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# Rapid Growth of Over the Top (OTT) Platforms and its Impact during Lockdown

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**ABSTRACT:** This paper reviews the rapid climb of over-the-top (OTT) video services in India, like Voot, Hotstar, Netflix, and Amazon Prime, etc. The Future of contemplating entertainment in India is changing rapidly over the globe which leads to a sudden rush of online streaming video services and the market is set to increase to the maximum number of roughly 2.71 billion people globally by 2025. Due to Covid-19, the theatre movie releases were badly affected worldwide. The new movies and different entertainment content are released by OTT (Over the top) platforms during the Covid-19 pandemic. OTT provides content related to film and television content material supplied through a high-pace internet connection rather than cable or satellite providers. Over the top platform(OTT) created an impact on the innovative drive to entertainment sectors. This visual content-based platform provides a choice to choose content that supports their needs and preferences. In this paper, the primary data will be collected through a survey of people who watch or do not watch OTT platforms and evaluating the popularity of OTT platforms, the reason for OTT popularity, and their growth in comparison to traditional platforms like TV.

**KEYWORDS:** OTT(Over the top) platforms, TV platform, Covid-19 pandemic, Lockdown, Survey, Comparison, Growth, Impact.

## I. INTRODUCTION

During the early 1990s, every Sunday people gathered outside and watched Mahabharat, Ramayan in their homes on Doordarshan. Today however television sets are a common attachment in an estimated 836 million Indian homes and because of digital innovation, they have become bigger, sleeker, and smarter over the years. In 2017, 1.65 million of the population were familiar with the OTT Platform. Before the pandemic, people used to visit the theater to Binge-watch movies for entertainment. In the pandemic, the closure of the cinema hall and repeat content telecast on Television is one of the reasons for the rise of OTT platforms as it contains a variety of content at one place, big starrer production, HD quality, no time-bound, uncensored content, and availability of internet and popularity of web series to get out of the boredom. Due to the covid-19 pandemic and lockdown to enjoy in these hard times and not to take risk of going outside people switch from theater and TV platforms to OTT platforms. Due to this, there is an increased rate of subscription by 30% between March and July 2020 by 22.2 to 29 million. In the lockdown, period filmmakers add new movie releases on OTT platforms like Amazon, Netflix, Sony-Live, Disney+Hotstar, etc. The Benefit of the OTT platform is you can access it from anywhere and it is available 24x7. This study will review the rapid growth of OTT platforms in India during Lockdown by the means of survey and analysing the audience preferences and view about OTT platforms.

## II. RELATED WORK

OTT (over-the-top) is a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer. The term itself stands for “over-the-top”, which means that a content provider goes over the highest of existing internet services. For example, in [1] Author has explained how the Sudden rise of the VoD market in India, emergence growth, major streaming services, Characteristics, problems, and future of OTT services in India, and the current 2020 & prediction for 2022. The concept of the OTT platform is not something new. It has existed since the old era, the comparison done by Quresh Moochhala. [2] between the 2000s and 1990s Explored the scope of digital evolution OTT, given some contextual background worldwide, based on research problem giving objectives and analysis findings and differentiating between OTT and cable TV. [3]They find the average time



consumed by people on OTT has increased dramatically during a pandemic, and did a quantitative survey-taking 350 subscribers from a different platform. [5] and the author has also shown a pilot study to test and validate the research model and the research instrument by surveying a sample size of 500 population and the study concluded that the two of the major pillars of OTT platforms are Social Media and Mobile Applications for their Sustainable Development and Growth. [6] In this paper, due to the rise of OTT platforms during the lockdown, they did a group study of 10 participants between the age of 18-40 years and divided into 3 groups based on the occupation of the respondents using snowball sampling. [10] In this paper the author compares censorship on the OTT platform around the world and different countries through a quantitative analysis and focuses on finding different types of OTT platforms. [11] The author had focused on finding the relationship to the factor of brand loyalty such as brand image, customer relationship, product mix, promotions, price, and brand satisfaction of paid subscribers in India. [13] Author analyzes the impact of OTT video streaming platforms viewership in lockdown. [14] The author showed how in the 80s was the Door Darshan era, then the 90s was dominated by private broadcasters, media, and entertainment and now entertainment was adopted in the form of OTT platforms. In this paper how people are switch cable to OTT platform [15] Over the top (OTT) named initially for that go "OVER" a cable box to provide TV content and OTT content can be accessed on various platforms including computers, mobile devices, Entertainment is consumed and here each customer has to pay subscription charges to various online platform like Amazon, Netflix, Sony-Live, Disney+Hotstar, etc. The author from [17] showed how to find the average time devoted towards online streaming platforms and the devices used for accessing content, look at the increasing pace of OTT and bring out the genre of content.

### **III. RESEARCH OBJECTIVES**

1. To study the reasons behind viewers' preference more towards OTT platforms than conventional TV during Lockdown.
2. To analyze the change in habits of the audience towards online streaming platforms.
3. To find the popular OTT brand as per viewer's choice and to determine the reason for audience preference of OTT platform..

### **IV. METHODOLOGY**

#### **Research Design**

This research is based on quantitative and qualitative data research to understand the thoughts of respondents on OTT content adoption and consumption of the same during the pandemic. Due to lockdown, people are forced to stay indoors and suddenly have more time on their hands. In this situation, they are restricted to social mobility, films and entertainment content have emerged as the savior especially on-demand video content. Therefore, it's crucial to understand if people turned to OTT platforms to engage themselves or if other reasons were contributing to the expansion and adoption. An online survey was conducted for the collection of primary data by sharing a questionnaire in the pattern of Google Forms.

#### **Sample**

Non-probability sampling was carried out. That is convenience sampling as it provides more reliable data and simple interpretation from the same. The age range of below 18 till above 40 was taken into consideration for the purpose of the study. We received 104 responses in the survey within the time frame of a week which were then filtered out to 103 usable responses.

#### **Instruments Used**

The instrument that has been used is a structured questionnaire carrying 30 close-ended questions including gender and age was self-administered and was channeled through social media that is WhatsApp.



V. DATA INTERPRETATION

1. Respondents Population

Gender

Out of 103 responses, the number of female respondents is less than male respondents. The reason for this may be the uncensored content and aggressive or violent content that is mostly liked by the young male audience.

Age Group

We found that this research is highly dominated by younger audiences in the age group of 18 to 25 by 89.3%(92), followed by 26 to 40 by 6.8%(7) and then below 18 are 2.9%(3) and the least active responses are from the age group above 40 that is 1%(1).

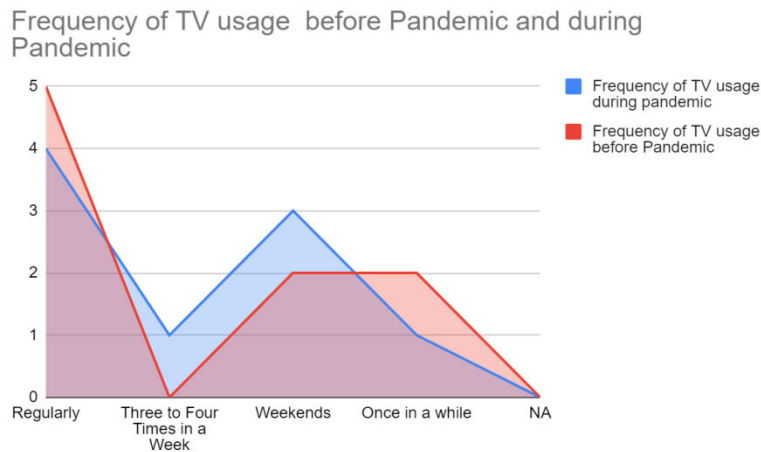
2. Do you watch OTT Content?

Out of 103 responses, 8% of respondents who answered No are further analyzed based on TV while the remaining majority 91.3%(94) answer as Yes are analyzed based on the OTT platform.

3. Growth of OTT during Pandemic

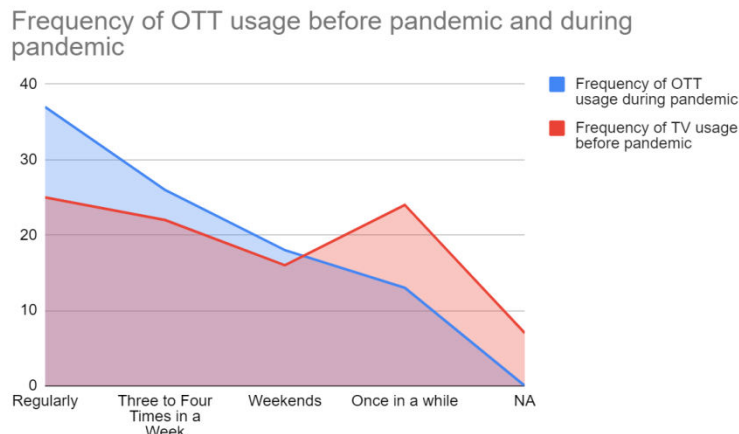
For Non OTT content users

Figure a. Frequency of TV usage and Frequency of TV usage before Pandemic



For OTT content users

Figure b. Frequency of OTT usage and Frequency of OTT usage before Pandemic





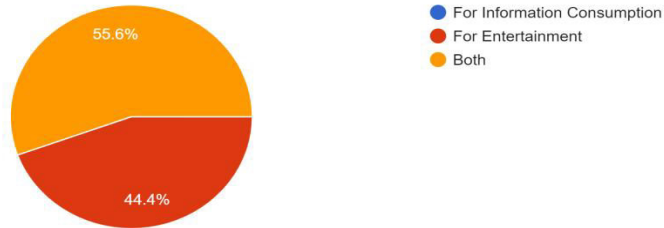


4. Content Preferences

For Non OTT content users

Figure c. Why do you watch TV?

Why do you watch TV ?  
9 responses



For OTT content users

Platform preferred more for information and for entertainment consumption in lockdown

Figure d.

What do you prefer more for information consumption in lockdown  
94 responses

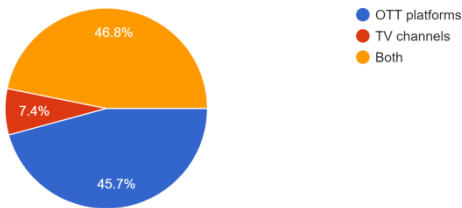
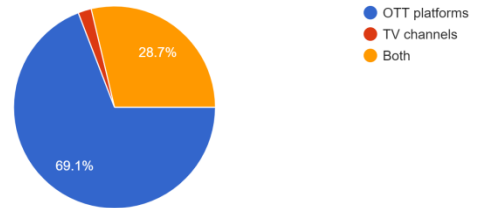


Figure e.

What do you prefer more for entertainment in lockdown  
94 responses

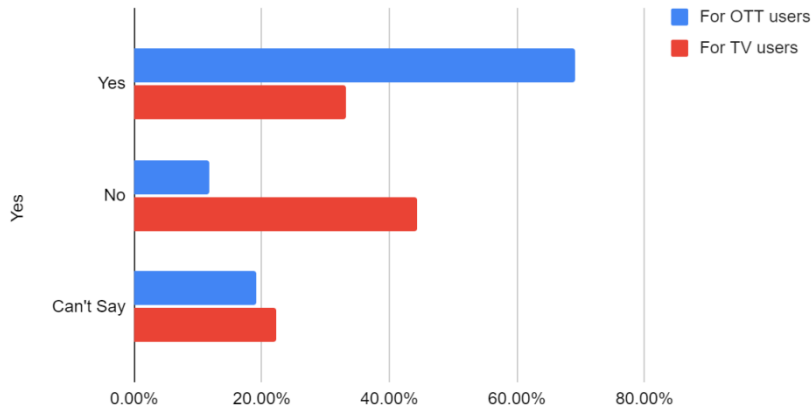


5. Changes in Content Consumption Habits

For Non OTT and For OTT content users: Do you think your content consumption habits might have changed during Lockdown?

Figure f.

Do you think that your content consumption habits might have changed?





6. Most Popular OTT brand

For OTT content users

Figure g. Which OTT Platform do you prefer?

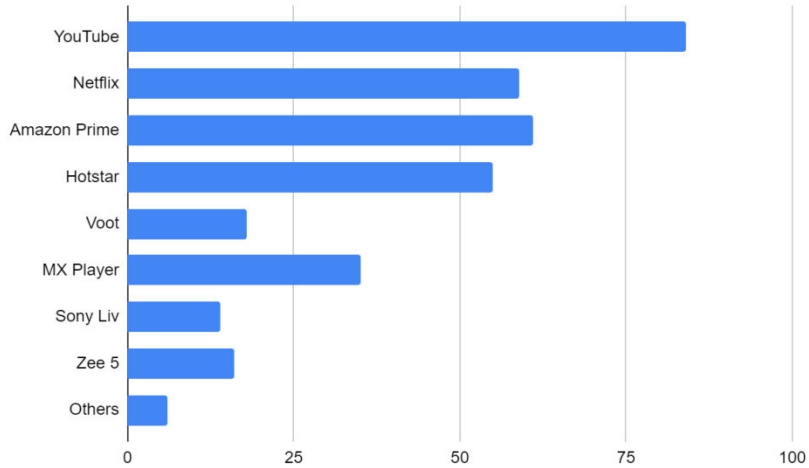
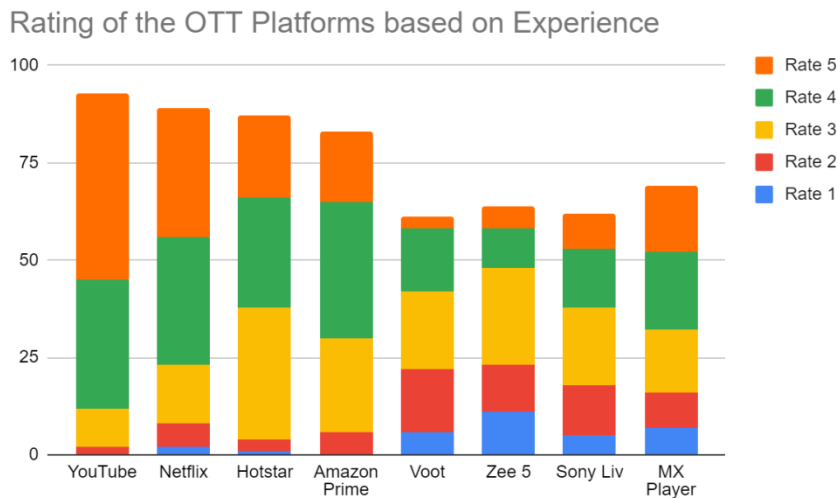


Figure h. Rating the OTT platforms based on their experience



7. Reason for Platform Preference

Table 1: Reason for platform preference

	For TV platform			For OTT platform		
	Frequency	Percentage	Median	Frequency	Percentage	Median
Choice of Content variety						
1-Very dissatisfied	0	0		0	0	



2-Dissatisfied	1	11.1		1	1.1	
3-Neutral	5	55.6		10	10.6	
4-Satisfied	1	11.1		45	47.9	
5-Very satisfied	2	22.2		38	40.4	
			3			4
Ease of Use						
1-Very dissatisfied	0	0		0	0	
2-Dissatisfied	0	0		1	1.1	
3-Neutral	3	33.3		8	8.5	
4-Satisfied	2	22.2		43	45.7	
5-Very satisfied	4	44.4		42	44.7	
			4			4
Convenience i.e. for Time						
1-Very dissatisfied	0	0		0	0	
2-Dissatisfied	1	11.1		3	3.2	
3-Neutral	3	33.3		18	19.1	
4-Satisfied	3	33.3		40	42.6	
5-Very satisfied	2	22.2		33	35.1	
			4			4
Affordable						
1-Very dissatisfied	0	0		4	4.3	
2-Dissatisfied	2	22.2		18	19.1	
3-Neutral	2	22.2		28	29.8	
4-Satisfied	4	44.4		31	33	
5-Very satisfied	1	11.1		13	13.8	
			4			3
Quality of Services						



1-Very dissatisfied	1	11.1		1	1.1
2-Dissatisfied	1	11.1		0	0
3-Neutral	3	33.3		20	21.3
4-Satisfied	2	22.2		36	38.3
5-Very satisfied	2	22.2		37	39.4
			3		4

## VI. DATA ANALYSIS

### 3. Growth of OTT during Pandemic

#### In figure a.

For the consumption pattern of TV during the pandemic, the majority of 44.4% respondents said that they watched TV regularly, followed by 33.3% of respondents watching TV on weekends, while the participants who watch TV content three to four times a week and once in a while resulted in 11.1%.

While for the consumption pattern of TV before the pandemic, the majority of 55.6% of them watched TV regularly, while 22.2% of participants reported watching on weekends and the same i.e. 22.2% resulted in participants who watched once in a while.

#### In figure b.

For the consumption pattern of OTT during the pandemic, the majority of 39.4% of them watched content regularly, 27.7% of participants reported watching content three to four times a week, 19.1% of them watched content on weekends and 13.8% of them watched content once in a while.

While for the consumption pattern of OTT before the pandemic, the majority of 26.6% is less than before but still, regular intervals, 25.5% of participants reported watch content once in a while, 23.4% of them watched content three to four times a week, 17% of them watched videos on weekends while the rest 7.4% of them have never watched online video content before the pandemic

Comparing the two frequencies of platform usage there is a big difference that while TV usage decreased during the pandemic, OTT usage was constantly increased.

### 4. Content Preferences

#### In figure c

55.6% responded as they watch TV for both infotainments while 44.4% of them watch TV for the sole purpose of entertainment.

#### In figure d

For information consumption, 46.8% of respondents use both TV and OTT for this purpose while 45.7% of people chose the OTT platforms and the remaining 7.4% choose TV platforms.

#### In figure e

For entertainment consumption, the majority of 69.1% of respondents chose OTT platforms, 28.7% of respondents chose both TV and OTT platforms while the least number of respondents of 2.1% chose TV platforms.

By this, we can conclude that for information-related content most people prefer any media traditional or modern OTT but for entertainment purposes, most people turn to OTT giving a great impact on this topic.





## 5. Changes in Content Consumption Habits

### In figure f

We asked this question to TV users expecting an answer as yes but were shocked to get the results as the majority of 44.4% of them responded as No, while 33.3% answered Yes and the remaining 22.2% were not sure about it.

While for OTT users, the majority of 69.1% of them responded as yes, 11.7% of them responded as No while 19.1% of them were unsure.

Comparing the TV and OTT users' consumption habits we can conclude that the majority of TV users' habits have not changed while OTT watchers' habits have constantly changed during the pandemic.

## 6. Most Popular OTT brand

Based on OTT preference (figure g) and ratings (figure h) given by the respondents, the popularity of OTT brands was analyzed. The primary data in this research revealed the following in rank order out of 94 OTT users – YouTube(89.4%), Amazon Prime (64.9%), Netflix (62.8%), Hotstar (58.5%), MX Player(37.2%),Voot (19.1%), Zee 5(17%) and SonyLiv (14.9%). While some of the respondents(6.4%) also prefer other OTT platforms like Alt-Balaji, HBO Max, Crunchyroll, TVFPlay, and pirated platforms.

## 7. Reason for Platform Preference

### For Non-OTT content users

[19]This study stated that Likert data can be analyzed by using median and mode to find the final rank for responses. Table 1 shows the rationale for TV platform preference. The first factor was choice of content variety with a median value of 3 neutral given by most of the respondents having 55.6% followed by very satisfied at 22.2%. So hence we can deduce that it has little impact in affecting the viewers' preference for TV because if we analyze the other neutral values which have the rank of three as it has 22.2% and 11.1% percent who gave the factor very satisfied and satisfied respectively. Next is the ease of use showed a positive impact on viewers' preferences with a median value of 4 indicating satisfaction. Convenience is the value that shows a positive impact on preference with a median value of 4 indicating that respondents are satisfied. While it is equally picked response with neutral but the greater majority was below neutral as 5 people responded below three. Similarly, Affordability also showed a positive impact on viewers' preference with a median value of 4 indicating satisfaction with a majority of 44.4% of responses. Finally comes the quality of services which had a median value of 3 neutral which was 33.3% followed by satisfied and very satisfied which was a tie of 22.2% giving a little impact on viewers' preference.

### For OTT content users

Table 1 shows the rationale for OTT platform preference. The first factor was choice of content variety with a median value of 4 satisfied having 47.9% followed by very satisfied at 40.4% giving an impact on the viewers' preference for OTT. Similarly, ease of use also showed a positive impact on viewers' preference with a median value of 4 indicating satisfaction with second-most picked response was 5 giving a similar impact as choice of content variety. Next is Convenience, which is yet another median value of 4 i.e satisfaction followed by 5 i.e. very satisfied.

Affordability has a medium value of 3 which leaves it neutral giving a little impact on viewers' preference as the next higher positive value is for satisfied and very satisfied. Finally, comes the quality of services which had a median value of 4 satisfied which was 38.3% followed by very satisfied which was 39.4% giving the most greater impact on audience preference for OTT as the very satisfied frequency was greater than satisfied frequency.

## VI. CONCLUSION

India is an enormous marketplace for OTT platforms, so offering different plans to satisfy various user bases with different income levels is the sole solution for faster absorption and growth. People are more active for their own regional content so more Indian-friendly content would be another plus point for OTT providers.

From the analysis mentioned above, we will conclude that in every stage OTT content has picked the interest of users and gained more popularity than other traditional means. A typical family television enabled with limited channels restricted the imagination of young India. OTT players took advantage of this and explored optimally during COVID 19 pandemic and thus the pliability of accessing a spread of content on personal devices including smartphones and tablets gave young India the liberty to observe what they desired.



For now, it is often said that Indians will still drift towards these platforms, though television would remain a crucial commodity in India. There still exists a neighborhood of the population that does not have access to smartphones and thus the net.

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