

A STUDY TO INVESTIGATE THE IMPACT OF ONLINE STREAMING SERVICES ON DTH PLATFORMS.

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Abstract - Traditionally people would watch their favorite television shows/movies on DTH platforms such as Tata Sky, Dish TV etc. However, a paradigm shift occurred, and people started watching shows/movies on online streaming sites such as Amazon Prime Video, Netflix, YouTube etc. The main purpose of this research is to identify the impact created by these OTT platforms on DTH platforms. Moreover, this research is quantitative in nature and the research area is Pune. Through the course of this study it was seen that the key reasons why OTT platforms were more preferable was due to mobility and variety. DTH services providers have also come up with applications that allow people to watch television channels from their phone, but these applications have many problems that have not been fixed till now.

Key Words: DTH Platforms, OTT Platforms, Paradigm Shift, Impact Created.

1.INTRODUCTION

The OTT market in India has substantially grown over the years and is becoming a source of mainstream entertainment due to ease of internet access, price wars, and the growing number of internet users. This has led to the development of many global OTT platforms such as Amazon Prime Video and local ones as well such as Hot Star. These platforms provide a wide variety of content, from English and Hindi shows/movies to even regional shows/movies moreover, sports events are also streamed live. Thus, with the ease of internet access and the variety of content more and more people are subscribing to OTT platforms and as a result more and more companies are investing money into such platforms.

1.1 LITERATURE REVIEW

- Kelty Logan from the university of Colorado Boulder conducted a study titled "HULU.com or NBC? Streaming Video versus Traditional TV A Study of an Industry in its Infancy" in March 2011.

The study found that young adults watched 62% more of traditional television then compared to online television and that they were significantly less tolerant towards online television advertising.

- Rola Chang conducted a study titled "Online Streaming: Will Advertisements Drag TV Down The Drain?" in the year 2016. The study found that the viewers find television as well as online advertisements disturbing, and that people turn to their laptops instead of staying in front of their television as it is more flexible and also due to ease of mobility.

1.2 HYPOTHESIS

- Tradition DTH will be more popular then compared to online streaming but not by a large margin.
- People between the age group of 18-35 (millennials) will prefer online streaming instead of traditional DTH.
- The time spent on online streaming sites will be higher than compared to the amount of time spent watching DTH.
- Individuals that are part of older age brackets will prefer DTH over online streaming.

1.3 STATEMENT OF PROBLEM

If a business does not adapt to changes in technology, it will cease to have an upper hand over its competitors and will not be able to rival new entries in the market. Thus, DTH platforms will have implement strategies and techniques to attract as well as retain customers.

1.4 RESEARCH PROBLEM

A study to investigate the impact of online streaming services on DTH platforms.

1.5 PURPOSE of RESEARCH

The purpose of this study was to find out whether DTH platforms were impacted due to online streaming services such as Netflix, Amazon Prime Video etc.

1.6 OBJECTIVES

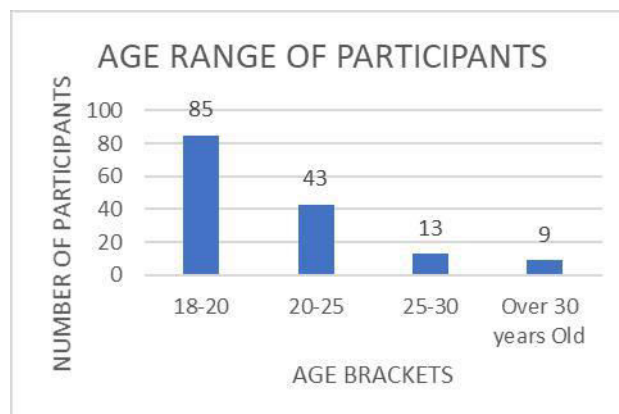
- To investigate whether or not online streaming services are more popular than DTH.
- To find out the age group that prefers online streaming services over DTH.
- To find out the amount of time spent on viewing online streaming services than compared to DTH and vice-versa.
- To find out the age group that prefers DTH over online streaming services.

1.7 RESEACH METHODOLOGY

Data Source.	Primary- Questionnaire. Secondary- Online articles
Type of Research.	Quantitative Research.
Area of Research.	Pune.
Research Approach	Survey Method
Research Instrument	Questionnaire
Sample Unit	Individuals that have subscriptions to online streaming sites and those who have DTH subscriptions
Sample Method	Non-Probability, Quota sampling
Sample Size	150 Participants

2.0 DATA ANALYSIS & INTERPRETATION

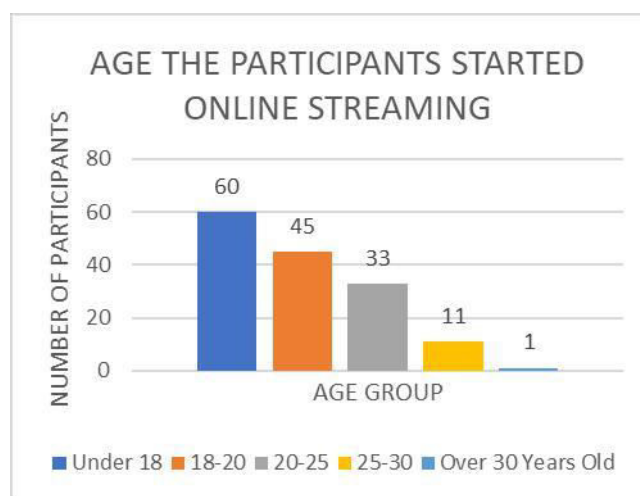
QUESTION 1: Which age bracket do you fall into?



Graph 1.0

Interpretation: from the graph given above it can be seen that, the majority of the people that took part in providing information for the research are between the age of 18-20 years old.

QUESTION 2: How old were you when you started online streaming?

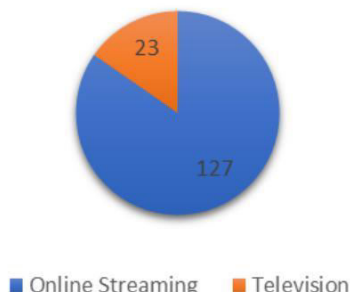


Graph 2.0

Interpretation: from the graph given above it can be seen that, a majority of the participants started online streaming under the age of 18.

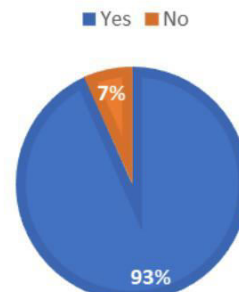
QUESTION 3: Do you prefer online streaming or watching television

PREFERENCE TOWARDS ONLINE STREAMING VS TELEVISION



Graph 3.0

DO TELEVISION COMMERCIALS DRIVE YOU TOWARDS ONLINE STREAMING?

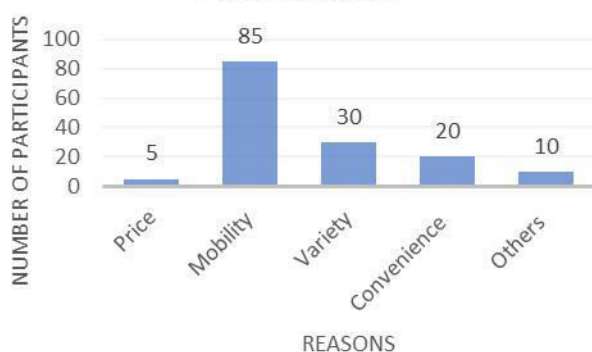


Graph 5.0

Interpretation: from the graph given above it can be seen that 127 (85%) of the people prefer online streaming instead of watching television. This may be due to the fact that, a majority of participants are under the age of 25

QUESTION 4: What are the reasons that make you prefer online streaming over watching television?

REASON'S AS TO WHY ONLINE STREAMING IS PREFERRED



Graph 4.0

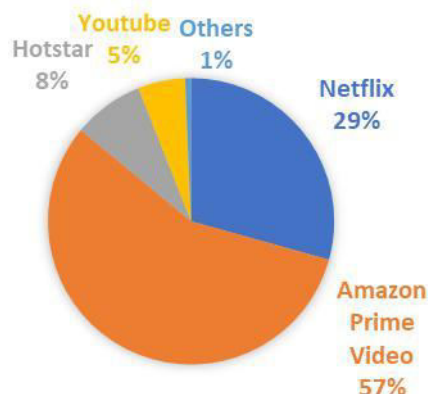
Interpretation: The main reason as to why online streaming is preferred is due to mobility, followed by the variety of shows/ movies that are available

QUESTION 5: Do television commercials interruption drive you towards online streaming?

Interpretation: Televisions commercials are driving 93% of the people to switch to online streaming. Television commercials provide a source of income for the channel that shows them but on the other hand it breaks the connection between the viewer has with the show or movie he/she is watching.

Question 6: Which streaming service do you use?

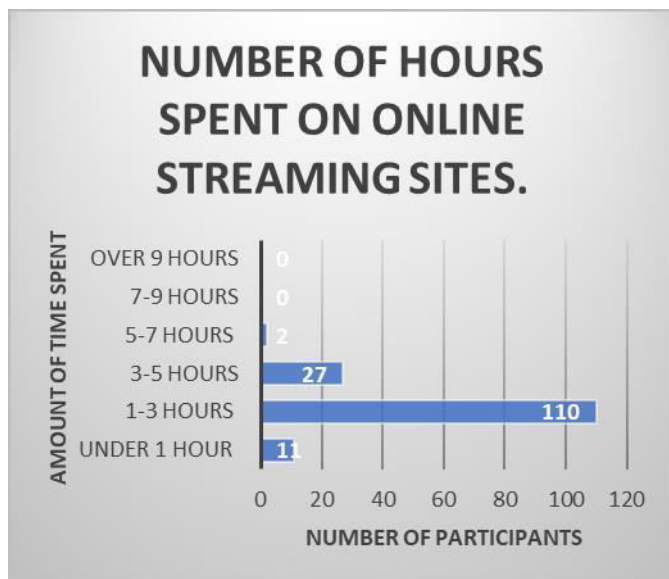
MOST COMMON STREAMING SITE USED



Graph 6.0

The most common online streaming site that is used is Amazon Prime Video, one reason as to why this might be so is because Vodafone and Airtel provided a free one-year subscription for Amazon prime.

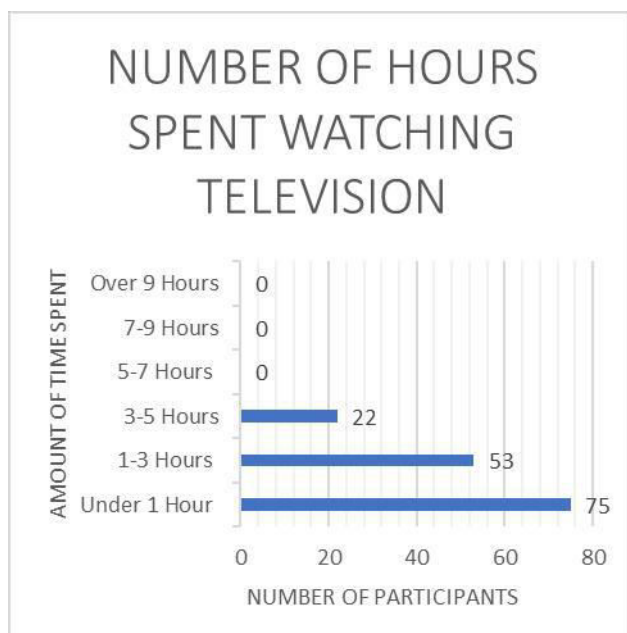
Question 7: On average, how many hours do you spend on online streaming sites?



Graph 7.0

Interpretation: A majority of the participants spent about 1-3 hours on online streaming sites which is quite alright as the average runtime of an episode from a television show is 45 minutes long.

Question 8: On average, how many hours do you spend watching television?



Graph 8.0

Interpretation: The average amount of time that is spent watching television is under an hour. Which is understandable as televisions aren't portable and as this research mostly has participants between the age of 18-

20, people in this age group would mostly have to rely to their laptops and or phones for college work or during internships giving them little time to watch television.

Question 9: Do you think that you will eventually move from television viewing towards online streaming?



Graph 9.0

Interpretation: it can be seen that 130 (86%) of the participants feel that they will switch from traditional television viewing towards online streaming.

3.1 Findings

- Forty percent of the participants started using online streaming services when they were under the age of eighteen.
- Online streaming was preferred by 127 (85%) participants rather than watching television.
- The two main reasons why participants preferred online streaming instead of watching television was because it online streaming services provided more variety in terms of content and due to mobility.
- The most popular online streaming site was Amazon Prime Video followed by Netflix.
- One hundred and ten participants spend between 1-3 hours on day on online streaming sites.
- One hundred and thirty participants feel that they might completely switch to online streaming services instead of using DTH subscriptions.

- Seventy-five (50%) participants watch television for less than one hour a day.
- Ninety-three percent of the participants are driven to switch to online streaming due to television advertisements.

3.2 SUGGESTIONS

- DTH providers could try to partner with online streaming services such as Netflix and Amazon Prime Video so that some of the content that is shown on these sites can be on DTH platforms as well.
- DTH service providers such as Tata Sky already have an application that allows people to stream their preferred television channels. However, there are many problems with the application that they are not fixing. Thus, they should find ways and means to improve the application so that more people use it.
- It was seen that 93% of the participants were driven towards online streaming due to advertisements. On some television channels such as Star Movies HD advertisements are limited to a minute and a half but other on other channels, they go on for a considerably longer amount of time and, this hampers the connection between movie/show and the audience. Thus, the amount of television advertisements should be kept to around one minute so that the disruption in viewing is not that significant.

3.3 CONCLUSION

Through the course of the research, all the objectives were answered. It was seen that online steaming sites were more popular than compared to DTH platforms. The amount of time that was spent on online streaming services was more than compared to the amount of time spent watching television. The age bracket that preferred streaming online was between 18-25 and the age bracket that preferred watching television instead of online streaming sites was between 25-30 from the data that was collected.

Furthermore, DTH platforms such as TATA Sky also acknowledge that people now a days prefer to watch shows/movies online and have come out with their own respective applications to cater to these needs. However,

these applications have a range of problems, that for some reason are not getting fixed. This should be taken a seriously by the company as it is causing them to lose business over their competitors.

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- Logan, K. (2011). HULU.com or NBC? Streaming Video versus Traditional TV A Study of an Industry in its Infancy. Boulder: University of Colorado.
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