



Factors Influencing The Success Of OTT Platforms: A Literature Review

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Abstract:

This literature review carefully explores the important factors shaping the success of Over-The-Top (OTT) platforms in the dynamic digital media landscape. Thoroughly analysing key elements—Accessibility and Device Compatibility, Freemium Models, Content Variety and Quality, Cross Promotion and Bundled Services, Targeted Marketing and Personalization, Partnerships and Collaborations, and Social Media Engagement—the study provides a comprehensive understanding of the intricate OTT ecosystem.

In the ever-evolving OTT landscape, ensuring seamless user experiences across diverse devices becomes imperative, with Accessibility and Device Compatibility playing a pivotal role. Freemium Models, balancing free and premium content, strategically contribute to user acquisition and retention. The critical determinants of Content Variety and Quality significantly influence viewer satisfaction and loyalty. Strategic considerations like Cross Promotion and Bundled Services enhance user engagement by capitalizing on synergies between different content offerings. Further refining user experiences, Targeted Marketing and Personalization tailor content recommendations to individual preferences.

The enhancing of OTT platforms' reach is achieved through Partnerships and Collaborations, fostering a broader audience base. Social Media Engagement emerges as a dynamic force, facilitating user interaction, feedback, and content discovery.

This exhaustive literature review offers valuable insights for stakeholders in the OTT landscape, providing a guide for strategic decision-making to optimize success in managing the competitive digital media environment effectively.

Keywords:

OTT Platforms, Digital Media Landscape, Factors, Strategic Decision-Making, Competitive Digital Media Environment.

Introduction

The world of digital media has drastically changed in recent years, and Over-The-Top (OTT) platforms are becoming major players in the content consumption market. The way that people interact with entertainment, news, and information has changed dramatically as a result of these platforms, which distribute audio, video, and other media content online. Understanding the elements that lead to OTT platforms' success is becoming increasingly important for stakeholders in the digital media sector as their popularity increases.

This research paper's goal is to perform a thorough analysis of the critical elements that influence OTT platforms' success in the fast-paced, fiercely competitive world of digital media. This study attempts to offer important insights into the complex ecosystem of OTT platforms by carefully examining a number of important components, such as accessibility and device compatibility, freemium models, content variety and quality, cross-promotion and bundled services, targeted marketing and personalization, partnerships and collaborations, and social media engagement.

OTT platforms, which provide unmatched flexibility and convenience, have completely changed how people access and consume content. It is now crucial to provide smooth user experiences across many platforms and screen sizes because there are many devices available for content access. Requirements like device compatibility and accessibility are crucial for satisfying users and raising engagement levels.

Furthermore, it has become clear that one of the most important methods for drawing in and keeping people is the tactical application of Freemium Models, which combine free and paid content possibilities. OTT platforms are able to maximize income prospects and successfully respond to varied audience preferences by offering consumers the freedom to pick their preferred subscription plans.

Another important aspect influencing user happiness and loyalty is the caliber and diversity of material offered on over-the-top (OTT) platforms. Variety and high-quality content not only draw viewers in, but it also encourages recurring interest and devotion. Additionally, to improve the user experience overall, strategic efforts like Bundled Services and Cross Promotion take use of synergies across various content offerings.

Finally, social media engagement has become a potent instrument for encouraging user communication, criticism, and content exploration. OTT platforms may create communities, create awareness about their content, and improve user engagement and loyalty by actively participating on social media platforms.

To sum up, the goal of this research study is to present a thorough grasp of the elements that go into OTT platforms' success in the world of digital media. Stakeholders may position themselves for success in this quickly changing environment and optimize their strategies by examining these essential components in order to obtain insightful knowledge and make well-informed decisions.

Objective:

To review the available literature on factors influencing the success of OTT platforms and find out the research gap.

Review of literature

Many Indian scholars have previously examined OTT Platforms, and they have produced a significant number of publications as a result. In connection with the study, the researcher has examined over 100 publications. The researcher evaluated the following additional relevant research, and here are the details:

Singh, K. K., Makhania, J., & Mahapatra, M. (2024) The impact of user ratings for content on over-the-top (OTT) platforms such as Rotten Tomatoes and IMDb was investigated in the literature study. It highlighted the use of predictive algorithms to estimate revenue and ratings, providing information for improving profitability and content optimization.

Dwivedi, S., Gupta, D., Agrawal, R., Mishra, A., Gaikwad, S. V., Kushwaha, V. & Hasan, A. (2024) in their study it was observed using innovative technology models, at several research on OTT viewing and perception mapping. Surveys and interviews were used to collect data, and statistical programs like SPSS and SEM-PLS were used to evaluate the results. Research has indicated that several factors, including content preferences, convenience of use, and social trends, can shape viewers' behaviour and their opinions of over-the-top (OTT) platforms.

Pinge, C., & Shinde, C (2023) in their study examined at how entertainment has evolved over time, emphasizing the emergence of multiplexes and OTT services. It covered the reasons why consumers like going to multiplexes and why they enjoyed utilizing over-the-top (OTT) platforms, including the pleasant ambiance and opportunity to socialize with friends. It also discussed how, in comparison with older individuals, younger people were more interested in OTT platforms.

Shri, C., Kishnani, S., Kishnani, S., Joshi, G., & Gupta, V (2023) the literature review integrated research findings, professional judgments, and interviews to comprehend the development of over-the-top (OTT) communication services among youth. It determined the primary factors affecting customer choices and created a theoretical framework for examining the adoption of OTT services.

Li, B., Scott, O. K., Sharper, S., & Wang, J. (2023) the analysis of literature showed the wide-ranging use of digital media across the Asia-Pacific region, highlighting various platforms such as Facebook and Line. It covered developments like bullet-screen commentary and mobile-first apps, pointing out business prospects for sports leagues such utilizing live commerce and growing streaming services, especially after COVID-19.

Yoon, J. H., & Kim, H. K. (2023) the study analysed variables affecting the PPM model-based switching behaviour of OTT service subscribers in a cutthroat market. Based on previously conducted online service research, it determined the push, pull, and anchoring elements influencing switching intention. The findings showed that low satisfaction, perceived risk, attractiveness of alternatives, and content richness all had a favorable impact on the desire to switch, whereas switching costs and brand familiarity had negative impacts that were mitigated by habit.

Dhiman, D. B. (2023) Previous research on over-the-top (OTT) platforms emphasized how disruptive they are to the entertainment industry, providing a worldwide platform for flexible viewing experiences and a wide variety of material. Due to their cross-platform compatibility and availability of localized content, over-the-top (OTT) services like Netflix and Amazon Prime Video have grown in popularity. But issues like content fragmentation and legal arguments over the use of profanity highlighted the necessity of striking a balance between artistic freedom and responsible content distribution.

De Almeida, A. F. A. (2023) in their study it was observed that the rise of over-the-top (OTT) streaming services, with an emphasis on big firms like Netflix and Disney Plus. It explored how changing content distribution tactics—like simultaneous theatrical and streaming releases—are impacted by the COVID-19 epidemic and consumer behaviour, highlighting the need for more research.

Periaiya, S., & Nandukrishna, A. T. (2023) there has been minimal research available on the satisfactions derived from over-the-top (OTT) video streaming services. Despite OTT platforms' growing worldwide appeal, previous research lacked a thorough knowledge of consumer satisfactions. This study bridged the gap by combining stickiness, emotional media pleasure, and uses and gratifications into a unified paradigm for OTT consumption pattern analysis.

Li, X. (2023) the research paper emphasized Netflix's evolution from a DVD rental business to a major worldwide streaming player, pointing out that the company is valued at over \$200 billion and that it has a big influence on how people consume material. The difficulties noted were intense competition from up-and-coming streaming services, rising production costs for original content, and negotiating complicated international regulatory environments.

Tumiwa, E. S. D., & Furinto, A. (2022) According to the literature study, there is fierce rivalry in the over-the-top (OTT) market. Vidio is the third-ranked platform in Southeast Asia. There are also issues with weekly subscriptions that affect customer retention. Important factors included things like the availability of information, cost, ease of use, aesthetic appeal of the interface, and brand credibility. The frameworks for customer switching behaviour and consumer decision journey were used for analysis.

Shakya, R., & Mishra, A. (2022) With its ability to provide direct-to-consumer distribution, a wide selection of content libraries, and tailored recommendations, Over-the-Top (OTT) platforms completely changed the film business. Independent filmmakers were able to reach a worldwide audience, while viewers were able to access movies more widely by using personalized content recommendations.

Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2022) in their study they explored the factors influencing consumer usage intention of OTT services using the modified UTAUT2 model. It highlighted the significance of variables such as value expectancy, ease of effort, and social influence in shaping user attitudes towards OTT platforms. The study addressed the gap in empirical research within the Indian context, providing insights into the adoption process and extending the UTAUT2 theoretical framework

Kumar, M. K., & Gangwar, R. (2022) the research explored OTT platform growth and emphasized how crucial they are to creating memorable user experiences. It also covered difficulties with user retention and data privacy, especially with regard to data sharing with parent businesses without express agreement. It also covered recommendations for regulations meant to deal with these problems and guarantee a well-rounded regulatory system.

Jaiswal, S. N., & More, N. S. (2022) the study evaluated the emergence of over-the-top (OTT) platforms in India, highlighting their importance and prospects. It emphasized the development of entertainment from antiquity to broadcast media and the technological revolution that followed. With Reliance Entertainment's BIGFlix debut in 2008, OTT services made their debut in India.

Budzinski, O., Gaenssle, S., & Lindstädt-Dreusicke, N. (2021) Prior studies noticed the decline of linear TV dominance and the growth of streaming services such as YouTube and Netflix, which sparked discussions about how they competed with one another. Studies with empirical data, such as a study with 2,920-respondents, have demonstrated the substantial influence that YouTube has on prime-time video consumption over Netflix and traditional TV.

Jain, M. K. (2021) In their study it was observed the digital technology has fostered the expansion of OTT platforms, which has revolutionized global entertainment consumption. Convenience and improved connection drove OTT services' user growth during the COVID-19 epidemic. Big companies like Netflix, Disney+ Hotstar, and Disney+ have changed how people consume content, with OTT solutions becoming more and more popular. It is anticipated that this tendency will continue, with OTT platforms predicted to grow quickly in the next years.

Priya, R., Mondal, D. P., & Paldon, T. (2021) it was observed that with the use of the Technology Acceptance Model (TAM) and Gratification Theory, the study examined customer perceptions and variables influencing preferences for utilizing over-the-top (OTT) platforms. It looked at the ways in which people utilize OTT services to pursue emotional fulfilment, learning opportunities, and autonomy. Study objectives included understanding user behaviour and engagement with OTT platforms by looking at motivating variables, social fulfilment, and simplicity of use.

Lee, S., Lee, S., Joo, H., & Nam, Y. (2021) The research study focused on Netflix's debut, broadband infrastructure, OTT competition, and the size of the traditional pay TV market in order to examine the factors influencing the growth of the early paid OTT video streaming industry in 50 countries. It discovered that the arrival of Netflix had a favourable effect on OTT growth but a negative impact on pay TV growth in revenue.

Nayak, S. C., & Biswal, S. K. (2021) Researchers concluded in their study that how the growing use of smartphones and reasonably priced internet caused Indian millennials to veer away from traditional movie

theatres and toward over-the-top (OTT) platforms like Amazon Prime and Netflix. It looked into whether people preferred watching on mobile devices to movie screens and how content producers adapted to this change.

Shakya, R., & Mishra, A. (2021) in their study it was observed the way OTT services have transformed the Indian cinema business. It examined the ways in which these platforms transformed the ways in which people consume material, democratized the process of distribution, and altered the dynamics of film finance and production. OTT platforms provided exciting opportunities for innovation and originality in Indian film, even in the face of challenges to traditional theatres.

Rahul, M., & Dinesh Babu, S. (2021) In their study it examined how smartphone accessibility and digital improvements led to the shift from traditional theaters to over-the-top (OTT) platforms. It covered the effects of BigFlix and other sites as well as changes to Indian regulations. Through quantitative research, the study sought to compare Indian rules with worldwide OTT platform censorship.

Kwak, K. T., Oh, C. J., & Lee, S. W. (2021) With a focus on lifestyle values and demographic characteristics, the literature review investigated how over-the-top (OTT) services affected media consumption habits. Supporting the creation of service providers' worldwide strategies, research also examined the impact of individual traits on over-the-top (OTT) usage in a variety of cultural situations.

Lu, S., Rajavi, K., & Dinner, I. (2021) the research analysis examined how over-the-top (OTT) video streaming services affect pirate behavior, emphasizing how important content availability is. The report highlighted the need for more study on consumer preferences surrounding digital media access and suggested that there may be a correlation between the growth of the OTT business and a rise in illicit rates.

Kumari, T. (2020) the study examined the impact of over-the-top (OTT) services, such as Netflix, Amazon Prime, and Hotstar, on the Indian entertainment sector, highlighting changes in the habits and methods of distributing material. It highlighted aspects of OTT success including user comfort, high-quality content, and reasonably priced internet connection while pointing out obstacles like lack of content and lack of technological capability. All in all, it brought to light prospects as well as obstacles for OTT services in India going forward.

Kaewkhum, N. (2020) the study focused at how the TV sector in Thailand adjusted to the digital economy and discovered changes in audience behaviour, programming, and transmission. Television continued to remain an opinion leader despite technological advancements, although audiences favoured mobile media like YouTube for amusement.

Sundaravel, E., & Elangovan, N. (2020) the research examined how Indians are consuming media differently now that OTT streaming services have replaced conventional media outlets. It covered how the rise of OTT platforms is being driven by elements including expanding internet availability, falling data prices, and tailored content. Important participants were emphasized, along with their effects on the entertainment sector, including Amazon Prime, Netflix, and Hotstar.

Gaoshinde, M. (2020) the analysis of the literature reviewed how digital media has changed over time and how over-the-top (OTT) platforms have become more popular for brand advertising. It also discussed the historical background and continued significance of product placements in movies, highlighting the power of embedded marketing in shaping consumer perceptions and brand recall.

Fitzgerald, S. (2019) The study examined global trends and business strategies in relation to the explosive rise of over-the-top (OTT) video services in India. With an emphasis on platformization in communication and culture, it examined the consequences for development, participation, diversity, and power. It also evaluated the dynamics of platform expansion, taking into account business goals, digital infrastructure, and governmental policies related to national security and socioeconomic development.

Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2019) the study examined the rise in the use of OTT services for premium video viewing, with a particular emphasis on Netflix's entry into the Asian market. It underlined the need of comprehending customer approval and readiness to pay, stressing crucial features including resolution, viewing options, and recommendation algorithms.

Gaps in Literature Review:

- Lack of research examining significant differences in content preferences among various demographic segments and geographical areas
- Further research is required into how regulatory frameworks are evolving, especially in regard to data privacy, censorship, and content licensing.
- Absence of in-depth examination on user interface (UI) elements, navigation patterns, and personalized recommendation algorithms.
- It is essential to investigate income strategies such as merchandising, collaborations, and advertising in order to improve platform growth and profitability.
- There is a lack of comprehensive research on the broader societal impacts of digital media consumption. Exploring topics such as media literacy, social cohesion, and mental health effects could provide a more holistic understanding of OTT platforms' role in contemporary society.

Conclusion:

In the rapidly evolving landscape of digital media, Over-The-Top (OTT) platforms have emerged as influential players, reshaping how audiences consume content worldwide. This literature review has delved deeply into the multifaceted factors that underpin the success of OTT platforms, offering valuable insights for stakeholders navigating the competitive digital media environment.

Key elements such as accessibility, freemium models, content quality, cross-promotion, targeted marketing, partnerships, and social media engagement have been thoroughly analysed.

Future studies should examine significant variations in content preferences across different geographic regions and demographic groups. They should also investigate the ways in which legislative frameworks are changing, particularly with regard to content licensing and data privacy. Further research is necessary to improve user experiences, including detailed analyses of navigation patterns, personalized recommendation algorithms, and user interface traits. To get a more complete picture of the function of OTT platforms in modern society, it would be beneficial to investigate revenue tactics as well as the wider social effects of digital media consumption.

In conclusion, this analysis of the literature provides OTT landscape stakeholders with a thorough guide that offers insights to maximize strategic decision-making and successfully navigate the intricacies of the competitive digital media ecosystem. Stakeholders can continue to promote innovation and shape the future of over-the-top (OTT) platforms in the global media landscape by filling in the gaps and expanding on the information already in place.

Future scope of the study:

Researchers can shape the way digital media is consumed on over-the-top (OTT) platforms in the future by learning about the preferences of different demographic groups and geographical areas, examining changing legal frameworks like those pertaining to data privacy and content licensing, enhancing user experiences with UI/UX design and tailored recommendations, looking into alternative revenue streams outside of subscriptions, and researching wider societal effects like media literacy and mental health effects.

Limitations:

Reliance on previous research, which may cause it to overlook current trends in the quickly changing over-the-top (OTT) market, is one of the literature review's limitations. This might fail to take into account recently developed elements and changes in user behaviour that are essential to comprehending modern dynamics.

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