

# **Project Dissertation Report on**

## **ASSESSING THE POTENTIAL OF OTT PLATFORMS DURING THE PANDEMIC**

**Submitted By**

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*Under the Guidance of*

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# CERTIFICATE

This is to certify that the work titled '**Assessing The Potential Of OTT Platforms During The Pandemic**' as part of the final year Major Research Project submitted by Pragya in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is her original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to the Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

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**Dr. Vikas Gupta**

Faculty Advisor

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H.O.D (DSM, DTU)

# DECLARATION

I hereby declare that the work titled '**Assessing The Potential Of OTT Platforms During The Pandemic**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the esteemed guidance of Assistant Professor Dr. Vikas Gupta, is my original work and has not been submitted anywhere else.

The report has been drafted by me in my own words and is not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

**Pragya**

(Roll No 2K20/DMBA/89)

# ACKNOWLEDGMENT

It is my great pleasure to acknowledge the kind of support and guidance I received during the research work. I would like to thank my faculty advisor Assistant Prof. Vikas Gupta, who helped me to take up the topic '**Assessing The Potential Of OTT Platforms During The Pandemic**' and guided me to complete this project properly. The project furnished me with a great opportunity to explore the areas of Marketing and Analytics.

I am highly indebted to the Delhi School of Management, Delhi Technological University for providing me with an opportunity to work on this project. Lastly, I would like to express my gratitude to all the honorable faculty members and the Ph.D. Scholars for sharing their experience and expertise on this project. I have put all my efforts to ensure that the project is concluded in the best possible manner and also ensured that the project is error-free.

**Pragya**

(Roll No 2K20/DMBA/89)

## EXECUTIVE SUMMARY

People used to watch television when there were just a few channels and options to choose from. People also couldn't watch films and television shows according to their own preference or convenience as they had to stick to the program's scheduling. You weren't provided with the opportunity to re-watch the slot if you missed it. There were occasions when we would look in the newspaper for the channel's telecasting schedule. However, with the advent of OTT services, everything got simple, and users were able to stream anything they wanted, whenever they wanted. People might alter their entertainment schedules to fit their work schedules because to OTT.

When people were trapped at home due to the epidemic and the box office was shut down by Covid-19, Streaming sites came to Bollywood's rescue. During the lockdown, several on-demand movie streaming platforms noticed a surge in new users. Some platforms have kept up with the pace even after the lockdown was lifted.

In this study, I'll look at how OTT platforms grew in popularity during the epidemic. This study will be carried out with the assistance of interviewers from various viewers. It's evident that since their introduction, OTT platforms have only grown in popularity and usage. People's consumption patterns have changed as a result of the pandemic, resulting in a major surge in their popularity.

The aim of this study is to look into the growth of OTT services during the epidemic. To understand the future potential of OTT platforms, it is necessary to understand the level to which their popularity grew during the pandemic. True, all such OTT platforms have only grown in popularity and usage since their launch, but the pandemic has resulted in a significant boost in their popularity due to the shift in people's consumption patterns.

This study conducted a survey and interviewed three people to assess their views on OTT platforms, consumption patterns, and comparisons to cinema to evaluate if OTT platforms were gradually displacing the most popular traditional entertainment medium. People used OTT more than any other platform, according to research. The majority of them had noticed a rise in the amount of hours they spent on OTT services and were anticipating movies being launched on OTT at the same time as they were in theatres. People were also content to see films on OTT rather than in the theatre. However, for some, it was determined by the film. This study revealed that OTT platforms have a lot of room to grow.

## TABLE OF CONTENTS

i. Title Page	i
ii. Certificate	ii
iii. Declaration	iii
iv. Acknowledgement	iv
v. Executive Summary	v
vi. Table of contents	vi
1. Introduction	
1.1 Background	1
1.2 Objectives of the Study	10
2. Literature Review	11
3. Research Methodology	14
3.1 Limitations of the study	15
4. Data collection	16
4.1 Data Analysis	17
4.2 Findings	27
5. Conclusion	29
6. Appendix	
6.1 Survey Form	31
6.2 Interview Transcripts	35
7. References	47

## INTRODUCTION



Fig 1.1: Different types of OTT Platforms  
Source : Google Images

The study looks at the rise of over-the-top (OTT) and customer behaviour in the post-pandemic age in relation to a certain industry. Film, theatre, visual art, opera, dance, music, television, literary publication, and radio are all part of the entertainment industry nowadays. These industries are rapidly improving as a result of daily technological advancements. There have been incidents of ruthless competition as well as cases demonstrating corporations that wish to build goodwill in the marketplace. The entertainment industry is unpredictable. The major revenues are determined by the TRP of a television channel or the box office collections of a film. For instance, if a film grosses between 100 and 200 crores. It is regarded as a box office success.

Others, on the other hand, may be judged ordinary if they fail to meet this standard at the box office, despite having a wonderful story or directing. As previously stated, there are numerous ways to view this entertainment in diverse formats. Advertisers have caught on to this concept and are eager about coming up with innovative and eye-catching ads. Consumers are looking for innovative and out-of-the-box concepts that will appeal to them and cause them to think about and recall a brand or product in a specific way. When we see two domino dice, for example, we think of the Domino's pizza chain. In the same way, three parallel vertical lines point to the Adidas.

# Digital Marketing & Advertising



*Fig 1.2 : Digital Marketing Thumbnail*

*Source: Google Images*

It is rightly said that this is the age of millennia; they neither listen to their elders nor do what is advised. The growth of population, youth, marketing, and everything else is interconnected. It's a vicious cycle.

By 2021, digital advertising is predicted to grow at a rapid pace of 18.6% to \$1.73 billion. From nine in 2012 to 32 in 2018, the number OTT players has increased. The OTT sector in India surged by 160 percent during August 2016 and August 2017, with the top 16 OTT services' user bases increasing from 63 million to 164 million.

India is currently second largest market in the Asia Pacific area in terms of subscription TV homes, with 154.3 million members in 2016. This is expected to increase by 1.6 percent by 2021, to 166.9 million of people.

With each click, technology evolves. Everything from online banking to e-wallets and other services is at your fingertips with a single click. The new generation of young people takes advantage of this by recharging their internet data packs and downloading videos and other internet-based applications.



# Entertainment & Payment: Online

People no longer gather to get tickets outside a movie theatre. They do it online now days from their residences, workplaces, and pretty much anywhere. People can use mobile applications such as book my show to purchase tickets from the comfort of their own homes. A wide range of theaters, show times, and seats are available, all of which may be booked quickly and conveniently online. Payments are made easier and safer with third party apps, credit cards, debit cards, online banking, and other digital payment alternatives.

OTT companies get mobile Internet access through mobile operators, while users get access to OTT networks through OTTs.

## India's OTT landscape – Key players

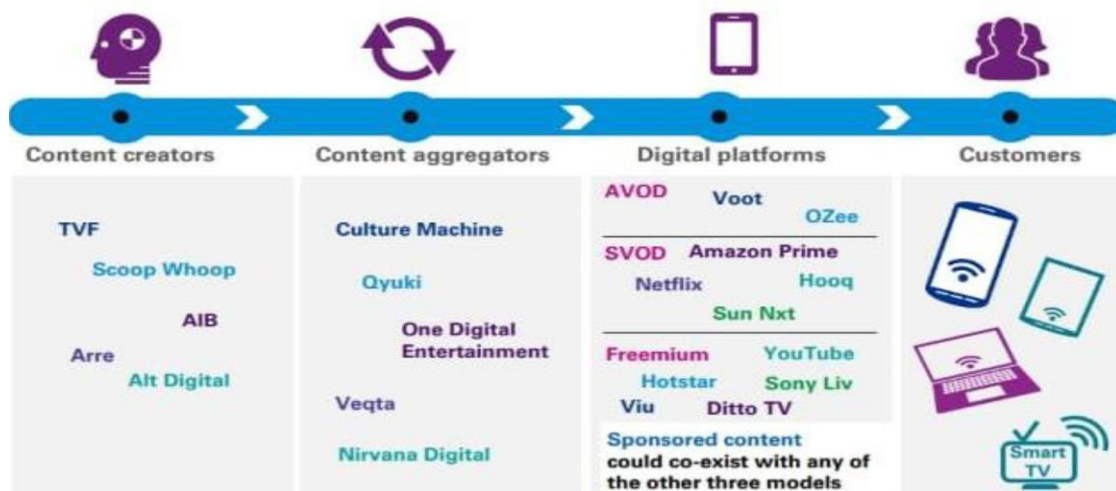


Figure 1.3 : India's OTT landscape

Source: pdfcoffee.com

## Entertainment Now Vs. Entertainment Then



Figure 1.4 : Multiple media devices

Source: Google images

In India, television was once a luxury that only a few could afford. 1 or 2 two black-and-white channels were more than enough to excite the illiterate and economically deprived Indian audience's interest and imagination. With the advancement of technology, the creative canvas for thematic inquiry grew as well. The role of the television screen has changed dramatically over the last 50 years, from being only a means of disseminating information to becoming a constant companion.

Earlier, there were limited means and modes of entertainment. Families used to sit down together and spend time with their loved ones to have fun. Earlier people used to sit in their cars and switch on their radios for listening to music. Now, they download music and listen while traveling. Today's generation's ideal of a cool person is earplugs and

music. Gone are the days of playing antakshari with everyone around. Technology has acted as both a bane and a boon.

**The 1950s-** During an exhibition in Teynampet, Tamil Nadu, B. B. set up a television for demonstration. Madras is an Indian city (now Chennai). On September 15, 1959, India's terrestrial television began with an experimental telecast from a makeshift studio in Delhi, utilising a small transmitter and a rudimentary receiver.

**The 1960s-** Regular transmission began in the year 1965 as part of AIR (All India Radio).

**The 1970s-** In the year 1972, the television service were expanded to include Bombay and Amritsar. Until the year 1975, TV was only available in seven Indian cities. The Satellite Instructional Television Experiment (SITE) marked a significant advancement in India's use of television for growth. Doordarshan (DD), a member of the All India Radio at the time, created the majority of the programs that were telecasted.

**The 1980s-** The 1980s were the era of Doordarshan, with shows like Hum Log (1984-1985), Wagle Ki Duniya (1988), Buniyaad (1986-1987), and comedy shows like Yeh Jo Hai Zindagi (1984), in addition to popular mythological dramas like Ramayan (1987-1988) and Mahabharat (1989-1990), which glued millions to Doordarshan and later to Chandrakanta (1994-1996).

**The 1990s-** The national government started a series of social and economic reforms in the year 1991, under the leadership of Prime Minister Narasimha Rao.

The govt. has enabled commercial and foreign broadcasters in India to participate in restricted operations under the new laws. This strategy has been followed by all following federal administrations. International networks such as CNN and STAR TV, as well as private local networks such as Zee TV, SUN TV, ETV & Asianet, have launched satellite transmissions. In India, television had grown from 41 sets and one channel in 1962 to more than 70 million households by the year 1995, with more than 400 million viewers watching more than 100 channels.

**The 2000s-** The nation had over 900 channels as of 2021, of which 184 are pay channels

# The emergence of OTT and its Boom

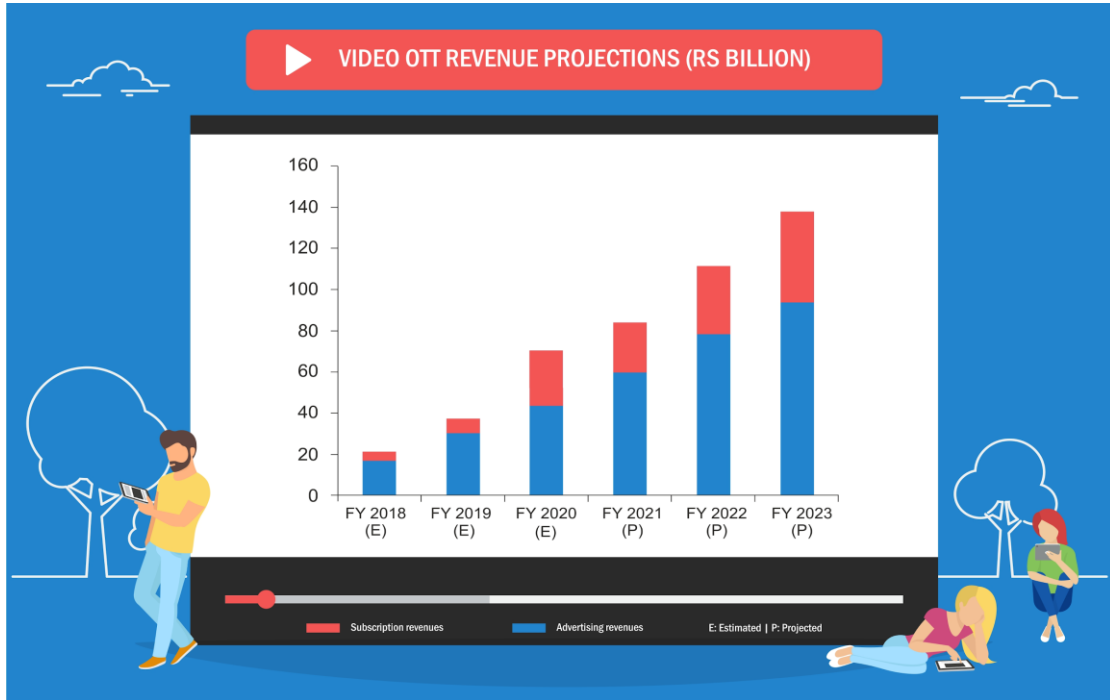


Figure 1.5: OTT revenue Projections

Source : IBEF: Case Study: Ott Video Small Screen Big Play

When Netflix released a series in 2013, reports showed that about 10% of viewers made it through the entire season within the time span of twenty-four hours. Advanced technology, such as super-fast IP networks, open-source platforms, smartphones, cutting-edge capabilities, innovative services, and a movement in consumer tastes toward "freemium" based business models, have all aided OTT's growth.

Consumers are drawn to the concept of freedom. Consumers must first pay for internet charges before being able to watch something on the internet. As a result, the consumer will be unable to use any of the OTT apps, including data connection, until and until he pays for his internet usage. Netflix, Amazon, and other such services are examples.

## Key things in the OTT market

Development by Jio – An average consumers spends 3-5 hrs on the internet, out of which 50% account for most of the time for video browsing. The consumer’s taste and preference change from whatever is available on tv to what he wants to view on the internet. Because of the rapid growth of internet connectivity, it is assumed that by 2020 this 50% shall turn into 75%.

### Announcements regarding original content investments by OTT video platforms in India

Platform	Original content budget	Tie-ups with companies/individuals	Shows in the portfolio/pipeline
Amazon Prime Video	INR 20 billion, spent about INR 5 billion of the same <sup>27</sup>	<ul style="list-style-type: none"> <li>• Excel Entertainment</li> <li>• Phantom Films</li> <li>• Anurag Kashyap</li> </ul>	<ul style="list-style-type: none"> <li>• Inside Edge</li> <li>• Mirzapur</li> <li>• Made In Heaven</li> </ul>
Sony Liv	<INR4 billion	<ul style="list-style-type: none"> <li>• Vikram Bhatt</li> <li>• Web Talkies</li> <li>• Arré</li> </ul>	<ul style="list-style-type: none"> <li>• Hadh</li> <li>• CM CM Hota Hai</li> <li>• Maid in India</li> </ul>
Voot	<INR4 billion	<ul style="list-style-type: none"> <li>• Turner India</li> <li>• Colosseum Media</li> </ul>	<ul style="list-style-type: none"> <li>• It’s Not That Simple</li> <li>• Yo Ke Hua Bro</li> <li>• Shaadi Boys</li> </ul>
Eros Now	<INR4 billion	<ul style="list-style-type: none"> <li>• Sanjay Leela Bhansali</li> <li>• Rohan Sippy</li> <li>• Anil Kapoor</li> </ul>	<ul style="list-style-type: none"> <li>• Salute Siachin</li> <li>• Flesh</li> <li>• Smoke</li> </ul>
ALT Balaji	INR 1.2 billion	<ul style="list-style-type: none"> <li>• Vaishnave Media Works</li> </ul>	<ul style="list-style-type: none"> <li>• Boygiri</li> <li>• Romil and Jugal</li> <li>• Karrle Tu Bhi Mohabbat</li> </ul>
Netflix	NA	<ul style="list-style-type: none"> <li>• Phantom Films</li> </ul>	<ul style="list-style-type: none"> <li>• The Sacred Games</li> <li>• Selection Day</li> <li>• Again</li> </ul>
Hotstar	<INR4 billion	<ul style="list-style-type: none"> <li>• AIB</li> <li>• 4 Lions Films</li> </ul>	<ul style="list-style-type: none"> <li>• Tanhaiyaan</li> <li>• On Air with AIB</li> <li>• Cineplay</li> </ul>

Figure 1.6 : Original content investment in OTT

Source : Seekingalpha.com

## **Impact of COVID on TV viewership, including OTT**

If Doordarshan dominated the 1980s and private broadcasters dominated the 1990s, media and entertainment experts predicted that the 2000s will be dominated by technology-enabled entertainment outside of television screens, with a greater uptake for 'content on-demand,' which includes not only the genre & nature of content but also the choice of time, device and place.

OTTs aren't simply for audiovisual content; the audio-only market makes up a significant percentage of this industry. Unique solutions like Unacademy are still labelled as OTTs, despite platforms like StoryTel and Audible gaining prominence. Undoubtedly, this sector is always buzzing with new and innovative items and ideas. Players are going to great lengths to excite consumer interest, develop their customer base, and keep each user for longer than ever.

According to reports, Bollywood and cricket rule the hearts of Indian consumers on OTT platforms, and the release of big-budget films such as Amitabh Bachhan starring Gulabo Sitabo, Vidhya Balan movie on mathematician Shakuntala Devi's life, and late Sushant Singh Rajput's film, Dil Bechara on platforms like Amazon Prime & Disney + Hotstar has sparked a new trend in B town.

While necessity drove this invention, market analysts who follow the film industry are concerned that if this trend has an impact on consumer behaviour, it will be difficult to bring them back to theatres, compromising the medium's long-term viability in the country, particularly in urban regions.

Given these challenges, it is obvious that the COVID shutdown has resulted in a major surge in OTT adoption in India and around the world. Because there are several layers to this purchasing pattern that must be unwound and understood from different viewpoints, this shift in customer behaviour is intriguing to track and study. User age and media consumption patterns, TV channels vs. OTT providers, the impact of the medium on advertising patterns, innovative bargains and discount packaging, and so on are all factors to consider.

## COVID-19 Lockdown and Change in Media Consumption

The terrible impact of the COVID-19 epidemic is reflected in people's behavioural & lifestyle changes, along with a shift in media intake. As per Nielson, there has been an 18% growth in the number of women in the workforce. Americans watched a lot of television in the week running up to the election. March is particularly essential for children who are unable to attend school. In India, the Broadcast Audience is estimated to be According to the British Academy of Research Council (BARC), television viewing has increased by 38%. Consumption during the pre-COVID phase is entertaining. People are entertained by supernatural thrills and stories via broadcasting fictitious stories, historical pieces, and mythological tales. As a result of social distancing conventions, people have become more separated.

### Benefits of OTT



Figure 1.7 Benefits of OTT  
Source : clevertap.com

1. Economical — Investing in dish television or Tata Sky set-up boxes is difficult. They entail a large number of people and are time-consuming because installments necessitate persons with that specialized understanding. OTT, on the other hand, maybe downloaded and used whenever and wherever it is needed.
2. Data tariff plans - By creating an account, the OTT platforms can be shared and used on several screens. This isn't the case with other television shows.
3. Convenience - Typically, lovers of television shows must wait a whole day, if not a weekend, for beloved serials to resume airing new episodes. But at the other hand, OTT-



based shows like Prime Video or Netflix broadcast their web series indefinitely. This will be more convenient for browsers.

4. No Ads - OTT services allow viewers to watch episodes and movies without being interrupted by commercials.

5. Variety of content- There are thousands of movies and series to choose from, including news, sports, children's programming, and much more. Users may watch and enjoy most stuff from other nations thanks to OTT.

6. Ease of Utilize – OTT platforms are simple to use. To use an OTT platform, you only need a few things. All you need is a reliable internet connection and an electronic device such as a smartphone or a computer.

7. Binge-Watch - OTT services allow you to watch a series in its entirety. You don't have to wait a week or a month to see the following episode.

### **Objectives**

1. Determine and assess the rise in OTT platform consumption prior to and during the pandemic.
2. To assess the future potential of OTT platforms.
3. To study the change in viewership from traditional to new entertainment.



## LITERATURE REVIEW

The literature review is an important part of any research project since it provides the necessary information for the researcher to frame the research study on the chosen topic. The main goal of this is to examine past findings in order to identify research gaps in previous studies and to explain the research problem that we have chosen.

Keeping the study objectives in mind, the review of related literature is organised as follows:

Netflix, Prime Video, and Disney+ Hotstar dominate the OTT sector, which is a difficult landscape.

Small businesses may find it challenging to locate a market niche where content reigns supreme, but they can attract more customers if they focus on curating content, limiting account sharing, setting the right cost, and enhancing customer relations.

While price is an essential issue when acquiring OTT services, the bulk of customer decisions are still driven by content and flexibility, according to the poll's findings.

Because these television stations have been unable to shoot owing to the lockdown, they are airing outdated programming. People will turn to OTT services to see new material in such case.

The theatres have been forced closed due to the ongoing COVID-19 crisis. As a result, production houses are already distributing films straight on OTT platforms. This has been a source of concern since consumers may abandon their traditional viewing habits. It's a win-win situation for both OTT players in need of new material and filmmakers who were ready to release but couldn't. However, as things return to normal, this will not last long. In comparison to OTT platforms, the cinema earns greater money for production houses.

The Indian cinema industry is being reshaped by the internet. As the cost of internet connectivity decreases, so does the adoption of over-the-top (OTT) services. Creating video content for various OTT channels is a specialty of several production businesses. The way Indian cinemas & television function is changing as a result of these new initiatives. OTT providers analyse users' watching patterns and then recommend/provide content in similar genres.

People desire to take advantage of services that are provided for free. As a result, OTT services like Hotstar only provide limited content for free. Furthermore, the subscription rates for these services are low. Users have access to a wide choice of international and native material.

Customers view OTT services for an average of 2 hours per day, according to the survey. Web services are used increasingly commonly in OTT services. The flexibility and ease of OTT are the most crucial reasons to use it. The second most essential reason is that its content is utilised. It is also free of advertisements.

People prefer to view movies and shows on OTT platforms instead of waiting for them to be released on linear media. With Amazon Prime, Hotstar, Netflix, Voot, and Sony Live, Indians have more OTT services than citizens in any other country.

Local content has also been a focus for OTT players, as well as publishing material across several platforms and delivering international content.

According to (Kaushal, 2020), during the lockdown, the subscriber base of OTT players increased by 80 percent. People have been compelled to stay at home due to the lockdown, and because they are confined to their homes, they have no other options for amusement other than television and digital. People are compelled to find other channels for content when cinema halls and malls are closed. We know that a number of big-budget films are on the verge of being released on OTT platforms rather than in theatres; this demonstrates the platform's massive growth. People have no other choice but to watch it on OTT. ZEE5 announced that their subscriptions have increased by 80 percent. ZEE5 has witnessed an increase in users and consumption as a result of the lockout. Their originals witnessed a 200 percent increase, while their movies saw a 236 percent increase. They experienced a 41 percent rise in app downloads, as well as a 33 percent increase in daily active users. The number of paying watchers has increased by 45 percent. The lockdown and many initiatives for smooth entertainment, according to the program's director, are the two reasons for such a favorable spike.

The content of the article (Singh, 2020) The COVID-19 has had an influence on OTT platforms, resulting in increased usage and subscriber inability. According to a recent survey conducted by InMobi, 46% of customers are watching more online content. According to experts, OTT services will continue to increase in popularity as traditional

networks run out of material. "These networks are airing outdated content since they haven't been allowed to shoot due to the lockout." People will go to OTT to view new content in such an environment, according to Paritosh Joshi, media expert and founder of Provocateur Advisor. To capitalise on this surge in popularity, platforms such as Amazon Prime Video and Zee5 have made a number of their series available for free viewing. Zee5 has seen an 80 percent rise in memberships and a 50 percent increase in time spent as a result of this. The most popular categories on the platform include thrillers, urban dramas, and young romances. The number of people watching movies has increased dramatically across all platforms.

(D. P. Singh, 2019) The rise of the Internet is rapidly altering the Indian film industry's trend. The expansion of OTT services such as Netflix, Hotstar, Zee5, Prime Video, and Alt Balaji has been aided by lower internet service pricing. Many companies are producing video content expressly for these OTT platforms. These forward-thinking companies are revolutionising Indian television and film. Consumers' viewing habits are evaluated by OTT providers, who then continue to show them content from comparable genres. People desire to take advantage of services that are provided for free. As a result, OTT providers like Hotstar only provide a limited amount of free content. Subscription rates for these services are likewise quite low. The users enjoy the variety of international and indigenous content. Action and humor are the most popular film genres. Customers watch OTT services for an average of 2 hours per day, according to the survey. Web services are used increasingly commonly in OTT services. The top-tier genres include young romance, action, and urban drama. The bulk of customers use the service at night. The most common reason people use OTT is to have fun. The mobility of the device is the second most significant aspect of its use. The availability of on-demand entertainment is the third reason.

# RESEARCH METHODOLOGY

## ★ Research design

The study was proposed in order to better comprehend the emergence of OTT platforms during the epidemic. For the same, a quantitative method was chosen. In addition, three interviews with persons of various ages were done in order to study and observe the users' behaviour and thinking. Residents of Delhi and the NCR were targeted.

## ★ Population and sampling

The demographic consists of Delhi residents and residents from adjacent states who watch OTT for enjoyment. The age range chosen is 14-45+. Because the majority of responders in this category are self-sufficient, they can indulge in whatever they choose. They are aware of the research topic chosen due to their entertainment consumption patterns. Through a series of screening questions, the population has been whittled down to a manageable size.

## ★ Significance

The study's significance stems from the fact that it demonstrates the widespread use of OTT platforms. According to this assessment, OTT platforms have taken over the world of digital entertainment in a pandemic. It will help us understand how OTT grew inorganically and eventually overtook traditional types of entertainment.

## ★ Objectives

1. To determine and comprehend the rise in OTT platform used during the epidemic.
2. To comprehend the OTT platforms' future potential.
3. To investigate the transition in entertainment consumption from old to new.

## ★ Hypothesis

1. There has been a huge increase in the use of OTT platforms during the pandemic.
2. By absorbing market share from other platforms, OTT platforms have witnessed

significant inorganic expansion.

3. The OTT platform will soon become a platform for film distribution, possibly even replacing cinema. (which was previously released in theatres)

★ **Primary method**

The quantitative method was used to acquire primary data. A survey was carried out. The respondents range in age from 14 to 45 years old. A total sample size of 90-100 replies was taken into consideration for the investigation. The survey was separated into sections such as demographics and OTT consumption habits, which included questions about OTT usage, previous patterns, and perspectives.

★ **Process of data collection:-** The collection of data was done through Google forms and telephonic interviews.

★ **Process of data analysis:-**The process of data analysis would include frequency distribution and percentage.

★ **Proposed analysis:-** The proposed analysis for this study is to determine the questionnaire's efficiency and whether it can aid in the proof of the hypothesis. To get the required outcomes, a complete analysis of the gathered data will be performed.

**Limitations of the study**

There are a few limitations which are as follows: -

- Data collection was restricted to people living in and around Delhi.
- The major limitation of this study is the time constraints and also a limited group of people has been taken as respondents

# DATA COLLECTION

## Introduction

For data gathering, a questionnaire and an interviews were undertaken. Created the collection of questions after conducting extensive research on the subject. The series of questions is intended to provide insight into the impact of television advertising on consumers' impulsive purchasing behaviour. The goal is to examine the information provided by 92 respondents from across Delhi and the Delhi NCR.



Figure 1.8 Questionnaire  
Source: Self

# Data Analysis

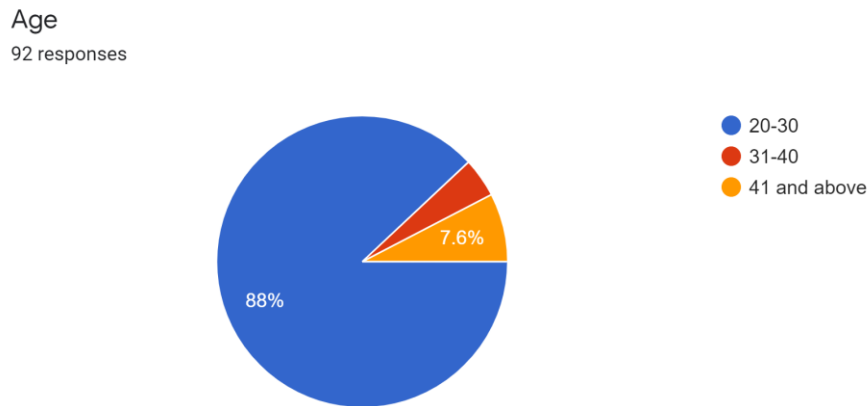
## Questionnaire Survey

( Form Link: <https://forms.gle/GZBsFXm4GqeXCHrx5> )

### Demographics

The questionnaire was distributed to the respondents via Instagram & WhatsApp. It was filled by people in Delhi of various age groups, gender, and occupation. Those factors will be analysed in this section.

### Q1 In which age group do you belong?



*Figure 1.9 : Gender Pie Chart  
Source: Self Analysis*

The age ranges were divided into three categories. The age group 20-30 had the most respondents (81), followed by 4 respondents in the age group 31-40, and 7 respondents in the age group 41 and above.

## Q2 Gender of respondents

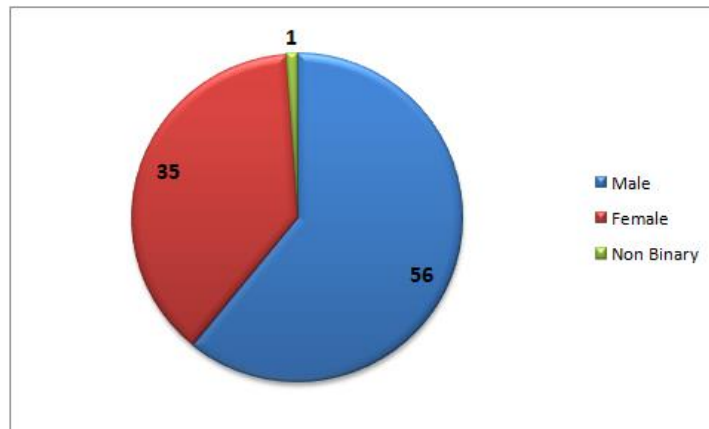


Figure 1.10 : Gender Pie Chart

Source: Self

The findings of a survey that inquired about people's gender, it can be noticed that 56 respondents are male, while 35 are female. One respondent who filled out the poll was Non-Binary.

## Q3 Profession of respondents.

Current Situation

92 responses

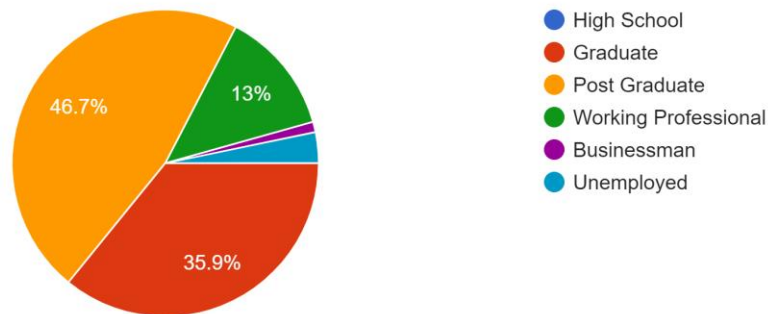


Figure 1.11 : Profession

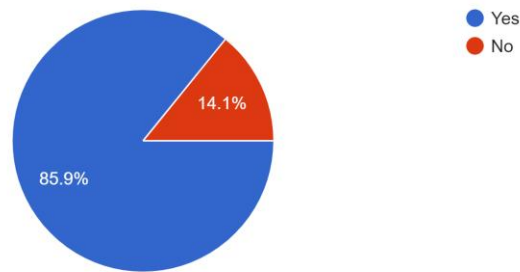
Source: Self Analysis

The above figure shows the profession of the people who were part of the survey. Almost 35.9 % of respondents are pursuing under graduation, 46.7 % are doing their postgraduates, 13 % are working as employees and the rest of them are in High School or running their own Businesses.



## Q4 Screening Question

Do you use OTT Platforms ?  
92 responses



*Figure 1.12 : OTT platform usage*  
*Source: Self Analysis*

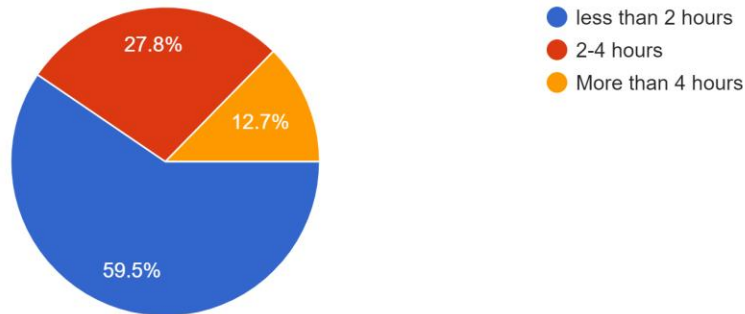
Figure shows that 85.9% of respondents use OTT while 14.1% don't. This was a screening question to filter out the required population who watch OTT and can proceed to answer the further questions. Through this the researcher could get the desired population who qualify for the research.

## CONSUMPTION BEHAVIOUR

This component of the survey gathered information on the respondents' OTT viewing habits and lockdown patterns. There were 79 persons who were eligible to complete the remainder of the survey. As a result, this study's total number of respondents is 79.

### Hours spend on OTT

How many hours do you spend on OTT platform per day before lockdown?  
79 responses



*Figure 1.13 : Hours spent watching OTT before lockdown/pandemic  
Source: Self Analysis*

To judge how appealing OTT Platforms are to users, look at the graph below. When the above question was posed, it was discovered that 12.7 percent of people use it for more than 4 hours every day. Over 27.8% of them use it for two to four hours. Only 59.5 percent of clients extend it for more than 2 hours.

## Impact of lockdown on OTT

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

79 responses

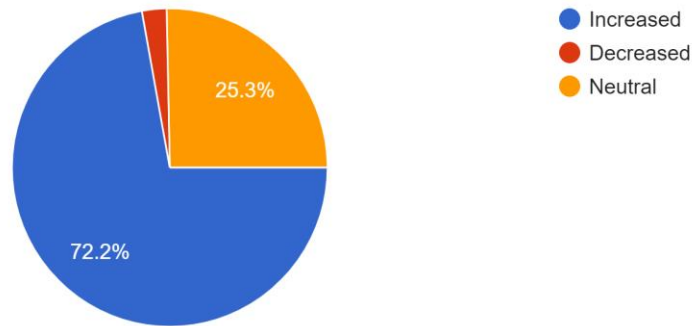


Figure 1.14 : Change in usage  
Source: Self Analysis

Figure shows the percentage of respondents of the impact on their OTT consumption. 57 (72.2%) respondents have seen an increase whereas 20 people are not affected by it and the remaining 2 respondents have seen a decrease in their usage.

## Increased consumption

Approximately by how much hours has your consumption increased?

79 responses

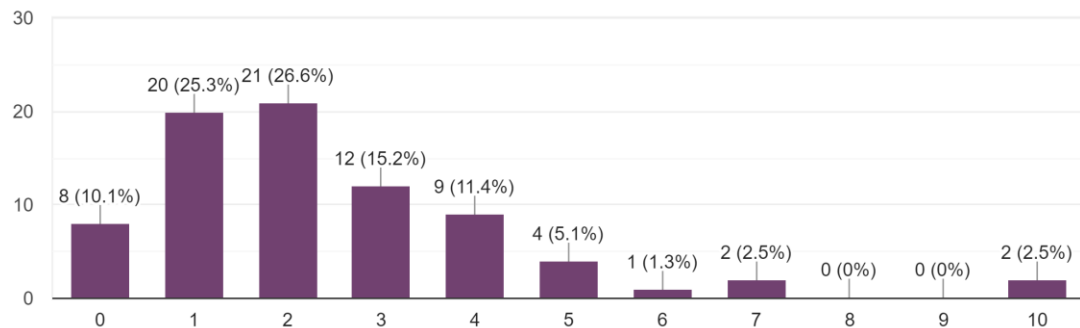


Figure 1.15 : Increased Consumption  
Source: Self Analysis

As is seen in the figure, we see that 21 respondents said their consumption increased by 2 hours. 20 said by 1 hour, 12 said by 3 hours, 9 said it increased by 4 hours, 4 said 5, and the other 2 said that it increased by 10 hours.

### Mode of consumption

How do you consume OTT most of the time?

79 responses

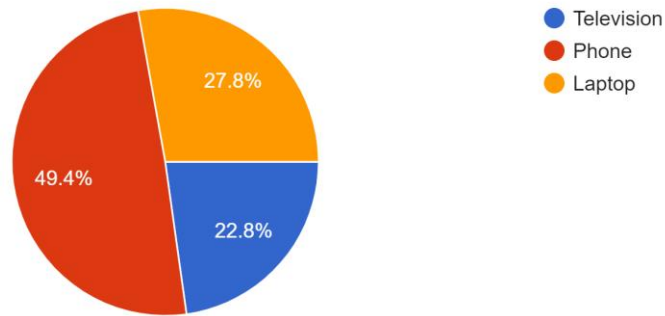


Figure 1.16 : Medium of consumption  
Source: Self Analysis

It is evident that maximum (39) respondents consume OTT through their smartphones. 22 respondents prefer laptops and 18 consume through T.V.

### Platform Preference

Which OTT Platforms do you watch ?

79 responses

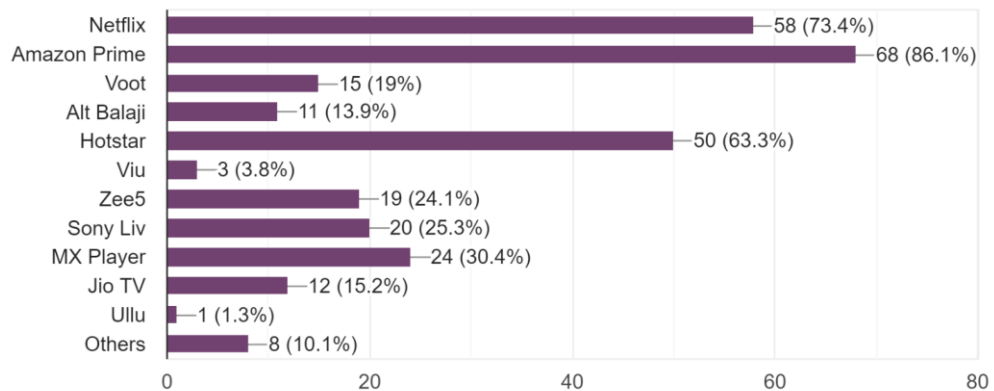


Figure 1.17 : Platform Preference/Choice/Usage  
Source: Self Analysis

The figure shows the result of their preferences of the kind of OTT platforms. Over 68 people of the 79 prefer watching Amazon Prime. While 58 of 79 like to watch Netflix and 50 of 79 respondents prefer watching Hotstar. The reason for the high number of viewers of Amazon Prime over Netflix may be the subscription cost. Since Amazon prime ( Rs 1000 P.A ) and Hotstar (Rs 500 P.A ) is cheaper compared to Netflix (Rs 500 P.M ).

### Consumer preferences on OTT

What do you watch the most on the OTT platform?

79 responses

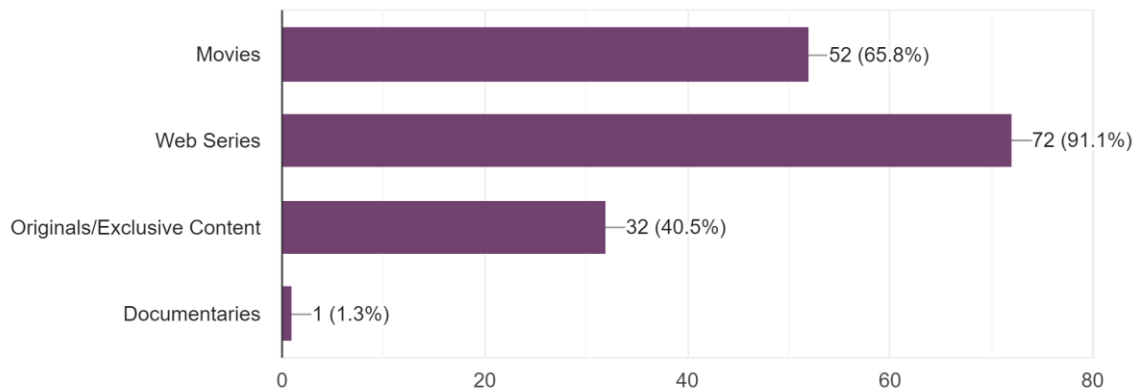


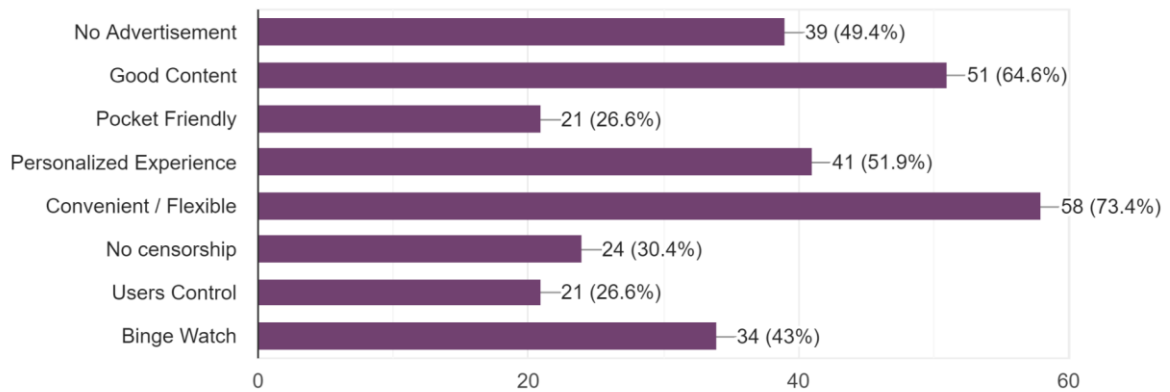
Figure 1.18 : Type of content consumption  
Source: Self Analysis

Figure shows the result of their preferences on OTT platforms. Over 72 people of the 79 prefer watching Web Series. While 32 of 79 like to watch originals on the OTT and 52 of 79 respondents like to watch movies.

## OTT Vs Television

Why do you prefer OTT over traditional television?

79 responses



*Figure 1.19 : Reasons of preference over television  
Source: Self Analysis*

When asked about the reasons why people prefer to watch OTT over television, 73.4% of the people said that OTT platforms are convenient and flexible when it comes to watching in accordance with their schedule. While 64.6% of people believed that the content provided on OTT is better. The personalized experience provided by the OTT platforms and no advertisements is also one of the reason why people prefer OTT over Television. Also, people these days are binge watchers and cannot wait for days and weeks for the next episodes and OTT provides the option of binge watching therefore it is a popular choice among youngsters.

## Waited for a movie to launch on OTT platform.

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

79 responses

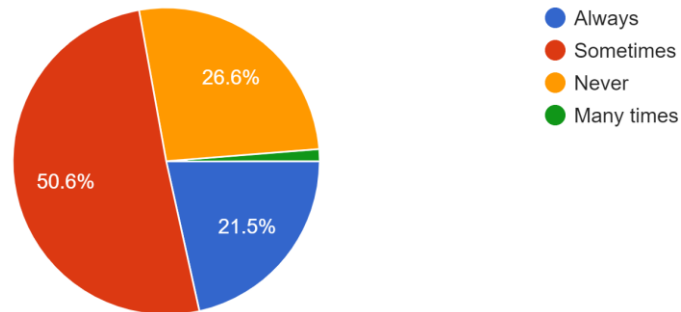


Figure 1.19 : Preference for waiting for a movie to release on OTT

Source: Self Analysis

Distribution of respondents based on respondent's preference of OTT. 50.6% (40) respondents responded sometimes. While 21.5% (17) respondents said always. Then 26.6% respondents chose never.

## Movies release on OTT

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

79 responses

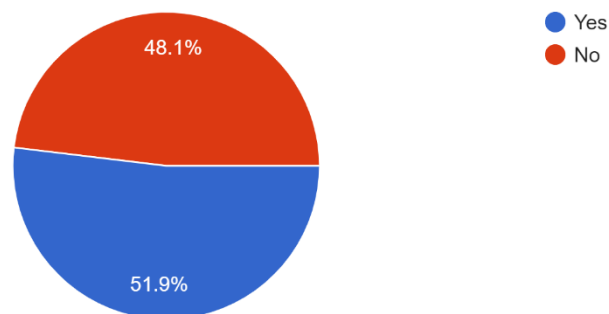


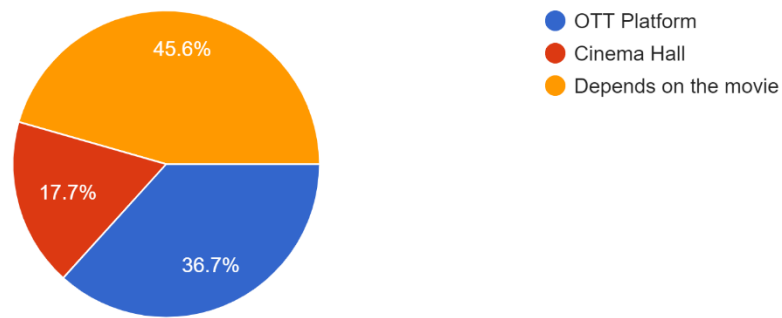
Figure 1.20 : Platform Preference/Choice/Usage

Source: Self Analysis

The respondents were asked their views on movies released on OTT along with cinema. We see platforms a majority of 51.9% of respondents said Yes, while other 48.1% of respondents says No.

## Cinema Vs OTT

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



*Figure 1.21 : Watching Preference/Choice/Usage*

*Source: Self Analysis*

The figure states a futuristic question on their choice after the pandemic. 36.7% says they will choose OTT to watch a movie instead of cinema while 17.7% still prefer cinema while 45.6% believes it depends on the movie.



## **Findings**

Over the last few years, the development of over-the-top video streaming services in India has resulted in the formation of diverse content consumption habits. For one thing, content consumption has exploded outside of the home. Until recently, most video consumption took place inside, and on a massive scale, thanks to the Covid 19.

People are continually devouring various types of media for their leisure as a result of the current lockdown situation. The majority of individuals (62%) turn to OTT for entertainment, followed by YouTube (30.4%) and television (7.6 % ). OTT platforms are very popular with users, with 27.8% of them spending 2 to 4 hours on them. Only 59.5 percent of consumers consume it for less than 2 hours, while 12.7 percent spend more than 4 hours on it. Taking this into account, the average user spends about 3 hours on the medium. Users' consumption patterns have changed as a result of the lockout. We discovered that 72.2% of people have increased their daily consumption of OTT content. During the lockout, users saw a 3 to 4 hour rise in their consumption on average. It also demonstrates that during the shutdown, most consumers preferred to spend more time on OTT than on any other media, indicating that OTT is the go-to platform for entertainment. When it comes to mode of consumption, individuals prefer smartphones (49.4%) to computers (27.1%) and television (27.8%). Due to the lockout, more people (22.8%) have begun to watch OTT content on their smartphones. When asked if they had ever waited for a movie to be released on OTT rather than going to the theatre to see it, 21.5% responded yes. We noticed that 51.9%t of respondents were in favour of movies being published on OTT platforms on the same day they were launched in theatres. However, 48.1 percent still thought it was a bad idea. Furthermore, when asked what they would prefer if a film was released in both OTT and cinema, they said they would choose OTT. 17.7% preferred cinema, while 36.7 percent chose OTT. Nonetheless, a few replies stated that selections are made depending on the film's genre. According to this study, the majority of consumers (48.1%) would prefer to see a movie on OTT than in a theatre (17.7 percent).

People will perceive OTT as an equally popular medium for watching movies in the not-too-distant future. OTT and cinema are two unique platforms that offer clients distinct experiences, and they cannot be substituted for one another. Nonetheless, the research suggests that the majority of people want movies to be published on OTT on the same day they are shown in theatres.

As far as the interviews were concerned all the three interviewees prefer watching OTT Platforms over traditional television and the screen time of all of them has been increased since the lockdown. While the change in the consumption pattern of Mr. Rahul was less, Mr. Shubham and Ms. Smriti saw a huge change in her consumption.

# CONCLUSION

## **Introduction**

A survey of 92 people and 3 telephonic interviews were conducted to analyze the emergence of OTT platforms during the pandemic and its future scope. The population surveyed was majorly from Delhi, India.

## **Limitations of the study**

The sample collected was limited to Delhi & Delhi NCR and other states responses were very less.

## **Conclusion**

The information gathered from the questionnaire survey and interviews was examined and interpreted. Based on the analysis, the research on the topic 'The emergence of OTT platforms during the epidemic and its future scope' has been finished. The hypothesis that there being a considerable increase in OTT platform consumption during the epidemic was proven correct. People have begun to consume OTT more and more in the lockdown, proving the claim that OTT services have witnessed significant inorganic growth by absorbing market share from other platforms. Although we were unable to prove the theory that OTT will overtake cinema, we can see that OTT consumption is rapidly increasing in comparison to other mediums. People are enthusiastic about movies being launched on OTT platforms at the same time as they are in theatres. This demonstrates that, while OTT platforms cannot completely replace cinema, they are undoubtedly establishing a market for themselves. We might speculate that in the future, few people would choose OTT over cinema.

## Steps to be taken for development

Language barrier – Netflix mostly creates web series in English and other foreign languages, but more than half of the Indian population comes from a middle-class household and so faces difficulties in this regard. Even if the general population understands the regional language, the creators will have to work hard to entice the Indian audience.

Long form content - AIB is a type of OTT platform that develops time-value videos for the public. Because not everyone has the time to watch full-length videos while travelling, AIB creates videos that are between 15-20 minutes long for those who travel almost every day. It would be an understatement to suggest that OTT (over-the-top) technologies have

rocked the Indian entertainment industry. Subscription-based on-demand OTT services like Netflix, NextG, and Amazon Prime have exploded in popularity in recent years, quickly surpassing traditional TV programming as India's preferred form of entertainment. This OTT also has a second side, just like a coin. OTT has resulted in a variety of variances among people, family members, and even 'generations' as a result of the rapid pace of development. There have been instances where a family would go out, dine together, and spend quality time together in the past. Currently, the same family would purchase dinner online using other application-based services, then transition to a web series or a movie (which they would either have pre-downloaded) or download and watch on the internet. This has created a divide between them since many senior persons feel that their children or grandchildren do not spend enough time with them.

In India, there are around 5, 20,000 Netflix users and 6,10,000 Amazon Prime members. As the US and other western markets mature, OTT players are gaining traction in large, largely untapped markets like India, enticing customers to fit a cheap and flexible form of entertainment into their lifestyles. Not only that, but the amount of time spent on OTT apps is steadily increasing. This has serious consequences for the youth's lifestyle, both in terms of health and career. The kids nowadays are obsessed with online series, and it's becoming more of a competition to see who can watch the entire series in one sitting. They are unaware that this has a negative impact on their eyes and bodies. They develop numerous health difficulties and dangerous ailments as a result of sitting in one spot and eating, drinking, and constantly looking at a screen. After school, pupils' physical activity has dwindled to nearly nothing.

## Appendix

1. NAME –

2. Gender

- A)Male
- B)Female
- C)Others

3. Educational Qualifications:

- A). High School
- B). Under Graduation
- C). Post Graduation
- D). Employee
- E). Business Owner

4. In which age group, do you belong?

- A)20-30 years
- B)31-40 years
- C)41 years and above

5. Out of these what do you use the most for entertainment in lockdown?

- A) T.V
- B)YouTube
- C)OTT( Netflix, Amazon, Hotstar etc)

6. Do you use OTT services? (Nominal)

- A)Yes
- B)No

6.A.1 Which OTT Platforms do you use ?

- A) Netflix
- B) Amazon Prime
- C) Voot
- D) ALT Balaji
- E) Hotstar
- F)Viu
- G) ZEE 5
- H) Sonly LIV
- I) MX Player
- J) JIO TV
- K) ULLU
- L) Others

6.A.2 Do you own a personal OTT Subscription

- A) Yes
- B) No
- C) I use a friends account
- D) For some platforms I Own, for some I use my friends account

6.A.3 Why do you prefer OTT over traditional television?

- A) Good Content
- B) Pocket Friendly
- C) Personalized Experience
- D) Convenient / Flexible
- E) No censorship
- F) Users Control
- G) Binge Watch
- H) Others

6.A.4 How do you consume OTT most of the time?

- A) Television
- B) Phone
- C) Laptop

6.A.5 How many hours do you spend on OTT platform per day before lockdown?

- A) Less than 2 hours
- B) 2-4 Hours
- C) More than 4 Hours

6.A.6 Is there any change in your OTT Consumption ?

- A) Increased
- B) Decreased
- C) Neutral

6.A.7 Approximately by how much hours has your consumption increased?

- A) Linear Scale 0-10 hrs

6.A.8 What do you watch the most on OTT platform ?

- A) Movies
- B) Web Series
- C) Originals/Exclusive Content

6.A.9 Have you ever preferred waiting for a movie to release on OTT rather than watching it in the cinema?

- A) Always
- B) Sometimes
- C) Never

6.A.10 In future, If a movie releases in Cinema and on OTT together, what would you prefer?

- A) OTT Platforms
- B) Cinema Hall
- C) Depends on the movie

6.A.10 Do you think mainstream movies should be released on OTT before or along with cinema?

- A) Yes
- B) No

6.A.11 Do you ever feel confused while watching OTT and cannot decide what to watch ?

- A) Yes
- B) No

6.A.12 Do you ever feel like cancelling all the subscriptions to OTT Platforms because all the content available on OTT is available outside and can be download from torrents and various pirated websites ?

- A)Yes
- B) No
- C) Sometimes

6.A.13 Do you encounter the problem of buffering while watching OTT platforms ?

- A) No
- B) Sometimes

6.A.14 Any suggestions to improve OTT platforms ?

6.B.1 Why don't you watch OTT ?

- A) Costly
- B) Time Consuming
- C) Too much platforms available
- D) Difficult to choose what to watch
- E) Uncensored

6.B.2 Ever thought of going towards OTT Platforms.

- A) Yes
- B) No

6.B.3 Have you ever watched a web series or a original content that belonged to a specific OTT Platform ?

- A) Yes
- B) No

6.B.3.A.1 From where did you got the content available on OTT platform.

- A) Torrent
- B) Telegram

C) Pirate Websites

D) Others



# Interviews

## Interview No. 1 From Shubham Patwal

### Abbreviations

Interviewee - I  
Shubham Patwal - SP

**I-** Hello  
**SP-** Hello

**I-** Good Morning Sir, Pragya this side  
**SP-** Good Morning

**I-** Sir I am from Delhi School of Management and i would like to conduct a small interview with you for OTT platforms. Can I have a little time of yours?

**SP-** Yes Sure.

**I-** Ok thankyou sir. So sir May I know your name ?

**SP-** My name is Shubham Patwal.

**I-** And your age ?

**SP-** I am 23 years old mam.

**I-** Where are you from ?

**SP-** I am from Noida

**I-** Ok so what are your educational qualifications ?

**SP-** I am a B.tech graduate and currently pursuing MBA from NSUT.

**I-** Ok. So i would like to ask that What was your main source of entertainment during lockdown. Were they the OTT platforms or you used to watch television or Youtube ?

**SP-** It was the mixture of both. OTT platform was the main and Youtube was basically for some regular videos like funny videos, music videos something like that but for series i prefer OTT platforms.

**I-** Ok so you are a frequent user of OTT platforms. Right ?

**SP-** Pardon

**I-** I am saying that you are a frequent user of OTT platform.

**SP-** Yes, yes i am a frequent user.

**I-** Which OTT platform do you watch ?

**SP-** I generally prefer Netflix and Amazon Prime.

**I-** Ok. So why do you prefer OTT over traditional television?

**SP-** ammm, Traditional television..... Basically the Story line i prefer as much better in OTT platform rather than seeing these TV serials.

**I-** Ok just because of the storyline you prefer OTT?

**SP-** Yes, basically the story lines are much much better than the traditional TV.

**I-** But there are few shows on OTT platforms also which do not have a good storyline.

**SP-** ammm, Pardon.

**I-** I am saying that there are few shows on OTT platforms also which do not have a good storyline.

**SP-** Do you want to tell me the names of these series that i watch ?

**I-** (smiles politely) No No No. I don't want you to tell me the names. I am just saying that you told me that you prefer OTT because they have a good storyline when compared to the television. I am saying that but there are also shows that have bad or poor storylines on the OTT platform. So i am asking is it just the storyline because of which you prefer the OTT.

**SP-** Yes it is basically the reason and also the thrill they add in each and every episode of the series.

**I-** Ok, ok ok. Fine Sir. So where do you watch OTT most of the time. Is it on our laptop television or mobile ?

**SP-** Mostly on my phone or my laptop.

**I-** Ok so you used to watch OTT platforms before lockdown or did you started watching after the lockdown ?

**SP-** I used it before the lockdown but my usage drastically increased at the time of lockdown.

**I-** So how many hours did you spend on OTT before the lockdown ?

**SP-** before the lockdown it was maximum 4 to 5 hours.

**I-** In a day ?

**SP-** Yes

**I-** Before lockdown ?

**SP-** Yes.

**I-** Ok so and after lockdown how much did it increase to ?

**SP-** After lockdown it was minimum 4 to 5 hours.

**I-** But you just said it was 4 to 5 hours before the lockdown.

**SP-** Yes, I am saying it is a minimum 4 to 5 hours of lockdown. I don't know how many hours, I guess around 6 hours you can take on average.

**I-** So what do you watch most on the OTT platforms ?

**SP-** I like to watch anime series or hindi series and movies generally drama, thrillers.

**I-** Original content ?

**SP-** Original content like ?

**I-** like Netflix originals ?

**SP-** Ya netflix original

**I-** Ok so tell me one thing, have you ever preferred waiting for a movie to release on OTT rather than watching it in the Cinema?

**SP-** Ya recently there was a movie named Snyder cut released on OTT platform only and i waited for that movie for a long time. It was a 4 hours movie I guess.

**I-** Ya, Ok so i guess you got my question wrong. I was asking that do you prefer waiting for a movie to release on OTT rather than watching it in Cinema. For example i would like to say that if a movie is released in Cinema but you wait for it to release on OTT then you watch it on OTT. you don't go to the Cinema

**SP-** I would prefer to go and watch it in Cinema i guess if it is releasing first in cinema. Basically I watch movies for storyline. So it will be easy if it will be released on OTT with Cinema.

**I-** For example if a movie is released in Cinema and on OTT together at the same time and at the same date. What would you prefer?

**SP-** Then i will prefer OTT platform.

**I-** Ok do you think that mainstream movies should be released on OTT platforms before or along with Cinema?

**SP-** i guess a long cinema will be a better option because if they will release before Cinema that will not be good for them i guess.

**I-** So as you are a frequent user of OTT platform i would like to ask that do you ever feel confused while watching the OTT platforms that you don't know what to watch, like you cannot decide what do you want to watch?

**SP-** Sometimes, but generally i used to watch web series which are basically you know rated series i use to watch. So not much of confusion there.

**I-** SO you always have the idea what to watch and don't have any confusion?

**SP-** Yes no confusion.

**I-** Do you encounter the problem of buffering while watching on OTT platforms?

**SP-** No, buffering is not a problem in OTT platforms as far i know because it is basically the network issue at the user end that causes the buffering not the OTT.

**I-** Ok, So you said that OTT platforms are better than television. So i would like to ask you that on television you have a privilege that you don't know what to watch, you just switch on any channel and do your work. So you don't get to do that on OTT platforms. So what do you think is that a disadvantage for OTT platforms?

**SP-** OTT platform we generally watch for movies only and we can watch it on our television and for music we have our phones also, if we don't watch television we have our phone also for that.

**I-** Ok, also would you like to buy a personal subscription for yourself or would you like to buy a subscription in a group?

**SP-** I want to buy subscriptions in a group because that will be cheaper for me, because of the prices generally.

**I-** Also in this do you think that OTT platforms are a blessing for people?

**SP-** Blessings for people?

**I-** Ya

**SP-** Sometimes i think it is a blessing because in lockdown it was a blessing because people had no other thing to do at that time, So it was a blessing at that time but now as we see people are getting addicted to that sometimes so it might harm their health also if they watch for a longer period of time.

**I-** Ok Ok so this was all it. Thankyou for your time.

**SP-** Thank You.

## Interview No. 2 From Smriti Rawat

### Abbreviations

Interviewer:

I

Smriti Rawat - SR

I- Hello

SR- Hello

I- Can you hear me ?

SR- Ya

I- Ok. Good afternoon mam, Pragya this side.

SR- Ya Hello.

I- I am a student of Delhi School of Management and we are conducting a small project research on emergence of OTT platforms. Can I have a little time of yours ?

SR- Ya Sure

I- Thankyou, May i know your name?

SR- It's Smriti Rawat.

I- And your age.

SR- My age 30.

I- Ok where do you belong from?

SR- I live in Delhi actually but i originally belong from Uttrakhand.

I- So what is your current situation like high school, graduation, working professional or what ?

SR- No i am working right now.

I- ok ok. So I would like to ask that which platform do you use for entertainment in lockdown, was that OTT platform, television or youtube ?

SR- There were mostly OTT platforms because i already watched pretty much of youtube. So there were mostly OTT platforms.

I- Ok so you are a frequent user of OTT platforms.

SR- Ya.

I- So which OTT platforms do you watch?

SR- It involves netflix, amazon prime and hotstar that's all.

I- So do you own a personal OTT subscription or do you use use friends or in a group or something like that ?

**SR-** Actually we all got a pack of subscription together, like we are sharing the subscription.

**I-** Ok so why do you prefer OTT over personal Television?

**SR-** Actually i am not very fond of watching movies and all. i am not a movie person and i love watching web series and everything and i found that in this past scene there have been launching a lot of new series which had interesting theme as well as interesting story and i myself is a big fan of webseries. thats why i like shifted from television to OTT platform.

**I-** Ok So only that you like webseries thats why you prefer OTT ?

**SR-** Ya

**I-** Ok So i will be telling you a few reasons. Could you please tell me if that affect choosing OTT over television.

**SR-** Ok ok

**I-** OTT platforms have no advertisement. Do you use OTT because of no advertisement ?

**SR-** Ya that's also a story.

**I-** Good content ?

**SR-** Ya.

**I-** Pocket friendly ?

**SR-** Ya of course.

**I-** Personalised experience ?

**SR-** Yes

**I-** Convenient and flexible ?

**SR-** Ya

**I-** No censorship?

**SR-** Ya

**I-** user control ?

**SR-** Ya exactly.I think all the reasons that you are saying.

**I-** And the last one is binge watching ?

**SR-** Yes

**I-** Ok ok. So how do you consume OTT most of the time, on Television, phone or laptop ?

**SR-** I use my personal laptop.

**I-** Ok so many hours did you spent watching OTT platform before the lockdown ?

**SR-** Not more than 1 hour actually.

**I-** So is there any change in your OTT usage since the lockdown. have it increased, decreased or was neutral ?

**SR-** It was increased and it was at its peak now i mean in the last year it was around 4-5 hours i guess per day

**I-** Ok. What do you watch most on the OTT platforms. movies, webseries, originals or podcasts ?

**SR-** Mostly webseries and then podcasts.

**I-** Ok ok. So have you ever preferred waiting for a movie to release on OTT rather than watching it in the Cinema?

**SR-** yes actually. Ya i actually waited. Actually i don't like going to cinema halls and watching movies. That's why i guess i'll be waiting for the movie to come on OTT platform.

**I-** Ok. So in future if a movie releases in Cinema and OTT together. what do you prefer OTT, cinema or it depends on the movie ?

**SR-** It depends on the movie and situation as well because right now the situation is we are all at home so i think i will prefer OTT for watching movie but if the condition is quite well and everything comes back to normal life and going out everyday. So i think i will prefer OTT only according to the present situation.

**I-** So do you think movies should be released on OTT platforms before or along the Cinema?

**SR-** Actually I don't care as i told you i am not a movie fan though i really don't care because i watch it when i want to watch it. I don't wait for movies, i just watch it when i am free or when i get time to watch the movies.

**I-** Ok ok fine. So you said that you are not a movie fan so it doesn't bother you. So can i know your favourite web series?

**SR-** Right now i am watching Witchten.

**I-** For example if you get an option of watching it on Netflix and also Netflix decides to release it on Cinema. So would you like to watch it over Cinema?

**SR-** No, i will prefer to watch on my laptop only.

**I-** Ok ok. Do you ever feel confused while watching OTT and cannot decide what to watch ?

**SR-** Yes it happens actually quite. it only happens when i consume a lot of content but otherwise i keep a check on my consumption than its all right. So when i have consumed a lot of it and i than I don't know what to watch than there will be problem but otherwise it is all fine.

**I-** ok ok fine. So do you ever feel like cancelling all your subscriptions to OTT platforms because all the content that is available on the OTT is also available outside and can easily be download from various torrent and other pirated websites ?

**SR-** Yes actually. it occurs to me a lot of time but i have it actually. It is easily available outside as well and you don't have to pay a single penny for it but like you don't get other benefits like you don't get all the series at the same place. So yeah that's why i guess i haven't cancelled the subscription yet and than you have to wait for it to be downloaded that to you are not ensured that what is the quality of the video.

**I-** So do you have any suggestions to improve OTT platform ?

**SR-** I don't have any suggestions actually because i am not in this line but I'll say that as far as i am concerned as a viewer as long as the content is good people will be there to watch it.

**I-** Also that do you remember that while watching television when you didn't knew what to watch you would just switch on the music channel and do your household work. So do you think that thing lacks in OTT platform. So do you think it is necessary ?

**SR-** No I don't think i will say like that because OTT platforms are basically for movies n all. i mean i never see OTT platforms as a source of listening the music. i have always seen it as a source of getting entertainment in the form of movies and web series or movies or any show or any podcast, not in the form of that, i don't want it would be really wierd if they will start music.

**I-** Ok some people believe that television were better than OTT because you don't face the problems of what to watch, because you don't get confused while watching the television. Do you believe so ?

**SR-** Actually no because i never liked the shows they used to show on television than i never really used to watch television back much. So i didn't feel that but with the OTT i have more choice of watching what I want and if don't like the series, i can just stop it whereas in television if you don't like the show you can't stop watching that show because it will come everyday and i will get fed up of that.

**I-** So one last question. do you think that OTT is a blessing for everyone ?

**SR-** Ya for sure aur surely in this pandemic

**I-** In what ways do you think its a blessing ?

**SR-** So first of all we are getting entertained literally. i mean we can just be in our beds in just comfortable dress and get entertained anytime you want you have the control and second the situation is very bad right now so people are facing anxiety and stress related to all the situation. i think it is really helping them because they don't have any other sources of entertainment as we can't just go and talk to our relatives and than it has very cool features now where you can share the screen and watch a movie together. it is helping in connecting people in this situation. So it is very nice.

**I-** So that's all from my side, a very thankyou for giving us your precious time and have a nice day.

**SR-** ok thank you bye bye.



## Interview No. 3 From Rahul Khokhar

### Abbreviations

Interviewer:

I

Rahul Khokhar : R

I- Hello

R- Hello

I- Good evening Sir, myself Pragya this side and i am a student of Delhi School of Management and we are conducting a small research on the emergence of OTT platforms. Can I have a little time of yours?

R- Yes hi good evening Pragya. Sure

I- Ok thank you Sir. So before proceeding further May i know your name ?

R- Yes, My name is Rahul.

I- And your age.

R- It's 41.

I- And where are you from ?

R- I am from Northern India

I- And what's your current situation like, are you a working professional or businessman or what ?

R- Yes i am a working professional. Currently employed with an IT firm.

I- Ok thank you sir. So sir i would like to know that out of the OTT platform, television and youtube. which one did you used for your entertainment purpose in lockdown ?

R- Most as in like it kind of you know divided thing. I mostly use hotstar, netflix.

I- No no sir, I am asking that you used OTT platforms or did you watch television or did you watch youtube ?

R- Yes yes i did use OTT platforms.

I- Ok ok. So you are a frequent user of OTT platforms.

R- Yes you can say almost 1 or 2 hours a day i use OTT platforms.

I- Ok so which OTT platforms do you watch ?

R- Like i just mentioned it's like between netflix, prime videos and hotstar.

I- Ok so do you own a personal OTT subscription or you share with some friends ?

R- The prime and hotstar is my own subscription and the Netflix one is a shared one.

I- Ok. So why do you prefer OTT over the traditional television ?

R- Mostly because the range of things that i get to see there and you know like on the

traditional television i do watch sometimes movies but the kind of range i get in OTT platforms, it's kind of like unparalleled to that of the traditional television.

**I-** So now I will be telling you a few options, you just have to tell me that they change your preference for OTT over television.

**R-** Ok sure.

**I-** So, no advertisement provided by OTT's ?

**R-** Ya Ya sure. you know it saves a lot of time obviously if you are watching TV.

**I-** Good content ?

**R-** Yes obviously, and the range of it.

**I-** Pocket friendly ?

**R-** It's not pocket friendly. like the prime and hotstar are pocket friendly but netflix is not pocket friendly.

**I-** Ok So personalized experience?

**R-** Yes like i do get personalized experience while using OTT platforms.

**I-** Convenient and flexible ?

**R-** Yes it is convenient and flexible as i can take out my phone and watch it anywhere.

**I-** No censorship?

**R-** Yes yes.

**I-** Users control ?

**R-** Yes yes.

**I-** And binge watching ?

**R-** No I don't binge watch as I mentioned earlier, i watch it a couple hours a day, like i rarely binge watch maybe once in 2 or 3 months that's it.

**I-** Ok ok So how do you consume your OTT most of the time ?. Do you watch it on television, phone or your laptop ?

**R-** It is kind of equal in between my phone and my laptop.

**I-** Ok so how many hours do you spend on OTT platforms per day before the lockdown ?

**R-** Before the lockdown it was, ok so you are talking about 2019. it was kind of the same 2-3 hours a day maximum.

**I-** So is there any change in your OTT usage since the lockdown. Has it increased, has it been decreased or exactly the same ?.

**R-** if we talk about you know a week, it increased from around 3-4 hours.

**I-** And if we talk about a day.

**R-** It was around 30-40 minutes or you can say around 1 hours per day.

**I-** Ok So what do you watch most on the OTT platforms movies, webseries, original and exclusive content or podcasts ?

**R-** Mostly i watch exclusive and original content.

**I-** So have you ever preferred waiting for a movie to release on OTT rather than watching it in the Cinema ?

**R-** ummm no, it's not like that because we don't know if one movie is going to be released on a certain OTT platform or not. So it is a vein waiting for a movie to be released on OTT platform so if i want to watch a movie you know i will do one thing i will just go to the theatre or i will rent it or something

**I-** Ok So if in future if a movie releases in Cinema and on OTT together. What would you prefer ?

**R-** Again it will depend on the situation.

**I-** or you will say it will depend on the movie ?

**R-** No, on the situation. In the current situation I will surely prefer OTT but iff the situation normalises and if it's one of those kinds of movies that i will surely like to watch then i will prefer the theatre experience.

**I-** Ok So do you think that the mainstream movies should be released on OTT along or before with the cinema ?

**R-** No, but like not that much later too. like nowadays we see that creators are collaborating with one with the theatres and the OTT platforms and sometimes a movie takes around a year to release on an OTT platform after it has been released in theatre. So if that time would be cut down that would be around 3 months. In 2-3 months any movie gets taken out from the theatre, after that after the quarter of the movie is released in theatre I think that would be feasible for them to release it on OTT platforms.

**I-** ok So do you ever feel confused while watching OTT and cannot decide what to watch ?

**R-** Yes a lot. As it has so many ranges and a lot of recommendations. So it is usual to get confused.

**I-** ok ok and do you ever feel like cancelling all the subscriptions of OTT because all the content present on OTT is available outside and can be downloaded from torrent and various pirated websites ?

**R-** I haven't you know like experienced that but yeah i think they are available but see one thing it's going to take some space on the device whether its a mobile device or the laptop than second thing there is a risk factor because it is illegal obviously and there is a lot of virus available on the torrent platform and then you have to if you want to watch something again either you have to save it on an external storage device or you have to download it again but on OTT platform it's readily available.

**I-** Ok so do you remember that when there were no OTT platforms and you used your traditional television, so sometimes when we didn't knew what to watch we just switch on the music channel and listen to the music while doing household work. So do you miss those things in OTT and do you think that makes television better ?

**R-** No I don't think so because those things are also available on YouTube. Anything that you want to watch which is currently telecasted on television , it is readily available on one or the other OTT platform that is netflix amazon or hotstar, and if it's about songs

you can use spotify or wynk music. I guess these things are readily available on YouTube. So I don't think it's one thing that i miss.

**I-** Ok do you prefer to buy a personal subscription or do you prefer to buy a group subscription?

**R-** Like i said it depends upon the price. for hotstar and for prime video i have personal subscription but for netflix i have shared subscription.

**I-** Ok so do you think that OTT is a blessing for everyone ?

**R-** Yes yes. For the viewers, for the content creators it is blessing

**I-** ok ok so do you have any suggestions to improve the OTT platforms?

**R-** Ya the only thing that i mentioned before about the release date on the OTT platforms. it takes a lot of time after it has been done on theatres so they can work upon getting those movies you know beforehand a lot beforehand. it depends upon the success of the movie, i can see if a movie hasn't had much of a success it gets released just after one month of theatrical release but if a movie has had a huge success sometimes it takes approximately one year to release on OTT platforms. So that is something you know they can work upon.

**I-** ok ok thankyou sir that was all from our side and have a nice day

**R-** Yeah sure Pragya you too.

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