

## **THE GROWTH OF OTT MEDIA PLATFORM IN INDIA**

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### **ABSTRACT:**

**The word digital is now days most used concept in our day today life. Recently the Indian community using Internet in wide scope. We can find out the various impact of using the online entertainment modes. Nowadays the concept Digital platform is providing various content as per the taste and likes of the users with the convenience of time and place it is becoming popular day by day. Only thing you need is Internet connection. Due to availability of internet at very less prices most of the people are tend towards use of online entertainment channels. The digital platform entertainment is known as Over theTop (OTT) because it eliminates all the middle entities, viewer can directly view content by connecting to servers maintained by digital platform owners. In this research paper researcher is trying to capture the impact of Digital platform on the society as well as listing out the advantages or positive pints of OTT.**

**KEYWORDS:** Digital Platform, OTT, Online.

### **INTRODUCTION:**

Increasing the availability of smart phones, High speed internet connection and falling cost of internet, India is already home to one of the world's largest and fastest growing base of digital consumers. Now a day's Internet has almost become a conventional media for entertainment for most of the people. Digital led segments like Internet Advertising, Online Gaming, Music & Podcasts and Over The Top (OTT) that are perfectly stick to meet consumers primarily at home and online in any were. The internet has transformed the consumer entertainment concepts of going to the movie theatre or reading magazines undoubtedly. Digital India plays an important role in upgrading the progress of OTT media platforms to stream varied content from transversely India.

Over The Top, is an online streaming media service that offers content to the viewers or audience online through the internet. The younger generation especially in the age of 20 to 30 has led to the increase in the viewership of OTT media platforms. The major online media players are Netflix, Amazon prime, DisNep+ hot star, and YouTube, etc. There are also platforms like Spotify, JioSaavn, Wynk, Gaana, Amazon prime music, apple music, YouTube music, Resso etc. that have become more popular due to its extensive multiplicity choices in music. According to the Media and Entertainment Outlook 2020, India is likely to emerge as the world's sixth-largest OTT (over-the-top) streaming market by 2024. The market is expected to post a CAGR of 28.6% over the next

four years to generate revenue worth US\$ 2.9 billion. The present study identify the major players of Over The Top (OTT) media platform in India

### **OBJECTIVES OF THE STUDY:**

1. To study the growth of OTT Media Platform service in India.
2. To collect the data about the random users/viewers of online entertainment from Raigad Dist. & OTT media Platform in Raigad Dist.
3. To find out the effects of OTT on society.
4. To find out positive elements of OTT.
5. To identify the major players of OTT Media Platform service in India.
6. To study the growth of OTT Media Platform service in India.

### **HYPOTHESIS:**

- H1. The OTT is affecting society positively.
- H2. The OTT is changing the Perception of society regarding various truths or lies.

### **SCOPE OF THE STUDY:**

The scope of study is collection and analysis of data of internet users and OTT viewers from Raigad District for particular time of period.

### **LIMITATION OF STUDY:**

A study is limited only up to Raigad District for 101 Respondents. The study is limited regarding study of OTT through online survey and only one criteria of OTT. The study is also limited to 6-month time period.

### **DATA COLLECTION:**

- 1. Primary data:** In the present study the primary data has been collected with the help of interview of web series viewers.
- 2. Secondary data:** Researcher collected the secondary information from various websites, web channel Reports, published data.

## DIGITAL PLATFORM: OTT

We are living in the Internet world. Everything is possible with the help of Internet and mobileGazettes. People are more addicted to Internet and Mobile gazettes. Now a day’s people mostly Youth are addicted to episode i.e., Web Series on OTT. Web series are very popular in youth of India. People do not only spend great time while watching web shows of many categories as their likes. Digital Platforms are very popular in youth of India. Indian young youth now a day only followsNetflix, Amazon prime, Hot star, you tube. They ignore their studies, work, family, and friends.Every time every second youth opens the mobile screen, Laptop screens, Tab screen andwatching the web series only.

## SAMPLINGDATA AND DATA ANALYSIS AND INTERPRETATION:

The profile of sample explaining the demographic features of viewers or customers of OTT video platform ispresented in the following Table.

**Table No. 01 Profile of viewers**

	Categories	Frequency	Percentages
<b>Gender</b>	Male	57	57.40
	Female	44	42.60
<b>Age</b>	18-25	72	71.30
	26-35	12	11.90
	36-50	13	12.90
	50 above	04	3.90
	<b>Total</b>	<b>101</b>	<b>100.00 %</b>
<b>Education</b>	+12	07	07.00
	Graduation	38	37.00
	PG	56	56.00
	<b>Total</b>	<b>101</b>	<b>100.00 %</b>
<b>Profession</b>	Private sector	38	37.00

	Public sector	17	17.00
	Students	46	46.00
	<b>Total</b>	<b>101</b>	<b>100.00 %</b>
<b>Income</b>	10001 – 25000	41	41.00
	25001 – 50000	50	49.00
	Above 50001	10	10.00
	<b>Total</b>	<b>101</b>	<b>100.00 %</b>

(Source: Google forms survey)

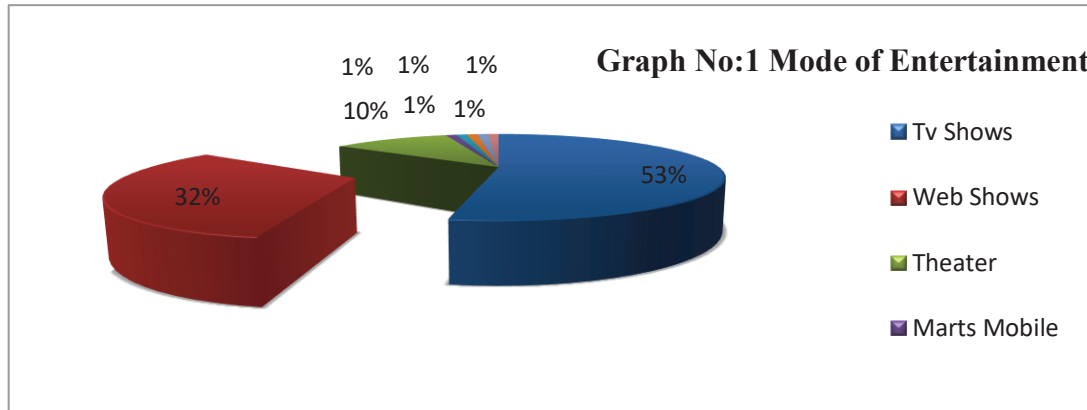
### Interpretation:

As per the Table No. 01 profile of viewer men prefer to watch OTT more than women and also young student in age group of 18 to 25 are ,ore likely to watch OTT.

**Table no. 2 Mode of Entertainment:**

<b>Mode or Sources</b>	<b>No. of Viewer</b>	<b>Percentages</b>
Tv Shows	56	56.56
Web Shows	34	34.34
Theater	11	11.11
Marts Mobile	1	1.00
Youtube	1	1.00
Other	1	1.00
Live Show	1	1.00
Yyyou Tube Music	1	1.00
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)



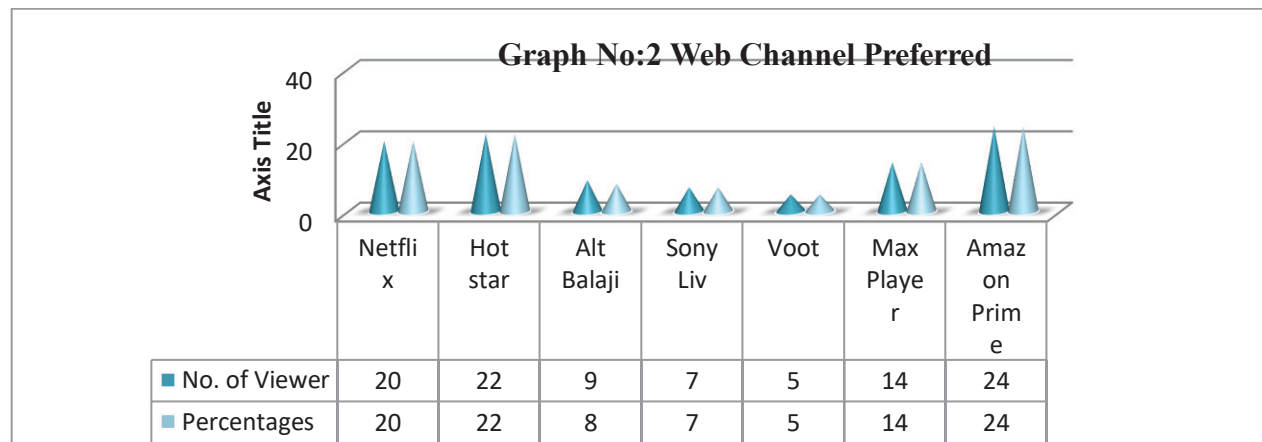
**Interpretation:**

As per the research youth are using internet web shows entertainment mode more as shown in Graph No:1 viewer are watching TV shows 78.2 %, Web Shows 39.6 % and modes are lesser used.

**Table No. 03 Web Channel Preferred**

OTT Platforms	No. of Viewer	Percentages
Netflix	20	20
Hot star	22	22
Alt Balaji	09	8
Sony Liv	07	7
Voot	05	5
Max Player	14	14
Amazon Prime	24	24
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)



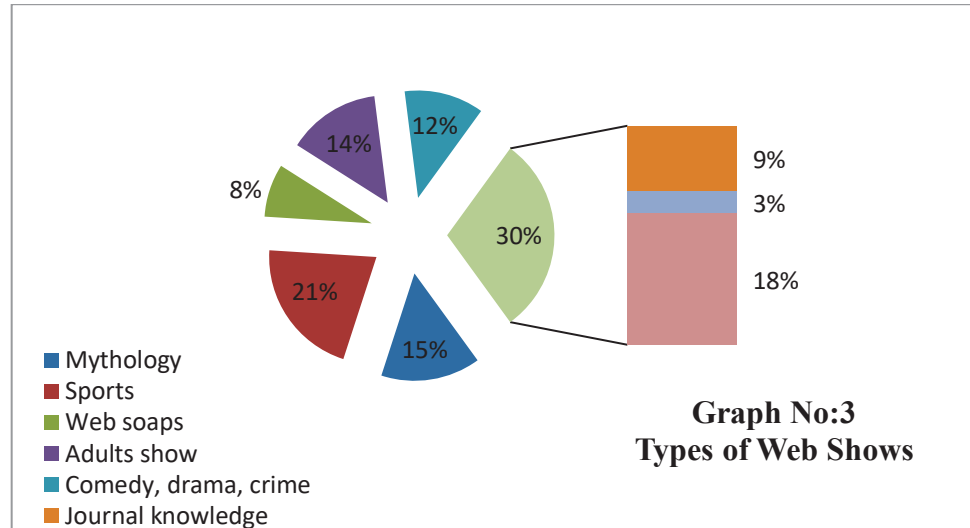
**Interpretation:**

As per Graph No. 02 researcher collected information about the preferred modes of entertainment. But instead of this all respondents agree that they sometime viewed the online mode of entertainment.

**Table No. 04 Types of Web Shows:**

Types of Web Show	No. of Viewer	Percentages
Mythology	15	15.15
Sports	21	21.21
Web soaps	8	8.08
Adults show	14	14.14
Comedy, drama, crime	12	12.12
Journal knowledge	9	9.09
Animation	3	3.03
Hindi dubbed show movie	18	19.19
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)



**Interpretation:**

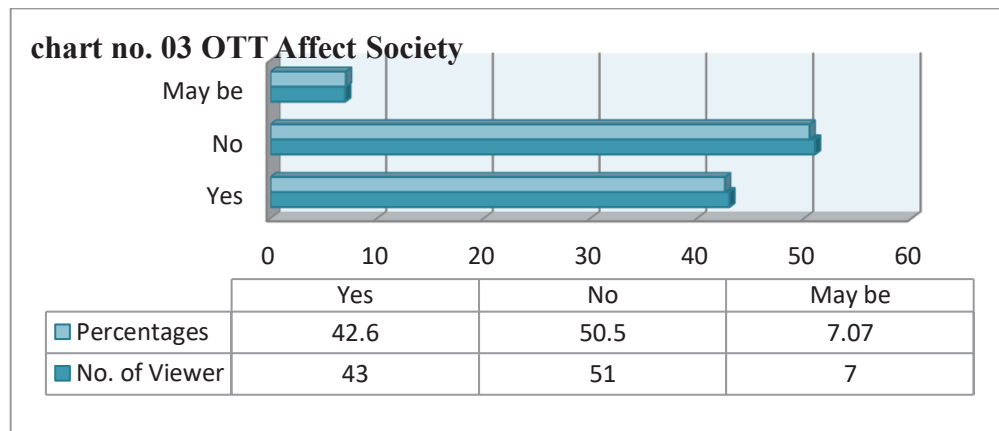
As per the above Graph No: 3 researcher collected data about the various types of web shows aired on web channels.

**Table no 5 :OTT Affect Society**

OTT Affect Society	No. of Viewer	Percentages
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<b>Yes</b>	43	42.60
<b>No</b>	51	50.50
<b>May be</b>	7	07.07
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)



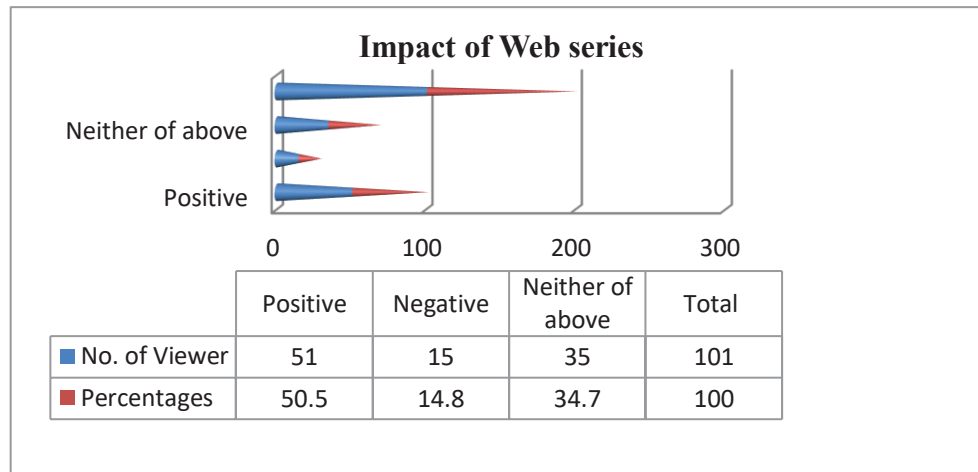
**Interpretation:**

As per research, Chart No.3 shows 50.5% respondent agree yes web series affect the society,

**Table No. 06 Impact of Web series**

<b>OTT Affect Society</b>	<b>No. of Viewer</b>	<b>Percentages</b>
Positive	51	50.50
Negative	15	14.80
Neither of above	35	34.70
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)



**Interpretation:**

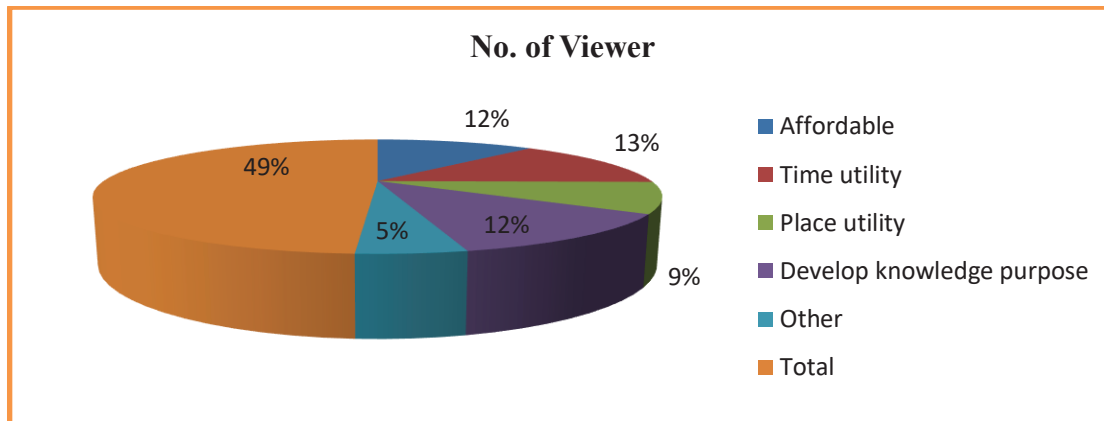
As per the research, as shown in Graph No.4 the 50.5% people agree that impact of web series is Positive, while 14.8 % people agree that impact of web series are negative.

**Table no. 7 Advantages of Online Channels**

Reason of adv.	No. of Viewer	Percentages
Affordable	24	24.24
Time utility	28	28.28
Place utility	18	18.18
Develop knowledge purpose	25	25.25
Other	10	10.10
<b>Total</b>	<b>101</b>	<b>100</b>

(Source: Google forms survey)





### **Interpretation:**

As per research, graph shown web shows are affordable than TV Setup box channel or theater. It cost less. Internet web shows are time utility and place utility, people can watch web shows anywhere, any time.

### **TESTING OF HYPOTHESIS**

#### **H1. The OTT is affecting society positively.**

Researcher concluded that web series shows are affecting psychology of youth in positive way, youth are watching web shows and getting awareness about many things like educational shows. As per the research OTT is positively affecting society this hypothesis proved positive.

#### **H2. The OTT is changing the Perception of society regarding various truths or lies.**

Researcher concluded that web series shows are changing the perception of youth positive, youth are getting new ideas, youth behavior also changing towards social world, however internet web Series shows changing the perception of society regarding social world. This hypothesis positively proved.

### **CONCLUSION**

1. In this research researcher concluded that rather than the other options for entertainment, nowadays society prefers to OTT.
2. Researcher also concluded that due to easy access and affordability OTT is most favorable way of the entertainment.

3. When grooming age youth would more focus the web series it means they are learning a lot of things from web series. The analysis shows that majority of youth psychological affected through OTT.
4. OTT provides many options to the viewer like languages, choices and many more. At the last researcher also concluded that OTT is more positively accepted and affected society.

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