A STUDY ON DRASTIC RISE OF OTT PLATFORMS DURING AND POST PANDEMIC

Dr. C Magesh

Assistant Professor in Commerce
PSG College of Arts and Science
Coimbatore.

Abstract- **The Indian media and entertainment industry is one of the raising sectors in the economy these days and is making remarkable pace. OTT services are the media services that are offered to the customers directly through the internet without the use of cables and satellites unlike traditional media. There are three types of OTT services. This includes OTT video, OTT audio and messaging services. OTT platforms provide wide range of contents and apply techniques of artificial intelligence to facilitate the viewers to consume the recently searched items and give suggestions related to search history. Therefore it is important for the media industry to learn about the consumer preferences towards the content, their demand for it and what they are expecting from these platforms. This paper is an attempt to find out the factors influencing the customer‘s adoption of OTT platformsand the future prospects of it.**

Key words: **OTT platforms, OTT video, Post COVID**

INTRODUCTION

The Indian media and entertainment industry is one of the raising sectors in the economy these days and is making remarkable pace. Due to rising consumer demand and improving advertising revenue, India is on the apex of a strong path of growth. Digitization and higher internet usage in the last few years has driven a revolution in this sector. Consumption of media takes place in different avenues such as television, radio, gaming, animation and visual effects, print media, etc. In today‘s scenario, Internet plays a major media role for most of the people. Over The Top media services generally referred to as OTT are overtaking the traditional media forms.

It has many features which include freshly brewed content, language preferences, screening movies or shows before television screening and even release of new films before theatre release. Due to competition and to capture the market, the consumption of data per minute has also reduced but the quality is not compromised. Internet connectivity at affordable prices that are given by major companies like Reliance Jio, Airtel and pricing models by streamers according to the consumer‘s ability are the main reasons for its achievement. The lockdown persuaded by COVID19 spotted a manifold increase in OTT subscription. Before, it was a niche market. The lockdown has made us to sit in our rooms and thus outdoor entertainments like theatres and events were rejected and indoor entertainments like online video streaming were preferred.

Therefore it is important for the media industry to learn about the consumer preferences towards the content, their demand for it and what they are expecting from these platforms. This paper is an attempt to find out the factors influencing the customer‘s adoption of OTT platformsand the future prospects of it.

PROBLEM FOCUS

The Indian media and entertainment industry is one of the raising sectors in the economy these days and is making remarkable pace. OTT services are the media services that are offered to the customers directly through the internet without the use of cables and satellites unlike traditional media. There are three types of OTT services. This includes OTT video, OTT audio and messaging services. Earlier generation would stand in line outside the movie theatres or drama halls to watch. But now they can simply watch it online with the help of OTT platforms from any place they wish. The riseof OTT platforms is mainly due to ease convenience, affordable price, quality content and finallyCovid – 19 Pandemic. The usage of OTT platform has already took place before Covid especially in metro cities because there is a good internet facility. During pandemic the consumption of online content was drastically boosted which is enjoyed by OTT platforms. There is a stringent competition among various platforms like Hotstar, Netflix, Amazon prime, Sony liv etc. In this regard it is fundamental to cognize the consumer behavior and it is very crucial to formulate business strategies. This paper is an attempt to find out the factors influencing the customer‘s adoption of OTT platforms and the future prospects of it.

OBJECTIVES OF THE STUDY

1. To find out and understand the consumer‘s preferences and behavior patterns towardsOTT platforms during and post covid.
2. To find out the effect of subscription plans and fees charged by OTT platforms in thegrowth of these platforms.

RESEARCH METHODOLOGY

The population is people of Coimbatore who watch OTT for their entertainment. The age group selected is 12 to 40. Convenient sampling is followed. A sample of 200 respondents was chosen for our study. This study contains primary as well as secondary data, for the primary data Questionnaire is prepared and it is circulated to the people in Coimbatore

SCOPE OF THE STUDY

This study was undertaken to analyze consumer perception towards the OTT platforms. Itwould help the OTT providers to adopt to the factors that consumer prefers. This study will help the marketing managers in OTT platform industry and academicians to gain insights about raise of OTT platforms.

The following are the limitations of the study: -

- Data collection was restricted to people living around Coimbatore and therefore findingof the study cannot be extended to other areas. The research is applicable only to video based OTT platforms.

Simple Percentage Analysis

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

Percentage = (Number of respondents/total number of respondents)*100

TABLE -1 OPINION ABOUT OTT PLATFORMS DURING AND POST PANDEMIC

	No. Of Respondents	Percentage of Respondents	OPINION ON SUBSCRIPTIONFEE		
AGE			Royal	41	20.5%
12 - 20 years	110	55%	Classic	135	67.5%
21 - 30 years	79	39.5%	Cheap	24	24%
31 - 40 years	5	2.5%	**Total**	**200**	**100%**
Above 40 years	6	3%	**EXPECTATION OF SUBSCRIPTIONFEE**		
Total	200	100%	Reduced	103	51.5%
GENDER			Level of it	91	45.5%
Male	114	57%	To be increased	6	3%
Female	86	43%	**Total**	**200**	**100%**
Total	200	100%	**USAGE OF COMBO PACKS**		
GRADUATED			Yes	94	47%
Yes	120	60%	No	106	53%
No	80	40%	**Total**	**200**	**100%**
Total	200	100%	**TELECOMMUNICATIONNETOWRK**		
WORKING STATUS			Airtel	93	46.5%
Yes	33	16.5%	Jio	83	41.5%
No	167	83.5%	Vi	15	7.5%
Total	200	100%	BSNL	9	4.5%
INTERESTED INTHE OTT PLATFORM			**Total**	**200**	**100%**
Yes	178	89%	**PREFERENCES FOR WATCHING NEWMOVIES**		
No	22	11%	OTT	111	55.5%
Total	**200**	**100%**	Theatre	89	44.5%
OTT APPS			**Total**	**200**	**100%**
Hotstar	50	25.%			
Amazon Prime videos	38	19.%	**REASONS FOR SUBSCRIPTION**		
Netflix	34	17%	Movies	72	36%
YouTube	54	27%	Web series	64	32%
MX player	12	6%	TV shows	42	21%
Sunnxt	4	2%	Sports	22	11%
Zee5	6	3%	**Total**	**200**	**100%**
Others	2	1%	**CONTINUATUON OFMEMBERSHIP**		
Total	**200**	**100%**	Yes	126	63%
REASON			No	74	37%
Good content	116	58%	**Total**	**200**	**100%**
Free access	46	23%	**SHARED ACCOUNT USERS**		
Best subscription fee	30	15%	Yes	93	46.5%

Others	8	4%	No	107	53.5%
Total	**200**	**100%**	**Total**	**200**	**100%**
COST AND TIMESAVER			**NO. OF SCREENSSHARED**		
Yes	165	82.5%	2	44	47.3%
No	35	17.5%	3	23	24.7%
Total	**200**	**100%**	4	26	28%
TIME PERIOD			**Total**	**93**	**100%**
Before covid	86	43%	**SUBSCRIPTIONPLAN**		
During covid	114	57%	Annual	76	38%
Total	**200**	**100%**	Monthly	38	19%
OTT APPS			Quarterly	7	3.5%
Hotstar	45	22.5%	Half yearly	3	1.5%
Amazon Prime Videos	24	12%	Free user	76	38%
Netflix	32	16%	**Total**	**200**	**100%**
YouTube	95	47.5%	**AMOUNT SPENTMONTHLY**		
Other	4	2%	Less than 200	41	20.5%
Total	**200**	**100%**	200 – 500	65	62.5%
TIME SPENT DURING LOCKDOWN			More than 500	20	10%
Below 1 hour	25	12.5%	Free user	74	37%
1 – 2 hours	77	38.5%	**Total**	**200**	**100%**
3 – 4 hours	56	28%	**NO. OF OTT PLATFORMSSUBSCRIBED**		
More than 4 hours	42	21%	Less than 2	131	65.5%
Total	**200**	**100%**	3	41	20.5%
TIME SPENT AFTER LOCKDOWN			4	18	9%
Below 1 hour	44	22%	More than 4	10	5%
1 – 2 hours	88	44%	**Total**	**200**	**100%**
2 – 3 hours	34	17%	**OTTPLATFORMS ARE STRESS BUSTER**		
3 – 4 hours	18	9%	Strongly agree	68	34%
More than 4 hours	16	8%	Agree	93	46.5%
Total	**200**	**100%**	Neutral	34	17%
REASON FOR USAGE			Disagree	5	2.5%
Due to work	120	60%	**Total**	**200**	**100%**
No New shows	26	13%	**EXPECTATION TO BECOMEA SUBSCRIBER**		
Feeling addictive	42	21%	Reduce subscription fee	120	60%
Others	12	6%	Access to more content	25	12.5%
Total	**200**	**100%**	Reduce data consumption	35	17.5%
DEVICE USED TO VIEW THE CONTENT			Frequently updating new content	20	10%
Mobile	155	77.5%	**Total**	**200**	**100%**
TV	26	13%	**OPINION ON OTT PLATFORM IS GOOD FORCHILDREN**		
Laptop	17	8.5%	Yes	75	37.5%
Tab	2	1%	No	125	62.5%
Total	**200**	**100%**	**Total**	**200**	**100%**
SUBSCRIBERSANDFREE USERS			**REGULATION IMPOSED BY IB MINISTRY**		
Subscriber	101	50.5%	Yes	137	68.5%
Free user	99	49.5%	No	53	31.5%
Total	**200**	**100%**	**Total**	**200**	**100%**

FINDINGS OF THE STUDY

It is identified from the above table that out of the total respondents taken for the study, 55% of the respondents are in the age group of 12 - 20 years, 39.5% of the respondents are in the group of 21 -30 years, 2.5% of the respondents are in the group of 31 - 40 years and 3% of the respondents are in the age group of above 40 years. It is identified from the above table that out of the total respondents taken for thestudy, 57% are male respondents and 43% are female respondents.

The above table shows that out of the total respondents taken for the study,60% are graduated respondents and 40% are not graduated respondents. It is identified from the above table that out of the total respondents taken for the study,89% of the respondents are interested in the OTT platforms and 11% of the respondents are not interested in the OTT platforms.

Out of the total 200 respondents taken for the study, 25.1% of the respondent's favorite OTT app is Hotstar, 18.7% of the respondent's favorite OTT app is Amazon Prime Videos, 17.1% of the respondent's favorite OTT app is Netflix, 27.2% of the respondent's favorite OTT app is YouTube, 6.4% of the respondent's favorite OTT app is MX player, 1.7% of the respondent's favorite OTT app is Sunnxt, 2.6% of the respondent's favorite OTT app is Zee5 and 1.2% of the respondent's like other OTT apps.

Table indicated that out of 200 respondents taken for the study, 82.5% of the respondents think that OTT is a time and cost saver and 17.5% of the respondents think that OTT is not a time and cost saver. It is also identified from the above table that out of total respondents taken for the study, 43% of the respondents were using OTT platform before covid and 57% of the respondents were using OTT platform during covid.

From the study 22.5% of the respondents spend more time in Hotstar, 12% of the respondents spend more time inAmazon Prime Videos, 16% of the respondents spend more time in Netflix, 47.5% of the respondents spend more timein YouTube and 2% of the respondents spend more time in Other apps.

It is identified from the above table that out of the total respondents taken for the study, 25.2% of the respondents have Hotstar in their device, 16.7% of the respondents have Amazon Prime Videos in their device, 12.7% of the respondents have Netflix in their device, 26.7% of the respondents have YouTube in their device and 12.4**%** of the respondents have MX player in theirdevice, 2.2% of the respondents have Sunnxt in their device and 4% of the respondents have Zee5in their device.

The Study explained 14.7% of the respondents prefer action, 16.8% of the respondents prefer thriller, 8.9% of the respondents prefer sports, 11.4% of the respondents prefer drama, 11.9% of the respondents prefer romantic, 12.6% of the respondents prefer reality shows, 17.5% of the respondents prefer comedy and 6.2% of the respondents prefer documentary.

It is identified from the above table that out of the total respondents taken for the study,12.5% of the respondents spent below 1 hour during lockdown, 38.5% of the respondents spent 1

- 2 hours during lockdown, 28% of the respondents spent 3 – 4 hours during lockdown and 21%of the respondents spent more than 4 hours during lockdown. It also explained from the above table, 22% of the respondents spent below 1 hour and 44% spent 1 - 2 hours, 17% spent 2 – 3 hours and9% of the respondents spent 3 – 4 hours and 8% of the respondents spent more than 4 hours after lockdown.

It is identified from the above table that, 77.5% of the respondents are using mobile to view the content, 13% of the respondents are using TV to view the content, 8.5% of the respondents are using Laptop to view the content and 1% of the respondents are using Tab to view the content.

It is identified from the above table that out of the total respondents taken for the study,50.5%of the respondents are subscribers and 49.5% of the respondents are free users and 20.5% of the respondents felt subscription fee is royal, 67.5% of the respondents felt subscriptionfee is classic and24% of the respondents felt subscription fee is cheap.

It is identified from the above table that out of the total respondents taken for the study, 46.5% of the respondents are using Airtel, 41.5% of the respondents are using Jio, 7.5% of the respondents are using VI and 4.5% of the respondents are using BSNL..

It is identified from the above table that out of the total respondents taken for the study, 36% of the respondents subscribed for movies, 32.4% of the respondents subscribed for web series, 20.5% ofthe respondents subscribed for TV shows and 11.1% of the respondents subscribed for sports. Moreover, 55.5% of the respondent's preferred OTT platform and 44.5% of the respondents preferred theatre for watching new movies

It is identified from the above table that out of the total respondents taken for the study, 63% of the respondents are continuing their membership and 37% of the respondents are not continuing their membership.

From the study, 46.5% of the respondents are using shared accounts and 53.5% of the respondents have notshared their account. Out of the shared account users (93), 47.3% of the respondents are sharing 2 screens, 24.7% of the respondents are sharing 3 screens and 28% of the respondents are sharing 4 screens.

It is identified from the above table that out of the total respondents taken for the study,38 % ofthe respondents are annual subscribers, 19% of the respondents are monthly subscribers, 3.5% of the respondents are quarterly subscribers, 1.5% of the respondents are half yearly subscribers and 38% of the respondents are free users.

It is identified from the above table that out of the total respondents taken for the study, 20.5% of the respondents spend less than 200 for a month, 62.5% of the respondents spend 200 – 500 for a month, 10% of the respondents spend more than 500 for a month and 37% of the respondents are free users.

It is identified from the above table that out of the total respondents taken for the study, 65.5% of the respondents subscribed for less than 2 OTT platforms, 20.5% of the respondents subscribed for 3 OTT platforms, 9% of the respondents subscribed for 4 OTT platforms and 5% of the respondents subscribed for more than 4 OTT platforms.

Finally study explained 68.5% of the respondents recommend yes to regulation imposed by IB ministry and 31.5% of respondents recommend no.

SUGGESTIONS

Based on the findings of the study, the following recommendations are given to the providers of Over the Top services:

- From the study, it is identified that apart from subscription fees, subscribers seeks good contentand free access. Therefore, the OTT players should take care of this aspect and they should continue the same in the future to retain the subscribers.
- From the survey, it was found that comedy and thriller are the most liked genres by the people.So the OTT platforms can provide these types of contents more.

- Large sections of subscribers are using their mobiles to view the content. Accordingly, these platforms can be made mobile friendly for easy access.
- Among the respondents, significant part of the population is Airtel and Jio subscribers. Hence,recharge offers can be given along with subscription fees to attract them.
- From the study, it was observed that people prefer OTT to theatres for new movie releases. The OTT providers can make revenue out of film distribution.
- The free users expect to reduce the subscription fees to become subscribers. Consequently, thefees can be reduced to some extent but the quality should not be compromised.
- Most of the people use annual plan rather than monthly or quarterly. Wherefore, captive offersand coupons could be provided for these plans.
- People prefer debit cards for payment. Discounts can be provided for such payments.
- People have a mindset that it is not child friendly. Already many OTT platforms have separategenre for kids with parental control. This could be further improved.
- Apart from the movies, shows and series, content related to education can be added. Peopleare interested in OTT and if the education content is provided along with these things in the form of documentaries, people could learn many things beyond entertainment.

CONCLUSION

Smart phone penetration became an important factor for the success of the OTT platforms. An OTT platform helps the users to watch programs without any interruption. They can pause and play any time they want. Most of the OTT platforms have ease of using and multiple screening options. So subscribers can share their accounts to their family members, relatives and friends. Most of the people will be price sensitive, for them OTT will be the best solution. Instead of paying Rs.200- Rs.300 per month for dish or cable TV, it is better to pay Rs.600 per year. Telecommunication players like Airtel and Jio also offers packs that include OTT subscription along with the data packs. For installation of dish, specific charges arerequired to be paid but in OTT subscription there is no such hidden cost and every transaction is done online. OTT platforms release new movies, so people can watch it without going to theatre. It helps in reducing transportation cost and food.

REFERENCES:

BOOKS

1. Geoff Lancaster and Paul Reynolds, –Introduction to Marketing‖, Crest Publishers, First Indian Edition, New Delhi, 2003.
2. Philip kotler & Kevin Lane Keller, ― Framework for marketing management‖, Pearson; 5th edition, March 3,2011
3. D. D. Sharma –Marketing research: Principles, Applications & Cases‖ Sultan Chand & Sons.

JOURNALS

2. **Deloitte. (n.d.), Digital Media: Rise of On-demand Content. Retrieved, April 15, 2020, https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media- telecommunications/in-tmt-rise-of-on-demand-content.pdf**
3. Matrix, S, The Netflix Effect: Teens Binge Watching, and On-Demand Digital MediaTrends. Jeunesse: Young People, Texts, Cultures, 6(1), 119–138, (2014). **https://doi.org/10.1353/jeu.2014.0002.**
4. Nandani Parikh, The emergence of OTT platforms during the pandemic and its future scope.Navrachana University, Publication date-15May2020
5. Rachita Ota, Sushree Sangita Ray, Animesh Chandra, An analysis of customer preferencestowards OTT platform during the pandemic.Assistant professor, Amity, Global Business Schools, Bhubaneswar, August 2020
6. S.Subramaniam, The emergence of OTT platform in India PGPM-Business leadership, class of2020-21
7. Bhavsar R., The Burgeoning Digital Media Consumption: A Challenge for Traditional Television andAdvertising Industries –An Analysis. Amity Journal of Media & CommunicationStudies. (2018).
8. Deloitte. (n.d.).Digital Media: Rise of On-demand Content. Retrieved April 15, 2020, https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media- telecommunications/in-tmt-rise-of-on-demand-content.pdf
9. Matrix, S, The Netflix Effect: Teens Binge Watching, and On-Demand Digital Media Trends. Jeunesse: Young People, Texts, Cultures, 6(1), 119–138, (2014). https://doi.org/10.1353/jeu.2014.0002.
10. Singh, Paramveer, New Media as a Change Agent of Indian Television andCinema:A study of over the top Platforms (2019).
11. Navsangeet Saini, USAGE OF OTT PLATFORMS DURING COVID-19 LOCKDOWN:TRENDS,RATIONALE AND IMPLICATION. Assistant Professor, University Institute of Media Studies, Chandigarh University, Punjab, India. (2020)
12. Kailasnath Adhikari, Dynamics of OTT platforms (2 Oct 2020)
13. Devashish Shrivastava, OTT media services-growth and future of OTT platforms in India,(2020)

WEBSITES:

1. Over-the-top media service in India - Wikipedia
2. Over the Top (OTT) Definition (investopedia.com)
3. OTT (Over-the-top) Services Revolution in Indian Media and Telecom Industry | Request PDF (researchgate.net)
4. ott platform india - Google Scholar
5. https://www.hotstar.com/
6. https://www.netflix.com/
7. https://www.primevideo.com/
8. https://scholar.google.com/