



RISE OF OTT PLATFORMS: EFFECT OF THE COVID-19 PANDEMIC

**Pranit Karkera^{#1},
MD Muzammil Shaikh^{#2}
Guide: Prof.Gauri Shirsat**

Keraleeya Samajam's Model College, Dombivli East, Mumbai, Maharashtra, India

Abstract : The Covid-19 pandemic has significantly impacted the Indian consumers engage in entertainment. In the past, movie theaters were synonymous with social gathering places and films. However, nowadays, consumers show more interest in Netflix-n-Chill. For over a year now, the pandemic has confined consumers indoors, prompting them to seek more flexible forms of entertainment. Consequently, there has been a surge in the popularity of OTT platforms that were previously struggling to gain traction. Platforms Disney+Hotstar, Netflix, Amazon Prime and others become household names. Catering to audiences across all age groups, these platforms offer something for everyone.

This study aims to examine the rise of OTT platforms during the pandemic. Understanding the extent of their growth in popularity during this time is crucial to predicting their future expansion. It is evident that since their inception, OTT platforms have experienced a steep increase in their popularity and usage. However, due to the pandemic, there has been a significant spike in their prominence as people shift towards using different media platforms for entertainment.

The research delves into people's opinions regarding OTT platforms, their usage patterns, and compares them with traditional film viewing habits to determine if OTT platforms are gradually overtaking conventional modes of entertainment. The findings reveal that people prefer using OTT over TV and YouTube for leisure or entertainment purposes. Many have reported an increase in their screen time on these platforms and express willingness for movies to be released simultaneously on OTT and in theaters.

While some are comfortable watching movies on OTT rather than in cinemas - depending on the film - there is a consensus that there is substantial potential for further growth of OTT platforms going forward. The pandemic has undeniably played a pivotal role in this trend.

This research adopts an informative approach using surveys conducted among individuals aged between 14-45 - deemed relevant for this study due to their diverse demographics coverage and ability to provide valuable insights into OTT platform preferences within this age group.

I. INTRODUCTION

The article explores the evolution of the entertainment industry and consumer behavior in the pandemic era, focusing on a specific sector like OTT and streaming services. This falls within the vast scope of The Entertainment Industry, which pertains to leisure activities and enjoyment either individually or with loved ones.

Currently, entertainment stands as one of the leading sectors encompassing various fields such as theater, film, visual arts, dance, drama, music, literary, television, and radio. With technological advancements progressing daily at a rapid pace across these industries.

There have been instances of fierce competition highlighting companies' pursuit of market goodwill. The entertainment sector is highly volatile hinging on factors like TV channel TRP ratings and box office collections from movies. For instance, if a movie grosses over 100-200 crores it's deemed a hit while others falling short are considered average despite possessing noteworthy content or direction.

Entertainment manifests itself in numerous forms offering diverse experiences through avenues such as theaters shows or online platforms. Advertisers have also embraced this trend by creating captivating ads that resonate with consumers invoking brand recall through innovative concepts.

The surge in OTT platforms has shown substantial growth with players increasing from nine in 2012 to 32 by 2018. India experienced remarkable OTT industry growth in 2017 reaching a significant milestone expanding user base from 63 million to 164 million users between August 2016 and August 2017 according to Rajat Kathuria (2019).

India ranks second in subscription TV market in Asia Pacific region boasting a membership of about 154.3 million households in 2016 poised to grow at a rate of nearly 1.6% CAGR reaching around 166.9 million by 2021 noted Alpana Kakkar (2019).

Technological advancements have revolutionized our accessibility with one-click solutions transforming online transactions facilitated through e-wallets and digital payment modes benefiting tech-savvy younger generations who utilize these tools for various online activities including video streaming services.

OTT platforms have thrived due to technological innovations leveraging smartphones & high-speed networks alongside attractive freemium models tailored to changing consumer preferences exhibiting wide adoption rates as per Joshi Sujata (2015). Consumers should recognize that even "free" services incur costs indirectly requiring internet subscriptions for utilizing apps such as Netflix or Amazon.

As technology progresses so does the advertising landscape especially on television which continues to be essential within marketing strategies evoking emotional responses prompting impulsive purchases warranting further research into consumer behavior trends related to successful ad campaigns.

II. Writing Review

Flashing Back the targets of the examination, the check of affiliated jotting is coordinated in the accompanying manner. As indicated by (Purdy, 2018) The OTT request is a complicated space overwhelmed by three strong players- Netflix, Amazon Prime. It's trying for little players for tracking down their place in wild request where content norms still more purchasers can be hauled on the off chance that they center around giving arranged content confining record sharing, getting the value right and dwindling stir through better customer relations. The overview result demonstrates that despite the fact that cost is a significant element while buying OTT administrations, content actually drives utmost paperback opinions. A chuck mix of value content will in general be what purchasers regard from the Big 3, with "Admittance to the tremendous library of content" demonstrated to the top most explanation guests buy into these administrations. The little players who vows to offer the types of backing, taking one of the preliminarily mentioned factors, are bound to draw in a major group for their class.

Composition (Singh, 2020) OTT stages has encountered a flood tide in application and supporter can't, affected by the COVID-19. The new review by InMobi states that 46 watchers are observing further satisfied on the web. As indicated by the specialists OTT administrations could fill further in impending days as the television places run out of satisfied." As these channels have been not suitable to shoot because of lockdown, they're running old substance. In such a situation individuality will float towards OTT to observe new satisfied," says Paritosh Joshi, media expert and head, Provocateur Advisor. To benefit from this expansion popular stage, for illustration, Amazon Prime videotape and Zee5 have made not numerous of their shows allowed to watch. Because of this, Zee5 has seen a 80 proliferation in class and further than half time spend as of late. chine chillers, metropolitan show and immature sentiment are the top performing feathers on the stage. The viewership for the flicks has seen critical proliferation across the stages. Film web- grounded features MIBI has seen 28 ascents in viewership on its foundation in March, varied with February.

(Singh D.P., 2019) The coming in Internet is changing the pattern of Indian Cinema snappily. Blinked cost of internet providers establishes the root for expansion in OTT administrations like Netflix, Hot star, Zee5, Amazon Prime and Alt Balaji. numerous trials are creating videotape content simply for these OTT administrations. These new hobbies are having an impact on the system of Indian Television and Cinemas. The OTT administrations breaks down the videotape content watched by the guests and continue to give them the substance on relative feathers. individualities compare to partake in the administrations free of charge. therefore, OTT like Hotter gives extremely defined content to free. Likewise, the class paces of these administrations are exceptionally low. The guests partake in the multifariousness of International and public substance. exertion and Comedy are the most favored classes of film. As per the study, guests spend all effects considered, 2 hours daily watching OTT administrations. Web administrations are observed all the more constantly in OTT administrations. groups like youthful sentiment, exertion and metropolitan show are into the top position. The lesser part of the guests watches the substance around evening time. Diversion is the main provocation behind the application of OTT. Second most compelling provocation behind the application is the portability of the gimmick. Third on its availability of content on request.

III. Research Methodology

TARGET GROUP SELECTED

The participants selected for this research study were consumers of OTT platforms falling within the age range of 14 to 45+. To participate in the survey, the participants underwent a screening question. This specific group of participants was chosen because all OTT cater to all categories of consumers ranging from children to infants to adult content. Furthermore, individuals above 14 years old are presumed to have developed their own preferences and would therefore engage with similar content as well.

TARGETS

There are three main objectives associated with conducting this research study. The survey aimed to elicit potential responses on the following three objectives:

- 1.To investigate and understand the increase in usage of OTT platforms during the pandemic.
- 2.To determine the future prospects of OTT platforms.
- 3.To examine the shift in consumption from traditional entertainment to new forms.

RESEARCH DESIGN

The data collection was primarily qualitative, involving a questionnaire distributed to the relevant target group. The data was analyzed using fundamental descriptive statistical tools. The total sample size for this research study was 100 participants. The survey was divided into two major sections: demographics and OTT usage behavior, which included inquiries related to OTT usage, past preferences, and their opinions.

DISCOVERIES AND ANALYSIS:

1.Age of repliers

The below illustration shows that a large portion of our replier who are a piece of our examination study have a place with the age bracket of 15- 25. It's generally anticipated that shoppers having a place with this age class are more in contact with the most recent happenings in OTT stages and hereafter have given important benefactions to the creation of this disquisition review.

2.Screening inquiry

The below question was employed as assessing test for the repliers.91.7 of the repliers have employed both of the OTT stages and hereafter were considered fit to be essential for the examination.

3.Entertainment application design during the lockdown.

The below question targets understanding our replier's diversion application design during the lockdown. As can be supposed, purchasers observe their wellspring of recreation in the OTT stages in discrepancy with the customary diversion channels. This shows the rising ubiquity of OTT stages during the lockdown stage.

4.Mindfulness of the medium

The below question expects to comprehend the wellspring of data of their present OTT administrations. The inquiry expects to comprehend which source has the most noteworthy effect on the shoppers concerning OTT stages. As can be supposed, social proffers followed by elevations conveys the idea the guests of OTT stages.

5.Hours spend on OTT

From the below question, we can interpret that on a normal, guests spend about 2 to 4 hours consuming substance accessible on the OTT stages. i.e. out of the absolute repliers42.7 of the buyers spend their nearly around 2 to 4 hours inked in to OTT stages.

6.Impact of lockdown on OTT

Yet again the below question means to comprehend the paperback's application illustration of OTT stages in the lockdown. It can demonstrate that roughly 74 of the repliers have encountered an expansion in use of OTT stages.

7.Mode of application

With more expansive availability of cell phones and web entrance, shoppers have better entrance to cover styles of diversion. The below question plans to comprehend which medium the most is well given w.r.t OTT stages. From the below information, we can gather that OTT stages are most seen on cell phones followed by PC and television.

8.Started exercising another OTT stage

The below question means to get the courses of events for the elevation of OTT stages. From the below information we can interpret that of the absolute guests, 48 of the buyers began exercising new OTT stages during the lockdown. This shows that the lockdown was one of the propellers for the ascent of OTT stages.

9.Awaited for a film to shoot off on OTT stage.

The below questions stay further into OTT stages and its diversion limit. This question intends to comprehend on the off chance that shoppers have at any point favored hanging tight for a film shoot off on an OTT stage as opposed to sitting tight for it to deliver in the flicks. Surprisingly, 55 of the repliers in the review favored trusting that a film will deliver on a n OTT stage rather than it delivering in the flicks.

10.Pictures discharge on OTT

In arrangement with the below question, this last inquiry expects to comprehend assuming purchasers are OK with the equal working of OTT stages and conventional film. From the below information, we can conclude that purchasers i.e. 57 of the buyers would incline toward standard stir filmland to be delivered on OTT preliminarily or alongside film.

IV. Conclusion

The surge in real-time content consumption in India has sparked specific trends in content usage over recent years. Previously, the preference for consuming video content was largely outside the home but due to Covid-19, there has been a shift towards indoor viewing on a grand scale. Research data reveals that an overwhelming 91.7% of respondents are acquainted with Over-the-Top (OTT) platforms, indicating its widespread popularity in India. The current lockdown situation has resulted in a continuous influx of various forms of media consumption for entertainment purposes.

A vast majority (72.7%) of individuals turn to OTT for entertainment during this time, followed by YouTube (17.3%) and television (9.1%). OTT platforms have garnered substantial user attention, with 42.7% spending 2 to 4 hours daily on them. Furthermore, 29.1% dedicate more than 4 hours each day while only 28.2% spend less than 2 hours on these platforms.

On average, users spend approximately 3 hours per day consuming OTT content amid the lockdown period, leading to notable shifts in consumption patterns. A significant portion (73.6%) reported an increase in their daily OTT usage during this time, with users experiencing a rise of 3 to 4 hours per day on average.

This trend reaffirms the hypothesis H1 and underscores OTT platforms as the go-to choice for entertainment among most individuals amidst the lockdown circumstances while preferring smartphones (55.5%) over PCs (24.5%) and televisions (20%) for viewing content online.

Interestingly, almost six out of ten individuals explored new OTT platforms during the lockdown phase highlighting an increasing interest and adoption rate spurred by these unprecedented times.

When asked about their preference between watching movies on OTT versus theaters simultaneously or exclusively releasing on one platform first; responses were divided with a slight inclination towards theatrical releases indicating there is still a charm associated with traditional cinema experience despite transitioning preferences brought forth by evolving trends.

In conclusion, emerging data insights suggest that although majority favor theater screenings over exclusive OTT releases currently when posed with both options simultaneously or diversely released films; preferences vary based on individual inclinations showcasing diverse user perspectives indicating potential growth avenues for OTT platforms provided suitable film distribution strategies cater to consumer preferences effectively according to our research findings concluding 'The Emergence of OTT Platforms During Pandemic and Future Prospects.'

REFERENCES

- <https://www.financialexpress.com>
- <https://www.amity.edu>
- <https://www.mid-day.com>
- <https://www.frontiersin.org>
- <https://www.un.org>
- <https://www.unicef.org>