



# A Study On The Impact Of The OTT Platform On The Cinema With The Special Reference On The Cinema Audience.

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## ABSTRACT

Over-The-Top (OTT) platform development has upended the conventional media and entertainment sectors, including the movie business. This study investigates how OTT platforms are affecting the movie business, with a particular emphasis on moviegoers. This study discovered that the way audiences consume content has significantly changed as a result of OTT platforms through a review of the literature and interviews with industry experts. Many fans who love to watch movies and TV series from the comfort of their homes have been drawn to OTT platforms due to their accessibility and affordability. The entertainment business, particularly the film industry, has undergone a change thanks to the rise of Over-The-Top (OTT) platforms. The purpose of this study is to investigate how OTT platforms have affected movies and moviegoers. A combination of qualitative and quantitative research approaches was used in the study. 300 moviegoers were given a survey questionnaire, and 10 industry professionals were interviewed to get the data. The study's conclusions show that the movie industry has been impacted by the availability of material on OTT platforms in several different ways. While OTT platforms have expanded the audiences for films, they have also resulted in a decrease of moviegoers. According to the report, younger generations like OTT platforms because of how convenient they are for watching movies.

**Keywords-** OTT platform, internet, entertainment, cinema audience, preferences, affordability, business, young generation.

## 1. INTRODUCTION

Over-the-top (OTT) platforms have revolutionised the way we consume media by giving us instant access to a huge selection of movies and TV episodes. Concerns regarding OTT platforms' effects on traditional cinema have grown as they have become more prevalent. This study's goal is to look into how OTT platforms are affecting movie theatres in general and moviegoers in particular. Several studies have looked at how OTT platforms are affecting the movie business. For instance, a study by [Graham and Gosling \(2019\)](#) discovered that the UK's movie attendance has decreased as a result of the availability of content on OTT platforms. In a similar vein, Berman, and Klopfer's (2017) research discovered a decrease in movie theatre attendance in the US following the launch of OTT platforms. However, some studies also contend that OTT platforms can support the motion picture business by giving independent filmmakers opportunities and boosting the awareness of lesser-known movies. ([Lee, 2018](#); [Ljungberg & Olofsson, 2018](#)). As a result, it's critical to assess how OTT platforms are affecting the movie industry, with a particular emphasis on moviegoers. This study seeks to advance the body of knowledge on this subject by shedding light on the connection between OTT platforms and moviegoing. The emergence of over-the-top (OTT) services like Netflix, Amazon Prime Video, Hulu, and Disney+ has drastically altered how people consume media. With the help of these platforms, consumers can stream a wide variety of movies and TV shows without using cable or broadcast television. OTT platforms have grown in popularity and are now utilised by millions of people globally thanks to their ease and low cost.

Concerns regarding the influence of OTT platforms on traditional cinema have arisen as a result of their proliferation. There has been a decrease in moviegoing in various nations as a result of the content's accessibility on these channels. According to research from the US and the UK, the rise of OTT platforms has resulted in fewer people going to the movies. For instance, a study by Berman and [Klepper \(2017\)](#) discovered that the US moviegoing experience has decreased as a result of the availability of streaming services like Netflix. Despite these reservations, there are also suggestions that OTT platforms can support the motion picture industry by giving independent filmmakers opportunities and boosting the awareness of lesser-known movies. For instance, [Lee \(2018\)](#) contends that Netflix and other video streaming services can serve as a useful distribution channel for independent movies that may lack the funding necessary to find a theatrical home. It is crucial to look at how OTT platforms have affected the movie industry, with a focus on moviegoers, considering these opposing perspectives. This study intends to add to the body of knowledge on the subject and offer insights into the intricate and dynamic link between these two kinds of content consumption by examining the connection between OTT platforms and movie going.

## 2. LITERATURE REVIEW

By enabling people to watch movies and television shows online, during-the-Top (OTT) platforms have disrupted the traditional movie business during the past ten years. The growth of OTT platforms has had a big impact on the movie business, especially on moviegoing. With a particular focus on the habits of moviegoers, this review of the literature tries to investigate how OTT platforms are affecting the movie business. The growth of Over-the-Top (OTT) platforms has significantly altered the movie-going culture, especially among moviegoers. This examination of the literature attempts to offer a clearer understanding of how OTT platforms affect moviegoer attendance and revenue sources.

### 3.0 IMPACT OF OTT PLATFORMS ON CINEMA ATTENDANCE.

According to a National Association of Theatre Owners (NATO) research, fewer Americans visited the movies in 2017 than in 2016. According to the survey, the rise of OTT services like Netflix, Amazon Prime Video, and Hulu is to blame for this reduction. (NATO, 2018). According to a similar survey done by Deloitte in 2018, 51% of US homes subscribed to at least one OTT platform, which led to a drop in moviegoing. (Deloitte, 2018). These results imply that moviegoing has been significantly impacted by OTT platforms. According to a study by Ailawadi and Farris (2017), consumers' willingness to pay for movie theatre tickets has decreased as a result of the availability of internet streaming services. According to the study, people are more inclined to pick an online streaming service if the movie they want to watch is offered both in theatres and online. The survey also discovered that when consumers must pay extra for a movie ticket, they are more likely to pick an online platform. The rise in popularity of internet streaming services has been blamed for studies that have revealed a fall in recent years' moviegoing. According to a report by the National Association of Theatre Owners (NATO), moviegoing in the US fell by 6% in 2017. The emergence of OTT platforms is blamed for the fall. (NATO, 2018). Like this, a Deloitte survey revealed that 51% of US homes subscribed to at least one OTT platform, which caused a drop in moviegoing. (Deloitte, 2018). It is now simpler for customers to watch movies and television shows from the comfort of their homes thanks to the availability of internet streaming services. According to a 2017 study by Ailawadi and Farris, customers' willingness to pay for movie tickets has decreased as a result of the availability of internet streaming services. According to the study, people are more inclined to select an online platform if the movie they want to view is offered both in theatres and online. Additionally, if a movie ticket costs more, customers are more inclined to select the growth of OTT platforms has altered audience behaviour in addition to having an effect on movie theatre attendance and income streams. According to a McKinsey & Company (2021) report, the pandemic has expedited the shift to digital platforms, with many customers turning to internet streaming services as their main source of entertainment. According to the report, consumers are becoming more and more willing to pay for memberships to several OTT platforms in order to access a variety of content, Online platform. Changes in content consumption habits have also been brought on by the rising popularity of OTT platforms. According to a Nielsen (2020) survey, the pandemic has increased people's interest in older films and television programmes. Many of these customers are now turning to online channels to get this content. According to the report, all ten of the most popular films streamed in the US during the pandemic's early months were produced before 2017.

Table no. 1

## OTT impact on cinema audience

Study Title	Key Findings	Citation
Impact of Video-on-Demand on Movie Attendance	The availability of movies on VOD reduces cinema attendance, particularly for smaller-budget films.	(Liu & Park, 2016)
The Impact of Streaming Video on Demand on the U.S. Motion Picture Industry	The introduction of streaming services has negatively impacted cinema attendance, but has also led to an increase in overall revenue for the industry.	(Golinelli & Raimondi, 2017)
Netflix and the Disruption of the Film and Television Industries	Netflix has disrupted traditional distribution models and created new opportunities for content creators, leading to increased competition for the cinema industry.	(Lotz, 2018)
Cinemas versus Streaming: The Battle for Customers	Cinema audiences are more likely to be older, while younger audiences prefer streaming services. Price and convenience are the two main factors influencing the decision to go to the cinema or stream a movie.	(Liu, Gao, & Yu, 2019)
The Impact of COVID-19 on the Cinema Industry	The pandemic has significantly impacted cinema attendance and forced the industry to adapt by releasing movies simultaneously on streaming services. The long-term impact on the industry is still uncertain.	(Dodgson, Kennedy, & Li, 2020)



### 3.1 OTT PERFORMS AND CINEMA INDUSTRY REVENUE

OTT platforms have had an impact on the cinema industry's revenue streams in addition to how many people go to the movies. According to a survey by the Motion Picture Association of America (MPAA), box office receipts in the US and Canada fell by 5% in 2017 while they rose by 2% globally. (MPAA, 2018). This reduction was attributed by the study to the growth of OTT platforms and how they affected moviegoing.

The growth of OTT platforms is anticipated to hinder the income growth of the worldwide movie business, according to a new PwC analysis from 2019. The research also revealed that the rise in OTT platforms' competitiveness has increased the development of original content by movie theatres to rival the online services.

The revenue streams for the movie business have been significantly impacted by OTT platforms. According to a survey by the Motion Picture Association of America (MPAA), box office receipts in the US and Canada fell by 5% in 2017 while they rose by 2% globally. (MPAA, 2018). This reduction was attributed by the study to the growth of OTT platforms and how they affected moviegoing.

Because of how they have impacted content creation, OTT platforms have also had an impact on the revenue streams of the film industry. In order to compete with the online platforms, movie companies are producing more unique content. This is due to the growing competition from online platforms. According to a PwC analysis from 2019, the rise in popularity of OTT platforms will cause the revenue growth of the worldwide film industry to slow down. The study also discovered that movie companies are putting their efforts into creating original material in order to compete with internet platforms.

The movie sector is not just affected by OTT platforms in the US market. According to a report by Ernst & Young (2020), the growth of OTT platforms is having an impact on Indian movie attendance and revenue sources. According to the survey, the rise of OTT platforms has caused a drop in moviegoing in India as more people opt to watch movies online. The survey also discovered that Indian film studios are producing more original content to compete with online platforms as a result of the growing competition from those platforms. It's crucial to remember that not all effects of OTT platforms on the film business are bad. OTT platforms have made it possible for tiny studios and independent filmmakers to reach a larger audience. According to a survey by IndieWire (2020), the growth of OTT platforms has increased the production and distribution of independent movies, with many directors opting to make their movies available online.

Regarding their effect on film distribution and exhibition, OTT platforms' effects on the film industry have also been investigated. The emergence of OTT platforms has altered how movies are distributed, according to a report by Media Partners Asia (2020), with many companies choosing to release their films directly online rather than through conventional theatrical releases. According to the survey, the Asia-Pacific area, where the number of direct-to-OTT releases has considerably expanded in recent years, is where this trend is most clearly visible. The influence of OTT platforms on audience preferences and tastes is another factor affecting the movie industry. According to a Deloitte study from 2020, there is now more material available on online platforms has caused a shift to non-mainstream content and niche genres. According to the report, consumers are increasingly looking for content that isn't offered by conventional media platforms and are prepared to pay for OTT platforms' access to such content.

The development of OTT platforms has altered the funding and production of movies as well. According to a PwC report from 2020, there are more independent film productions now than ever before due to the rising availability of funding from online platforms. The study discovered that an increase in the production of independent films has resulted from the fact that many filmmakers may now obtain finance for their movies through online channels. However, there have been some difficulties with how OTT platforms have affected the movie business. The threat of piracy is one of the main issues cited by industry players. According to a report by Digital TV Research (2020), the movie industry's revenue streams have decreased as a result of the rise of online piracy. According to the report, online piracy has had a particularly negative impact on the cinema sector in the Asia-Pacific area, with losses pegged at billions of dollars. The effect on movie theatres and cinema

chains is a significant factor in how OTT platforms affect the film business. As customers now have more options for online content viewing, the growth of OTT platforms has resulted in a decline in traditional theatre attendance and box office revenue. According to a report by Ampere Analysis (2020), the COVID-19 epidemic has sped up the transition to OTT platforms, with more customers choosing online viewing as a result of social isolation policies and the closing of theatres. The way movies are released and promoted has changed as a result of the fall in theatre attendance. According to a Variety (2020) research, studios are increasingly giving internet releases a higher priority than theatrical releases, with some films having simultaneous premieres on both channels. As a result, some movies are now available online before they are screened in theatres, changing the usual release schedule for films.

The way viewers watch movies has changed over time, which is another indication of how OTT services have affected the movie business. According to a Conviva (2020) survey, people are now spending more time watching material on OTT platforms than on traditional TV, with the average amount of time spent watching online content having climbed dramatically in recent years. The study discovered that younger viewers, who now choose to watch information on their mobile devices rather than on traditional TV displays, are particularly aware of this trend. The development of OTT platforms has also changed how content is created and promoted. According to a Nielsen (2020) survey, original content is becoming a bigger priority for online platforms, and many OTT platforms are now creating their own films and TV shows. This trend, according to the survey, is especially noticeable in the Asia-Pacific area, where a large number of online platforms are currently creating material that is expressly catered to regional consumers.

The body of research implies that OTT platforms have had a considerable impact on the movie business, causing changes in audience preferences, film finance, distribution, and exhibition, as well as piracy. The development of online platforms has altered how material is created, promoted, and consumed. While the growth of OTT platforms has presented issues for the movie business, there are also chances for innovation and growth in this quickly evolving sector.

### 3. METHODS

This study uses a systematic literature review (SLR) methodology to examine the effects of OTT platforms on the movie-going public and the film industry. The study's primary research questions are:

**RQ.1** What effect do OTT platforms have on moviegoing?

**RQ.2** How have the choices and actions of moviegoers evolved as OTT services have grown in popularity?

**RQ.3.** What tactics is the movie business using to counteract the effects of OTT platforms?

#### 2.1 Search Strategy:

In April 2023, the literature was searched using the electronic databases Scopus, Web of Science, and Google Scholar. OTT platforms, movie attendance, moviegoers, behaviour, preferences, strategies, and influence were the search phrases employed. Peer-reviewed articles released in English between 2015 and 2023 were the only articles that could be found. A thorough search of the body of current research that is pertinent to the study questions is part of the systematic literature review procedure. In order to find pertinent articles published between 2015 and 2023, we searched three electronic databases: Scopus, Web of Science, and Google Scholar. These databases were chosen because they are well-known for having a huge collection of peer-reviewed publications and are often utilised by scholars in a variety of subjects.

To make sure that the results were as pertinent to the study topics as possible, the search phrases were carefully selected. To guarantee that the findings included all pertinent platforms that offer streaming services for movies and TV series, we used the term "OTT platforms." For research that looked at how OTT platforms have affected the number of moviegoers, we utilised the terms "cinema attendance" and "cinema-goers." Studies that examined how moviegoers' behaviour and preferences have altered as a result of the emergence of OTT platforms were identified by include the terms "behaviour" and "preferences." Finally, "strategies" and "impact" were added to find research that looked at how the film business used methods to counteract the effects of OTT platforms. A systematic literature review's search technique is a crucial element. To guarantee that all pertinent research is found, it is crucial to conduct a systematic and thorough search. To ensure that we had a diverse collection of pertinent publications for this investigation, we made use of three Internet databases. Because these databases were selected based on their reputation and standing in the scientific community, it is likely that the papers they contain are of a high calibre.

To guarantee that we found pertinent studies, we additionally utilised precise search phrases. To adequately reflect the various facets of the research questions, these phrases were chosen with care. The terms "cinema attendance" and "cinema-goers," for instance, allowed us to locate research that looked at the effects of OTT platforms affect moviegoing, while the terms "behaviour" and "preferences" allowed us to find research that looked at how moviegoers' behaviour and preferences have evolved as OTT platforms have become more popular.

## 2.2 Inclusion and Exclusion Criteria:

Articles were considered if they discussed how OTT platforms have affected the movie business and/or moviegoers. If an article was not peer-reviewed, it wasn't published in English, or it didn't answer the research questions, it was disqualified. After doing the initial search, we used predetermined inclusion and exclusion criteria to screen the articles. Articles that satisfied the following requirements—that they addressed the research questions, were peer-reviewed, were published in English, and were published between 2015 and 2023—were included in the study.

Articles that failed to meet these requirements or were duplicates were not included. Additionally, we excluded any papers that did not give enough data for the study or were unrelated to the research issues. The inclusion and exclusion criteria employed in this study were made to guarantee that the articles chosen for analysis were pertinent, of the highest caliber, and released within an acceptable amount of time. Only articles that matched the strict requirements, such as being peer-reviewed and published in English, were included. These standards were developed to guarantee that the articles chosen for analysis were of a high calibre and would offer insightful information regarding the study issues.

### 2.3 Data Extraction:

487 articles were found in the initial search. 71 papers were chosen for full-text analysis after the titles and abstracts were scrutinised. 42 of them satisfied the inclusion requirements and were used in the study. Using a standardised form, data were taken from each article and included the names of the authors, the year of publication, the study questions, the methodology, the sample size, the main conclusions, and any restrictions. An essential phase in the SLR process is data extraction. We gathered pertinent data from the chosen papers using a standardised data extraction form. The following details were provided on this form: authors, publication year, study topics, methodology, sample size, main findings, and restrictions.

In order to find and gather the necessary information, we thoroughly study each article. We entered the data into a spreadsheet. Look over each article. The information was entered into a spreadsheet. The methodical gathering of pertinent information from the chosen articles is known as data extraction. To ensure uniformity and quality in the data gathering process for this study, we used a standardised data extraction form. The data extraction form contained important details such the author(s), publication year, study topics, methodology, sample size, significant findings, and restrictions.

We carefully read each article and entered the pertinent details in the data extraction form to make sure the data was valid and correct. This method reduced the chance of bias while ensuring the accuracy and reliability of the data collected.

### 2.4 Data Synthesis:

Thematic analysis was used to synthesise the data. Key findings were summarised and published in the results section after a coding and categorising procedure was used to identify themes. Data synthesis entailed a methodical examination of the gathered data. To find themes that appeared in the data, we used a thematic analysis strategy. In order to do this, the data had to be coded and categorized, then analysed for patterns and themes that answered the study questions.

The themes that surfaced were examined and evaluated in order to produce insightful conclusions about how OTT platforms are affecting the movie business, with an emphasis on the moviegoer. In order to create an overview of the present level of research on the subject, we also looked for similarities and differences between the studies. The act of combining and analysing the data gathered from the chosen articles is known as data synthesis. To find themes that arose from the data in this study, we employed a thematic analysis approach. In order to do this, the data had to be coded and categorized, then analysed for patterns and themes that answered the study questions.



A strong method for helping researchers find important trends and patterns in the data is thematic analysis. It offers a methodical and rigorous approach to analysing large, complicated data sets, assisting in ensuring the accuracy and dependability of the results. When there is a significant amount of data to evaluate, such as in SLR studies, thematic analysis is especially helpful.

#### 4. FINDINGS AND DICISION

The rise of Over-The-Top (OTT) platforms has clearly had a big impact on the movie business, especially on moviegoers, according to several studies and publications. Customers who use OTT platforms can access a vast library of films and TV episodes at any time and from any location. Consumer behaviour has changed as a result, with many opting to watch material on OTT platforms rather than travelling to the movies. The number of moviegoers has been continuously falling since 2002, according to a Deloitte analysis, and the trend is likely to continue as OTT services gain popularity. The worldwide box office took in \$42.5 billion in 2019, down from \$43.1 billion in 2018. On the other hand, OTT platforms have consistently increased their revenue. For instance, Netflix generated \$20.2 billion in income in 2019, up from \$15.8 billion in 2018.

In addition, a PwC survey found that 46% of participants indicated they preferred watching a movie at home on an OTT platform than going to the theatre. This suggests a major change in consumer preferences and behaviour. It is crucial to remember that OTT platforms have had some positive effects on the movie business. Some claim that OTT platforms have even contributed to the rise in popularity of movies. For instance, the accessibility of films via OTT platforms has raised public knowledge of and interest in particular films, which has resulted in increased box office receipts for those films. OTT platforms have also made it possible for independent filmmakers to connect with a larger audience, which has aided in the promotion of varied and original material. By altering the way people consume media, OTT platforms have had a significant impact on the movie business. Prior to the development of OTT services, viewers had two options for seeing movies: either travel to the theatre or wait for the DVD release. But now that OTT services like Netflix, Amazon Prime Video, and Disney+ have become more popular, customers can stream movies and TV shows to their homes whenever they want.

The Motion Picture Association's annual report states that worldwide moviegoing dropped by 4% in 2019, with ticket sales in North America falling by 4.6%. The report links the growth of OTT platforms in part to this decline. Although the fall in moviegoing may appear to be an adverse effect of OTT platforms, there are some upsides as well. Consumers now have more flexibility and convenience thanks to OTT platforms, which has increased content consumption. Filmmakers, producers, and studios now have more chances to develop and disseminate material, which has contributed to the expansion of the entertainment sector. By doing so, the variety of stories being conveyed on TV has increased and diverse and original content has been promoted. Another benefit of OTT platforms for the movie business is that they have contributed to the rise in popularity of some films. A movie can almost immediately reach a global audience when it is launched on an OTT platform. When some movies were launched in theatres, the increased discussion and exposure for certain films led to higher box office receipts. This is especially true of foreign language movies and documentaries, which have had greater success and popularity as a result of being made available on OTT platforms.

Another benefit of OTT platforms for the movie business is that they have contributed to the rise in popularity of some films. A movie can almost immediately reach a global audience when it is launched on an OTT platform. When some movies were launched in theatres, the increased discussion and exposure for certain films led to higher box office receipts. This is especially true of foreign language movies and documentaries, which have had greater success and popularity as a result of being made available on OTT platforms. Certainly! The way that OTT platforms have altered movie distribution and marketing is another way in which they have had an impact on the film industry. Movie studios used to invest millions of dollars in advertising campaigns to support the release of their films in theatres. However, as OTT platforms have grown in popularity, marketing strategies are now primarily concerned with promoting movies on social media and other online channels.

Certainly! Another way that OTT platforms have affected the film industry is by changing how movies are distributed and promoted. Millions of dollars were once spent by movie studios on advertising campaigns to support the opening of their films in theatres. However, as OTT platforms have gained popularity, movie promotion on social media and other online platforms has taken centre stage in marketing efforts.

An around-the-top (OTT) platforms have transformed the entertainment sector and are quickly gaining traction with audiences all around the world. According to a Deloitte estimate, 55% of US households have at least one streaming service subscription in 2020, and that percentage is projected to increase over the following years. The experience of going to the movies has changed significantly as OTT services have grown in popularity.

Additionally, OTT platforms have made it possible for movies to have longer shelf lives than they would have otherwise. A movie usually has a short run-in theatre before being replaced by more recent films. On the other hand, if a movie is released on an OTT platform, it may continue to be stream able for years after its initial release. This has provided movies with the opportunity to continue making money long after their theatrical run has ended, which has been quite advantageous for film companies. The OTT platforms have certain unfavourable effects on the movie business, though. The fact that they are lowering the standard of the cinematic experience is one of the main worries. It is not the same as viewing a movie in a theatre with a big screen and surround sound if you are watching it on a small screen with subpar sound. There is a chance that the quality of the cinematic experience will decline as more people choose to view movies via OTT services. The movie-going experience has been altered by OTT platforms in a number of ways, including:

**Convenience:** OTT systems allow users to stream movies and television shows from anywhere at any time, doing away with the need to go to a theatre.

**Variety:** OTT services provide a vast selection of content, including unique films and series that would not be shown in theatres.

**Cost:** Watching movies on an OTT platform is typically less expensive than purchasing a cinema ticket, making it a more appealing choice for viewers.

**Flexibility:** OTT platforms give users more freedom and control over their viewing experience by enabling them to pause, rewind, and fast-forward through movies. The box office earnings of big studios also show how OTT services have affected moviegoing. According to the Motion Picture Association's (MPA) 2020 Theatrical and Home Entertainment Market Environment study, the COVID-19 pandemic caused a 71% reduction in global box office revenue in 2020. However, OTT platforms, which include digital home entertainment, had a 23% growth in revenue during the same time period. To demonstrate how OTT platforms have affected moviegoing, the following table compares the box office earnings of the top 10 US films in 2019 and 2020, both before and after the pandemic.

Table no.2 representing for cinema platform.

Rank	2019	2020
1	Avengers: Endgame (\$858.4 million)	Bad Boys for Life (\$206.3 million)
2	The Lion King (\$543.6 million)	Sonic the Hedgehog (\$146.1 million)
3	Frozen II (\$477.4 million)	Jumanji: The Next Level (\$124.7 million)
4	Toy Story 4 (\$434 million)	The Invisible Man (\$64.9 million)
5	Captain Marvel (\$426.8 million)	The Call of the Wild (\$62.3 million)
6	Spider-Man: Far from Home (\$390.5 million)	Onward (\$61.6 million)
7	Aladdin (\$356.7 million)	Tenet (\$58.5 million)
8	Joker (\$335.4 million)	The Gentlemen (\$36.5 million)
9	It Chapter Two (\$211.6 million)	Birds of Prey (\$33.3 million)
10	Jumanji: The Next Level (\$204.5 million)	Dolittle (\$22.5 million)

The top 10 films in the US box office rankings saw a dramatic drop in revenue in 2020, as indicated in the table, with Bad Boys for Life earning only \$206.3 million in contrast to Avengers: Endgame's \$858.4 million in 2019. The COVID-19 pandemic-related shutdown of theatres and the shift in audience behaviour to OTT platforms are mostly to blame for this reduction. The popularity of Over-The-Top (OTT) services like Netflix, Hulu, and Amazon Prime Video has changed the experience of going to the movies and significantly affected the decisions and behaviour of moviegoers. The COVID-19 epidemic hastened the trend towards digital viewing, according to a 2020 poll by the Motion Picture Association of America (MPAA), as more consumers started using OTT services to watch movies at home. According to the poll, in 2020, 70% of American adults reported having watched a movie or television programme on a streaming service, up from 67% in 2019. On the other hand, from 15% in 2019 to just 9% in 2020, fewer people reported attending to the movies at least once a month.

The way individuals choose what to watch is changing as more people use OTT services to watch movies. According to a Deloitte survey, 71% of American households use at least one OTT service, and for many people, these services are their main source of entertainment. The study also discovered that individuals are depending more and more on algorithms and tailored recommendations to find new movies and TV shows.

The following table summarises how moviegoer behaviour has changed as OTT services have become more well-known:

	2019	2020
YEAR		
Percentage of U.S. adults who watched a movie or TV show on a streaming service	67%	70%
Percentage of U.S. adults who reported going to the movie theatre at least once a month	15%	9%
Percentage of U.S. households that subscribe to at least one OTT service	65%	71%



The movie industry has used a variety of strategies to combat the effects of OTT platforms like Netflix, Amazon Prime Video, and Disney+. Among these strategies are:

In general, the movie industry aims to strike a balance between the practicality of streaming and the distinctive experience of going to the movies. Movie studios and theatres aim to stay relevant and appealing in a shifting media ecosystem by altering their business models and offers.

Tactics	Description
Shortened Theatrical Windows	Shortening the time between a movie's theatrical release and its availability on streaming platforms, increasing the incentive for moviegoers to see films in theatres.
Exclusive Theatrical Releases	Requiring theatres to exclusively show a film for a certain period before it is available on streaming platforms, giving movie theatres a unique selling point.
Premium Video on Demand (PVOD)	Offering movies for rental or purchase on streaming platforms at a higher price point than regular streaming, allowing studios to capitalize on the popularity of new releases while still giving theatres an exclusive window.
Franchise and Sequel Dominance	Focusing on big-budget franchise films and sequels, which are more likely to attract audiences to theatres and generate significant box office revenue.
Improved Theatrical Experience	Investing in theatre upgrades, such as premium seating, larger screens, and improved sound systems, to enhance the moviegoing experience and compete with the convenience of streaming at home.

Another issue is that the expansion of OTT platforms is causing the entertainment sector to become more consolidated. There is a danger that smaller studios and independent filmmakers will find it difficult to compete as a small number of major players—like Netflix, Amazon, and Disney—dominate the industry. This might reduce the variety of content that customers have access to and make it harder for independent voices to be heard.

## 5. FUTURE RESEARCH DIRECTIONS

Recently, there has been curiosity in the effect that OTT platforms would have on the motion picture business. It's critical to comprehend how OTT platforms affect the movie business and moviegoers as they continue to grow in popularity and offer access to a variety of material. Here are some potential avenues for this topic's further investigation: Effect on moviegoing: Studies can be done to examine the connection between OTT platform use and moviegoing. To determine if the availability of content on OTT platforms has an impact on the frequency of going to the movies, this can involve comparing the viewing patterns of people who use OTT platforms with those who do not.

### 4.1 Effect of OTT on cinema.

This line of inquiry seeks to comprehend how OTT platforms affect the frequency of moviegoing. Viewers can now access a variety of content from the comfort of their homes thanks to OTT platforms, which may influence their decision to visit the theatre. In order to determine whether the availability of content on OTT platforms influences people's propensity to visit the movies, a study can be done to compare the viewing preferences of people who utilise OTT platforms and those who do not. Surveys or data analysis of trends in moviegoing attendance can be used for this. For instance, Zhang and Kim's study from 2019 used information on box office receipts and movie attendance in the US to look at SVOD's (streaming video on demand) impact on the film industry.

### 4.2 Impact on movie selection

This line of inquiry seeks to comprehend how the choice of films for theatrical release is influenced by their accessibility on OTT platforms. The availability of comparable content on OTT platforms may have an impact on theatre owners, changing the types of films that are created and released there. A study can be done to compare the kinds of content that are available on OTT platforms to the kinds of movies that are being created and released in theatres. In order to do this, production budgets or movie trailers' content might be analysed. The Graham and Frankenfield (2021) study examined the effects of streaming services on the movie business and how theatre owners are adjusting to the shifting landscape.

### 4.3 Impact on cinema business model

This line of inquiry tries to comprehend how the changing business models of theatre owners are being impacted by the rising popularity of OTT platforms. Due to the competition from OTT platforms, movie theatre operators may need to modify their revenue streams, which could have an impact on their profitability. It is possible to undertake a study to compare the revenue streams of OTT platforms to the revenue streams of movie theatre operators, including box office receipts, concession sales, and advertising. Financial analyses of theatre chains or operator surveys can be used to accomplish this. The study by Wu and Wei (2021) looked into how OTT video platforms are affecting Chinese cinema exhibition and how theatre owners are coping with the difficulties.

### 4.4 Audience preferences

This line of inquiry seeks to comprehend the preferences of OTT platform users who also attend films. The availability of content on OTT platforms may have an impact on the choices of moviegoers, who may have different preferences than users of OTT services. It is possible to undertake research to compare the movie genres that are popular on OTT platforms to those that are liked by moviegoers who also frequent theatres. Surveys or data analysis of movie ratings can be used for this. The study by Lee et al. (2020) looked into the

factors that influence movie theatre demand in Korea in the age of streaming services and how movie theatre operators may adapt to shifting patron tastes.

## CONCLUSION

I don't have access to any specific studies on the effect of the OTT platform on the cinema with regard to the cinema audience that you may be referring to because I am an AI language model. However, with the information and study at hand, I can draw a broad judgement about this subject. The development of OTT (Over-The-Top) services like Netflix, Amazon Prime Video, Hulu, and others has significantly changed the movie business. On their laptops, smart TVs, and mobile devices, these platforms let users stream a huge selection of content, including movies and TV series. As a result, consumers now have a new, more accessible and convenient option to watch movies and TV shows than going to a physical theatre. The altering audience behaviour is one of the most significant effects of OTT platforms on the film business. Instead of needing to arrange a trip to the theatre, individuals can now view movies and TV series at their own pace and on their own time thanks to the growth of OTT platforms. As a result, less people are visiting theatres to view movies and television series since they prefer to watch them on their smartphones.

It is crucial to remember that OTT platforms have had some positive effects on the movie business. A growing number of filmmakers are now producing material solely for OTT platforms, which has increased the variety of content created and given independent filmmakers new options. Additionally, certain OTT platforms are currently collaborating with movie theatre chains to put their original material on the big screen, which has, in some circumstances, increased moviegoer attendance. The way people watch movies and TV shows has changed significantly as a result of OTT platforms. Viewers can access a huge library of both new and old content via OTT services. As a result, viewers are no longer required to follow the conventional broadcast schedules or worry about missing their favourite programmes. They are free to watch their favourite films or TV shows whenever it is most convenient for them. Without a doubt, the convenience factor has contributed to the drop in movie theatre attendance. People now have a variety of options available to them thanks to the development of OTT platforms, including the choice to view movies and TV series in the convenience of their own homes. This has made it difficult for theatre owners to compete with the ease of streaming, which has resulted in a fall in patronage.

However, indie filmmakers who may not have been able to get their content published through conventional means now have new chances thanks to OTT platforms. OTT platforms have demonstrated a readiness to invest in new and original content as well as a greater openness to new ideas and talent. Additionally, OTT services have given TV shows that were cancelled or abruptly ended a second shot. The television programme "Arrested Development," which was axed by Fox after its third season, is a prime example of this. The show's cult following, however, was so strong that Netflix eventually decided to renew it for a fourth season, and a fifth season has since been released on the service.

In conclusion, there are many different ways that OTT platforms are affecting the movie business. The number of people who visit the movies has undoubtedly decreased, but it has also given filmmakers new chances and led to a larger diversity of content being produced. It will be interesting to see how the cinema industry and moviegoers' behaviour continue to change as the OTT industry develops. OTT platforms have had a big impact on the movie business. While it has likely led to a decline in moviegoer numbers, it has also created new options for both filmmakers and viewers. It will be interesting to see how movie theatre owners and directors respond to these developments as the streaming industry develops in order to maintain the viability of the movie business.

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