



# A Comparative Study on Top two OTT platforms: Amazon prime vs. Netflix”: A study in Hyderabad

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**Abstract:** Movies are considered as the entertainment medium for the people of any age group. Earlier theatre, talkies, cinema halls, multiplexes or big screens have been the medium of movies for entertainment. Now, OTT or over the top platforms has become the source of entertainment in recent years for people who love to watch movies, shows, web series in their comfort. People are preferring OTT platforms like Netflix, Amazon prime, Hotstar, Aha, Zee5 etc. to satisfy their entertainment needs. According to recent world statistics by Teyuto a Italian based SaaS company, the most frequently used OTT platform is Netflix with 231 million subscribers followed by Amazon Prime with 200 million subscribers in the world. This study attempts to understand the most frequently used OTT platform among people in Hyderabad between Netflix and Amazon Prime. This study focuses on the age group from 16 years and above people who are living in Hyderabad. Through quantitative research, we aimed to compare the top two OTT platforms about their preference.

**Index terms:** OTT platform, preferred, content, strategies, audience engagement

## I. INTRODUCTION

### Introduction to OTT platforms:

Earlier movies are the only medium for entertainment, with the introduction of OTT platforms movie audience have changed their habits of watching movies. During Covid-19 OTT platforms played a key role for movie audience. As theatres were closed during pandemic OTT platforms are the only source of entertainment. As OTT platforms are convenient to watch the movies at their preferred time and preferred place, audience are preferring OTT platforms. With the increase of audience to OTT platforms, OTT platforms are rising day-by-day and they are trying to engage them by providing different types of content and providing user friendly interface.

## **OTT presence in Hyderabad:**

As Hyderabad city is a mixture of different people and different cultures people use different OTT platforms for different types of content and languages. The majorly used OTT platforms are Amazon prime, Netflix, Sunnxt, Zee5, Disney+ Hotstar, Jiocinema, AirtelXstream, Aha etc., Mostly used OTT platforms for regional content are Aha, Sunnxt, Zee5, Amazon prime.

## **Top two OTT platforms:**

As for 2023 statistics by Teyuto Netflix is the mostly subscribed OTT platform followed by Amazon prime worldwide.

### **Amazon prime:**

Amazon first introduced an internet video service in 2006 named Amazon Unbox, and then in February 2011 it started giving access to unlimited, Advertisement-free streaming service of more than 5,000 movies and TV shows for Prime members. Amazon prime gives you 30-day free trial subscription. Benefits with membership includes Ad-free content, access to any five devices, 4k UHD 2160p resolution. It also provides Amazon music, the same day and one free delivery in the Amazon shopping app. The subscription cost is Rs.1499 per year when paid annually that is Rs.125 per month and when subscribed monthly it is Rs.249 per month. As per 2023 it has almost 230 million subscribers and in the second position of mostly subscribed OTT platforms.

### **Netflix:**

Netflix was founded in 1997 by Reed Hastings and Marc Randolph in Scots valley, California. The website was launched in 1998 and it works on subscription based DVD by mail service. Currently it is currently working in 190 countries with 233Million subscribers and it is the mostly subscribed OTT platform worldwide. It contains different types of content like documentaries, movies, series, shows etc., The subscription model of Netflix is as follow as:

Netflix provides different types of subscription models based on the device limit and the audio and video quality. The different types of subscription models are

- 1) Mobile that is Rs.149 per month. It has access on phone and tablet with 480p resolution and on one device.
- 2) Basic that is Rs.199 per month. It has access on phone, tablet, computer and TV with 720p resolution and on one device.
- 3) Standard that is Rs.499 per month. It has access on phone, tablet, computer and TV with 1080p resolution and on 2 devices.
- 4) Premium that is Rs.649 per month. It has access on phone, tablet, computer and TV with 1080p resolution and on 4devices at the same time.

**Viewers:**

Viewers of OTT platforms is based on their demographics and geographic conditions. Viewers of OTT platforms are active audience they know what to choose and how to choose the content based on their interest. There are three types of viewers based on their viewing patterns.(Bright cove)

**The types of viewers are:****Disinterested viewers:**

Disinterested viewers are the one's who will subscribe for the OTT platform explore the content on it and then lose interest gradually towards the OTT platforms.

**Spotty Viewers:**

These are the one's who will subscribe for the OTT platform, explore the content and then follow into the loop.

**Seasonal viewers:**

Seasonal viewers are the one's who will complete the whole season once and then wait for the next season to arrive.

**II.Review of Literature****Dr.S.GOMATHI, Dr.N.VIJAITHACHRISTY “Viewer’s perception towards OTT platform during pandemic.” (2021)**

This study aims to understand the viewers perception and to analyze the factors that are influencing to prefer OTT platforms. The method used in this study is random sampling method and the data is collected through questionnaire and the sample size is 150 from people who are living in Coimbatore.

**MR.APOORV RAJ, MR.ARAVIND NAIR “Impact of OTT platforms on viewing Experience.” (2021)**

The study aims to understand the consumption and future scope of OTT platforms. Quantitative research method is used to collect the data and the sample size is 50. A five-point Likert scale is used for the survey. , 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.

**SOWBARNIKA, DR.M.JAYANTHI “A Study on Adoption and Expectation from OTT Platforms - Viewers perspective.”(2021)**

The study aims to understand the Viewing patterns and the gap between the expectation and reality of the services provided by OTT platforms. Quantitative method is used to collect the data, The non-probability Snowball sampling method is used to collect data. The sample size is 429 from the people who are living in Coimbatore.

**PRAPTI DAS MALLICK “Impact of OTT platform in film industry: A critical Analysis.”(2021)**

The study aims to understand the impact of OTT video streaming service, watching habits of viewers and their impact on film industry. Mixed methodology is used to collect the data. Quantitative data is collected through survey method by sharing Google forms. 90 respondents from different colleges and professionals have been selected for data collection.

**SHEETAL PRADEEP MEHTA, RUTUJA RAJESH MUKNE, ANITAJAYANT MISHRA  
“Determining the factors influencing customer engagement while using the subscription-based media streaming service providers (OTT Platforms): NETFLIX Vs AMAZON PRIME.”(2021)**

The study aims to understand the current services and the factors influencing the customer engagement while using subscription-based media streaming service providers like Netflix and Amazon Prime. Quantitative research method was used to collect the data through questionnaire and the sample samples selected from Age Group of Gen Z or the Millennial (19 - 34yrs) with the sample size of 100.

**SWEKSHA SHARMA “Comparative study on Netflix and Amazon prime.” (2022)**

The study aims to understand which is popular among the customers and the factors that are better between the OTT platforms Amazon prime and Netflix. Descriptive research design is used. Quantitative research method is used to collect the data through samples by filling the questionnaire and the secondary is collected through websites and research papers. The sample is size is 51 from people in different regions of Delhi. b

**KUMARI SHALINI, VIVEK KUMAR, ABHISHEK CHAKRABORTY, ISHA AGRAWAL “ Amazon Prime Video Versus Netflix- Compare Market Entry Strategies.” (2022)**

The study aims to understand the present services provided competitive strategies and marketing strategies by Netflix and Amazon prime. Websites, case studies, and research articles are used to gather the basic information. Marketing strategies of Amazon vs Netflix, and the services provided by them.

**VIDHUSHI NEGI “The impact of Over the Top OTT platform on youth during Covid 19 lockdown in Uttarakhand region with reference to Netflix Amazon Prime Disney plus Hotstar Zee5 and MX Player.”(2023)**

The study aims to understand the origin and development of OTT platform across the world and the impact of programs shown in OTT platform on the language, lifestyle, decision making and behavior of youth. Quantitative research method is used to collect the data and the sample size is 500, and the samples are selected from regions of Uttarakhand i.e., Garhwal and Kumaon and the age group from 16-30 years.

**DR.SWATI MANOJ YEOLE “A study on User Perspective on OTT platform in India.”(2022)**

The study aims to understand the features that influence the OTT video streaming and factor of cost element on user subscription for OTT video streaming. Quantitative research method is used to collect the data through

survey. The sample size of 200 is selected and the form is circulated through social media platforms. The findings of the study were the reason for subscription of OTT platforms and how they feel about the budget of the subscription.

### **MADHAN MOHAN REDDY, KODATALA LAXMI PRASANNA PERLA “Comparing the Usability of Amazon Prime Video and Netflix applications using HCI Principles.” (2022)**

The study aims to compare the usability of Amazon Prime Video and Netflix with the help of HCI Principles to find out the user friendly application when using and creating the account for first time between Amazon prime and Netflix. Quantitative Survey method is used to collect the data and the sample size is 29.

## **III. Research Methodology**

### **Aim and Objectives :**

The aim of the study is “To understand the mostly used OTT platform between Amazon prime and Netflix and the strategies used by them to engage the audience.”

- To understand the mostly used OTT platform between Netflix and Amazon prime.
- To understand the preferred OTT platform for content.
- To understand the factors that are attracting different age groups like pricing, device limit etc.,
- To know the strategies of OTT platforms to engage audience.

### **LIMITATIONS:**

This study uses quantitative methodology to collect the data. To get the more knowledge and credible data you need to conduct qualitative methodology. The findings of the study cannot be generalized because the findings of the study only limited to people who are living in Hyderabad. This study only focuses on top two OTT platforms but they can't study the other OTT platforms, so the outcomes of the study can't be generalized to all other OTT platforms.

### **DESIGN OF THE STUDY:**

Research Design plays an important role in the conduct of any research. Exploratory method is used to conduct the research.

### **SAMPLING METHOD- PURPOSIVE**

Purposive sampling method is used to select the samples. People who have subscription to OTT platforms have chosen purposely to know about their subscribed OTT platform, reasons for their subscription.

## RESEARCH METHOD -QUANTITATIVE

Quantitative Research method is used to collect the data. Online Quantitative method is chosen to collect the data from the samples. Survey method is used because it gives the opinion of the audience in a reliable approach.

### METHODS OF DATA COLLECTION

As mentioned, the quantitative method is used. The primary data is collected through survey and secondary data is collected from the published articles and research papers.

**SURVEY:** The sample size of 100 respondents, people who are living in Hyderabad belonging to 16 and above age groups, who subscribed to OTT platforms.

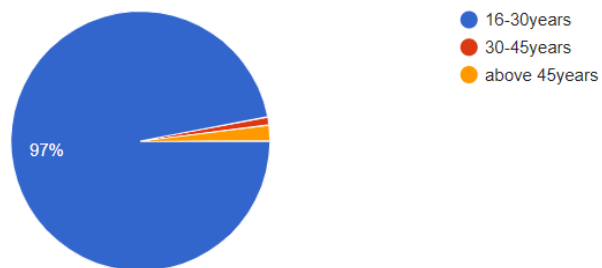
### TOOLS OF DATA COLLECTION

- **QUESTIONNAIRE:** A questionnaire is framed and was given to all the samples. The questionnaire is framed in a way where 5 questions for each objective, for the purpose of gathering information to understand the perception of the audience.

**TABLE 1**

Age

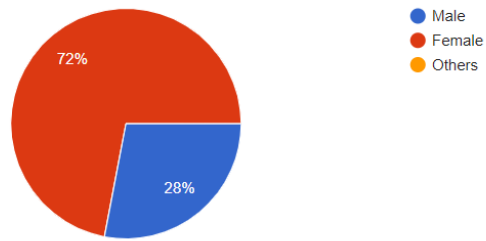
100 responses



The research includes 97 respondents of age group 16-30 years and 1 respondent from 30-45 years and 2 respondents from above 45 years.

**TABLE 2**

Gender  
100 responses



The study consisted of 72 female respondents and 28 male respondents.

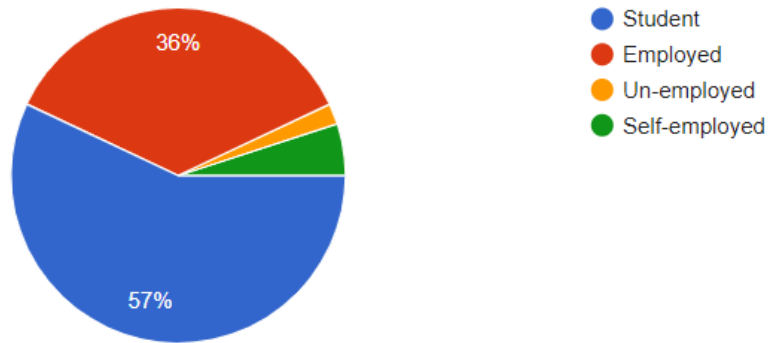




**TABLE 3**

Occupation

100 responses

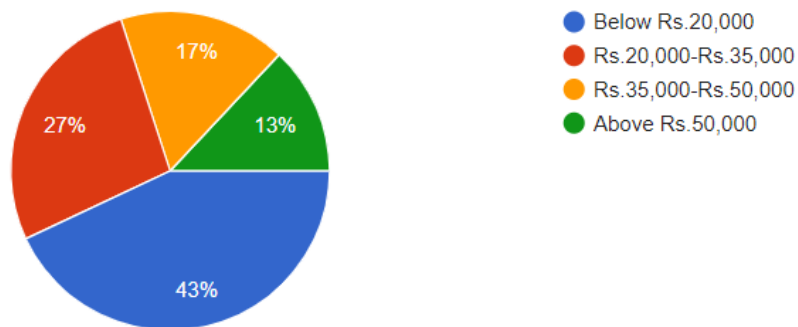


The research includes 57 students, 36 employed, 2 un-employed and 5 self-employed respondents.

**TABLE 4**

Income level

100 responses



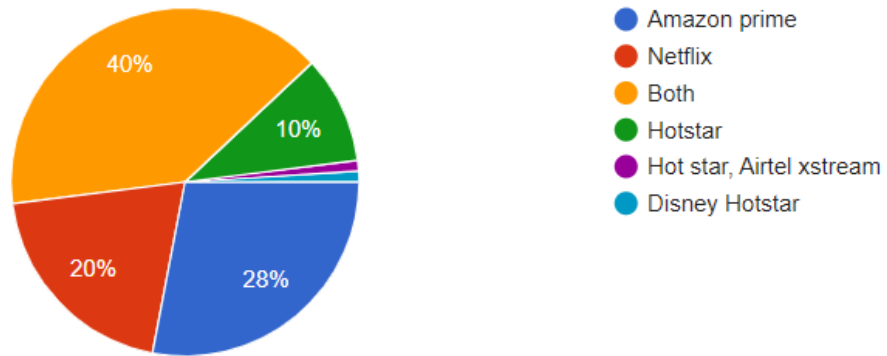
The includes the samples of 21 respondents from Rs.20,000, 28 respondents from Rs.20,000-Rs.35,000, 15 respondents from Rs.35,000-Rs.50,000 and 14 respondents from above Rs.50,000.



**TABLE 5**

1) To which of this OTT platform are you subscribed for.

100 responses

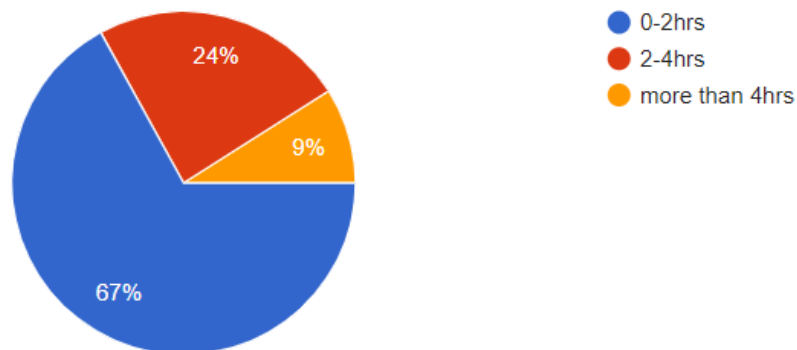


The research reveals that out of 100-40 respondents are subscribed to both Amazon prime and Netflix, 28 respondents subscribed to Amazon prime, 20 respondents subscribed to Netflix, 11 respondents to Hotstar and 1 to Hotstar and AirtelXstream.

**TABLE 6**

2) How many hours do you spend on OTT platforms per day.

100 responses

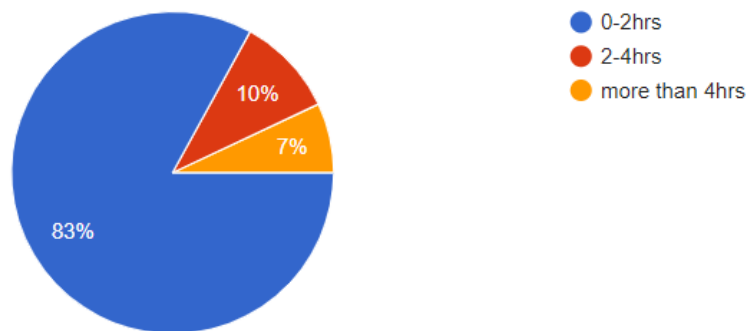


The research shows that 67 respondents will spend 0-2 hours, 24 respondents will spend 2-4 hours and 9 respondents will spend more than hours

**TABLE 7**

3) How many hours do you spend on Amazon prime per day.

100 responses

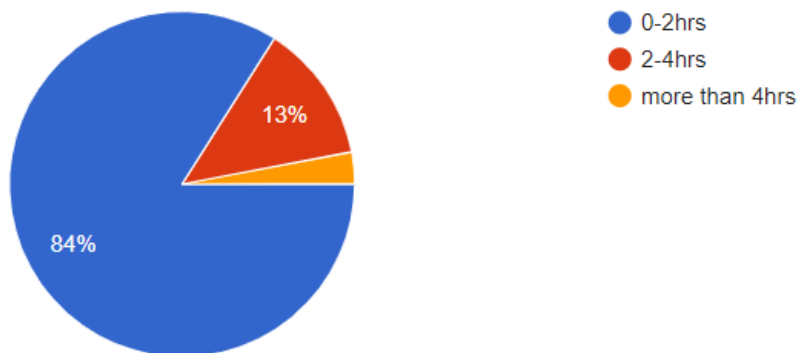


The research shows that 83 respondents will spend 0-2 hours, 10 respondents will spend 2-4 hours and 7 respondents will spend more than hours

**TABLE 8**

4) How many hours do you spend on Netflix per day.

100 responses



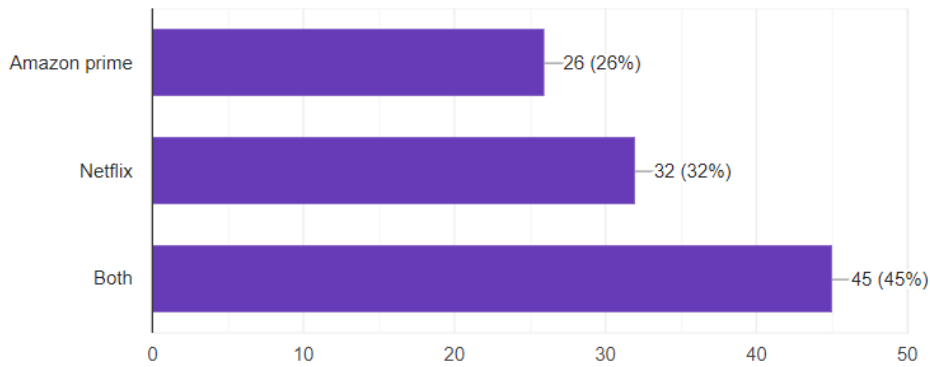
The research shows that 83 respondents will spend 0-2 hours, 10 respondents will spend 2-4 hours and 7 respondents will spend more than hours

**TABLE 9**

5) Which of these OTT platforms you feel comfortable to use.



100 responses



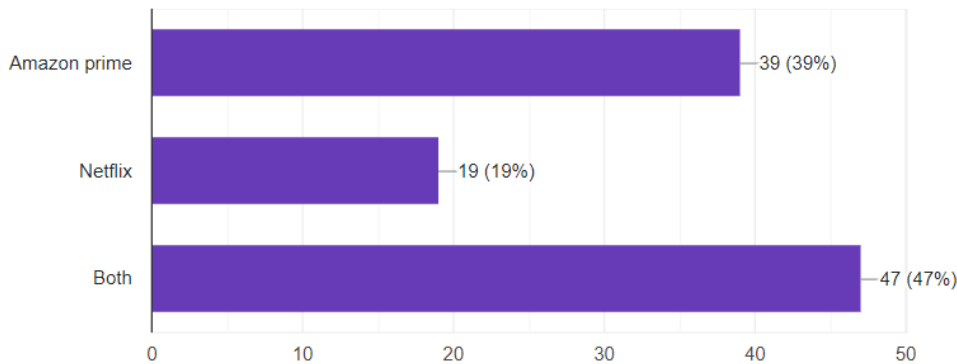
The research shows that 45 respondents are comfortable using both the OTT platforms, 26 are comfortable using Amazon prime and 32 are comfortable using Netflix.

**TABLE 10**

7) On which of these OTT platforms do you watch your regional content.



100 responses

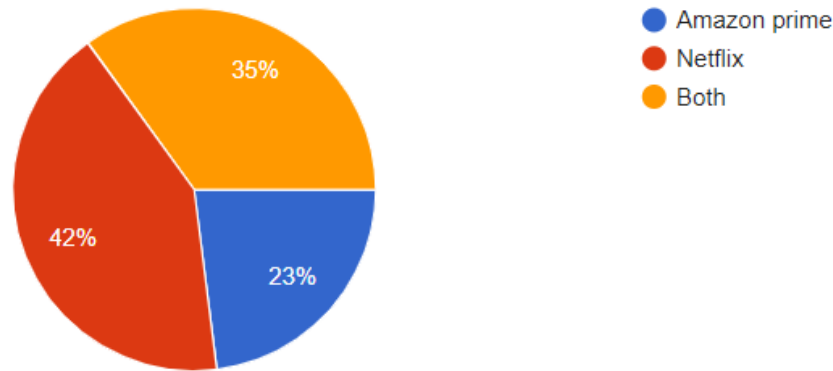


The research shows that 47 respondents use both the OTT platforms for watching regional content, 39 respondents use Amazon prime and 19 respondents use Netflix.

**TABLE 11**

8) Which of these OTT platforms do you prefer to watch standup, documentaries, reality etc.

100 responses

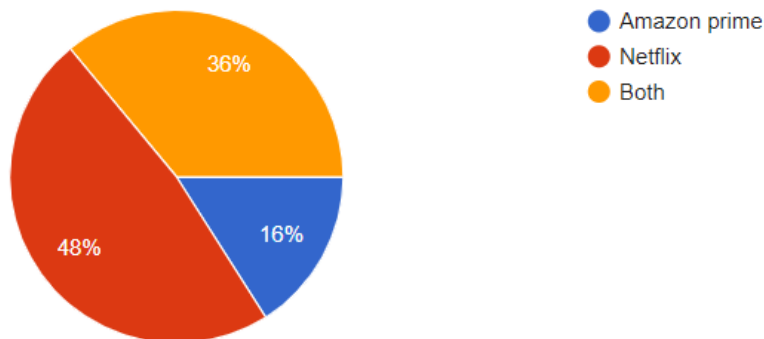


The research shows that 35 respondents use both the OTT platforms for watching standup, documentaries, reality, 23 respondents use Amazon prime and 42 respondents use Netflix.

**TABLE 12**

9) Do you think which of these OTT platforms provides different types of content.

100 responses



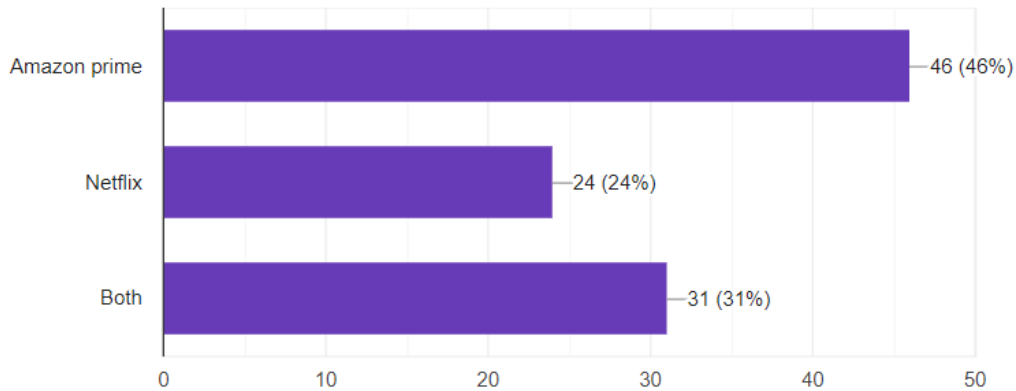
The research represents that 36 respondents say that both Amazon prime and Netflix provides different types of content, 16 says Amazon prime provides different types of content, 48 says Amazon prime provides different types of content.

**TABLE 13**

10) According to you which of these OTT platforms are affordable to subscribe.



100 responses

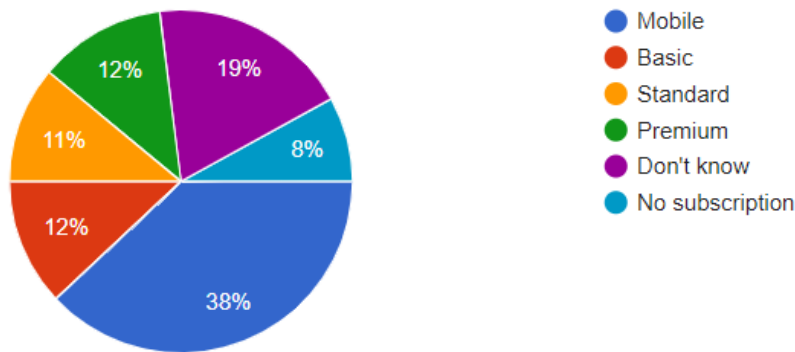


The research represents that 31 respondents says both the OTT platforms are affordable to subscribe, 46 respondents says Amazon prime and 24 says Netflix

**TABLE 14**

11) Which of these subscription model do you have on netflix.

100 responses

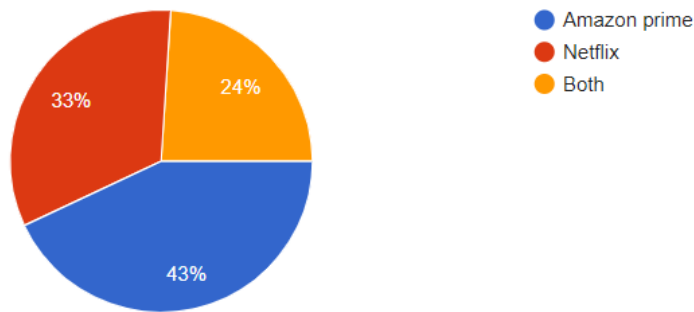


The research says that 38 respondents are subscribed to mobile subscription model, 12 respondents are subscribed to basic subscription model, 11 respondents are subscribed to standard subscription model, 12 respondents are subscribed to premium subscription model, 19 respondents says that they don't know to which subscription model they have subscribed for.

**TABLE 15**

12) Which of these OTT platforms, do you think high device limit.

100 responses

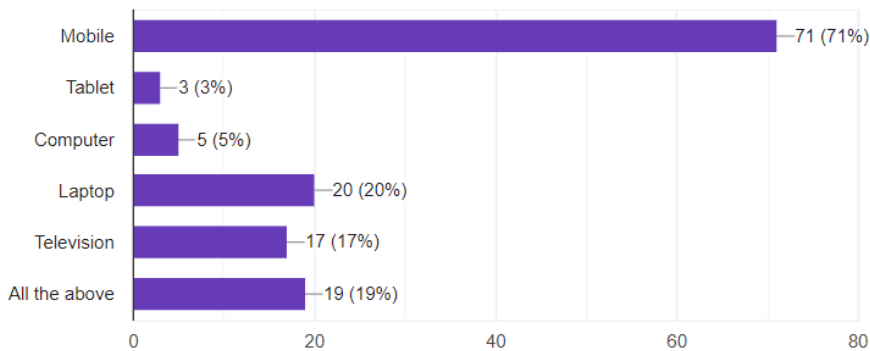


The research represents that 24 respondents are saying both the OTT platforms have high device limit, 43 says Amazon prime and 33 says Netflix.

**TABLE 16**

13) On which of these devices you have access to OTT platforms.

100 responses

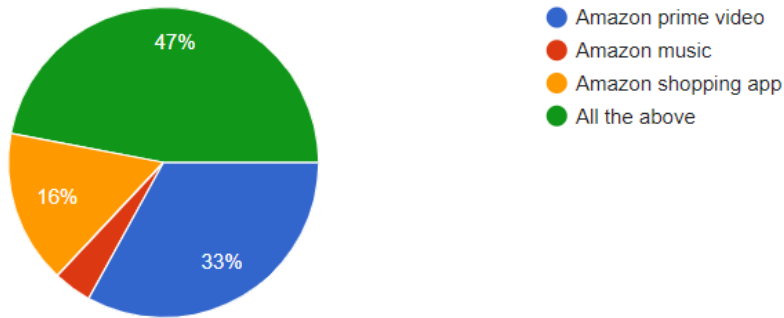


The research represents that 71 respondents have access to mobile, 3 respondents have access to tablet, 5 respondents have access to computer, 20 respondents have access to laptop, 17 respondents have access to television, 19 respondents have access to all of the devices.

**TABLE 17**

14) What is your reason for subscription to Amazon prime.

100 responses

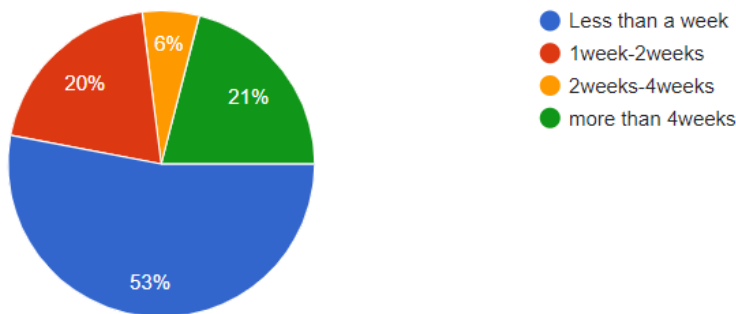


The research says that 33 respondents for Amazon prime video, 4 respondents for Amazon music, 16 respondents for Amazon shopping app and 47 respondents for all of these.

**TABLE 18**

15) How long has it been you visited OTT platform last time.

100 responses



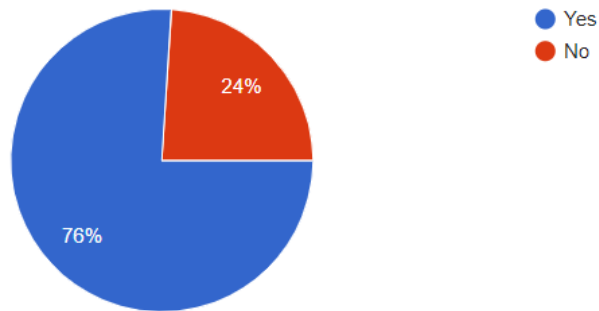
The research shows 21% of the respondents are disinterested viewers and 26% of the respondents are spotty viewers.



**TABLE 19**

16) Are you the person who will watch the complete season and wait for another season.

100 responses

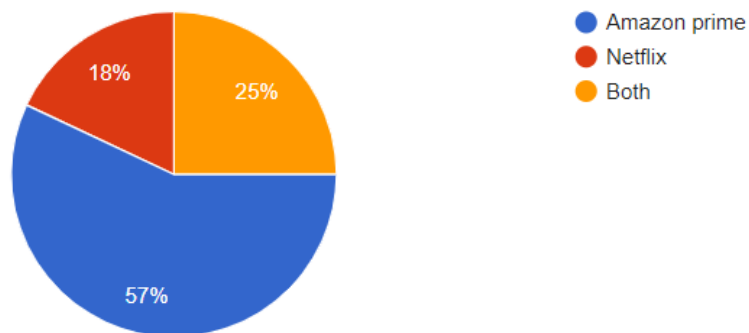


The research shows 76% of the respondents are seasonal viewers

**TABLE 20**

17) For which of these OTT platforms you got discounts or offers for the subscription.

100 responses

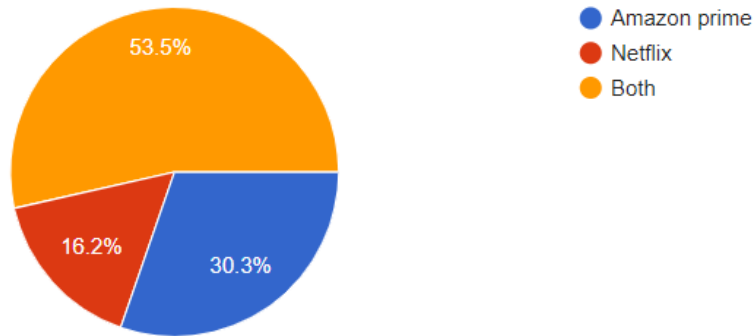


The research represents that 25 respondents got discounts or offers for the subscription to both the OTT platforms, 57 respondents says Amazon prime and 18 says Netflix.

**TABLE 21**

18) Which of these OTT platforms will give you app or email notifications about the new arrivals.

99 responses

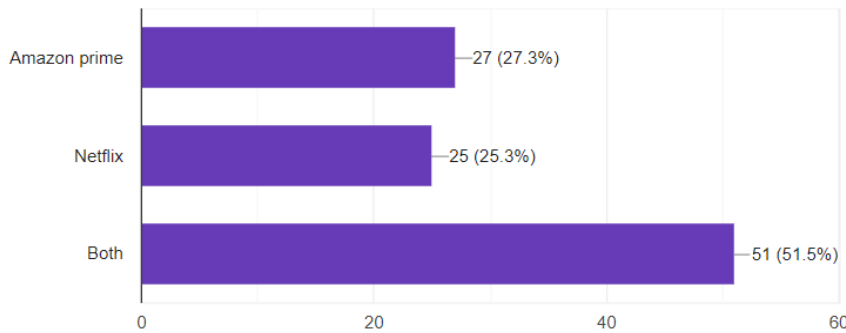


The research says that 53 respondents got email or app notifications about new arrivals for both the OTT platforms, 30 says Amazon prime and 16 says Netflix.

**TABLE 22**

19) Which of these OTT platforms will send you social media posts about the new arrivals.

99 responses

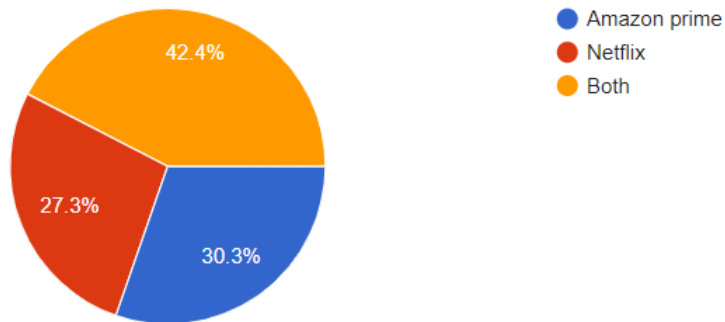


The research says that 51 respondents got social media posts about new arrivals, 27 says Amazon prime and 25 says Netflix.

**TABLE 23**

20) On which of these OTT platforms, you fill the feedback form about your watching content.

99 responses



The research says that 42 respondents fill the feedback form about the watching content, 30 says Amazon prime and 27 says Netflix.

#### IV RESULTS AND DISCUSSIONS

##### ❖ To understand the mostly used OTT platform between Netflix and Amazon prime.

- According to the study, Age, gender and income level is not influencing the idea of subscribing to OTT platforms.
- The research says that 40% have subscribed for both the OTT platforms, 28% to Amazon prime and 20% to Netflix. According to the study, Netflix(36%) is comfortable to use than Amazon prime(26%).

##### ❖ To understand the preferred OTT platform for content.

- The research shows that Amazon prime(39%) is the preferred OTT platform for regional content compared to Netflix(19%).
- According to the study, Netflix(42%) is the preferred OTT platform to watch standup, documentaries, reality etc., when compared to Amazon prime(23%).
- The research shows that Netflix(48%) provides different types of content.

##### ❖ To understand the factors that are attracting different age groups like pricing, device limit etc.,

- The research shows that Amazon prime(46%) is the affordable OTT platform to subscribe when compared to Netflix.
- The research shows that Basic subscription model(38%) is the mostly subscribed model of Netflix.
- The research shows that Amazon prime(43%) has device limit when compared to Amazon prime.
- The research shows that mobile(71%) is the mostly accessed device for OTT platforms.

##### ❖ To know the strategies of OTT platforms to engage audience.

- The research shows that 76% are seasonal viewers, 21% are disinterested viewers and 53% are spotty viewers.
- The research shows that Amazon prime is giving more discounts and offers for subscription to engage audience.
- The research shows that both the OTT platforms are sending app or email notifications about the new arrivals to engage the audience. But Amazon prime (30.3%) is trying more to engage the audience than Netflix.
- The research shows that both Amazon prime(27.3%) and Netflix(25.3%) are equally trying to engage the audience by sending social media notifications about the new arrivals.
- The research shows that audience are filling the feedback related to their watching content on both the platforms Amazon prime and Netflix by 30.3% and 27.3% respectively.

## CONCLUSION

Increase of OTT platforms has a greater impact on the movie audience. During Covid as the theatres are closed, people used OTT platforms a lot. So, they were used to watch movies at their convenient time and at convenient place. Post-Covid, the preferences were changed differently. As OTT consuming preferences are changing and the demand for OTT platforms are increasing, OTT platforms are trying to attract the audience to be in the competition

According Teyuto 2023 statistics Netflix is the mostly subscribed OTT platform followed by Amazon prime, but this study reveals that Amazon prime is the mostly subscribed OTT platform followed by Netflix locally. As OTT platform audience are active, they are choosing the OTT platform based on their interest they subscribe for that OTT platform. Audience are watching the movies or shows for their own pleasures and interests to satisfy themselves. They are watching their interested content on their interested OTT platforms. OTT platforms can no where decide and influence the audience of OTT platforms. So, OTT platforms are trying to engage the audience by providing different services and user friendly interface.

According to the research Amazon prime is the preferred OTT platform for regional content when compared to Netflix. Amazon prime is trying to engage the audience by providing more regional content what audience wants to watch. According to the research Netflix is the preferred OTT platform for different types of content like standup, documentaries, reality etc., Netflix is providing different award winning content on OTT platforms to compete with Amazon prime in terms of content.

According to this study Amazon prime is the affordable OTT platform to subscribe when compared to Netflix and it is also providing different types of services other than Amazon prime video like Amazon shopping, Amazon music, one day delivery on Amazon shopping app etc., Netflix is also trying to engage them by providing different models of subscription based on the access of devices and device limit.

According to the research 76% are seasonal viewers, 21% are disinterested viewers and 53% are spotty viewers. Seasonal viewers are those who complete the whole season and wait for next season, to engage these kind of viewers OTT platforms are sending notifications about the new season they are waiting for. According to the research Amazon prime is sending more notifications than Netflix. Disinterested viewers are those who will lose interest after exploring the content in OTT platforms, to engage these kinds of viewers OTT platforms are sending notifications about new arrivals. Spotty viewers are those who will explore the content and follow into the loop, to engage this kind of audience they are sending notification about new arrivals based on their watching content.

OTT platforms are making the audience to fill the feedback related to their watching content to know the preferences of audience and to suggest and send them notifications about that.

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