

“The Emergence of OTT Platforms during the Pandemic and Its Future Scope with Special Reference to Malappuram District”

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ABSTRACT

The current Covid-19 pandemic and the across the nation lockdown has not only slowed down the growth of the enterprises and financial outcome, yet has additionally prompted change in the behavioural pattern of the individuals towards consumption of products and services, including that of digital based consumption. During the time of Covid-19 everyone likes to spend their free time in front of the digital screen. The Covid-19 pandemic has had a substantial impact on the film industry. Across the world and to varying degrees, cinemas and movie theaters have been closed, festivals have been canceled or postponed, and film releases have been moved to future dates or delayed indefinitely. Due to cinemas and movie theaters closing, the global box office has dropped by billions of dollars. At the time technological shift by internet has created a new kind of viewing experience throughout the use of OTT platforms.

I. INTRODUCTION

In recent years, OTT providers like Netflix and Amazon Prime have begun producing original content that is exclusively available through their service. In recent years it is becoming the part of day to day leisure time and constantly indulging in the apps, leading to binge watching and thus giving rise to rapid increase of steaming apps. For years, watching cable television required a television set. But Today due to the advancement in technology and internet –based delivery system, people can easily access to OTT platforms and content from a broad range of devices. Any account holder can enjoy the same OTT experience from a gaming console, smart phone, tablet, or smart TV. OTT platform means over the top media is streaming media service. The service providers dealing with OTT platform is responsible for the delivery of contents comprising of audio, video and other media over the web. The prominent player among the OTT platforms in India are Amazon prime,

Hotstar, Netflix, voot etc. OTT clearly represents the future of media. Representing the best way of entertainment in the present scenario and people getting access to OTT apps not only through subscriptions but also through freemium facilities and the jio effect on the steaming culture.

IMPORTANCE OF THE STUDY

In the recent world digital steaming platforms are plays a vital role, so the internet is the major source for streaming video and audio. The prominent player among the OTT platforms in India such as Amazon, Netflix, Hostar, voot etc.

- The study helps to understand the fast growing advantages of digital app.
- The study is to determine the effectiveness of the OTT platforms in our society.
- The study is to provide information regarding the OTT platforms.
- It helps to increase the use of Hotstar, Netflix during the lockdown period.
- The OTT platforms involving greater content.
- The helps to study distribute better quality services through OTT platforms.
- The need of the study is to understand the influence of the OTT channels of streaming video.

STATEMENT OF THE PROBLE

Since the covid-19 pandemic has disputed the normal lifestyle of people across the globe. During the time everyone like to spend their free time in front of the digital screen. Where they have many options to see today the time we spent looking at our screen has increased immensely. When covid19 shut down the box office, over the top (OTT) streaming platforms come to our life. OTT platform means over the top media is streaming media service. The service providers dealing with OTT platform is responsible for the delivery of contents comprising of audio, video and

other media over the web. The prominent player among the OTT platforms in India are Amazon prime, Hotstar, Netflix, voot etc. The study mainly focuses on – “THE EMERGENCE OF OTT PLATFORMS DURING THE PANDEMIC AND ITS FUTURE SCOPE WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT”.

OBJECTIVES OF THE STUDY

- To study the customer perception towards OTT platform.
- To study the shift in consumption from old entertainment to new.
- To study the factors of sudden increase in OTT channels viewership during lockdown period.
- To understand the future scope of the OTT platforms.
- The study, help to understand the fast growing advantages of digital apps.
- The study, help to determine the effectiveness of the OTT platform in our society.

SCOPE OF THE STUDY

The study mainly emphasis on the emergence of OTT platform during the Pandemic and its future scope.

- The need of the study is to understand the influence of the OTT channels of streaming video.
- To know what are the influencing factors of OTT platform.
- The OTT platform can be achieved more viewer during the lockdown period.
- It will help us understand how OTT has inorganically growing and gradually taking over other mediums of entertainment.
- The study will help us in understanding how

RESEARCH METHODOLOGY

To capture the of dimensions and perspective and to obtain a valid and reliable assessment of the research question, the study uses project documents as well as primary data collection, secondary data analysis through convenience sampling method . We use questionnaire for data collection. Survey was conducted to know the emergence of OTT platform during pandemic, future scope, and its viewer also this change in watching habits will affect the future footfalls of cinema hall OTT platforms have taken over the world of digital entertainment during a pandemic

Research Design

The purpose of the study was to understand the emergence of OTT platforms during the pandemic and its future scope and to achieve this, hypothesis

was established .quantitative method was selected for the same.

Population and Sampling

The population is people of Malappuram who watches OTT for their entertainment. The age group selected is below 20 to 45+. Since most respondent from this category were independent, indulging in anything they wish for is easier. Because of their entertainment consumption habits they aware of the research topic selected. The population has been filtered out through some screening questions.

Sample Size

The Size of sample is 60, and factors to be considered are time, cost and effectiveness, etc.

Sample Method

The method used for the selection of sample was convenience sampling method.

Sample Unit The respondent of the study are part of population of MALAPPURAM district. Each individual is considered to be sampling unit.

Tools For Data Collection

The tools used for data collection is structured questionnaire. The questionnaire was prepared after analyzing the various aspects of the topic and almost care was given to ensure the questions included suit to the study and can be easily understood by the respondent. The study is based on both primary and secondary data.

Primary Data:- primary data are collected through direct communication with the respondents.

Secondary Data:- secondary data are collected from newspaper, magazines, internet, journals etc.

REVIEW OF LITERATURE

According to (purdav,2018) The OTT market is a complex space dominated by three powerful player,- Netflix, Amazon prime, Hulu- the Big 3. It is challenging for small player for finding their place in fierce market where content rules but more consumers can be dragged if they focus on providing curated content limiting account sharing , getting the price right and reducing chum through improved customer relations. The survey result indicate that although price is an important factors while purchasing OTT services, content still drives most consumer choices. A bread mix of quality content tends to be what consumers value from the Big 3, with “ Access to the vast library of content” proved to the top most reason users subscribe to these services. The small players who promise to provide the services, taking one of the above mentioned factors, are more likely to attract a big crowd for their subscription.

Article (singh,2020) OTT platform has experienced a surge in consumption and subscriber can't impacted by the COVID- 19 . The recent survey by In Mumbai state that 46% viewers are watching more content online, According to the experts OTT service could grow further in upcoming days as the television channels run out of content. " As these channels have been unable to shoot due to lockdown, they are running old content . In such a scenario people will gravitate towards OTT to watch fresh content, " says Paritosh Joshi , media consultant and principal, provocateur advisor. To benefits from this increase in demand platform such as Amazon Prime video and Zee5 have made few of their shows free to watch. Due to this, Zee5 has witnessed an 80% increase in subscription and over 50% time spend recently. Thrillers, urban drama and young romance are the top performing genres on the platforms. The viewership for the movies has seen significant increase the platforms. Cinema streaming services MIBI has been 28% rise in viewership on its platforms in march , compared to February.

(Sharma ,2020) the ongoing COVID-19 crisis has forced the multiplexes to shut down, as a result, the production houses are now releasing the onto OTT platforms directly. This has become a topic of concern amongst the multiplexes as the users might ship the traditional windowing pattern. INOX and PVR, both issued a public statements reacting to this issue. According to experts this is solutions to a short term need of the film industry which getting by financial difficulties. It is a win – win situations for OTT player who need to fresh content and the filmmakers who had their production ready but enable to release. However, this will not be a paradigm shift , in the long term, once things return to normal . the cinema generate more revenue for the production houses compared to the OTT platforms. Being this a vital factor, the films will hit the cinema as earlier, once the market if free from COVID-19 crisis. Matter of fact, these may be possibility to see a surge in multiplex services for few days after the returning the things to normal.

(singh D.P. 2019) The advent in internet is changing the trend of Indian cinema very rapidly. Reduced price of internet services lay the foundation for increase in OTT services like Netflix, Hotstar, Zee5, Amazon prime and Alt Balaji. Many ventures are producing video content solely for these OTT services. These new ventures are changing the way of Indian Television and cinemas. The OTT services analyzes the video content watched by the users and keep providing

the he content on similar genres. People like to enjoy the services for free. Hence , OTT like Hotter provides very limited content for free. Also the subscription rates of these services are very low. The users enjoy the variety of international and national content. Action and comedy are the favorite genres of movie. According to the survey , users spend on average, 2 hours a day watching OTT services. Web services are watched more often in OTT services. Genres like young romance, action and urbandrama are in to the top tier. Most of the users watch the content at night. Entertainment is the biggest reason behind the use of OTT. Second biggest reason behind the use is the mobility of the gadget. Third on its availability of content on demand.

This article(Laghate, How OTT Players are geared up to woo Indian viewers,2017) talks about how people have experienced an increase in the use of OTT especially through handheld devices. People prefer watching movies on OTT platform rather than waiting for movies and shows to be released on linear platforms. People in India have more options of OTT , platforms than people in any other country with options like Hotstar , Voot, Amazon Prime , Sony live , Netflix. Although there were a few companies that tried to establish themselves in the Indian market it started when Hotstar was launched in 2015 with a huge budget advertising and marketing. After its launch other international brands launched in India like Netflix and amazon prime. Hotstar was a first to star the trend but what really spiked the increase in the consumption and set the trend in Indian consumer life was the launch of Jio with the access of high speed 4G internet more number of people were available to consume content on the OTT. cheap data the consumption of content on OTT ids experienced to increase.

This article(Dixit ,2020) has focused on the deification of the Indian OTT and the strategies or different ways used by them to establish and gain more popularity. The 4 elements that are mentioned in this article are Focusing on the local content and need- This says that OTTs should focus more on providing local content as people have a keen interest in consuming content in their native language. This was backed by the data in a KPMG report which stated that 64% of Indian digital consumer preferred consuming content .in Hindi followed by Telegu and Begali. It is very important to show more regional show in order to satisfy and communicate with the audience.

THEORITICAL REVIEW OF THE STUDY

An over-the-top is a steaming media services offered directly to viewers via the internet .OTT bypasses cable, broadcast, and satellite television platforms ,the companies that traditionally act as a controller distributor of such content. Due to covid 19 outbreak in the country ,many filmmakers are now releasing their movie on major OTT platforms ,instead of waiting for the theatres to re-open .India has a lot of options when we talk about OTT services . OTT stands for over-the-top, and it refers to premium video content that is streamed over the internet through different devices as opposed to appearing on traditional TV outlets like cable and satellite .Netflix, Hulu and Amazon Prime Video are just a few example of OTT strategy at play. Here we are discuss about major players of OTT platform.

OVER THE TOP IN INDIA OTT (over the top)is the term which is used world wide for the video streaming content services which are access through high speed internet on your smart gadgets and also by pass the traditional distribution like cable, DTH and cinema. OTT or “over-the-top” refers to video content streamed through internet and not through internet and not through broadcast or cable television. it include subscription-based services, free, ad supported services. And pay to watch streams offered by services including iTunes and video on demand .through it is very easy to access at anywhere at any time.OTT does not have any official definition but in2011,the Canadian Radio-Television and Telecommunications Commission (CRTC),Canada’s telecom regulator, stated that “it considers that Internet access to programming independent of a facility or network dedicated to its delivery (via ,for example ,cable or satellite)is the defining feature of what have been termed ‘over-the-top’ services” OTT started in India IN 2015 when Star India launched Hotstar in 2015 .the big band launch of Hotstar, supported by multi-million-dollar marketing and promotion blitzkrieg, ensured a top of the mind recall of the product. the international and national players followed soon with Netflix switching on its service in India in January last year ,followed by Voot from Viacom18 and Amazon Prime video finally launching in December last year. the chain reactions was set in motion with the launch of Reliance Jio in October2016,which got into the mainstream over 70 million mobile internet users with free hi-speed 4G internet (Economic Times,02 Mar, 17).that open the floodgates for OTT players and helped the companies add new subscribers and increase time spend on the platform. and while

there is bandwidth available now, the key factors remain compelling content and seamless user experience.

LOCKDOWN AND OTT VIEWERSHIP

If there is one industry which wouldn’t like the lockdown to end, it’s indeed the OTT players. Due to epidemic “Corona Virus” which spread in all over the world,everyone facing the pandemic “Lockdown” situation in which you are not allowed to go outside your house which means you have spend your whole time inside your house with your family and gadgets. and naturally ,the more we stay at home,the more we find ourselves glued to the screens. now, with no film release in sight because of the shutdown of theatures and shoot of TV shows stalled across the country, what everyone is finding solance in are the OTT platforms. In fact, web shows have become the best tool for people to ward of boredom, and the platforms, too, are ensuring that the audience is spoilt for choice. it just not increased the OTT viewership but also changing the viewer’s watching habits.according to recent survey by mobile marketing platform in Mobi, the viewership for movies especially has gone up across the platform. cinema streaming service MUBI has seen a 28%rise in viewership on its platform in March ,as compared to February (Financial Express ,Apr 06 2020)

DIGITAL MARKETING & ADVERTISING

It is rightly said that this is the age of millennia’s, they neither do listen to their elders nor do they do what is advised to them. The growth of population, youth, marketing, everything else is interconnected. It’s a vicious cycle. Growth for digital advertising is projected to be the fastest at a CAGR of 18.6% to \$ 1.73 billion by 2021,up from the estimated \$ 740 million in 2016, whereas for internet video, the CACG is higher at 22.4% albeit at a lower base of \$ 239 million. (Gaikwad,2019) through this we can assume that at such fast rate of development of technology. The there OTT, which evolving from niche to mass based content and long form of is getting traction. (Girishmenon, 2017) The number of OTT player increased from just nine in 2012 to 32 in 2018. In 2017, the OTT industry in India achieved phenomenal growth of 160 per cent, as the top 16 OTT platform saw their user bases grow from 63 million to 164 million between august 2016 and august 2017(Rajatkathuria, 2019) India is the second –largest subscription TV market in the Asia pacific region in terms of the number of subscription in TV households, which reached 154.3 million in 2016.

This is the expected to expand at 1.6% CAGR to reach 166.9 million by 2021 (alpanakakkar, 2019). The technology is changing with clicks. From online banking methods to e-wallets and what not, with one click everything is available at your doorstep. The upcoming young generation take advantage of the same and recharge their online data packs and download videos and other possible internet based applications.

BENEFITS OF OTT

1 -Cost efficiency- (dish tv v/s Netflix contribution 200/ per month) investment on dish tv or tata sky set-up boxes are difficult as they involve a lot of people and are time consuming because they require people with that specific knowledge for installments. Whereas, OTT can be downloaded and used anywhere, as and when required.

2- Data tariff plans-(ease of using/convenience and multiples screens). The OTT platforms such as Netflix and Amazon can be shared and be used on multiple screens by making an account. This doesn't work of other television series. (roshan,2017)

3- convenience- usually the people who follow television series have to wait for the whole day or maybe over the weekend for their serials to continue their episodes. On the other hand, the OTT based apps such as amazon prime or Netflix show their web series continuously without interruption. This becomes more convenient for the browsers

II. FINDINGS AND SUGGETIONS

The over the top video streaming services explosion in India has led to the emergence of distinct patterns of content consumption over the past few years. For one, content consumption has become rampant outside the house, where until recently because of COVID 19, the majority of video consumption occurred inside and that too on a very high scale. The information gathered by the researcher shows that over 91.7% of respondents are aware of the OTT medium, from the following we can derive that OTT is a wide spread medium in India. Due to the current situation of the lockdown people are constantly consuming different kinds of media for their entertainment. Majority of the people (72.7%) resort to OTT for entertainment followed by Youtube (17.3%) and T.V (9.1%). OTT platforms are quite popular among the users as a considerable amount of users 42.7% spends 2 to 4 hours consuming it. 29.1% people spend more than 4 hours on it and only 28.2% consumes it for less than 2 hours. Considering this, on an average user spends approximately 3 hours on the medium.

The lockdown has let to a change in consumption patterns of the users. The researcher found out that 73.6% of people experienced an increase in their daily usage of OTT consumption. Users on an average experienced 3 to 4 hours of increase in their consumption during the lockdown. This proves the first hypothesis H1. Along with this it also shows that OTT is the go to platform for entertainment for majority of people during lockdown as they chose to spend more time using OTT rather than any other mediums. When it comes to the mode of consumption people prefer smart phone(55.5%) over laptop(24.5%) and T.V (20%). It is safe to say that due to the lockdown more people have started using T.V for OTT consumption. 59.1% of people started using a new OTT during the lockdown. This shows how lockdown has given a push to OTT for generating new customers. When asked about if the users ever waited for a movie to be released on OTT than watching it in cinema , 70% said yes. The researcher discovered that 56.4% were positive and wanted for movies to be released on OTT platforms on the same date as in cinemas. Although 44.6% were still negative about it. Further more when asked if a movie would release in OTT and cinema both, what would they prefer, 48.2% said cinema and 45.5 chose OTT. Still there were a few responses who said that decisions is based on the type of the movie. This data implies that although still a majority of people (48.2%) would prefer watching a movie in cinema over OTT(45.5) . The day is not far when the people will see OTT as an equally popular platform for watching movies. OTT and cinema are two distinct platforms and provide distinct experiences to their customer and they cannot replace each other but the data shows that majority of people want movies to be released on OTT on the same date as in cinemas.

III. CONCLUSION

The data collected from the questionnaire survey was interpreted and analyzed in the previous chapters. Based on the analysis the research on the topic 'The emergence of OTT platforms during the pandemic and its future scope' has been successfully completed. The hypothesis that During pandemic there has been a significant rise in consumption of OTT platforms has been proven right. Since people have started consuming OTT more and more in the lockdown. The statement that OTT platforms have experienced a substantial inorganic growth by taking up the market share of other platforms has been proved. Although the researcher couldn't prove hypothesis that OTT will surpass cinema but we can see there is suddenly a

rise in the usage of OTT over other mediums and people have positive responses for movies to be released on OTTs at the same time as in cinemas. This shows that even though OTT platforms cannot replace cinema but certainly is creating its own segment. We can say that in future, there might be few people who would prefer OTT over cinema

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