Research Paper

"Impact of OTT platforms on viewing Experience"

Mr. Apoorv RajMr. Aravind Nair
Research ScholarResearch Scholar
XAVIER INSTITUE OF MANAGEMENTXAVIER INSTITUE OF MANAGEMENT
& ENTREPRENEURSHIP (XIME)& ENTREPRENEURSHIP (XIME)
Bangalore, KarnatakaBangalore, Karnataka

ABSTRACT:
OTT or over the top platforms has seen a likely boom in recent years with hordes of newcontent and original shows. It has engulfed the entire world of digital content. The primary focus of this research paper is to fathom this tidal wave of new mode of entertainment and how it has impacted the viewers and how people are flocking towards this new generation of digital entertainment. The data on the research was acquired through a questionnaire which was floated among the people through google forms. And the data revealed the change in the behavior, cost, convenience, and demand of original and new contents for the new generation. Particularly the original and new content and convenience playing a major role. This research paper sheds light into the changing behavior of the consumers and how OTT has a major role in that change.
KEYWORDS: OTT, Cost, Convenience, Original Content, Digital Entertainment, NewGeneration, Changing Behaviour.

I.   INTRODUCTION:

In today's world, we observe constant technological advancements in the mainstream media. As technology advances and consumer preferences shift, it is important for multiplexes and OTT platforms to differentiate themselves. With the emergence of OTTplatforms the viewing experience has seen a drastic change. People are flocking to new and original content which the current multiplexes are finding hard to replicate. OTT has broken the order, and it is the multiplexes that are left to reel to counter this turbulent change. With so many options available today, the major question for customers is what elements influence a consumer's decision to watch movies online rather than in a multiplexes?

Various factors that are likely to affect are - age, cost, convenience, content, location, etc. Conversely, upon further study of previous research papers, the lack of significant study to identify relevant factors in these consumer preferences thus becomes obvious. Despite the fact that there has been a lot of study done on multiplex services, the majority of those research focus on a single aspect rather than multiple aspects in order to uncover significant linkages. The aim of this research is to analyze those factors which influences consumer's decisions in choosing OTT services or Multiplexes. We designed a short questionnaire for this study and administered it to 95 people. We then evaluated the data using a variety of hypotheses to comprehend this change in the behavior of consumers. This experiment is intended at studying the dynamics of viewers and how it influences the viewing experience through the growth of the OTT platforms.

II.   LITERATURE REVIEW:

The literature review is a crucial aspect of the research study which provides necessary input for the researcher to carry out a research study on the subject area. The basic purpose of this research is to better understand earlier studies to better identify gaps in past findings and to investigateproblems chosen for the study. **According to (Purdy, 2018)** Three big players that dominate the OTT market are Netflix, Amazon Prime, and Hulu.**According to (Kaushal, 2020),**as cable networks run out of entertainment and contents, online platforms will continue to rise in the coming years. These networks are stuck with old content because they were unable to shoot owing to the lockdown. In this kind of circumstance, people are drawn to OTT to watch original content. As a result, the major studios are now directly launching the OTT apps. It has become a significant

concern among multiplexes, as consumers would be free to maneuver from the traditional window pattern. **(Sharma, 2020)**The multiplexes have been forced to close due to the ongoing COVID-19 pandemic. Lowered Mobile internet price levels had already sowed the seeds for an increasing trend in OTT services. **This article (Laghate, How OTT players are geared up to woo Indian viewers, 2017**) talks about how people have experienced an increase in the use of OTT, especially through handheld devices. Humans crave the services available for free. OTT, like Hotstar, thus offers limited content free of cost. The price of premium membership for these service providers is also quite minimal. Consumers benefit from such a variety of international and regional content. Action and Humor are the preferred themes for films and shows. The poll indicates that customers spend the equivalent of 2 hours per day viewing Subscription services. Web series are mostly viewed on OTT platforms. Themes like Adolescent Romance, Action, and Urban Soap opera are at the top. Much of the subscribers enjoy this same content in the evenings. Amusement is the chief reason behind using Streaming services. Perhaps the top reason behind the use is the accessibility of smartphones. Finally, the greater availability of original content on-demand. **Article (Singh, 2020**) OTT platforms have experienced a surge in consumption and subscribers can't be impacted by the COVID-19. A recent survey by **InMobi** states that 46% of viewers are watching more content online. **(Singh D. P., 2019)** India now has more OTT options available than people worldwide as in any other country, with available options like Hot Star, Voot, Amazon Prime, Sony Liv, and Netflix. And while a few companies were set up in the Indian market, Hot Star was launched in 2015 with significant budget and promotional activities. Since its debut, other online platforms like Amazon prime And Netflix have been launched in India. Hotstar was the very first company to introduce this cultural shift, however, what propelled the market growth and dynamics in Indian consumer existence was Jio's VOLTE high-speed Access to the internet which enabled more consumers to purchase the OTT content today. **This article (Basu, 2020)** gives a brief idea about the relationship between TV and OTT in the Indian market anitse scope. When it comes to subscription television India is the second-largest market in the Asia Pacific region. **(PwC India, 2019)**As the OTT business develops in the United States, some global companies are now looking to other nations, such as India, to fuel their next wave of subscriber expansion. According to Rajiv Basu of PwC India's Entertainment & Media "India is the world's fastest-growing entertainment and media market, and this trend is set to continue.**(New18.com, 2019)**Traditionally considered as a luxury, an increasing number of Indians are turning to OTT services. While the data reveal that the Video - on - demand sector is still in its development, the debut of nearly 40 Video - on - demand companies in just three years demonstrates the industry's enormous potential.**(IAMAI, 2019),** currently, half of the world's population are the active users of Internet. In terms of Internet users, India is only second to China.India has 451 million monthly active Internet users at the end of 2019, with a projected increase to 666.4 million by 2023. **(Li, 2015)** The great success of OTT platforms indicates that, The Internet has evolved from a technology that may have a specific impact on how certain industries do business to a marketplace. **(Keshavdev, 2019).** Reliance Jio has been a major driver of Internet and OTT platform adoption. Over 55% of India's overall OTT traffic and over 65% of OTT consumption on a smartphone is supported by Jio's telecom network. **(Gevers, 2019)** Consumption of internet video is dependent on the availability of devices that are capable of viewing online video. The smartphone is the most widely used video streaming device in India. Nearly 144 million people spent a total of 362 million hours on an OTT platform in February 2019. In which 87% of time was spent on a Smartphone and 13 % on a PC.**(Brightcove, 2018)** According to a market survey conducted by Brightcove in collaboration with YouGov, 29% of customers prefer to watch movies on OTT platforms. **(Begum, 2018)**The availability of tailored content is the second most important reason for Indians considering OTT platforms. According to IHS Market research, 76% of users believe that the availability of localized material is an important factor for OTT platforms while 40 % of users believe that the quality of dubbing and subtitles of international content is a crucial decision-making element.**(Lee et al. 2018)** OTT players will be also able to analyze data and provide insights to users about their viewing behaviors thanks to advancements in technology such as machine learning and artificial intelligence. Other factors, such as ease of use and social trends, influence whether or not people choose OTT platforms over cable TV and Multiplexes. **(Bezos, 2019)** Amazon owns and operates Prime Video, a video-on-demand service. Prime Video has approximately 2,000 movies and 400 television series in India. Its subscription costs roughly Rs. 129/ month or Rs. 999/ year. India is the largest market for Prime Video in the world, with over 10 million customers. According to Amazon's Founder and CEO, Jeff Bezos, India is the company's most lucrative market outside of the United States.**(Das, 2019)** Amazon said in 2018 that it would invest Rs. 2,000 crores in exclusive content creation.**(KPMG, 2019)**Sony Pictures Networks' SonyLiv is a video-on-demand (VOD) streaming service. There are almost 40,000 hours of video from a range of genres available. **(Mitter, 2019)** Just like Hotstar, Jio TV is a free service that users may access without having to register or subscribe. The premium service costs Rs.199 per month and includes access to English films and television shows. During the 2018 FIFA World Cup, the platform attracted 70 million viewers, and 50 million viewers during India's cricket tour of Australia and England in 2019. **(Matrix, 2014)** Viewers are also quite active and vocal about their favourite series and binge-watching habits on social media. As a result, binge-watching is about more than simply

convenience and personalization, as it brings people together through a shared experience. **(Vidooly, 2019)**According to a Vidooly survey, 85 % said they watch more original material on OTT platforms than they do on traditional television. **(Mehta, 2019)**Inside Edge, Sacred Games, Breathe, and Mirzapur, among other OTT series, showed that they are setting new trend to attract the audience's interest. Many performers, writers, and technicians who previously worked on television have voiced their enthusiasm at the opportunity to work on OTT platforms. **(Crandall, 2014)** OTT became a heated issue of debate in a variety of sectors, including its impact on established services, the threat or opportunity it poses to industry investors, and the regulatory environment. The fear among content owners is that OTT will raise the chances of duplication.**(Zboralska and Davis,** 2017OTT sector in India is less governed and controlled than its offline counterparts, such as films and television, content with severe violence, nudity, and strong language can be found on OTT platforms.**(Bilbil, 2018)**The discrepancy between one-sided and two-sided content markets is at the core of OTT regulation inconsistencies. **(Deloitte, 2019**The Indian government has formed a committee to devise an effective roadmap for the deployment of 5G and the development of the next generation of broadband infrastructure. Because customers are increasingly seeking HD and good quality content, 5G is projected to open up opportunities for new media and entertainment product and service offerings.

Often these online platforms help deliver quality content and a smooth user experience. Online Platform players are genuinely worried regarding consumer thinking, so they suspect that people will lessen their consumption due to its limited content. Demand for OTT content is expected to go up with communications powerhouses like Jio and Vodafone presently offering cheap data to users.

The article (Dixit, 2020) has focused on the deification of the Indian OTT and the methods or forms in which it creates and develops popularity. The four elements mentioned in this article are

1. Concentrating on local content and specifications – OTTs should concentrate more on delivering local content, so people are keen to use content in their mother tongue. The data from the KPMG study showed that 64% of Indian digital users prefer content in Hindi, then Tamil, Telugu, and Bengali. To satisfy and connect with the public, it is very important to show more regional shows.

2. Pricing strategy — OTT players tried to follow different price strategies, such as penetrating and strategic pricing, to lure customers into the market. They use tools like testing to permanently convert temporary users. For convenience and account sharing, they have separate accounts and the number of viewers per subscription. With the aid of sachet packs, OTT platforms provide large access lasting many days to weeks. This model has helped to expand networks rapidly as consumers take the model more easily. OTT platforms have also adopted the ritual of offering discounts on subscriptions during festivals to consumers.

3. Collaboration - Brands have partnered on the market to bring quality content for viewers, such as zee5 and ALT Balaji, to build and make original content accessible on all channels. We saw the Times network acquiring MX Player to launch new content. Bharti Airtel, Telecom Giant, launched Xstream, a digital entertainment network. So, Collaboration is an ideal way for OTT networks to grow.

4. Technology and tailor-made experiences – Brands are starting to concentrate on offering their customers tailor-made experiences through their relationships and their content. OTT networks have brought enhanced reality and augmented reality to deeper consumers. The goal is to deepen their engagement and offer customized experiences through various strategies to obtain customer retention.

III.   STATEMENT OF THE PROBLEM:
The purpose of this research is to evaluate the influence of OTT platforms and their increasing application and to achieve this, a hypothesis has been formed. A quantitative approach has been adopted for that very same method. The focus was on people, who used OTT platforms for entertainment. The importance of this research is to underline the context of the OTT platforms and the level of their human consumption. This research will help us better understand how OTT platforms have taken root in the world of interactive content. This is going to help us fully comprehend how OTT grew and eventually took over other popular media.

IV.   RESEARCH OBJECTIVE:
1. To discover and explain the higher consumption of OTT platforms.
2. To understand the future scope of the OTT platforms.
3. To analyze the changeover in consumption from traditional to digital entertainment.
4. To review the reputation of OTT platforms especially in comparison to films/TV channels.

V.   HYPOTHESIS:
(A) In today's competitive environment, we discover that technological advances are ever-changing, which is why problems arise, especially in older age groups who have not grown up using some of these fresh streaming channels. Some genuinely think that there are several users

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There presently who will not explore different online content streaming options if it is too difficult to understand.

H0 There is a positive relationship between ease of use and the adoption of OTT platforms.

H1 There is a positive relationship between ease of use and the adoption of Cable TV/Multiplexes

(B) Availability of content plays a very important role in selecting a media service and is a key element. Sports programming, Original content, Web series which have a massive influence among consumers are major factors and it is understood that many streaming options provide such offerings.

H0 Content options available positively relate to the use of OTT platforms.

H1 Content options available positively relate to the use of Cable TV/Multiplexes.

(C) As the world continues to develop, there is a significant increase in the use of smartphone devices. Smartphones enhance the watching process of online services like Netflix. Social trends play a critical role in how consumers embrace OTT and what they watch. Social networking mixed with technological advances makes it easier for people to access see what everyone else wants to watch.

H0 Social trends have a positive relationship with the adoption of OTT platforms.

H1 Social trends have a positive relationship with the adoption of Cable TV/Multiplexes.

(D) How many viewers are waiting for good quality products at a sensible rate? The most common criticism regarding Cable TV/Multiplex is often the hefty price. OTT subscriptions have become more popular in India as they are bought often at a lesser price with several added features. So several users are backing away from cable operators to use online streaming options because they provide the optionality to buy only the services that you want to use and the high flexibility of accessing them from almost anywhere. Research shows that, as basic Cable prices continue to rise, customers are transitioning to much more affordable price streaming options.

H0 There is a negative relationship between cost and online streaming services.

H1 There is a negative relationship between cable cost and Cable TV/Multiplex.

(E) The impact of customer service and customer happiness was the final aspect to consider. The diminishing quality of customer support is one of the most prevalent complaints levelled at operators of Cable TV/Multiplex services. When service providers make themselves the only option for content consumption, they often forget what their customer's value most. They should concentrate on offering outstanding customer service; otherwise, they will continue to lose customers to digital streaming options.

H0 There is a positive relationship between customer service and the use of online streaming.

H1There is a positive relationship between customer service and satisfaction with cable TV.
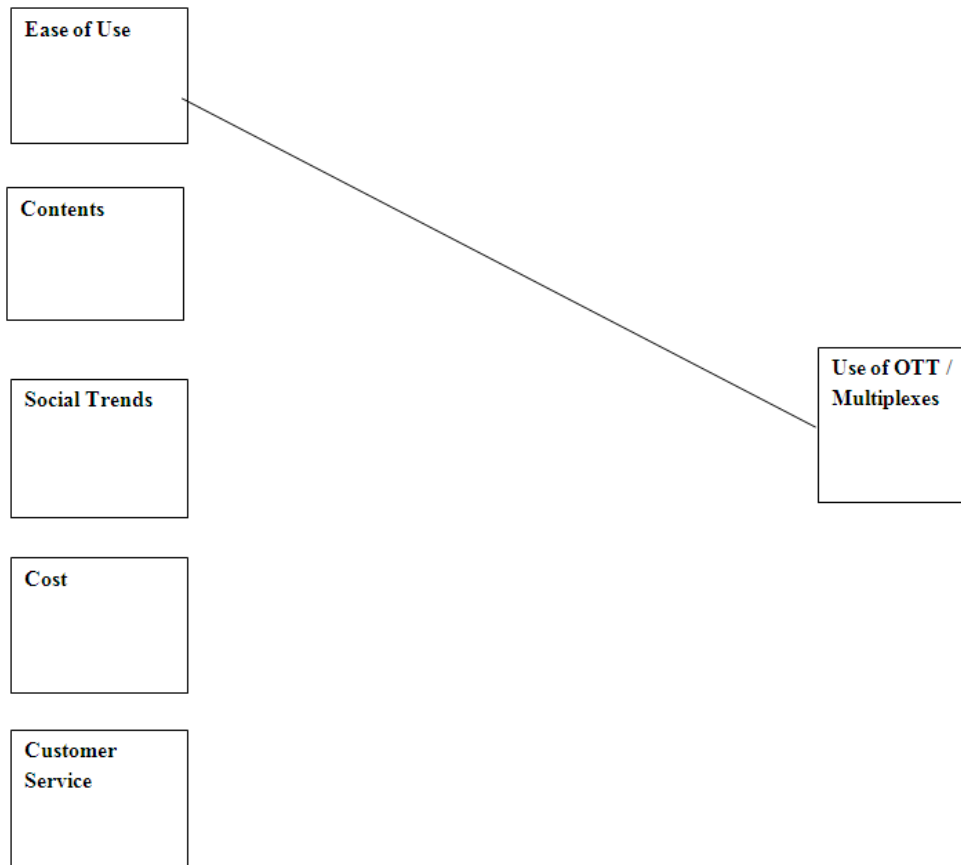
VI. METHODOLOGY:

6.1 Primary method-

Primary data will be collected by applying the quantitative method. A survey will be conducted where the respondents will be responding to the questionnaire. A five-point Likert scale will be used for the survey. The sample size that will be taken into consideration for the study will be around 100. The questionnaire will be divided into segments like demographics, pricing, convenience, and OTT consumption behavior, including present questions related to OTT usage, earlier patterns, and views.

6.2 Process of data collection-

The collection of data will be done through Google forms. The response of the respondents will be recorded and a proper analysis will be done based on the responses. This will help us in understanding the changed behavior patterns of the respondents and the impact of OTT.

VII. DATA ANALYSIS:

We used a questionnaire to collect data in this study; the collection of questions was created after a thorough investigation of the topic, and the set of questions intends to provide us with insights about the Impact of the OTT Platform on the viewing experience. In this analysis, we will focus on the primary data that is gathered. The aim is to analyze the data collected from 100 respondents across students that corresponds to the study hypothesis. The total number of people who filled out the questionnaires was above 95 but some questions were left unfulfilled. So, some respondents were filtered out to get the population that will help confirm the study hypothesis.
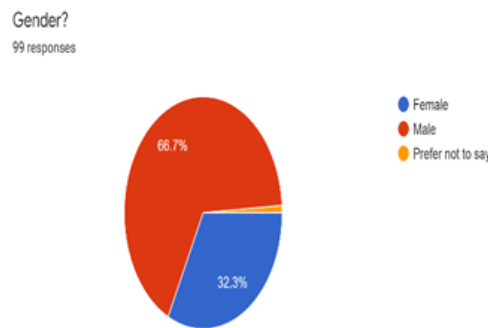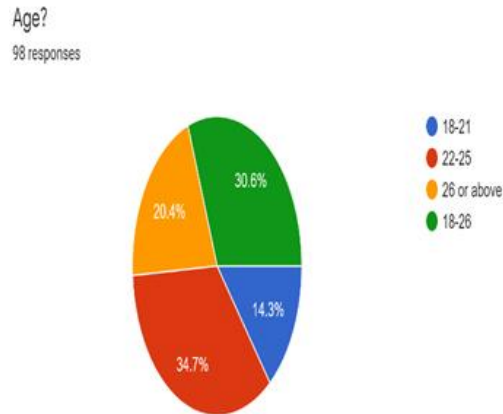

Figure 1

Gender of Respondents

The chart shows the results of a survey of 99 responses in which people were asked about their gender. It can be seen that 66.6% of respondents are male, whereas 32.3 % of users are female who have completed the survey.
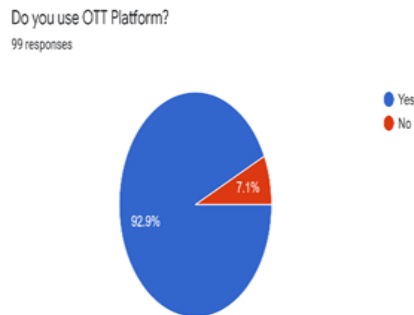
Age of respondents

Age?

98 responses

- 18-21
- 22-25
- 26 or above
- 18-26

30.6%

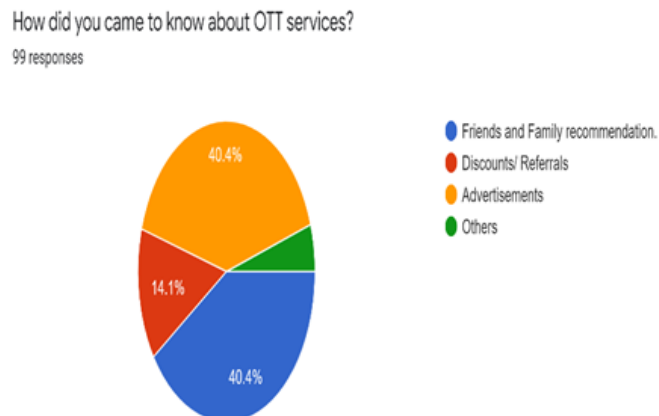20.4%

14.3%

34.7%

Figure 2

The above chart shows that out of the 98 respondents. The age groups were classified into 4 segments. Maximum respondents that are 34 belonged to the age group 22-25, followed by 30 respondents in 18-26, 20 respondents in the age group of 26 or above and 14 respondents were in the 18-21 group.

Screening Questionnaire

The chart shows that 92.9% of respondents use OTT while 7.1% of respondents don't. This was a screening question to filter out the required population who watch OTT and can proceed to answer the further questions. Through this, we could get the desired population who qualify for the research.

Do you use OTT Platform?

99 responses

- Yes
- No

7.1%

92.9%

Figure 3

How did you came to know about OTT services?

99 responses

- Friends and Family recommendation.
- Discounts/ Referrals
- Advertisements
- Others

40.4%

14.1%

40.4%

FIGURE-4

Awareness of the Medium

The above chart shows the source of awareness for the OTT medium. The figure shows that 40.4 % of respondents out of 99 came to know about OTT through their friends and family recommendations.

Advertisements also played a major role in the awareness of OTT in respondents as 40.4% of them endorsed the advertisement. While 14.1% of respondents came to know through Discounts/ Referrals.

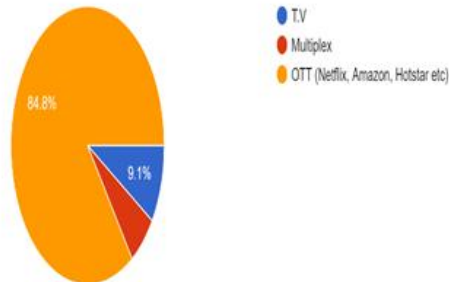Out of these options which do you use the most for relaxing on weekend?
99 responses

- T.V
- Multiplex
- OTT (Netflix, Amazon, Hotstar etc)

84.8% 9.1%

FIGURE-5

The chart shows that 84.8 % of respondents use OTT on weekends for relaxing while the use of multiplexes and TV was only 6.1% and 9.1%. Through this, we get a notion of how there has been a significant increase in the consumption of OTT platforms. As more and more people flock towards OTT we see a significant reduction in consumption of Cable T.V and Multiplex among the respondents.

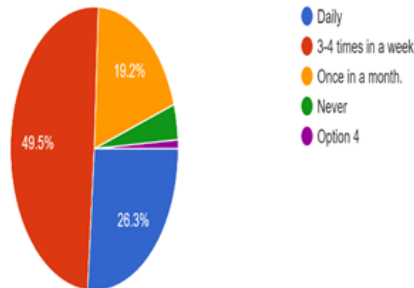How frequently do you use the OTT platform?
99 responses

- Daily
- 3-4 times in a week
- Once in a month.
- Never
- Option 4

19.2% 49.5% 26.3%

Figure 6

The above charts show how captivating OTT Platforms are to users. The above inquiry was posed, the discovery states that 49.5 % use it 3-4 times in a week. Over 26.3% of them use it daily. Just 19.2 % of the users use it once a month.

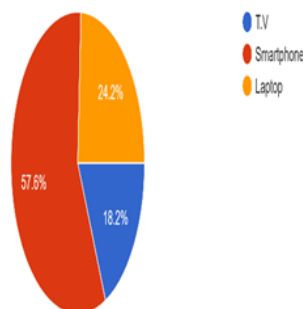How do you consume OTT most of the time?
99 responses

- T.V
- Smartphone
- Laptop

24.2% 57.6% 18.2%

Figure 7

From the above chart, it is evident that a maximum i.e. 57.6% of respondents consume OTT through their smartphones. 24.2% of respondents prefer laptops and the remaining 18.2% of Users consume through T.V.
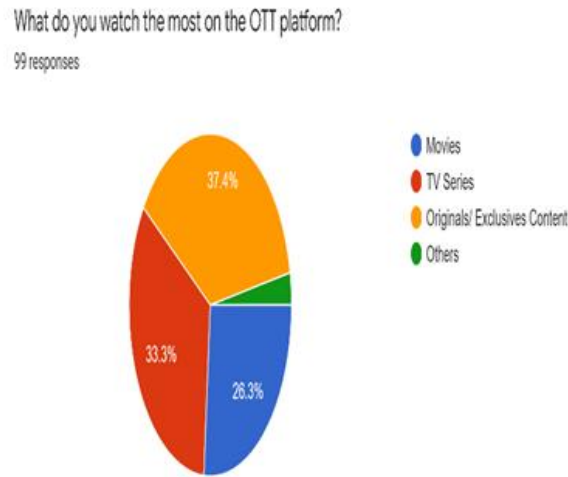

FIGURE-8

The above chart shows the result of their preferences on OTT platforms. Approx. 33.3%People prefer watching TV series. While 37.4 % like to watch originals/exclusive content on the OTT, 26.3% of respondents like to watch movies and the remaining respondents like to watch other things on OTT platforms like Documentaries and reality shows.
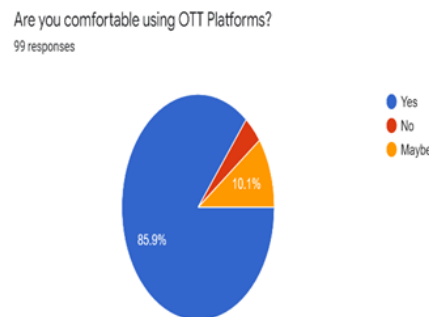

Figure 9

The graph above depicts people's comfort and suitability for using OTT platforms. Out of 100 users, 86 are confident in their ability to use an OTT platform, while 10 have trouble with it and 4 users are not sure about the answer.
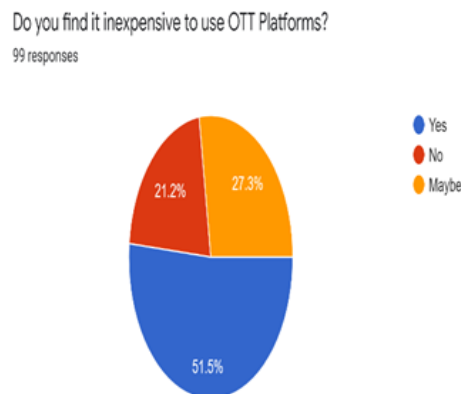

Figure 10

The graph above depicts respondents' responses in relation to the cost of using OTT platforms. We can see that 51.5% of users agree that OTT systems are not costly to use, while 21.2% believe that they are and 27.3% of users are not sure about their answers.

Have you ever preferred waiting for a movie to release on OTT rather than watching it in the Multiplex?
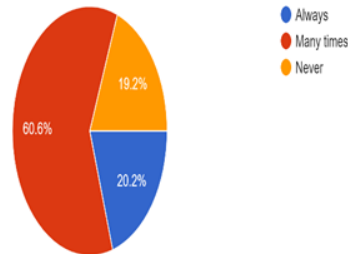
99 responses

Figure 11

The above chart depicts the distribution of respondents based on respondent's preference of OTT platforms. 60.6% of respondents responded many times. While 20.2% of respondents Res said always, and 19.2% of respondents chose never.

Do you think mainstream movies should be released on OTT before or along with cinema?
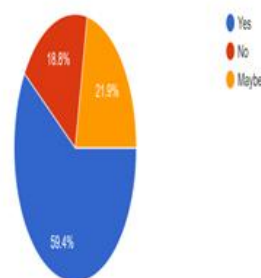
96 responses

Figure 12

The answers of respondents when asked about movies released on OTT platforms in addition to cinema are depicted in the graph above. We can clearly see that the bulk of the 59.4 percent of respondents said yes, 21.9 percent said no, and about 18.8 percent were undecided

In the future, If a movie releases in Multiplex and on OTT together, which would you prefer?
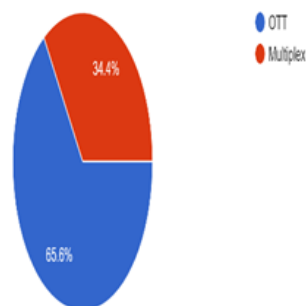
96 responses

Figure 13

The above chart states a futuristic question on the choices of the users. 65.6% of respondentssays they will choose OTT to watch a movie instead of T.V and multiplexes while 34.4% of users still prefer T.V and multiplexes over OTT platforms.
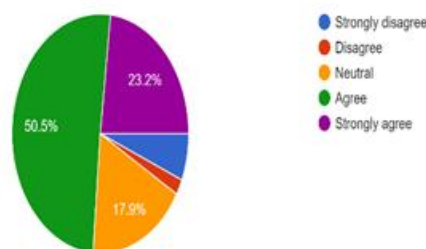

Figure 14

The graph above depicts users' overall satisfaction after using OTT platforms. OTT platforms are pleased by nearly 75% of respondents, while 23% of respondents have a favorable opinion of them, and about 2% to 3% of users are dissatisfied with their use.

VIII.   RESULTS & FINDINGS:

A survey was conducted to analyze the Impact of OTT platforms on the viewing experience. This chapter deals with the findings we have received through the data analysis. These findings are further discussed in details

Over the last few years, the explosion of OTT streaming services in India has resulted in the emergence of distinct patterns of content consumption. The information gathered by the survey shows that over 92.9% of respondents are aware of the OTT medium implying that OTT is a popular medium in India.

1. The first hypothesis we'll look at in these findings is the ease of use.

Our survey clearly shows that 86 out of 100 respondents are comfortable using OTT platforms. Furthermore, it demonstrates that OTT is the preferred platform for entertainment for the majority of people in India, as the survey shows that 84.8% of respondents use OTT on weekends for relaxing, while only 6.1% and 9.1% use multiplexes and TV, respectively. This demonstrates how there has been a massive increase in the consumption of OTT platforms. As more people migrate to OTT, we see a significant decrease in consumption of cable television and multiplex among respondents.

2. The availability of content on OTT platforms is the next hypothesis we'll look at.

OTT platforms are very popular among users, with 49.5% of them using them 3-4 times per week. Over 26.3% of them use it on a daily basis. Only 19.2% of users use it once per month. Speaking of content available on OTT platforms, we can clearly see from our findings that more people prefer OTT platforms rather than TV or Multiplexes, as in the survey we asked a question related to the consumer's futuristic choice and we can clearly see that 65.6% of respondents say they will choose OTT to watch a movie instead of T.V and Multiplexes due to content availability. Furthermore, OTT platforms offer a variety of content options to users, such as movies, exclusive/original content, web series, and television series. We attempted to analyze consumer preferences for various contents available on OTT platforms, and the survey results showed that approximately 33.3% of respondents prefer watching TV series on OTT, while 37.4% prefer watching originals/exclusive content on OTT, 26.3% prefer watching movies, and the remaining respondents prefer watching other things on OTT platforms like Documentaries and reality shows.

Also, when we asked respondents whether mainstream movies should be released on OTT platforms before or alongside multiplexes, user responses clearly showed that people prefer more content availability on OTT platforms rather than TV or multiplexes, as we can see that 59.4% said yes, and only 21.9% said no.

3. The third hypothesis that we will look at is Social Trends.

Social trends have a significant impact on how consumers embrace OTT and what they watch. Social networking, combined with technological advancements, makes it easier for people to see what everyone else is watching.

In the survey, we asked users about the source of their OTT platform awareness, and we discovered that 40.4% of respondents learned about OTT through recommendations from friends and family. The

advertisement also played a significant role in respondents' OTT awareness, with 40.4% of them endorsing the advertisement. While 14.1% of respondents learned about the OTT platforms through discounts or referrals. From this, we can clearly see that social trends play a significant role in the selection of OTT platforms, as social trends influence customers to either choose or reject OTT platforms.

The use of smartphone devices is increasing significantly as the world evolves. Smartphones enhance the viewing experience of online services like Netflix and Amazon Prime. When it comes to mode of consumption, people prefer smartphones (57.6%) to laptops (24.2%) and televisions (18.2%).

4. The next hypothesis is the Cost of using OTT platforms.

Cost and comfort are important considerations when using and watching video content, and recent trends indicate that viewers have discovered that OTT platforms are less expensive. Because they are frequently purchased at a lower cost with several additional features, OTT has grown in popularity in India. As a result, many users are abandoning cable operators in favor of online streaming options, which allow you to buy only the services you want and access them from almost anywhere.

We asked a question about the cost of using OTT services in our survey, and we found that 51.5% of users believe that OTT platforms are not expensive to use, while 21.2% believe that they are, and 27.3% are unsure. As a result, we concluded that OTT platforms are neither more expensive nor less expensive because users in our survey expressed a neutral opinion about the cost of using OTT platforms. However, they tend to lean more toward OTT platforms due to the additional features and facilities that OTT platforms provide.

5. The last hypothesis that we have studied is Customer Service.

OTT and cinema are two distinct platforms and provide distinct experiences to their customer and they cannot replace each other. However, the most common criticisms regarding operators of Cable TV/Multiplex services is the dwindling quality of customer care. When service providers like Cable TV and Multiplexes make themselves the only option for content consumption, they often lose sight of what their customers value the most. So, the very last factor to take into account was the effect of customer services and customer satisfaction on OTT platforms.

For this, we asked users whether they would wait for the movie to be released on OTT platforms rather than watching it in multiplexes or on TV, and 60.6% of respondents responded multiple times. While 20.2% of respondents said they always, 19.2% said they never. This demonstrates that people are eagerly anticipating the release of OTT services due to their superior customer service and convenience.

In addition, we asked respondents about their customer service satisfaction level when using OTT platforms, and the results of a survey revealed that nearly 75% of respondents are satisfied with their use, while 23% have a favorable opinion of them, and about 2% to 3% of users are dissatisfied with their use. As a result of this data, the majority of people prefer that movies be released on OTT platforms rather than TV or multiplexes due to their superior customer service.

IX.   LIMITATIONS AND RECOMMENDATIONS OF THE STUDY:

1. The sample size for the survey was limited to 100 respondents. A larger population survey can be conducted for a more detailed study and understanding. And the respondents were mostly students and working professionals.
2. Because the research and survey were conducted during the lockdown period, the survey results may be biased in favor of OTT platforms, as we can see that there has been a substantial increase in the viewership of OTT platforms during the lockdown period due to the closure of multiplexes and a lack of content available on televisions. And the also the majority of were not the general crowd but students and working professionals. So, for a more detailed study and results, research could be conducted after the lockdown period, and then both results, i.e. during the lockdown and after the lockdown period, should be compared for better clarity and understanding. And the also the majority of were not the general crowd but students and working professionals.

X.   CONCLUSION:

The data collected from the questionnaire survey was successfully interpreted and analyzed. The research on the topic Impact of OTT platforms on viewing Experience has been completed successfully based on the analysis.

When compared to multiplexes and televisions, the hypothesis regarding ease of use, content availability, social trends, and customer service has proven to be correct. However, we are unable to prove the hypothesis of cost effectiveness in favor of OTT platforms due to the mixed responses we received in our survey; as a result, there was no conclusion.

This shows that even though OTT platforms cannot replace cinema but certainly is creating its own segment. We can say that in the future, there might be few people who would prefer OTT over cinema.

According to all of the reports and articles that we have read and reviewed, OTT platforms will continue to spread in India and will have a significant impact in terms of viewership on our traditional mediums such as television and multiplexes. Although some respondents who enjoy watching movies in a theatre will continue to do so, but this number is also bound to fall. The future footfalls of multiplexes and televisions will undoubtedly be influenced by OTT platform services.

So, at last we like to conclude by saying that OTT platform services will be regarded as the technology of the future, having a significant impact on our collective viewing habits.

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12. Appendix:

Research Questions:

1. NAME –

2. Gender

A) Male

B) Female

C) Prefer not to say

3. In which age group, do you belong?

A) 18- 21 years

B) 22 – 25 years

C) 26 or above

4. Do you use OTT services?

A) Yes

B) No

5. Out of these, which do you use the most for entertainment?

A) T.V

B) Multiplex
C) OTT (Netflix, Amazon, Hotstar, etc)
6. How did you come to know about your current OTT services?
 A) Friend's recommendation
 B) Discounts/ Referrals
 C) Advertisement
 D) Others
7. How many hours do you spend on the OTT platform per day?
A) Daily
 B) 3-4 times a week
C) Once a month
D) Never
8. How do you consume OTT most of the time?
 A) T.V
 B) Smartphone
C) Laptop
9. What do you watch the most on the OTT platform?
 A) Movies
 B) TV Series
 C) Originals/ Exclusives Content
 D) Other
10. Have you ever preferred waiting for a movie to release on OTT rather than watching it in the cinema?
A) Always
B) Many times
C) Never
11. Do you think mainstream movies should be released on OTT before or along with cinema?
A) Yes
B) No
C) Maybe
12. In the future, if a movie releases in Cinema and on OTT together, what would you prefer?
A) OTT
B) Cinema
13. I feel online streaming is simple to use, even when using it for the first time.
A) Yes
B) No
14. Are you comfortable using OTT platforms?
A) Yes
B) No
C) Maybe
15. In general, I am satisfied with the services of the online streaming options I currently use.
A) Strongly Disagree
B) Disagree
C) Neutral
D) Agree
E) Strongly Agree