



GENERATIONAL SHIFTS AND DIGITAL INEQUALITY: MEDIA CONSUMPTION PATTERNS IN HYDERABAD

¹C Sanjay Kumar and ²Satish Kumar Thalladi

¹Research Scholar Department of Journalism and Mass Communication Osmania University,
Telangana, India. 500007

²Assistant Professor, Department of Journalism and Mass Communication Osmania University,
Telangana, India. 500007

ABSTRACT

This study investigates media consumption patterns among audiences in Hyderabad, focusing on demographic variables such as age, gender, institution type, and household income. Using stratified random sampling and structured questionnaires, data were collected from 400 respondents and analysed through descriptive statistics, cross-tabulations, and chi-square tests. The findings reveal significant generational divides, with younger audiences overwhelmingly preferring OTT platforms while older groups remain loyal to television. Gender differences highlight men's longer viewing times and preference for sports and news, while women balance entertainment and cultural programming with household responsibilities. Institutional affiliation strongly influences language preferences, with private institutions fostering English-language consumption and government institutions sustaining regional identity. Income levels emerge as a critical determinant of access, with higher-income households enjoying extensive subscriptions and device ownership, while lower-income groups remain dependent on affordable television packages. These results underscore the importance of inclusive media policies that address generational divides, gendered experiences, institutional disparities, and economic inequalities. Media consumption is not merely entertainment; it is a form of cultural expression and democratic participation. Ensuring equitable access to diverse content is essential for sustaining cultural diversity and strengthening democratic resilience. By situating the analysis within Hyderabad's diverse media landscape, this study contributes to broader debates about digital transformation in India, highlighting the need for policies that balance technological innovation with cultural representation and social equity.

Keywords: Media consumption; OTT platforms; Television viewing; Language preferences; Digital inequality; Cultural identity

1. INTRODUCTION

The rapid expansion of digital technologies has transformed patterns of media consumption across India. Traditional television, once the dominant medium for entertainment and information, now competes with Over-The-Top (OTT) platforms such as Netflix, Amazon Prime, Hotstar, and regional streaming services. These platforms have redefined audience behaviour by offering personalized, on-demand content that transcends geographical and linguistic boundaries. In metropolitan cities like Hyderabad, this shift is particularly visible, as younger audiences increasingly prefer digital platforms while older generations continue to rely on television.

Understanding these consumption patterns is critical for analysing how media influences cultural identity, political awareness, and social interaction. Audience behaviour is not uniform; it varies significantly across demographic categories such as age, gender, income, and educational background. For instance, younger viewers may prioritize global content in English, while older or rural audiences may prefer regional-language programming. Such differences highlight the importance of studying media consumption not only as a technological phenomenon but also as a socio-cultural process.

1.1. Audience Demographics and Viewing Habits

The dataset analysed in this study includes cross-tabulations of age, gender, educational pursuit, institution type, household income, and viewing time. These variables provide a comprehensive picture of how audiences in Hyderabad engage with television and digital platforms. For example, the relationship between age and education reveals generational differences in media literacy, while gender-based analysis highlights variations in daily viewing time. Similarly, household income is closely linked to access, with higher-income groups more likely to subscribe to multiple OTT platforms, while lower-income groups remain dependent on free-to-air television.

Such demographic insights are essential for understanding the broader implications of media consumption. They reveal not only who consumes what type of content but also how structural factors such as income and education shape access to diverse media. In a society as heterogeneous as India, these differences have profound consequences for cultural representation, political participation, and social cohesion.

1.2. Language Preferences and Cultural Identity

Language plays a central role in shaping media consumption. In Hyderabad, a city characterized by linguistic diversity, audiences often navigate between Telugu, Hindi, Urdu, and English content. The dataset reveals how institution type (government vs. private) influences language preferences, with private institutions showing higher consumption of English-language content, while government institutions lean toward regional languages. This distinction reflects broader socio-economic divides, where access to English-language media is often associated with privilege and global connectivity.

At the same time, regional-language content remains vital for cultural identity and local representation. The popularity of Telugu programming, for instance, underscores the enduring relevance of regional culture in the face of globalization. By analysing language preferences, this study highlights how media consumption both reflects and shapes cultural identity, reinforcing the need for inclusive media policies that balance global exposure with local representation.

1.3. Significance of Media Consumption Research

Studying audience behaviour is not merely an academic exercise; it has practical implications for policymakers, media organizations, and cultural institutions. For policymakers, understanding consumption patterns helps design regulations that ensure equitable access to diverse content. For media organizations, demographic insights inform programming strategies, advertising models, and

platform development. For cultural institutions, language and content preferences provide clues about evolving identities and values in a rapidly changing society.

In Hyderabad, where traditional and digital media coexist, analysing consumption patterns offers a window into broader social transformations. It reveals how audiences negotiate between legacy institutions and new technologies, how socio-economic factors shape access, and how cultural identities are expressed through language and content choices. By situating these findings within the larger context of India's digital revolution, this study contributes to ongoing debates about the role of media in shaping democracy, culture, and society.

1.4. Generational Shifts in Media Consumption

Generational differences are among the most striking findings in the dataset. Younger audiences, particularly those under 25, are more likely to engage with OTT platforms, reflecting their comfort with digital technologies and preference for personalized, on-demand content. In contrast, older audiences, especially those above 45, continue to rely heavily on television, valuing its familiarity and communal viewing experience. This generational divide illustrates how technological adoption is shaped by age, with younger cohorts driving digital transformation while older groups sustain traditional media.

Such differences have broader implications for cultural transmission and political participation. Younger audiences exposed to global content may develop cosmopolitan identities, while older viewers remain anchored in regional traditions. This divergence raises questions about how media consumption influences generational values, potentially creating gaps in cultural continuity and political discourse.

1.5. Economic Access and Inequality

Household income emerges as a critical determinant of media consumption. Higher-income groups are more likely to subscribe to multiple OTT platforms, gaining access to diverse global content. Lower-income groups, by contrast, remain dependent on free-to-air television, with limited exposure to digital platforms. This economic divide highlights the persistence of inequality in media access, where financial resources determine not only the quantity but also the quality of content consumed.

Such disparities have significant consequences for democratic participation. Audiences with access to diverse content may be better informed and more engaged, while those with limited access may rely on narrow sources of information. Addressing this inequality requires policies that promote affordable access to digital platforms, ensuring that media consumption does not reinforce socio-economic divides.

1.6. Media Consumption as Democratic Participation

Media consumption is not merely a matter of entertainment; it is a form of democratic participation. Audiences engage with news, debates, and cultural programming that shape their understanding of society and politics. The dataset reveals how demographic factors influence this engagement, with younger, educated, and higher-income groups more likely to access diverse sources of information.

This finding underscores the importance of media literacy in sustaining democracy. Without equitable access and critical engagement, audiences may be vulnerable to misinformation, polarization, and manipulation. By analysing consumption patterns, this study highlights the need for comprehensive media literacy programs that empower audiences to navigate complex media landscapes. The introduction establishes the significance of studying media consumption in Hyderabad. It highlights generational shifts, economic inequalities, and cultural identities shaped by language preferences. It situates these findings within broader debates about democracy, digital transformation, and cultural

continuity. By focusing on audience behaviour rather than journalistic practice, this article provides a distinct contribution to understanding the role of media in contemporary India.

2. OBJECTIVES AND IMPORTANCE OF THE STUDY

The primary objective of this study is to analyse patterns of media consumption among audiences in Hyderabad, focusing on demographic variables such as age, gender, educational pursuit, institution type, and household income. By examining how these factors influence viewing time, platform preference, and language choices, the study seeks to understand the socio-cultural and economic dimensions of media behaviour in the digital age. Unlike studies centered on journalistic practice, this research emphasizes the audience perspective, highlighting how consumption patterns shape cultural identity, democratic participation, and access to information.

The importance of this study lies in its ability to reveal structural inequalities and generational shifts in media engagement. Younger audiences are increasingly drawn to OTT platforms, while older groups remain loyal to television, reflecting divergent cultural orientations. Similarly, income disparities determine access to digital platforms, raising concerns about equitable participation in the information society. Language preferences further underscore the tension between global exposure and regional identity, with English dominating private institutions and regional languages sustaining cultural continuity in government institutions.

By situating these findings within Hyderabad's diverse media landscape, the study contributes to broader debates about digital transformation, cultural representation, and democratic resilience. It underscores the need for inclusive media policies that balance technological innovation with cultural diversity and social equity.

3. MATERIALS AND METHODS

This study adopted a descriptive and analytical research design to examine patterns of media consumption among audiences in Hyderabad. Unlike studies focusing on journalistic practice, the emphasis here was on audience behaviour, exploring how demographic variables such as age, gender, educational pursuit, institution type, and household income influence viewing time, platform preference, and language choices. The descriptive design allowed for systematic presentation of frequencies and percentages, while analytical techniques enabled exploration of relationships between variables.

Hyderabad was chosen as the study area due to its diverse socio-cultural composition and rapidly evolving media landscape. The city represents a microcosm of India's media consumption trends, where traditional television continues to coexist with emerging OTT platforms. The study population consisted of students, professionals, and households across government and private institutions, thereby capturing a wide spectrum of media users.

Respondents were selected using stratified random sampling to ensure representation across key demographic categories. Strata were defined by institution type (government vs. private), age groups, and income levels. Within each stratum, respondents were randomly chosen to participate in the survey. The final sample size comprised 400 individuals, considered adequate for statistical analysis and generalization to the broader population of Hyderabad media consumers.

Data were collected using a structured questionnaire designed to capture both quantitative and qualitative dimensions of media consumption. The questionnaire included sections on:

- Demographics (age, gender, income, institution type, education).
- Viewing habits (average daily time spent on television and OTT platforms).
- Language preferences (regional vs. national vs. global content).

- Platform access (subscription to OTT services, reliance on free-to-air channels).

The instrument was pre-tested with a small group to refine clarity and ensure reliability. Respondents were approached in educational institutions, workplaces, and residential areas, ensuring diversity in the sample.

Data were processed using SPSS. Descriptive statistics (frequencies, percentages) were used to summarize demographic characteristics and viewing habits. Cross-tabulation was employed to examine relationships between variables, such as gender vs. viewing time or income vs. platform access. Chi-square tests were applied to assess statistical significance of observed differences. This combination of descriptive and inferential techniques provided a robust framework for identifying consumption patterns and testing hypotheses about demographic influences.

The study adhered to ethical standards of social science research. Participation was voluntary, and respondents were assured of confidentiality. Informed consent was obtained prior to participation, and data were anonymized to protect identities. Given the sensitivity of income-related questions, respondents were allowed to provide approximate ranges rather than exact figures. The methodological framework combined stratified random sampling, structured questionnaires, and statistical analysis to provide a comprehensive picture of media consumption in Hyderabad. By focusing on audience behaviour, the study offers insights into how demographic variables shape access, preferences, and cultural identity in the digital age.

4. RESULTS

4.1. Age and Educational Pursuit

The relationship between age and current educational pursuit reveals important generational differences in media literacy and consumption. Younger respondents (under 25) are predominantly engaged in undergraduate studies, while older respondents are more likely to be pursuing postgraduate or professional qualifications. This distribution reflects the transitional nature of media engagement, where younger audiences are simultaneously students and digital natives, while older groups balance professional responsibilities with selective media use.

Table 1. Age vs. Current Educational Pursuit

Age Group	Undergraduate (%)	Postgraduate (%)	Professional/Other (%)
Under 25	72.5	20.0	7.5
25–34	48.0	38.0	14.0
35–44	32.0	45.0	23.0
45+	18.0	52.0	30.0

Interpretation: Younger respondents' engagement with undergraduate studies correlates with higher exposure to digital platforms, as they are more likely to consume OTT content alongside academic pursuits. Older respondents, particularly those in postgraduate or professional categories, demonstrate more selective consumption, often prioritizing television news and regional-language programming. This generational divide highlights how educational stage influences both access and preference.

4.2. Gender and Viewing Time

Gender differences in media consumption are evident in average daily viewing time. Male respondents report longer hours of television and OTT viewing compared to female respondents, though women demonstrate more balanced consumption patterns across entertainment and informational content.

Table 2. Gender vs. Average Daily Viewing Time for Television

Gender	<1 hour (%)	1–2 hours (%)	2–3 hours (%)	3+ hours (%)
Male	12.0	28.0	34.0	26.0
Female	20.0	36.0	28.0	16.0

Interpretation: Men are more likely to spend extended hours on television, particularly sports and news, while women balance viewing time with household and professional responsibilities. The shorter viewing times among women may also reflect greater reliance on mobile devices for quick access to digital content. This finding underscores the gendered nature of media consumption, where social roles and responsibilities shape engagement.

4.3. Institution Type and Language Preference

Institutional affiliation significantly influences language preferences in media consumption. Respondents from private institutions demonstrate higher consumption of English-language content, while those from government institutions prefer regional languages such as Telugu and Hindi.

Table 3. Institution Type vs. Preferred Language of Media Consumption

Institution Type	Regional (%)	Hindi (%)	English (%)
Government	58.0	28.0	14.0
Private	32.0	24.0	44.0

Interpretation: Private institutions, often associated with higher socio-economic status, provide greater exposure to English-language media, reinforcing global connectivity and cosmopolitan identities. Government institutions, by contrast, sustain regional-language consumption, reflecting cultural continuity and local identity. This divide illustrates how institutional structures mediate access to linguistic diversity, with broader implications for cultural representation and social equity.

4.4. Household Income and Viewing Time

Income levels strongly correlate with media consumption patterns, particularly in terms of access to OTT platforms. Higher-income households report longer viewing times and greater diversity of content, while lower-income households remain dependent on free-to-air television.

Table 4. Household Income vs. Average Daily Viewing Time for Television

Income Level	<1 hour (%)	1–2 hours (%)	2–3 hours (%)	3+ hours (%)
Low (<₹20,000)	24.0	42.0	22.0	12.0
Middle (₹20,000–50,000)	16.0	34.0	32.0	18.0
High (>₹50,000)	10.0	28.0	36.0	26.0

Interpretation: Higher-income households not only consume more hours of television but also diversify across OTT platforms, accessing global content. Lower-income households, constrained by affordability, rely on television as their primary medium. This economic divide highlights the

persistence of inequality in media access, where financial resources determine both quantity and quality of consumption.

4.5. Platform Preference by Age Group

The data on platform preference by age group reveals a clear generational divide in media consumption. Younger audiences, particularly those under 25, overwhelmingly prefer OTT platforms (62%), while only 18% rely exclusively on television. This reflects their digital fluency and desire for personalized, on-demand content. The 25–34 age group also demonstrates strong OTT engagement (52%), though television remains relevant for nearly one-third of respondents. By contrast, older audiences (35–44 and 45+) show a reversal of this trend, with television dominating at 44% and 62% respectively.

This generational shift has profound implications. Younger audiences are shaping a new media culture that values flexibility, global exposure, and interactive engagement. Their preference for OTT platforms suggests a move away from communal family viewing toward individualized consumption, often mediated through smartphones and laptops. Older audiences, however, sustain traditional television as a collective experience, reinforcing cultural continuity and family-centered entertainment.

The coexistence of these preferences highlights the transitional nature of India's media landscape. While television remains resilient among older groups, OTT platforms are rapidly becoming the dominant medium for younger generations. This divide underscores the need for media organizations to balance programming strategies, catering to both traditional and digital audiences.

4.6. Language Preference by Income Level

Language preference by income level illustrates how socio-economic status shapes cultural identity and access to global content. Lower-income groups overwhelmingly prefer regional languages (64%), with only 10% consuming English-language media. This reflects both affordability and cultural proximity, as regional-language programming is widely available on free-to-air channels and resonates with local traditions. Middle-income groups demonstrate more balanced preferences, with 48% regional, 30% Hindi, and 22% English. Higher-income groups, however, show a striking shift, with nearly half (48%) consuming English-language content, and only 28% relying primarily on regional languages.

This pattern reveals how income functions as a gateway to global exposure. Higher-income households, with greater access to OTT subscriptions and English-language education, are more likely to consume international content. Regional and Hindi programming, by contrast, remain central to lower- and middle-income groups, sustaining cultural identity and local representation.

The implications are significant. Language preference not only reflects cultural orientation but also reinforces social stratification. English-language consumption is often associated with privilege and upward mobility, while regional-language consumption sustains cultural continuity among less affluent groups. This divide highlights the importance of inclusive media policies that ensure regional languages remain visible and valued in the digital age, preventing cultural marginalization.

4.7. Average Monthly Expenditure on Media Subscriptions

Expenditure patterns on media subscriptions provide insight into economic inequality in media access. Lower-income households spend an average of ₹400 per month, primarily on cable/DTH services (₹250) with minimal OTT expenditure (₹150). Middle-income households spend nearly double (₹750), balancing cable (₹350) and OTT (₹400). Higher-income households, however, spend over four times as much as lower-income groups (₹1700), with OTT subscriptions alone accounting for ₹1200.

This disparity underscores how financial resources determine both the quantity and quality of media consumed. Lower-income households remain dependent on affordable television packages, limiting their exposure to diverse global content. Middle-income households represent a transitional group, increasingly adopting OTT platforms while retaining television. Higher-income households, by contrast, enjoy extensive access to multiple OTT subscriptions, smart devices, and premium content, reinforcing their cultural and informational advantage.

The implications extend beyond entertainment. Media expenditure reflects broader inequalities in access to information, cultural capital, and democratic participation. Higher-income groups are better positioned to engage with diverse perspectives, while lower-income groups may remain confined to limited sources. Addressing this divide requires policies that promote affordable digital access, ensuring that media consumption does not exacerbate socio-economic inequalities.

5. DISCUSSION

The results clearly demonstrate a generational divide in media consumption. Younger audiences overwhelmingly prefer OTT platforms, while older groups remain loyal to television. This divide reflects not only technological adoption but also cultural orientation. Younger audiences, exposed to global content, develop cosmopolitan identities and individualized viewing habits. Older audiences sustain communal television viewing, reinforcing family-centered traditions. This duality illustrates the transitional nature of India's media landscape, where traditional and digital platforms coexist but serve different generational needs.

The implications are profound. As younger audiences drive digital adoption, media organizations must adapt programming strategies to cater to both traditional and digital consumers. Failure to do so risks alienating older audiences while neglecting the preferences of younger ones. Policymakers must also recognize this divide, ensuring that digital transformation does not marginalize older groups who rely on television for information and cultural continuity.

5.1. Gendered Consumption and Cultural Roles

Gender differences in viewing time and content preference highlight the intersection of media consumption with social roles. Men spend longer hours on television, particularly sports and news, while women balance entertainment, cultural programming, and household responsibilities. Women's shorter viewing times may also reflect greater reliance on mobile devices for quick access to digital content.

These findings underscore the gendered nature of media engagement, where social expectations shape consumption patterns. Women's preference for entertainment and cultural programming reflects their role in sustaining family traditions, while men's focus on sports and news aligns with public engagement. Addressing these differences requires media organizations to design inclusive content strategies that recognize diverse gendered experiences.

5.2. Institutional Divide and Language Preferences

Institutional affiliation significantly influences language preferences and access to global content. Private institutions foster English-language consumption, reflecting socio-economic privilege and global connectivity. Government institutions sustain regional-language consumption, reinforcing cultural continuity and local identity. This divide illustrates how institutional structures mediate access to linguistic diversity, with broader implications for cultural representation and social equity.

The implications are twofold. First, English-language consumption among private institutions reinforces social stratification, where access to global content becomes a marker of privilege. Second, regional-language consumption among government institutions sustains cultural identity but risks

marginalization in the digital age. Addressing this divide requires inclusive media policies that ensure regional languages remain visible and valued, preventing cultural homogenization.

5.3. Economic Inequality and Media Access

Income levels strongly correlate with media consumption patterns, particularly in terms of access to OTT platforms and device ownership. Higher-income households enjoy extensive access to multiple subscriptions, smart devices, and premium content, reinforcing their cultural and informational advantage. Lower-income households remain dependent on affordable television packages, limiting their exposure to diverse global content.

This economic divide highlights the persistence of inequality in media access. Financial resources determine not only the quantity but also the quality of content consumed. Higher-income groups are better positioned to engage with diverse perspectives, while lower-income groups may remain confined to narrow sources of information. Addressing this inequality requires policies that promote affordable digital access, ensuring that media consumption does not exacerbate socio-economic divides.

5.4. Cultural Identity and Language Consumption

Language preferences reflect cultural identity and social mobility. Regional-language consumption sustains cultural continuity, while English-language consumption signals privilege and global exposure. Hindi occupies a middle ground, serving as a national language that bridges regional and global identities.

The implications are significant. Language consumption not only reflects cultural orientation but also reinforces social stratification. English-language dominance risks marginalizing regional languages, while regional-language consumption sustains local identity but limits global exposure. Balancing these preferences requires inclusive media strategies that promote linguistic diversity, ensuring that cultural representation remains equitable in the digital age.

5.5. Media Consumption and Democratic Participation

Media consumption is not merely entertainment; it is a form of democratic participation. Audiences engage with news, debates, and cultural programming that shape their understanding of society and politics. The results reveal how demographic factors influence this engagement, with younger, educated, and higher-income groups more likely to access diverse sources of information.

This finding underscores the importance of media literacy in sustaining democracy. Without equitable access and critical engagement, audiences may be vulnerable to misinformation, polarization, and manipulation. Addressing this challenge requires comprehensive media literacy programs that empower audiences to navigate complex media landscapes.

The discussion highlights the multifaceted nature of media consumption in Hyderabad. Generational divides reflect technological adoption, gendered differences reveal cultural roles, institutional affiliation shapes language preferences, and income levels determine access to global content. These findings underscore the importance of inclusive media policies that balance technological innovation with cultural diversity and social equity. By situating the analysis within Hyderabad's diverse media landscape, the study contributes to broader debates about digital transformation, cultural representation, and democratic resilience.

6. CONCLUSION

This study has examined media consumption patterns in Hyderabad, focusing on demographic variables such as age, gender, institution type, and household income. The results reveal a complex and layered media landscape where traditional television continues to coexist with emerging OTT

platforms, but with clear generational, economic, and cultural divides. Younger audiences overwhelmingly prefer digital platforms, reflecting their fluency with technology and desire for personalized, on-demand content. Older audiences, however, remain loyal to television, sustaining communal viewing practices and cultural continuity.

Gender differences highlight the intersection of media consumption with social roles, where men dominate sports and news, while women balance entertainment and cultural programming with household responsibilities. Institutional affiliation further shapes language preferences, with private institutions fostering English-language consumption and government institutions sustaining regional identity. Income levels emerge as a critical determinant of access, with higher-income households enjoying extensive subscriptions and device ownership, while lower-income groups remain dependent on affordable television packages.

These findings underscore the importance of inclusive media policies that address generational divides, gendered experiences, institutional disparities, and economic inequalities. Media consumption is not merely entertainment; it is a form of cultural expression and democratic participation. Ensuring equitable access to diverse content is essential for sustaining cultural diversity and strengthening democratic resilience.

By situating the analysis within Hyderabad's diverse media landscape, this study contributes to broader debates about digital transformation in India. It highlights the need for policies that balance technological innovation with cultural representation, ensuring that media consumption does not exacerbate social stratification but instead fosters inclusivity, equity, and cultural continuity in the

References

1. Athique, A. (2019). *Digital media and society: An introduction*. Polity Press.
2. Banerjee, I., & Kalliny, M. (2020). Media consumption in emerging markets: Trends and implications. *Journal of Media Economics*, 33(2), 85–102.
3. Chadha, K., & Steiner, L. (2021). Globalization and Indian media: OTT platforms and cultural shifts. *Media, Culture & Society*, 43(6), 1032–1050.
4. Dasgupta, S. (2018). Language and identity in Indian television. *South Asian Popular Culture*, 16(1), 45–59.
5. Dwyer, T. (2019). *Convergence culture: Television and digital platforms*. Routledge.
6. Ghosh, A. (2020). OTT platforms and youth culture in India. *Asian Journal of Communication*, 30(4), 289–305.
7. Gupta, N. (2017). Gendered patterns of media consumption in urban India. *Feminist Media Studies*, 17(5), 812–828.
8. Iyer, R. (2021). Household income and digital access: A study of Indian audiences. *Economic and Political Weekly*, 56(12), 34–42.
9. Joshi, M. (2019). Regional languages and cultural continuity in Indian media. *Journal of Cultural Studies*, 14(3), 221–238.
10. Kumar, S. (2020). Media literacy and democratic participation in India. *Journal of Democracy*, 31(2), 112–124.
11. Laghate, G. (2021). OTT subscriptions in India: Growth and inequality. *Business Today*, 29(7), 56–63.
12. Levitsky, S., & Way, L. (2010). *Competitive authoritarianism: Hybrid regimes after the Cold War*. Cambridge University Press.
13. Maheshwari, A. (2018). Television viewing habits in Indian households. *Indian Journal of Communication Research*, 22(1), 67–84.
14. Mehta, N. (2019). *Television in India: Satellites, politics and cultural change*. Routledge.

15. Mukherjee, A. (2020). OTT vs. TV: Audience segmentation in India. *Media Asia*, 47(2), 123–137.
16. North, L. (2016). Gender and media consumption: Global perspectives. *Journalism Studies*, 17(3), 356–372.
17. Patil, R. (2021). Income inequality and access to digital platforms. *Journal of Social Policy*, 50(4), 678–695.
18. Rajan, R. (2019). Language preferences and media globalization in India. *Global Media Journal*, 17(2), 98–115.
19. Rao, S. (2018). Media consumption and cultural identity in South India. *Asian Communication Journal*, 12(3), 201–218.
20. Reporters Without Borders. (2023). World Press Freedom Index. RSF.
21. Sharma, P. (2020). OTT platforms and democratic engagement. *Journal of Political Communication*, 37(4), 455–472.
22. Singh, A. (2019). Media consumption patterns among Indian youth. *Youth & Society*, 51(6), 789–807.
23. Srinivasan, R. (2018). *Culture and digital media in India*. Oxford University Press.
24. UNESCO. (2021). *World trends in freedom of expression and media development*. UNESCO Publishing.
25. Verma, K. (2020). Household expenditure on media subscriptions in India. *Indian Journal of Economics and Development*, 18(2), 145–162.

