

## **Opinion of Youth about OTT Web Series in India**

**(A Study of Haryana)**

-Dr. Sewa Singh Bajwa

Professor,

Department of Journalism and Mass Communication,

Ch. Devi Lal University, Sirsa ( Haryana)

### **Abstract**

Our country has gone through a tremendous technological revolution which has promoted new entertainment platforms through high speed internet, video on demand and OTT. Where earlier we had to go out for every small work, today we can easily do the same work sitting at home. Whether we want to order some goods or watch a movie or serial, we can watch it sitting at home, now there is no need to go to the cinema or sit in front of the television to watch a movie or a program, through the OTT platform, we can watch it anywhere at any time. You can also watch the program of your choice as per your convenience. Program on OTT The program is created keeping in mind every special category. Everything has some advantages and some disadvantages too. The content aired on OTT is replete with films and web series containing objectionable, derogatory language and sexual scenes which is harmful for our young generation. Through this research paper, youth's opinion and their habits towards obscene material shown in web series broadcast on OTT, their choice, reason behind using OTT, society or what effect does it have on their lives. An attempt has been made to know all these facts prominently. Survey method has been used in the research. To know the opinion of the youth, data has been collected by preparing a questionnaire with the help of Google form and sending the form through WhatsApp and e-mail to the youth living in different parts of Haryana.

**Key Words:** - Internet, OTT, Obscenity, Derogatory language, Youth, Opinion

### **Introduction: -**

Over the Top (OTT) Platform refers to such services which are used by the consumer through the Internet. OTT television is commonly referred to as online television, Internet television, or streaming television. The term OTT is generally used in relation to video on demand platforms. Content related to audio-videos or other digital media is available on it. OTT is a type of apps which can be easily obtained on Google Play store. To use them, the consumer has to subscribe to them. There are three types of services on the OTT platform. Transactional Video on Demand (TVOD) service allows customers to rent or buy their favorite television shows or movies for a one-time viewing. Secondly, Advertising Video on Demand (AVOD) Advertisements is present in this type of service. In this, customers can watch the content for free. But along with watching the content, you also have to watch advertisements in between. MXPlayer, Sony Liv, Alt Balaji, Disney + Hot star are OTT platforms providing video content with advertisements. Thirdly,

Subscription Video on Demand (SVOD) if the customer prefers to watch video streaming content, then a subscription has to be taken for this. They have to pay something for Netflix/Amazon subscription.

### **Arrival of OTT platform in India:-**

The Viral Fever web series produced by TVF Pictures has played an important role in the development of OTT platform in India which is known as (TVF). It is a video-on-demand subscription service. It is the first platform to deliver original content in India. Permanent Rheumatoid was the most popular web series of TVF. It is the most watched web series in the world.

1. BigFlix: - It was launched in 2008 by Reliance Entertainment. It is India's first movie-on-demand service. It allows the users to stream and download movies at any point of time. BigFlix describes itself as a "personal blockbuster" for consumers. It provides a wide range of Indian entertainment, movies, movie trailers and reviews. It is available in various genres like action, comedy, drama, romance etc. It provides its services in several languages like Hindi, Telugu, Tamil and Bengali.
2. NexGTV :- In 2010, DigiGTV launched the first OTT mobile app that provides access to both Live TV and On-Demand content. NexGTV is the first app to live stream Indian Premier League matches on smart phones.
3. Ditto TV: - Launched in 2012 by Zee Entertainment Enterprises Limited (ZEE). It was the most popular over-the-top in India which used to provide video streaming services to the consumers on their mobile, tablet, laptop, and desktop. It was disbanded after some time. On 15 February 2018, ZEE5 subscription video-on-demand and over-the-top streaming service was launched which gives its service in 12 languages.
4. Sony LIV: - Sony LIV was launched in 2013 by Sony Pictures India Private Limited. It allows you to watch all Sony events.
5. Jio Cinema: - It is an Indian premium video-on-demand and over-the-top streaming service which is run by Jio, a subsidiary of Reliance Industries. It was launched on 5 September 2016. It provides services like movies, TV programs, wave series, music, videos.
6. Netflix: - Netflix was founded in California in 1997 by Mark Rudolph and Reed Hastings. In 2007, it launched its streaming service. It was launched in India in 2016. The first web series to air on it was Sacred Games which was nominated for the International EMMI Awards.
7. ALTBalaji: - Alt Balaji is video on demand platform which was started in 2017 by Balaji Telefilms Limited.
8. VOOT: - is an Indian subscription video-on-demand and over-the-top video streaming service which was started by Viacom 18 on March 2016. It is an advertisement based platform of Viacom 18. Voot is only available in India, United States and United Kingdom. It hosts over 40,000 hours of video content. This includes channels like MTV, Nickelodeon and colors. It provides services in languages such as Kannada, Marathi, Bengali, Gujarati, Oriya, Malayalam, Telugu and Tamil.
9. Amazon Prime Video: - Amazon Prime Video was launched in the US on September 7, 2006 by the Amazon Company. It was launched in India in July, 2016. They deal in film production, film distribution, television production and television distribution.

10. MX PLAYER: - It started as Video Player in 2011 and as OTT it started in 2019. It is an Indian video on demand and video streaming platform. It works on ad supported model. It works in 12 languages like English, Malayalam, Tamil, Telugu, Marathi and Hindi.
11. Disney + Hot star:-Disney Hot star is an Indian video-on-demand and over-the-top streaming service launched on 11 February 2015 by Disney Star's Novi Digital Entertainment. After the acquisition of Star India's parent company Century Fox by Disney in 2019, it was also launched in India in 2020.
12. Ullu: - Indian video-on-demand and over-the-top stream service. It was launched on 25 September 2018. This OTT is known for its erotic and pornographic web series.

Apart from these, there are many OTT platforms in India like SunNXTis, Eros Now, Shemaroo, Viu, Airtel Xstream, Hoichoi, Mubi, Adda Times, Yupp TV etc.

### **Popularity of OTT Platforms in India:-**

OTT platform means over-the-top. It is more popular among the youth due to the variety of content it provides to the people. Gone are the days when people depended on television to watch their favorite serials. The popularity of OTT platforms in India was at its peak during the Covid-19 era. Because at that time people were cut off from outside life for a long time. Cinema halls were closed, people stopped leaving their homes. People started feeling bored by watching old broadcasts on TV channels. Taking advantage of Covid, many OTT operators gained popularity by activating OTT and broadcasting video content on it, giving the feel of cinema to the people sitting at home. The emergence of OTT as an entertainment platform in times of pandemic was no less than a panacea for the people. People sitting at home got such an option for entertainment where they can easily watch innumerable content of their choice from home and abroad. The special reason for connecting the audience with OTT is the quality of the content available on them, secondly their cheap rates, by providing content at affordable rates, all of them have reached villages and towns and the third biggest reason for popularity is adult web series streaming on OTT. Of it shows movies based on erotic content.

OTT companies believe that OTT is a private entertainment medium. In such a situation, adult web series are being served. Everyone can watch and enjoy this sitting alone on their mobile or tablet, that's why there is a flood of erotic content on OTT. Platforms like Alt Balaji and Ullu faced heavy criticism when they displayed adult content to increase viewership during the Covid era. Apart from TV, the number of people watching videos on mobile is continuously increasing.

According to an article published on the [businessstandard.com](https://www.businessstandard.com) website, the pandemic COVID-19 was responsible for the increase in OTT viewership in India. OTTs are mainly popular among the population aged 15-35. According to the report of Mudra Institute of Communication Ahmadabad (MICA) Center for Media Entertainment Study, currently the number of OTT platform users is 350 million, by the year 2023; an increase of 500 million users can be seen.

Ascent Group India survey report reveals. About 65 percent of OTT content is consumed in rural areas of India. Statistics show that it is also more popular to have content in regional languages on OTT platforms. It also highlights how OTTs are not just limited to adults but are popular among children as well as older population and this popularity is because OTTs create content keeping in mind the age group.

According to a survey by Mo-Magic company in 2021, it was found that at that time 55 percent people of India are using OTT and 44 percent people are still using DTH. Regarding this, a survey of about 7,500 people was conducted across India, in which it was revealed that Hot star is most liked in India in OTT. About 41 percent people use Hot star to watch video content. 26 percent people use Amazon Prime. (Jain, 2021) OTT entertainment is not limited to adults only, but is also making a place in children's lives by telecasting educational programs, providing informative and free education content, entertainment and education on these apps. According to the Statista report, the total revenue from subscriptions on the OTT platform has reached Rs 54 billion. It is estimated that by the year 2024, this earning will be Rs 102 billion. If we talk about international brands, then Netflix and Amazon Prime Video occupy 40 percent of the market, the rest is held by Indian and regional language OTT platforms. (Saraswat, 3 June 2022)

MX Player is believed to be India's largest OTT platform with more than 200 million active users in India. It is completely free platform. The Ashram web series released on this has gained a lot of popularity, this web series has been seen by more than 1.3 crore viewers. TVF Play is also a YouTube channel with OTT platform; currently it has more than one crore subscribers on YouTube. It has more than 1.5 crore subscribers on its own OTT platform. It is very popular among the Indian youth. Here you can find original entertaining content on Lifestyle, Startup, Social and Political. You can watch content on YouTube for free.

It has been told in the report of the Alertiser Company Reserve Bank of South Africa (RBSA). That the growth of OTT platform in India has also increased due to the content of regional languages. According to the report, by 2030, the dominance of OTT platform will become even stronger. Apart from Disney plus Hot Star, Amazon Prime Video and Netflix in the country, now many local OTT companies are also engaged in making their place. (Yadav, 20 July 2021)

It can be inferred from all these reports that the number of viewers on these OTTs is continuously increasing not only in metros but also in small towns. Leaving the traditional means of entertainment, people have embraced new means of entertainment. Now viewers have come to know how to use OTT at their convenience. The caravan of his popularity has to move further.

**Research Objectives:**

- 1.To find out the opinion of the youth of Haryana about the obscene material broadcasted on OTT platform.
- 2.To learn the Web Series viewing habits of youth.
- 3.To find what type of Web Series content does the youth like most.
- 4.To know the opinion of youth about obscenity in the Web Series episodes at OTT platforms.
- 5.To find out which OTT platform does the youth like most.
- 6.To learn the OTT Web Series viewing inclinations of Youth.

**Research Methodology:**

This research paper is based on sampling survey method of research. Purposive and convenient sampling is used keeping in mind the area of the state. A total of 112 respondents have been selected for the survey. In order to prepare questionnaire for the survey, a questionnaire containing 16 close-ended questions was prepared on Google Forms and it was sent to the respondents via WhatsApp and

e-mail. Using the survey method, data has been collected from the youth living in different areas of Haryana. Percentile method has been put into practice.

### **Literature Reviews:**

Menon, Devdas (2022) Purchase and Continuation Intentions of Over The Top video Streaming Platform Subscription: - A Use and Gratification Theory Perspective, Presents Research in Over-the-Top Video Streaming (OTT) Platforms Outstanding Artifacts Change People's TV Viewing Patterns has been changed. The research examines the relationship between the various usage and satisfaction (U&G), subscription and continuity (U&G) of OTT streaming and consumer intentions behind its use. The study identified eight elements of use and gratification theory: convenient navigation, binge watching, entertainment, relaxation, social interaction, companionship, visibility and information seeking, etc. An attempt has been made to find out the reasons for which consumers use them. Based on this theory, a comprehensive research model is developed and tested using Structural Equation Modeling (SEM) model on cross sectional data of 576 OTT users of different ages, genders from India. The study found that most consumers use OTT for relaxation and entertainment.

Raut, Debashish et al (2021) did their research on 'Impact of Web Series in OTT Platform on the youth in Bhuneshwar City.' In the research presented, the impact of web series on the youth of Bhuneshwar City and their psychosocial impact have been inspected. In the study, the details of the web series have been made available by examining the various features of the web series. It has been pointed out that the internet is flooded with web series consisting of a variety of genres which are especially attracting minor children and youth. The research has collected data from primary and secondary sources and by using primary data method. After analyzing the data, it was found that the web series has had a deep impact on the youth of Bhuneshwar.

Singh, Pratap, Kumari Thapa, and Sunita (2021) in their research on 'OTT Platform: Entertainment or Obscenity.' In this paper, an analytical study of OTT video streaming content has been done. It was found that most of the controversies in web series to be released on OTT are for hurting religious sentiments, obscenity, violence, and some web series contain obscene scenes as well as obscene abuses. In this research, 200 people were asked questions by adopting the objective method. These questions were as follows, what kind of web series are being made on OTT? How are women being portrayed?, Are Indian culture being hurt by these web series? Such questions were asked through questionnaire. 43.5 per cent of the respondents' responses were in favor of pornographic content on OTT and the rest were related to the above relationship.

Pandit, Manisha et al. (2021) in their study 'The Evaluation of Mediated Youth Culture: OTT as New Television in India' found Over the Top (OTT) platform has emerged as the new form of new television in India. How international platforms Netflix, Amazon Prime Video, Disney + Hot Star, Dacast affect the youth and what is the effect on those who come in contact with them regularly has been investigated. Based on how the researcher has presented the language, dress, issues covered and the image of the heroes and heroines in the 5 web series Sacred Game, Lust Story, Mirzapur, Bekaboo and XXX Unserned web series to be aired on OTT Have analyzed. Along with this, their influence on the youth has been inspected. The research found that under the guise of realistic stories, OTT platforms have earned huge profits by presenting issues considered taboo in Indian society such as topics related to sexual desires, crime, depression and stories



of youth from small towns. Through these, they want to attract those youths who are completely addicted to them.

Saakh TV (2022) informed about ‘OTT Platforms and their impact OTT.’ It said that OTT platforms have provided on demand visual content directly to its viewers. The language and content of OTT represents a serious threat to the moral upliftment of our country culture. Their effect has been seen especially on the youth. It is a matter of concern that these OTT platform companies want to make huge profits by presenting foul language and obscene content on OTT and using it on youth.

Dr. Subhash (2021) did research on ‘Impact of OTT platform on youth.’ In the present article the content and language of over the top OTT is posing a serious threat to our culture and moral values. In the article the author has mentioned some such crimes which the criminal has done after watching the nonsense series. One case is the incident of Ballabgarh in Haryana in which a B.Com third year student was returning home after giving her exams. Suddenly the accused shot him. The accused was in one-sided love with the girl. In police custody, he confessed that he got the inspiration to carry out this incident after seeing the character of Mirzapur, Munnabhai. In Mirzapur, Munna shoots and kills the girl whom Munna was in love with unrequitedly. In this, the author has studied some of the cases of criminals who committed crimes after being influenced by the web series.

### Data Analysis:

The data has been compiled by preparing a questionnaire on Google form and sending it to 126 youth out of which 112 responded. A questionnaire of 14 relevant questions has been prepared. Among the respondents, 69.6 percent were males and 30.4 percent were females.

1. Do you think the OTT platform has affected your cinema-going habits?

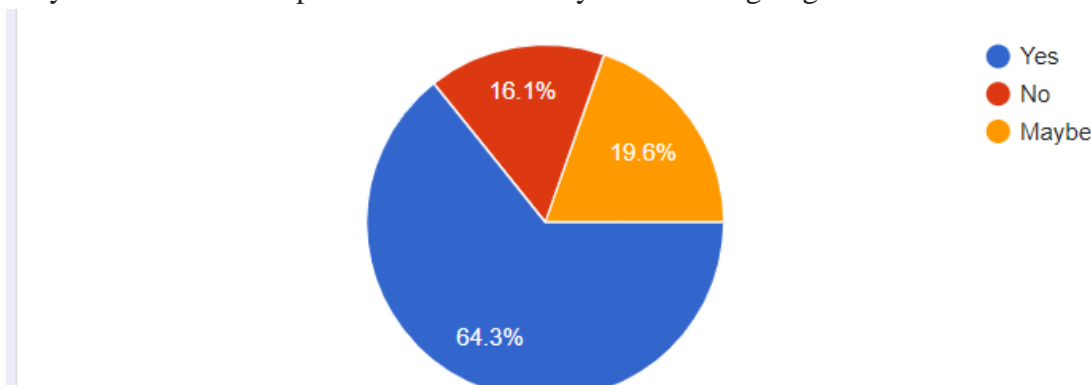


Figure:-1

Through this question an attempt was made to know from the youth whether the existence of OTT has had any effect on their habit of watching movies or not. 64.3% youth answered that OTT platforms have affected their film watching habits while 16.1% don't think so and 19.6% said OTT may have affected their cinema-going habits very marginally.

2. Which of the following OTT platform is your favorite?

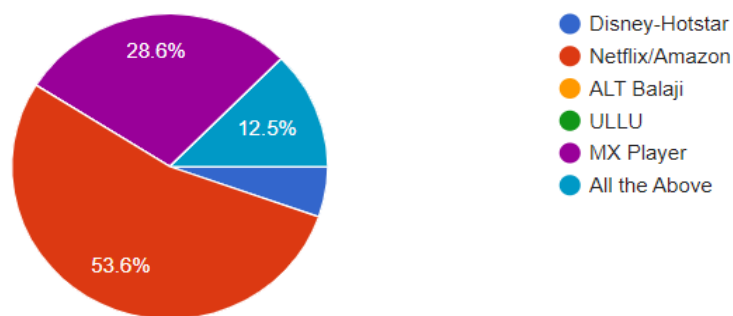


Figure:-2

There are many OTT platforms in India. In this, they were asked about the OTT platform they like most. Looking at the figure, it can be seen that 53.6 percent of the youth of Haryana like Netflix / Amazon the most. 28.6 percent of respondents like MX player and 12.5% respondents said that they like all the OTT platforms.

3. How much time do you normally spend on OTT watching web series and other video content?

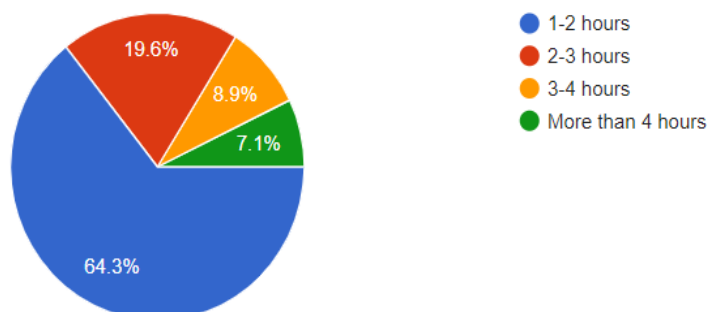


Figure: 3

When asked how much time the respondents spend on watching Web Series episodes on various OTT platforms, a majority of 64.3% respondents said that they watch OTT platforms for 1-2 hours per day. There were 7.1% respondents who said that they spend more than 4 hours in watching OTT platforms daily. 19.6% respondents watch OTT platforms for 2-3 hours per day.

4. For how many years have you been using OTT?

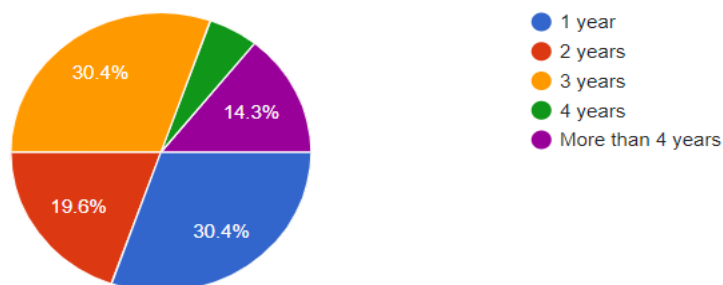


Figure-4

OTT platforms have made their entry in India more than a decade ago. When the respondents were asked for how many years they have been using/watching contents on OTT platforms, equal 30.4% respondents said that they have been watching content on OTT platforms for 1 year and for 3 years respectively. 19.6% respondents have been watching it for more than 2 years while 14.3% have been watching these platforms for more than 4 years.

5. What is your primary reason behind using OTT?

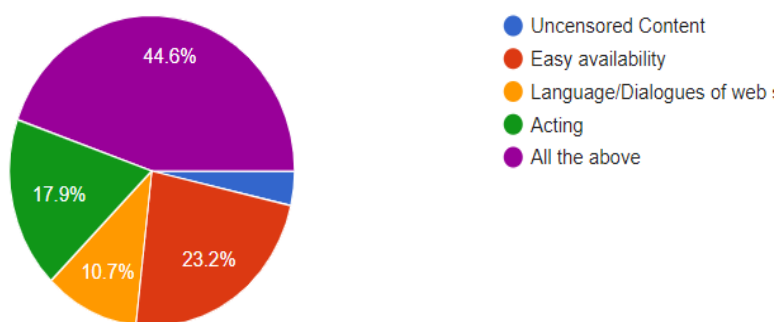


Figure - 5

The respondents were asked about the primary reason behind their using OTT. Contrary to the general notion only a very minor chunk of respondents watch Web Series on OTT platforms because of its Uncensored Content. 23.2 percent of the youth watch OTT platforms due to their easy availability, 17.9% respondents watch these episodes because of acting and 10.7% respondents watch OTT platforms due to the language and dialogues of Web Series on OTT platforms.

6. Which OTT platform content does you like the most?

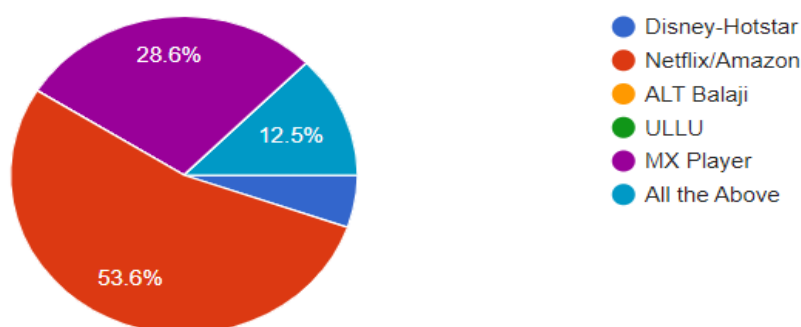


Figure-6

With 53.6% respondents' backing Netflix/Amazon is found out to be the most favorite OTT platform of youth. MX Player is at number two with 28.6% respondents. There are 12.5% respondents' who said they like every OTT platform that comes their way.



7. What type of OTT platform content does you like the most?

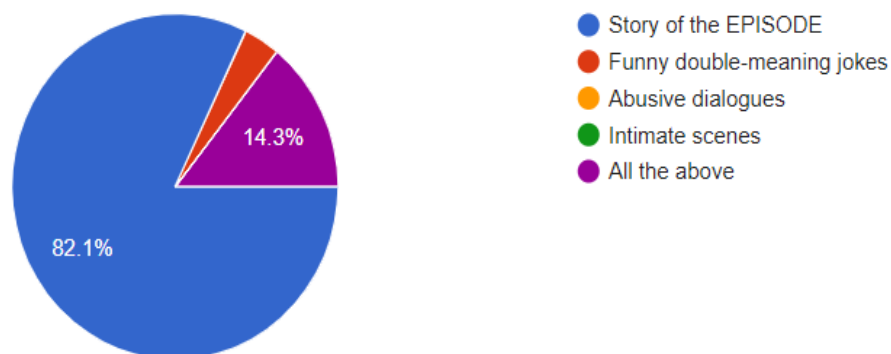


Figure:-7

An attempt has been made to know what kind of content the youth likes the most. In response to this question, a majority of 82.1% respondents said that they prefer to

watch a Web Series keeping in mind the story of the Episode. 3.65% respondents said they watch these episodes due to funny and double-meaning dialogues. 14.3% respondents said that they watch the episode for all the given reasons.

8. Which of the following web series do you like the most?

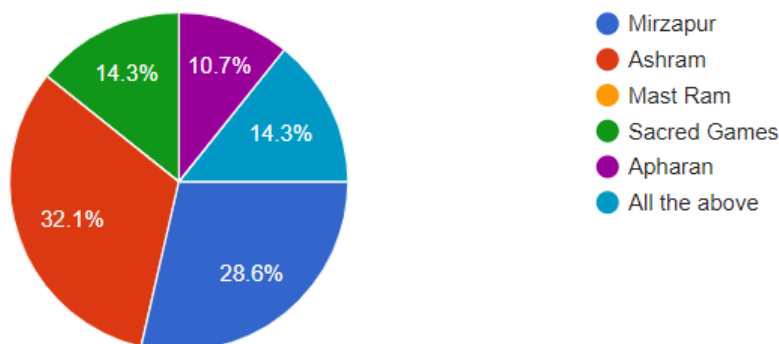


Figure:-8

When asked about their favorite Web Series, a majority of 32.1% respondents like Ashram, 28.6% like Mirzapur, 14.3% like Sacred Games and 10.7% like Apharan the most. There are another 14.3% respondents who like all the Web Series put in the question.

9. Which web series of Ullu OTT Platform do you like the most?

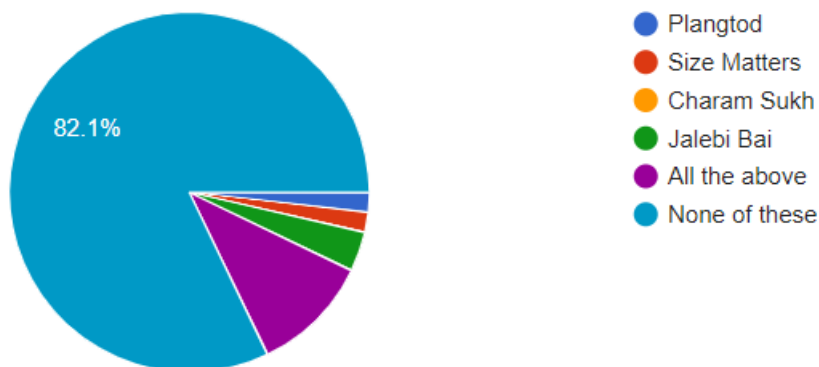


Figure: - 9

Ullu OTT platform is famous for presenting indecent, vulgar and obscene Web Series. A majority of 82.1% respondents said that they don't watch Web Series episodes on this OTT platform. There are very few who like Plangtod, Size Matters, Jalebi Bai and Charam Sukh. Thus 17.9% respondents said that they like to watch these Web Series on Ullu OTT platform.

#### 10. Which of the following Web Series do you like most?

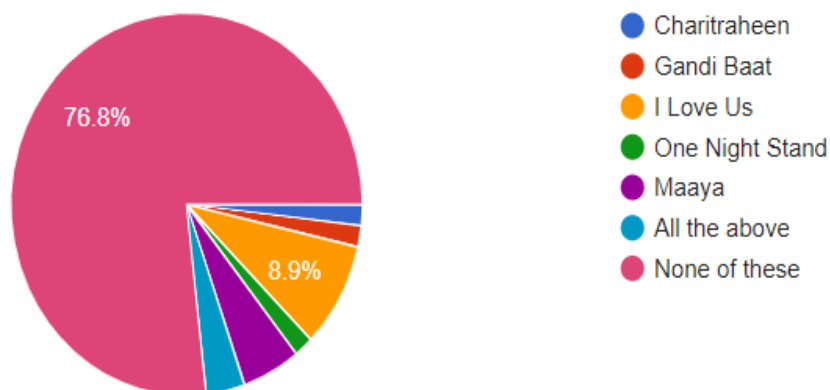


Figure: - 10

When asked about the choice of respondents regarding some very popular Web Series which have been regarded as obscene and vulgar, 76.8% said that they don't watch such web series. Remaining 23.2% like Charitraheen, Gandibaar, I Love Us, One Night Stand and Maya. This figure also includes those who watch all these web series.

11. Do you think obscene content is being served on OTT platforms?

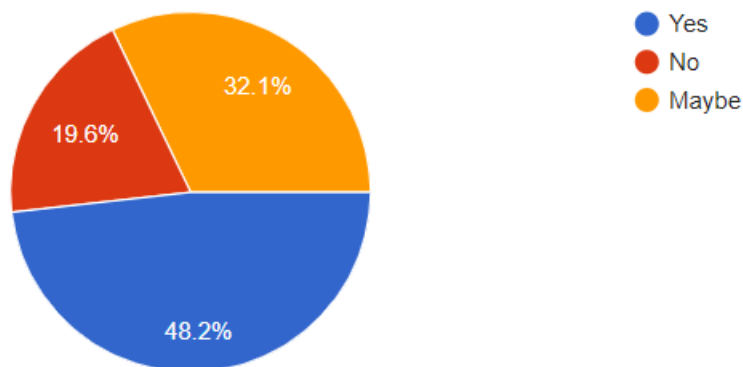


Figure-11

In this question opinion was taken from the youth as to whether the content aired on OTT is obscene or not. In which 48.2 % of the youth have answered that obscene material is being broadcast on OTT platforms while 19.6% youth feel that obscene material is not being served on OTT and 32.1 percent youth feel that there is hardly any obscene material being served on OTT.

12. Do you think the use of smoking, alcohol and drugs in web series attracts you?

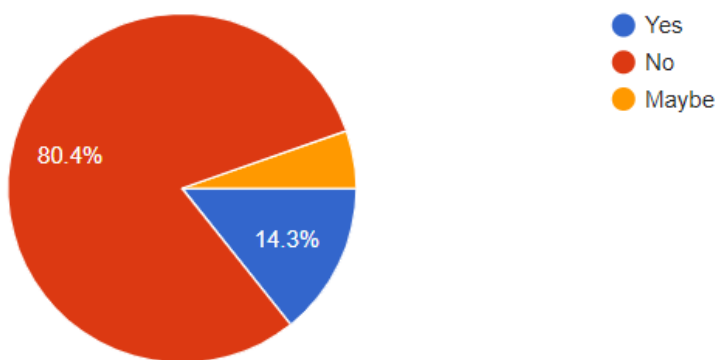


Figure-12

Through this question, it has been tried to know whether the consumption of alcohol, drugs and smoking by the artists of the web series creates a desire to do all this in the youth too. 80.4 % of the youth said that display of smoking, drugs and alcohol in web series does not affect them. 14.3% of the youth admitted that after watching the web series, they also develop a desire to consume alcohol, smoke and take drugs.

13. Have you used OTT platform to watch foul language and sex scenes?

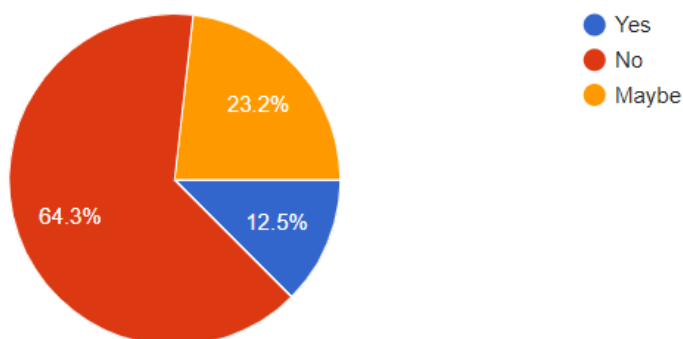


Figure - 13

Through this question, an attempt has been made to know the percentage of youth about the use of OTT for watching watch sex scenes and indecent language. 64.3 % youth have never used OTT for watching sexual scenes and indecent language. 12.2 % of the youth have admitted that they use OTT only for watching sexual scenes and indecent language. The remaining 23.2 percent youth answered that they seldom do that.

14. Do you feel that the obscene content and use of foul language shown on OTT is suitable for our Indian youth?

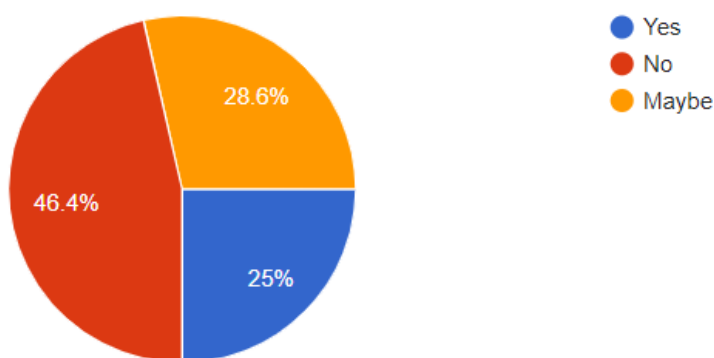


Figure-14

When asked about the suitability of obscene content and foul language on OTT platforms for Indian youth a majority of 46.4% respondents said that it is not suitable while 25% respondents said it is suitable for the youth. @8.6% were undecided about its suitability for Indian youth.

15. How do you feel the kind of content shown on OTT can create an environment of insecurity in your life?

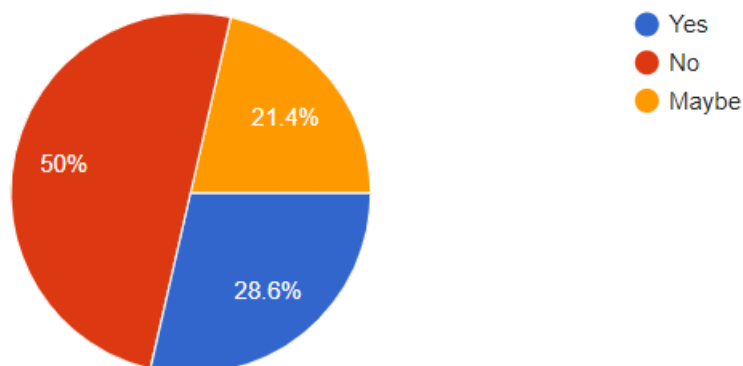


Figure-15

It was enquired whether OTT platforms create an atmosphere of insecurity in the lives of youth. 50 % of the youth agreed that the content shown on OTT does not create an atmosphere of insecurity in their lives while 28.4 % of the youth have agreed that there is an atmosphere of insecurity in their lives due to the content shown on OTT. 21.4 percent youth had no opinion at all.

16. Do you think the government should enact a special law to ban obscene content being broadcast on OTT?

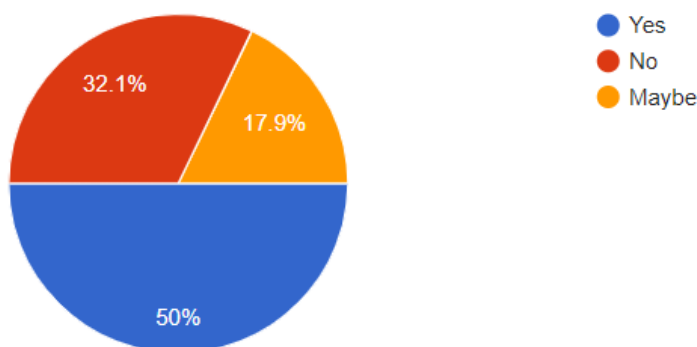


Figure-15

Through this question, an attempt was made to know what percentage of the youth wants that there should be a law against obscene content being broadcast on OTT platforms. 50 % of the respondents said that the government should enact a special law to ban obscene content being broadcast on OTT while 32.1% of the respondents don't feel the need of any law at all. 17.9 % of the youth have no idea whether a law is necessary or not.

**Conclusions and Summary:-**

The craze of OTT is increasing day by day all over the world. The youth is enjoying watching the web series, live streaming etc. shown in it on their mobiles. Youngsters are more likely to copy someone's behavior because they can easily connect to online web shows and other video content easily. Things like smoking, drinking, drugs, nudity and obscenity when he/she watches regularly on OTT, the affected chances increase more. It affects not only their behavior but also their thoughts. Due to which many such symptoms are arising in many youth today. In such a situation, we have done this research to know about what is the opinion of the youth of Haryana about the obscene content shown on the OTT platform and the use of indecent language. For research we have included both male and female as samples.

In the research, we tried to know that ever since they started using OTT, they now go to the cinema and watch the film. In this we found that 64.3 percent youth of Haryana have stopped going to the cinema and watching movies. Now they like to watch movies on their mobiles and laptops at their convenience. Netflix / Amazon are the most preferred platforms. After this Disney + Hotstar is preferred. Their average time spent on OTT 64.4 percent youth spend their time on OTT for 1-2 hours. More than 4 hours 7.1 percent youth spend their time on OTT. The youth using OTT for one year is 30.4 percent and the percentage of those who have been using it for 4 years is 14.3 percent. This shows that since last year till now there has been an increase in the percentage of youth watching OTT in Haryana. They use OTT because of Uncensored Content, Easy availability, Language / Dialogues of web and Acting. The percentage of youth in Haryana watching only Uncensored Content is nominal. 82.1 percent youth prefer story of episode content of OTT. Ashram and Mirzapur web series have been liked more. Not a single youth was found who liked Mastram web series. Ullu app which is known for erotic cinema. 82.1 percent youth do not like any of its web series. Only a few percent of the youth were found to like Palangtod, Size matter, Charmsukh and Jalebi Bai web series of Ullu OTT platform.

From this it is concluded that most of the youth of Haryana do not like to watch obscene content on OTT. 48.2 percent of the youth feel that obscene and indecent language is being broadcast on OTT. Use of smoking, drugs and alcohol by actors in web series 14.3 percent of the youth have the desire to drink alcohol, smoke and take drugs. 12.2 percent of the youth have admitted that they use OTT only for sex scenes and indecent language. 46.4 percent of the youth said that the use of obscene content and indecent language shown on OTT is not at all right for the Indian youth. They believe that this type of content is perfect for the youth. 50 percent of the youth believe that the government needs a provision to make a special law to ban obscene content being broadcast on OTT.



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