

Growth of over the top (OTT) platforms

Sharan Udayashetty

Keraleeya Samajam Dombivli's Model College

1.ABSTRACT

The OTT video market in India is constantly becoming a mainstream entertainment destination in the centre of growing Internet users. India is a country with population of around 1.34 billion around 66% of the population is below the age of 35 hence considered India one of the youngest nation in the world which has an average age of 29 so the addiction and thirst for entertainment is huge here..

With the rapid commoditization of data and the ongoing price wars, online video streaming is a more suitable option today than ever before.

This has led to the invasion of many global, local, and independent platforms in the past year that are hoping to capitalize on this vast growth of opportunity in the market. The outbreak of COVID-19 saw a strong increase in viewership of OTT media platforms. During the COVID-19 crisis people during lockdown had an focused on entertaining themself using visual representation. The average hours spent on OTT have increased from 2hrs to 4hrs and users are willing to spend 100-400rs per month. Now audience can watch , web series,

documentaries, new movies and short films at any time at reasonable price on these new media platforms. Most of the people watch content on streaming media in night.

Indian population loves to watch web series and movies on these platforms. Hindi is the most preferred language of Indian viewers other than hindi they provide other language as well like telugu ,marathi ,gujrati so that every language person can watch a number of series or movies .Action and comedy are the favorite category of movie. The Indian audience that enjoys raw content on OTT platforms simply because they do not want over-dramatic serials on such platforms too, they are looking for great content, which, let's get real, these serials can never be.

2.Introduction

Traditionally, the utilization of films and other sound and video content has consistently been in the structure of mediums like theater and TV. In contrast to existing telecasters, OTT administrators are providing different media substance to watchers via an on-request premise utilizing open organizations. As the innovation created, it was effectively open at home furthermore, at whatever point needed with the presentation of VHS, DVDs, Blue-rays and disc rental services. The OTT video market in India is step by step turning into a mainstream entertainment objective in growing Internet clients. With the fast commoditization of information and the continuous value wars, online video web based is a more feasible choice today than any other time. As administrators improve their activities with promoting revenues, they are evolving content techniques and advertising effectively to arrive at the majority. Watchers can get to video content through OTT applications in any Internet-associated gadget like a Smartphone, shrewd TV, tablet, work area PC, and so on. There is a distinction between the absolute addressable market of Internet users and the served market, as a greater part of the population approaches unpredictable and moderate broadband speed. The attention on Hindi and English projects has continuously moved toward regional content, accordingly taking into account a bigger crowd. Live games and other marquee titles going on the web has repeated the development opportunity for OTT video, drawing in worldwide Internet companies to contribute and enter this rewarding business sector.

3.Review

The term OTT is the shortening of "Over-The-Top", which has an implying that audiovisual media content are conveyed over the highest

point of existing sorts of TV collectors, for example, links, satellite dishes, and set-top boxes. The OTT business in India is populated both with neighborhood and worldwide players with hefty rivalry. The next OTT revolution is tied in with acquiring incomparability in both market shares and revenues in the Indian market. The industry incorporates traditional media streaming organizations, platforms run by TV channels, and production houses. A portion of the predominant players holding the reigns of the industry are Hotstar-with around 300 million dynamic clients; ZEE5 – 60 million dynamic clients; Amazon Prime video – 13 million dynamic clients; Netflix – 11 million dynamic clients. Every one of these organizations after some time, have perceived the preferences of buyers and have put vigorously in unique, various, and great content focusing in sports, films, and shows in various languages. This has attributed to their prosperity and consistent development in the business. The COVID19 pandemic unleashed devastation in organizations and industries across the globe. The entertainment and media outlet, which depends vigorously on promotion spend and on preparation, was one of the most noticeably awful influenced in the nation, gazing at losses of about INR 24000 crore. In the midst of this frightening experience, rest assuming any, was found through the OTT platforms. With the entire population bound at home because of lockdown, the interest for quality and assorted content rose, and an subsequent ascent was found in the membership and incomes for these platforms. With film screens and shopping centers shut for four+ months now, film creation houses are left without any alternatives however to seek OTT platforms for delivering their movies. Some prominent motion pictures like panchayat, Angrezi Medium, sacraide games, ludo, and so forth have seen direct releases on these new stages. With the disturbance achieved by this pandemic, pretty much every business is going virtual attempting to have their quality on the digital front. The move towards advanced

and quality content is obvious to the point that specific occupation jobs and profiles, for example, promotion heads and showcasing advisors have been replaced by marketing specialists and content planners. With a portion of the state governments reporting the launch of film screens in theaters and shopping centers with social removing standards, it will be fascinating to see how the OTT platforms and the production houses re-plan their dissemination and content models.

4.METHODS AND MATERIALS

- Research Approach We First Carried out a survey of people using online form creator and data collection via service chat and collected data from people about the awareness in people and then referring to previous papers we have organized the code and conducted experimentation on the existing code.

5.DATA & RESULTS

After creating our data collection form, we sent it to various people and collected data on various aspects of what they think about the ott platforms.

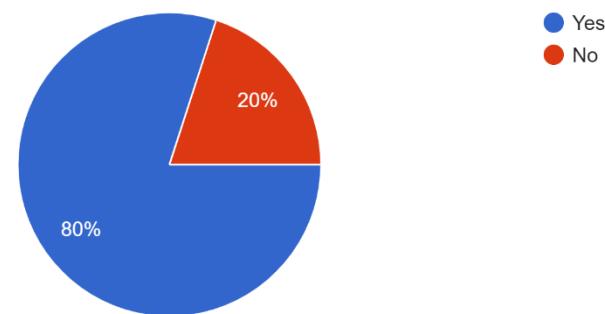
• Questionnaire

- Do you use ott platforms?
- What kinds of movies or series you like to watch?
- How many hours you spend watch movies or series in ott platforms in a day?
- What language you prefer watching it?
- Do you think ott platforms will give more opportunities for small actors?
- In Which way you like movies or series watching in?
- What do you think about the growth of ott platforms ?

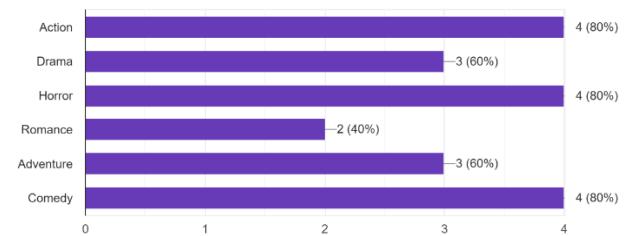
These are some of the Questionnaire from the survey which has been helpful for me in

searching for the result of use of ott platforms and there growth.

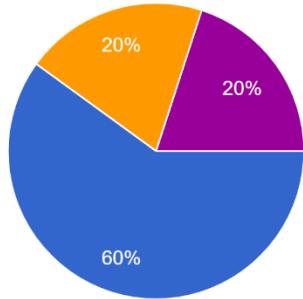
When People were asked that if they use ott platforms most of them said yes almost 80% of people said yes and rest 20% said no.as the rest 20% people where not using ott platforms they prefer watching movies in theatres.



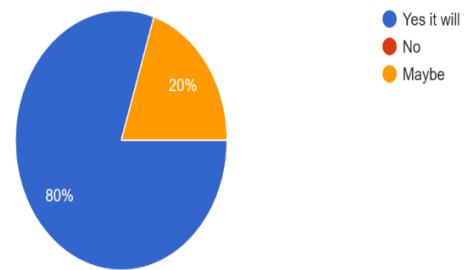
Where when we asked people that in which category they like to watch movies or series we found out various types of category were selected by people. 80% of people choose action movies or series, 60% of people choose drama movies or series, 80% of people choose horror movies or series, 40% of people choose romance movies or series, 60% of people choose adventure movies or series and 80% of people choose action movies and most of them selected multiple category as well so as we see people like every kind of movies and we come to know that what specific category people most like to watch in ott platforms.



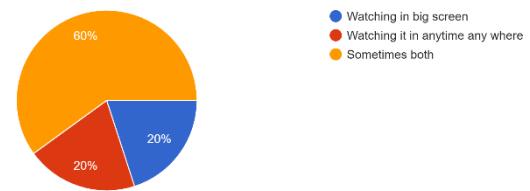
Talking about duration that we daily spend in ott platforms we found various answers as well. Due to the COVID-19 pandemic and the lock down occur the use of ott platforms were significantly increased and subscriptions also went up for ott platforms when question asked to people about how much average time daily they spend in watching streams 20% said 3hr,60% said 1hrs and 20% said more than 4hrs so as we see people daily spend at least a few amount of time watching online streams .



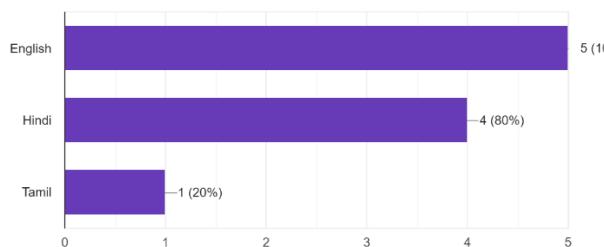
So according to my research I see many small actors get chance to act in small series or get a role of some parts in it so opportunities are wide open for small actors as well.ott platforms also provides many jobs related to entertainment industry is it is growing day by day.



So here comes a thoughtful question that is how many people like to watch movies or series in ott platforms or they like watching it in bid screen like theaters. when asked to people 20 % people like to watch movies in big screen ,20% of people like to watch it in ott platforms and 60% of them like to watch in both.



So now lets talk about the language people like to watch streams in as ott platforms support multiple language options so it convenient for every cast people who like to watch movies in their own language.as we see most of them like to watch content in English and hindi language and other like to watch it in other languages.



ott platforms will give more opportunities for small actors?

6.CONCLUSION

India is a huge market for OTT platforms, so offering different plans to satisfy a diverse user base with different income levels is the only solution for faster absorption and growth. Focusing more on Indian-friendly content would be another plus point for OTT providers. For now, it can be said that Indians will continue to drift towards these platforms, though television would still remain an important commodity in India. There still exists a section of the population that doesn't have access to smartphones and internet. Moreover, the older generation

prefers the television over OTT platforms for entertainment.

7. ACKNOWLEDGEMENT

It gives me great pleasure to present my Research paper on “Growth of ottplatforms”. I would like to express my sincere thanks to all the teachers who helped us throughout. I would like to acknowledge the help and guidance provided by our professors in all place during the presentation of this research paper. We are also grateful to, Head of Department. This acknowledgement will remain incomplete if we do not mention sense of gratitude towards our esteemed Principal who provided us with the necessary guidance, encouragement and all the facility available to work on this project.

8. REFERENCE

- <https://sambadenglish.com/ott-platforms>
- <https://www.livemint.com/news/india/india-is-the-world-s-fastest-growing-ott-market-pwc-report>
- <https://www.soil.edu.in/>