



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

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The Board of  
International Journal of Creative Research Thoughts  
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In recognition of the publication of the paper entitled  
**From Broadcast To On-Demand: A Study On Changing Audience  
Consumption Patterns Leading To The Shift Of Mass Media Power From  
Television To Ott Platforms**

Published In IJCRT ( [www.ijert.org](http://www.ijert.org) ) & 7.97 Impact Factor by Google Scholar

Volume 14 Issue 3 March 2026 , Date of Publication: 11-March-2026

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2603288

Registration ID : 302969

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