

Indian short format video app Mogi to disrupt the market with its virtual gifting model



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New Delhi, Jul 12, 2019 (Issuewire.com) - In 2018 global consumption of video content on digital platforms exceeded that on TV & over the next 5 years this trend is expected to go the hockey stick route India & China are the world's largest video consuming markets in the world & short format video apps are already been predicted to be the future of TV.

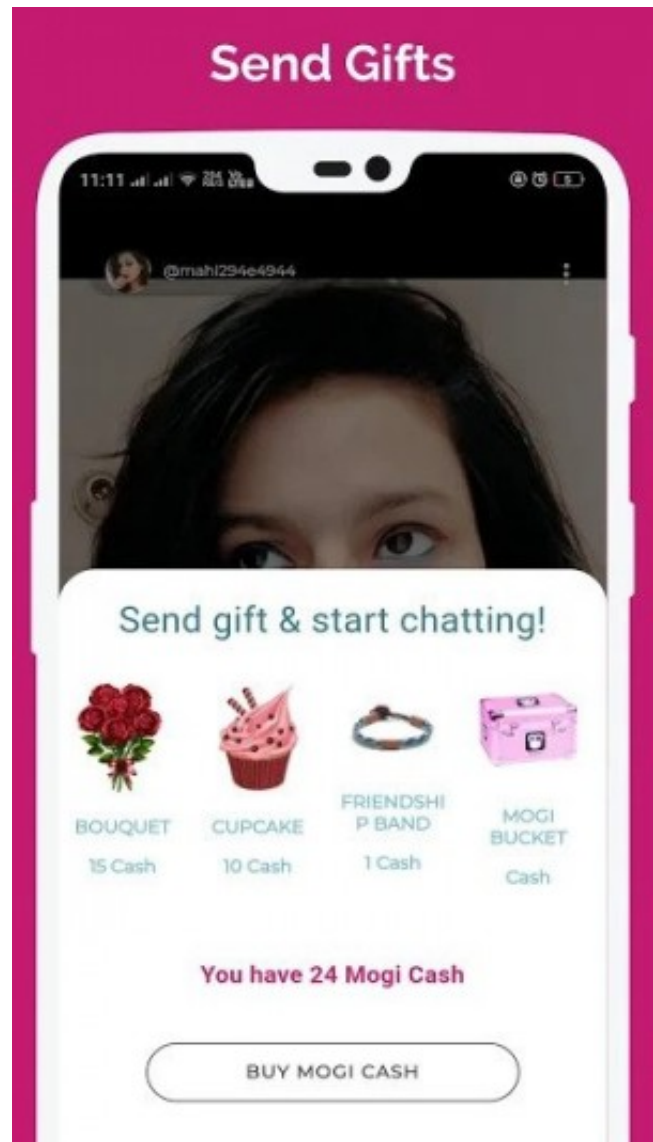
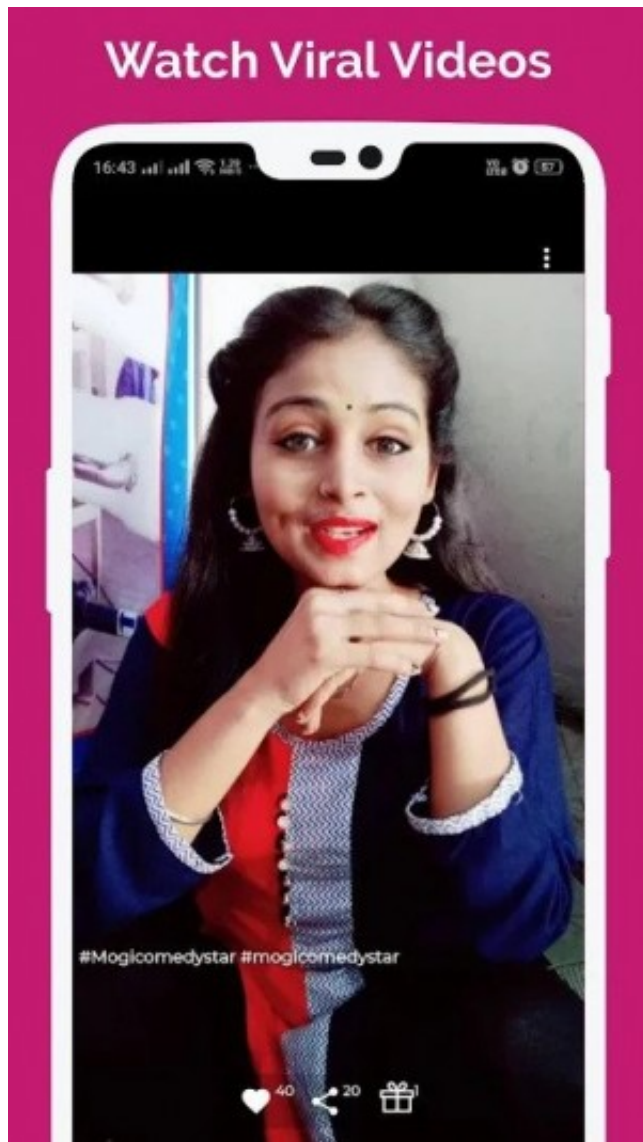
Mogi is an AI enabled, Indian short format video app that is disrupting the market through virtual gifting model in India.

In China, more than 100 video apps have been launched since 2017 & most are thriving on 2 revenue streams - advertising & virtual gifting by fans to content creators. In the virtual gifting video apps, fans send small ticket value gifts like a virtual rose or cupcake for a ticket size as small as Rs 5 or 10 to get the creator's attention & chat with them. It has already become a USD 5 Bn market in China & is expected to surpass the box office revenues there.

While there are a few Chinese apps in the video space in India Mogi is differentiating itself by focusing on real talent as it believes that the other apps rely on users creating videos by dancing on pre-recorded songs or lip syncing on movie dialogues. Co-Founder Vikrant Khanna says *"Real Talent never goes out of fashion That's why reality TV format has been thriving for more than 2 decades now. Mogi loves talent & wants to empower them. We are a platform for millions of Indians to make a short video & instantly start monetising their talent via virtual gifts from fans, which can be converted into real cash"* Mogi recently concluded Mogi Comedy Stars on its platform where it received participation from more than 1200 original content creators. It aims to run more such challenges soon to promote Real talent.

About Mogi

Mogi is an AI enabled, Indian short format video app that is disrupting the market through virtual gifting model in India. Mogi is founded by Vikrant Khanna, Ex COO of Homeshop18 & an industry veteran with more than 20 years in companies such as Airtel, where he was the VP Digital platforms & Youth Engagement. The second Co-Founder is Rahul Lahoria, who is IIT Kharagpur (M Tech, Comp Sc) alumnus & has filed for 5 patents till now Mogi recently received Angel funding from the Global CEO of an MNC.



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Source : Vikrant Khanna

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