

OTT Platforms in the Entertainment World and in Particular Indian Cinema Industry

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Abstract

Indian OTT trends show explosive growth driven by cheap data/smart phones, moving beyond metros to Tier 2/3 cities, focusing heavily on regional/local content, adopting hybrid monetization (SVOD+AVOD), and intense competition with Disney+Hotstar, JioCinema, Prime Video, and Netflix leading, all while demanding more original, diverse, and sports-focused content. OTT platforms has increased craze in the youth and the larger audience attention due to variety in the content which focus not only on entertainment but also on the information. The major factors contributing the rise of the video streaming platforms are subscription with heavy discounts for the unlimited content, many content based work in the films in the form of documentaries in which information is given in an entertaining way. Another factor helped is the increased usage of smart phones and internet availability in the country. One of the spices of OTT is the web series which is a very trending program format. This study was carried on by the observation method, focus group study & the interview method of the research. The generalized conclusion the researcher got was that the people are more inclined to the OTT platform contents due to the ample of time available to them during pandemic, which worked as an inclined habit into people's routine.

OTT-Consumers-Entertainment-Contents-Habit-Web series

1. INTRODUCTION

New media is changing our daily lives. Internet is the major cause for the changes in Indian cinema very rapidly. There are many new technologies, which are used by viewer's to watch movies and documentaries on their personal gadgets. Netflix, Amazon Prime, Hotstar, Zee5 and ALT Balaji, Jio tv are some examples, which are providing movies and other video content through internet. These platforms are new convergence of television and cinema. If there is one industry which wouldn't like the lockdown to end, it's indeed the OTT players. Due to epidemic "Corona Virus" which spread in all over the world, everyone facing the Pandemic "Lockdown" situation in which you are not allowed to go outside your house which means you have to spend your whole time inside your house with your family and gadgets. And naturally, the more we stay at home, the more we find ourselves glued to the screens. Now, with no film releases in sight because of the shutdown of theatres and shoot of TV shows stalled across the country, what everyone is finding solace in are the OTT platforms. In fact, web shows have become the best tool for people to get

off the boredom, and the platforms, too, are ensuring that the audience is lured to the usage of the platforms. It just not increased the OTT viewership but also changing the viewer's watching habits.

2. OBJECTIVES

- To explore the OTT service providers and the growth factors in Indian region.
- Explore the Indian audience characteristics and content viewed on OTT platform.
- The research study also has focused on OTT technology background.
- The research study will highlight various benefits and cons of OTT.

OBJECTIVES

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OBJECTIVES

- To analyze the OTT service providers and the growth factors in Indian cinema industry.

- To explore the Indian customer's characteristics and content viewed on OTT platform.
- To find out OTT technology background.
- To highlight various advantages and disadvantages of OTT platforms.

OBJECTIVES

- To explore the OTT service providers and the growth factors in Indian region.
- Explore the Indian audience characteristics and content viewed on OTT platform.
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3. RESEARCH METHODOLOGY

Sample selection

Selection of the Sample from Consumers in Chennai city India

Sampling method

Random Sampling Method used collect data from the respondent

Sample size

120 respondents as sample for the study

Formation of the Questions

Interview schedule multiple choice were used to collect data

Collection of Data

Primary respondents, age group 20-50

Methodologies

Qualitative and Quantitative Methodologies

4. LITERATURE REVIEW

Arunkumar.J-2021-Pandemic which has changed the world's way of consuming media. OTT platforms were already on boom, but this pandemic worked as a booster on this growth and development of this sector. In the light of consumption of the OTT and watching pattern, work done by shows role played by OTT media consumption trends. In the study primary data is collected and percentage method is used to make comparison between two or more series of data. The major benefit which youngsters liked as per this study is the privacy which they were not able to get in common television in a family. It gave them freedom to watch the content according to their desire and interest. The researcher has focused more on the different types of OTT platforms & its analysis from the viewpoint of the consumers. It is basic research done on preferences of the OTT platforms by the consumers from among the specified OTT platforms.

J.Jailani and K.Arasu-2020-OTT platforms has increased craze in the youth and the larger audience attention due to variety in the content which focus not only on entertainment but also on the information. The major factors contributing the rise of the OTT platforms according to the author of this paper are subscription with heavy discounts for the unlimited content, many content based work in the films in the form of documentaries in which information is given in an entertaining way. Another factor helped is the

increased usage of smartphones and internet availability in the country. One of the spices of OTT is the web series which is a very trending program format. This study was carried on by the observation method, focus group study & the interview method of the research. The generalized conclusion the researcher got was that the people are falling more for the OTT platform contents due to the ample of time available to them during COVID-19 pandemic, which worked as an inclined habit into people's routine.

H. Victor Immanuel-2022- There are various kind of services provided by OTT which includes OTT messaging, OTT voice calling, video calling & OTT TV. From all these different kinds of services, OTT TV is becoming very much popular due to various benefits provided. Researchers have reviewed the behaviour of consumer in various studies and also used many models for understanding and reviewing the acceptance of new technology by customers and correlate it along with the adoption of OTT media. One of the models named *TAM (Technology Acceptance Model)*, is the mostly used model. In this model two major variables i.e., perceived ease of use and perceived usefulness have been mentioned as a crucial factors which helps in prediction of users' adoption of new technology. In this paper by researcher have cleared two major factors – one as advertisement free entertainment and another one is lack of censorship which has a very deep impact on impressing the young generation.

A.Rithiksharan-2023- Digitalization has changed the viewpoint of world for more and more penetration of smartphones and the addition to it is given by the internet accessibility. OTT industry also got boost due to these benefits. The sector of entertainment is the reason for more and more usage of OTT platforms. The accessibility and the availability of the variety of content is more in the OTT platforms as compared to other platforms in general. Here, in one click the person can get all the resources at a common platform. Accordingly the most preferred content for the OTT platforms was web series and the second most popular content was movies. People used to watch these content more on OTT platforms. The main reason for this huge acceptance of the OTT media is the in-person experience, variety of content, international content access, offers, time conveniency. The study here proved that in India there is huge scope of the penetration for OTT platforms, showing its future bright.

5. PLAYERS OF OTT SERVICES IN INDIA

Amazon Prime Video

Amazon Prime Video is an OTT streaming platform owned and operated by Amazon. It is available in 28 languages in India. In Indian region Amazon Prime Video hosts over 26,300 movies and 2700 television shows for its consumers in India. The subscription fee is around 299 INR per month, 599 INR Quarterly Prime (3 months). 799 INR Annual Prime Lite (12 months). With over 59.8 million subscribers, India is the second biggest market in the world after USA for Prime Video. Jeff Bezos the founder and CEO of Amazon has stated that India is the companies' most valuable market outside America in 2019 annual letter to shareholders. Amazon Prime Video has invested \$140 million in creating original content for Indian consumers.

Disney+ Hotstar

It is a OTT streaming platform owned by Disney Star and operated by Disney streaming. It serves as Disney+ Hotstar in regions of India, Indonesia, Thailand and Malaysia. It is available in 8 major languages in India. In Indian region Disney+ Hotstar hosts over 250 plus movies and 15 television channels for its

consumers in India. The subscription fee around 149 INR for 3 months mobile plan. 299 INR for 3 months super plan. 499 INR prime plan 3 months and 899 INR for 12 months super plan, 1499 INR prime plan for 12 months. It has 61.3 million subscribers, in India. It has invested \$25 million in creating original content for Indian consumers. It is ideal for watching movies, dally soaps, live sports. Disney+ Hotstar downloads has crossed over 400 million in 2019, and the main crossing factor was the live streaming of all cricket matches. Due to Indian Premier League (IPL) 2019 telecast on the OTT Disney+ Hotstar platform recorded 300 million active viewer.

Netflix

Netflix is a OTT streaming platform. It is available in 45 languages. Netflix provides its services all over the world except China, Crimea, North Korea, Russia, and Syria regions. Netflix entsed the Indian region of OTT segment in January 2016. In Indian region Netflix hosts over 5000 titles for its consumers in India. The subscription fee is around 149 INR per month mobile plan. 199 INR per month basic plan, 499 INR per month standard plan and 649 INR per month premium plan. The subscription fee for yearly plans are 1788 INR mobile plan, 2388 INR basic plan, 5988 INR standard plan and 7788 INR premium plan. Netflix is a very costlier OTT platform than all of its OTT competitors in Indian region. With over 36.5 million subscribers, in India. Netflix has invested \$200 million in creating original content for Indian consumers. Netflix is the only OTT platform who has made the highest investment ever in OTT segment in India to produce more original contents for its Indian consumers. This OTT platforms unique selling proposition is that it has an abundance of all original movies and web series and web television shows that it offers to its subscribers in India and all over the world

Jio Cinema

Dependency numerous over the top (OTT) apps, including JioTV, JioCinema, and JioSaavn, are included with Jio mobile internet service in order to meet the diverse needs of the user base. The majority of the content provided by the service is targeted towards Indian viewers. With 647 Live TV channels available. JioTV offers almost twice as many as its rivals. The Jio Cinema on the other hand, features over 10.000 films and TV series. Jio and Disney India have inked a long-term content agreement that will see Disney movies and animation shows shown on a special Disney-branded part of Jio's homepage. Jio has also launched the Jio Fibre's First-Day-First Show plan in 2020. Premium Jio customers watch new movies on the release date, on-demand in the comfort of their house. Jio Cinema is an OTT streaming platform owned and operated by Viacom18 and key people are Mukesh Ambhani and Akash Ambhani. It is available in 12 languages in India. In Indian region Jio Cinema hosts over 10.000 movies and 700 television shows for its consumers in India. With over 221 million subscribers as of June 2023 in India. Jio Cinema has invested 1000 crore Indian Rupees in creating original content excluding sports streaming for Indian consumers. Jio Cinema OTT platform has the sports broadcasting rights or online streaming rights of Indian Premier League (IPL) from the year 2023 to 2027 and also the India national cricket team and BCCI media rights from September 2023 to March 2028 and it is also covering the Women's Premier league (WPL)

OTT TECHNOLOGY BACKGROUND

To consume content from OTT apps a consumer needs smart phone, tablets, smart TV's and laptops. The consumers in India have smart phones and watch the OTT content on the go to work and coming back to home while traveling in public transport like train nd bus. Given that tablets have comparatively larger

screens than smartphones and are therefore better suited for accessing HD watching content, these devices used to access the content define over-the-top services. Apps will rule TV, according to a 2015 prediction made by Apple CEO Tim Cook. Similar to smartphones and tablets, smart TVs provide internet access and compatibility for a variety of apps, including over-the-top apps.

ADVANTAGE OF OTT

All OTT platforms offer sharp picture and sound quality for its consumers or subscribers in digital media industry. Each OTT platforms maintains highest quality value of its content. An individual can adjust the video and audio quality by him or herself as a customizable options are given by the OTT platforms. The OTT apps are very cost effective as they allow its subscribers to subscribe their OTT app at a minimum subscription fee on monthly basis, quarterly basis, half yearly basis and yearly basis.

DISADVANTAGE OF OTT

OTT platforms are not bound of censorship content as they are independent and without governmental restrictions in some countries. It provides a wide range of contents, without any age restrictions for its users in any region and it has only one purpose and aim for attracting more and more viewer's every day. Some limitations are imposed on some contents that can be found on these OTT platforms that may be extremely harmful for underage users. Sometimes viewer can experience buffering issues due to slow internet issues

Consumer engagement among the OTT platforms

OTT	0-3Hours	3-9Hours	9-21Hours	More Hours than 21 hours
Disney+ Hotstar	42%	35%	16%	7%
Amazon Prime	30%	40%	20%	9%
JioCinema	37%	37%	19%	8%
Netflix	35%	36%	22%	7%
SonyLIV	34%	37%	21%	7%
MX Player	23%	43%	26%	8%
ALTBalaji	32%	38%	21%	8%
VOOT	30%	40%	21%	9%

Primary source

Data Analysis

1.Genders of respondents

Gender	Respondents
Male	71
Female	49
Total	120

Primary source

From the analysis 69% Male 41% Female

2. Age group of respondents

Age group	Respondents	Percentage
20-30	41	34
30-40	33	28
40-50	46	38
Total	120	100

Primary source

34% of respondents have said they are from 20 to 30 age group and 28% of respondents have said they are from 30 to 40 age group and 38% of respondents have said they from 40 to 50 age group

3. Do you know OTT Platform app

Opinion	Percentage
Yes	100
No	0
Total	120

Primary source

100% of respondents have said they know about OTT platform apps.

4. Have you subscribed to any OTT apps service providers in India

Opinion	Percentage
Yes	100
No	0
Total	120

Primary Resource

100% of respondents have said they have subscribed to at least one OTT apps service providers in India.

5. From when you started subscribing OTT apps?

Opinion	Respondents	Percentage
Before Pandemic Breakout	14	11.67
After Pandemic Breakout	106	83.33
Total	120	100

Primary Resource

83.33% of respondents have said they have started subscribing OTT apps after pandemic breakout and 11.67% of respondents have said they have started subscribing OTT apps before pandemic breakout.

6. Which device you prefer to watch your OTT content?

Opinion	Respondents	Percentage
Smart phones	81	67.5
Smart TV	14	11.67
Laptop	15	12.5
Tablets	10	8.33

Total	120	100
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Primary Resource

67.5% of respondents have said they prefer smart mobiles to watch their OTT content, 11.67% of respondents have said they mostly prefer Smart TV to watch their OTT content and 12.5% of respondents have said they mostly prefer laptops to watch their OTT content and 8.33% of respondents have said they mostly prefer tablets to watch their OTT content

6. CONCLUSION

Today we have a plethora of options available to stream, watch, or download as per our convenience. The need for regulating the content provided by the OTT Service Providers should be fine-tuned with respect to the freedom of speech and expression are given in the Constitution under Article 19(1)(a). As legal professionals, we can understand that nothing can be regulated without due laws and legislations, but some aspects are too fragile to be strictly monitored and structured by the regular rules and regulations. Binging or watching any show is for entertainment purposes only. It should be taken from a light-hearted point of view. On the other side, these streaming giants also should not misuse or extend the limits provided by the law in our country. They should stop making content that is sensitive in nature or which could provoke any particular group, caste, or religion. Anyway, whatever the laws are, we Indians especially the youth will always be having a binging session for relieving our stress from the workload. So, work, play, and enjoy like a law abiding citizen of this country. Because ultimately we as a youth will guide our country's path to prosperity and happiness.

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