



“ADDICTION OR INNOVATION IN ENTERTAINMENT: CONSUMPTION OF OTT PLATFORMS AMONG INDIANS”

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ABSTRACT: Digitalization has drastically changed the use of work & content we consume. With the rapid improvements in technology and increasing levels of Internet penetration across India, the way people consume media is changing. The emergence of Over-the-Top media services has started to change media space significantly. OTT Platforms give us the freedom to watch movies and TV series, at our own convenience. While majority of the population of the county use Television, we can see a major shift towards OTT Platforms like Netflix, Amazon Prime, Disney + Hotstar, Sony Liv, Voot, MX Player and Zee5. Some of these services may charge a premium cost when compared with Television, they offer various benefits which make them an attractive option for entertainment. To Conduct Survey, the Sample population has been Choose by convenience Sampling. Primary and secondary data both has been used; the primary data has been collected through structured questionnaire with responses of 100 respondents from Students, working professionals & business class people from various age group. Data has been tabulated & analyzed to understand the perception of individuals towards OTT Platforms. The study revealed the satisfaction level of customers & analyzed that OTT Platforms like – Amazon, Netflix, Hotstar, Voot & Sonyliv etc. are now a day's become most popular and addictive not only among youths but also in homemakers, working man, businessmen & kids. Content of these platforms vigorously appeal to the people, which also creates demand & growing popularity.

Keywords: OTT Platforms, Television, Consumer Satisfaction, Content streaming, Internet penetration, Advertisements. Television

INTRODUCTION

The introduction of OTT platforms has made a wide variety of programs in various generations, languages, and production styles freely available for the whole world to view. In India, BigFix was the first OTT Platform which was launched by Reliance Entertainment in 2008. The market keeps evolving with the entry of new players and in the year 2016, big revolution took place into the entertainment consumption space with the entry of new media services that are Over-the-top platform with Netflix, Amazon Prime, Disney+ hotstar, Alt Balaji, Zee5, Voot and many more OTT platforms for regional cinemas. Over the last few years, entertainment has become more personalized and conveniently portable with the help of data. It has been increasingly used since the pandemic which started at the beginning of 2020. When we compare the Indian users with the other countries' users, we concluded that India has the second-largest OTT users after United States of America & it is estimated that it will reach the value of 142 billion by the end of 2024. According to the FICCI (Federation of Indian chamber of commerce & industry) report, in 2022, users using OTT platforms are 35-40 billion. This data shows that all OTT platforms like – Youtube, Amazon Prime, Netflix,

Hotstar. All are now a day's most popular app among consumers. Earlier we all go to the cinema hall & television for movies & for other shows. By the time when technology was developed, cable TV & mobile services were introduced. So, it was effortless for everyone to connect with the world & easy to saw these shows, movies & all that. After that, DTH or direct to home technology & Smart Phones were developed & it creates demand for high-range or high-quality services among consumers; when Corona Virus spreader all over the world that Time it was difficult for everyone to connect or with the world. In the mean time, while OTT platforms were introduced to entertain consumers. These Platforms are becoming more & more customer-oriented & have been consistent innovations. As per ministry of information and broadcasting there are around 48 paid broadcasters, 850 plus registered TV channels. In Indian market most of the users like to have advertisements led free to view models e.g.- YouTube than subscription-based model. The reasons for its growth are - India is a growing mobile market in the world, the launch of 4G services in India, it is tapping mass audiences from various genres from movies, reality shows, web series to all forms of sports. It has turned out to be a new parallel space to meet the growing consumption needs of audiences as well as for the creators to have such actors who have talents but can't draw box office numbers due to less star power for the Indian mass audiences.

REVIEW OF LITERATURE

OTT Platforms has large repository of movies and TV Series from across the globe which can be accessed through different devices like Phones, Laptops etc. These Platforms are even producing their original movies/web series & shows, giving their own users a completely different experience. It is basically a media streaming service which is available for the users through the Internet. Increase in the consumption of internet services and smart phones and reduction in its cost are one of the prime reasons for the growth of OTT platforms. This article (Iaghate, How OTT Players are geared up to woo Indian viewers, 2017) talks about how people have experienced an increase in the use of OTT especially through handheld devices. People prefer watching movies on OTT platforms rather than waiting for movies and shows to be released on linear platforms. People in India have more OTT platforms than people in any other country with options like Hotstar, Voot, Amazon Prime, Sony Liv, Netflix etc. Although there were few companies that tried to establish themselves in the Indian market, it started when Hotstar launched in 2015 with a huge budget for advertising and marketing.

(Keshavdev, 2019) the study analysed that reliance JIO is one of the biggest internet service providers. As per the data, 55% of the population using the JIO network & using smartphones. (Gevers, 2019) According to the author, smartphone users are increasing due to the availability of video calling, conferencing, & other services. Data showed that in Feb. 2019, 144 million people spent 362 million hours on OTT platforms. In which 13% are using desktop & 87% are using Smartphone.

Article (Singh, 2020) OTT Platforms has experienced a surge in consumption and subscriber impacted by the COVID-19. The recent survey by InMobi states that 46% viewers are watching more content online. "As these channels have been unable to shoot due to the lockdown, they are running old content. In such a scenario people will gravitate towards OTT to watch fresh content." says Paresh Joshi, media consultant & Principal, Provocateur Advisor, on the topic that television channels run out of content.

OBJECTIVES OF THE STUDY

1. To analyze and understand the basic concept of OTT consumption in India.
2. To Study which OTT Platform is most preferred by Indians.
3. To Know reasons behind preferring OTT Platforms over TV.
4. To analyse average monthly spending of Indians on OTT Platforms.
5. To Study the future of OTT in India.

RESEARCH METHODOLOGY

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). This Study is exploratory in nature and includes quantitative analysis. As a purpose of this study the primary and secondary data & information have been analyzed for preparing this paper extensively. A structured questionnaire is developed and distributed. The sample size is 100 and area is Delhi (NCR). The secondary data & information have been collected from different sources like e-books, article from various journals, periodicals, conference papers, working paper, company websites and newsletters which is available publically on the websites of the companies.

ANALYSIS AND INTERPRETATION OF DATA

For collecting and analyzing primary data a structured questionnaire was developed and distributed among the respondents in Delhi (NCR) and the profile of the OTT users will be shown in the form of a table below.

Table 1: Profile of the OTT users

Particulars	Category	No. of Respondents	Percentage of Respondents
Gender	Male	68	68%
	Female	32	32%
	Total	100	100%
Age	Below 18 Years	19	19%
	19-30 Years	23	23%
	31-45 Years	36	36%
	Above 45 Years	22	22%
	Total	100	100%
Profession	Employees	44	44%
	Businessmen	22	22%
	House Wife	20	20%
	Students	14	14%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 25000	16	16%
	25000-35000	29	29%
	35000-45000	35	35%
	45000 and above	20	20%
	Total	100	100%

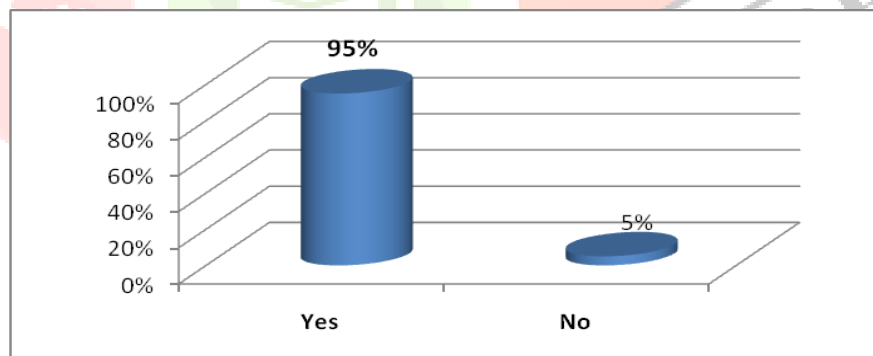


Fig1: Do you know about OTT

According to the data collected from the respondents through structured questionnaire the Fig1 shows that maximum users know about OTT Platforms.

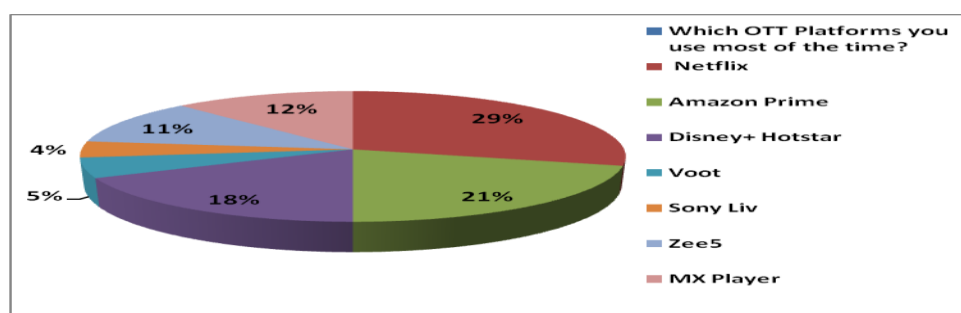


Fig 2: Which OTT Platforms you use most of the time

According to Fig 2 there are various OTT Platforms used by the users on the basis of their likes/ dislikes they choose them Netflix and Amazon Prime will be widely used by maximum customers, Hotstar, Zee5 and MX Player also preferred over Voot and Sony Liv.

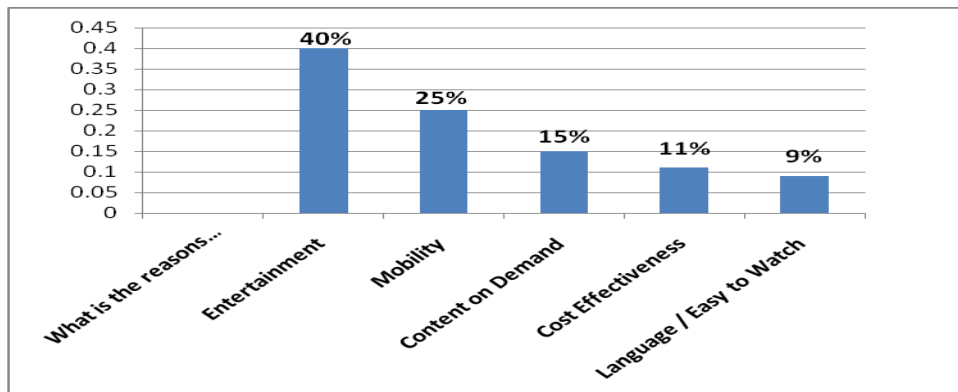


Fig 3: What is the reasons behind preferring OTT Platforms over TV

Fig 3 shows that 40% of the people prefer OTT for Entertainment, 25% use it for mobility, 15% feel that the contact provided by these platforms are on demand basis, 11% thinks it is cost effective than other sources of entertainment and 9% use it due to multiple language availability.

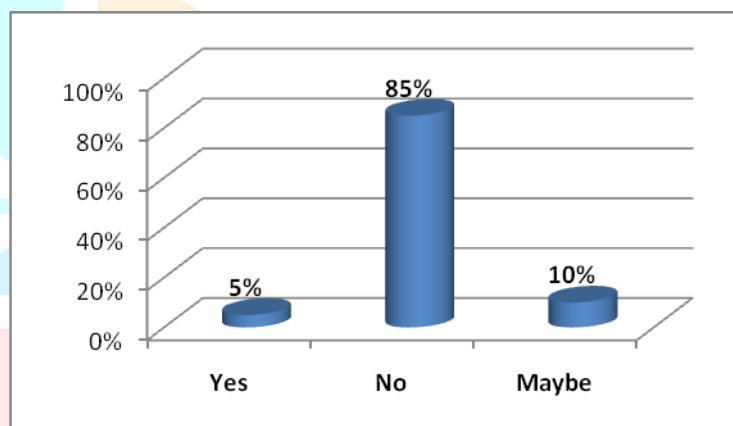


Fig 4: Do you think you can go without OTT Platforms for more than a few days or a week

According to fig 4 maximum users are addicted to OTT and they cannot live without these platforms for few days, weeks or months.

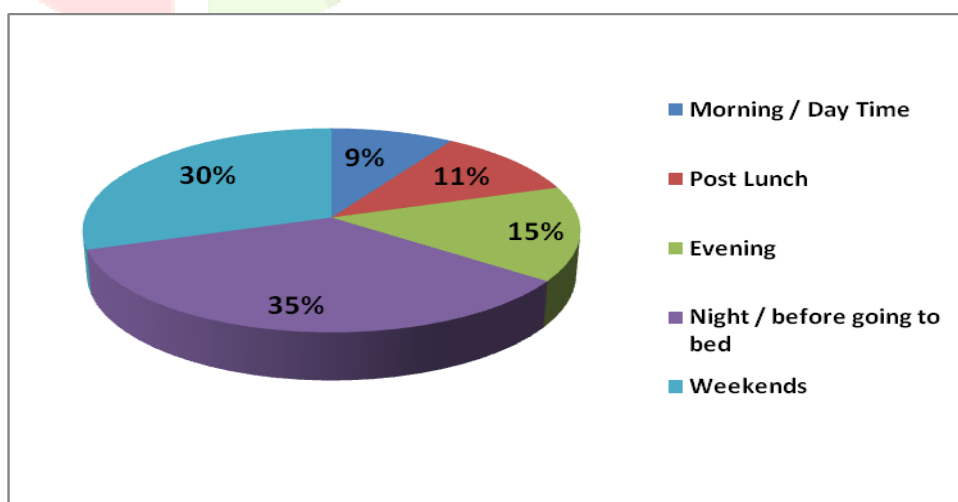


Fig 5: During the days at what time you prefer to watch OTT Platforms

Fig 5 shows that 35% users prefer to watch OTT at the night/ before going to bed, 30% watch at the weekends, 15% watch at the evening time 11% watch during Post lunch session and only 9% watch it at day time/ in the morning.

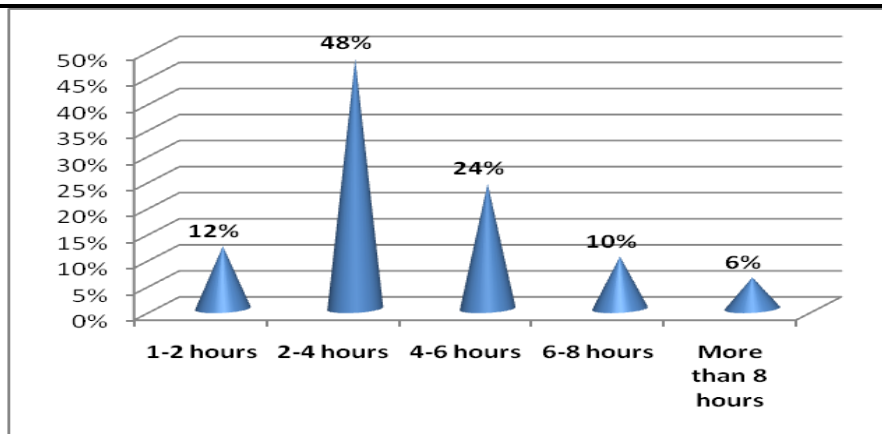


Fig 6: What is the average screen time by Indians while using OTT Platforms

According to Fig 6 maximum users spend 2-4 hours on screen, 24% devote 4-6 hours on screen, 12% says their screen time is 1-2 hours, 10% says its 6-8 hours and 6% users are so addicted towards these platforms that they spend almost 8hours and more than that to watch OTT.

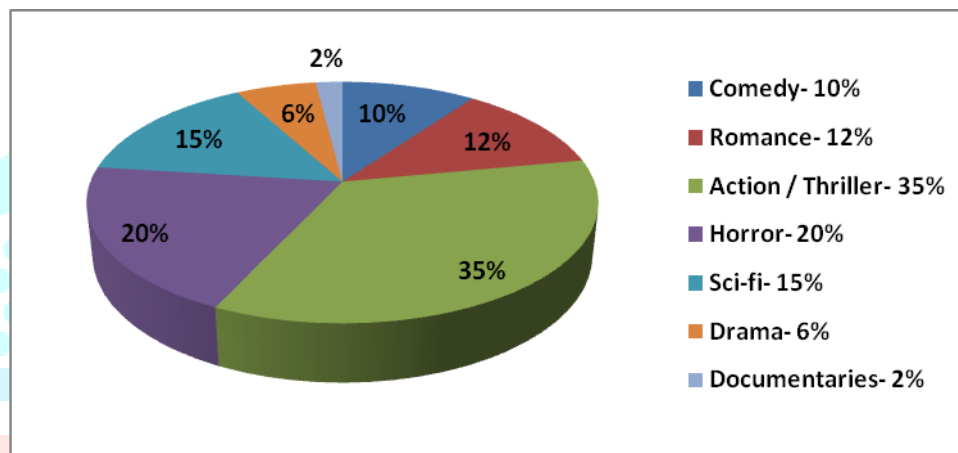


Fig 7: What type of Shows/ Movies you prefer to watch

Fig 7 shows that variety of users have various choices to watch maximum people love to watch Action/ Thriller, 20% choose horror, 12% love to watch romantic content, 10% like comedy, 15% goes with Sci- Fi, 6% love traditional drama and 2% goes with documentaries.

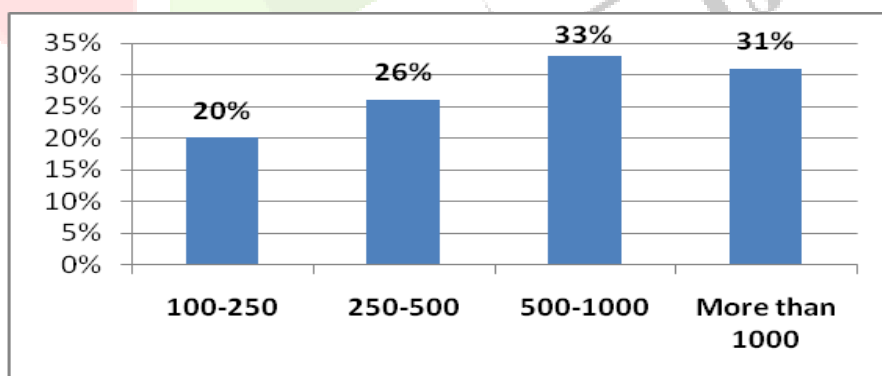


Fig 8: How much money do you spend monthly on sub subscriptions of OTT Platforms

According to Fig8 people like to watch personalized form of entertainment and that's why they don't hesitate to spent 500-1000 per month for OTT, 31% will spent more than 1000 rupees for OTT and 26% will spend in between 250-500 and only 20% will go with 100-250 rupees.

FINDINGS OF THE STUDY

1. 95% of respondents are aware of OTT Platforms.
2. Netflix with 29% and Amazon Prime with 21% are Dominant OTT Platforms followed by Disney+ Hotstar with 18%.
3. Entertainment, Mobility, Content on demand, Cost Effectiveness, language are some of the primary reasons for preferring OTT by consumers.

4. On average consumers love to spend handsome amount of money on OTT because they love personalized form of entertainment.
5. On average 48% consumers are spending 2-4 hours on OTT out of total and remaining spend less or more than that.

CONCLUSION

OTT Service providers provide many OTT Channels & Smartphones, cable connections, Wifi etc. These are the essential OTT Provider sources. The OTT platforms have completely changed, how young people now consume media and entertainment. These platforms provide unmatched accessibility to other cultures, viewpoints, and genres. On-demand content's convenience has raised questions about young people's excessive screen time, though. According to research, excessive screen time may have a detrimental psychological impact on a person's sleep, physical activity, anxiety, and sadness. Furthermore, the individualized nature of OTT platforms may increase societal biases and produce filter bubbles that block access to other viewpoints. Another issue is that watching TV and movies alone by young people, as opposed to engaging in social activities with friends and family, might result in a feeling of loneliness and detachment. Encouragement of a variety of media use and the development of media literacy skills are crucial for promoting a healthy media balance and minimizing any harmful impacts. Therefore, while OTT platforms provide numerous benefits, it is important to be aware of and take steps to mitigate any possible harm to young people's mental health and socialization. We can make sure that young people may benefit from OTT platforms while reducing dangers by boosting media literacy skills and supporting balanced media use habits.

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