

**A STUDY ON THE CONSUMPTION OF OTT PLATFORMS  
AMONG YOUTH WITH REFERENCE TO KANAYANNUR TALUK  
Project Report**

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**Under the guidance of**

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**In partial fulfilment of the requirement for the Degree of  
BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE ESTD 1925**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**

**Affiliated to**

**Mahatma Gandhi University**

**Kottayam-686560**

**March-2024**

**ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)**

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**CERTIFICATE**

This is to certify that the project titled "**A STUDY ON THE CONSUMPTION OF OTT PLATFORMS AMONG YOUTH WITH REFERENCE TO KANAYANNUR TALUK**" submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by **Ms. Amy Treasa Prince, Ms. Sreya Vijayakumar and Ms. Hanna Nazeer** under my supervision and guidance during the academic year 23-24.

**Project Guide**

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## DECLARATION

We Ms. Amy Treasa, Ms. , Ms. Sreya Vijayakumar and Ms. Hanna Nazeer, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "**A STUDY ON THE CONSUMPTION OF OTT PLATFORMS AMONG YOUTH WITH REFERENCE TO KANAYANNUR TALUK**" submitted to Mahatma Gandhi University is a record of the work done under the supervision and guidance of Ms. Namitha N A , Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar titles of any other university or board.

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DATE: 24 / 04 / 2024



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## ACKNOWLEDGEMENT

First of all, we are grateful to God Almighty for his blessings showered upon me for the successful completion of my project.

It is our privilege to place a word of gratitude to all persons who have helped me in the successful completion of the project.

We are grateful to our guide **Ms. Namitha N A**, Department of Commerce (SF) of St. Teresa's College (Autonomous), Ernakulam for her valuable guidance and encouragement in completing this work.

We would like to acknowledge **Dr. Alphonsa Vijaya Joseph**, Principal of St. Teresa's College (Autonomous), Ernakulam for providing necessary encouragement and infrastructure facilities.

We would like to thank **Smt. Jini Justin D'Costa**, Head of the Department, for her assistance and support throughout the course of this study and for the completion of the project.

We will remain always indebted to my family and friends who have helped me in the completion of this project.

Last but not least; We would also like to thank the respondents who have helped me to provide the necessary information for my study.

**AMY TREASA PRINCE**

**SREYA VIJAYAKUMAR**

**HANNA NAZEER**

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**CHAPTER-1**  
**INTRODUCTION**



## 1.1 INTRODUCTION

OTT, or Over-The-Top, is a digital media service streaming audio and video directly to audiences through the internet, circumventing traditional controllers like cable, radio, and satellite TV. It has expanded to no-carrier cellphones, treating all communications as data to prevent monopolistic competition. OTT also encompasses modern TV networks offering live streams over the public internet, unlike closed networks with proprietary equipment. Given diverse preferences, OTT platforms have gained popularity, particularly during the COVID-19 pandemic when closures of colleges, offices, and theaters led people to heavily rely on them for entertainment, shifting away from traditional television broadcasting.

In this paper, a study is conducted on the consumption of these OTT platforms among youth.

Analysis of the consumption includes determination of the OTT platforms used, time spent on them, and their experience. Consumers can watch OTT content on phones (including Android, iOS, and Windows-type mobile devices), smart TVs (like Google TV and LG Electronics' Channel Plus), set-top boxes (like Apple TV, Nvidia Shield, Fire TV, and Roku), gaming consoles (like the PlayStation 4, Wii U, and Xbox One), tablets, and desktop and laptop computers.

The growing popularity and increased usage of OTT platforms are aided by various benefits:

- (i) Connectivity - OTT platforms are easy to use. OTT platforms require only minimal access. It requires only a stable internet connection and a device like a Mobile Phone or PC.
- (ii) Cost-friendly - OTT platforms are Cost-friendly compared to the Traditional TV connection. The content you can get on TV cable for a premium costly package is accessible on OTT for minimal prices.

(iii) Convenience - OTT platforms allow you to access your favorite media content whenever, wherever, and as often as you want. Also, considering physical requirements for cable TV based on location, OTT allows freedom over geographic location.

(iv) Variety content - Through VOD service, one can access hundreds and thousands of movies and shows. Also includes news, sports, kid's content, and many more. Thanks to OTT, users can watch and enjoy most content from other countries.

## **1.2 SIGNIFICANCE OF THE STUDY**

Nearly every industry has been greatly impacted by the COVID-19 epidemic in a variety of ways. During these periods, the OTT platforms have evolved and advanced to the next level. These days, OTT platform usage has increased across all age groups, not just young people. According to the analysts, India has the world's largest and fastest-growing OTT market. These platforms have made it easier to access entertainment from around the globe, which has increased the acceptance of over-the-top (OTT) services.

## **1.3 STATEMENT OF THE PROBLEM**

The topic of the project is "a study on the consumption of OTT platforms among youth". The project focuses on investigating the usage of OTT platforms among people. The aim is to analyze OTT platforms that are popular and understand how much they are used by the youth as well as their experiences and opinions, about these platforms. Additionally, the study will explore factors that may influence the usage of these platforms. It will also measure user satisfaction. Examine recommendations from peers.

## **1.4 OBJECTIVE OF THE STUDY**

- (i) To measure the pattern of use of OTT platforms among youth. (ii) To determine the factors influencing the use of OTT platforms.
- (iii) To recognize popular OTT platforms & content preferences of youth in OTT platforms.
- (iv) To understand the use of OTT platforms concerning the change in pre & post of COVID-19 pandemic.
- (v) To understand the experience of using OTT platforms.

## **1.5 SCOPE OF THE STUDY**

The purpose of the study is to determine how many OTT platforms young people, primarily students, use between the ages of 18 and 24. 65 replies were gathered from an offline-based questionnaire that was distributed as part of the study. Both primary and secondary data were employed in the investigation.

## **1.6 RESEARCH METHODOLOGY**

Primary data: Using both online and offline questionnaires to help with scheduling, a random sampling technique was used to gather primary data from the sample respondents.

- Secondary data: Various websites and standard reference books were consulted to gather this secondary data.
- Population: The population was limited to the youth in Kanayannur Taluk.
- Sample size: A total of 65 is the sample size.
- Sampling method: Snowball method was used as the sampling method.

## **1.7 TOOLS FOR DATA COLLECTION**

The tools used for data collection include interviews, discussions, observations, surveys, questionnaires, and case studies.

## **1.8 TOOLS FOR DATA ANALYSIS**

The tools used for data analysis are tables, graphs, and pie charts.

- Tables are an arrangement of information or data, typically in rows and columns, or possibly in a more complex structure, widely used in communication, research, and data analysis.
- Graphs are analytic tools that help in linking and comparing data from various periods.

## **1.9 LIMITATIONS**

- The study is limited to 65 respondents. So, findings and suggestions given based on the study cannot be extrapolated to the entire population.
- The primary data collected may be biased.
- Limited time as well as lack of access to certain resources.

## **1.10 CHAPTER SCHEME**

### **Chapter 1: INTRODUCTION**

The first is the introduction chapter. It includes a brief introduction of the topic, significance of the study, statement of the problem, objectives of the study, scope of the study, research methodology, tools used for data collection and analysis, and limitations of the study.

### **Chapter 2: REVIEW OF LITERATURE**

The second chapter contains a survey of available literature about the study.

### **Chapter 3: THEORETICAL FRAMEWORK**

This chapter explains the theoretical basis of the study and explains the details of the various companies

### **Chapter 4: DATA ANALYSIS & INTERPRETATION**

This is an important chapter of the study because it deals with the interpretation and analysis of the topic. The tool used for the analysis is percentage analysis.

### **Chapter 5: FINDINGS, SUGGESTIONS & CONCLUSIONS**

This is the last chapter of the project. This includes the findings derived from the analysis of the primary data. It also includes the conclusions made and suggestions on the study conducted

**CHAPTER-2**  
**REVIEW OF LITERATURE**

1. Qin Q. and Wei P. (2014), In the Research Titled “The Structure-Conduct Performance Analysis of OTT Media”. Structure-behavior-performance (SPC) analysis of OTT media markets is straightforward, clear, and successful. We concluded that the OTT market is oligopoly-like through competitor classification, product differentiation, market concentration, and entry obstacles. Market efficiency and resource economy of scale lead to oligarchic monopolies, according to market performance analysis. We observed that license owners, content suppliers, operators, Internet firms, and smart TV manufacturers can compete and cooperate by understanding their market behaviors. Innovation and differentiation maximize benefits. We observed that OTT market behaviors improve resource allocation and economies of scale. Scale and severe rivalry drive OTT market growth.
2. Mann et al., (2015) in the report “Digital Video & the connected consumer” noted that with 50% of smartphone app users aged between 18-24 years, the OTT media platforms are targeting a younger demographic. 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.
3. Deloitte's (2017) report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video-on-demand entertainment services. More people are now spending time on digital media compared to the cable or dish network.
4. The Kalagato report (2017) presented a breakdown of the market share in the Indian video OTT industry for the respective players. The report states that Hotstar was a market leader with 73.19% with Netflix with 1.26% of the market share.
5. KPMG (2017) on “The Digital First journey” listed down the announcements regarding original content investments by OTT video platforms in India. It also mentioned the emerging genre – live streaming.

6. Ahuja Rahul (2020) in his study “A Study of Web Series & Streaming Content on Indian Youth” shows the perception of youngsters regarding the web shows and streaming content that is available on online platforms like Amazon Prime, YouTube, Netflix, Torrent Downloads, Hotstar and more. The content being produced and streamed on the OTT platforms has been successful in engaging youth’s attention and moving them away from traditional television content. It also found that web series have an impact on youths' social and psychological behavior.

7. In February 2020, Reshma et. al. pointed out through one of their papers published in the International Journal of Research and Analytical Reviews (IJRAR) that the entire study was based on the device level search volume and users for OTT apps. India is the second-largest and fastest-growing market for smartphones. Overall, OTT TV’s competitive superiority surpasses that of traditional TV in all dimensions. Finally, considering program types, news, movies, and sports effectively predict users’ gratification with cable TV, whereas dramas and movies are predictive of users’ gratification with OTT TV. The methodology adopted was based on the study that originated from the need to explain the rapid rise in OTT apps and to find out how it has an impact on teenagers, as they are constantly being exposed to digital media in the world of the internet. Participants in this experiment were from varied educational backgrounds and belonged to different age groups between (16-21). The findings showed that streaming movies and shows online have become a culture among students. All these aspects are based on the services that are provided to the customers and are gaining more and more subscribers day by day as the competition has increased by understanding the psychology of the people to attract their attention towards their streaming apps.

8. Gainchandani Damini Hareshkumar, Suraj. M. and Mahendra. S. (2020) in their study “An Empirical Study to Measure Fascination of Young Adults towards Web Series” reported that OTT streaming platforms are the most preferred source of entertainment for millennials who want to enjoy content anytime and anywhere. Youth and adolescents want to enjoy the online content they are watching and thus are



looking forward to newer storylines that can be covered in a season with a limited number of webisodes and enough to binge-watch. Web series have more gaps between seasons, so the gap for another season should be less.

9. Somabhusana Janakiballay Mishra, Debasish Rout, Ranjan Kumar Kantha, and Animesh Namn Jha (2021) in their study “Perception of People of Bhubaneswar City towards OTT Application” found that teen content viewing habits and sought to find changes in television and cinema watching youth fashion. The study shows that Hotstar, Netflix, and Amazon Prime are the major players in the Indian OTT service market.’ Most viewers view content through these programs for up to two hours each day. Indians love to watch web series on these platforms. The second most popular program is the movie. Entertainment is the main reason for the OTT.

10. Saravanan. V.M. (2021) in his study “The Use of Online Platforms for Content Delivery; Mapping Students’ Viewing Habits of Web Series on OTT Platforms” reported the ‘growing popularity of streaming platforms films web series has emerged as an important subsidiary entertaining ingredient of the Over-the-Top Platforms’. This study indicates that most web series viewers are young audiences between the age group of 15 to 25 years.

11. Silpa Parihar and Kamal Kant (2021) in their study “Impact of Marketing Mix on Consumers Satisfaction- a Study of consumers of OTT Platforms in India” found that youngsters mostly prefer OTT Platforms. Based on this research data, it has been proved that OTT platforms were the best entertainment platform in the COVID-19 pandemic situation. This research also shows that viewers spent more than 5 hours on OTT content because these platforms were good in visuals and audio, connective, content of programs they are providing is for all age groups of viewers.

12. Honey Rao (2021) in his study “Impact of OTT Giants on Video Entertainment Preferences of Indian Young Adults: A Before and After Study” shows that the majority

number of youths and adults were slowly shifting towards OTT platforms in 2018 and after the release of scared games and Mirzapur (web series). OTT services became the wellspring of entertainment for youngsters. Their study observed the main reasons that came up for choosing OTT service over TV were the content of the program, length of the show, censorship, and advancement in production.

13. Pratap, P et. al (2023), In the Research Titled “Analyzing the Factors Affecting Media Consumer Trends During The COVID-19 Period - The Rise of Web Series by Different OTTs V/S Traditional TV Serials in India.” Due to their accessibility, variety, lack of advertisements, and affordable subscription costs, OTT platforms have become increasingly popular in the media and entertainment sector. The OTT market is predicted to expand quickly, and the pandemic has increased subscriptions. According to the study, movie theatres and online distribution platforms are not in direct competition, and filmmakers should adjust to the shifting viewership. Films and other media will flourish together as actors and directors collaborate across platforms. Companies will need to adjust as OTT platforms could replace offline entertainment.

14. Yadav E. (2023), In the Research Titled “A Study on Consequences and Growth of OTT Platform using Factor Analysis and ANOVA”. Online content has drawn young people away from TV. Insecurities, depression, and insomnia are caused by OTT platforms' sexual, abusive, and violent material and alcohol and narcotics. Lack of physical activity is also causing academic decline and health difficulties in children. Gender and occupation are substantially connected with OTT impacts.

15. Basu A. (2023), In the Research Titled “Shaping OTT Movie Consumption through Immersive Cinema: A Qualitative Investigation of Consumer Perspectives”. OTT platforms can enhance their users' viewing experiences in several ways. First, viewers can customize their experience to suit their preferences by using 180- and 360-degree videos, which can increase immersion. Second, under the supervision of parents, immersive cinema can be used to produce kid-friendly content. Thirdly, due to low

awareness, marketers and content producers need to inform consumers about the safe and appropriate use of immersive cinema. Fourth, immersive cinema can be customized to individual viewer preferences to deliver high-quality experiences whenever it is most convenient. Thus, OTT services must increase their offers to keep subscribers entertained. Immersive Cinema may improve user-consuming experiences and be employed by OTT platforms.

# **CHAPTER-3**

## **THEORETICAL FRAMEWORK**

## **Understanding OTT**

The term "over the top" (OTT) describes video and television programming that is not delivered by a cable or satellite company but rather over a fast Internet connection. The term "cord cutters" is frequently used to describe viewers who object to paying for bundled material. OTT platforms are the companies that deliver these kinds of content. Popular over-the-top (OTT) platforms in India include Voot, Hulu, ErosNow, Sonyliv, Zees, Netflix, Amazon Prime, Disney Hotstar, HBO Now, and more.

## **Evolution Of the OTT Platform**

- Reliance Entertainment launched BIGFlix, the first organized over-the-top (OTT) platform in India, in 2008.
- The Indian Premier League was streamed live on smartphones in 2010 and 2011 thanks to Digivive's nexGTV app, which was the country's first over-the-top mobile app.
- With the launch of DittoTV and Sonyliv in 2013, it picked up more steam.
- In 2012, Eros International introduced ErosNow, which quickly gained popularity.
- In January 2016, Netflix, an American streaming service, launched in India. In addition, it initiated the process of commissioning content and created a Limited Liability Partnership.
- The debut of Amazon Prime Video occurred in 2016. Amazon Prime Music was introduced by Amazon India in February 2018.
- On February 11, 2015, Star India formally debuted Hotstar, timing it with the 2015 Indian Premier League, following fifteen months of development. A membership tier for international material and the potential for premium sports content was introduced by Hotstar in April 2016.
- Voot was introduced by Viacom 18's digital division in March 2016.
- The inaugural regional language over-the-top (OTT) service in India is called Hoichoi. In addition to over 200 Bengali films and dubbed content from

English, Hindi, and Arabic, it debuted in 2017 with 30 new episodes and 12 original Bengali films.

- The regional OTT service Sun NXT was introduced by Sun TV Network in Telugu, Tamil, Malayalam, Bengali, and Kannada in June 2017.

### **Reasons For Growth of OTT Platform**

- Bypassing platforms such as cable, broadcast, satellite television, and others that often function as distributors or controllers, OTT facilitates disintermediation. In the era of conventional media, the only ways to reach customers were through theater operators, film distributors, television networks, or multiple system operators (MSOs). With OTT, content producers can communicate directly with their audience via a mobile app or website. This makes it comfortable to watch movies and other entertainment whenever and wherever it is handy.
- The OTT applications that are available make it simple to access the OTT platforms. Over-the-top (OTT) apps have surpassed messaging apps like WhatsApp, social networking apps like Facebook, and e-commerce apps like Amazon and Flipkart as the most downloaded app category. Between 2017 and 2022, the expansion of the Indian entertainment and media sector would be mostly driven by the streaming market, accounting for 46% of the total growth.
- Growing Internet and broadband penetration, decreasing data costs, the spread of internet-enabled smartphones, content customization, and pricing are additional key factors propelling the growth of OTT platforms. India now has the second-highest population of internet users, with 451 million monthly active users at the end of 2019, and anticipated to reach 666.4 million by 2023.
- The availability of devices that support online video viewing was a major factor in the consumption of OTT platforms. In India, smartphones are the most used device for streaming videos. According to Gevers' 2019 figures, around 144 million people used OTT platforms for a total of 362 million hours in February 2019.

- Personalized content availability is a significant contributing element to the increased popularity of over-the-top (OTT) platforms. IHS Markit research revealed that 76% of respondents said that localized content was easily accessible, and 74% said that the most important component in their decision-making process was the caliber of international content's dubbing and subtitles.

## **Benefits of OTT**

OTT advertising is much like legacy media advertising, typically taking place between songs or episodes, but it is delivered through the OTT streaming platforms. This transition from traditional media to OTT has had big implications for advertising, allowing mobile marketers and CTV advertisers a golden opportunity to reach users while they stream.

- Strategic, effective reach

OTT has proven its tremendous ability to successfully reach audiences, enhance ad segmentation, improve ad engagement, and maximize cross-channel campaigns. OTT services offer a wide variety of content consumption options for consumers and increase ad inventory types for marketers. As more people cut the cord and move towards online-only media consumption, the way to reach these consumers is increasingly via CTC OTT advertising.

As a result, lots of companies are now getting more strategic about their OTT targeting to connect with the right users, most predominantly via CTV advertising. OTT targeting utilizes data and analytics to understand viewer preferences, demographics, and behavior, allowing advertisers to serve ads tailored to specific audience segments. By delivering ads to the right viewers at the right time, increasingly with the use of contextual advertising, OTT targeting helps maximize the effectiveness of advertising campaigns in the rapidly growing realm of online streaming services.

- Measurable outcomes

In legacy media ad buying, it can be hard to measure impact. As viewers migrate to the OTT space, the capability to measure via both view-through attribution (VTA) and even more directly with click-through rate (CTR) is crucial.

This allows marketers to enjoy the advantages of traditional media's appealing content style while leveraging modern measurement tools to quantify impact effectively.

- Ad podding ability

OTT marketing also provides the option of ad podding. Ad podding is the grouping of multiple ads back-to-back and delivering them consecutively during a single commercial break.

This tactic enhances ad viewing efficiency and user experience while maximizing revenue.

## **How OTT Is Delivered?**

One of the main reasons OTT contents is so popular is that it's easily accessible. Customers only need a connected device that supports apps or browsers and a high-speed internet connection to view over-the-top content.

- Mobile Phones – On average, internet users spend 38 hours monthly watching OTT videos on OTT mobile apps. However, delivering OTT content over a mobile device versus a streaming service can be difficult because you will need to build an app to allow users to access OTT services. You will need to launch an OTT app for iOS and Android, and the end user will have to download OTT apps to watch content.
- Desktop Computers – Computers are still the devices of choice for many users to access OTT content. Having an OTT website for your video content is crucial to allow users to log into their accounts on the OTT platform and use your OTT media service whenever they want.



- Smart TVs – The majority of modern smart TVs are compatible with OTT apps. The biggest problem with streaming to these devices is the different TV operating systems. 65 percent of viewers consume content on TV apps, so providing OTT solutions for a smart TV is crucial to keeping an audience [3].
- Gaming Consoles – Gaming consoles aren't just for gaming. They can also be OTT devices since they have internet access. They are a popular option for over-the-top streaming content. Distributing your online video and audio across consoles such as PlayStation and Xbox are a great way to boost your reach.

### **How Do OTT Services Work Technically?**

The key component of selecting over-the-top (OTT) streaming over traditional methods of presenting entertainment is a viable and competitive video distribution environment. Although it acknowledges the fundamental issue with stereotypically providing TV material, network performance is not maintained throughout a large range.

Over-the-top media services are provided in a way that is unmatched to reduce the influence of such characteristics, despite their high degree. OTT technology will adroitly adapt to the real-time network performance of the complete transmission chain, omitting any intermediate buffers.

In a fast network, the skilled player should ideally be the one to buffer new content beforehand and advance during slow spots. This is accomplished by using ABR technology, which speeds up streaming on Roku, Firestick, Apple TV, Android TV apps, and laptops.

There are several methods to access OTT services, including via a desktop, smartphone, tablet, smart TV, or game console. There are no requirements for a cable TV company subscription; however, the OTT platforms require membership. It is applicable for services such as Disney+ Hotstar and Netflix, where customers may subscribe monthly or annually and enjoy selected content anytime.

## Types Of Content

OTT television, usually called online television, Internet television, or streaming television, remains the most popular OTT content. This signal is received over the Internet or through a cell phone network, as opposed to receiving the television signal from a terrestrial broadcast or satellite. The video distributor controls access through an app, a separate OTT dongle, or a box connected to a phone, PC, or smart television set. By mid-2017, 58 percent of US households would access one each month, and advertising revenues from OTT channels exceeded revenue from videos playing in web browsers on desktops and laptops.

The record of simultaneous users watching an OTT event was set at 18.6 million by Disney's Indian video streaming platform Hotstar.

OTT messaging is defined as instant messaging services or online chat provided by third parties, as an alternative to text messaging services provided by a mobile network operator. An example is the Facebook-owned mobile application WhatsApp, which serves to replace text messaging on Internet-connected smartphones. Other providers of OTT messaging include Viber, WeChat, iMessage, Skype, Telegram, and the now-defunct Google Allo.

OTT voice calling, usually called VoIP, capabilities, for instance, as provided by FaceTime, Skype, Viber, WhatsApp, WeChat, and Zoom use open internet communication protocols to replace and sometimes enhance existing operator-controlled services offered by mobile phone operators.

Although video-on-demand dominates the OTT debate, the technology applies to a wide variety of web-based content:

- i. Video Content: Video is by far the most common type of OTT media service. When talking about over-the-top, people usually refer to videos. But even here, it is important to mention that there are two types of over-the-top video:
  - Video on Demand (VOD) — Most platforms allow users to access pre-recorded videos (VODs) and stream them at will. Most video content on these platforms is of this type.

- **Live Video** — Some over-the-top platforms will also feature live broadcasts, such as various sports events or even live news. This type of content is rarer, but it's been gaining prominence as of late.
- ii. **Audio:** The audio market is also competitive, with platforms like Spotify, online radio stations, and podcasts allowing users access to audio libraries. These platforms let users stream audio content the same way platforms like Netflix do video (mobile apps, desktop browsers, etc.).
- iii. **Messaging:** Every internet-based messaging app that works around traditional mobile SMS networks falls under the OTT category. That includes apps like Facebook Messenger, Skype, Viber, WhatsApp, and similar.
- iv. **VOIP:** Voice calling applications and platforms that work via the internet also fall under the definition of OTT. Most of the instant-chat apps include voice calling features too, so they can be classified under this category. Some of the most famous ones are apps like Skype, Viber, and WhatsApp. However, lesser-known VoIP tools, like Open Phone, often come with more unique features.

### **Advantages Of the OTT Platform**

Choosing an OTT service over traditional methods such as satellite TV providers, a cable TV subscription, or traditional cable television providers has many advantages.

Here are a few advantages:

- **Accessibility:** Because over-the-top platforms are compatible with many devices where the user only needs the internet to use the service, users can watch over-the-top content anywhere at any time.
- **Ad-Free Content:** While traditional TV relies on ads to make money, most OTT services use a subscription-based model that allows users to enjoy the service ad-free.

- **Freedom Of Choice:** Traditional TV has a specific schedule, while OTT platforms give viewers the freedom to choose what to watch and when.
- **Excellent Value:** Choosing an over-the-top streaming option gives users access to lots of content for an affordable price. The libraries typically have thousands to tens of thousands of shows and movies available for users.
- **Access To Original Content:** Large OTT platforms such as Netflix and Disney provide original content on their platforms. Using one of these platforms allows users to access these unique media formats they can't find elsewhere.
- **Control:** Using OTT ensures that you have control over your creative content and the brand, monetization, and other data. A YouTube channel doesn't allow you to do that.
- **Direct To Consumer:** If viewers have questions about what OTT stands for and how it can be helpful to them, you can educate them about what OTT is and give them a great video experience. This allows you to engage directly with your audience and gain valuable feedback.
- **Sharp Picture Quality and Sound:** Every OTT platform strives to maintain the highest quality of content. With a faster pace, it will be easier to see and hear the quality of the movies. You can choose to have the video and audio quality customized to your liking.

## **Disadvantages Of the OTT Platform**

Of course, OTT is not perfect, and there are some challenges to look out for, including:

- i. **Buffering issues:** Streaming media requires a reliable connection to watch videos smoothly. If you cannot keep up with HD streaming, a slow internet connection will make the experience frustrating. With 2mbps or higher, you'll be able to watch videos without any buffering problems.
- ii. **No censorship:** OTT platforms are independent and without governmental restrictions. They provide a wide range of content, without any age restrictions, and with the sole purpose of attracting more viewers. However, there are some limitations on the content that can be found on these platforms- for example, it may be harmful to underage users.

- iii. Online limitation: Streaming services are available if you have an internet connection. The only place you can access the media is when you stream it from a website, which is a drawback. The material can only be accessed by those who don't have an online presence with this option. To watch your preferred program, you must also have a streaming platform account.
- iv. Can be addictive: Users are more likely to waste their time on OTT Platforms given the abundance of web series, movies, and shows that are released every week. There is a new web series recommended as one ends. People who spend more time watching live video streaming are more likely to become addicted to online content.
- v. Security lapses are possible: Some platforms, like HBO, Netflix, and other OTT platforms, are trusted and safe. However, some platforms are not trusted and can be unsafe, especially if you give out your personal information.
- vi. Cybercrime can also happen on platforms that ask for your personal information, such as your bank details. However, many reputable platforms are working to tighten their security.

## **How Do OTT Platforms Earn Money?**

Money makes the world go round and the world of OTT would not be possible without effective revenue models to fund it. Here are six ways publishers generate revenue.

- i. Subscription video on demand (SVOD): The SVOD model relies on monthly subscriptions for users to watch whatever they want for a flat monthly price. Apple TV+, Amazon Prime Video, HBO Max, Disney+, and Sky all use the SVOD model. Spotify, Apple Music, and Tidal also take this approach to music streaming.
- ii. Advertising-based video on demand (AVOD): AVOD offers a freemium or discounted service, where most of the revenue is from ads. Dailymotion, Pluto TV, YouTube, 4OD, Crackle, Spotify, and Tubi use the AVOD model. Broadcast video on demand (BVOD) is a subset of AVOD. It is an ad-supported streaming service provided by traditional publishers, like NBCUniversal with Peacock.

- iii. Transactional video on demand (TVOD): TVOD operates on a pay-per-view model. Consumers pay for each piece of content they want to watch or a song they want to listen to. TVOD works especially well for sporting events, new film releases, and exclusive content.
- iv. Free ad-supported television (FAST): As mentioned above, FAST primarily shows linear programming for free. These services — which include Pluto and Samsung TV Plus — are powered by ads and emulate the traditional TV experience.
- v. Premium video on demand (PVOD): In a PVOD revenue model, content publishers charge a premium fee for early and exclusive access to video content. The difference between PVOD and TVOD is simply the premium pricing. For example, Disney+ released films like *Mulan* for a \$30 fee when it was first released, then released to the rest of the subscriber base after three months.
- vi. Hybrid: As the OTT space evolves, providers are beginning to experiment with multiple revenue models. We have seen this with Netflix and Hulu, which offer ad-supported tiers on top of a fully paid subscription. Meanwhile, Amazon charges a monthly subscription fee but also has exclusive content that can be paid for.

Ultimately, OTT revenue models are flexible and adaptable to changing consumption patterns.

### **Impact Of COVID-19 Pandemic on OTT Platforms**

The COVID-19 pandemic has played a major role in the increase in viewership of OTT platforms, as people working from home are also using OTT platforms more. The satisfaction level of customers has also risen due to space to watch with family, time to use OTT platforms, the quality of content on OTT platforms, and preference of OTT platforms over television.

As a result of these factors, according to a report by Media Partners Asia, streaming services are estimated to have spent more than Rs 5,100 crore (\$700 million) in India during last year 2020.

The suspension of major sports leagues around the globe was a massive blow since sports advertisements accounted for a significant share of the revenue for these OTT platforms. However, sitting in October, most major leagues have returned as a relief to both the sports fans as well as the OTT service providers.

As per various reports of 'research dive' the Compound annual growth rate (CAGR) for the OTT industry before the pandemic was around 16% and the CAGR post-pandemic is expected to be over 19%. The OTT platforms have filled the void caused by people stopping going to malls and theaters.

Trends such as customized content delivery and personalization that encourage user participation are expected to further fuel the growth and expansion of this segment.

With over 300 streaming service providers to choose from on average, users have been spoiled to expect a TV-like, and near-flawless experience while watching the streaming content. More people are subscribing to the OTT platforms during this lockdown. Not only this, but governments of many countries are encouraging investments in supporting infrastructure. The OTT is seen as a channel to push educational content, communicate government policies as well as give a boost to local service providers and product companies that use the OTT platform to connect with their consumers.

### **“India: World’s largest growing OTT industry”**

As per reports of PricewaterhouseCoopers or PwC, India is currently the world's fastest-growing OTT industry and is all set to emerge as the world's sixth-largest by 2024. The Indian OTT market is growing much faster with a CAGR of 14.32% from 2023-27, while the global growth rate for the OTT segment is 8.4%. Revenue of the Indian video over-the-top (OTT) market is dominated by players such as Amazon Prime Video, Netflix, and Disney+ Hotstar and is set to double from \$1.8 billion in 2022 to \$3.5 billion by 2027, according to PwC’s latest report, titled ‘Global Entertainment & Media Outlook 2023–2027: India perspective’. Highlighting OTTs

as one of the select growth hotspots in the Indian media and entertainment space, the report pointed out that there is huge long-term potential for the OTT and connected TV (CTV) market in India, courtesy of the size and diversity of the country's population. The PwC report points out that ad-supported streaming will become the new normal. In India, just as globally, revenue growth will be driven by the competitive subscription video-on-demand (SVOD) sector. However, the proportion of advertising-supported video-on-demand (AVOD) revenue is projected to rise steadily. By 2027, AVOD, largely from local and regional broadcasters, will account for 22.3% of OTT revenue, while SVOD will have a 73.8% share. In 2022, SVOD accounted for 78.1% of the market revenue in India, while AVOD constituted 15% of the market revenue, the report said.



## Types Of OTT Platforms

### NETFLIX



(Source: <https://images.app.goo.gl/162cC3dCqNdapM3R8>)

Netflix entered India in January 2016. Netflix is one of the most popular OTT platforms in the world, not just in India. It is so popular that you may hear people use the phrase “Netflix and Chill” which serves the purpose perfectly because, after a long day, you can simply tune into your favorite Netflix series or movie and lay on your bed and relax. Once you have access to the Netflix service, you see an on-screen menu that allows you to navigate through hundreds of TV shows, movies, and original content. When you find something you want to watch, select the program's icon to start your entertainment. New titles are added frequently, and older ones are removed periodically. They offer a diverse selection of hand-picked shows and movies in a variety of languages. Netflix also airs a lot of popular and trending content that millions of people want to see. In India, Netflix now has over 5.5 million members, and this figure is steadily increasing. It is a US-based video streaming company that is now available in India at a starting subscription price of INR 149 per month (goes up to INR 649 per month) after a free month of trial.

Popular shows to watch: Kota Factory, Little Things, Mismatched, Mission Majnu, Kushi, Sex Education, Good Night World.

## AMAZON PRIME VIDEO



(Source: [https://play.google.com/store/apps/details?id=com.amazon.amazonvideo.livingroom&hl=en\\_US](https://play.google.com/store/apps/details?id=com.amazon.amazonvideo.livingroom&hl=en_US))

Along with fast delivery services with products that you can choose from, Amazon also has their own OTT platform in India called Amazon Prime Video that offers you a great selection of movies and TV shows. Amazon Prime Video is owned by Amazon Inc having American origin. It provides various services primarily distributing films and television series produced by Amazon Studios or licensed to Amazon, as Prime Originals (or Amazon Originals) or Exclusives, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing services. Amazon Prime Video is an extremely well-liked OTT platform among Indians. When it first debuted in India, in 2016, it was already ranked among the top 10 OTT services there. In India, Prime Video hosts over 2,000 movies and 400 television shows. The subscription costs around Rs. 179 per month or Rs. 1499 per year. With over 50 million subscribers, India is the biggest market in the world for Prime Video. Amazon Prime's subscription plans not only grant access to a diverse range of video content but also include perks like free deliveries, music streaming, and exclusive discounts on Amazon India.

Popular shows to watch: Family Man, Mirzapur, Made in Heaven, Patal Lok, Panchayat.

## DISNEY+ HOTSTAR



(Source:

[https://play.google.com/store/apps/details?id=in.startv.hotstar.dplus&hl=en\\_US](https://play.google.com/store/apps/details?id=in.startv.hotstar.dplus&hl=en_US))

Disney+ Hotstar is an Indian subscription video-on-demand streaming service owned and operated by Star India, a subsidiary of The Walt Disney Company India. The service primarily distributes Hotstar originals, Disney originals, films, and television series produced by Star, The Walt Disney Studios, and Walt Disney Television, with dedicated content hubs for Disney, Pixar, Marvel, Star Wars, and National Geographic. In India, it also offers HBO, Showtime, live sports from Star Sports & ESPN, and select Hulu content. Disney+ Hotstar launched in India in April 2020. In India, it presently has 38.3 million members, making it the most popular streaming service. Along with its well-organized content library and smooth user experience, it has certainly driven a lot of customer and user attraction with a wide variety of kid-friendly shows. The good thing about Disney+ Hotstar is that it has something for adults and kids. It also broadcasts cricket matches and Formula One races, which is very useful for sports fans. Whereas a Hotstar Premium subscription offers ad-free access to movies and TV shows for a price of Rs. 499 for 3 months or Rs.1,499 per year. There is also a normal subscription plan which costs Rs 149 for 3 months or Rs 499 per year.

Popular shows to watch: Special OPS, Criminal Justice, Sarabhai vs Sarabhai, Hostages, City of Dreams

## SONYLIV



(Source: <https://brandequity.economictimes.indiatimes.com/news/media/sony-liv-announces-foray-in-africa-and-the-caribbean/104130680>)

SonyLIV is an Indian subscription video-on-demand over-the-top streaming service owned by Culver MAX ENTERTAINMENT. SonyLIV was introduced in 2013 as the first OTT service in India. As a streaming service, it provides live sports, original titles, other content titles from its networks, and content titles in India licensed from third parties. Such as Lionsgate, and ITV among others. The SonyLIV content library includes films, TV shows, series, and sports. Sony Liv's core library consists of 18+ years of content from Culver Max Entertainment's channels including Sony TV, Sony SAB, Sony Aath, and Sony Marathi; and more than 700+ movies, which means a total of 40,000+ hours of television show coverage in Hindi and English. Since its launch, SonyLIV has streamed live sports events. The platform recorded 70 million viewers during the FIFA World Cup in 2018. The subscription plan starts from Rs 299 per month or Rs 999 per year.

Popular shows to watch: Scam 1992, Gullak Season 3, The Rocket Boyz, Kafas, Twisted Metal.

**ZEE5**



(Source:

[https://upload.wikimedia.org/wikipedia/en/thumb/3/30/Zee5\\_Official\\_logo.svg/800px-Zee5\\_Official\\_logo.svg.png](https://upload.wikimedia.org/wikipedia/en/thumb/3/30/Zee5_Official_logo.svg/800px-Zee5_Official_logo.svg.png))

Ozee was an Indian digital online platform that was launched in February 2016 by Zee Entertainment Enterprises. As of 14 February 2018, the service has been integrated into ZEE5. It aired shows from all the Zee channel bouquets. The platform was ad-supported and free of cost no matter what device used. It was shut down due to ZEE5. ZEE5 is an Indian subscription video on-demand and over-the-top streaming service, run by Zee Entertainment Enterprises. It was launched in India on 14 February 2018 with content in 12 languages. The ZEE5 mobile app is available on the Web, Android, iOS, and Smart TVs, among other devices. ZEE5 claimed 56 million monthly active users in December 2019. All the shows owned by Zee TV were telecast on ZEE5. Music videos were in a separate section of the site, and it offered a wide collection of movies.

Popular shows to watch: Duranga 2, Haddi, Banda Kafi hai, Gadar 2, Prema Vinamam, DD Returns.

VOOT



(Source: <https://images.app.goo.gl/TY9dhu9re6yzexZQA>)

Voot was an Indian over-the-top media service (OTT) owned by Viacom18. First launched in March 2016, it offered content from Viacom18's local brands, as well as original series. It initially launched as an advertising-supported service, before introducing a subscription tier in 2020 under the Voot Select banner. Voot had content from Colors TV, MTV, Nickelodeon, and other Viacom18-owned television channels. It also hosted many Bollywood films for streaming. It had produced several 'Voot Originals' shows for streaming as well. In the children's segment, it worked on shows in Malayalam. In March 2021, it was announced that Voot Select would add original programming from U.S. parent company Paramount Global's upcoming global streaming service Paramount+, as well as selected CBS and Showtime original series

Popular shows to watch: KGF, chapter 1, Shark Tank, Bigg BOSS, Kirik Party, Apharan.



(Source: <https://images.app.goo.gl/piT4pbJVcAcb2i8ZA>)

Eros Now is an Indian subscription-based over-the-top, video-on-demand entertainment and media platform, launched in 2012. It is owned and controlled by Eros Digital, the Indian digital media management arm of the Indian-American multinational media company Eros Media World. The network offers media streaming and video-on-demand services. Eros Now has more than 12,000 digital titles that include movies, television shows, music videos, and 2.5 lakh music tracks. Eros Now's business model is subscription-based with three types of streaming membership plans. The basic plan (in India) includes access to standard definition quality streaming without functionality at INR 49. The Plus plan (in India) allows unlimited access and functionality to streaming including access to HD streaming and features such as offline downloads, watch lists, and playlists at INR 99. The premium plan (international) includes access to high definition and a full feature set.

Popular shows to watch: Metro Park, Side Hero, Salute Siachen, Operation Cobra, Bajirao Mastani.

## MX PLAYER



(Source: <https://images.app.goo.gl/KocqPZFDAhFU19zB7>)

MX Player is an Indian video streaming and video on demand platform, developed by MX Media & Entertainment platform currently operates on an ad-supported model. In 2018, Times Internet acquired a majority stake in MX Player for \$140 million. In October 2019, MX Player raised \$110.8 million in an investment led by Chinese conglomerate Tencent. MX Player was launched as a video player on 18 July 2011. It featured subtitle support and offline video viewing capabilities. On 20 February 2019, MX Player was relaunched as an OTT platform with original programming. It has also licensed contents from various Indian and International studios including FilmRise, Sonar Entertainment, Screen Media Films, Goldmine, Hungama, Shemaroo, Paramount Pictures, Sony Entertainment and Sun TV Network.

Popular shows to watch: Aafat, Kiski sarkar, Express yourself, Thinkistan, Hey Prabhu!



**CHAPTER-4**

**DATA ANALYSIS AND INTERPRETATION**

#### 4.1 AGE GROUP OF RESPONDENTS

AGE GROUPS	NO. OF RESPONDENTS	% OF RESPONDENTS
Under 18	6	9.2%
18-20	33	50.8%
21-23	20	30.8%
24 & above	6	9.2%
Total	65	100%

(Source: Primary Data)

Table 4.1

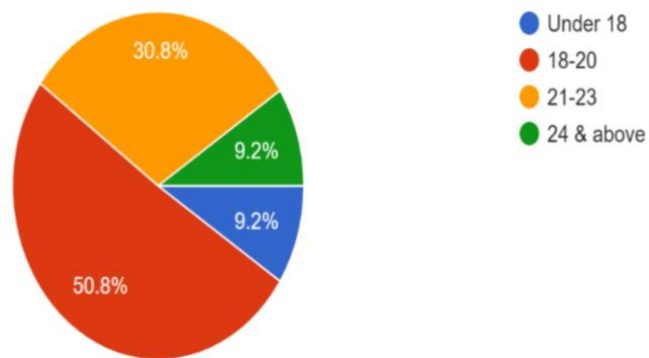


Figure 4.1

#### INTERPRETATION

50.8% of the respondents are in the age group 18-20 years. 30.8% of the respondents are in the age group 21-23 years. 9.2% of the respondents are aged 24 years & above and aged below 18 years.

## 4.2 GENDER OF RESPONDENTS

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Female	45	69.2%
Male	20	30.8%
Total	65	100%

(Source: Primary Data)

Table 4.2

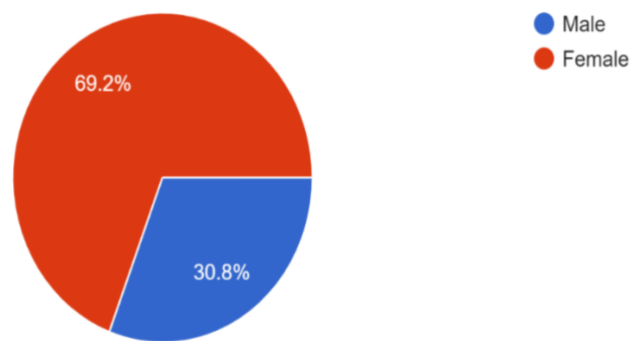


Figure 4.2

## INTERPRETATION

The primary data is collected from a total of 65 respondents. 69.2% of the respondents are female and 30.8% of the respondents are male.

### 4.3 OCCUPATIONAL STATUS OF RESPONDENTS

OCCUPATIONAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	54	83.1%
Employed	10	15.4%
Unemployed	1	1.5%
Total	65	100%

(Source: Primary Data)

Table 4.3

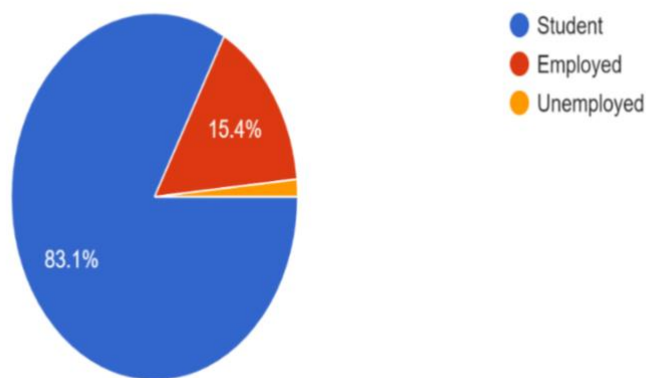


Figure 4.3

### INTERPRETATION

Most of the respondents are students which consists of 83.1%. 15.4% of the respondents are employed. A small margin of 1.5% of the respondents are unemployed.

#### 4.4 OTT PLATFORM PREFERENCE

OTT PLATFORM USUALLY USED	NO. OF RESPONDENTS
Netflix	54
Amazon prime video	34
Disney + Hotstar	29
SonyLIV	3
Zee5	2
Others	1
Total	123

(Source: Primary Data)

Table 4.4

NOTE: There are multiple responses from various respondents regarding the OTT platforms usually used by them.

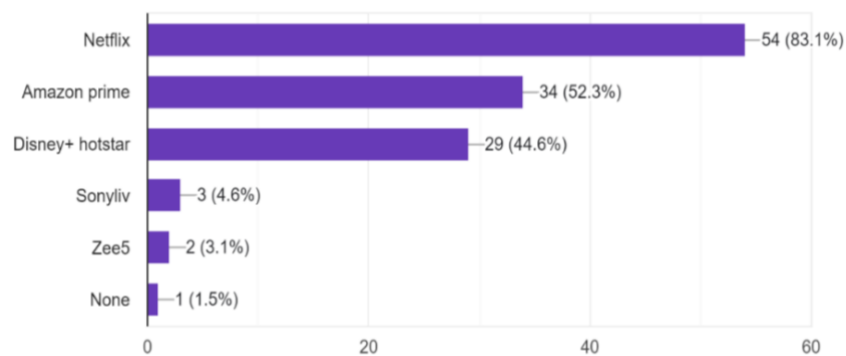


Figure 4.4

#### INTERPRETATION

Out of the 65 respondents, Netflix is the most popular OTT platform being used followed by Amazon Prime. Disney + Hotstar is used by 44.6% of the respondents. SonyLIV is used by 4.6% of respondents and Zee5 is used by 3.1% of respondents. The other OTT platforms used include Voot, ErosNow, SunNXT, etc.

#### 4.5 PATTERN OF USAGE

USAGE PATTERNS	NO. OF RESPONDENTS	% OF RESPONDENTS
Daily	27	41.5%
Weekly	22	33.8%
Occasionally	11	16.9%
Rarely	4	6.2%
Never	1	1.6%
Total	65	100%

(Source: Primary Data)

Table 4.5

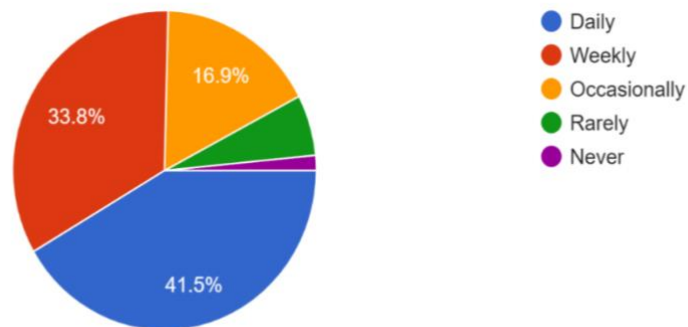


Figure 4.5

#### INTERPRETATION

41.5% of the respondents use OTT platforms daily as per their wish. 33.8% of the respondents consume OTT platforms weekly. 16.9% of respondents only consume OTT platforms very occasionally. There is a group of 6.2% of respondents who rarely use the OTT platform. Also, other respondents never use the OTT platform.

## 4.6 CONTENT PREFERENCE

CONTENTS	NO. OF RESPONSES
Movies	58
Web series	52
Web shows	14
News	1
Others	1
Total	126

(Source: Primary Data)

Table 4.6

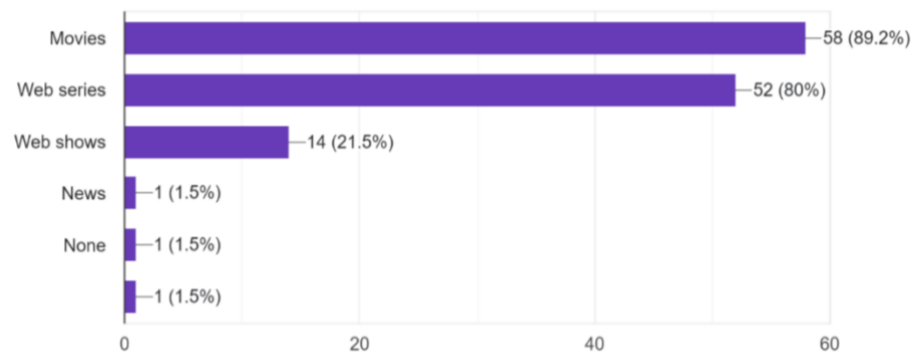


Figure 4.6

## INTERPRETATION

Out of the 65 respondents, most of them are using OTT platforms to see movies and web series with 58 & 52 responses respectively. 14% of respondents watch web shows on these platforms. 1% of respondents watch news and 1% of respondents watch other content on OTT platforms like sports, interviews, etc

#### 4.7 COMMENCEMENT OF USAGE

COMMENCEMENT OF USAGE	NO. OF RESPONDENTS	% OF RESPONDENTS
Below 1 year	3	4.7%
1-2 years	9	13.8%
2-3 years	14	21.5%
More than 3 years	39	60%
Total	65	100%

(Source: Primary Data)

Table 4.7

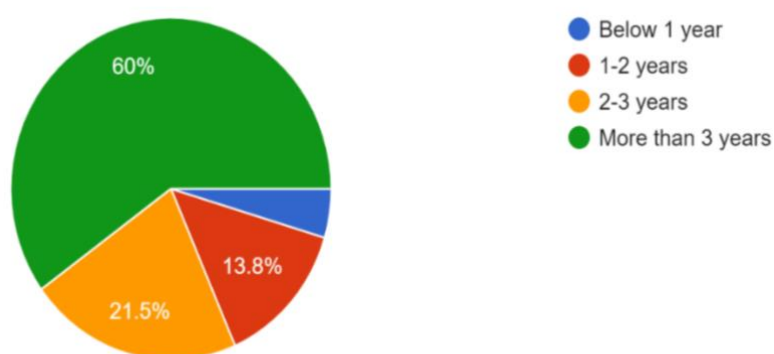


Figure 4.7

#### INTERPRETATION

For more than 3 years 60% of the respondents have been using the OTT platform. 21.5% of the respondents have been using it for 2-3 years and 13.8% of respondents have been using the OTT platform for 1-2 years. There are only 4.7% of respondents who have been using the OTT for less than 1 year.



## 4.8 FACTORS THAT INFLUENCED

INFLUENCED FACTORS	% OF RESPONDENTS
Peer influence	23
Social media	33
Advertisements	7
Others	2
Total	65

(Source: Primary Data)

Table 4.8

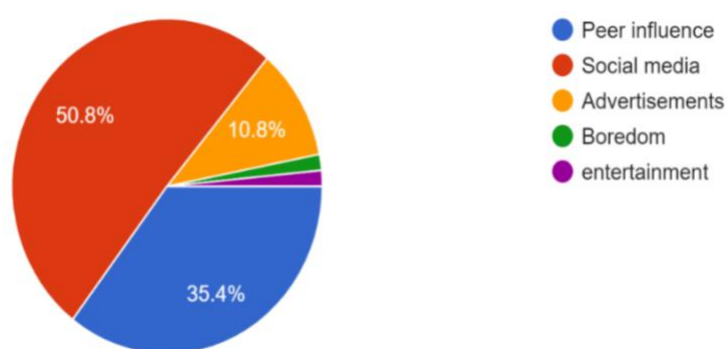


Figure 4.8

## INTERPRETATION

Out of the 65 respondents, 50.8% (33) of them were influenced by social media, 35.4% (23) of them by peers, 10.8% (7) of them by advertisements, and the rest by other means to use OTT platforms. The primary influence is social media and peer influence is seen as the other major influence.

#### 4.9 PREFERENCE OF WATCHING MOVIES ON OTT THAN IN THEATRE

PREFERENCES	NO. OF RESPONDENTS	% OF RESPONDENTS
Always	7	10.8
Mostly	19	29.2
Rarely	27	41.5
Never	12	18.5

(Source: Primary Data)

Table 4.9

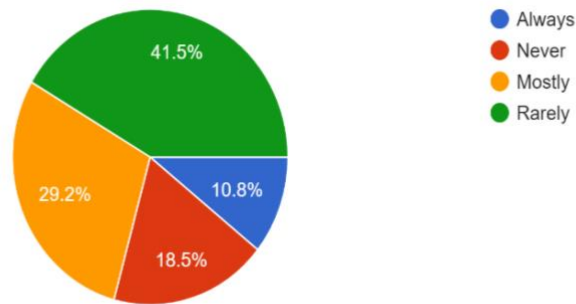


Figure 4.9

#### INTERPRETATION

Out of the 65 responses, 10.8% (7) always prefer using OTT over theatres, 29.2% (19) mostly prefer OTTs, 41.2% (27) rarely prefer OTT over theatres and the rest 18.5% (12) prefer theatres alone.

## 4.10 BENEFITS OF OTT PLATFORM

BENEFITS	NO. OF RESPONDENTS
Flexible usage	48
Less costly	35
User friendly	33
Worldwide entertainment	32

(Source: Primary Data)

Table 4.10

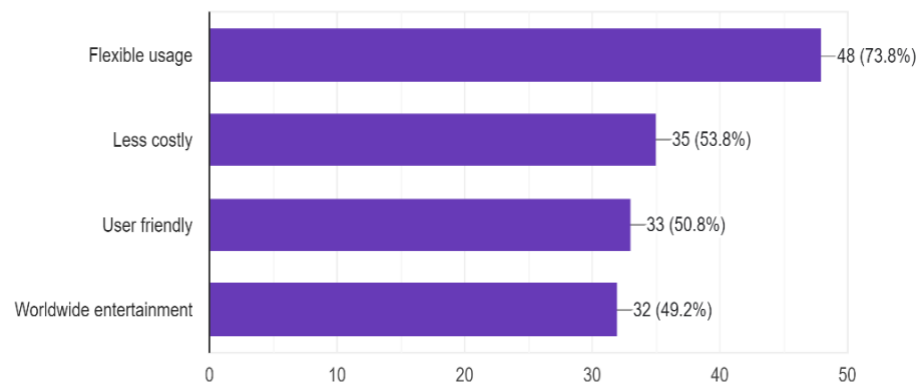


Figure 4.10

### INTERPRETATION

As the chart shows, viewers prefer OTT platforms as their usage is flexible. The viewers also have equal opinions on the user-friendly and cost-effective advantages of OTT platforms. It is also beneficial in terms of worldwide entertainment.

#### 4.11 CHANGE IN USAGE OF OTT AFTER THE PANDEMIC

USAGE LEVEL	NO. OF RESPONDENTS
Highly increased	25
Increased	24
Neutral	10
Decreased	5
Highly decreased	1

(Source: Primary Data)

Table 4.11

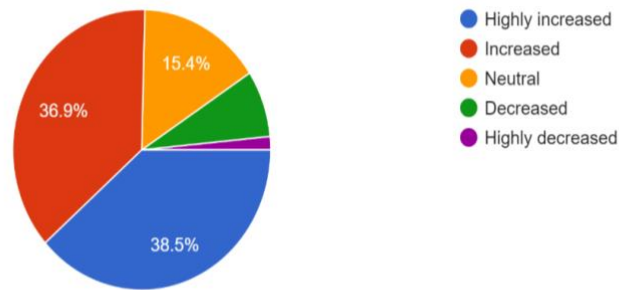


Figure 4.11

#### INTERPRETATION

According to the responses, the consumption of OTT platforms after the pandemic has increased drastically as most respondents increased their usage of OTT platforms. 10 of the 65 respondents are neutral regarding OTT usage, 5 respond to decreased OTT usage and 1 responds to a high decrease in OTT usage.

#### 4.12 OPINION ON RELEASING MOVIES THROUGH OTT

OPINION	NO. OF RESPONDENTS
Strongly agree	17
Agree	20
Neutral	22
Disagree	6
Strongly disagree	-

(Source: Primary Data)

Table 4.12

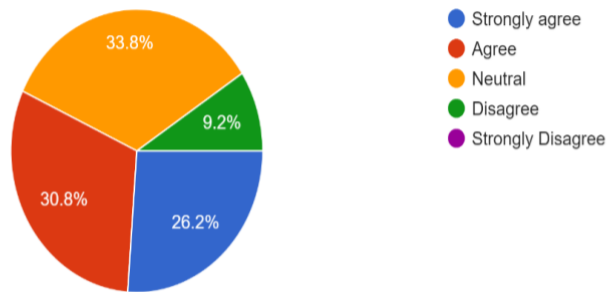


Figure 4.12

#### INTERPRETATION

Out of the 65 responses, 17 strongly agree on releasing movies through OTT, 20 agree, 22 remain neutral about it, and 6 disagree on releasing movies through OTT.

#### 4.13 OTT PLATFORMS SUPPORTING THE RELEASE OF LOW-BUDGET/EXPERIMENTAL MOVIES

OPINION	NO. OF RESPONDENTS
Strongly agree	13
Agree	28
Neutral	17
Disagree	2
Strongly disagree	5

(Source: Primary Data)

Table 4.13

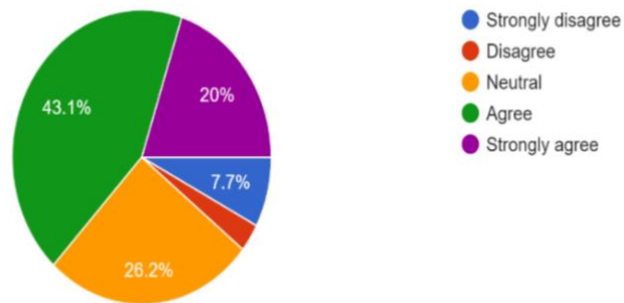


Figure 4.13

#### INTERPRETATION

Out of 65 responses, a majority of 41 agree that OTT platforms are helpful in releasing low-budget/experimental movies. 17 remain neutral about the same, 2 disagree to this and 5 respondents strongly disagree that OTT platforms support releasing of low-budget movies.

#### 4.14 PROBABILITY OF FUTURE USE

PROBABILITY	NO. OF RESPONDENTS
May highly increase	11
May increase	28
Neutral	24
May decrease	2

(Source: Primary Data)

Table 4.14

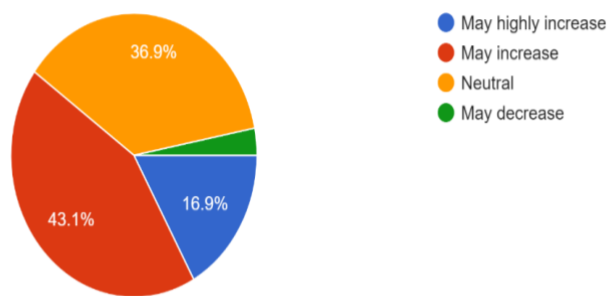


Figure 4.14

#### INTERPRETATION

The responses show that the usage of 40 out of 65 respondents of OTT platforms in the future may increase drastically, 24 remain neutral on the probability of use of OTT platforms in the future and 2 think it may decrease.

#### 4.15 SUGGESTING OTT PLATFORMS TO OTHERS

RESPONSE	NO. OF RESPONDENTS
Yes	53
No	1
Maybe	11

(Source: Primary Data)

Table 4.15

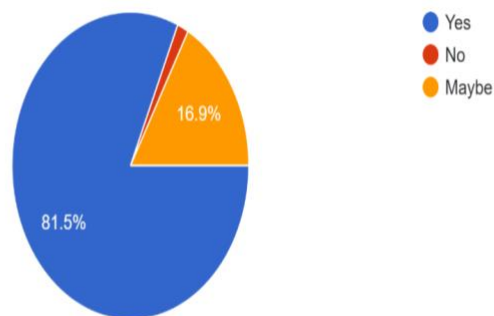


Figure 4.15

#### INTERPRETATION

According to the responses, more than 80% (53) of the respondents will suggest others to use OTT platforms while only 1 said that they will not suggest using OTT platforms to others and the rest (11) may suggest it to others.



#### 4.16 OVERALL SATISFACTION OF USING OTT PLATFORMS

SCALE (1-5)	NO. OF RESPONDENTS
1	-
2	-
3	10
4	32
5	23

(Source: Primary Data)

Table 4.16

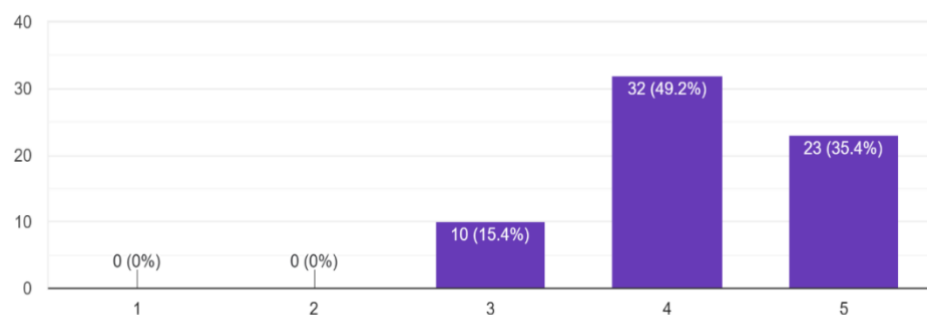


Figure 4.16

#### INTERPRETATION

Based on the responses, 23 are fully satisfied keeping 5 as the highest satisfactory level, 32 have chosen the next satisfactory level 4, and 10 remain neutral. No one is unsatisfied on an overall level with OTT platforms.

**CHAPTER – 5**

**FINDINGS, SUGGESTIONS &**

**CONCLUSION**

## 5.1 FINDINGS:

Based on objectives:

- i. To measure the pattern of use of OTT platforms among youth.
  - Majority of youth uses the OTT platform daily as well as weekly
- ii. To determine the factors influencing the use of OTT platforms.
  - Majority of the youth are influenced by social media to use the OTT platform, s followed by peer influence becoming the next big factor.
  - Flexibility in the usage of the OTT platforms is the most influential benefit derived from the OTT platforms followed by it being less costly.
- iii. To recognize popular OTT platforms & content preferences of youth in OTT platforms.
  - Netflix is the most popular OTT platform among youth followed by Amazon Prime Video and Disney + Hotstar.
  - Majority of the youth prefer to watch movies & web series on the OTT platforms followed by web shows & news.
- iv. To understand the use of OTT platforms with reference to the change in pre & post of COVID-19 pandemic.
  - The usage of OTT platforms by the youth has highly increased after the occurrence of the COVID-19 pandemic.
  - Majority of the youth has been using OTT platforms for more than 3 years and the next majority has been only using OTT for 2-3 years.
- v. To understand the experience of using OTT platforms.
  - Majority of the youth are highly satisfied with their experience of using OTT platforms & only a small group is dissatisfied with their OTT experience.
  - Majority of the youth mostly wish to watch movies on OTT rather than in theaters. Also, none of the youth has responded negatively to suggesting OTT to others.

## 5.2 SUGGESTIONS

Based on the objectives and findings of the study, here are some suggestions:

- **Engagement Strategies:** Leverage social media and peer influence through targeted campaigns to enhance youth engagement, focusing on the platform's flexibility and cost-effectiveness.
- **Content Curation:** Continuously update the content library to align with youth preferences, emphasising movies, web series, web shows, and news.
- **Platform Enhancement:** Invest in improving user experience to maintain high satisfaction levels among users.
- **COVID-19 Adaptation:** Tailor content and features to meet the evolving needs of youth post-COVID-19, capitalising on increased usage during the pandemic.
- **Partnerships and Collaborations:** Collaborate with content creators and influencers to expand the platform's appeal and reach among youth.
- **Feedback Mechanism:** Implement a feedback mechanism to gather insights on user experiences and preferences for continuous improvement.
- **Promotion of Original Content:** Highlight original content offerings to differentiate the platform and attract users seeking unique content.
- **Community Building:** Foster a sense of community among users through interactive features, forums, and virtual events to enhance engagement and loyalty.

Implementing these suggestions can further enhance usage patterns, user satisfaction, and overall success of the OTT platform among the youth demographic, ensuring its relevance and competitiveness in the market.

## **5.3 CONCLUSION**

India's OTT market is experiencing unprecedented growth, fueled by factors such as increased smartphone adoption, competitive internet pricing, and a surge in demand for original, uncensored content among youngsters. The COVID-19 pandemic has further accelerated this growth, making OTT platforms the preferred medium for entertainment. Despite concerns about government regulations and censorship, consumer satisfaction remains high, with Netflix, Amazon Prime Video, and Disney+Hotstar leading the pack due to their quality content and user experience. The influx of regional OTT players and foreign investments underscores the industry's dynamism and potential. As the landscape continues to evolve rapidly, OTT platforms must adapt and innovate to meet the evolving demands of their audience, ensuring continued success in this dynamic market.

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# **ANNEXURE**

## **QUESTIONNAIRE:**

1. Age group:

- Under 18
- 18 - 20
- 21 - 23
- 24 & above

2. Gender:

- Male
- Female
- Other

3. Occupational status:

- Student
- Employed
- Unemployed

4. Which OTT platforms do you usually use?

- Netflix
- Amazon Prime
- Disney + hotstar
- Sonyliv
- Zee5
- Other

5. How often do you use these platforms?

- Daily
- Weekly



- Occasionally
- Rarely
- Other

6. Which of these do you usually watch on OTT platforms?

- Movies
- Web series
- Web shows
- News
- Others

7. Since when have you started using OTT platforms?

- Below 1 year
- 1-2 years
- 2-3 years
- More than 3 years

8. Which of these factors insisted you the most to use OTT platforms:

- Peer influence
- Social media
- Advertisements
- Others

9. Do you prefer to watch movies on OTT than in theaters?

- Always
- Never
- Mostly
- Rarely

10. For you what are the benefits of OTT platforms?

- Flexible usage
- Less costly
- User friendly
- Worldwide entertainment
- Other

11. Change in your consumption of the OTT platform after the pandemic:

- Highly increased
- Increased
- Neutral
- Decreased
- Highly decreased

12. Your opinion about releasing movies through OTT platforms:

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. OTT platforms are very helpful in the release of low-budget/experimental movies:

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. Your probability of future usage:

- May highly increase
- May increase
- Neutral
- May decrease

15. Will you suggest others to use OTT platforms?

- Yes
- No
- Maybe

16. Rate your overall satisfaction of using the OTT platform on a scale of 1 to 5:

- 1
- 2
- 3
- 4
- 5