

Boost of OTT platform during COVID 19

Prachi Sahu, Prof. (Dr) Namrata Pancholi

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I. INTRODUCTION

Fun with loved ones is what entertainment is all about. The majority of TV stations are out of original programming. With OTT, consumers may watch movies more easily and conveniently. Movies may be viewed from anywhere in the globe by anybody having a cell phone and an Internet connection. The research will discuss how the cinema experience is unique and how OTT will change the game for cinema owners. The entertainment sector has been impacted by the introduction of OTT platforms. This tendency was driven by the public's shifting tastes. Now, content reigns supreme. It is tailored and provides a chance for a more extensive concentrated dissemination. This study will concentrate on the marketing tactics used by OTT platforms to increase interaction. How OTT platforms have gotten a foothold in the industry and will do so going forward. Digital marketing is revolutionizing the globe.

It is certain that in the modern day, people do not follow the advice of their elders or pay attention to what they say. Youth, the market, population expansion, and every other factor are all interrelated. It's a vicious spiral here. The fastest compound annual growth rate is predicted for digital advertising to be 18.6%, taking it from US \$ 740 million in 2016 to US \$ 1.73 billion in 2021. The compound annual growth rate for Internet video is even higher. Nevertheless, it is 22.4%. The lowest base is \$239,000,000. That leads us to believe that the rate of technological advancement is increasing. Then there is OTT, which is transitioning from a niche industry to a content-based market where long-form material is steadily gaining popularity. 32 people participated in OTT in 2018, up from 9 in 2012. The Indian OTT market had remarkable growth in 2017 of 160%. Between August 2016 and August 2017, the number of users on the leading 16 OTT platforms rose from 63 million to 164 million. India is the second-largest subscription TV market in the Asia-Pacific region in terms of the number of TV homes with subscriptions, with 154.3 million in 2016. By 2021, this will increase by 1.6% year, reaching 166.9 million people. There is nothing that can be provided with a single click,

from internet banking to electronic wallets all at your own door. The younger generation of the future will take use of this benefit to top off internet data plans, download videos, and maybe use other Internet-based services. India was placed under a lockdown because of the COVID-19 epidemic from 25 March 2020 to 30 June 2020. All companies in India were impacted. There was no exception in the nation's media sector. However, there have been changes in the OTT service audience. The usage of OTT platforms during the COVID-19 pandemic lockdown is the subject of the current study. By the end of the fiscal year 2023, the Indian OTT industry is expected to increase by 45% to reach Rs 138 billion, according to the KPMG Media and Entertainment Report 2018. By 2020, India will have 500 million OTT users, making it the second-largest market behind the US, according to a forecast by Ernst & Young.

People were entertaining themselves by watching TV shows throughout the lockdown. However, because all serial shooting was halted during the lockdown, repeat programmes were being shown. People choose to subscribe to online apps that are conveniently accessible on mobile in such situations. In India, there are more than thirty OTT services, including Disney+Hotstar, Amazon Prime Video, and Netflix. Speaking of OTT platforms, Abhishek Parihar noted that "there remains a section of business that is just perfectly suited for this lockdown period where the entire world is sitting at home," even though the majority of people are suffering significant losses across the globe due to the COVID-19 scare. According to reports by Rajesh Naidu and Gaurav Laghate in the Economic Times, "It is clear that since the shutdown, people are more aware of and value streaming or OTT networks. Numerous estimations and analyses indicate that major OTT platforms have seen an increase in subscribers of 8–100%. Industry insiders claim that the lockout assisted OTT services in gaining new members." "Coronavirus illness (COVID-19) is a disease caused by a recently identified coronavirus," according to the World Health Organization. Most COVID-19 patients will develop mild to moderate respiratory sickness and

recover without the need for further care. Serious disease is more likely to strike older persons and those with underlying medical conditions such as diabetes, chronic respiratory conditions, and cancer. When an infected person blows their nose, saliva droplets or discharge are the main ways that the virus spreads. Respiratory etiquette, therefore, is crucial that you use it when a person coughs or sneezes."

According to UNDP, the COVID-19 pandemic is, "The COVID-19 pandemic is the most significant public health emergency of our time and the worst threat to humanity since World War Two. The virus, with the exception of Antarctica, has spread to every continent since it first appeared in Asia late last year.

1.1 The COVID -19 pandemic and Indian media

"According to estimates, India's media and entertainment market was valued Rs 631 billion in FY19 and had grown at a compound annual rate of 11.5% during the previous five years, from FY15 to FY19. This contrasted with a 7.2% increase in the country's GDP overall over the same period. However, several M&E sectors are experiencing increased consumption during the shutdown, including TV, gaming, internet, and OTT platforms. On the other hand, with social distancing rules in place, outdoor consumption models—movies, events, theatre, parks, etc.—are seeing a significant decline." In place of a cable or satellite provider, OTT platforms often refer to the delivery of movie and television content through a high-speed internet connection. The term "cord-cutters" is frequently used to describe viewers who resent paying for bundled programmes. Given that the phrase includes services like Netflix, Amazon, iTunes, and HBO Now, OTT does not always indicate free. For the expansion of the OTT services, many of which were introduced in 2015, the deployment of 4G, the "Digital India" effort, and private initiatives for broadband Wi-Fi access in public areas are anticipated to be a key stimulus. These advancements in the digital infrastructure include the quickening of OTT depends on the rapid increase of smartphone penetration. According to the KPMG research, there are now worries about bandwidth limitations, the high cost of client acquisition,

1.2 The OTT Rise

Approximately 10% of viewers completed the whole season of the new "Arrested Development" on Netflix in only 24 hours when all 15 episodes were published in the summer of 2013. This shows how popular the Programme is among

the millennium generation, who make up the majority of Netflix users.

Smart phones, very fast IP networks, open-source platforms, creative services, state-of-the-art features, and customer desire based on technology advancements in the "free value-added" business model have made OTT a reality, and its acceptance rate is steadily rising. The freemium model appeals to customers. They are ignorant of the fact that nothing is free. Before we can use the Internet, we must first pay for the Internet package. As a result, the user won't be able to use any apps, including data connections, like Netflix, Amazon, etc., until and until they have paid for their internet data.

1.3 Benefits of OTT Channels

- **Connectivity:** The OTT platform is incredibly user-friendly and just needs a few things, such as a steady Internet connection and display devices (such as TVs or smartphones, etc.). The viewer has the freedom to select an Internet package or plan that suits their needs, and the operator does not need to pay a monthly fee to offer an Internet connection.
- **Multiple uses at low cost inside a network.** There are numerous diverse uses for the Internet, including remote work, live streaming, online learning, viewing movies, checking social networking sites, etc. The frequency of Internet use, however, is unaffected by the chosen network provider or the websites visited. The overall cost of using OTT is determined by chosen Internet data bundle and the (if applicable) OTT platform monitoring subscription price. Fees are reasonable when compared to those charged by typical cable networks.
- **Convenience:** Since any device may access the Internet at any time and from any location, it is simple to access material on the OTT platform. Traditional cable networks, on the other hand, are limited by geographic and physical constraints.
- **The level of location flexibility offered by OTT services makes it incredibly handy for users to consume their preferred content.**
- **Diverse content:** Traditionally, cable television networks are limited in what they may broadcast. Series, news, live games, movies, children's material, etc. are frequently included in the content. Therefore, viewers are limited in terms of their choice of channels, as well as the kind, level, and diversity of the material. OTT platforms offer a range of material, the majority of which are both free and paid. With

a subscription, viewers become the primary members, but even without one, they have access to a virtually limitless selection of material on the OTT platform.

- Device-independent visualization: This could be the OTT platform's largest perk. No matter the network provider, you may view it on any gadget. Additionally, you can stream video in real time wherever you are, even whether you view or post videos using a smartphone.

II. LITERATURE REVIEW

2.1 Hotstar + Disney

Disney + Hotstar is perhaps the most well-liked OTT platform in India. Walt Disney currently owns the streaming service, which has a vast library of movies, TV shows, web series, sports, kid-friendly entertainment, and news. Once Disney owns this service, you'll be able to view a ton of Disney movies and animated series in addition to Marvel and Star Wars. Disney + Hotstar is accessible on PCs, smart TVs, iOS, and Android devices. You must subscribe to one of their plans in order to view video from this OTT platform. There are two options for the Disney Plus Hotstar subscription: Starting at Rs 299, VIP and Premium. You can view all of the OTT media services' content with a Premium subscription, including both the original Disney films and their OTT counterparts.

2.2 Prime Video on Amazon

Amazon Prime Video is free to join up for members of the Prime Programme through the online retailer. A free year of Amazon Prime Music, unlimited free shipping, exclusive deals, and access to e-books are all included with the membership. For its original web series like Mirzapur, The Family Man, Tandav, PaatalLok, and One-Mic Stand, the OTT Prime Video platform is well-known in India. Regional material, Bollywood, children's programming, and well-known TV series are also produced there, along with several highly regarded worldwide TV shows and movies. Prime Video presently supports six additional Indian languages in addition to English. The annual membership price for Amazon Prime is 999 rupees, while the monthly charge is 129 rupees.

2.3 Sony LIV, first.

The Kapil Sharma Show and TMKOC are just a couple of the more than 18 years' worth of material available on Sony Liv from Sony Entertainment Network channels including Sony TV, Sony SAB, Sony Ten, Sony Max, Sony Max 2, Sony Six, Sony Pix, and Sony Yay. On the OTT

platform in India, you can also stream live WWE, European Football, La Liga, Champions League, and other sporting events via Sony SIX, Sony TEN 1, Sony TEN 2, and Sony TEN 3. The subscription-based Liv app from Sony has rates as low as Rs 199 per month in India.

2.4 Netflix

There's no need to introduce Netflix. Numerous superb, stream-rich original shows and films, including "Holy Game," "Queen's Gambit," "Stranger Things," and others, were made available by the major content platforms in the United States. Starting at Rs 199 per month, Netflix offers a range of subscription packages, including mobile, basic, standard, and premium options. The Netflix plan for India differs in terms of resolution and the quantity of concurrent viewers, but the content library is the same. Netflix is compatible with mobile phones, streaming devices, smart TVs, tablets, and PCs, just like Disney + Hotstar. The absence of advertisements on Netflix is a benefit.

2.5 Ditto TV.

The most channels are available on Ditto TV because it is owned by ZEE Entertainment. All of the main networks, including Colors HD, Sony, SAB, and Zee TV, are streamed live on Ditto TV.

2.6 Jio TV

Jio TV offers live channel streaming for more than 300 Indian TV channels and is compatible with Jio 4G. In contrast to Ditto TV's 7-day limit, the application not only offers live streaming of the various channels, but also limitless catch-up viewing. As a result, it functions as a portable library that contains an entire season of a stream able TV series.

2.7 Yupp TV

Yupp TV offers catch-up or recorded TV shows of past episodes in addition to live channel streaming of more than 200 channels online. Yupp TV is one of the top OTT content providers in the globe for South Asia, offering live TV, catch-up TV, and an infinite number of movies. Uday Nandan Reddy, an Atlanta-based entrepreneur of Indian descent, founded the business in 2006.

2.8. Voot

Voot offers live streaming of Big Boss on Android and offers catch-up access to all Colors TV series, including Big Boss, although the app is only available for Colors-sponsored programming. Since the programming is in English, it doesn't appeal to the bulk of the typical Indian TV

audience. The service also provides a large number of movies, English series, and animated cartoons (Animes) for children in live streaming.

2.9. Apple TV+

Apple TV+ is a streaming service that offers Apple Originals, including comedies, dramas, comedies, and award-winning shows. New Apple Originals are introduced on a monthly basis. On your Apple devices' built-in Apple TV app, you can watch Apple TV+.

2.10 ALT Balaji

The Group's assault on the digital entertainment market is being led by ALT Balaji, a division of Balaji Telefilms Limited. After dominating television and leaving a lasting impression in movies, Balaji Telefilms now wants to connect with specific audiences by offering them easily accessible unique, exclusive, and tailored entertainment.

III. RESEARCH METHODOLOGY

3.1 Research Goals -

- The aim of the study is to determine how OTT platforms rise.
- The effect of OTT and COVID on theatres
- To comprehend the potential of OTT platforms in the future.

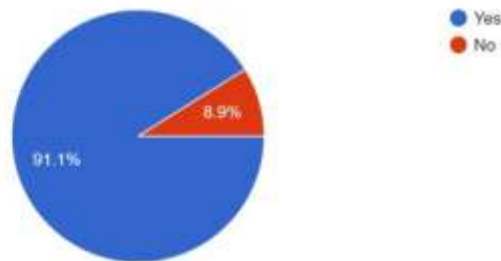
It will feature expert interviews to hear what they have to say about the market penetration of OTT platforms. Surveys will be conducted after it. The procedure of data analysis will next be explained in the concluding section.

3.2 Research Design:

This will be an exploratory study so that it may be utilized as a platform for future studies. This study is qualitative in nature. Gujarati citizens who utilize OTT platforms for entertainment would be the emphasis. The target audience will be between the ages of 15 and 60 because OTT platforms offer material for both 15-year-old children and 60-year-olds.

IV. DATA INTERPRETATIONS

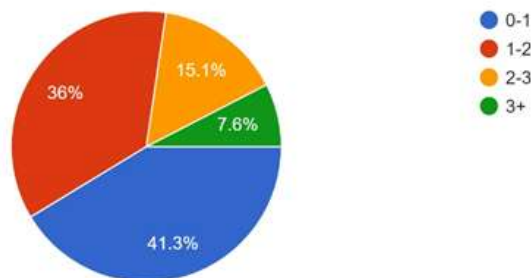
Do you use OTT services?
225 responses



Analysis: According to the graph, 205 out of 225 users are utilizing OTT platforms. OTT is already a big thing; it is not the next big thing. One-sided results demonstrate the need for this research. OTT

was not well known in India 8–10 years ago, but this is the time when people are altering the way they enjoy entertainment.

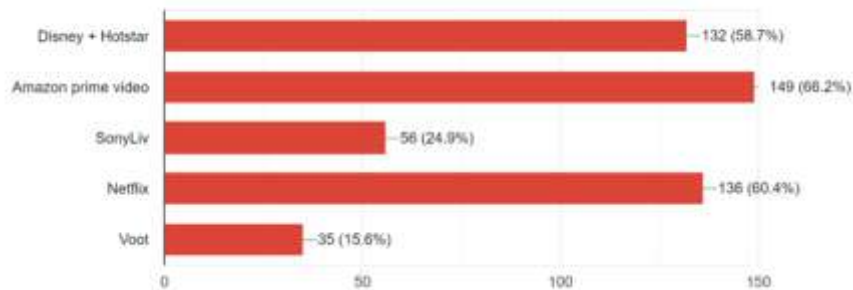
How many hours do you spend on OTT platform per day?
225 responses



Analysis: The market performance of Hotstar, Amazon Prime, and Netflix is excellent. However, SonyLiv and Voot need to reconsider their marketing approach. We can comprehend why Voot's stats are low given that it recently

transitioned from a free service to a paid one and that they have a lot of work to do on their content. Despite low cost, the content is not rich. People may watch Sony on SonyLiv.

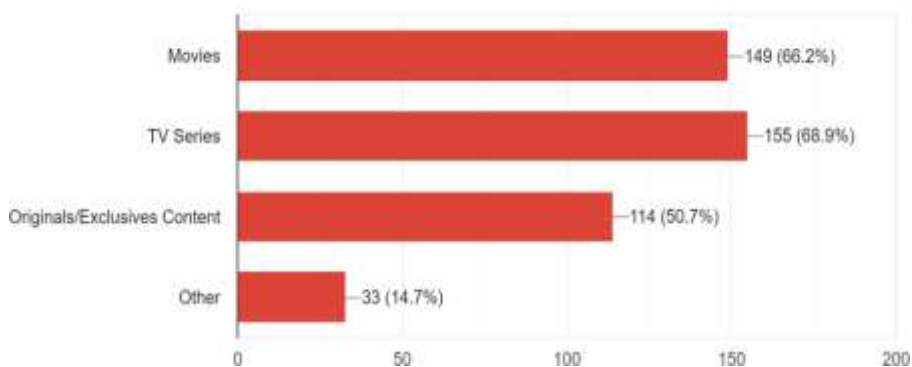
Out of which OTT Platforms do you use most for entertainment?
 225 responses



Analysis: The majority of users spend 0 to 2 hours on OTT platforms, while 23% spend longer. It usually amounts to less than what individuals

typically spend their time doing for leisure and watching TV.

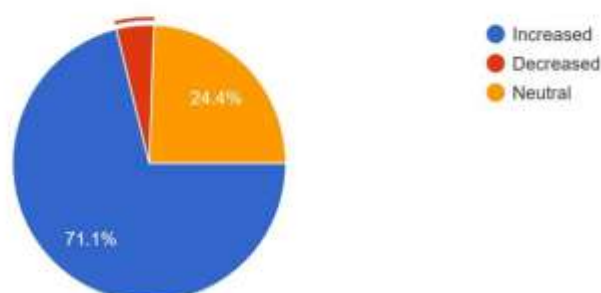
What do you watch most on OTT platform
 225 responses



Analysis: It's simple to see that consumers value the movies, TV shows, original material from OTT channels, and other stuff that these platforms offer both sports and documentaries. 114 out of 225

people like to watch original material, and I'm sure OTT is aiming for a higher proportion, thus it also demonstrates OTT platforms need to improve the original content they are giving.

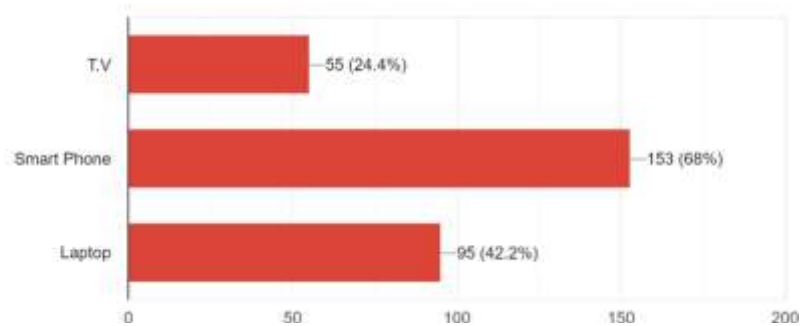
Is there any change in your OTT usage since the lockdown?
 225 responses



Analysis: The impact of lockdown on OTT consumption is seen in the graph above. 160 out of 225 persons believe that it is natural for their OTT usage to have grown. Most of the time during the

lockdown, folks were with their families. Additionally, they were looking for entertainment, and OTT platforms offer a sea of it.

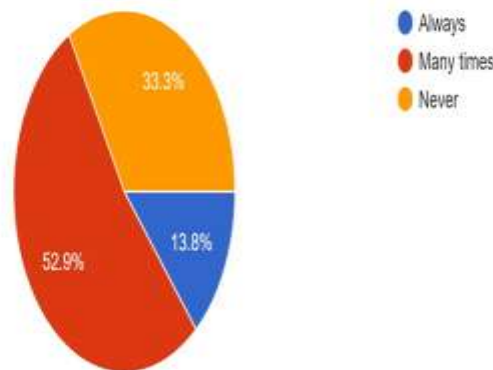
How do you consume OTT most of the time?
 225 responses



Analysis: While most adults pick TV for OTT services, students choose smart phones and laptops because they believe these devices offer the most

comfortable and private ways to view movies and television shows.
 How OTT will Change the Film Industry

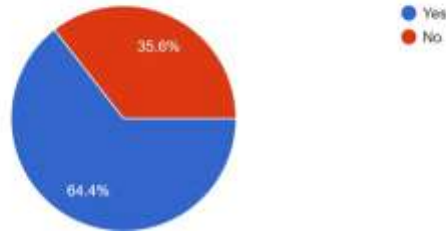
Have you preferred waiting for a movie to release on OTT rather than watching it in the cinema?
 225 responses



Analysis: Of the 225 respondents, 119 chose frequently, and 31 chose always. This demonstrates that viewers watch the same movie as it becomes available on OTT services. People wait for the movie to be available on OTT since it is impossible to see every single movie in a theatre.

Additionally, OTT has allowed us to view a variety of high-quality movies and television shows at such low costs. Perhaps because they adore movies and don't want to miss the first day first show experience, 75 out of 225 people chose never.

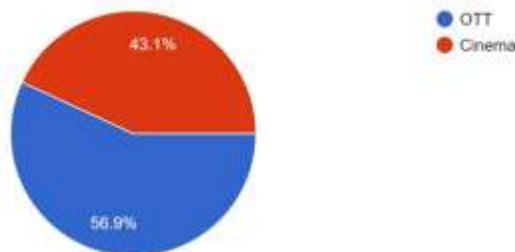
Do you think mainstream movies should be released on OTT before or along with cinema?
 225 responses



Analysis: 145 respondents said they agreed, at the very least, that blockbuster films need to be offered on streaming services before or concurrently with theatrical releases. As a result, they don't

experience FOMO (fear of missing out), and once more, 80 individuals believe that new films should only be released in theatres.

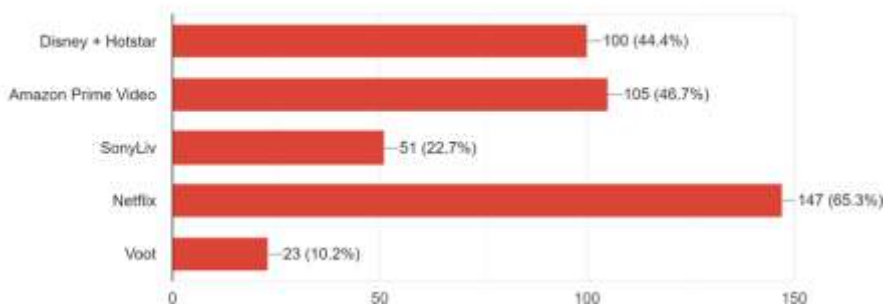
In future, if a movie releases in Cinema and on OTT together, what would you prefer?
 225 responses



Analysis: The aforementioned graph does not come as a surprise and supports the secondary data. OTT is viewed as an excellent source of entertainment by 128 out of 225 people. For the price of one movie theatre ticket, you may see many films.

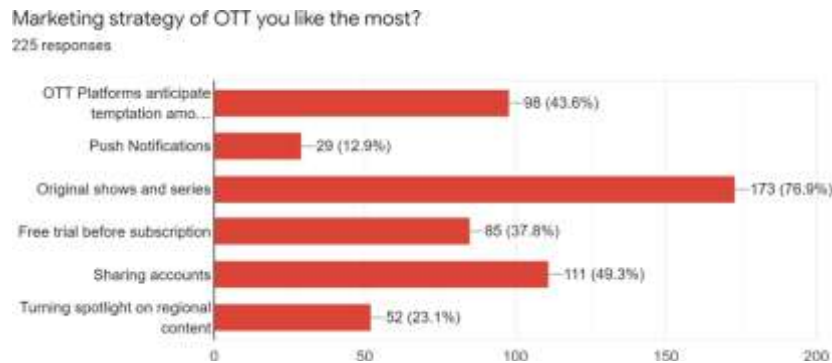
Additionally, 97 out of 225 people believe that seeing a movie in a theatre offers a completely unique experience. People are frightened to go to the movies, especially during lockdown.

Which OTT Platforms you will like to opt for in near future?
 225 responses



Analysis: It demonstrates how successful Netflix's marketing campaign was. As 147 out of 225 individuals opt to desire a Netflix subscription, they advise that if you are bored, just watch Netflix and unwind. Both Hotstar and Amazon Prime are flourishing. However, SonyLiv and voot are still

late, and the cause is the same as it was previously. Voot has to improve its content and marketing approach to keep up with other OTT channels as it grows older. People don't want to switch to the SonyLiv app because they already watch Sony channels on their Setup boxes.



Analysis - The graph reveals that just 29 out of 225 individuals appreciate push notifications, while many others find it annoying since OTT platforms send updates all the time. When OTT sends them notifications, they won't watch, they said, even if they think they would. Only 52 out of 225 individuals said they enjoy regional material on OTT, which is understandable given that many Gujaratis prefer Hindi and English-language films and won't watch regional content in Tamil and Bengali. 85 out of 225 people enjoy free trials, and Netflix offers one that lasts for 30 days. If you want to keep using Netflix beyond that, you may purchase a membership. You may sample what an OTT platform has to offer with a free trial. 98 out of 225 individuals approved of the temptation put out by OTT players; as an example, after the first season of Mirzapur was launched, Amazon Prime announced that the second season will debut on February 22, 2020. The month was not mentioned. And because everyone had been waiting so long for season 2, everybody went crazy when it finally came out. OTT allows sharing of accounts, and it functions for OTT as if various family members wish to watch different episodes they may do so concurrently on distinct accounts. 111 out of 225 individuals prefer OTT devices. Additionally, it distributes material according to user profiles; for example, it will propose different stuff for fathers and children. 173 out of 225 people like the OTT platform's original episodes; for instance, Netflix wasn't all that well-known until it debuted its original series, House of Cards. People then began to subscribe to Netflix since it offers quality original material.

V. CONCLUSION

The earlier chapters described and examined the data gathered from the questionnaire survey. The data demonstrated that OTT platform usage had significantly grown. because OTT usage in Lockdown increased significantly. The data

showed that OTT platforms grew rapidly, taking market share away from other platforms.

The study also demonstrates how effective the marketing methods were in grabbing the attention of the target population. These marketing techniques were brilliant in order to: foresee people's temptation, alert people when a major event is taking place, release original content on OTT channels, offer free trials on OTT platforms so customers can try them out before buying, share accounts to protect users' privacy and comfort, and adopt regional content India may be the most challenging market to comprehend for OTT or VOD platforms. need more regional content and linguistic flexibility. It has a special mix of various requirements at various levels of cities. The potential for development is greatest in India's low-income market and rural areas, where smartphone penetration and content consumption are both rising.

The ability to effectively serve the regional market is the main barrier for OTT platforms or VOD platform services. This necessitates market participants to diversify their online content libraries in compared to TV networks. The majority of service and content providers began investigating this. To reach the target audience in a market this large and diversified, however, still demands great accuracy. The success of the OTT ecosystem has caused a significant transformation in India's entertainment content market. According to reports from telecom companies, the average revenue per user (ARPU) is predicted to rise by 4% to 5%. This demonstrates the revenue increase that OTT players might anticipate in the near term more clearly.

5.1 Will OTT affect the movie industry?

Producers will quickly understand that OTT is a devoted ally rather than an adversary. The film business will only be able to survive and advance in the soon-to-arrive new normal by merging with new technology. Everyone who has a mobile phone, iPad, laptop, desktop, or smart TV

wants to have access to the newest movies or violent TV episodes whenever they want it in the new normal. The OTT experience is especially advantageous for regular people since it offers content based on watching preferences and customized settings for suggestions. Therefore, we anticipate that the sector will locate a new area to develop into new markets. This will eventually result in additional tasks or responsibilities. In other words, the market for the film business will grow to unprecedented heights. More employment will be produced in the future. More users will soon be able to access quality material. more stuff to watch A new definition of the movie-watching experience will emerge. OTT regularly publishes new movies every week or day. Thanks to OTT, production firms may broadcast fresh material on one or more channels virtually every day, so fans won't have to wait until that fatal Friday like in Bollywood. This demonstrates that while OTT platforms cannot completely replace cinema, they are undoubtedly establishing their own market.

RESTRICTIONS ON THE STUDY

- An expert's biased approach.
- According to secondary data.
- 80% of the 225 participants in the sample, which is tiny in size, are from Delhi alone.

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