

Study on use of OTT Platforms Among Youth

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ABSTRACT

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In modern world, people have more options for entertainment sources. In olden days, people used to watch Doordarshan and would rely on radio for major new broadcasting. Slowly it transforms to the availability of cable connection and movie theatres. People started watching TV series on TV and movies in theatres. Then the technology brought the concept of the YouTube which grow as major channel for youth viewers. TV, itself brought major evolution as LED, touch screen, inbuilt internet availability etc. With these variations the recent trends in market is OTT (Over the Top) video streaming. The availability of content, easy access to variety of shows, user friendly nature and continuity in shows compels the users to subscription of OTT video streaming. Video streaming becomes easily accessible via laptop and smartphones. India have experienced large OTT subscription especially during COVID 19 pandemic. This growth in OTT subscription is being driven primarily by consumer's ever-increasing hunger for streaming video over the internet, now amplified by the migration of more broadcast and cable TV onto direct-to consumer over-the-top (OTT) internet delivery networks. This study aims to pinpoint use of OTT platforms among youth. The study is confined to Mumbai and MMR region.

Keywords: OTT, MMR (Mumbai Metropolitan Region), Youth, Impact

1. INTRODUCTION

What is OTT and its presence in India

Our society has been experimenting with various forms of entertainment since ancient times. Classical as well as folk music, dance and drama had been a part of our lives since ancient times. The 20th century saw the dawn of innovations, growth of technology and with advancements in various sectors, made technology the symbol of development for a country. Household living became comfortable with electrification, new appliances like fridge, washing machine and other such appliances. Gradually the broadcast/telecast media came in to our lives. While it started as a medium of sharing news, with time they became a means of entertainment at home. Once a luxury, television, referred to as TV is a part of our lives since the last decade of 20th century. However, it is the 21st century which is witnessing unimaginable changes due to the technological advancement in all walks of life. It has made the world a global village with access to anything and everything from our palm. This is also the time which marked social media as a powerful voice of the common man, changing the whole scenario. Therefore, it is no surprise that this digital era has also wrapped the Media and Entertainment industry in

this revolution. The Government's focus on Digital India and the availability of smart phones at a reasonable cost and the reach of internet to all corners of the country have been key players for the emergence of the OTT platforms, in India. T stands for **Over The Top**. But what does this actually mean? **Over The Top** in which sense? If you compare the present with the era of cable TVs and DTH, you will see a vast difference. Back then, we had to depend on middlemen. Your local cable TV distributor or these set-top box companies. Today, films can be watched directly using the internet right on their website. Since these OTT Platforms reach the viewers directly, they are known as **Over The Top** as shown in figure 1. They go **Over The Top** of the traditional middlemen. As long as you have access to an internet connection either locally or through a mobile network you can access the complete service at your leisure. Also the choice it offers to the consumers in terms of content - original as well as diverse genres, at a reasonable cost and with compatibility of multiple devices (smartphone, tablet, gaming console or smart TV) making it popular.



Figure 1. Over The Top Concept

In this paper a study is conducted on the study of this OTT platforms among youth. Analysis of the utilization include discerning the OTT platforms used, time spent on them and user experience. Consumers can watch OTT content on phones (including Android, iOS, and Windows-type mobile devices), smart TVs (like Google TV, Samsung and Sony), set-top boxes (like Apple TV, Android TV and Fire TV), gaming consoles (like the PlayStation 4, Wii U, and Xbox One), tablets, and desktop and laptop computers.

Utilizing OTT platforms has several advantages, which is why they have quickly gained notoriety in India.

Cost-effective: Anyone who wants to watch digital content online can sign up and pay a monthly or yearly subscription fee, making it affordable.

Simple Access: These OTT platforms are easily accessible via mobile applications, smart TVs, laptops, tablets, etc. All you need is access to the internet.

Unique and Innovative Content: These extravagant venues have allowed a variety of innovative ideas to surface that were previously suppressed by censorship or legal restrictions.

An open platform for the entertainment industry: The main benefit of this platform is that it has given young talent a way to receive more possibilities because there are a lot more projects than there are in television or movies.

Platform for International content: Any Indian content that is posted on these sites can be seen worldwide. This expands the reach of the talent and content.

2. LITERATURE REVIEW OR THEORY DEVELOPMENT

As per the report by SBI Research ECOWRAP published in Aug 2022 [1], the OTT market is anticipated to expand by 36% annually, from Rs 2,590 crore in 2018 to Rs 11,944 crore in 2023. With over 40 players and original media content available in all languages, OTT has already reduced the revenue and share of the entertainment business by 7-9%. It is also steadily expanding. In the country, there are already over 45 crore OTT users, and by the end of 2023, this number is predicted to increase to 50 crores. A pay television or webcast program called "pay-per-view" enables customers to purchase events to watch on a private telecast. The pay-per-view market had 3.5 million subscribers in 2018 and is projected to reach 8.9 million this year and 11.7 million in 2027.

According to the SBI Research report [1], the strong growth is driven by affordable high-speed mobile internet, doubling of internet users, increased adoption of digital payments and discounted prices offered by global players. Since more than 50% of people use OTTs for more than 5 hours per month, the rise of OTT is predicted to reduce the earnings of movie theatres. It is anticipated that OTT platforms' entry into the fields of health, fitness, and education would further secure their future. The audience has started to recognize it as more than just a form of entertainment, and it has opened up new opportunities for content providers.

As many as 80% of those who subscribe to over-the-top (OTT) services say all their entertainment needs are being met through online content, according to a report published by consultancy firm KPMG India and the OTT platform Eros Now [6]. As a result, 38% of these viewers are considering giving up on traditional content viewing mediums such as the TV. The findings are based on a survey of 1,458 OTT users across 16 states. "While the intent to cut the cord may not translate into doing so eventually, more than a third of the respondents are willing to actively consider it, and that outlines the rapid growth digital video has made, and the threat that traditional video distribution could face in the long run," the report said. According to the report factors influencing the growth of online video in India are cheapest mobile data in the world, growth in rural internet penetration, growth in smartphone users in India, growth in average data usage per subscriber per month and growth in average mobile data download speed.

Summary of the key insights from the survey:

“Online video platforms are truly going mass in terms of frequency and duration of consumption. While the customer sets are fairly heterogeneous, there is a trend of homogeneity that was observed in terms of consumption frequency and duration across consumer categories”

“Indians continue to love their movies and movie related content on OTT. Original content is also emerging in a big way with a reasonable preference by respondents as compared to the supply of original content on platforms currently.”

“Long form content is gaining traction, while short form content continues to remain relevant, especially to cater to the millennial audience”

As per the report by Deloitte 'Digital Media: Rise of on-demand Content' [4] - it is noted that the rise of internet-enabled digital devices capable of supporting digitized content has led to an increase in the use of digital content globally. In India, this trend is observed across diverse platforms such as audio, visual, news, music etc. It mentions that an Indian youth, on an average spends 14% of their time and nearly 17% of their monthly expenditures on entertainment. An internet content consumer in India consumes an average of 6.2 hours of content on an everyday basis out of which 21% of the time is spent on audio-visual entertainment. A shift in consumer attitude with regard to a favoritism for OTT content and easy access to vast libraries at any time and place over content ownership is notable.

As per the report by Aditya Deshpande 'STUDY OF IMPACT OF ONLINE STREAMING SERVICES (OSS) ON YOUTH OF 18 TO 24 YEARS GROUP WITH REFERENCE TO NAVI MUMBAI' [8], OTT do affect the youth of age group 18 years to 24 years in mixed way. But researchers cannot neglect the negative ways as per the survey which have circulated in 150 people in the age group 18-24 years in Navi Mumbai shows that 64.3% people like to prefer online streaming services over TV. In the studies it has been seen that, psychology, time management are getting affected of youth by excessive watching OTT services. With 93.8% people like to use mobiles for watching, and staggering 71.7% people watching alone, this shows serious impact on human relations, and bonding. But it was also seen the positive side of OTT impact on psychology as 37% people says that it act as stress

buster. But this has no correlation with stress felt by youth if they miss watching single episode.

As per the report by Josy James "A STUDY ON THE CONSUMPTION OF OTT PLATFORMS AMONG YOUTH"[7], it is quite evident that the arrival of COVID-19 pandemic has aided the OTT platforms with the increased consumption of these by the youth and OTT becoming the most preferred medium. The major benefits incurred from the OTT platforms are the flexibility of usage, availability of cross-cultural & worldwide entertainment and subscription to the user-friendly unlimited content. Also vital are factors like increasing penetration of smartphones and availability of internet data at competitive prices in India.

3. RESEARCH METHODOLOGY

Research Design

The overall research framework was designed in to have a detailed analysis of use of OTT platforms among youth. The target audience was selected as the youth of the age group of 18 to 30 years who watch content on the internet.

The research design used in this project is Descriptive Research design as this form of research does not fit neatly into the either side of quantitative or qualitative research methodologies, but instead it can utilize elements of both.

The study is conducted among youth ranging 18-25 years which are mostly students to infer their consumption of different OTT platforms. The study is conducted through distribution of questionnaires online and a total of 115 responses were collected.

The study has used both primary data and secondary data.

Primary data: the primary data has been collected through random sampling, from the sample respondents through the schedule with the help of a questionnaire which was distributed online.

Secondary data: the secondary data has been collected from standard reference book and various websites.

Sampling Technique:

Here, the convenience sampling technique was used considering time and geographic constraints of the study. Researchers made use of Non-Probability

sampling technique, in which subjects are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher.

Main parameters are listed below:

- 1. *Population:* Young Adults (male & female) of Thane and sub-urban area for the Survey.
- 2. *Sample:* The target population of this study is young adults from Mumbai, Thane and Thane sub-urban area who prefer watching OTT.
- 3. *Sample size:* With the help of convenient random sampling technique researchers took 115 young adults, both male and female as the sample size.
- 4. *Data Collection Tool:* For the purpose of data collection questionnaire as a tool.

Research Questionnaire

An extensive questionnaire was prepared while conducting the research. The detailed questionnaire is given in Appendix.

Questionnaire Formulation

Here researchers have used both closed ended and open ended questions. Multiple choices questions were preferred here to give the respondent the options. Also the respondents should answer the questions with no ambiguity and with simple terminology.

Selection of Age Group for Study

As researchers are deciding the impact of OTT, literature suggest that, the youth of age 18 years to 25 years is best suited for watching such platforms. Also, keeping the education in mind, it was thought to have data of 3 different categories:

- 1. Primary College Level
- 2. Graduation Level
- 3. Post-Graduation Level

This gave us complete overview of dependent youth adult for their needs on family, may it be money or moral support. So, catering this population would be beneficial for research study.

Apart from this, communication with peers, want to know more about new things like movies, shows, trying to catch up with colleagues on the various levels (Peer Pressure), passion to learn something new as good as technology were some factors for considering only this age group.

Limitations of the study

- 1. This study is limited to 115 respondents of which are youth. So findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
- 2. The primary data collected may be biased.

4. DATA ANALYSIS/FINDINGS

DATA COLLECTION

Researchers have used both primary as well as secondary data collection methods for analysing the impact on youth by such online streaming services. Secondary data collection involved company's website, books and journals pertaining to the topic related to branding and advertising tools and promotions strategies. Both primary and secondary research have been used to draw inferences. The online way of Google Form was selected as medium to record responses. This led us to quickly gain insights for the data preparation and filtering process.

DATA ANALYSIS

The tool used for the analysis is percentage analysis. The tools for data analysis are tables, graphs and pie charts.

4.2.1 Gender Of Respondents

GENDER	No. of respondents	% of respondents
Female	45	39
Male	70	61
Total	115	100

Table 4.2.1

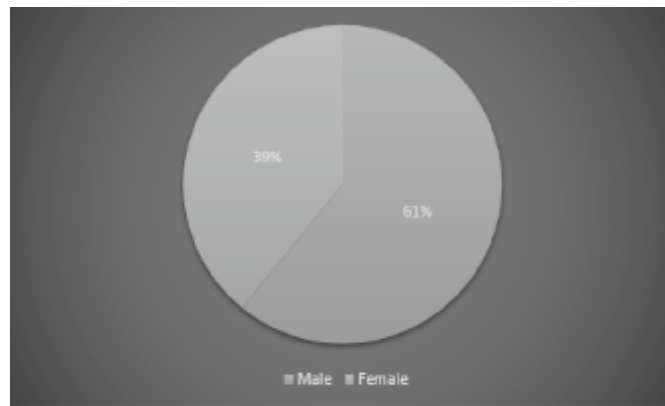


Chart 4.2.1

Interpretation

- The primary data is collected from a total of 115 respondents
 - 39% of the respondents are female
 - 61% of the respondents are male

4.2.2 OTT Platform Preference

OTT Platform preferred to watch	No. of response
Amazon Prime	20
Disney Hotstar	44
MX Player	4
NetFlix	43
SonyLiv	1
Zee5	2
Others	5
Total	119

Table 4.2.2

Note: There are multiple responses received from respondents regarding the OTT platforms preferred by them

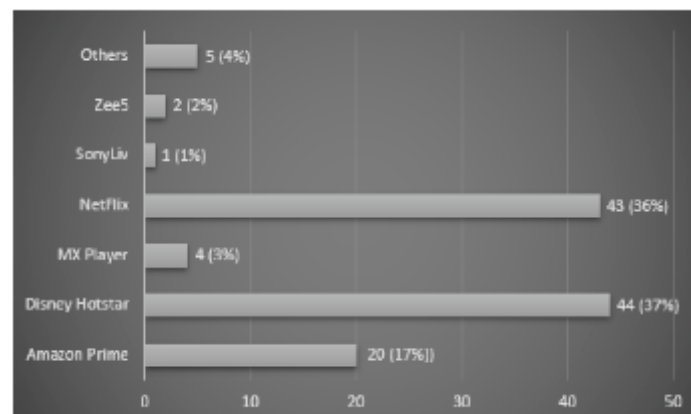


Chart 4.2.2

Interpretation:

Out of the 115 respondents, Disney Hotstar and Netflix are the most popular OTT platform being used followed by Amazon Prime. Sonyliv is used by 1% respondent and zee5 are used by 2% of respondents. The other OTT platforms used include vimeo, Zoro.to, you tube etc.

4.2.3 Pattern Of Usage

Pattern Of Usage	No. Of respondents	% of respondents
Daily	28	24%
Fortnightly	12	11%
Rarely	28	24%
Weekly	47	41%
Total	115	100%

Table 4.2.3

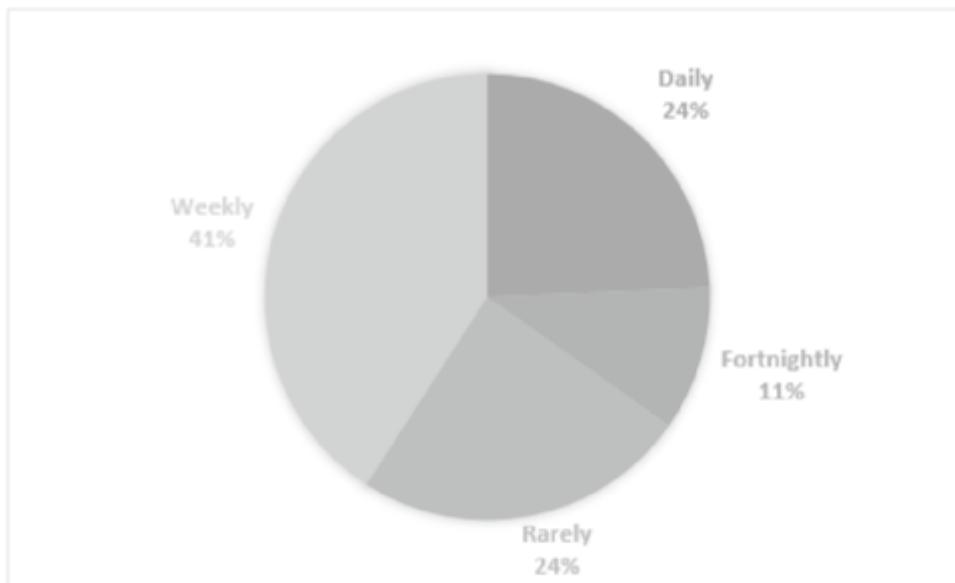


Chart 4.23

Interpretation:

41% of the respondents use OTT platforms weekly basis. 24% of the respondents consume OTT platforms very rarely. Also, there is a group of 24% of respondents who have a daily usage of OTT platforms. While remaining 11% respondents prefer to watch OTT platforms on fortnightly basis.

4.2.4 Content Preference

Content Preference	No. of responses	% response
Live Sports	13	11%
Movies	29	25%
News	2	2%
Web Series	71	62
Total	115	100

Table 4.2.4

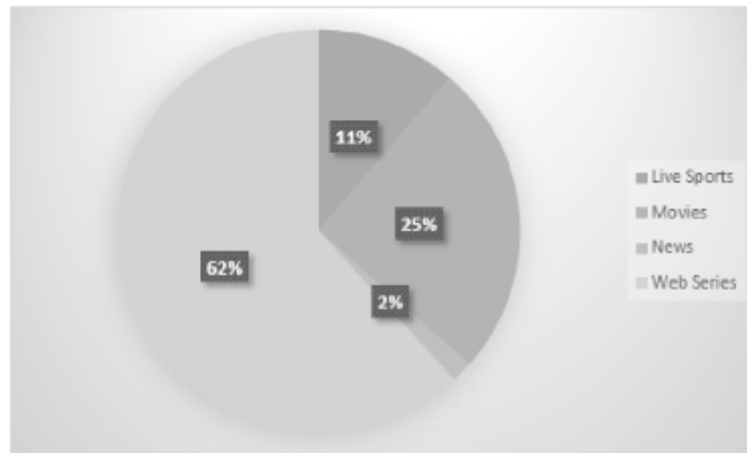


Chart 4.2.4

Interpretation:

Out of the 115 respondents, majority of them are using OTT platforms to see web series that accounts to 62% respondents. 25% of respondents watch movies on these platforms and 11% of total respondents prefer to watch live sports on these platforms. While 2% respondents prefer to follow news on OTT platform.

4.2.5 Benefits of OTT Platforms

Benefits	No. of respondents	% of respondents
Cost Effective	55	28%
Flexible Usage	72	36%
World Wide Entertainment	71	36%
Total	198	100

Table 4.2.5

Note: There are multiple responses from various respondents regarding the benefits of OTT platforms as per their perspectives.

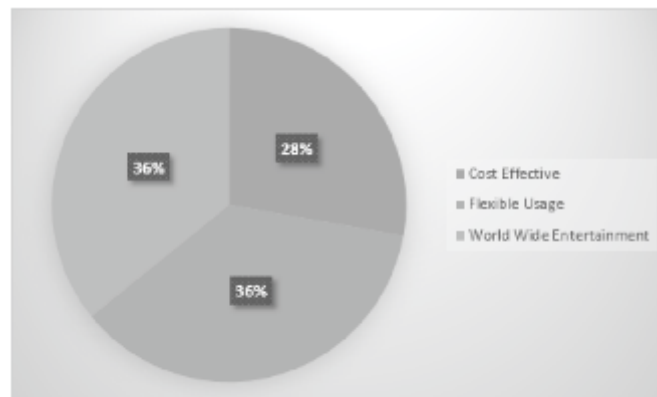


Chart 4.2.5

Interpretation:

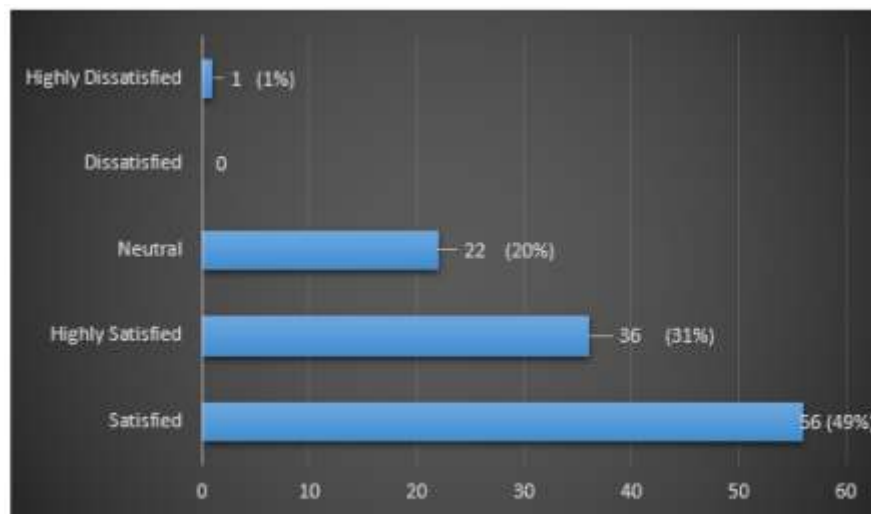
Flexible usage and worldwide entertainment of the OTT platforms are the main attraction & benefit majority of the respondents have. While 28% of respondents likes the less costly entertainment provided via these OTT platforms.

Interpretation:

51% of the respondents are convinced that they would suggest OTT platforms to others whereas 36% of the respondents are of unspecific opinion regarding suggesting OTT platforms to others and may depend on personal matters. 13% respondents are wholly against suggesting OTT platforms to others.

4.2.6 OTT Experience Rating

Experience	No. of respondents	% of respondents
Satisfied	56	49%
Highly Satisfied	36	31%
Neutral	22	20%
Dissatisfied	0	0
Highly Dissatisfied	1	1%
Total	115	100%

Table 4.2.6**Chart 4.2.6****Interpretation:**

49% of the respondents are satisfied with OTT experience, while 31% respondents are highly satisfied. There are 20% who are neutral with the OTT experience. Only 1% respondent is highly dissatisfied with the OTT experience. None of the respondent is chose dissatisfied option for the OTT experience.

4.2.7 Recommending OTT Platforms To Others

Recommending OTT Platforms	No. of respondents	% of respondents
Yes	59	51%
No	15	13%
Maybe	41	36%
Total	115	100%

Table 4.2.7

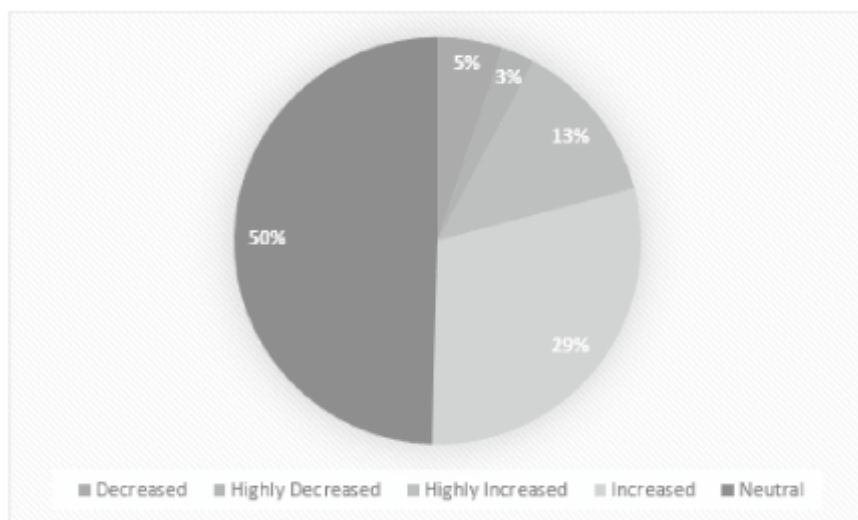
Interpretation:

51% of the respondents are convinced that they would suggest OTT platforms to others whereas 36% of the respondents are of unspecific opinion regarding suggesting OTT platforms to others and may depend on personal matters. 13% respondents are wholly against suggesting OTT platforms to others.

4.2.8 Change In Future Usage Of OTT

Future Usage	No of respondents	% of respondents
Decreased	6	5%
Highly Decreased	3	3%
Highly Increased	15	13%
Increased	34	29%
Neutral	57	50%
Total	115	100

Table 4.2.8



4.2.8

Interpretation:

While 50% of respondents plan to stay neutral on their OTT platforms usage, 29% of the respondents wish to increase their OTT platform consumption, 13% wish to highly increase their OTT platform consumption. 5% of respondents plan to decrease their usage, 3% wish to highly decrease their OTT usage.

5.4.3 FINDINGS

Based on objectives:

(i) To measure the use of OTT platforms among youth.

- Majority of youth use the OTT platforms on weekly basis.

(ii) To determine the factors influencing the use of OTT platforms.

- Flexible usage and world wide entertainment of the OTT platforms are the most influential benefit

derived from the OTT platforms followed by cost effectiveness factor in usage of these platforms.

(iii) To recognize popular OTT platforms & content preference of youth in OTT platforms.

- Disney Hotstar is the most popular OTT platform among youth followed by Netflix and then Amazon Prime.
- Majority of the youth prefer to watch web series on the OTT platforms followed by movies.

(v) To understand the experience of using OTT platforms.

- Majority of the youth are highly satisfied with their experience of using OTT platforms & only a small group has dissatisfied with their OTT experience. While a section of population is neutral on the opinion.

6. DISCUSSION

Consumer should be provided with better subscription plan to which would be affordable to those who use the OTT platform occasionally. Also, special subscription plan should roll to for age group 18-24 years to attract new consumer. During survey, researcher found Amazon Prime Video provides special subscription plan called 'Youth Offer' for 18-24 years age group. This would help to increase consumer base. Segmentation of the user's experience are to be made from the content selection to the payment model, all have to be finely tuned to the expectations of their respective audience bases. The relationship between the streaming platform and the consumers are to be strengthened through collection of critical user feedback which would help to maintain service excellence and retain your subscribers. During survey, researcher found that youth prefers to subscribe the OTT platform in a group and share credentials. The consumers should be made aware about the negative impact of sharing login details with others and also implement steps for resisting the same.

7. CONCLUSION

As per the survey and literature review, India is world largest growing OTT industry. With that said, there are more 40 OTT platforms available in both international and regional language. Also, youth prefers to watch web series on the OTT platform, which are preferred due to the availability of the original content.

Disney hotstar, Netflix and Amazon Prime are the highest consumed OTT platforms as they satisfy their consumers with the best quality contents and worldwide entertainment.

Most of the current users of the OTT platforms are quite satisfied with their experience and majority of the consumers tend to increase their consumption of OTT in future. This trend can be successfully explored by the different OTT platforms.

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