“A Comparative Study on the Pre and Post COVID Impact on OTT Platforms with special reference to college students in Ernakulam District”

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The Covid 19 pandemic has changed the way people spend time for entertainment purposes. Back then it was to hang out and watch movies at theatres, but now it's more of Netflix and Chill. OTT platforms turned out to be a major preference for people to spend quality time with family and friends. OTT was most convenient for the younger generation as watching their favourite content on mobile with a great economic package is easy. With the lowest subscription of 199/- Rs. Friends can share and experience the delight of their choice. Moreover, the variables like convenience in terms of time, choice, rate of subscription, age, no advertisement, one goes to complete one series, and many more impacted a lot in the growth of the OTT platform.

The study deals with the analysis of the preference of college students towards OTT (over-the-top) platforms concerning the covid 19 pandemic. The determination of OTT platforms utilized, the time spent on them, and their experience are all part of the study. The post covid era has witnessed a rapid change in people's viewing experience. OTT platforms are widely accepted as replacing big screens. Netflix, Amazon prime, Sony LIV, Zee TV, Disney Hotstar, and a few other web and app-based online video streaming platforms.

In this study, we will analyse the major factors that influence people to opt for OTT platforms, how OTT platforms serve to be the best alternative during COVID-19, the merits and demerits of OTT for users, and so on.

Now, as technology advances, we are changing our routines at a rapid pace. When it comes to TV, there would have been one in every room and everyone would have sat and watched it at the same time, however now we live in the age of OTT, where everyone has a smartphone and can view any sort of content at any time

This project paper analyzes the psychosocial impact of web series and online streaming content amongst youth on online platforms like YouTube, Amazon, Netflix, SonyLiv, hot star, and Torrent downloads. We also tried to examine the perception of youth on OTT platforms. The questionnaire was used to gather information from the respondents regarding their awareness about various OTT platforms, their most preferred content ,the factors that influenced this usage etc . The respondents were students studying in different Colleges in Ernakulam district.

1.2 Significance of the study

The purpose of this study is to broadly analyze the factors and opinions of college students regarding their choice of OTT and to see whether the OTT platforms have been their preference amidst post covid.

1.3 Statement of problem.

The project is entitled “A Comparative study on OTTs”: Pre and Post Covid 19 with special reference to college students of Ernakulam district.

It has been observed that a majority of college students have changed their viewing experience from big screens to digital-based platforms post covid pandemic. The factors that influenced college students, their level of satisfaction towards digital-based platforms, and the future of OTT platforms are studied in the research.

1.4 Objectives of the study

- To determine the factors influencing the users to choose OTT platforms.
- To measure the level of satisfaction of college students toward OTT platforms
- To understand the use of OTT platforms pre and post covid pandemic
- To understand the spending of college students for the OTT platforms.

1.5 Scope of the study

The study is conducted among the college students of Ernakulam district.

1.6 Research methodology

The data collection was primary in nature, a questionnaire was prepared to collect information from target respondents.

Secondary data was also used from the internet, books and magazines were referred.

Research Design

A convenience sampling technique is used for data collection
The sample size taken in this study was 50 people.

The area of the study is confined to Ernakulam district.

Tools for analysis

- Simple Percentage Analysis
- Weighted Ranking
- Likert Scale Analysis

Limitations of the study.

- The study is limited to a few respondents
- Data derived from respondents may be inaccurate or irrelevant
- The research is conducted within a short period

CHAPTERISATION

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CHAPTER 2 – REVIEW OF LITERATURE

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CHAPTER 4 – DATA ANALYSIS AND INTERPRETATIONS

CHAPTER 5- FINDINGS, SUGGESTIONS, AND CONCLUSION

CHAPTER 2

REVIEW OF LITERATURE

1. **Dasgupta & Grover (2019)**: Researchers identified four significant elements that influence customer adaptation to various platforms in the study "Undertaking Adoption Factors of Over-The-Top Video services among Millennial Consumers." Convenience, Mobility, Content, and Cost are the four factors. (Dasgupta, 2019)

2. **Meghan McAdams (2019)**: "Understanding the Modern Media Streaming Landscape: What is OTT." According to the findings, OTT apps undoubtedly represent India's future. The main finding of her research was that 50 percent of OTT customers are feeling 'subscription fatigue" as a result of engaging with so many channels. It was also noted that the rise of large-scale platforms such as Disney plus would have an impact on the possibilities for similar specialty offerings. (McAdams", 2019)

3. **Brett Hutchins (2019)**: Live streaming services will disrupt the market for coverage rights and the expansion of media sort websites, he said in Over–The–Top Sport. Tencent, Amazon Prime Video, and DAZN are creating new norms for how media sport is available and curated, signifying a fundamental shift in the global market for sport broadcast rights and the media systems that transmit live content. (Hutchins, 2019)

4. **P Singh (2019)**: P Singh's study, "New Media as a Change Agent of Indian Television and Film: A Study of Over-the-Top Platforms are affecting Indian television and cinema, as well as how the youth are using these new digital 9 platforms to watch video material. Young people enjoy watching OTT web series and movies, according to research. The average viewer spends 2 hours watching OTT, with nighttime viewing being the most popular. Because of the service, and the availability of international content, young people prefer OTT to television. (Singh, 2019)

6. **Paramveer Singh (2019):** Netflix, Hotstar, and Jio are the most popular among Indian youth, according to the report. Youth are more inclined to take advantage of these platforms' free trials, are nocturnal viewers, and prefer web series to movies. According to the respondents, over-the-top applications are changing media consumption trends in India. (Singh, 2019)

7. **KPMG (2017):** The research "The 'Digital First Journey" compiled a list of OTT video platform announcements on original content investments in India. It also discussed the new live-streaming genre. (KPMG-FICCI, 2017)

8. **Ernst & Young (2016):** According to the research 'Future of Digital Content Consumption in India," a growth in smartphone usage has ushered in a new area of video consumption on personal media devices in India. Smartphone penetration in India is expected to reach 520 million by 2020, with broadband coverage increasing to 40% from 14% in 2020. (Report, 2016 July 30)

9. **Khanna (2016)**: According to his article, "A study on factors affecting Netflix subscription rates in

India: An Empirical Approach," Indian consumers prefer to view free content online rather than pay for it. Netflix has a low subscription rate due to the lack of regional and local TV series and movies. (Khanna, 2016)

10. **Sujatha Joshi (2015):** The research primarily examines the shift in consumer trends in India due to the rise of OTT platforms and the impact on traditional platforms. According to t the author's study in the article, cost, content availability, net neutrality, and user-friendliness are the game-changing aspects, as OTT platforms provide all of these at a lower cost than traditional platforms. According to the study, the key advantage of OTT players is that they may use telecom infrastructure without paying for it and are not subject to the same regulatory frameworks as traditional services. (Joshi, 2015)

11. **Gregory Gimpel (2015):** The expansion of the telecom business in terms of content consumption is the subject of this article. He concludes that OTT platforms "create original content and work on licensed agreements" based on platform theory and data collected from 22 senior executives. He also suggests that production businesses vary their media portfolios to diversify their revenue streams. He also distinguishes between OTT businesses and MSOS (Multiple System Operators) in terms of consumer preference and delves deeper into the theoretical and practical issues that the industry's marketing techniques face. (Gimpel, 2015) 11

12. **Sidney eve Matrix (2014)**: According to the Netflix survey, viewers, particularly young people, are becoming active curators of material rather than passive consumers of "whatever creators give them." The demand to share, remain connected and discuss content on social media platforms is encouraging this paradigm shift in consumers. Viewers are setting new levels of expectation from producers because of these social media transactions, and they are also becoming active catalysts in the creative process.

13. **Menon (2020):** States that the restrictions imposed in the aftermath of the COVID-19 outbreak had a substantial impact on media and entertainment consumption patterns. As people were prevented from going outside for recreation or employment due to lockdowns, public activities shifted to online platforms. Web-based social networking allowed people to stay in touch with their families, friends, partners, neighbors, and others. Due to the government's request to shut down external channels of entertainment (outside of home-based entertainment), home-based entertainment modes have shown steady growth and development. (G, 2020)

14. **Deloitte, Digital Media (2020**): According to a Deloitte report titled "Digital Media: Rise on-demand Content," the proliferation of internet-enabled digital devices capable of supporting digitalized information has led to an increase in the consumption of digital content worldwide. This trend can be seen in India on a variety of channels, including audio, video, news, and music.

(Deloitte(n.d), 2020)

15. **Manoj Kumar Patel (2020):** According to the findings, OTT platforms are evolving and have a significant advantage over traditional entertainment channels. The study claims that the rise of OTT will undoubtedly increase in 8 India due to its cost-effectiveness and continual development of content richness, based on an online survey with 95 percent of the primary stakeholders aged 20 to 40 years. Finally, the author believes that the rapid rise of streaming media in India is due to the freedom it offers customers to access information at any time, regardless of location. (Patel, 2020)

16. **Prof. Ripal Madhani and Dr. Vidya Nakhate (2020):** The study compares viewing behavior across traditional television channels and over-the-top video platforms in Maharashtra. The article examines the behavioural characteristics of traditional and OTT viewers for a total of 110 persons utilizing a structured questionnaire. In conclusion, the survey finds that consumers prefer OTT platforms to traditional television channels because they offer greater convenience in terms of time and location, lower data costs, and instant access to high-quality content. (Prof. Ripal Mandhani, 2020)

17. **Ritu Bhavsar (2018):** Digital media has become an indispensable part of everyday lives and is a prominent medium used for gathering and disseminating, entertainment, and disseminating information, socialization, entertainment, and marketing, 10 according to her research paper “The Burgeoning Digital Media Consumption: A Challenge for Traditional and Advertising Industries- An Analysis.” Consumer preferences and attitudes are changing because of increasing content consumption via digital media, and this development may be attributed to improved internet connectivity, advanced digital devices, competitive data prices in India, and the on-the-go nature of online media. (Bhavsar, 2018)

18. **ICFAI (2019)**: report on “Transition of consumer towards online streaming industry” where comparison is done between both OTT giants Netflix and Amazon Prime. This paper highlights the importance of content in entertainment and this paper writes that Netflix has an upper edge among all other OTT Platforms, when talked about content and then comes HotStar.

19. **The Kalagato report (2017)**: shares a breakup of market share among Indian OTT players showing the fact that Hotstar is leading the OTT platforms in India with 73.19% of share among others and then being Netflix with only 1.26% of share

CHAPTER 3

THEORETICAL FRAMEWORK

BEGINNING OF OTT

OTT platforms or over-the-top platforms are those digital-based streaming services that allow users to watch their preferred content over the internet through various applications.

The OTT platforms have paved a great profit and development for the entertainment industry. There have been no age boundaries for the people who choose to watch their favorite content via these platforms.

Different platforms provide users with a wide variety of content, offers, accessibility, etc.

GROWTH OF DIGITAL-BASED PLATFORMS

The covid pandemic caused a drastic change in the entertainment industry. The pandemic has caused people to stay indoors with limited access to entertainment. All the busy scheduled film shooting, movie releases, crowded theatres, and so on came to a pause. When the filmmakers, producers, and distribution panels faced a hard time, it was when OTT witnessed a boom, giving people a setback for entertainment. They took the digital rights of films that were to be released in multiplexes.

Pre-pandemic era was when theatres enjoyed huge profits and preference among the people, and box offices hit plenty of bucks for massive hits.

Entering the post-pandemic times, OTT was a lifesaver for all entertainment lovers. The popular OTT platforms regained their position in the entertainment industry.

REASONS FOR THE GROWTH OF OTT MEDIA

- Easy accessibility – viewers can pay a reasonable amount and be subscribed users of any of the OTT platforms. They can access their preferred content anywhere and anytime without much difficulty.
- Any device – users can view their choice of content via any device. smartphones, tv, laptops, and so on. They just need good connectivity to the internet.
- Wide audience potential- OTT platforms will reach a wide audience.
- Quality – Users have the choice of watching high-quality content or desired quality like 4k,720mp,1080mp, etc.
- Different languages with subtitles
- Cost effective – with the minimal subscription fee, people can sign up for these platforms and get access to unlimited content, which on the other hand one has to spend for a ticket to watch a movie in theatres nowadays.

FACTORS INFLUENCING THE USERS

Entertainment and the Pandemic callings to one platform - 'The OTTs'!

Stuck inside their houses, people across the globe turned to digital screens to seek entertainment. In July, Sushant Singh Rajput-starrer Dil Bechara made the biggest opening ever on Disney Hotstar, an OTT platform which was just one of many success stories of web platforms to begin with. OTT gained popularity during the pandemic for many reasons and from then there is no looking back.

●Easy accessibility of stable, high-speed internet with affordable data plans has been one of the deciding factors behind the growth of OTT platforms and digital content consumption.

●Aside from enjoying media on the move, another big plus to watching digital content on OTT platforms is the absence of ads. This can be achieved at a nominal cost currently.

●The fact that OTT platforms are available in multiple languages has taken them to a larger audience base leading to greater growth in viewership. They are mainly popular among those between 15-30 years of age.

●Movies and shows are now available on OTT platforms long before they are broadcast on television. This makes OTT platforms more attractive for those who want to enjoy the content first.

●Another important factor influencing OTT popularity is their seamless digital viewing experience across multiple devices. Fans can opt for combined deals for viewing on both smartphones and home screens.

●OTT platforms provide more than just mobile media streaming. One can download videos in various languages to watch them offline on their devices and stream ad-free services for a reasonable price.

OTT PLATFORMS VS THEATRES

PRE COVID

The pre covid market for OTT platforms in India was very thin. It did not have the popularity that it has now. Even though streaming giants like Netflix, Amazon prime, HBO, etc have been in the market for decades performances where mind-blowing performances were of the introductory stage but not all bad for them as series like strange thing them thrones, breaking bad, etc were making waves even in the Indian sub-continent and the even though the trajectory of OTT platform was slow it showed an upward trend. The main reason for the slow momentum was mainly because these causes

- Lack of general awareness
- Internet in the country is expensive

- High subscription charges
- Lack of regional content
- People preference to watch in the theatre and watch on television when it is being aired on local channels
- As Ott platforms mainly focused on making series that had a running time of 10 hours per season the people were not ready to devote that much time to a single series

The points refer to the problems faced by streaming platforms to gain a wider audience. Even though western tv shows were popular among the youth as the subscription were high, they turned their attention to piracy which further decreased the income of these platforms.

OTT platform vs Theatre (people's preference)

During the pre-covid period, people mainly preferred Theatre the viewing experience to streaming it at home. As the culture of Indian cinema was always watching movies at theatre these platforms were always on the back foot. The people felt that the success of a film is determined by how long it ran at the theatres

POST COVID

The covid pandemic was the biggest blessing for streaming platforms. According to Media Partners Asia, a research and consultancy company, Netflix's membership base increased to roughly 5 million from nearly half that amount in May. In a similar vein, according to Disney's financial information, Disney+ Hotstar claimed roughly 9 million subscribers in August. Inquiries from Mint about numbers received no responses from Netflix or Amazon Prime Video. Young Indians, including millennials and Gen Z, bought two to three new OTT subscriptions during covid, according to a survey by the marketing and advertising firm Dentsu. Chetan Asher, co-founder and CEO of Tonic Worldwide, a digital-first creative agency, noted that many people who had been on the fence but had been dividing their spending between movies, OTTs, and other trips now had more on hand (given the lack of alternative options). The pricing approach has also been strengthened by a consistent flow of material. In addition to monetizing already filmed original series, streaming services have also bought several new and old feature films that were intended for theatrical release.

Another finding from CNBC-Trendspotting TV18's analysis is that, in March 2020, Indians spent almost 4,600 crore minutes per day on OTT platforms. But, once the country was put on lockdown, these numbers soared to 6,000 crore minutes. This is a month-over-month gain of 30%.

Market drivers for OTT video services include:

1)**Broadband penetration**:

Rising significantly, which is a major factor in propelling the OTT video market's expansion globally. Governments have become more aware of the importance of improved connectivity and how it can be used to use cases like advanced telemedicine, remote work, and education using augmented and virtual reality, in particular thanks to COVID-19. With greater mobile usage and extended high-speed broadband internet access via fixed wireless connectivity, 5G can enable mobile technology use cases (FWA). To increase broadband adoption and coverage, governments throughout the world are investing in high-speed broadband programs. Even as they struggle with short-term costs, developing nations that underperformed in recent network deployments are making 5G network development a national priority. These initiatives have all been active an important role in OTT video success 2) **Smartphone penetration & accessible high-speed mobile internet:**

There are 4.78 billion mobile phone users worldwide, or around 62% of the world's population, and there is widespread access to high-speed mobile internet. Of these, 3.5 billion people use smartphones. Viewers may watch content whenever, wherever, and on any device of their choosing by simply connecting their smart devices to the subscribed OTT services. The fact that Mobile Network Operators (MNO), notably in developing nations in the APAC & MENA area, have sped up the installation of mobile broadband & LTE also helps with this. At the same time, MNO collaborations and package bundling have reduced the cost of accessing additional content on mobile devices for customers. Thus, the mobile channel is rapidly becoming the most popular.

3) **Technological developments in media streaming:**

The idea of removing the connection gave rise to an over-the-top video. They did not want to be forced to watch stuff just at certain hours. Instead, they preferred to consume information wherever and on whatever device they pleased. And so the OTT video on demand as we know it today came into existence. Technology has been essential to the growth of over-the-top video services. OTT systems are simple to use due to helpful features including cloud-based streaming services, support for live content with video-on-demand (VOD), a vast content library, zero-buffering, adaptive bitrate streaming, and intuitive content discovery.

4) **OTT apps' personalization:**

Users may now easily access OTT services thanks to the widespread usage of smart devices and the internet, as well as a rise in disposable cash. Customers want the option to select the genre and consume the material in a way that suits their preferences and flexibility. This has encouraged the use of services, and as a result, home entertainment is now available through streaming services. Viewers have enjoyed a smooth viewing experience because of the localization of material, a wide range of genre and title options, personalization, and freedom of viewing on any device at any time or location. OTT service providers may modify their products by using the comprehensive user insights gained through OTT applications to guide their data-driven decisions.

5) **New pricing strategies**:

Some OTT operators have benefited from innovative pricing strategies by attracting and keeping users on their OTT platforms. A variety of approaches, including SVOD, TVOD, and AVOD, can be used to monetize OTT videos on demand. But OTT platform users are now using the Freemium model, which is a further well-liked business strategy. OTT Players have developed this "freemium" model while potential customers consider whether or not to subscribe to an OTT service. With this approach, free access to a small selection of the material is offered to entice new members, but access to the premium content is only available to paying customers. This increases average revenue per user (ARPU) and expands the subscriber base. Here, ad-supported advertising is used to sustain the free content business model. Once more, this is an effective technique to acquire market share in emerging nations, but it won't work everywhere since various pricing structures are appropriate in different markets. For instance, OTT Players in India are implementing aggressive price and distribution methods, such as the mobile-only bundles and sachet pricing established by Netflix specifically for the Indian marketplace.

6) **Growing interest in unique content:**

At a time when production has ceased and no new creative material is being developed, the growing popularity and demand for OTT offer a glimmer of light. With OTT platforms, streaming hasn't ceased, and viewers are eager for more material. While OTT VOD viewing has climbed by 38% during the COVID crisis, traditional TV viewership has only increased by about 6-7%. As a result, production companies are entering the digital market to monetize their current material. They can adapt their goods to the market because they have a firm grasp on customer tastes and a wealth of manufacturing expertise. For example, the BBC has introduced its on-demand platform, which enables people to watch programming, sometimes before it airs on television.

POPULAR OTT PLATFORMS

NETFLIX

Netflix was launched by Marc Randolph and Reed Hastings on August 29, 1997, in Scotts Valley, California. Netflix offers digital entertainment to its users in the way of movies, web series, tv shows etc.

It also offers a broad range of activities like entertainment videos, video gaming, and other sources of entertainment.

Monthly subscription fees of Netflix.

Subscription plan	Mobile	Basic	Standard	Premium
Monthly price	149	199	499	649

AMAZON PRIME

Amazon Prime is a paid subscription service offered by Amazon that provides users with access to extra services that are otherwise inaccessible or available at a charge to other Amazon customers. Services include same-day, one-day, or two-day delivery of items, as well as streaming music, video, e-books, gaming, and grocery shopping.

Subscription plan	1 month plan	3-month plan	Yearly plan
Monthly price	149	199	499

DISNEY HOTSTAR

Disney Hotstar is an Indian online video streaming platform owned by Novi Digital entertainment Pvt Ltd , a wholly owned subsidiary of Star India Pvt Ltd . Disney+ Hotstar offers the latest and popular TV, movies and knowledge-based content from India and the world. With content in 8 languages, spanning 15 TV channels, Disney+ Hotstar is home to some of the longest running, and highest rated TV content in the country.

Subscription plan	Mobile	Super	Premium
Yearly plan	₹499/yr	₹899/yr	₹1499/yr

OTHER OTT PLATFORMS

SONY LIV

Sony LIV was launched on 23rd January 2013 by Culver Max Entertainment . It is an Indian over the top freemium streaming platform .

Subscription plan	Mobile	Liv premium	Liv premium	Liv premium
Period	₹599 yearly	₹699	₹999	₹299

	Yearly	Monthly	Yearly	Monthly

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1 Gender of Respondents

Particulars	No. of Respondents	Percentage (%)
Male	18	36.0
Female	32	64.0
Total	50	100

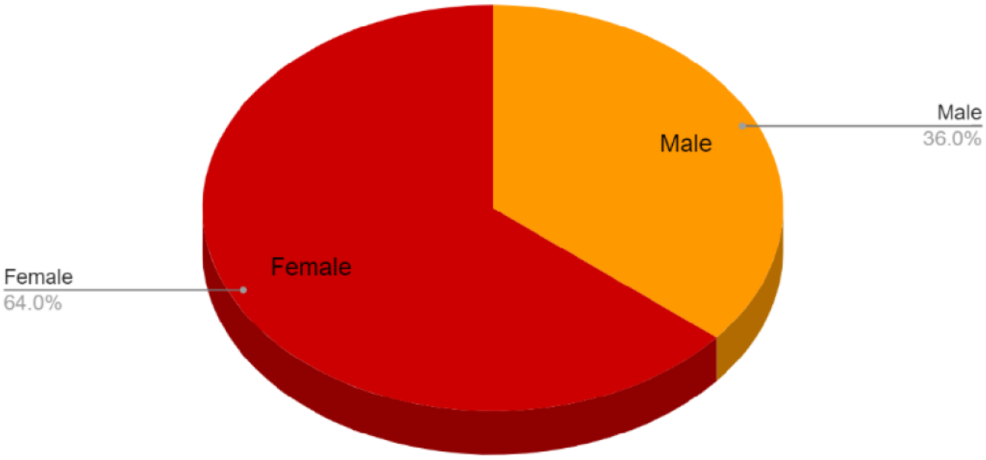

Figure 4.1 Gender of Respondents

Interpretation

From table 4.1, out of 50 respondents, 36% of respondents are male and 64% of respondents are female, from the data the majority is female.

Table 4.2 Awareness of OTT Platforms

Particulars	No.of Respondents	Percentage (%)
Yes	50	100
No	0	0
Total	50	100

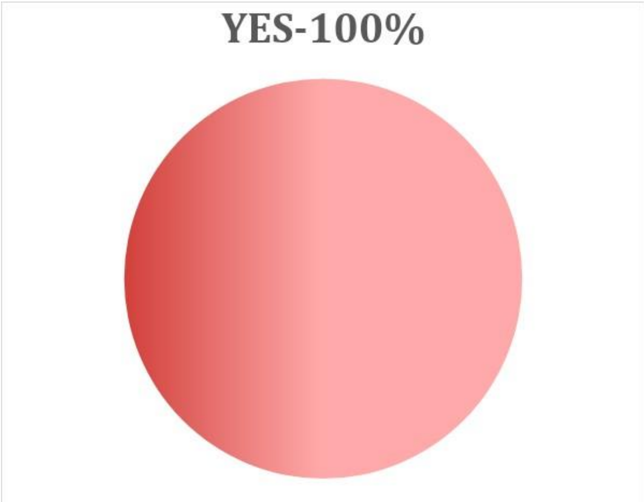

Figure 4.2 Awareness of OTT Platforms

Interpretation

Although people have different opinions, all are aware of OTT platforms.

Table 4.3 Responses regarding OTT Subscription

Particulars	No. of Respondents	Percentage (%)
Yes	43	86
No	7	14
Total	50	100

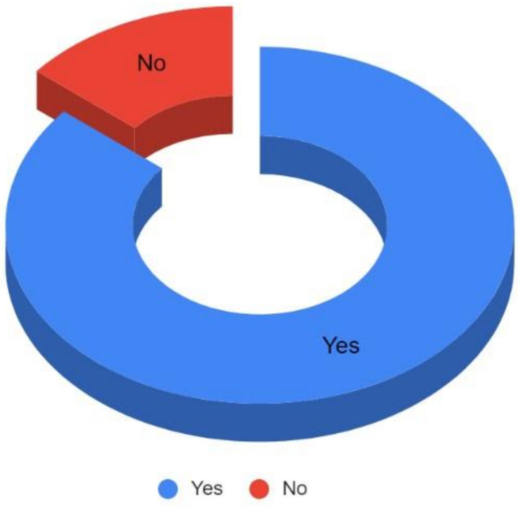

Figure 4.3 Responses regarding OTT Subscription

Interpretation

From table 4.3, out of 50 respondents, 86% of the respondents are OTT subscribers and 14% are not. From this data, it is clear that the majority of the respondents are OTT subscribers.

Table 4.4 Usage of OTT Platforms

Particulars	No. of Respondents	Percentage (%)
Very Frequently	18	36
Frequently	25	50
Occasionally	4	8
Rarely	3	6
Very Rarely	0	0
Total	50	100

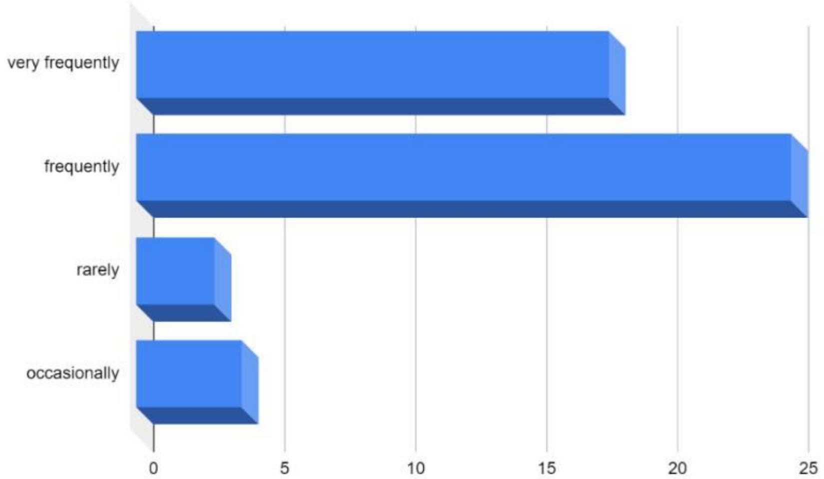

Figure 4.4 Usage of OTT Platforms

Interpretation

From table 4.4, out of 50 respondents, 36% of respondents use OTT platforms very frequently, 50% use it frequently, 8% use them occasionally and 6% use it rarely, and none of them use very rarely. From this data, the majority of the respondents use OTT platforms frequently.

Table 4.5 Source of Awareness

Particulars	No. of Respondents	Percentage (%)
Newspaper/Print Media	4	8
Tv/Radio/Telemarketing	6	12
Internet/Social Media	32	64
Friends/Relatives/Colleagues	8	16
Total	50	100

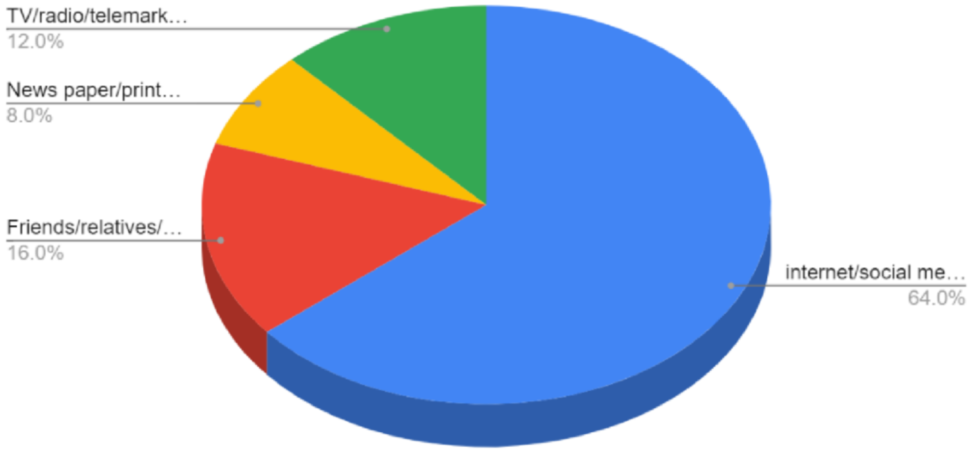

Figure 4.5 Source of Awareness

Interpretation

From the table 4.5, out of 50 respondents, 8% of the respondents knew about OTT platforms from newspapers and print media,12% knew about it from tv/radio/telemarketing, 64% knew it from internet and social media, and 16% knew it through their friends/relatives/colleagues. From this data majority of the respondents came to know about OTT platforms through internet and social media.

Table 4.6 Period of Usage

Particulars	No. of Respondents	Percentage (%)
Less Than 1 Year	10	20
1-2 Years	7	14
2-3 Years	17	34
More Than 3 Years	16	32
Total	50	100

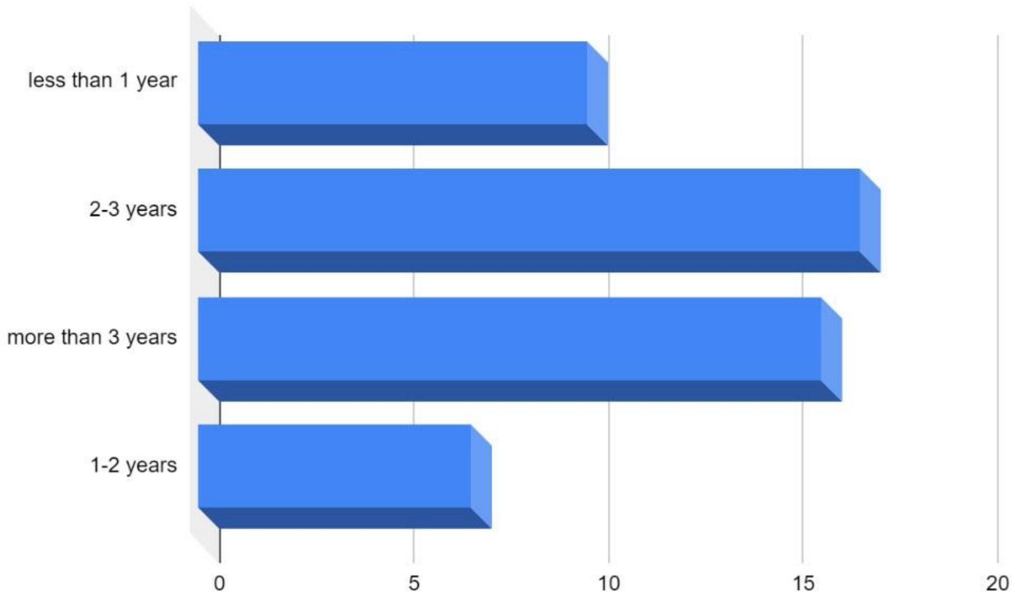

Figure 4.6 Period of Usage

Interpretation

From table 4.6, out of 50 respondents, 20% of the respondents have been using OTT for less than 1 year, 14% of respondents in the past 1-2 years, 34% for 2-3 years and 32% for more than 3 years. From this data majority of the respondents have been using OTT for 2-3 years.

Table 4.7 OTT Platforms Over Theatres

Particulars	No. of Respondents	Percentage (%)
Yes	23	46
No	27	54
Total	50	100

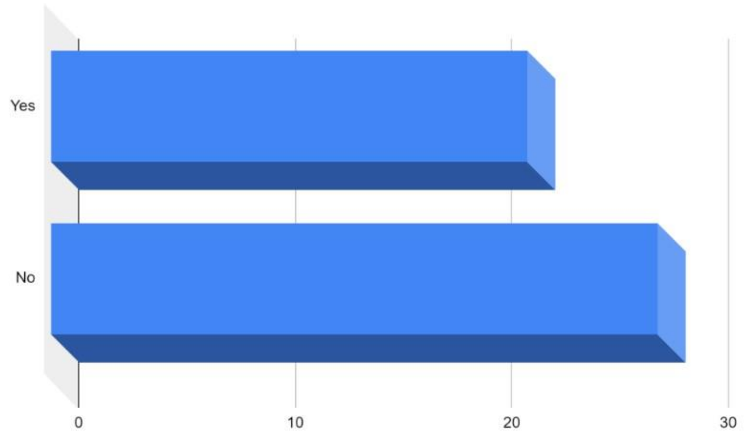

Figure 4.7 OTT Platforms Over Theatres

Interpretation

From table 4.7, out of 50 respondents, 46% of the respondents prefer OTT platforms over theatres,54% do not prefer OTT platforms over theatres. From this data majority of the respondents do not prefer OTT platforms over theatres.

Table 4.8 Time Preferred For Consumption of OTT Platforms

Particulars	No. of Respondents	Percentage (%)
Morning	1	2
Afternoon	5	10
Evening	12	24
Night	32	64
Total	50	100

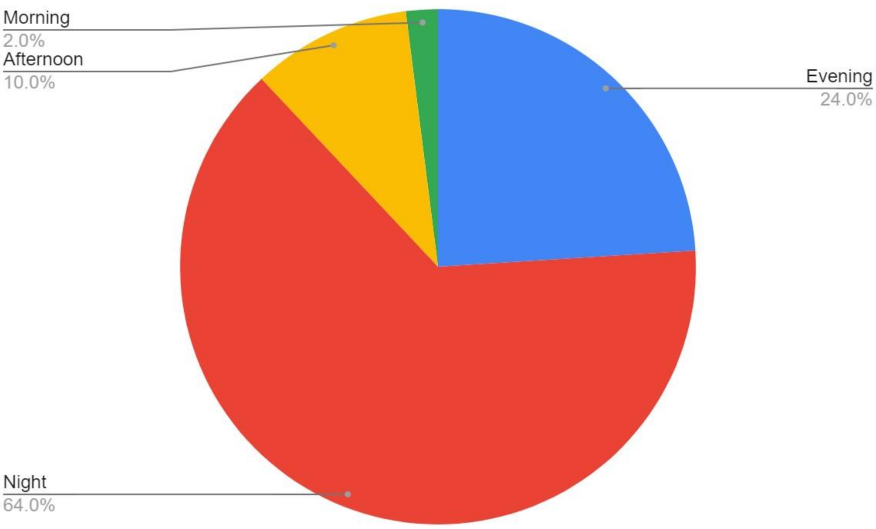

Figure 4.8 Time Preferred For Consumption of OTT Platforms

Interpretation

From the table 4.8, out of 50 respondents, 2% of the respondents prefer morning for consumption of OTT platforms, 10% prefer afternoon, 24% prefer evening and 64% prefer night. From this data majority of the respondents prefer night for consumption of OTT platforms.

Table 4.9 Opinion regarding "Habit of Watching Content through OTT Has Rapidly Increased during the Lockdown Period"

Particulars	No. Of Respondents	Percentage (%)
Strongly Agree	27	54.8
Agree	19	38.7
Neutral	4	6.5
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

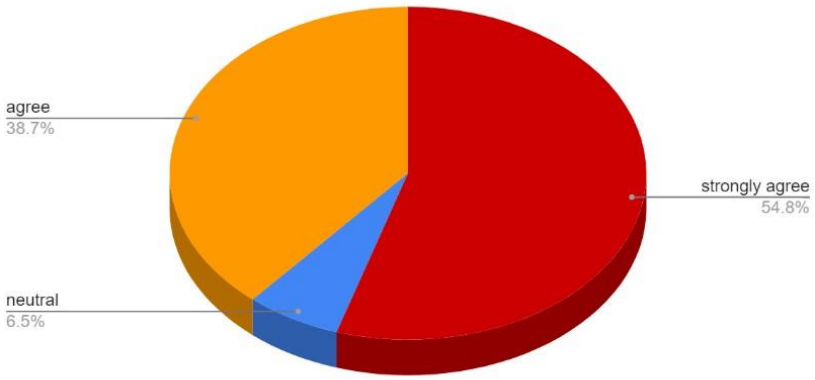

Figure 4.9 Opinion regarding "Habit of Watching Content Through OTT Has Rapidly Increased During The Lockdown Period"

Interpretation

From table 4.9, 54.8% respondents strongly agree to this statement,46% agree with this statement and the other 4% are neutral. from this data majority of respondents strongly agree to this statement

Table 4.10 Most Preferred OTT Platforms

Particulars	No. of Respondents	Percentage (%)
Netflix	29	55.1
Amazon Prime	12	24.5
Disney + Hotstar	7	14.3
Sun Nxt	0	0
Zeetv	2	6.1
Voot	0	0
Hoichoi	0	0
Total	50	100

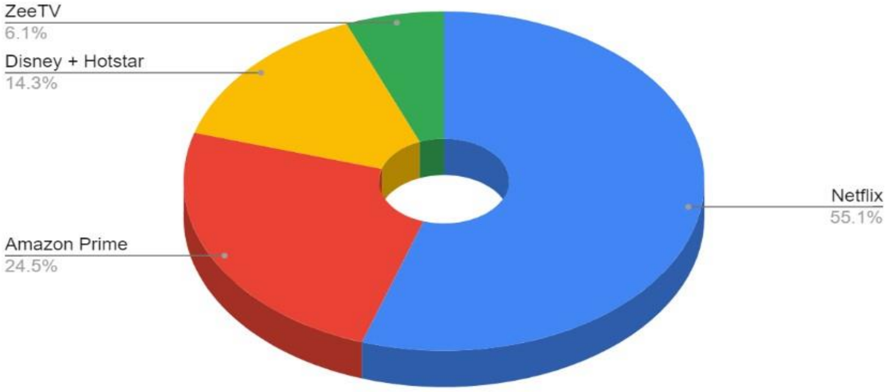

Figure 4.10 Most Preferred OTT Platforms

Interpretation

From the table 4.10, out of 50 respondents, 55.1% of the respondents prefer Netflix, 24.5% prefer Amazon Prime, 14.3% prefer Disney Hotstar and 6.1% prefer Zee TV. From this data majority of the respondents prefer Netflix.

Table 4.11 OTT Channels Currently Subscribed

Particulars	No.Of Respondents	Percentage (%)
0-1 Channels	25	50
1-3 Channels	14	28
More Than 3 Channels	11	22
Total	50	100

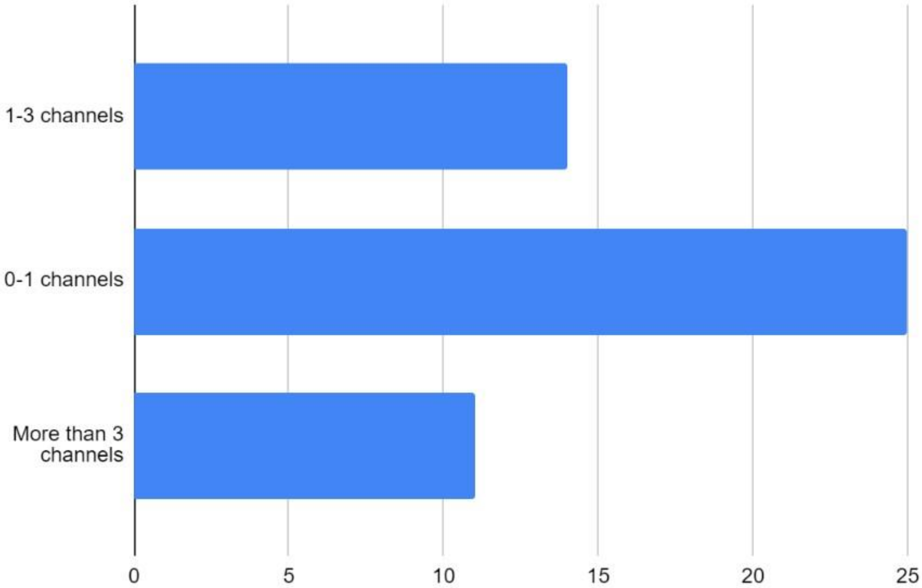

Figure 4.11 OTT Channels Currently Subscribed

Interpretation

From the table 4.11, out of 50 respondents, 50% of the respondents have subscribed 0-1 channel, 28% have subscribed to 1-3 channels, 22% for more than 3 channels. From this data it is clear that the majority of the respondents have subscribed to 0-1 channels.

Table 4.12 Reason For Having More Than 1 Paid Online Video Subscription

Particulars	No.of Respondents	Percentage (%)
Different Kinds Of Content Are Available On Different Platforms	33	66
To Have More Platforms	6	12
Family Members Have Different Preference	6	12
Signed In For A Free Trail And Forgot To Cancel	5	10
Total	50	100

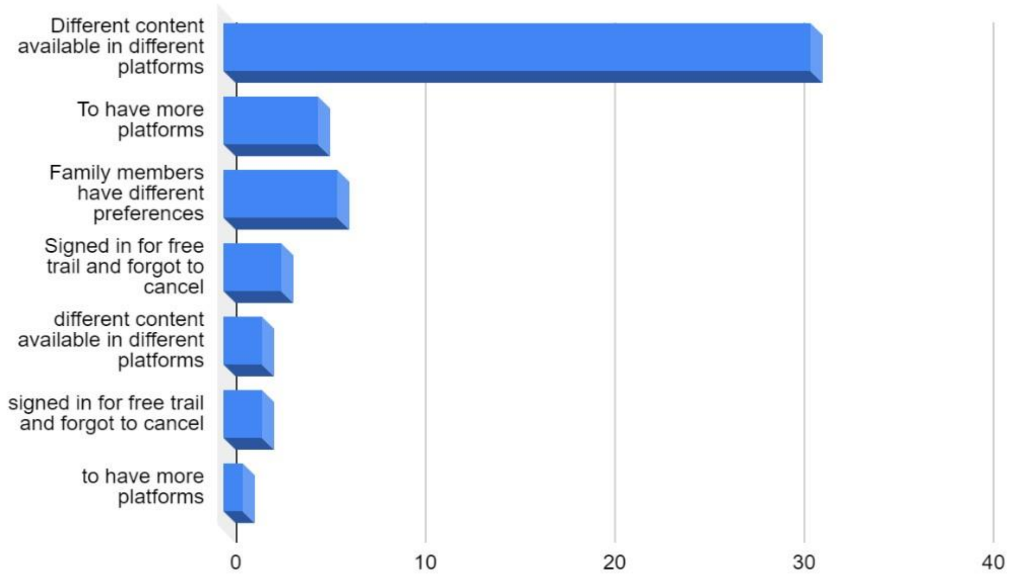

Figure 4.12 Reasons for Having More Than 1 Paid Online Video Subscription

Interpretation

From table 4.12, out of 50 respondents, the majority of them had chosen different content available on different platforms with 33% out of total.

Table 4.13 Opinion Regarding "OTT Platforms Is Cheaper And More Convenient Than Other Traditional Mediums".

Particulars	No.of Respondents	Percentage (%)
Strongly Agree	21	42
Agree	27	54
Neutral	2	4
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

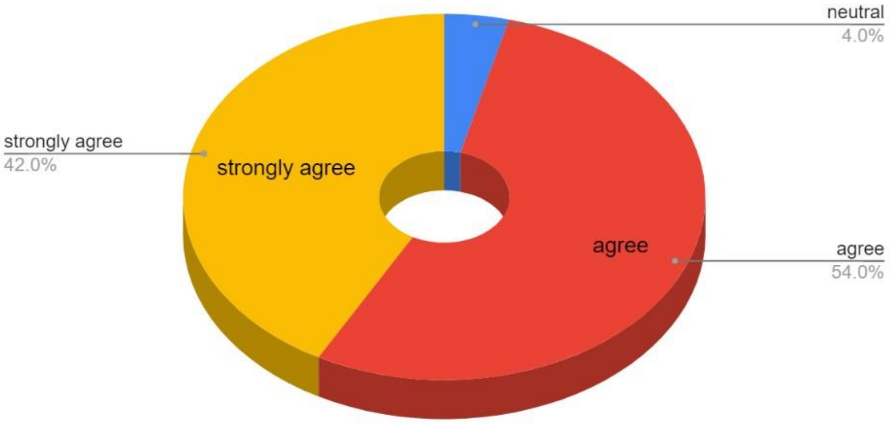

Figure 4.13 Opinion Regarding "OTT Platforms Is Cheaper And More Convenient Than Other Traditional Mediums"

Interpretation

From table 4.13, out of 50 respondents, 42% of the respondents strongly agree, 54% agree 4% are neutral. From this data it is clear that the majority of the respondents strongly agree to the above.

Table 4.14 Monthly Income

Particulars	No. of Respondents	Percentage (%)
Less than 1000	12	24
Rs.1000 -Rs.2000	26	52
Rs.2000-Rs.3000	7	14
Above Rs.3000	5	10
Total	50	100

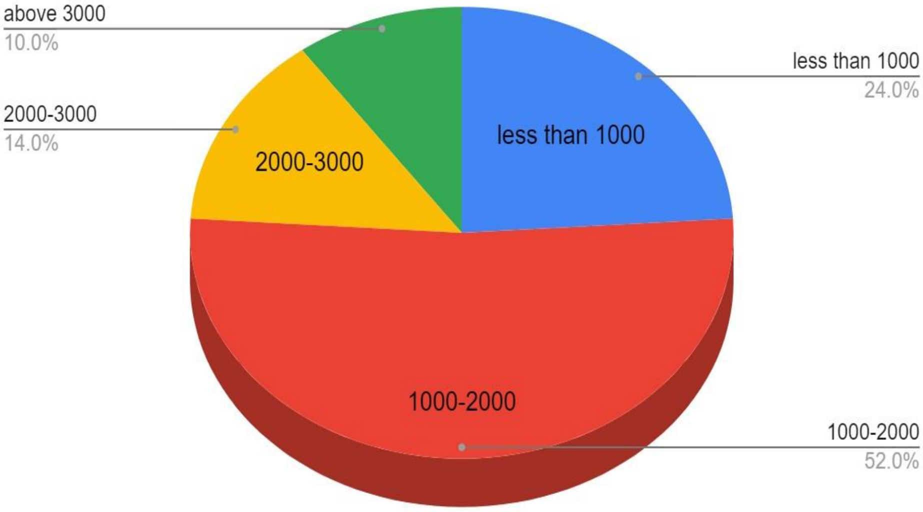

Figure 4.14 Monthly Income

Interpretation

From the responses regarding monthly income, 52%of the respondents earn an income between rs.1000 and rs.2000 , and the least (10%) earn income above 3000.

Table 4.15 Purpose of Spending Money

Particulars	No. of Respondents	Percentage (%)
Fast food and shopping	15	30
Entertainment activities	22	44
Mobile Recharge	6	12
Other	7	14
Total	50	100

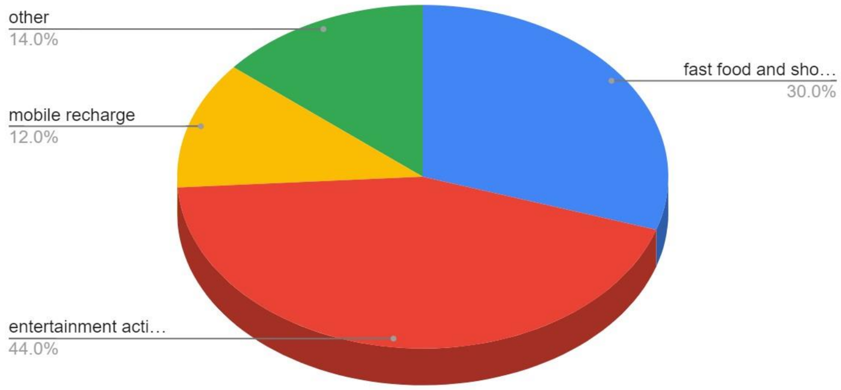

Figure 4.15 Purpose of Spending Money

Interpretation

From the responses collected, 44% of the respondents spend their money for entertainment activities. 15% of respondents for fast food and shopping, 6% for mobile recharge and 7%for other purposes.

Table 4.16 Amount Spend On Monthly Basis

Particulars	No. of Respondents	Percentage (%)
Rs.149 To Rs.199	11	22
Rs.199 To Rs.499	11	22
Rs.499 To Rs 699	9	18
Above Rs. 699	19	38
Total	50	100

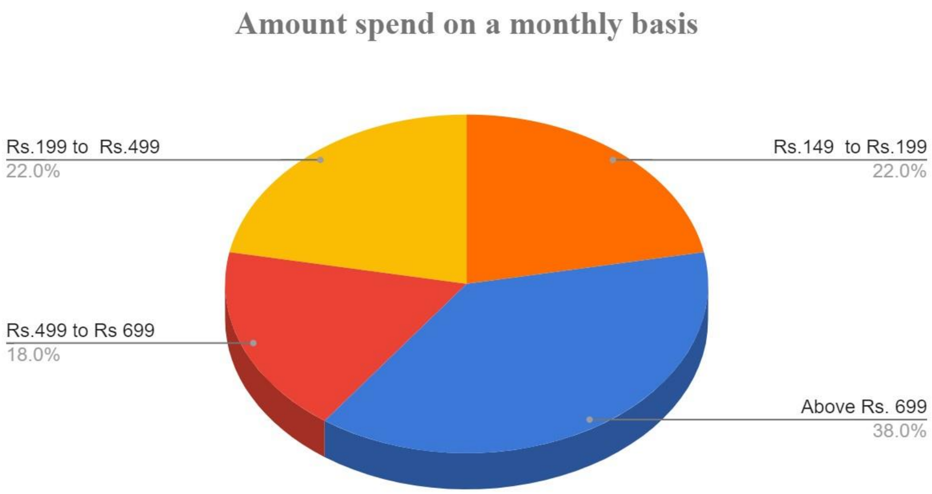

Figure 4.16 Amount Spend On Monthly Basis

Interpretation

From the responses collected, it is observed that 22% of target respondents spend Rs 149 to Rs 199 on monthly basis and another 22% of respondents spend Rs 199 to 499 on monthly basis.

However, majority of respondents (38%) spend more than Rs 699 on monthly basis and 18% of respondents spend Rs 499 to Rs 699

Table 4.17 Source of Expenses

Particulars	No. of Respondents	Percentage (%)
Pocket Money	**7**	**14**
Family Income	**16**	**32**
Savings	**16**	**32**
Part Time Jobs	**11**	**22**
Total	**50**	**100**

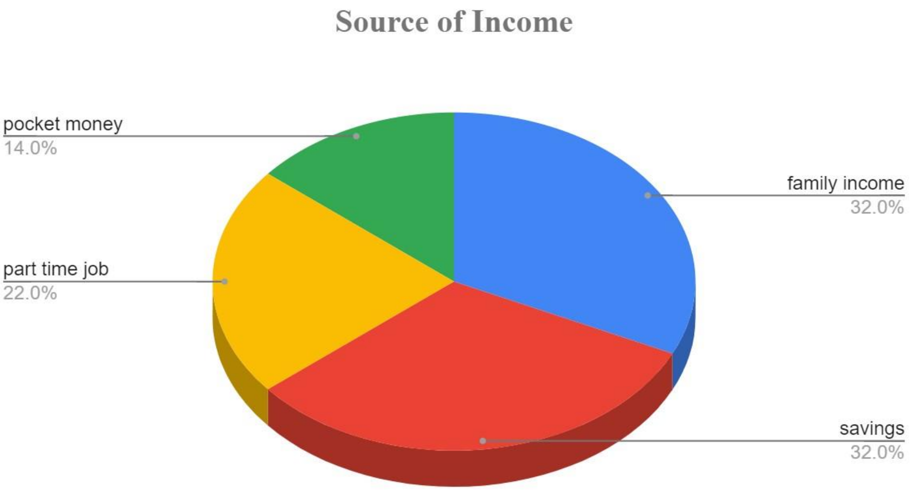

Figure 4.17 Source of Expenses

Interpretation

From the responses collected, Majority of respondents i.e.,32% of the respondents meet their expenses out of their savings and the other 32% meet the expenses out of family income. And the others meet their expenses of OTT subscription from part time job and pocket money

Table 4.18 Most Prefered Content In OTT Platforms

Particulars	No.Of Respondents	Percentage (%)
Movies	21	42
Web Series	26	52
Sports	2	4
Other	1	2
Total	50	100

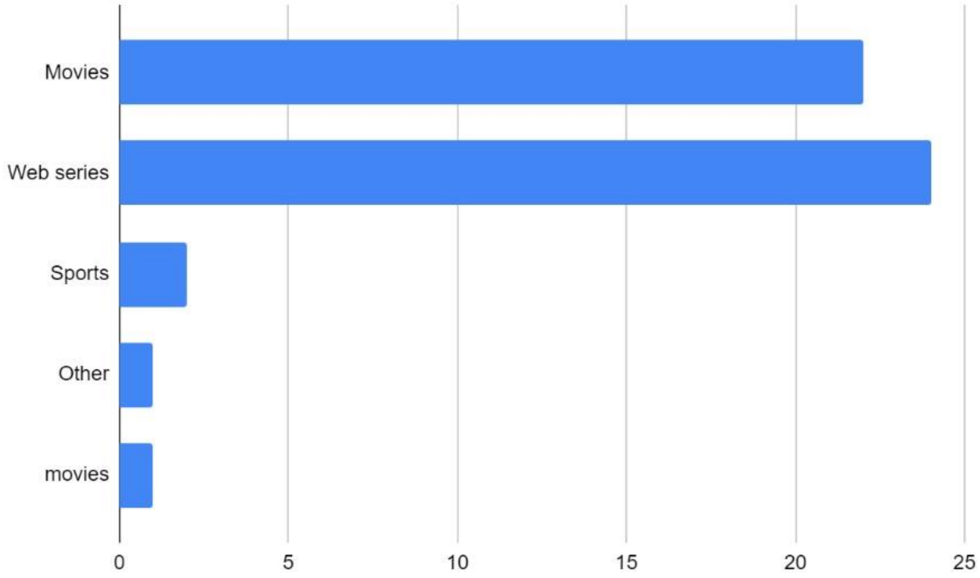

Figure 4.18 Most Preferred Content In OTT Platforms

Interpretation

From the table 4.18, from the responses collected web series is most preferred by the users with 52% of the total.

Table 4.19 'Covid 19 Pandemic Has Increased The Usage of OTT Platforms'.

Particulars	No. of Respondents	Percentage (%)
Strongly Agree	14	28
Agree	29	58
Neutral	7	14
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

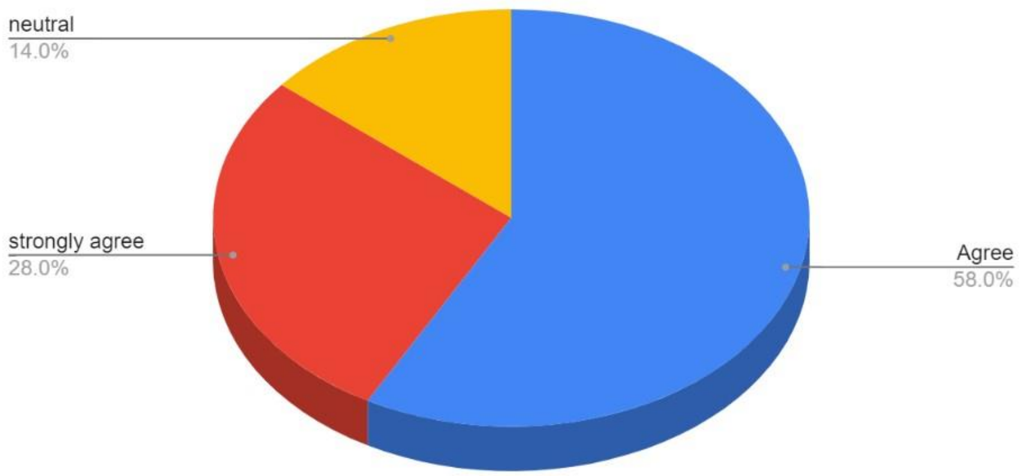

Figure 4.19 'Covid 19 Pandemic Has Increased The Usage of OTT Platforms'.

Interpretation

From table 4.19, out of 50 respondents, 28% of the respondents strongly agree to the statement, 58% agree to the statement, 14% are neutral. The majority of the respondents AGREE to this statement.

Table 4.20 Rating of OTT Platforms

Particulars	No. of Respondents	Percentage (%)
Excellent	27	54
Very Good	14	28
Good	9	18
Average	0	0
Poor	0	0
Total	50	100

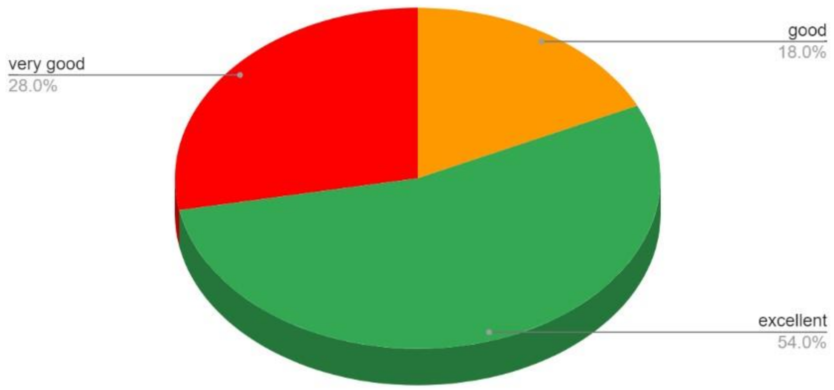

Figure 4.20 Rating Of OTT Platforms

Interpretation

From table 4.20, out of 50 respondents, 54% rated excellent, 28% . Rated very good and 18% rated good, Majority of people have rated excellent

Table 4.21 Choice Of Devices

Media	Rank		1	2	3	4	5	Total	Mean	Rank
	Weight	X	5	4	3	2	1			
TV		f	26	9	9	3	3	50	4.04	1
		fx	130	36	27	6	3	202		
Laptop		f	11	24	14	1	0	50	3.9	2
		fx	55	96	42	2	0	195		
Smartphone		f	12	10	10	6	12	50	3.08	3
		fx	60	40	30	12	12	154		
PC		f	0	6	13	25	6	50	2.38	4
		fx	0	24	39	50	6	119		
Tablet		f	1	1	4	15	29	50	1.6	5
		fx	5	4	12	30	29	80		

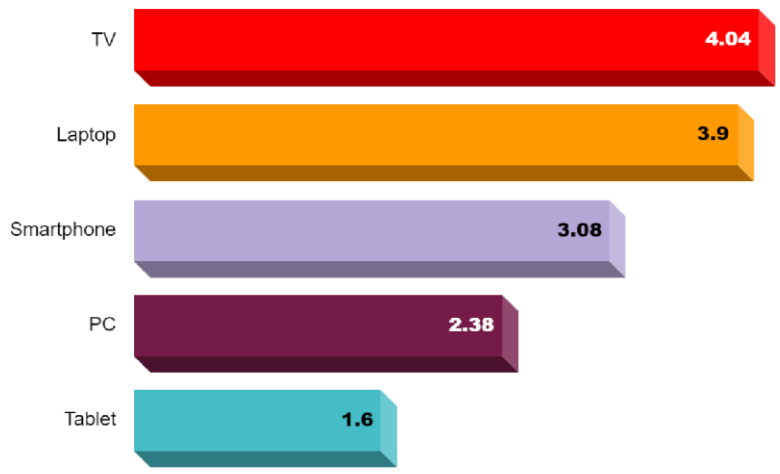

Figure 4.21 Choice of Devices

Interpretation

Out of 50 respondents, TV is mostly chosen by respondents by ranked No. 1 to watch OTT content and 2nd ranked laptop by the respondents, 3rd ranked smartphone ,4th ranked for PC and 5th ranked Tablet to watch OTT contents. From this data majority of the respondents choose TV to watch OTT content.

Table 4.22 Factors Influencing The Users

Media	Rank		1	2	3	4	5	6	Total	Mean	Rank
	Weight	X	6	5	4	3	2	1			
Any time accesses		f	22	10	5	6	6	3	50	5.1	1
		fx	132	50	20	18	12	3	255		
Lockdown		f	15	9	12	5	3	6	50	4.14	3
		fx	90	45	48	15	6	3	207		
User friendly		f	1	14	7	12	9	7	50	3.16	4
		fx	6	70	28	36	18	7	158		
Extra features and deals		f	0	1	7	13	17	12	50	2.36	5
		fx	0	5	28	39	34	12	118		
Review about programs from friends		f	1	4	5	8	13	19	50	2.3	6
		fx	6	20	20	24	26	19	115		
Variety of content		f	11	12	15	5	5	2	50	4.26	2
		fx	66	60	60	15	10	2	213		

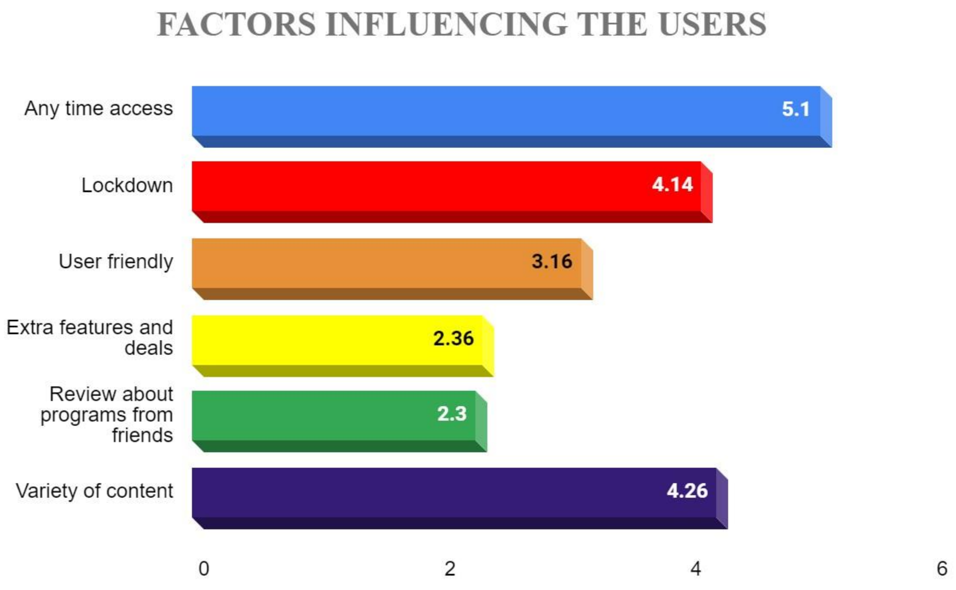

Figure 4.22 Factors Influencing the Users

Interpretation

Out of 50 respondents, any time access is mostly chosen by respondents by ranked No. 1 and 2nd ranked variety of contents by the respondents, 3rd ranked lockdown ,4th ranked for user friendly,5th ranked extra features and deals and 6th ranked review of programs from friends. From this data majority of the respondents choose any time access as the most influencing factor to opt OTTs.

Table 4.23 Responses Regarding Increase of Future Usage Of OTT

Particulars	No. Of Respondents	Percentage (%)
Strongly Agree	**23**	**46**
Agree	**14**	**28**
Neutral	**8**	**16**
Disagree	**5**	**10**
Strongly Disagree	**0**	**0**
Total	**50**	**100**

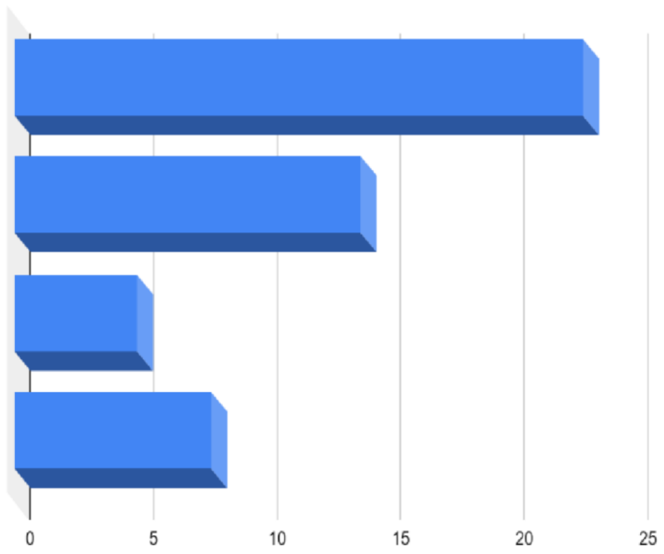

Figure 4.23 Responses Regarding Increase of Future Usage Of OTT

Interpretation

From table 423 , Out of 50 respondents. 46% of respondents said their usage of OTT platforms in future will highly increase, which also is beneficial for the growth of OTT platforms

Table 4.24 Level of Satisfaction

Particulars	No. Of Respondents	Percentage (%)
Highly Satisfied	30	60
Satisfied	15	30
Neutral	5	10
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	50	100

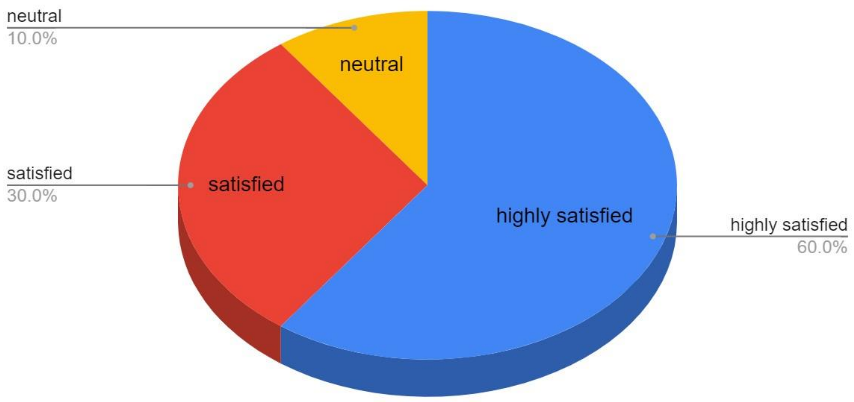

Figure 4.24 Level of Satisfaction

Interpretation

From the responses collected , 60% of respondents are highly satisfied with OTT platforms,followed by 30% of respondents that are satisfied and 10 % neutral.

Table 4.25 Problems Faced From OTT Platforms

Particulars	No.of Respondents	Percentage (%)
Limit Big Screen Experience	**17**	**34**
People's Addiction To Ott Platforms Limits Social Life	**17**	**34**
Content In Ott Lack Censorship	**3**	**6**
Poor Internet Connection	**10**	**20**
Lack Of Personal Security	**3**	**6**
Total	**50**	**100**

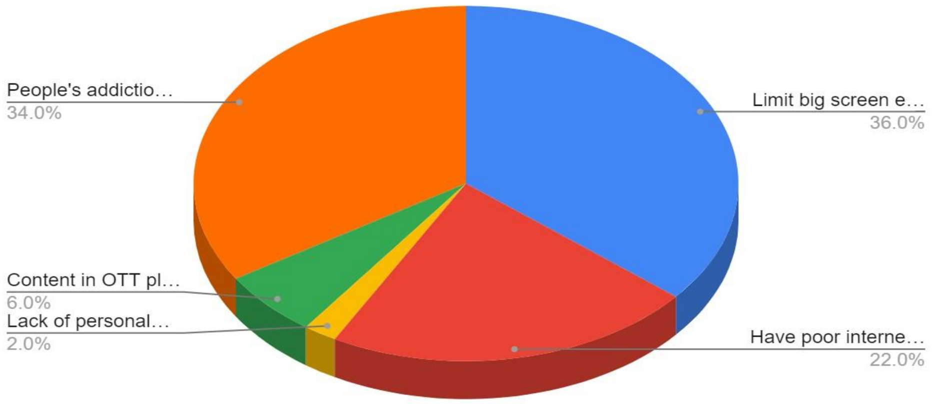

Figure 4.25 Problems Faced From OTT Platforms

Interpretation

Out of 50 respondents, 36% of respondents say OTT platforms limit big screen experience and another 34% think it limits social life due to addiction.

CHAPTER 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

FINDINGS

1. Out of 50 respondents, 36% of respondents were male and 64% of respondents were female, from the data the majority was female.
2. Although people have different opinions, all were aware of OTT platforms.
3. 86% of the respondents were OTT subscribers and 14% were not. most of the respondents were OTT subscribers
4. 36% of respondents used OTT platforms very frequently, 50% use it frequently, 8% use them occasionally and 6% use it rarely, and none of them use very rarely. From this data, the majority of the respondents use OTT platforms frequently.
5. 8% of the respondents knew about OTT platforms from newspapers and print media,12% knew about it from tv/radio/telemarketing, 64% knew it from internet and social media, and 16% knew it through their friends/relatives/colleagues. From this data majority of the respondents came to know about OTT platforms through internet and social media.
6. Out of 50 respondents, 46% of the respondents prefer OTT platforms over theatres,54% do not prefer OTT platforms over theatres. From this data majority of the respondents do not prefer OTT platforms over theatres.
7. From the responses collected it is understood that the target respondents agree to the impact of Covid 19 on OTT platforms.
8. Most of the respondents spend more than Rs.699 monthly for paying the subscription fees, and most of these expenses are met through either family income or savings of their own.
9. From the numerous factors that influence users to choose OTT platforms, more weightage was given to ‘any time accesses’ followed by variety of contents and lockdown.
10. From the responses collected , 60% of respondents are highly satisfied with OTT platforms,followed by 30% of respondents that are satisfied and 10 % neutral.

SUGGESTIONS

1. Services must be tailored to the needs of the viewers for higher growth.
2. Highly secured transactions and account maintenance should be followed
3. As most of the college students are unemployed, they must be provided with an economic subscription package.
4. Censorship should be strictly imposed on OTT platforms to avoid bad influence among the viewers.
5. Since internet connectivity is a major need for smooth viewing experience, 5G networks can boost sales

CONCLUSION

Fortunately, we were able to conduct the study effectively and analyse the take on our objectives from different opinions and choices. The results clearly stated that OTT platforms and online streaming content significantly impacted the Indian youth. One thing we found similar from the responses is that people always choose Theatres over OTTs regardless of its advantages for the uncompromising experience and appeal the former provides. In the case of OTTs, this paves way to greater opportunities for growth and success. There's a lot more that OTTs can provide us with. They will always try to be one step ahead and give the best for its viewers so that sooner or later a normal viewer cannot compromise one for the other. Theatre and OTT. As viewers we can expect more from OTTs in the coming future for sure.

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APPENDIX QUESTIONNAIRE

1. Name:
2. Email ID
3. Gender

- Male
- Female
- Other

4. Are you aware of OTT platforms?

- Yes
- No

5. Are you an OTT subscriber?

- Yes
- No

6. How often do you use OTT platforms?

- Very frequently
- Frequently
- Occasionally
- Rarely
- Very Rarely

7.How did you come to know about OTT platforms?

- Newspaper/ Print media
- TV /Radio/Telemarketing
- Internet/social media
- Friends/Relatives/Colleagues

8.How long have you been using OTT platforms?

- less than 1 year
- 1-2 years
- 2-3 years
- More than 3 years

9. Do you prefer OTT platforms over theatres

- Yes
- No

10.Time preferred for consumption of OTT platforms?

- Morning
- Afternoon
- Evening
- Night

11. ‘Habit of watching contents through OTT has rapidly increased during the lockdown Period' Do you agree?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Which OTT platforms do you prefer the most?

- Netflix
- Amazon Prime
- Disney + Hot star
- Sun NXT
- Zee TV
- Voot

- Hoichoi

14. How many OTT channels have you currently subscribed to?

- 0-1 channels
- 1-3 channels
- More than 3 channels

15. Specify the reason for having more than 1 paid online video subscription

- To have more platforms
- Different content available in different platforms
- Family members have different preferences
- Signed in for free trail and forgot to cancel

16. Do you think watching movies in OTT platforms is cheaper and more convenient than other traditional mediums

- Yes
- No
- Maybe

17. How much is your monthly income

- Less than 1000
- Rs.1000 to Rs.2000
- Rs.2000 to Rs 3000
- Above Rs.3000

18. What do you spend money for?

- Fast food and shopping
- Entertainment activities
- Mobile recharge
- Other

17. How much amount do you spend on a monthly basis for OTT subscription

- Rs.149 to Rs.199
- Rs.199 to Rs.499
- Rs.499 to Rs 699
- Above Rs. 699

18. How do you meet the expenses of OTT subscription?

- Part time job
- Savings
- Pocket money
- Family income

19. Which is your most preferred content in OTT platforms?

- Web series
- Movies
- Sports
- Other

20. COVID 19 pandemic has increased the usage of OTT platforms. Do you agree?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

21 How would you rate OTT platforms?

- Excellent
- Very good
- Good
- Average
- Poor

22.Rank the choice of devices to watch OTT content from 1-5. (Highest-Lowest)

- TV
- Laptop
- Smartphone
- PC
- Tablet

23. Rank the factors that had influenced your usage of OTT platforms from 1 -5 (Highest – Lowest)

- Any time access
- Lockdown
- User friendly services
- Variety of contents
- Extra features and deals
- Review about programs from friends

23. How would be your future usage of OTT platforms

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

24. Are you satisfied with OTT platforms?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

25. Specify the problems faced while streaming on the OTT platforms

- Limit big screen experience
- People's addiction to OTT platforms limits social life
- Content in OTT platforms lacks censorship
- Have poor internet connection
- Lack of personal security