



ENHANCING TREND OF OTT PLATFORM AND ITS IMPACT ON YOUTH: AN ANALYTICAL APPROACH

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Abstract : There is drastic change in viewership due to the technological advancement, with the growth and progress in IT, the quality and projection shows huge trend in OTT. In this discussion, we framed and chew over, some of the main highlight regarding the emergence of OTT and to explore the concept of over the top (OTT) and its growth during the covid 19 pandemic. Many OTT platforms like, hotstar, sonyliv, albalaji, Netflix, Amazon Prime are the new face of film industry and also a growing form of entertainment now a day. The increasing viewership of the OTT video streaming services and the involvement of big stars towards this platform justifies this. Due to pandemic as the cinema halls are suspended amid nation, this “technological revolution” has made a new taste of viewing experience and changing the perspective the visual literacy as well as, but this change created by OTT has a greater fear for cinema hall owners. With the rapid improvements in technology and increasing levels of internet penetration across India, the way that people consume media is changing. The emergence of over the top media services has started to change the media space significantly. Thus, in this paper different aims were drawn; the initial aim of this research is to study the influencing factors and preferences of viewer for liking of OTT, the next aim is to analyze the viewer’s trends on OTT platforms. Using 135 respondent’s responses where maximum users are more prone to platform that are providing best content and cost relaxation.

IndexTerms - Penetration, pandemic, multiplier, convenience etc.

I. INTRODUCTION:

Recently, technological advancements have made the movie or TV watching more convenient through online streaming or Video on Demand (VoD) services. VoD refers to streaming of video content over the Internet, through applications typically referred to as Over-The-Top (OTT). Viewers can access video content through OTT apps in any Internet-connected device like a Smartphone, smart TV, tablet, desktop computer, laptop, etc. Unlike traditional media, streaming services tell varied stories that are not restricted by censors, box office or demographic The OTT apps have become the most downloaded app category ahead of social networking apps like Facebook, messaging apps like WhatsApp, and e-commerce apps like Amazon and Flip kart. The streaming market will collectively account for 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022 (PwC India, 2018) [1]. In India the growing trend towards content consumption by the country’s youth towards over the top (OTT) video streaming services such as amazon prime, sonyliv, hotstar, Netflix , mxplayer . The advancement in ICT in India, given a huge market

penetration opportunities for all OTT platforms. The major drawback on the OTT platform mainly in Indian context is majority of consumers do not want to pay for it. With the emerging growth of communication technology, in pandemic situation the film industry has also moved totally to the situation the film industry has also moved totally to the form of OTT platform. Indian movie theatres have shut down for nearly 15 months. Prior the lockdown, Netflix, Amazon Prime videos has become „magic multiplier“ and go –to destination to release film featuring stars. On subscription based model, a premiere might reduce the chances of piracy, but the immediate business benefits are not too much up to the mark. The mobile banking and payments ecosystem is complex and dynamic. Mostly millennials are streaming video content on their mobile device.

OBJECTIVES:

- To know the influencing factors for selection of OTT.
- To find out the viewer's preference on content watching.
- To know the enhancing graph of OTT among youth.

METHODOLOGY: The study is based on both qualitative and quantitative approach.

Primary data: The primary data for this research paper was collected through a structured questionnaire to collect all the information and, Online survey was conducted through Google forms.

Secondary data: it includes journals, articles, books, and websites.

Sample size and sampling technique:

1. Population across the uttarakhand.
2. Sample size: 135 respondents
3. Type of sampling: Convenience sampling.

Statistical tools

1. Descriptive analysis
2. Crosstab analysis.

REVIEW OF LITERATURE

Benjamin Burroughs and Adam Rugg “Extending The Broadcast: Streaming Culture and the problems of Digital Geographies”. His article examines the recent move by many television sports broadcasts of streaming their content online behind geographically restricted “geofences”. It was also mentioned, that streaming has become a cultural practice regardless geographical setup. This practice often rejects the restrictions and stipulations of digital broadcasting in favor of globetrotting, station-hopping exercise of content hunting.

Meghan McAdams (April 18, 2019), made a study on “What is OTT- Understanding The Modern Media Streaming Landscape”. The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 50% of OTT customers, are experiencing “subscription fatigue”. From engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller, niche services. An increase in the usage of smartphones in India has stirred a new era of video consumption on

the personal media device. The penetration of smartphones in India is projected to grow to 520mn by 2020 and broadband penetration will increase from 14% currently to 40% in 2020. (Ernst & Young, 2016). This rise will be instrumental in a drastic shift of media consumption from traditional to digital. There has been a decline in the percentage of Indian Consumers who prefer watching shows on TV from 47% to 10% over the last one year. (Accenture, 2015).

In the study “Understanding Adoption Factors of Over-the-top Video services among millennial consumers”, researchers highlighted the four major factors that affect consumer adaptation towards different platforms. They are Convenience, Mobility, Content and Cost. (Dasgupta & Grover, 2019).

WHAT IS OVER THE TOP (OTT): OTT stands for „over the top”. In ott channels, contents are delivered through an internet connection rather than via a broadcast provider. OTT are audio and video hosting and streaming services such as sonyliv, Netflix, Altbalaji, Amazon Prime video Hotstar, etc. These platforms offer a range of content and use of Artificial Intelligence to suggests users they are likely to view. Most of the OTT platforms generally offers some content for free and charge a monthly subscription fee for premium content which is unavailable elsewhere.

OTT CONTENTS: it can be watched on all multiple devices, including, tablet, laptop, mobiles, computers.

OTT DEVICES: OTT devices examples include Smart TV, apple TV, fire sticks, etc.

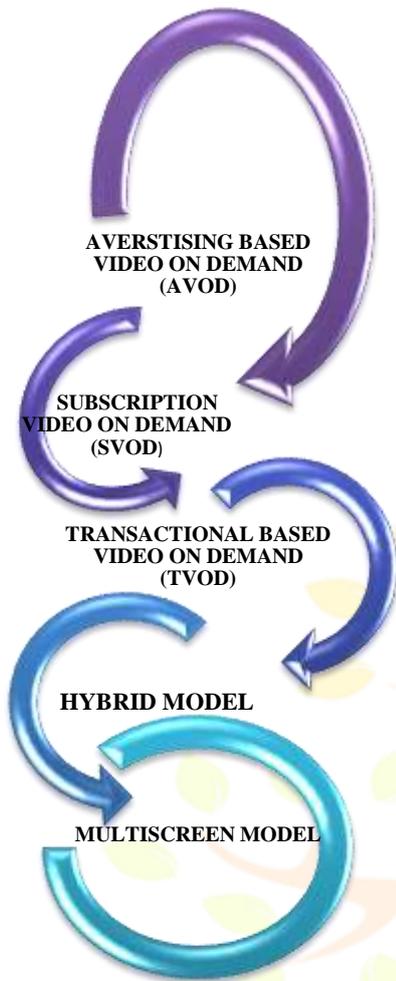
OTT VIEWERS: Individuals who watch video through any app or website that provides streaming video contents. E.g., Netflix, Sling tv, YouTube, HBO Now.

CONNECTED TV (CTV), INTERNET PROTOCOL TV (IPTV) USERS: individuals who use TV sets connected to Internet through internet connectivity or through other devices such as SET TOP BOX, etc.

LINEAR OTT VIDEO SERVICE USERS: Users who subscribe to a service that are delivers live TV channel over internet for a monthly subscription. E.g. Youtube TV, playstation Vue,Sling TV.



OTT\ CTV USERS (MODELS THAT AVAILABLE TO OTT):

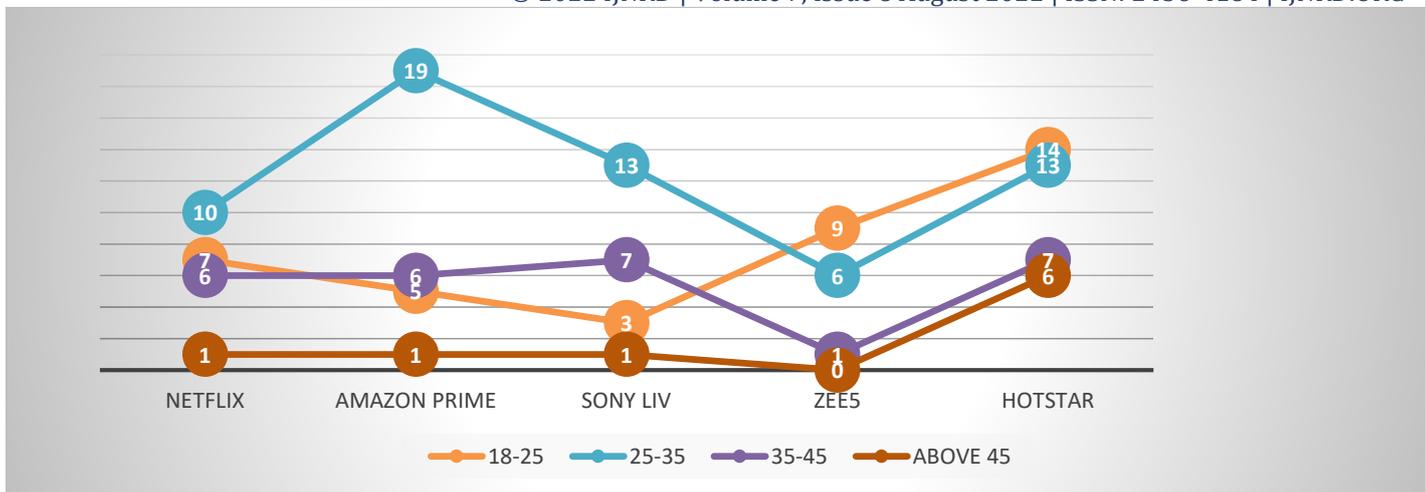


- 1. ADVERTISING BASED VIDEO ON DEMAND (AVOD)** - users access free content through advertising.
- 2. SUBSCRIPTION VIDEO ON DEMAND (SVOD)**-Users who have a paid subscription. This is the latest trend nowadays
- 3. TRANSACTIONAL BASED VIDEO ON DEMAND (TVOD)** – users who have paid to access content through a pay-per-view (PPV) purchase model.
- 4. HYBRID MODEL:** It combine the best of world by bundling the services in different ways. E.g. Hot star.
- 5. MULTISCREEN MODEL:** Allow OTT providers their customers to subscribe to a service which enables them to access streaming content on multiple devices that they can watch anytime, anywhere.

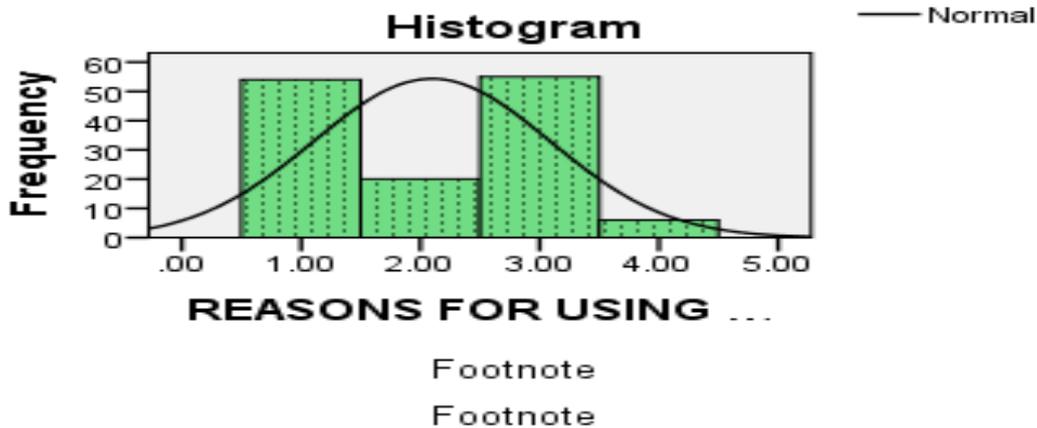
OTT PLATFORMS IN INDIA: Some OTT platforms in India are – Amazon Prime, Netflix, ,Disney+ Hotstar, Voot, Sony Liv, Zee 5, ALTBalaji, MX Player, Eros Now, Jio Cinema, Hungama Play, BigFlix etc.

OTT PLATFORM AS 'MAGIC MULTIPLIER', 'GAME CHANGER': The emergence of OTT has gradually increased in the entertainment sector during this pandemic. It has made movie, content watching more convenient, accessible and affordable. Anybody who has a smart phone can watch movie, web series anywhere, anytime in the world. At first, it was discomfort among the players of the film industry regarding new normal, but the OTT services will continue in Post COVID 19 WORLD to dominate OTT can help content to reach millions at the minimal fee release and traditional advertising promotions. The launch accumulate billions of new movies through OTT can simultaneously accumulate billions of consumers across the globe. The demand for high quality content is increasing every day to access OTT platforms from their home. It makes advertising more profitable as films and web series watching becomes more common for everyone with a subscription. More Movies are releasing and will also hit the popular OTT platforms the Netflix, Disney+, Prime video etc.

DATA COLLECTION AND ANALYSIS: Data was collected by online through google forms. Questions were in mixed types (close and open ended). Questions were asked on the basis of watching habits and impact of OTT video streaming on people.



Above graph depict the preference of different OTT users, maximum users are of having age group of 18-35 years show the young age group are more prone to the OTT. Secondly the users are of having the age group of 18-25 following with the age group of 35-45 then above 45. As the above graph shows the maximum users are of below 35 years which proves the enhancing trends of OTT Platform among youth generation.



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REASONS FOR USING OTT

Table 1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ENTERTAINMENT	54	39.7	40.0	40.0
COST EFFECTIVENESS	20	14.7	14.8	54.8
CONTENT	55	40.4	40.7	95.6
EASY TO USE	6	4.4	4.4	100.0
Total	135	99.3	100.0	
Missing System	1	.7		
Total	136	100.0		

According to the above table, it depicts the various reasons for using OTT platform likewise some of them are entertainment, cost effectiveness, content, and easy to use, after the responses from different respondents the maximum users are using OTT platform mainly due to CONTENT (41%), and ENTERTAINMENT (40%) followed by COST EFFECTIVENESS (14.8%) AND EASY TO USE (4.4%).

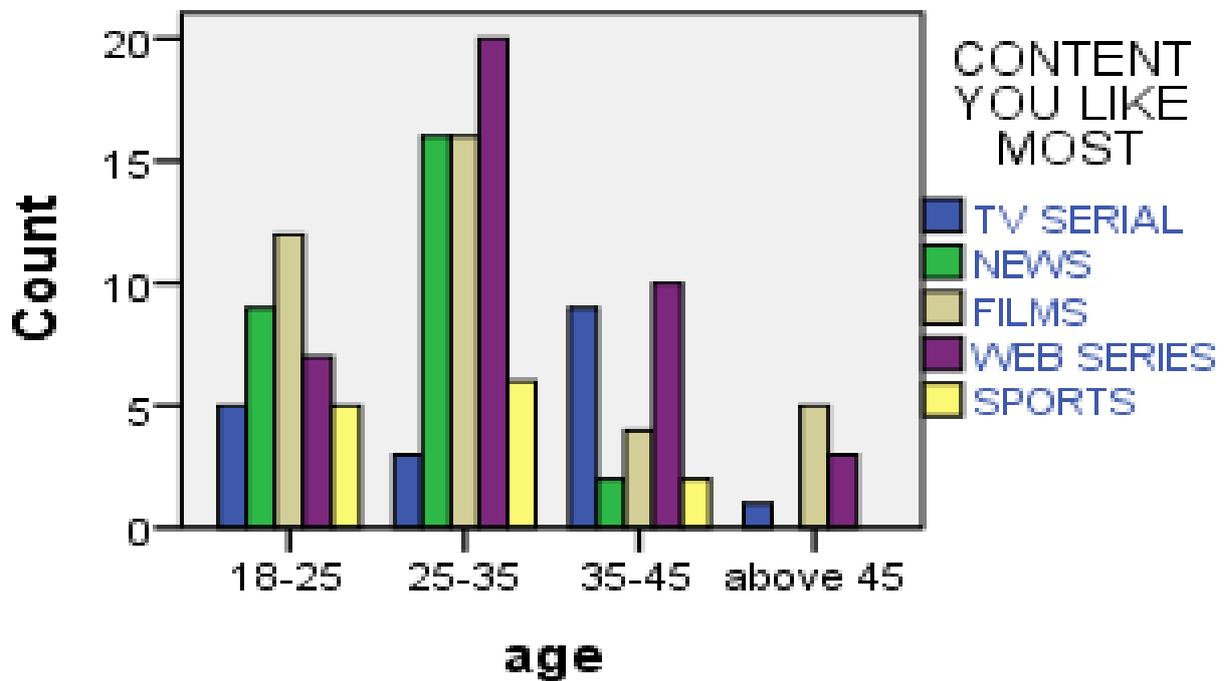
CONTENT YOU LIKE MOST

(Crosstabulation)

Table 1.2

		CONTENT YOU LIKE MOST					Total
		TV SERIAL	NEWS	FILMS	WEB SERIES	SPORTS	
age	18-25	5	9	12	7	5	38
	25-35	3	16	16	20	6	61
	35-45	9	2	4	10	2	27
	above 45	1	0	5	3	0	9
	Total	18	27	37	40	13	135

Bar Chart



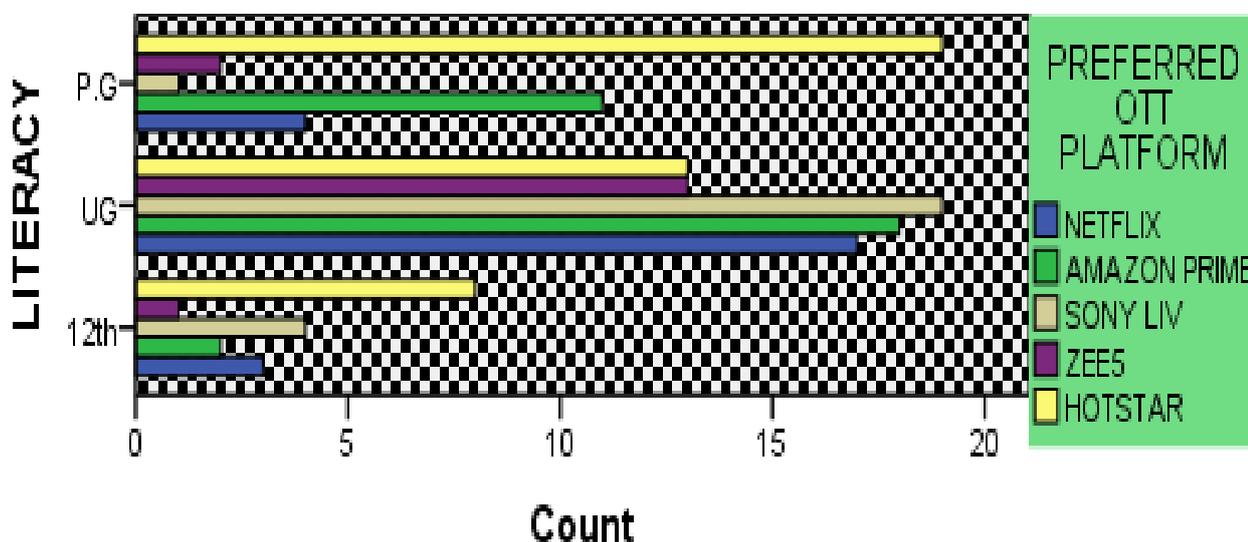
Footnote

According to the above table 1.2 shows the preference level of different age group of respondents regarding the content of OTT, which is categorized into TV SERIAL, NEWS, FILMS, WEB SERIES, AND SPORTS, majority of respondents prefers to watch web series(29.6%), followed by films(27.4%), news(20%), and lastly Sports (9.6%).

LITERACY * PREFERRED OTT PLATFORM
Crosstabulation
Table 1.3

		Count					Total
		PREFERRED OTT PLATFORM					
		NETFLIX	AMAZON PRIME	SONY LIV	ZEE5	HOTSTAR	
LITERACY	12th	3	2	4	1	8	18
	UG	17	18	19	13	13	80
	P.G	4	11	1	2	19	37
Total		24	31	24	16	40	135

Bar Chart



Footnote

Footnote

According to the above data depicts that the preferred OTT platform of different respondent's maximum users are prone to use the SONY LIV AND AMAZON HOTSTAR maximum users are graduate. Approximately 30% respondents are more inclined to HOTSTAR due to the content and cost benefit. Many users of Netflix are decreasing due to high cost and content.

ANOVA

Table 1.4

		Sum of Squares	df	Mean Square	F	Sig.
PREFERRED OTT PLATFORM	Between Groups	5.930	1	5.930	2.674	.104
	Within Groups	294.930	133	2.218		
	Total	300.859	134			
CONTENT YOU LIKE MOST	Between Groups	1.081	1	1.081	.757	.386
	Within Groups	189.852	133	1.427		
	Total	190.933	134			
REASONS FOR USING OTT	Between Groups	.203	1	.203	.206	.651
	Within Groups	131.545	133	.989		
	Total	131.748	134			
TYPES OF MOVIES TO WATCH	Between Groups	2.231	1	2.231	.854	.357
	Within Groups	347.369	133	2.612		
	Total	349.600	134			

The above table shows ANOVA data, regarding to preferred OTT platform, most liking content among different age groups, shows the reasons for using OTT content mainly news, web series, sports, tv serials etc. The significance level of REASONS FOR USING OTT is more then 0.5 but in case of other factors that are tabled in above data are less than 0.5.

CONCLUSION

Many respondents in my study were aware of the OTT platforms and using it as an alternative to cable broadcast and DTH. The acceptance of the platforms was remarkable signifying a greater change over in the near future. Among the people of uttarakhand, Hot star had a wider range of connectivity with its contents and local touch maximum users were using Hot star as compared to Netflix users indicating the power of Hindi content. The other factor that sided along with Hot star was Sports. Live streaming of cricket and IPL garnered enormous viewership and helped it lead the way out. Netflix on the other hand had a great support from the students because of Original Content and Foreign Language web series along with Movies but when it came to overall performance and preference Hot star marched ahead marginally. OTTs are being perceived as aspirational medium of content consumption and with all the noise in right circles, they are fast converting the fence sitters across age groups and demographic regional. OTT brought with itself some factors which became the new normal, like working from home, which have seemed to offer flexibility of schedules to many. A random walk and tea time with a colleague have been replaced with a 20-30min quick episode of one's favorite series available on an OTT platform. All researches point to the growing duration of video content consumption year on year and COVID 19 has proved to be a turned point in furthering this behavior change. Maximum users are more prone to watch latest webseries ,and latest release film and prefer more cost benefit and content wise availability.

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