



Press note

Mumbai, August 21st 2025

Vi Movies & TV Strengthens its Free Content Offering with Amazon MX Player

- **Vi Movies & TV also offers free live TV, news streaming, and free first episode viewing of Z5 Originals for all Vi users**

OTT consumption is booming in India, fuelled by cost effective data plans and a plethora of content. As per industry estimates, India has over 547 million OTT users in 2025, with around 400-447 million viewers consuming content on free, ad-supported platforms.

Catering to this large and growing audience segment, India's leading telco **Vi today announced the expansion of its free content library on the Vi Movies & TV app with a strategic partnership with India's most popular free streaming service, Amazon MX Player.** This collaboration will enhance engagement by offering quality, mass-market entertainment to the wide base of Vi users at no extra cost.

With this partnership, **Vi Movies & TV** significantly bolsters its no-cost content library, allowing consumers to experience the portfolio and discover the value of content offered without any subscription fees, thus democratising access to entertainment. The free content portfolio includes:

- Free access to Amazon MX Player
- 400+ live TV channels
- News Streaming
- Free first episodes of Z5 Originals, among others

Over the years, Vi has curated a comprehensive entertainment portfolio with its large library of freemium, premium, and hybrid video on demand (HVOD) content, designed to suit the viewing preferences of each consumer category.

Amazon MX Player is India's leading free, premium entertainment service. Through this partnership, **Amazon MX Player brings to Vi Movies & TV**, a diverse range of award-winning web series, reality shows, popular international shows and a massive movie library across multiple genres. With a strong focus on original content, Amazon MX Player has launched some of the largest shows in India, which includes *Aashram*, *Campus Diaries*, *Jamnapaar*, *Half CA*, *Bhaukaal*, *Raktanchal*, *Dehati Ladke*, *Who's your Gynac*, *Sixer*, *Hip Hop India*, *Hunter – Tootega Nahi Todega* and more. Amazon MX Player also offers a rich selection of international content dubbed in Hindi, Tamil and Telugu under MX Vdesi, featuring popular shows like *What's Wrong With Secretary Kim?*, *Daydreamer*, *My Girlfriend Is An Alien*, *Golden Boy* more.

Vi Movies & TV aims to help users overcome subscription fatigue by offering multiple OTT platforms on a single app under one unified subscription. Vi users having **Vi Movies & TV paid subscription can also access Amazon MX Player** along with **up to 17 leading OTT platforms**, including JioHotstar, Sony LIV, Z5, Lionsgate Play, Sun NXT, FanCode, ManoramaMAX, NammaFlix, Klikk, and more, basis their chosen plan

Whether it's blockbuster Bollywood films, regional cinema, international series, live cricket, K-Dramas, or anime, Vi Movies & TV delivers an all-in-one entertainment experience for India's diverse and digital-first audiences.

Users can enjoy Vi Movies & TV across a wide range of devices including Smart TVs (Android/Google TV, Amazon Firestick, Samsung and LG TVs), Smartphones (Android & iOS) and web browsers.



Download Vi Movies & TV:

https://play.google.com/store/apps/details?id=com.vodafone.vodafoneplay&hl=en_IN

Stream on Vi Movies & TV Website: <https://moviesandtv.myvi.in/>

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles. The Company provides Voice and Data services across 2G, 4G and 5G platforms and is expanding 5G services across 17 circles. To support the growing demand for data and voice, the Company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company's equity shares are listed on National Stock Exchange (NSE) and the BSE in India. The company offers products and services to its customers in India under the TM Brand name "Vi". For more information, please visit: www.MyVi.in