Audience-Centric Content Delivery Strategies and Market Dominance of OTT Platforms

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ABSTRACT

This research digs into the techniques used by top OTT platforms like Netflix, Amazon Prime Video, and Disney+ to dominate the ever-changing entertainment environment. We identify their market leadership strategies through a rigorous combination of qualitative content analysis, and quantitative survey data. From innovative content creation and individualised recommendation algorithms to diverse pricing structures and global localization strategies, OTT platforms are redefining content distribution while leveraging the power of social media, influencer marketing, and data analytics to drive unprecedented brand engagement. As the industry continues to develop, our study reveals how these strategies move OTT platforms forward, influencing the future of entertainment consumption.

KEYWORDS

OTT platforms, Audience-centric, Content delivery, Market dominance, Streaming services, Original content, Recommendation algorithms, Pricing strategies, Localization, User engagement, Marketing and, branding, Web usability, Emerging technologies, User satisfaction, Market trends

INTRODUCTION

The explosive growth of over-the-top (OTT) platforms has caused a significant upheaval in the entertainment sector in recent years. These services, which include Hulu, Disney+, Netflix, and Amazon Prime Video, have completely changed how we watch and interact with media. We may now access a wide variety of films, TV series,

documentaries, and original material thanks to over-the-top (OTT) services. Their influence has been significant, upending established television and movie distribution strategies.

The rivalry among these services has increased along with the growth of over-the-top (OTT) platforms. OTT platforms utilise a variety of tactics to obtain a competitive advantage in an ever-changing and intensely competitive market. These tactics include price structures, marketing campaigns, content production, technology innovation, and global growth. Since they are the engine propelling the industry's continuous expansion, it is critical to investigate how these platforms strategically position themselves to prosper in a media ecosystem that is dynamic and ever-changing.

This study explores the complex world of over-the-top (OTT) platforms and analyses the tactics they use to guarantee content delivery and preserve their market leadership. The development of advanced recommendation algorithms that boost user engagement and the production of unique content that captivates audiences across the world are just two examples of the strategies that are crucial in determining the effect and success of over-the-top (OTT) platforms.

We will explore the many facets of the over-the-top (OTT) environment on the pages that follow, looking at the tactics used by OTT platforms to draw in and hold on to viewers. By doing this, we want to shed light on the variables that affect their capacity to expand and shape the entertainment industry going forward.

LITERATURE REVIEW

(Ernst & Young 2016)

"Future of Digital Content Consumption in India"

In their research "Future of Digital Content Consumption in India," Ernst & Young (2016) noted that a new era of video viewing on personal media devices has been sparked by the rise in smartphone penetration in India. It is anticipated that by 2020, there will be 520 million smartphones in India, and by the same year, broadband penetration would rise from 14% to 40%.

(Meghan McAdams, 2019)

"What is OTT- Understanding the Modern Media Streaming Landscape"

The survey found that there is little doubt that India's future lies with OTT applications. The key finding of her research was that 50% of OTT users are suffering from "subscription fatigue" as a result of using so many platforms. It was also suggested that the chances for smaller specialist businesses may be impacted by the expansion of large-scale platforms such as Disney Plus.

(ICFAI 2019)

"Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime"

"Transition of Consumer towards Video Streaming Industry: A Comparative Analysis of Netflix and Amazon Prime" is the title of an ICFAI research from 2019. stated that when it comes to on-demand video streaming services, content is king and Netflix has a little advantage over rivals in this regard. Hotstar appears to be a good option due to the reasonably priced material it provides.

(Khanna 2016)

"A study on factors Affecting Netflix Subscription rates in India: An Empirical Approach"

In his article "A Study on Factors Affecting Netflix Subscription Rates in India: An Empirical Approach," **Khanna (2016)** claimed that Indian customers are more likely to watch online material for free than to pay for it. Netflix's low subscription rate is a result of local and regional TV series and films not being available.

(Mann et al 2015)

"Digital Video & the Connected Consumer"

According to **Mann et al. (2015)** paper "Digital Video & the Connected Consumer," OTT media companies are aiming to attract a younger audience, as 50% of smartphone app users are between the ages of 18 and 24.

(KPMG 2017)

"The 'Digital First' journey"

In their 2017 report, "The 'Digital First' journey," KPMG detailed the statements made by Indian OTT video platforms on their investments in original content. Additionally, it discussed the newly popular genre of "live streaming."

(Deloitte 2017)

"Digital Media: Rise of On-demand Content"

The demand for video-on-demand entertainment services has increased as a result of the availability of more reasonably priced smartphones and improved internet 4G access, according to **Deloitte's (2017)** research on "Digital Media: Rise of On-demand Content." Nowadays, more individuals spend time on digital media than on dish or cable networks.

(Menon 2020)

"Purchase and continuation intentions of over-the-top (OTT) video streaming platform subscriptions: use and gratification theory perspective"

According to Menon (2020), restrictions imposed during the COVID-19 outbreak profoundly altered how people consumed media and leisure. Lockdowns prevented people from leaving their homes or places of employment, therefore public activities gradually shifted online. Online social networking gave people the ability to stay in touch

with their loved ones, friends, partners, neighbors, and other people. The government closed off external entertainment channels, or "out of home entertainment," yet domestic entertainment options continued to expand and improve.

(The Kalagato study, 2017)

"A Study on Consumer Preference Towards OTT Platforms over Theatres Post COVID-19"

The market shares of the various companies in the Indian video over-the-top (OTT) business were broken down in the Kalagato study from 2017. According to the survey, Hotstar has a 73.19% market share, while Netflix held a 1.26% share.

METHODOLOGY

This study's research approach aims to thoroughly examine the strategies that Over-The-Top (OTT) platforms use to dominate the market and supply content, with an emphasis on audience preferences and industry trends. The research framework uses a combination of primary and secondary research approaches to collect data that is both quantitative and qualitative in type.

1. Design of Research:

A comprehensive analysis of the body of information about OTT platforms, content delivery methods, and market dynamics will be conducted as part of this research.

Descriptive Research: To describe the present condition of the over-the-top (OTT) sector, identify important participants, and look at content delivery mechanisms, a descriptive analysis will be carried out.

2. Collecting Data:

Primary Data: To learn more about the watching patterns, content choices, and general satisfaction of a varied sample of OTT platform users, a structured survey will be conducted. To enable quantitative analysis, closed-ended questions will be included in the survey.

Secondary Data: To collect secondary data on market trends, technical developments, and competitive tactics, industry reports, scholarly publications.

3. sampling:

population: Those who actively utilise a variety of OTT platforms are included in the target audience.

sample Method: To ensure representation across various demographics, including age, gender, and geographical location, a stratified random sample approach will be used.

The preferences and level of user satisfaction will be evaluated

Problem statement of the research

The emergence of Over-The-Top (OTT) platforms has changed the face of digital entertainment in recent years, placing an increasing focus on audience-centric content distribution and competition for market dominance. However as OTT platforms compete with greater intensity, it's still very difficult to fully understand the distinctive strategies these platforms use to attract users and maintain their market dominance. The purpose of this study is to close this gap in understanding by examining the strategies used by OTT platforms to gain market dominance and give importance to audience preferences while delivering content.

The objective of the research

1. To assess how OTT platforms use different approaches to produce content that suits the preferences of its viewers.

2. To study how localization, pricing strategies, and recommendation algorithms might improve audience-focused content distribution and market leadership.

3. Study how OTT platforms leverage technological advances and innovations to meet audience expectations and maintain their competitiveness.

4. To comprehend the branding and marketing strategies employed by OTT platforms to improve the recruitment of users and audience reach.

5. To determine the main difficulties and obstacles that OTT platforms have when putting audience-centric content delivery methods into practice.

Relevant research questions

1. Taking into account elements like price structures, user interfaces, and diversity of content, affect customers' choices for particular OTT platforms?

2. What are the main marketing techniques used by OTT platforms, and how do they strike a balance between the need for money and the needs of users and high-quality content?

3. What interactive components and features on OTT platforms encourage user interaction, and how do these platforms use user feedback to improve their content offerings?

Research Design & Methods

The present investigation adopts a mixed-methods approach to research to thoroughly examine the factors impacting the popularity of Over-The-Top (OTT) platforms in India. Starting with a quantitative stage, an accurate representation of urban and semi-urban individuals aged 18-45 will be surveyed in a systematic way using Google Forms to collect information on their statistics, use habits, preferred content, and platform preferences. To understand the complex dynamics of OTT platform adoption, the research will use statistical methods and theme analysis to analyse both quantitative and qualitative data. Potential limitations, such as sample biases, will be

addressed, and ethical standards, such as confidentiality of participants as well as informed consent, are going to be strictly adhered to. In the end, this strategy aims to provide a comprehensive insight into customer preferences and behaviors in the ever-changing digital entertainment market.

Data Collection instrument

Google Forms was used as an effective and user-friendly data-collecting method. Making use of this platform's adaptability and accessibility, a structured survey was created to collect quantitative information on several variables associated with the adoption of Over-The-Top (OTT) platforms in India. Respondents can provide information on their demographics, viewing habits, preferred content, and platform usage patterns.

Procedures for analysing data

The distribution of the survey instrument marked the start of an organised and thorough strategy for the data processing for this study. The survey, which was carefully designed to involve people from a range of experiences and user types, made it easier for people in different sectors to participate, such as students, teachers, IT professionals, and without employment individuals.

Limitations of the study

Considering the wide-ranging nature of this study, several limitations must be highlighted. Firstly, the study depends on self-reported data that was collected via a survey instrument. This raises the risk of response bias and might affect how accurate the results are. The survey's one-week duration may have limited the sample size and depth of replies, even though it was intended to fit into participants' busy lives. Moreover, the study predominantly concentrates on particular groups of people, such as students, instructors, IT professionals, and unemployed individuals, which may result in the opinions of other involved parties being overlooked.

Successful Marketing Techniques OTT Platforms Use:

OTT platforms have used a variety of marketing techniques to draw in and interest viewers. Using data analytics to tailor adverts and content recommendations is one popular strategy. By using this tactic, websites like Netflix may provide users with information that is relevant to their interests, which raises the possibility of drawing in and keeping new members. In addition, offering exclusive previews, special discounts, and teaser trailers is successful in building audience interest and expectation.

The Function of Influencer Marketing and Social Media:

For OTT platforms, social media has completely changed the marketing environment. Utilising social media's broad reach and interactive nature, services such as Netflix, Amazon Prime Video, and Disney+ actively communicate

with their audience. Influencers are being used more and more in addition to their official accounts to generate more discussion about new releases. These influencers may reach devoted and highly targeted fan bases on Instagram, or YouTube, which increases the reach of over-the-top (OTT) platforms and generates a significant amount of word-of-mouth marketing.

Creating a Powerful and Identifiable Brand:

Building a strong brand identity is essential in the over-the-top industry. For example, Netflix is often associated with binge-watching and producing unique material of superior quality. Disney+ is known for its popular franchises and family-friendly programming. Developing a great brand fosters loyalty and trust in addition to drawing in viewers. A consistent message, a strong visual identity, and a dedication to principles are all necessary for effective branding and must be appealing to the target market.

To sum up, marketing and branding initiatives are essential to OTT platforms' expansion and long-term viability. The top platforms in the market have mastered the use of social media, influencers, data-driven marketing, and distinctive brand identities to connect with their target market. Good marketing builds a devoted viewership in addition to drawing in new members. Moreover, continuous interaction with consumers via social media and the observation of user evaluations function as vital feedback loops that help OTT platforms improve and adapt their tactics in the competitive and dynamic world of content distribution and market leadership.

Presentation and Data Analysis:

A brief introduction to this chapter

The survey's findings will give important information about consumer preferences and behavior on OTT platforms. The distribution of age groups and genders among the survey sample can be better understood with the use of demographic data. Data on the frequency and length of over-the-top (OTT) content consumption can provide insights into consumer interaction patterns. Additionally, it will show which platform respondents prefer while using several streaming services, and optional replies may provide insight into their decision-making. Furthermore, user ratings and recommendation algorithms' efficacy on well-known streaming platforms will offer insight into the caliber of material distribution. The poll will measure respondents' happiness with price as well as the frequency and importance of account sharing. This extensive dataset will provide a basis for examining the tactics used by over-the-top (OTT) platforms to dominate the market and distribute content.

The findings will make it easier to comprehend how OTT platforms adapt their strategy to different user demands. By identifying user satisfaction, preferences, and behaviors, this data will help to provide a more thorough evaluation of the tactics used by the OTT sector to draw in and hold onto viewers in a constantly changing entertainment scene.

Below are the broken-down summary statistics for the conducted survey:

- The total number of respondents at the end of the survey amounted to 66- of which 37 were male and 27 were female (with the remaining choosing to keep it private). This indicates a lower gender bias in the results (as the male-to-female ratio is approximately 1:1).
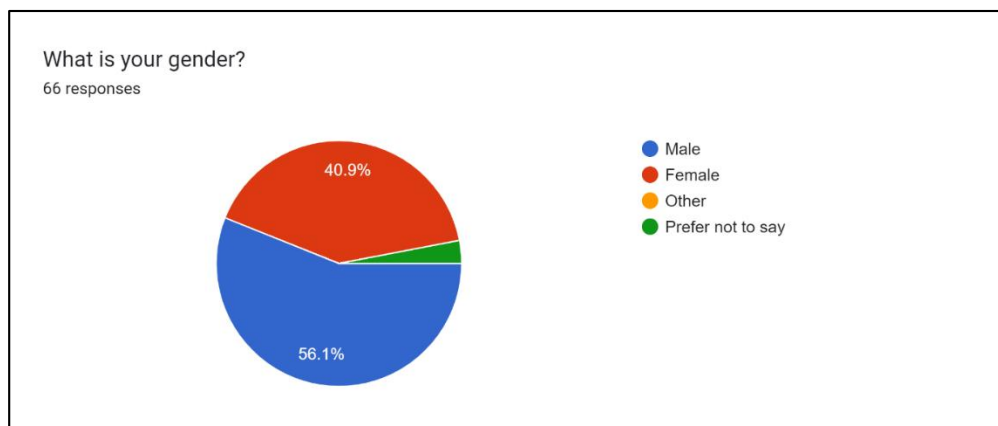

- The vast majority of the survey's respondents were in the young adult demographic- indicating that the results of this survey might be skewed towards the opinions of people belonging to the age range of 19 to 25 years- who formed a whopping 65.2% of the survey's responses.
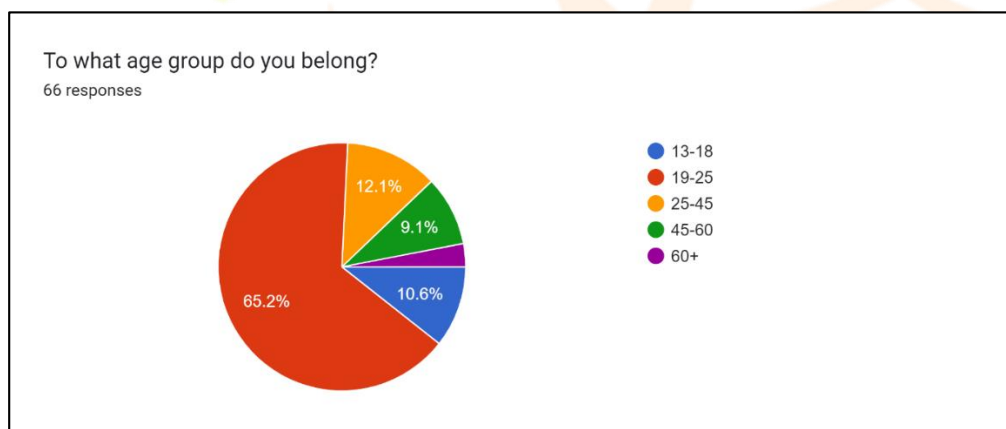
- Where we start seeing more varied responses, is in the frequency of consumption of OTT content. There appears to be a widespread range of habits exhibited by people here- with as much as 28% watching it close to every day, and an equivalent 32% watching it two to three times, and a close 26.6% choosing to watch it only sparingly. It shows a large variation in watching habits across users.
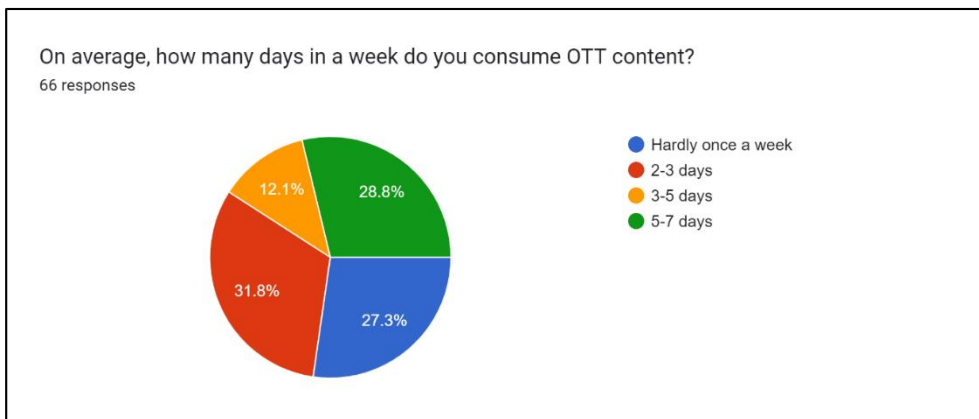
- When survey participants were asked to give the average time they spend per sitting, it was noticed that there was only a very small part of the respondents (3%) who reported watching OTT content for long periods- the rest opting for a more conservative 1-2 hour or 2–3-hour time frame. This implies most people prefer watching content over long periods- as opposed to binging the content in one go- which can be interpreted as people preferring to spread their watch time out over several days instead of just a single sitting.
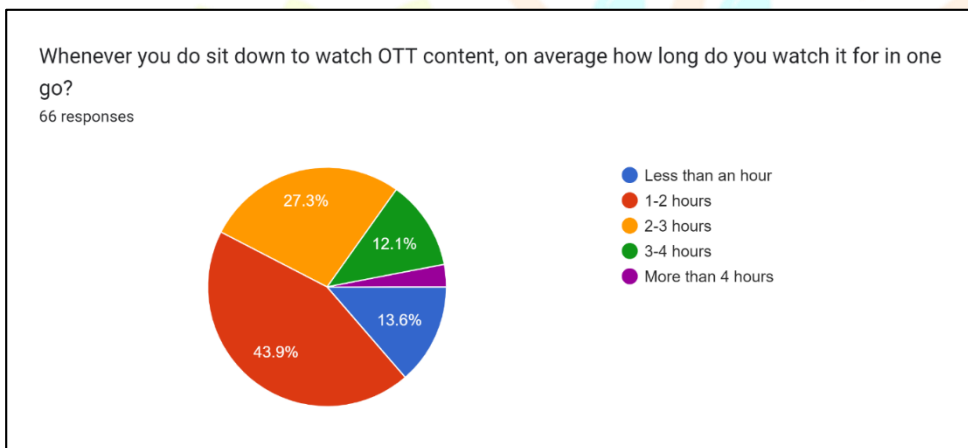

- It can also be noted that the vast majority of respondents (86%) rely on more than just one streaming service, implying that the accessibility of modern-day OTT platforms, combined with the extensive variety offered by all of them pushes people towards relying on multiple platforms for their entertainment needs rather than sticking to just one- which would otherwise be far more convenient in terms of usability. This indicates that no singular platform can exclusively hold users, and users prefer keeping their options open when it comes to streaming services.
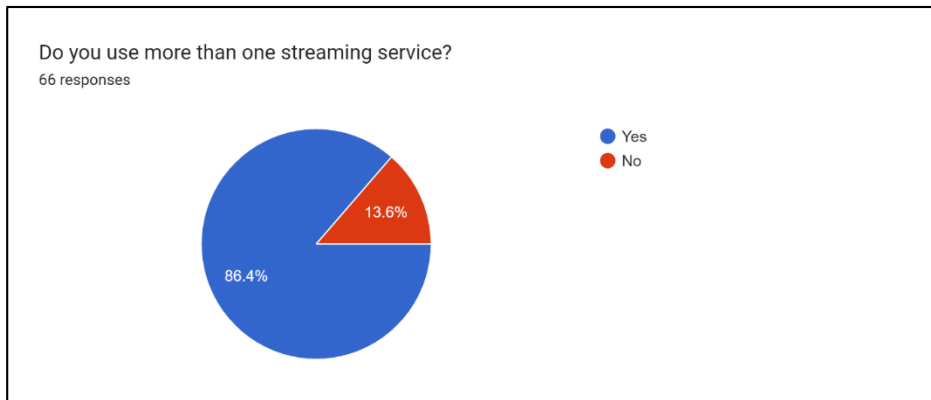
- Although most users reported that they used more than one streaming service regularly, it can be observed that there exists a trend in their primary preference- with over half the respondents reporting Netflix as their OTT of choice- and Amazon Prime Video coming in second at 18.8%. Combining this fact with the above statistic that most people use more than just one service we can say that Netflix can draw in lots of users quite well but is not able to provide enough incentive to retain them exclusively. The reasons for Netflix being so popular can be investigated with the follow-up question that was asked as to why they like it. From the users who filled out the reason for liking that OTT platform, a common trend is seen in users citing a variety of content and platform-exclusive shows/movies as the reason for their choice. This puts heavy emphasis on the quality of the content available, as well as its volume. The pricing also was mentioned by many respondents who chose 'Amazon Prime Video' as their platform of choice- highlighting how important cheap availability of content is to them-however, it can be theorized that the survey's respondents are primarily in the age range of 19-25 may place greater importance on the pricing given that many younger adults run on tighter budgets than older users who have a stabler income (and would those emphasize more on the quality of experience).
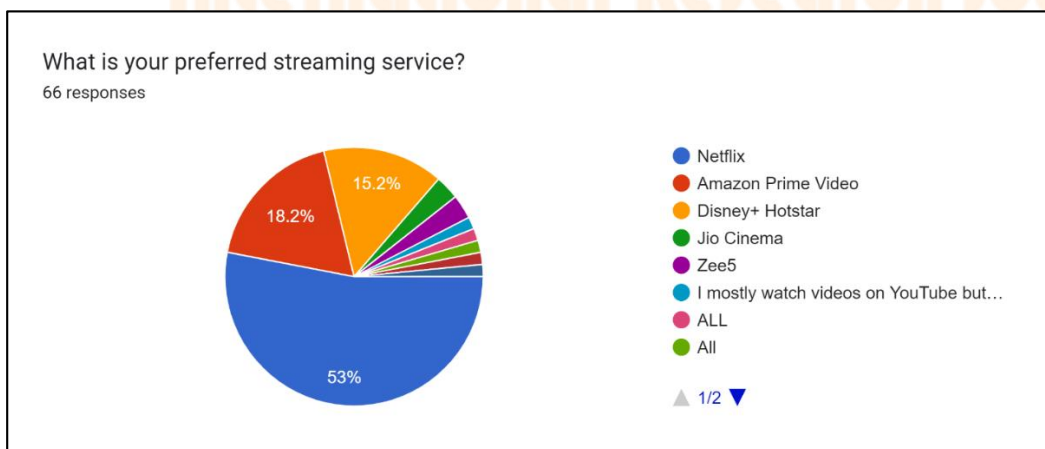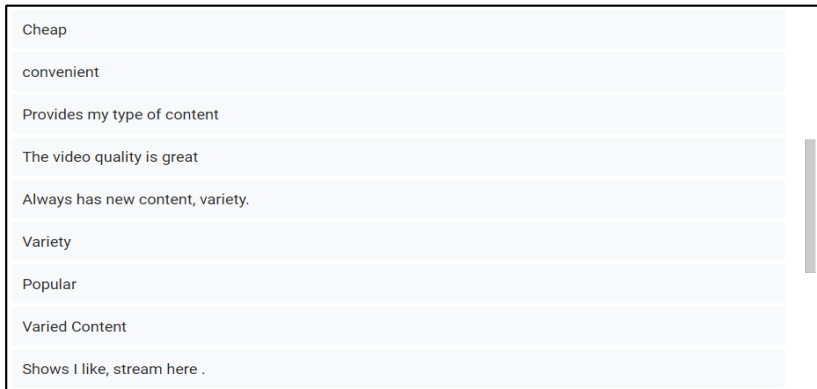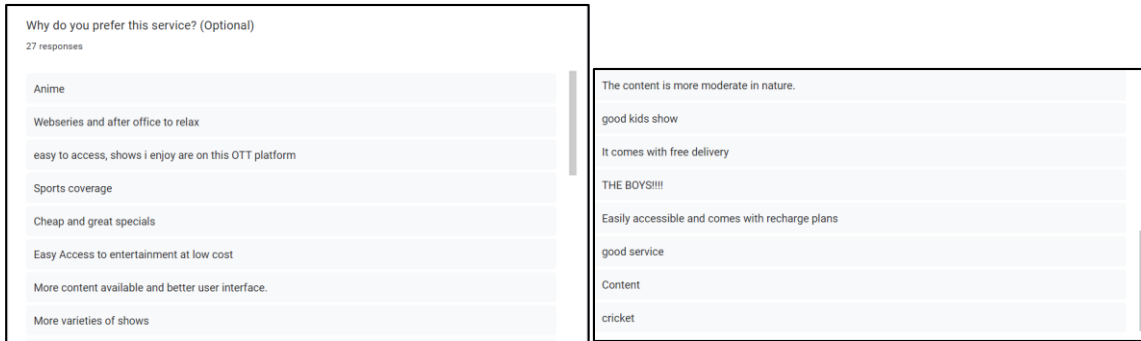
- When asked about their opinion of recommendation engines, most users indicate general satisfaction or indifference to how well these engines can gauge their interests based on their activity- and the plotted histogram formed a normal curve around the score of 4. The average score given to it was about 3.4 out of 5 and the median score stood at 4, which would indicate that users seem generally satisfied with the performance, but do admit it could be better. Recommendation engines are very important to both drawing new users into the service, as well as retaining existing users, so it is necessary to ensure users are consistently being provided relevant content.
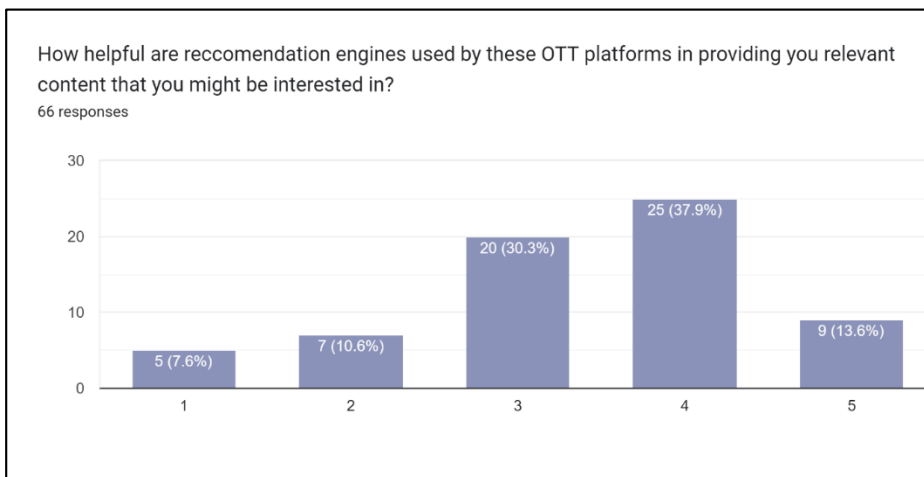

- To find general public opinion on all streaming services, users were asked to rate some popular streaming services out of five, to see how favorably each one is perceived. Each rating followed a normal distribution centered at the median, and the summary statistics are as follows: Netflix was rated the most favorably with an

average score of 3.77 out of 5, as predicted by the previous graph of users' favorite streaming services- however, it seems that it is the favorite only by a small margin, as Amazon Prime Video came in second with a score of 3.53 out of five. Disney+Hotstar was given a 3.29, Jio Cinema was given a 2.8 and Zee5 was given a 2.18. This shows that the majority of competition exists between the top three scorers- Netflix, Prime, and Hotstar. However, this stiff competition serves as an explanation as to why many users in the previous graphs tended to use multiple streaming services as opposed to just one, and a lot of them viewed Netflix as only a little better than the alternative(s). This can be seen as good for all users, as it implies that no single service has complete control over the streaming market and the services remain as competitive as ever.
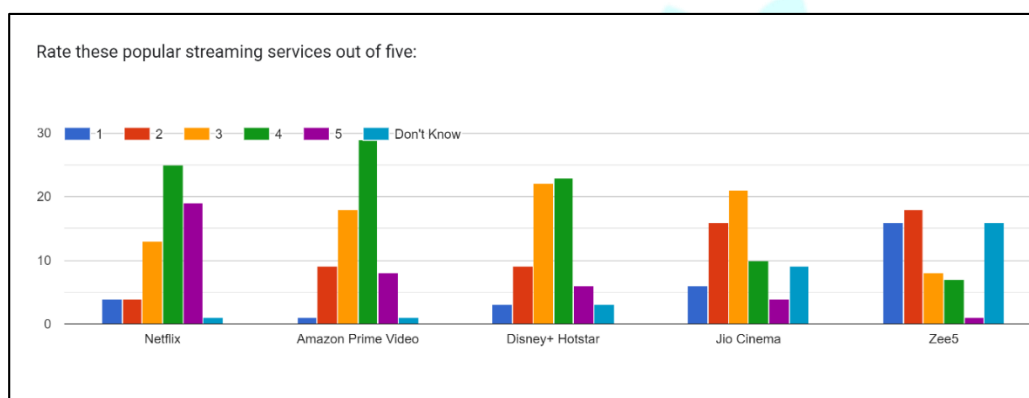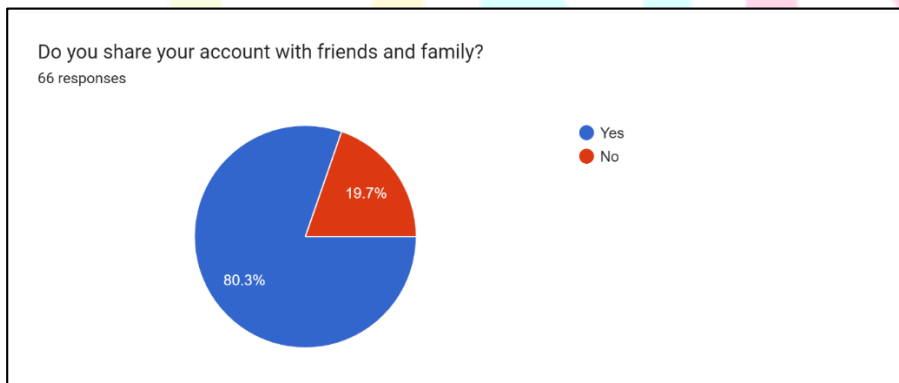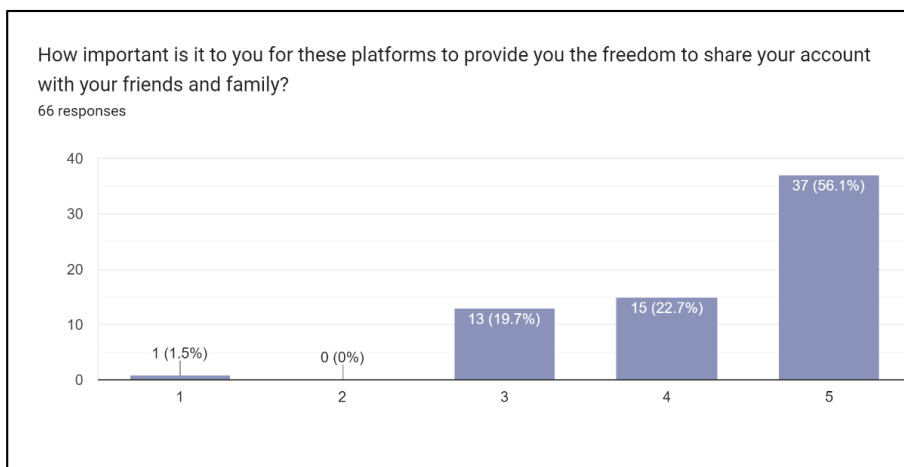

- To investigate the consensus on OTT platform prices, users were asked for their opinion on prices by rating them out of five. It produced a bell curve around the middlemost rating of 3, as a result of which one can see indifference in the opinions, as users indicate that prices could be better but were not bad. Pricing for these platforms can also be considered affordable as many users (as seen from the above graphs) prefer using more than one service, and thus are willing to pay for more than just one. This would not have been possible if the prices of each service were impractically high. Users gave an average score of 3.09 out of 5 to indicate reasonable satisfaction with the pricing. Pricing of these platforms. may also be affected by how many users pay for their service (as password sharing and account sharing are still quite popular amongst users). Lots of account sharing (and thus more server load) may even push providers to raise subscription prices. These account-sharing habits are investigated in the next part.

How satisfied are you with the pricings of OTT platforms?
66 responses
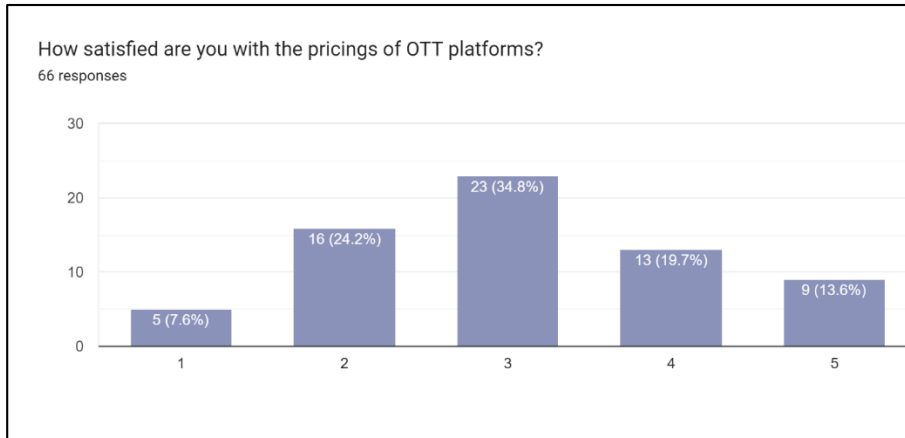
- The final metric that was to be observed in this study was users' opinion on account sharing- which becomes even more relevant with the recent Netflix crackdown on password sharing and account sharing which was met with considerable backlash from lots of users. This study wanted to investigate user consensus on password sharing and account sharing, and how important it was to them. It was observed that a very large percentage of respondents- 80.3% reported sharing their account with their friends and family, as it was more economical for them. In a follow-up question, we see very strong and conclusive evidence that users consider account sharing very important- and one can even speculate that the recent rise of OTT platforms in India may be attributed to very competitive pricing. Users can take this degree of affordability even further with account sharing- by pooling funds to buy a singular collective account for next to no downside for the individual user. We can see that respondents indicated that they place a great degree of importance on platforms giving them the freedom for account sharing (with an average score of 4.3 out of 5, and a median of 5). OTTs may take this into account while generating pricing models to compensate for the loss of customers- it can however be argued that this loss is made up for in far easier access for people who would otherwise be completely unfamiliar with the platform owing to the reluctance to pay for it.

Do you share your account with friends and family?
66 responses

How important is it to you for these platforms to provide you the freedom to share your account with your friends and family?
66 responses

FINDINGS

Dominance of Content Strategy: According to the study's results, OTT platforms continue to rely heavily on the creation of original content as a key strategy. Exclusive, excellent content is highly valued by subscribers, and services like Netflix and Amazon Prime Video have effectively exploited this fact to establish market domination. Creating unique content gives each platform a unique character by drawing in and keeping users.

Personalization using Recommendation Algorithms: Market domination and content distribution is significantly influenced by personalization. Sophisticated recommendation algorithms now analyse user behavior and preferences to offer personalised content recommendations. This improves user happiness and engagement, which helps OTT platforms stand out in the market.

Pricing and Subscription Models Are Important: User acquisition and retention are greatly impacted by pricing methods. A balance between the cost of the membership and the quality of the material is crucial, according to the report. Consumers want perceived value for their money, and over-the-top (OTT) platforms have successfully catered to various user categories by providing a variety of subscription packages.

Summary of the study

This study explored the complex dynamics of the area under study, employing a qualitative research approach to gather a range of viewpoints. A thorough survey questionnaire was used in the study and was given to a range of participants. While acknowledging certain limitations, such as the use of self-reported data, the study sought to provide a full description of the characteristics, viewpoints, and experiences related to the research topic. Given the dynamic nature of the issue, the goal of this study is to provide insightful information that may add to the current conversation and promote a better understanding of the range of requirements and expectations within this research area.

CONCLUSION

In conclusion, this study has explored the complicated dynamics of modern media consuming habits with a focus on the development and significance of over-the-top (OTT) platforms. The chosen research includes a variety of studies that give a thorough overview of the development of over-the-top (OTT) platforms, content strategies, the impact of unique content, user experience, and recommendation algorithms, pricing structures and consumer behavior, global expansion, technological advancements, marketing and branding strategies, user reactions, and future trends.

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ANNEXURE

1. To what age group do you belong?
2. What is your gender?
3. On average, how many days a week do you consume OTT content?
4. Whenever you do sit down to watch OTT content, on average how long do you watch it for in one go?
5. Do you use more than one streaming service?
6. What is your preferred streaming service?
7. Why do you prefer this service? (Optional)
8. How helpful are recommendation engines used by these OTT platforms in providing you with relevant content that you might be interested in?
9. Rate these popular streaming services out of five:
10. How satisfied are you with the prices of OTT platforms?
11. Do you share your account with friends and family?
12. How important is it to you for these platforms to provide you the freedom to share your account with your friends and family?

Questionnaire Link: https://forms.gle/3p7xqRGwJDbeRmNH8