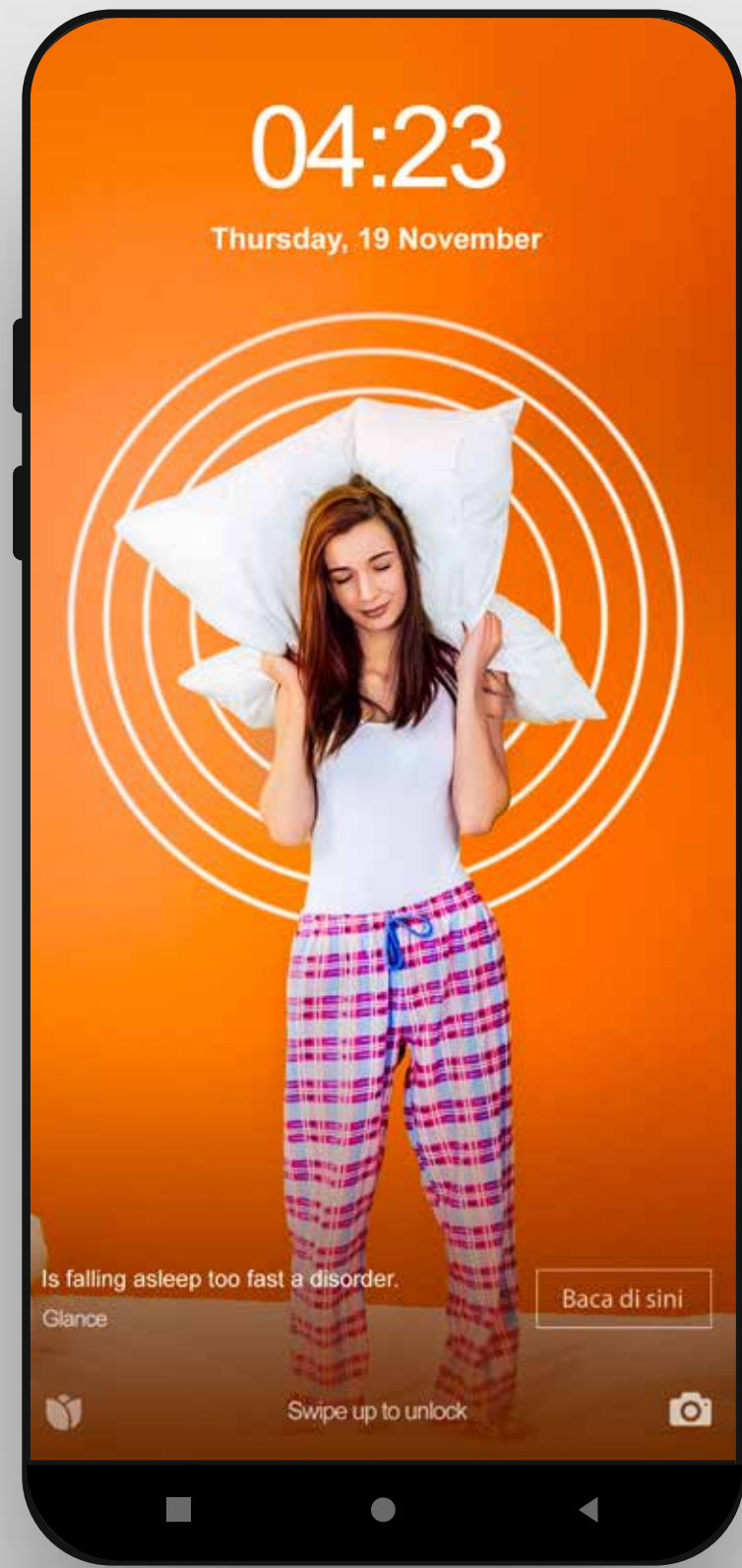
* Time Period : Data (Jan 2020 – Jan 2021)

* Note : Entertainment includes (Comedy, Fun facts, Bollywood, Music, Talent); News (International & National News); Others include Health & Fitness, Fashion/lifestyle, Autos, Technology & Business

Weekdays attracted Indian users to serious content compared to weekends. However, the Sports & Travel category consumption has been consistent on all days

Weekly Lock Screen Content Consumption Pattern

Good Morning India:



Weekdays	Business	Technology	News	Health & Fitness
	Automobile	Travel	Sports	
Weekends	Food	Entertainment	Nature/Wildlife	Fun Facts & Comedy
	Talent	Music	Travel	Sports

* Time Period :Data (Jan 2020 – Jan 2021)

India Dekhe More on Smartphone



India Dekhe More on Smartphone; Kabhi Bhi Kahin Bhi

- Video is not just a means of consumption on smartphones, it is also a way of expression. Consumers are evolving in the way they express their own opinions, moving from text to images to, now, videos.
- Video has taken on a new role as a top source of entertainment, social interaction, and information.



76%

Increase in video content consumption

2x

Increase in video completion rate

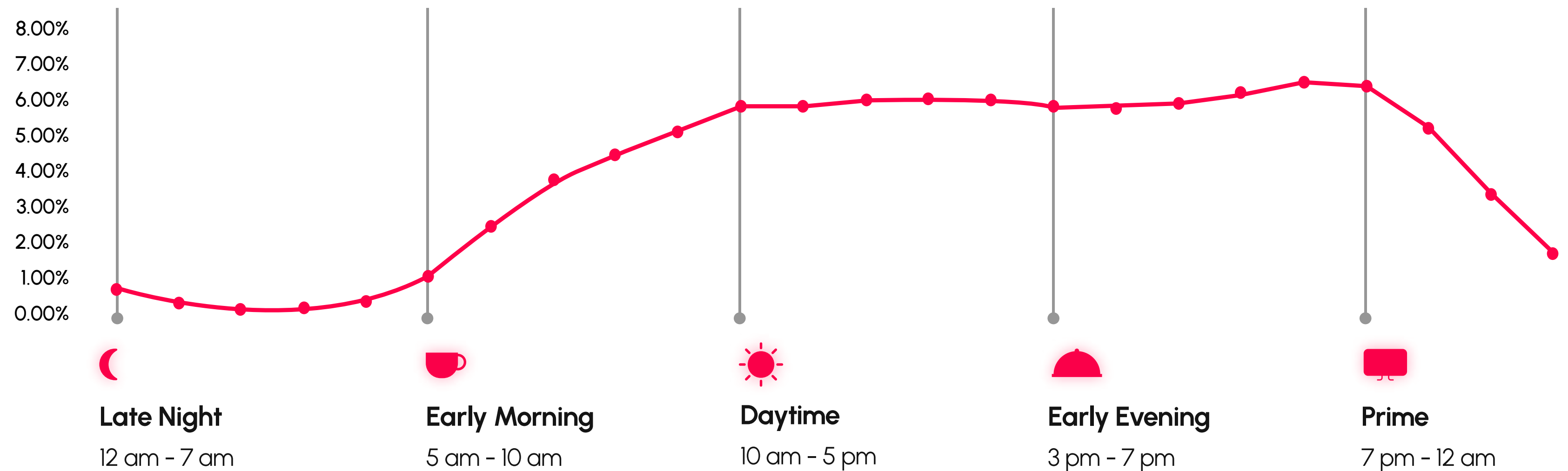
50%

of Users from metros consume video content

50%

of Users from non-metros consume video content

Preferred Time Slot for Viewing Video



* Time Period :Data (Jan 2020 – Jan 2021)

—●— Video Views

India Dekhe More on Smartphone



India Watches Entertainment, News, Recipes, Travel Updates on Glance

- Indians are consuming a host of video content on Glance. Entertainment, News and Travel are the trending video content genres. Most users watch recipes, sports, and fashion updates on Glance.

Genre of Video Content Watched

Video Genre	% Share
🎪 Entertainment	35%
📰 News	13%
🗺️ Travel	10%
🍴 Food	10%
🏃 Sports	9%
🐾 Nature/Wildlife	8%
🎮 Games	5%
👗 Fashion	4%
☰ Others	7%

* Time Period :Data (Jan 2020 – Jan 2021)

* Note: Others include Health & Fitness, Automotive, Technology & Business

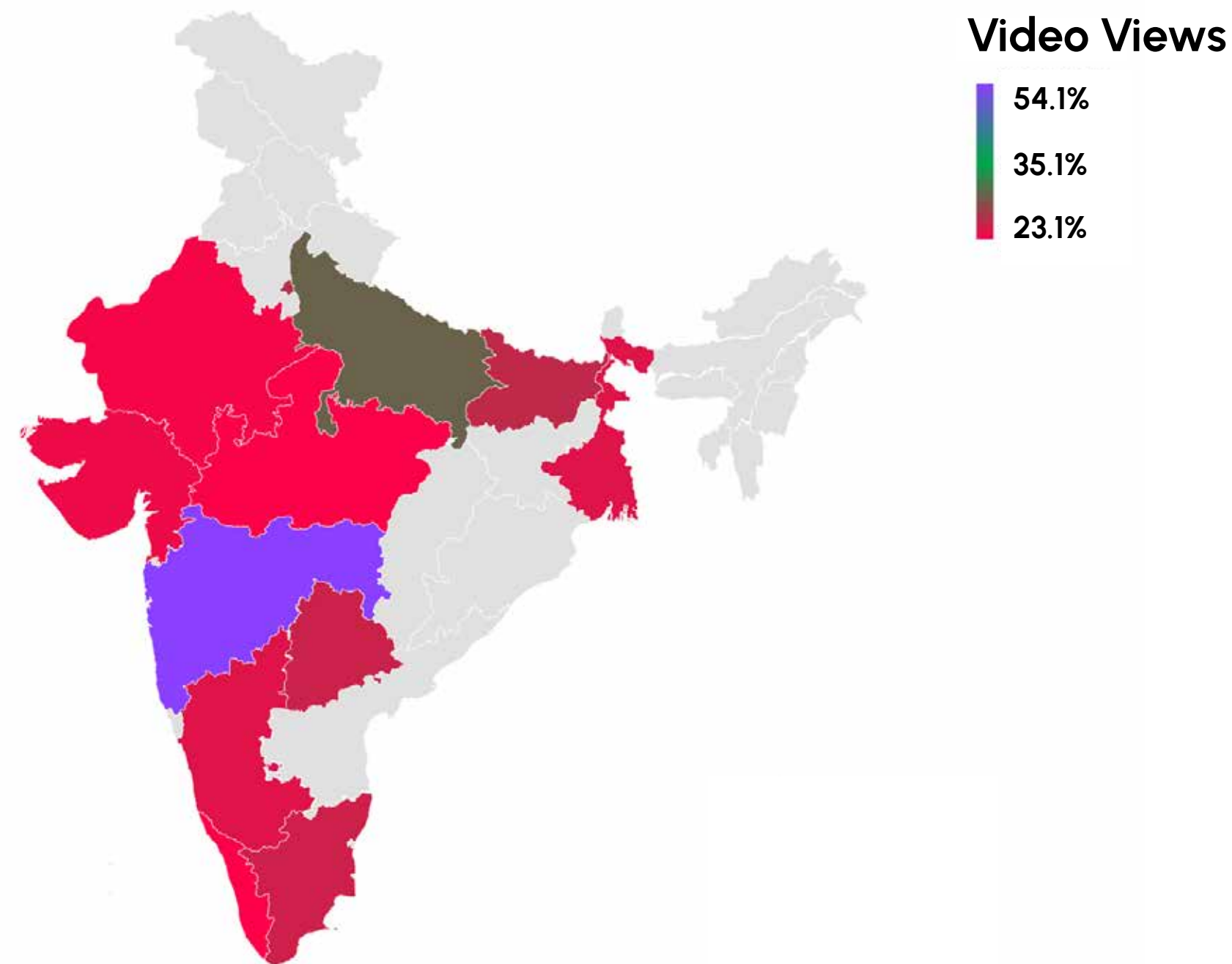
India Dekhe More on Smartphone



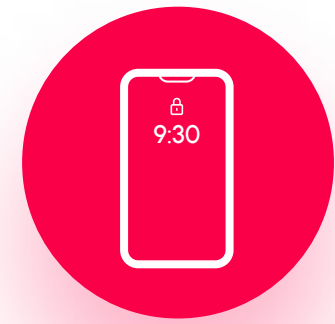
Video Content Consumption in Smaller Cities is Almost on Par with Metros and Large Cities; Non-metro consumers accounted for 50% of video views on smartphones

- Overall, 50% of total video consumption happened in non-metro cities. Smaller cities like Lucknow, Pune, and Patna watched more videos than Hyderabad, Bengaluru, and Kolkata.

Video Content Consumption Pattern



* Time Period :Data (Jan 2020 – Jan 2021)



Gaming Behavior on the Lock Screen



Indians Love Gaming



26%

Increase in time spent playing games



41%

Gamers play 3+ games in a day



30%

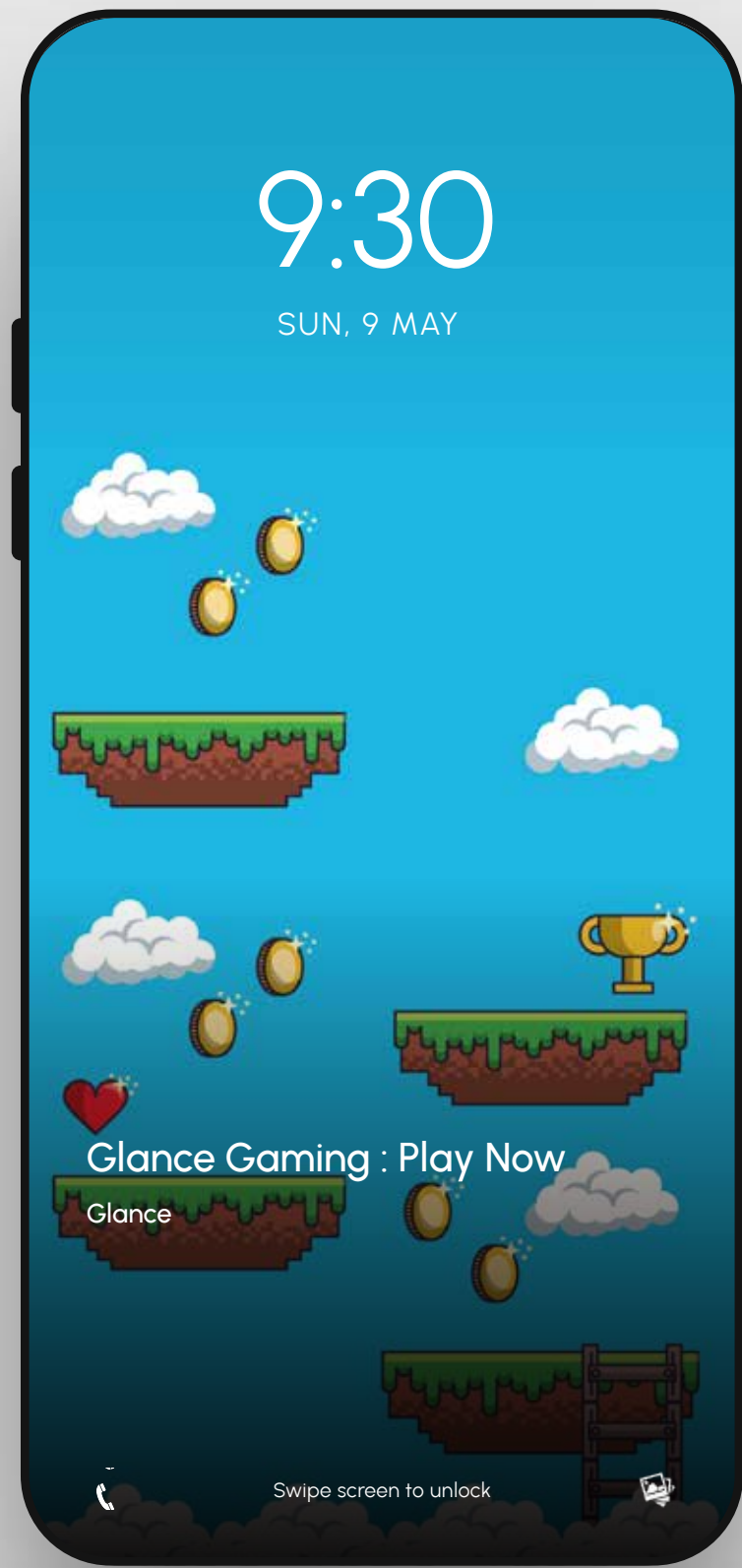
Gamers spend more than 25+ mins daily playing games

Glance Gamers' Profiles

- **Lock Screens** are used as a primary device to play games. Omni-channel preferred (both online and offline mode).
- **Prime Time** is the new time of gaming. Users prefer to play from homes to have uninterrupted access to their games.
- Today's gamers are multi-genre gamers. Majority play more than **twice a day**.
- High degree of experimentation in trying out **new games**.
- **Free to play** games are played by the majority.

* Time Period :Data (Jan 2020 – Jan 2021)

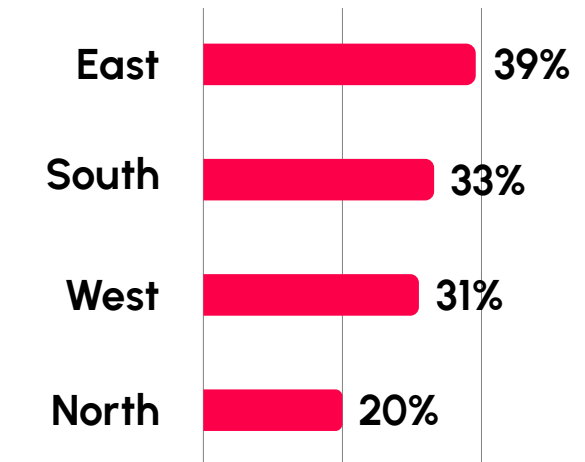
New Form of Entertainment



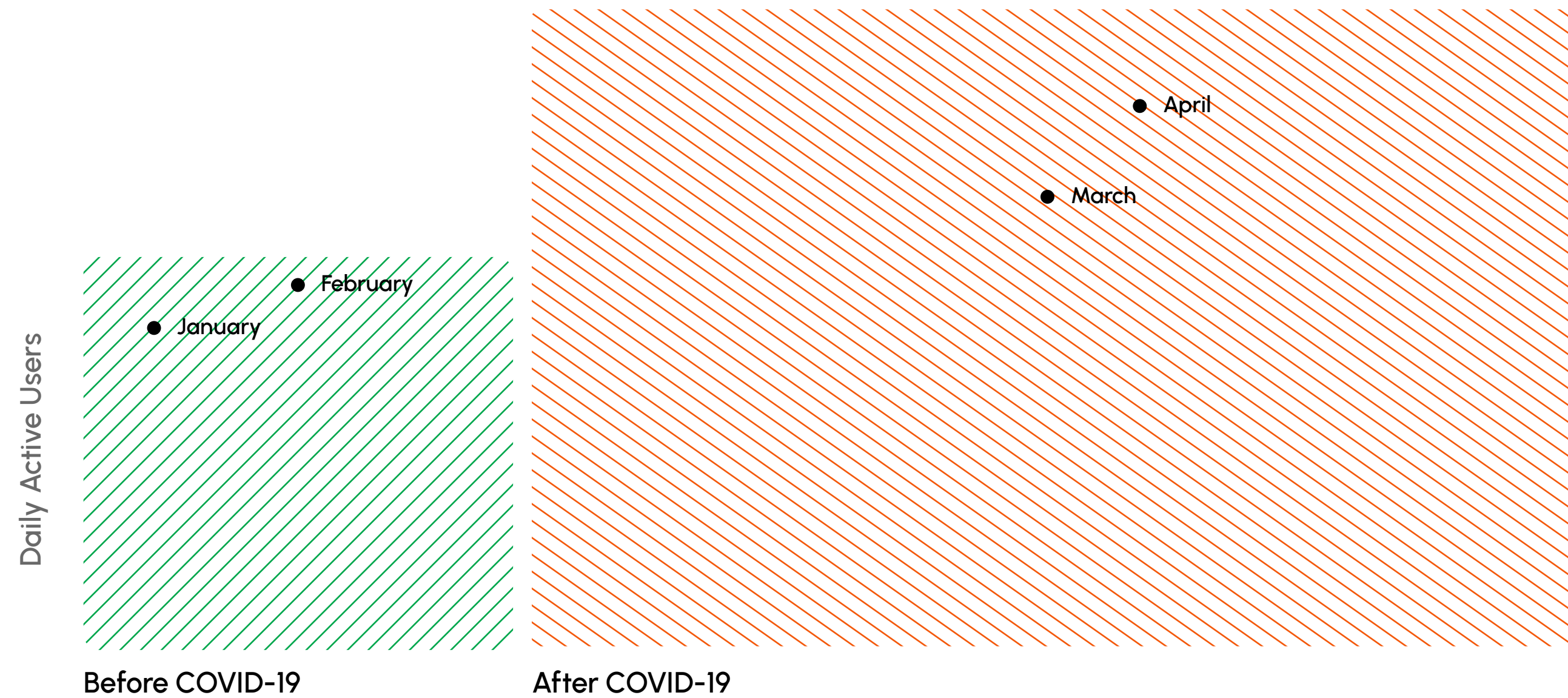
Gaming Behavior: Pre-COVID & Post-COVID

- Since the outbreak of COVID-19 pandemic, mobile gaming has seen a huge surge across categories. This is primarily because people spent times indoors due to the lockdown.

% Growth in Gaming during lockdown by region in terms of time spent



Gaming Interest : Pre-COVID & Post-COVID



* Time Period :Data (Mid -March 2020 – June 2020)

New Form of Entertainment



Indians are Discovering & Playing a Variety of Games on Glance

Top Trending Games on Glance



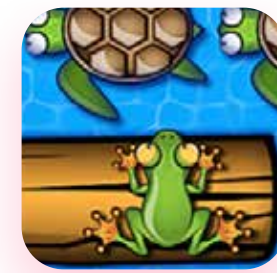
Crazy Truck Parking



Skeleton Defense



Jewels Blocks



Jumper Frog



Fruit Katana



Ski Rush



One Liner



Stud Rider



Chess



Brick Out

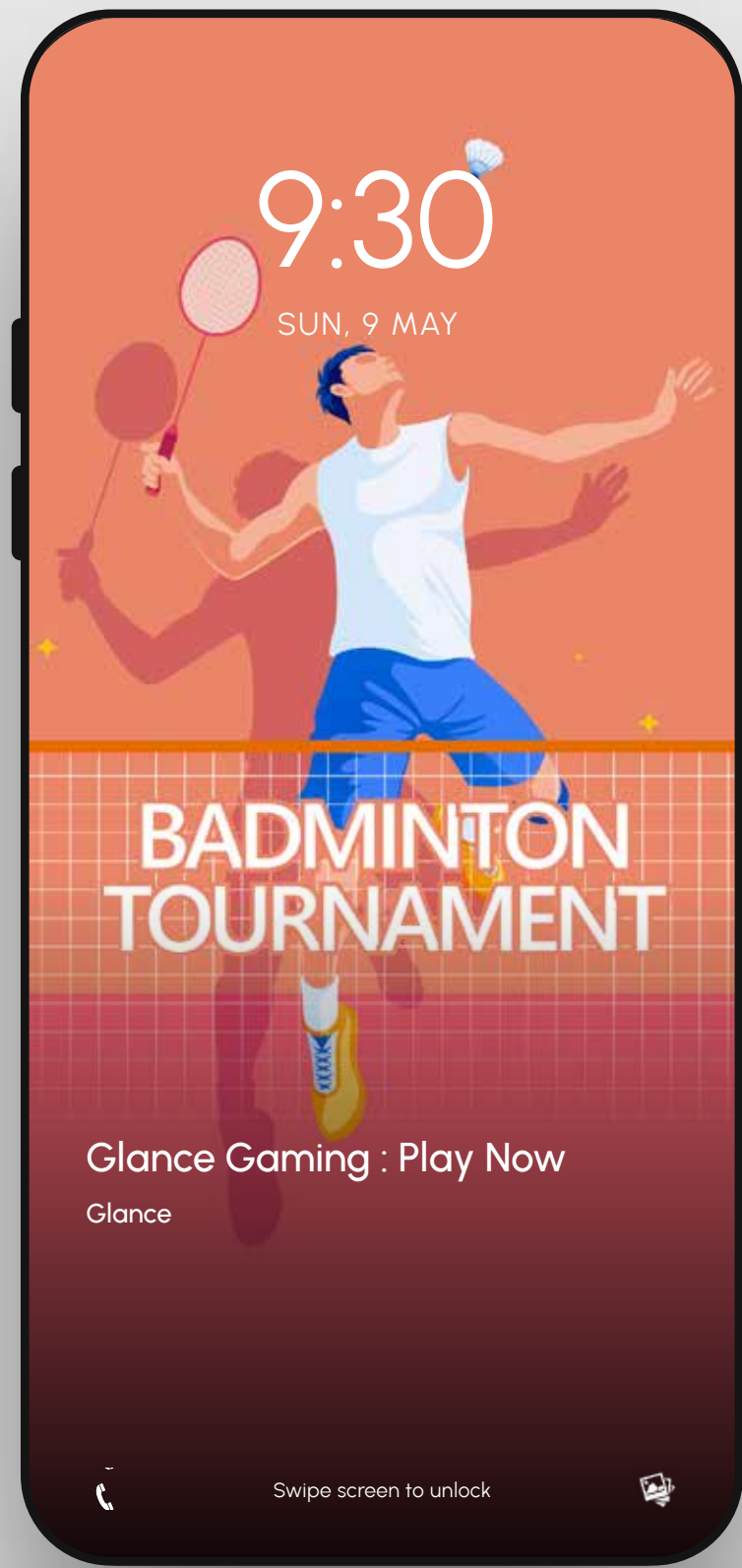
Top Gaming Genres

Gaming Genre	% Share in terms of time spent
Cure Boredom	19.4%
Brain Games	15.9%
Fast N Furious	13.2%
Adventure Land	12.6%
Need 4 Speed	12.3%

Gaming Genre	% Share in terms of time spent
Chanakya's Corner	10.6%
Fresh Arrivals	6.2%
Sports Center	4.6%
Ludo & More	3.1%

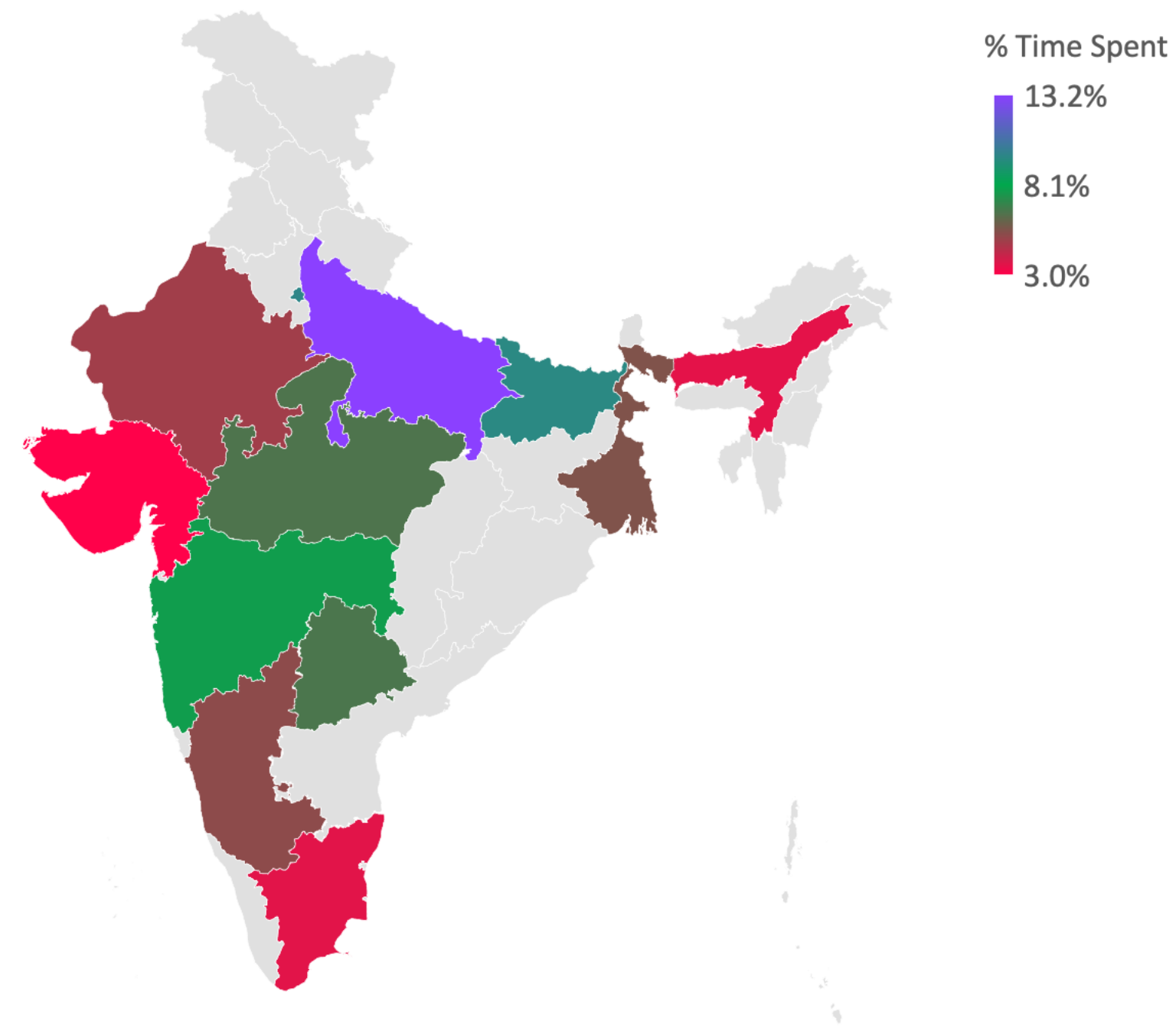
* Time Period :Data (Jan 2020 – Jan 2021)

New Form of Entertainment



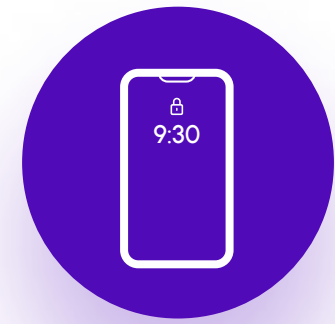
Users are Hooked on Gaming Content Across India; Tier 2 & 3 Cities have also seen Significant Growth

% Time Spent on Gaming

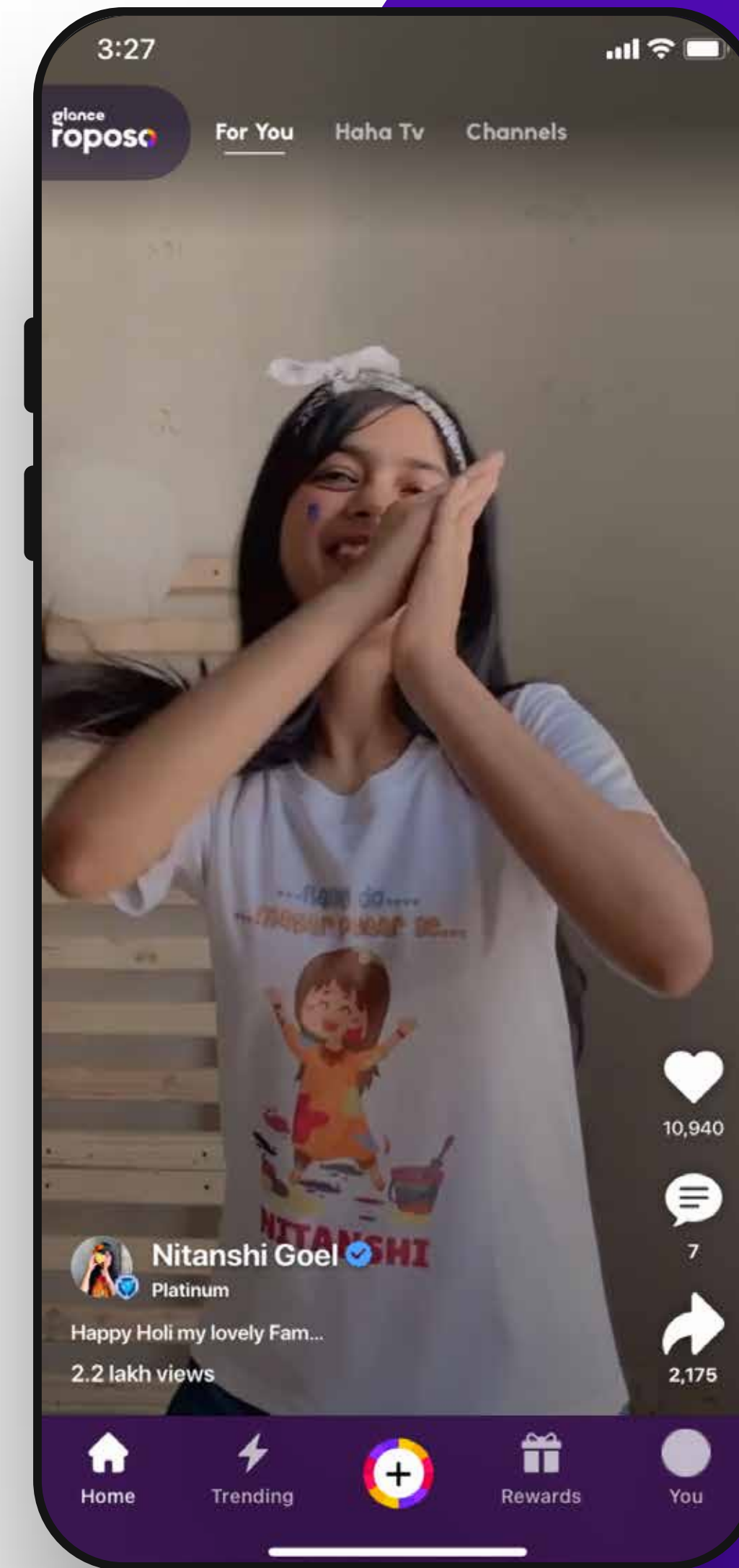


* Time Period :Data (Jan 2020 – Jan 2021)

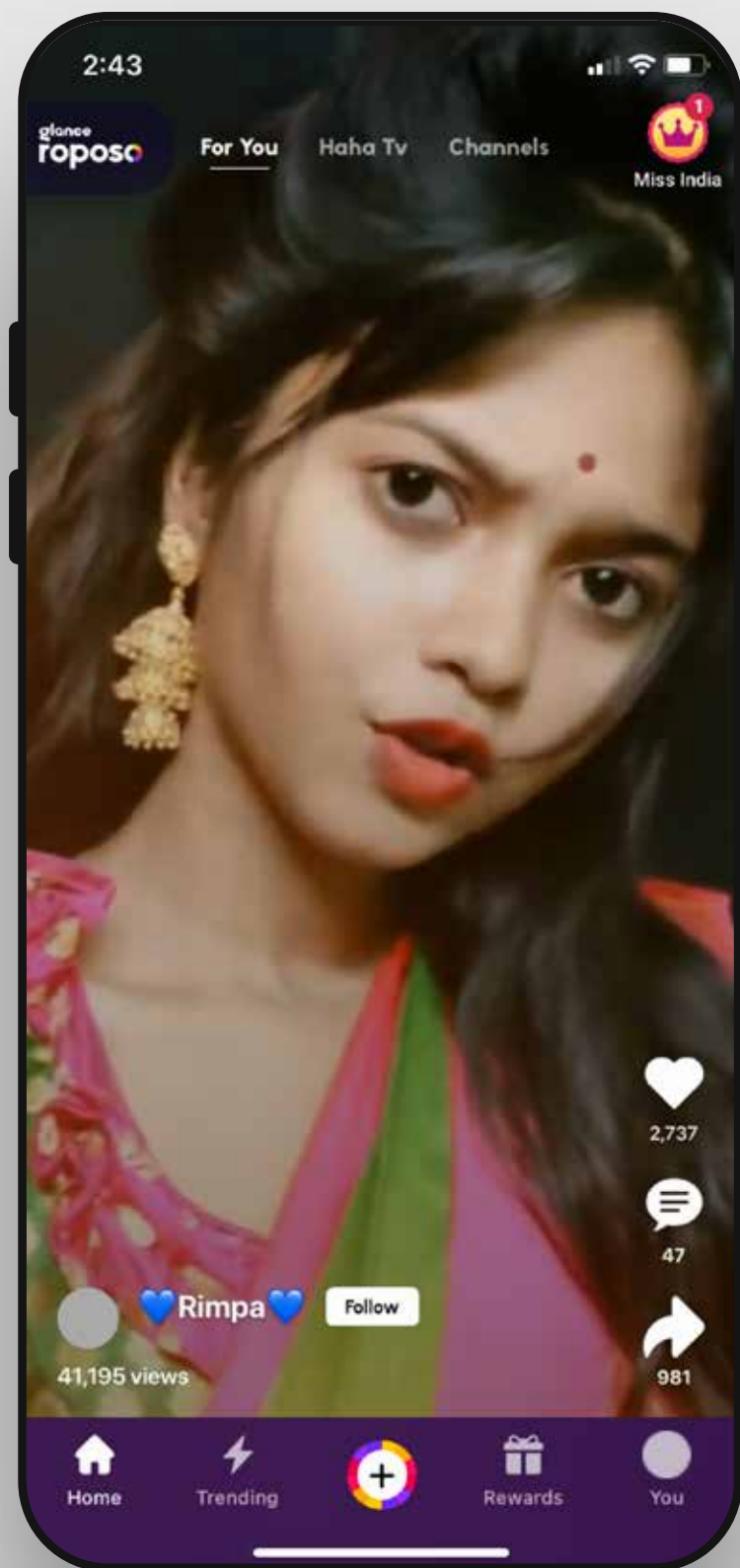
Category of cities	% Increase in time spent playing games
Tier 1	26%
Tier 2	31%
Tier 3	37%



Short Video App Usage & Behavior



India Loves Short-form Video Apps



glance
roposo

India is a Hotbed for Short-form Video Apps and is Emerging as a Platform to Showcase Creative Talent

- Short-form video remains the most popular format among smartphone users, with 85% of viewers preferring a video length of 10 minutes or less.
- Short video content is taking India by storm. Indians are using it to showcase their talent with innovative and humorous videos. Roposo gives creators an easy and seamless interface to create, edit, and share their videos right from their phone. Users can entertain themselves on the go with short videos from a library that spans the entire globe.

Reasons Why Indians Love Short Video Apps

- Cultivate hobbies / learn new skills
- Video content is interesting and regional in nature
- Can earn - Money /coins
- Can make friends with similar interests

* Source: Roposo Survey Data, 2020

Exponential Rise of Roposo



The inherent ability of social media platforms to draw large crowds, encourage sharing, and supply new content that is tailored to users' viewing habits has helped short video apps grow at an exponential rate.

Roposo crossed 100 million users on the Play Store to cement its position as India's number 1 short-video app. The first and only Indian short-video app to reach this milestone

* Time Period : Roposo Data (Jan 2020 – Jan 2021)

India Loves Short-form Video Apps



Short Video App Users are Highly Engaged and Follow Individual Content from Friends/Family & Influencers

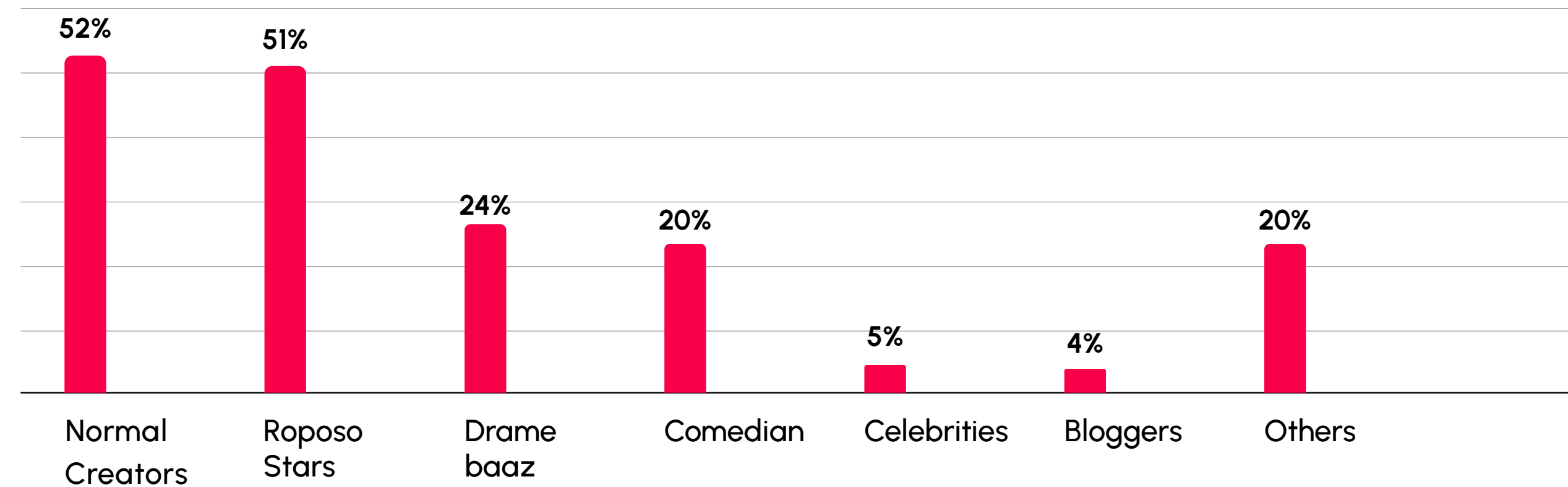
Highly Engaged Users

- Not only are short-video viewers consuming more content, but also engaging extensively with the community - 57% liked the content, 9% commented, and 44% shared content

Uploading Frequency

- 1 out of 2 users uploads content on Roposo every day. In North India, this number is even higher.
- 1/3rd of the Roposo users share their posts with the public; Eastern India is more likely to share content publicly.

Content they Follow



* Note: Definition -

1. Celebrity : Actor, Actress, Celebrity kids

2. Roposo Stars : Stars of Roposo based on views and engagements on there videos

3. Bloggers : Fashion blogger, vlogger, food blogger, travel blogger, lifestyle blogger, beauty blogger

3. Others : Include Photographer, Make up artist, stylist, fitness expert, designer, writer, sports person, events, electronics, magazine, café and restaurants

India Loves Short-form Video Apps



Comedy, Music, and Movies are the Most Dominant Categories, but Creative Space and Sports are the Fastest Growing Genres in Short Video Apps

Top Content Genre Followed/Watched

Top Genres	% Share
Comedy	28%
Music	24%
Movies	10%
Roposo Stars	8%
Motivational Content	7%
Astrology	4%
Others	18%

Fastest Growing Content Genre

Fastest Growing Genre	% Growth
Roposo stars	43%
Creative Space	42%
Sports	29%
Music	20%
Beauty & Fitness	14%
Travel & Photography	9%
Comedy	6%

* Time Period : Roposo Data (Jan 2020 – Jan 2021)

* Note: Others : Include Food, Health & Fitness, News, Creative space, Technology, Travel, Photography, Party & festivals, Sports, Fashion

India Loves Short-form Video Apps



Users in North & South India like to Watch/Upload/Create Short Video Content During their Leisure Time

- Consumption of short videos is high in Delhi, Rajasthan, Telangana, Karnataka, Maharashtra, and Uttar Pradesh.
- Low usage of short video apps seen in Manipur, Chhattisgarh, Puducherry, and Tripura.

Short Video App Usage (On a scale of 1-10)

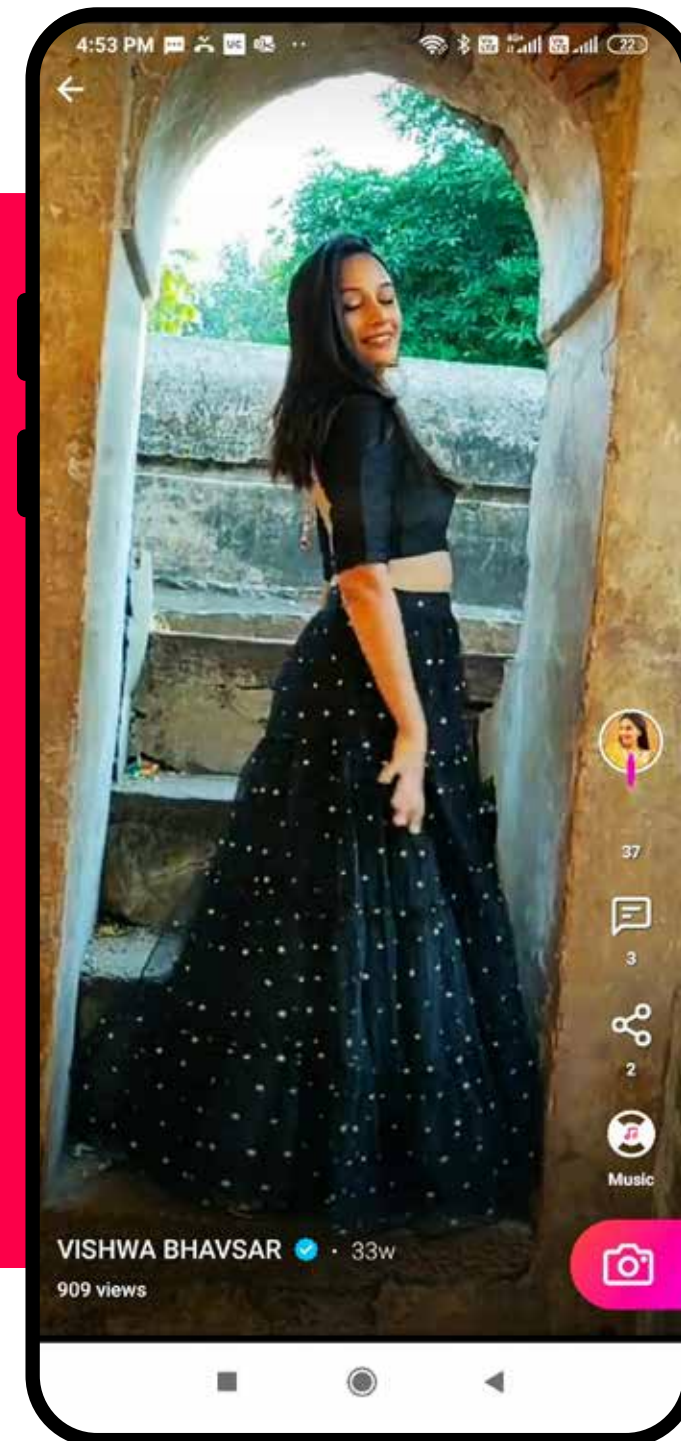
High Usage (Score between 10-8)	Medium Usage (Score between 7-4)	Low Usage (Score between 3-1)
Maharashtra	Madhya Pradesh	Jammu and Kashmir
Delhi	Kerala	Manipur
Karnataka	Bihar	Chhattisgarh
Gujarat	Odisha	Puducherry
Tamil Nadu	Himachal Pradesh	Sikkim
Punjab	Jharkhand	Meghalaya
Rajasthan	Assam	Tripura
Uttar Pradesh	Uttarakhand	Nagaland
Telangana	West Bengal	

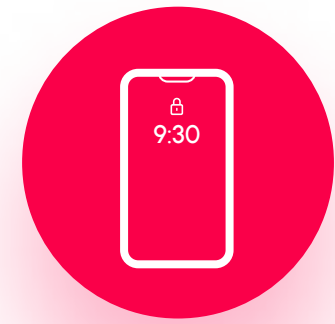
* Time Period : Roposo Data (Jan 2020 – Jan 2021)

India Loves Short-form Video Apps

Metro Users Prefer Creating and Watching Content in English Language; Non-metros in Regional Languages

- Regional language is preferred for social video content consumption in non-metropolitan cities, compared to the metros. Given that a majority lives outside the metros, regional language content is likely to grow. Among the metros, the preference for regional language is higher in Southern stat.
- People who speak Bengali, Gujarati, Kannada, Marathi, Odia, Punjabi, Rajasthani, Tamil, and Telugu as a first language prefer watching content in regional languages.





What India Engaged With on Glance Lock Screen





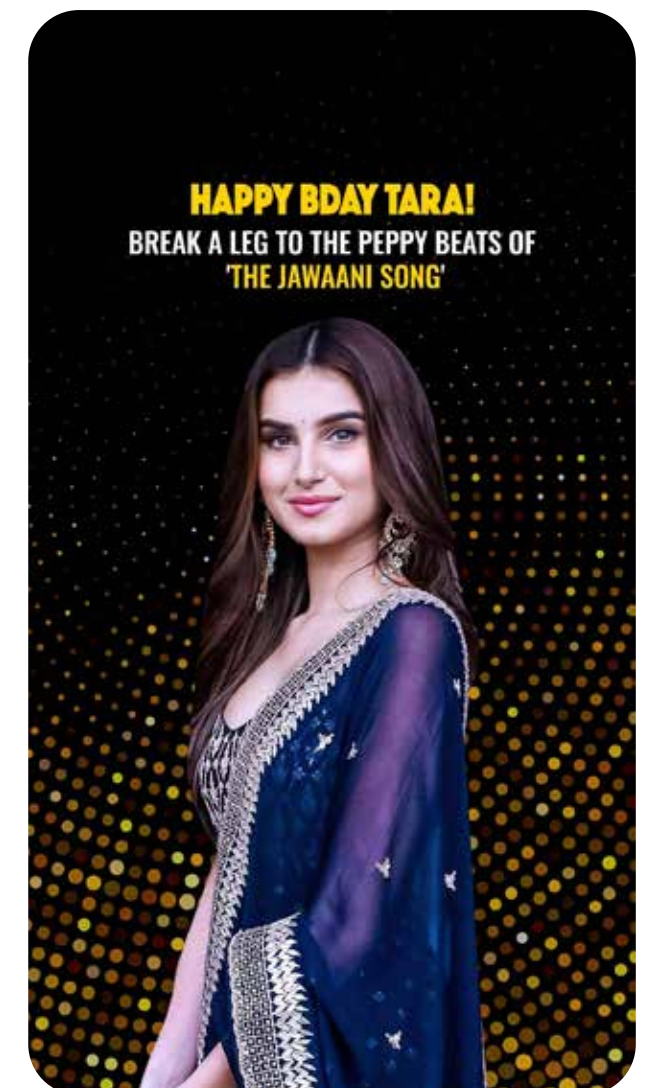
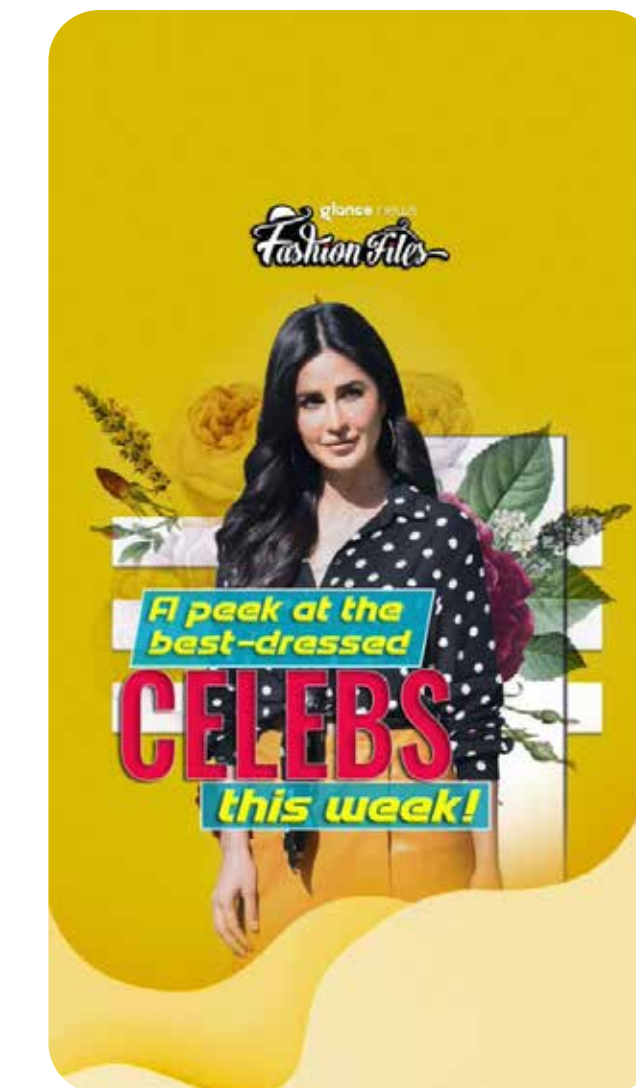
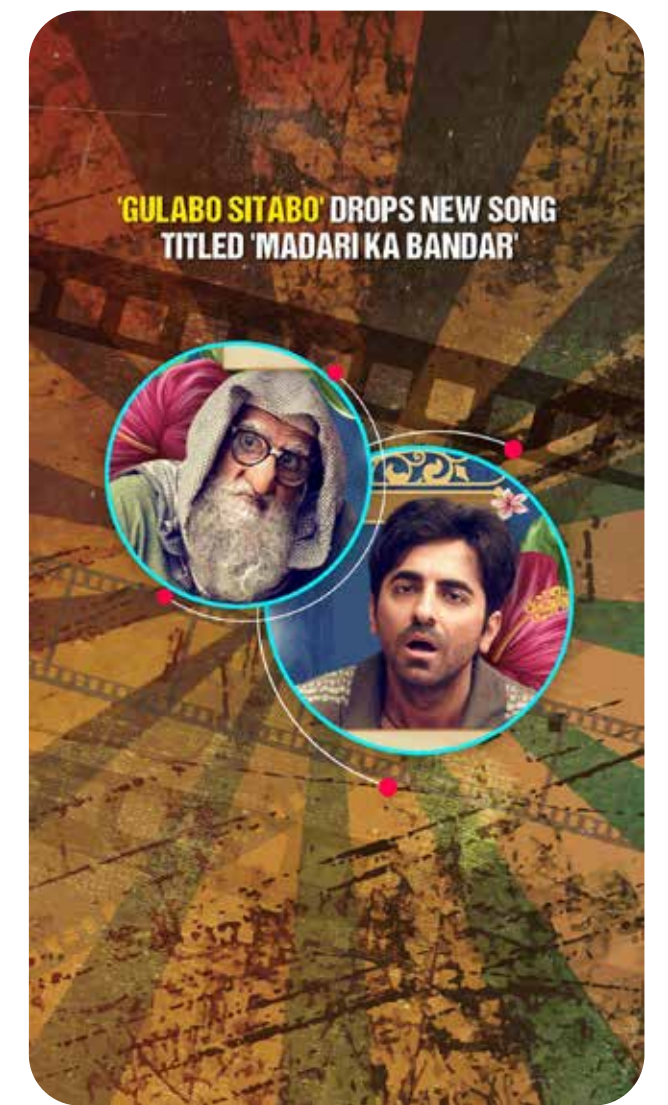
Entertainment

Indians tapped on Bollywood Music & Movies on Lock Screen

- On Glance, Entertainment content was a huge hit. Despite all the challenges this year, Indians engaged with entertainment to unwind. Glance emerged as a perfect launchpad for new movie trailers and song releases.
- 44 Million users on Glance have subscribed to Entertainment content.

What India likes under Entertainment

- Songs
- Movie trailers
- Bollywood news of 'A' grade actors like SRK, Salman, Deepika, etc.
- TV show news (Bigg Boss news ; Movie Milestone)
- Femina Miss India
- Celebrity birthdays





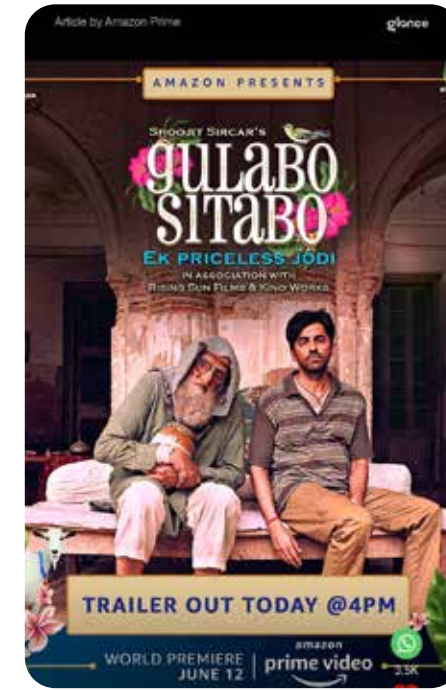
Entertainment Leaderboard

Here's a List of Movie and Songs India Loved on Glance Lock Screen Platform in 2020

Top Movie Trailers Indians Loved



140 MN
Video Views



11 MN
Video Views



71 MN
Video Views



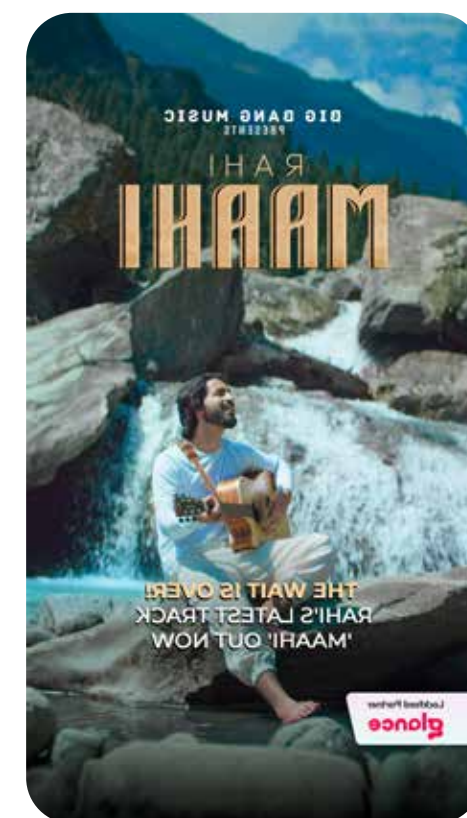
6 MN
Video Views



147 MN
Video Views

Dil Bechara, Gulabo Sitabo, and Khuda Haafiz have been our most loved content on lock screen

Top Song Releases Indian Loved



500 MN
Video Views



796 MN
Video Views



783 MN
Video Views



285 MN
Video Views



269 MN
Video Views



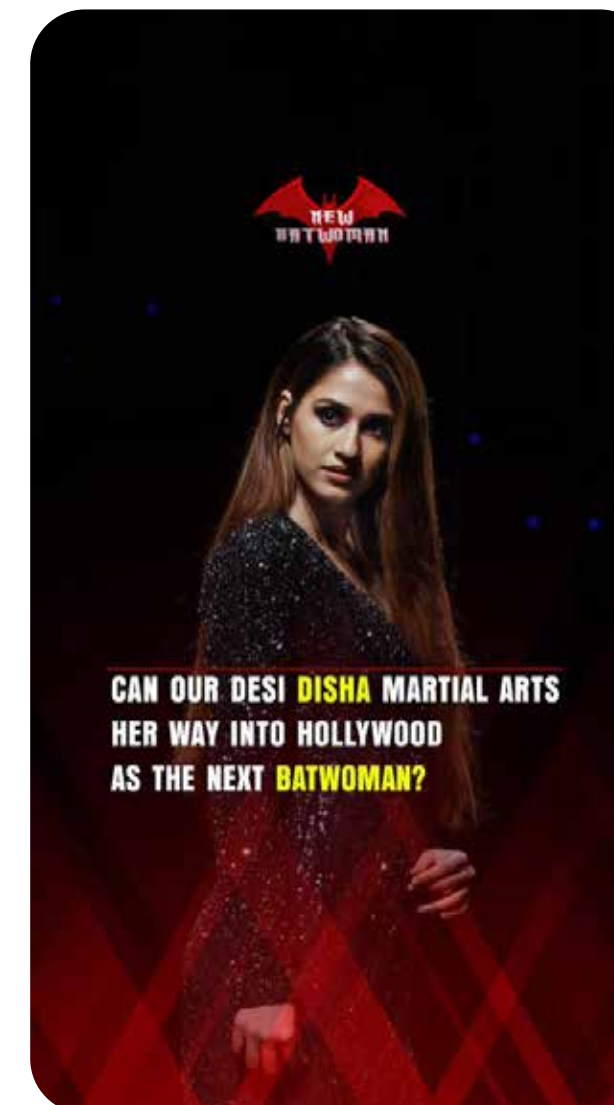
Polls

Indians Loved Sharing their Opinions Through Polls/Surveys

- Bollywood-related polls were the most engaging ones followed by sports (cricket).

Top 5 polls that Hooked Indians in 2020

Poll Title
PeeCee vs DeePee for 'Fashion 2'
Varun vs SRK: Who's the better Professor?
Desi Disha as the next 'Batwoman'?
SRK or Big B - who is the real Don?
Radhe vs Laxmii Bomb, who wins?

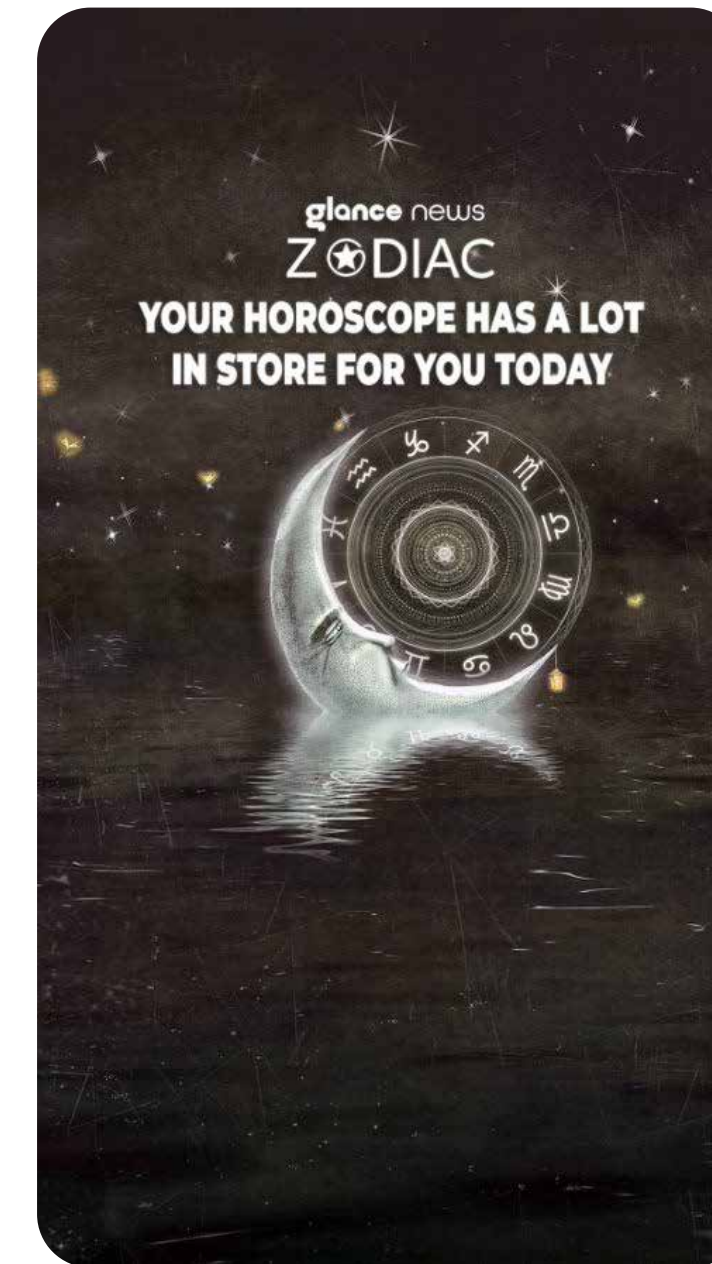
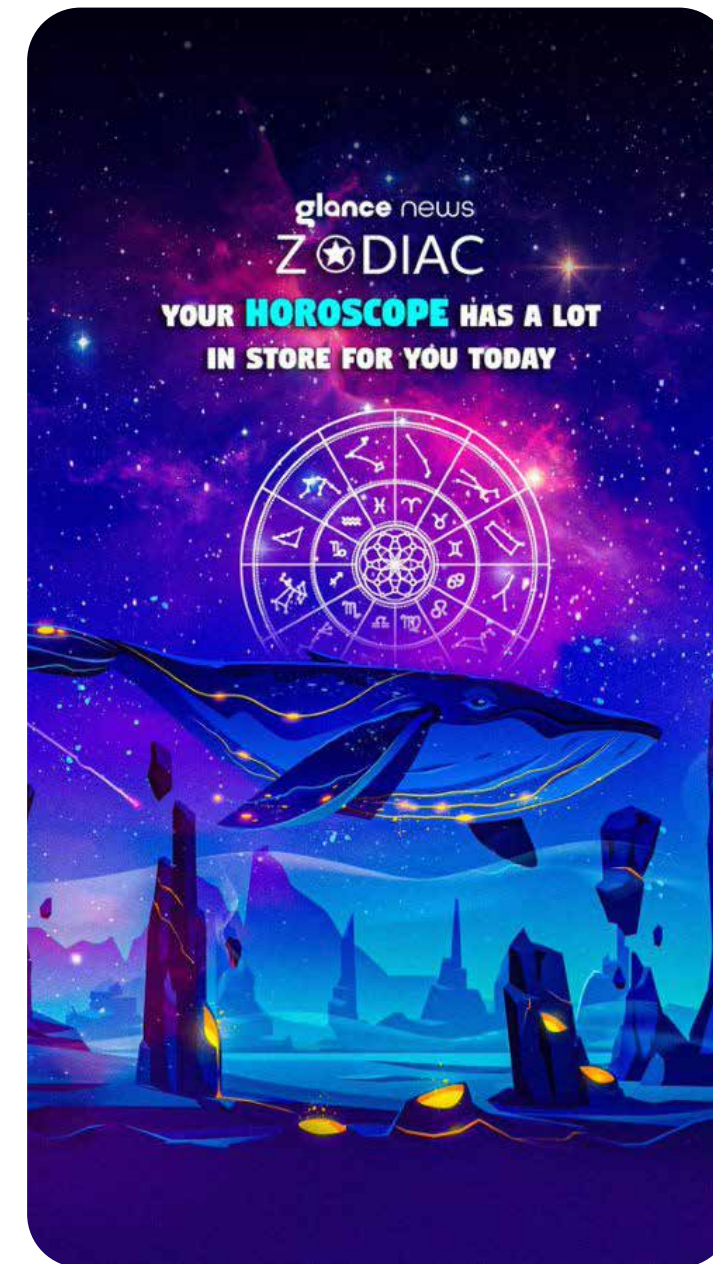




Horoscope

Indians Were Eager to Know About Their Future on Glance Lock Screen

- Horoscopes are highly meaningful to Indians.
- 23 Mn users check out their horoscope on Glance daily.





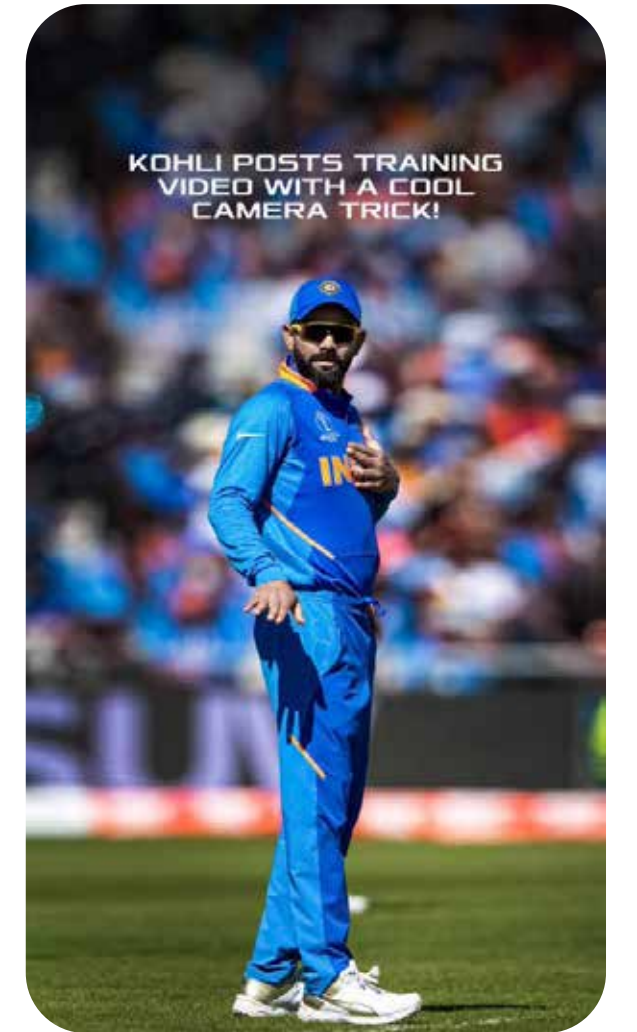
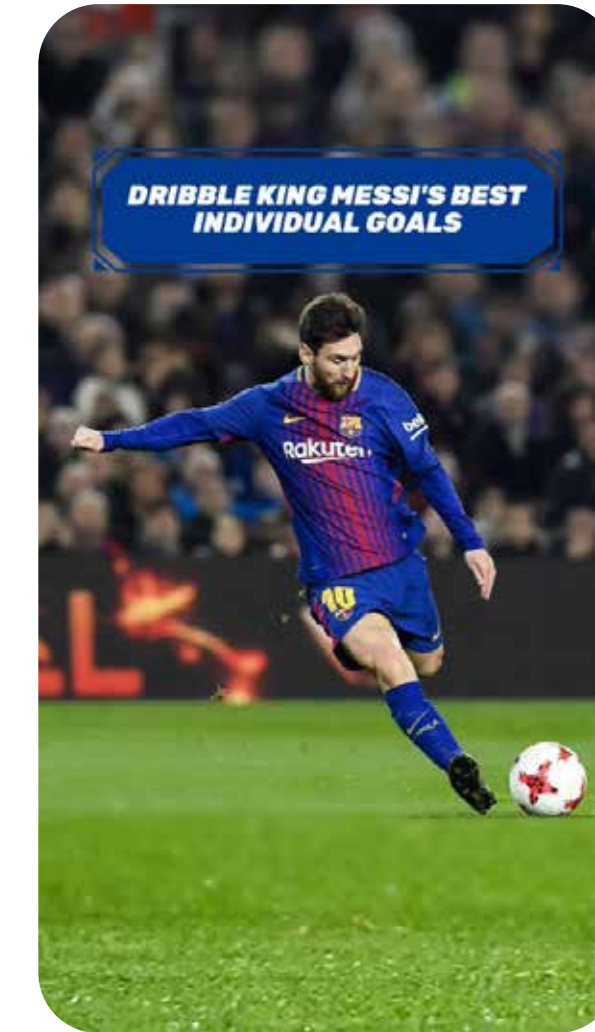
Sports

Obsession with Cricket continued on lock screen

- On Glance, cricket content leads by a mile in the Sports category, followed by football and basketball. IPL was the most engaging topic of discussion for Glance users in 2020.
- 43 million users engage with sports content daily.

Sports Content Consumption by Category	
Cricket	60%
Football	15%
Basketball	14%
Others	11%

* Others: Include Tennis, Athletic, Racing, Baseball



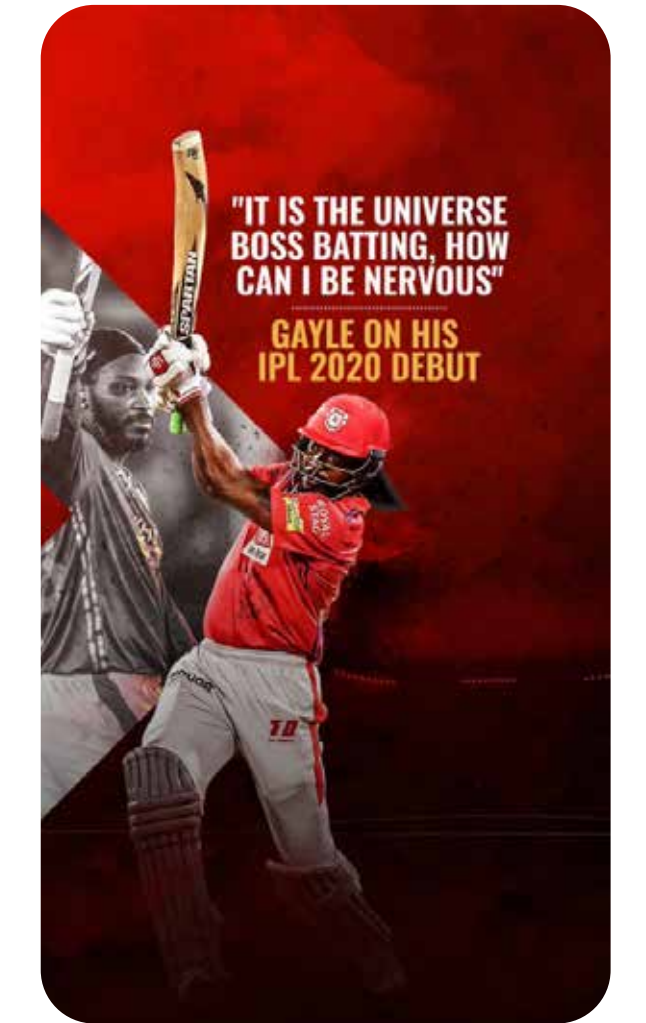


Sports : IPL Insights

IPL Event was the most Engaged Content in Cricket Category

IPL Related Content That Resonated with Indians

- Content related to Indian players engaged Glance users more than those about overseas players.
- Content related to top players like Gayle, Smith, Kohli, Rahul were in demand.
- Unexpected player performance (like "Gaylestorm" and Kohli's comeback) spurred users to engage.
- Match winning performances from Player of the Match
- Series of 6s/4s throughout the over by a single batsman.
- Game changer performances.





Corona

Indians Stayed up to date on COVID-19 Related News on Lock Screen

- 25 Million users shared corona related content
- India was aware of the COVID-19 situation through Glance by consuming:
 - Covid-19 guidelines.
 - National and international news on covid-19 cases.
 - News related to lockdown rules/curbs in each state.
 - Covid test related information.
 - Covid-19 vaccine related news.
 - Unlock phases news.
 - Precautions to be taken to prevent spread of Covid-19.
 - Habits one needs to inculcate to prevent from getting infected.
 - News related to celebrities getting affected by Covid-19.
 - How are the states in India and other countries battling with this pandemic.

During lockdown, Indians were eager to know about:

- The disease and precautions to take.
- Daily cases of Covid-19.
- How different states are coping with the virus.

As the time passed, content related to recovery and vaccine saw more consumption

- Glance users were consuming latest news on Covid vaccines.
- Positive news on increase in recovery rate throughout the country.
- News related to unlock process throughout the country.

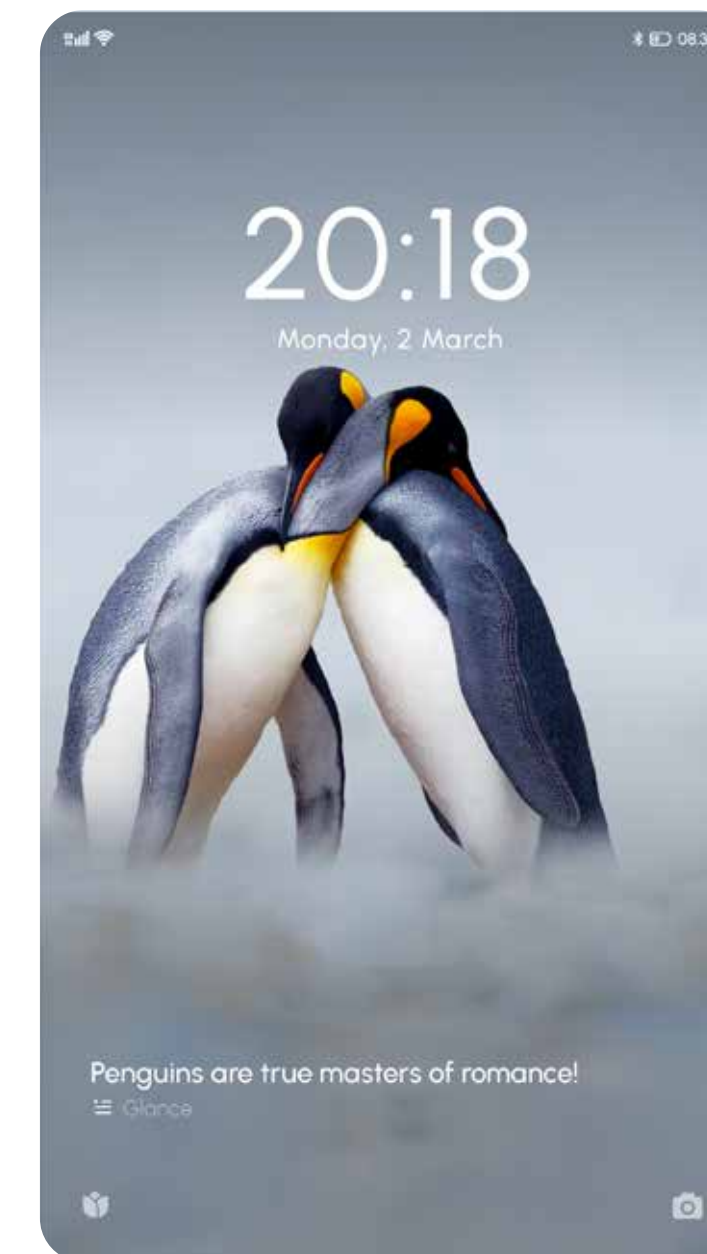
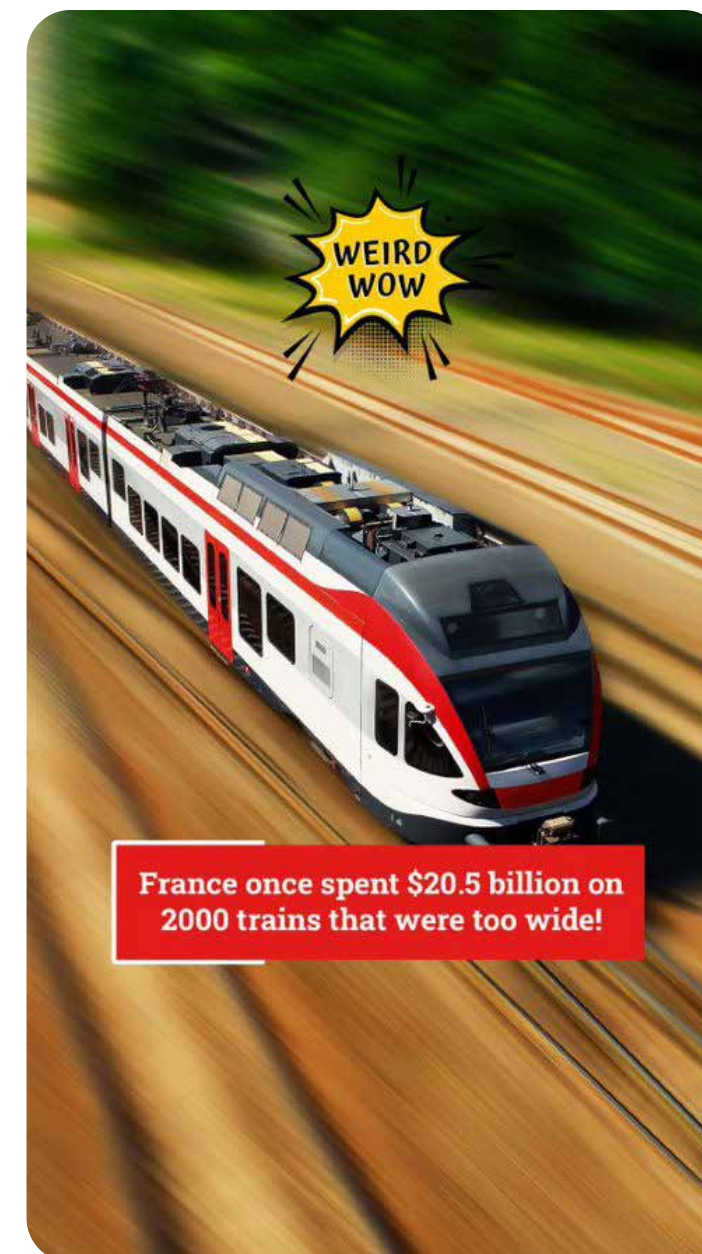
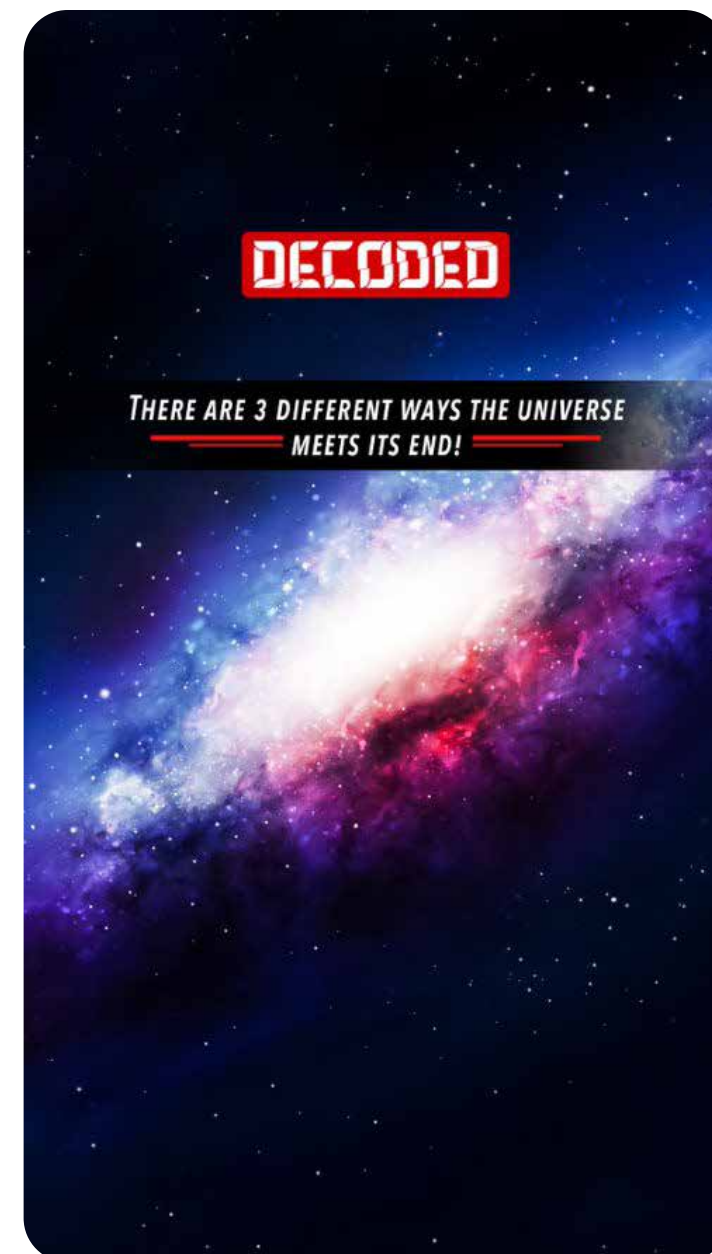




Fun Facts

Indians Loved Fun Facts

- It's no secret that Indians love fact-based knowledge. 39 million users have subscribed to fun facts related content.
- Some of the facts-related content Indians were interested in includes:
 - Science
 - History
 - Culture
 - Ted-Ed

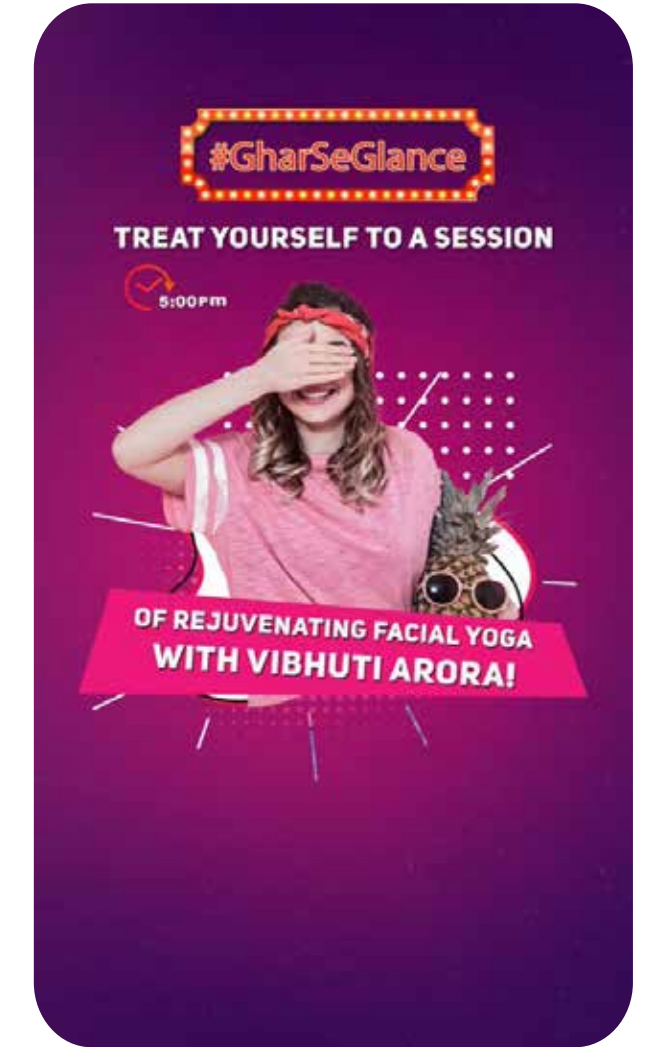
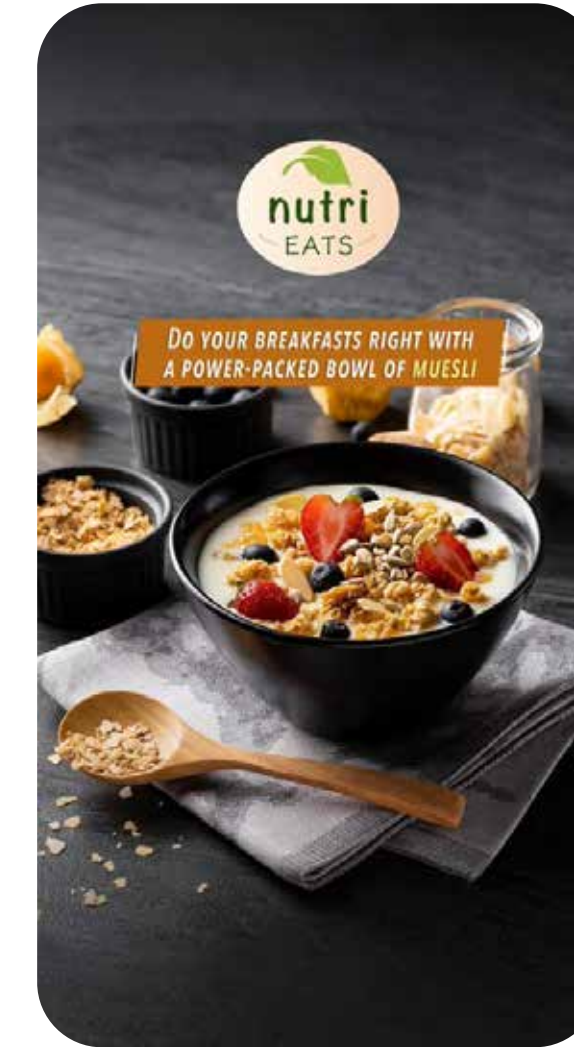




Health & Fitness

Indians Found the Right Advice for Health/Fitness on Lock Screen

- With so much health and fitness content out there, finding the right advice can be challenging. Be it for the latest fitness trends, DIY health tips, or expert recommendations, users often took the help of Glance to find reliable content .
- 37 million users have subscribed to Health & fitness related content.
- Health-conscious Indians interacted with this content:
 - Health and Diet Tips-> Diet plans, recipes.
 - Workout videos-> Workout plans, Body workouts tutorials.
 - Yoga related content-> Aasana tutorials, benefits.
 - Celeb fitness videos and tips.

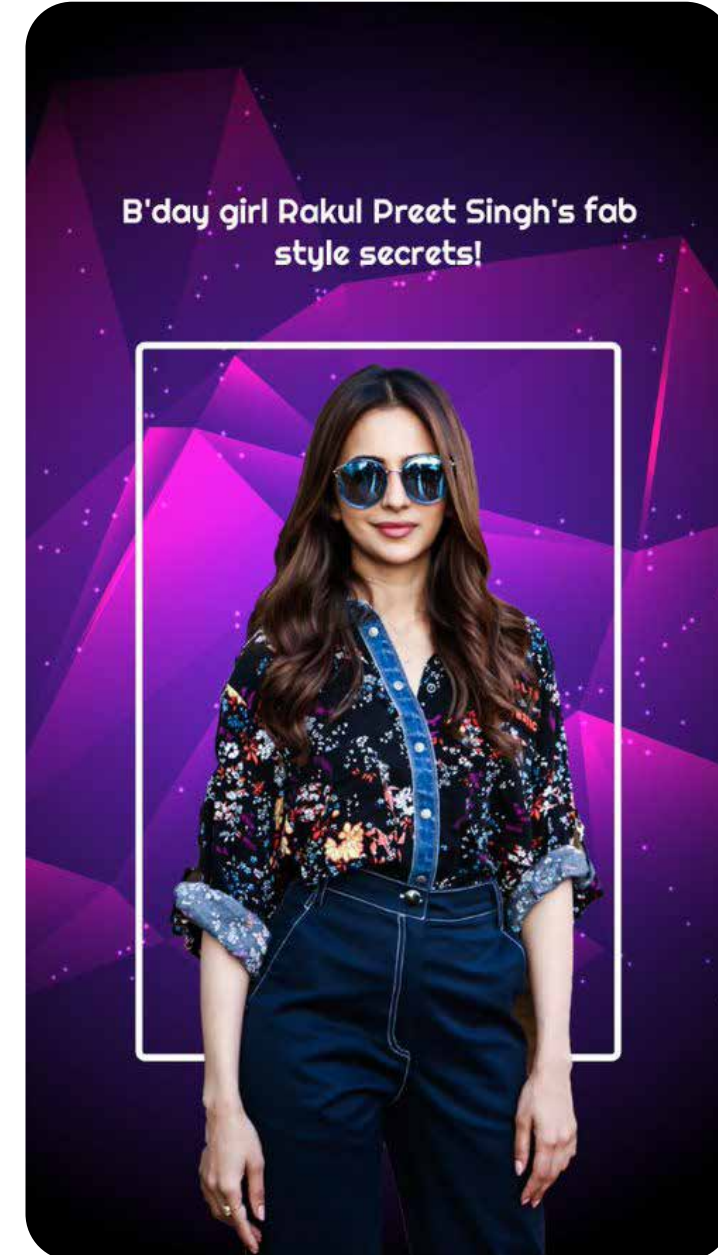




Fashion

Indians Looked up Fashion Tips on Lock Screen

- Everyone loves Fashion. 43 million users have subscribed to fashion/style related content
- Indians consumed no-effort styling/outfit videos, makeup videos, celebrity styling videos on Glance
- Femina Miss India contestant videos were a huge hit in the fashion category. 7 million users liked this content and 2 million users shared it.





Food

Foodies Got Hooked on to the Lock Screen to Tantalize their Tastebuds

- Foodies who couldn't go out due to lockdown tried their luck with cooking at home and watching recipes on Glance
- Content that did well:
 - Hassle-free snacks
 - Desserts/sweets recipe videos
 - Special festive sweets
 - Traditional/famous/common food for health eating





Automotive

Auto Enthusiasts Followed New Launches on the Lock Screen

- Auto enthusiasts were glued to Glance for new vehicle launches and booking-related content, supercar brands revealing cars, new and unique feature videos for bikes and cars, like Bugatti Bolide.
- 45 million users have subscribed to the auto category





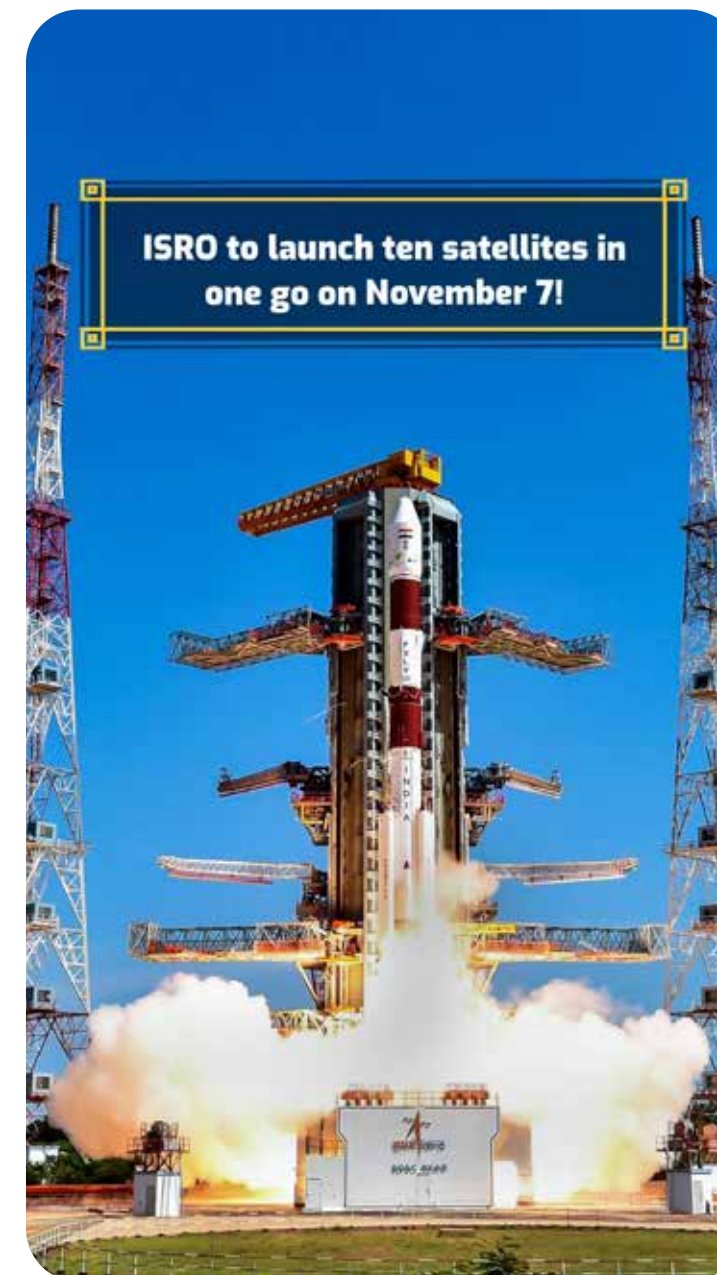
Technology

Tech Savvy Indians Enjoyed Technology Updates on Lock Screen

- Indians show immense interest in the latest developments in the field of tech and science.
- 37 million users subscribed to tech related content.

What India likes in Technology:

- ISRO and other space organization related news and achievements.
- Updates and news related to popular games like PUB-G.
- New features in commonly used apps and new product launches from big companies like Microsoft.



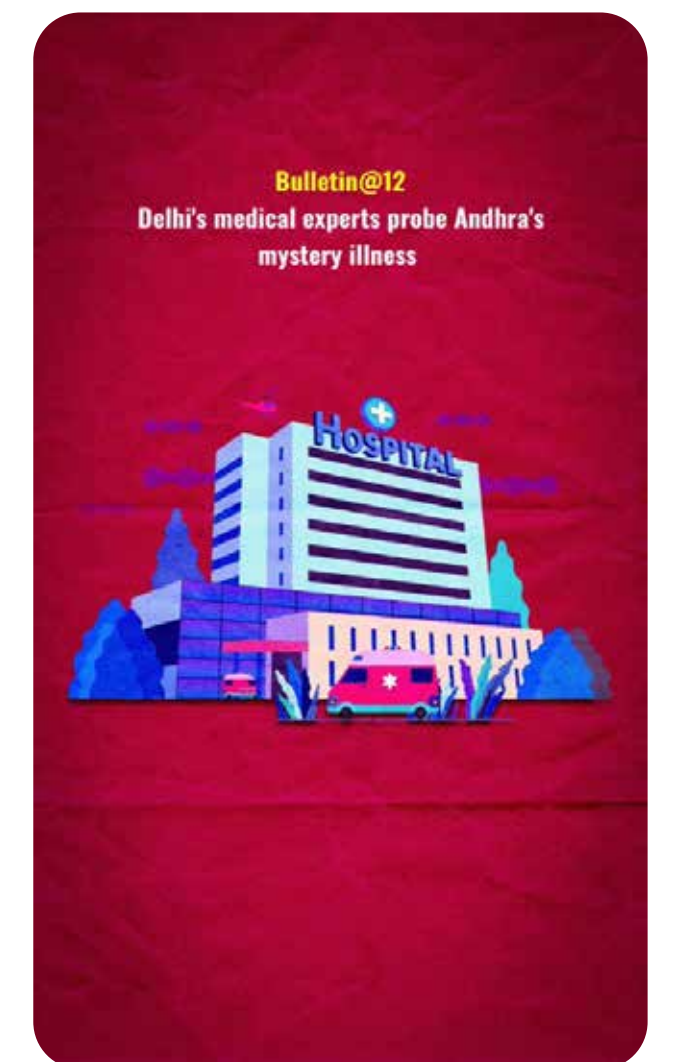
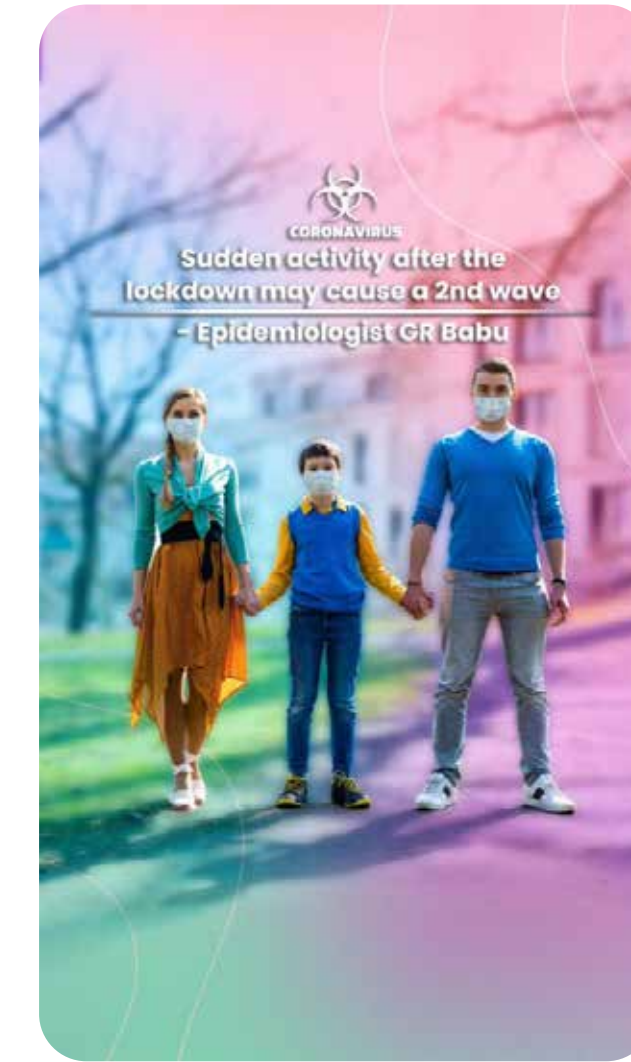


News

International & National

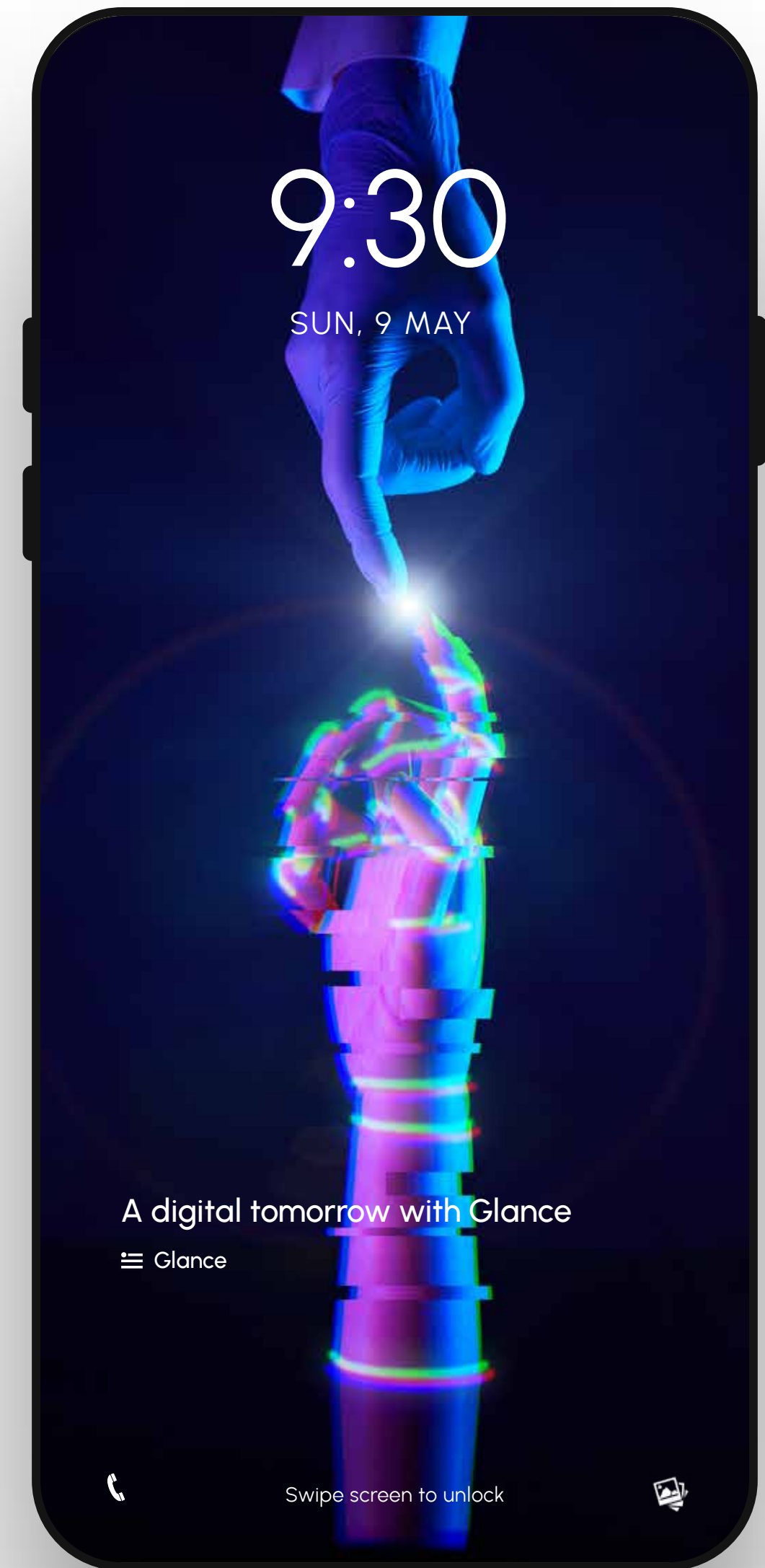
India Discovered the Latest Current News/Affairs from their Lock Screen

- Indians are highly engaged by political, social, and cultural affairs. This is likely why News did well as lock screen content. 76 million users got their daily news through Glance
- While COVID-19 news was obviously the most consumed, other news topics also saw traction, such as:
 - First quarter GDP contraction
 - PM Modi's Mann ki Baat
 - PM Modi lays the foundation stone of Ram temple
 - New farm laws and the protests
 - Delhi and Bihar state elections
 - New Education policy



A Digital Tomorrow

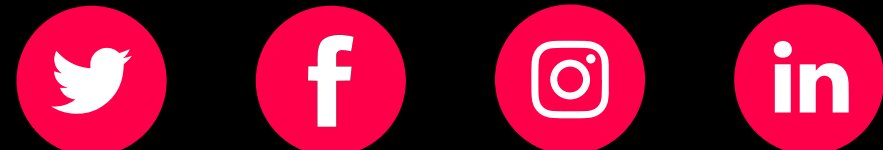
Home to more than 1.3 billion people, India is a colossal market. The growth dynamics across every media type is positive, with digital leading the race. As content preferences become more dynamic and audience diversity grows, they have the biggest opportunity to scale. The rich potential and talent the country has means that generating brilliant content is a given, as is the growth of compelling, state-of-the-art consumption platforms where they can access it. Platforms that consistently deliver high-end content will beat other market to successfully build loyal and engaged communities for themselves.



glance

Thank You.

Reach us at : insights@glance.com



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