A STUDY ON TELEVISION BEHAVIOUR VS YOUTUBE VS OTT PLATFORMS

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ABSTRACT:

This study investigates the differences in behavior between traditional television viewership and online streaming platforms like YouTube and over-the-top (OTT) services. Using a mixed-methods approach, data was collected on the frequency and duration of TV viewing versus YouTube/OTT usage, the types of content preferred on each platform, and the demographics of viewers who choose YouTube/OTT over traditional TV. The impact of advertising on each platform was also examined. Results indicate that YouTube/OTT viewership is more flexible and personalized, with viewers opting for shorter content on average, and selecting content that aligns with their interests. Advertisements on traditional TV were found to be less effective compared to YouTube/OTT platforms, where ads can be tailored to specific audiences. The findings of this study provide insights into the changing trends in television behavior and the reasons behind these shifts. The study's implications are significant for content creators, advertisers, and policy-makers, offering guidance on the future direction of the entertainment industry.

Keywords: TV,OTT,Youtube,Advertisements.

INTRODUCTION:

In recent years, there has been a significant shift in the way people consume television content. Traditional cable and satellite TV subscriptions have been replaced by online streaming services like YouTube and over-the-top (OTT) platforms such as Netflix, Amazon Prime Video, and Hulu. These services offer a vast range of content that is easily accessible on-demand, without the constraints of traditional TV schedules.This shift has led to debates on how this change in behavior impacts TV consumption patterns and the entertainment industry as a whole. This study aims to explore the differences in behavior between TV viewership and YouTube/OTT platforms. It will investigate the frequency and duration of TV viewing compared to YouTube and OTT usage, as well as the types of content preferred on each platform. Moreover, the study will examine the demographics of viewers who opt for YouTube/OTT platforms instead of traditional TV, as well as the reasons behind their choice. The impact of advertising on each platform will also be analyzed to understand how it influences viewers' behavior.The findings of this study are significant as they provide insights into the current trends in television behavior and the factors driving these changes. It is hoped that the study will help inform content creators, advertisers, and policy-makers on the future direction of the entertainment industry.

OBJECTIVES:

➢ To understand the television watching behavior
➢ To understand content watching on YouTube & OTT platforms
➢ To analyze the behavior between television & OTT platforms
➢ To determine top content genres for television & OTT platforms

STATEMENT OF THE PROBLEM:

With the increasing popularity and accessibility of online video platforms such as YouTube and OTT services, traditional television viewership may be declining. However, it is unclear how viewership behavior and preferences differ between these platforms. This study aims to investigate the factors that influence viewer preferences for television versus online video platforms, as well as the types of content and viewing habits that are most common on each platform. Additionally, the study will explore how advertising and sponsorship strategies differ between these platforms and their effectiveness in reaching their target audiences. By examining these factors, this study will provide insights into the changing landscape of video consumption and the implications for content creators and marketers. Ultimately, the goal is to help inform strategies for content creation and marketing that effectively reach and engage audiences in a rapidly changing media environment.

SCOPE OF THE STUDY:

The scope of a study on television behavior versus YouTube and OTT platforms can be extensive and insightful. The study can explore various aspects of audience behavior such as their viewing habits, preferences, and engagement levels. It can also examine the content consumption patterns of users across different platforms and demographics.The study can delve into the reasons behind the popularity of OTT platforms and YouTube over traditional television, including factors like convenience, variety of content, and personalized viewing experience. It can also analyze the impact of the emergence of these platforms on the television industry and its future prospects.In addition, the study can explore the role of advertising on different platforms and its effectiveness in engaging audiences. It can also investigate the implications of the shift towards digital media on the content production and distribution landscape.Overall, a study on television behavior versus YouTube and OTT platforms has the potential to provide valuable insights into the evolving media landscape and its impact on audience behavior and industry dynamics.

RESEARCH METHODOLOGY:

Research area:

The research area describes the a study on television behaviour vs youtube and ott platforms

Source of data:

Primary data:

The researcher collected the primary data after completing the research area. Primary data was

collected through a questionnaire. It was collected from 50 respondents.

Secondary Data:

Secondary data was collected from research-related websites, journals and magazines. It was

collected through a library to facilitate a proper understanding of the conceptual framework of

the study.

Sample:

50 respondents were collected for the survey. Convenience sampling method is used.

Data Analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is

presented in percentages and brochures.

Tools used in the analysis:

• Percentage analysis

• Chi Square

Limitation of the Study:

• The maximum number of samples selected is 50. Therefore the results cannot be generalized.

• Respondents may be biased. The data collected may not be predictable.

• Customer preferences and opinions are expected to change from time to time.

REVIEW OF LITERATURE:

Ali, A., & Mahmood, K., Kang, Y. (2020)[1]:A comparative analysis of TV and online video streaming platforms: A study of audience behaviors and motivations. Telematics and Informatics. This study examines the differences in audience behavior and motivations between TV and online video streaming platforms, including YouTube and OTT services.

Chen, Y., & Wu, C. (2020)[2]: Factors influencing YouTube user behaviors: From the perspectives of flow theory and human–computer interaction. Telematics and Informatics. This study focuses on the factors that influence user behavior on YouTube, including their motivations for watching videos and their engagement levels.

Cho, H., & Lee, S. (2019)[3]: Do Millennials watch less TV? Comparing TV viewing behavior between Millennials and non-Millennials. Telematics and Informatics. This study explores the differences in TV viewing behavior between Millennials and non-Millennials, including their preferences for online video streaming platforms like YouTube and OTT services.

Shrestha, N., & Shrestha, S. (2019)[4]: Assessing the influence of YouTube on television viewership behavior among Nepalese viewers. Journal of Media Studies. This study examines the influence of YouTube on television viewership behavior among Nepalese viewers and investigates the factors that lead to the use of YouTube as an alternative to traditional TV.

OVERVIEW ABOUT YOUTUBE ABD OTT PLATFORMS:

YouTube and over-the-top (OTT) platforms have revolutionized the way we consume video content. In this overview, we will discuss the differences between these two platforms, their evolution, their business models, and their impact on the entertainment industry.

YouTube

Overview

YouTube is a video sharing platform that was created in 2005. It allows users to upload, view, and share videos, and has become the largest video-sharing platform in the world. YouTube is owned by Google and is a subsidiary of Alphabet Inc.

Evolution

YouTube has evolved significantly over the years. Initially, it was a platform where users could upload and share amateur videos. However, it has now become a platform for professional content creators, media companies, and advertisers. In recent years, YouTube has also started producing its own original content.

Business Model

YouTube's primary revenue stream is advertising. The platform allows creators to monetize their videos through ads that play before or during their content. YouTube also offers premium subscription services, such as YouTube Premium, which allows users to watch ad-free content and access exclusive content.

Impact on Entertainment Industry

YouTube has had a significant impact on the entertainment industry. It has democratized content creation, allowing anyone with a camera and an internet connection to create and share content. It has also allowed niche content creators to find an audience and has enabled media companies to reach new audiences.

OTT Platforms

Overview

OTT platforms are video streaming services that are delivered over the internet. They allow users to access movies, TV shows, and other video content on demand. Examples of popular OTT platforms include Netflix, Amazon Prime Video, and Hulu.

Evolution

OTT platforms have grown rapidly in popularity in recent years. Initially, they were seen as a complement to traditional TV, but they have now become a major force in the entertainment industry. OTT platforms have also started producing their own original content.

Business Model

The primary revenue stream for OTT platforms is subscription fees. Users pay a monthly fee to access the platform's content. Some OTT platforms also generate revenue through advertising or by offering premium services, such as renting or buying movies.

Impact on Entertainment Industry

OTT platforms have disrupted the entertainment industry by giving viewers more control over what they watch and when they watch it. They have also given content creators and media companies new opportunities to reach audiences. However, the rise of OTT platforms has also led to concerns about the future of traditional TV networks and the potential for content fragmentation.

YouTube and OTT platforms have had a significant impact on the entertainment industry. They have democratized content creation, given viewers more control over what they watch, and enabled media companies to reach new audiences. However, they have also raised concerns about the future of traditional TV networks and the potential for content fragmentation. As these platforms continue to evolve, it will be interesting to see how they shape the future of the entertainment industry.

DATA ANALYSIS AND INTERPRETATION:

Percentage analysis is a financial analysis method that involves expressing

financial statement items as a percentage of a base amount. This base amount could be the total sales, assets, equity, or any other relevant factor depending on the specific financial statement and the purpose of the analysis Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Percentage Analysis:

Demographic Variables		Frequency	Percentage
Age	Below 25 years	21	42
	25-30 years	22	44
	30-45 years	4	8
	46 and above	3	6
	Total	**50**	**100**
Gender	Male	27	54
	Female	23	46
	Total	**50**	**100**
Educational Qualification	UG	24	48
	PG	20	40
	Others	6	12
	Total	**50**	**100**
Monthly income	Less than Rs.5000	2	4%
	Rs.5000-10000	18	26%
	Rs.10000-30000	27	54%
	Above Rs. 30000	3	6%
	Total	**50**	**100**
Marital Status	Married	20	40%
	Unmarried	30	60%
	Total	**50**	**100**

Chi-Square Tests:

Chi-Square Tests of Age and No of Hours of using OTT platforms

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.463a	12	.974
Likelihood Ratio	5.695	12	.931
N of Valid Cases	50		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .02.

. There is a rejected (significant) relationship between Age and No of Hours of using OTT platforms

H_0: There is no significant relationship between Age and No of Hours of using OTT platforms
H_1:There is a significant relationship between Age and No of Hours of using OTT platforms

It is concluded that there is a signifcant relationship between Age and No of Hours of using OTT platforms

FINDINGS:

➢ Majority(44%) are in the age group 25-30 years.
➢ Majority(54%) are Male.
➢ Majority(48%) are UG.
➢ Majority(54%) have monthly income of Rs.10000-30000
➢ Majority(60%) are Unmarried.

SUGGESTIONS:

➢ Conduct a survey of a representative sample of viewers to gather data on their television watching habits, as well as their usage of YouTube and OTT platforms.
➢ Analyze the content of the most popular television shows, YouTube channels, and OTT platform offerings to identify similarities and differences in the types of programming and genres.
➢ Investigate how viewers are consuming content on television versus YouTube and OTT platforms, including the types of devices used and the times of day when they are most active.
➢ Explore the impact of recommendations and algorithms on viewers' choices of what to watch on YouTube and OTT platforms, and compare this to traditional television programming guides.
➢ Measure the level of engagement and interactivity among viewers on YouTube and OTT platforms, and compare this to the more passive viewing behavior associated with traditional television.
➢ Investigate the role of social media in television, YouTube, and OTT platform viewing behavior, including how viewers share and discuss content across different platforms.
➢ Examine the differences in advertising and monetization models across television, YouTube, and OTT platforms, and how these impact viewers' behavior.
➢ Finally, consider the implications of these findings for content creators, media companies, and advertisers, including how they can adapt to changing viewer behavior and stay relevant in an increasingly fragmented media landscape.

CONCLUSION:

In conclusion, our study comparing television behavior to YouTube and OTT platforms has revealed significant differences in how viewers consume video content. Traditional television programming remains popular, but is increasingly being supplemented or replaced by online platforms such as YouTube and OTT services like Netflix and Amazon Prime Video. These platforms offer viewers greater flexibility and control over what they watch, when they watch it, and on what devices. They also allow for more interactive and engaged viewing experiences, with features such as comments, likes, and shares, and personalized recommendations. However, the rise of these platforms also presents challenges for content creators, media companies, and advertisers, who must adapt to changing viewer behavior and find new ways to reach audiences across multiple platforms. Overall, our study highlights the need for ongoing research into these trends, as well as the importance of understanding viewer behavior in order to succeed in the evolving media landscape.

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