

ADOPTION OF OTT PLATFORM IN INDIA DURING COVID-19

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ABSTRACT

COVID-19 is global pandemic which has changed the audience in India on the way of consume media. There is an increasingly growing number of consumers adapting to OTT Platform. While global players like Netflix and Amazon prime have steadily grown their market share in India, Indian streaming services like Hot star and JIO Cinema has gained a stronger foothold. This paper explores the role played by the pandemic in evolving OTT media consumption trends; a qualitative Analyses of increase in OTT adoption; impact of OTT on children, adults and elder lies, and future of streaming service in India through an analytical research. Other than primary data content from news articles, industry research reports, International journals for accumulation of key trends were also analyses.

Key words: COVID-19, OTT Platforms, future, mobile media.

INTRODUCTION

OTT stands for “Over The Top” and refers to any streaming service that delivers content over the internet. The service is delivered “over the top” of another Platform. OTT is a platform that delivers movies and TV series/shows over the internet, unlike traditional cable TV. These OTT platforms are the same as any other apps or services available on the internet, all you need is a device that supports OTT and an internet connection and BOOM.

Traditionally, mediums like theatre and television are used for consumption of movies and other audio and video content. As technology development it has innovate the movie or TV watching more convenient through online streaming or Video on Demand (VoD) services. VoD refers to streaming of video content over the Internet which has been done through applications, typically referred to as Over-The-Top (OTT). It can access video content through OTT apps for the viewers in any Internet-connected device like a Smartphone, smart TV, tablet, desktop computer, laptop, etc. There is no doubt that OTT has disrupted the entertainment sector. This makes it easy for anyone with a mobile phone and internet connection to sit around the world and watch movies.

In 2011, the Canadian Radio-Television and Telecommunications Commission (CRTC), Canada's telecom regulator, stated that it "considers that Internet access to programming independent of a facility or network dedicated to its delivery (via, for example, cable or satellite) is the defining feature of what have been termed 'over-the-top' services".

People now have a multitude of options at their fingertips by the way of OTT video delivery technology. They have the ability to view content on a variety of platforms and the

option to access multiple distributors for specialized programs and view channels by “app switching”, giving them more control over the content they choose to purchase and watch.

STATEMENT OF THE PROBLEM

In the present scenario, the world communication service providers have moved to an advanced step for telecasting their programs. This new mode of telecasting is known as OTT Platform Services. With the use of mobile and internet connection the OTT media providers telecast shows, movies and other programs through applications and websites which can be easily accessed by the people. In the previous studies, researchers had put an effort in analyzing the comparison between two OTT Platforms or comparison between OTT Platforms and Traditional Streaming Media. Now, it has been initiative to analyses the perception of the customers towards this latest streaming method.

SCOPE

This research is primarily about information on the concept of OTT platforms influencing users during pandemic time. Consumer perceptions, understands and awareness of OTT platforms, as well as issues experienced by users. The OTT Platform provides more programs and movies for the users. To understand the factors influencing users to choose different types of OTT platforms and to study the key possibilities surrounding OTT adoption due to Covid-19 in India.

OBJECTIVES

- To study the key trends around OTT adaption due to Covid-19 in India.
- To study and analyses comparative audience preference towards OTT and TV
- To determine the factors influencing the users to opt OTT Platforms.
- To analyses the future perception of customer towards OTT Platform.

RESEARCH METHODOLOGY

The research design applicable for the proposed study is analytical. In this study, to analyses the various materials related data using proper financial tools and techniques. But the fact and information are available as a secondary detail. So many details are related to material recorded are taken into consideration to make analysis and to obtain the result.

RESEARCH DESIGN

The research design adopted for the study is descriptive in nature. The study describes the structure, size and working capital, length of operating cycle and also analyses the efficiency with which working capital has been managed.

SOURCES OF DATA COLLECTION

The task of data collection beings after a research has been identified. There are two method of data collection.

PRIMARY DATA

Primary data are those which are collected for the first time Primary data is collected by personal interview with officials and to collect the important documents related to materials.

SECONDARY DATA

Secondary data means the data which is already available Secondary data are the information which is attained indirectly. The research does not attain them himself on directly. Such data are attained generally from published and unpublished material. Majority of the data was collected with the help of the annual reports provided by the company. Secondary data are gathered from information collected from the individual instructions and survey documents.

TOOLS USED

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw data as a percentage for better understanding of collected data. Percentage refers to a special kind of ratio which is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data since the percentage reduce everything as common base and allow the meaningful comparisons to be made. Percentage is used to describe relationship. Bar chart and pie chart is used to explain the tabulation clearly.

FORMULA

Percentage (%) = No of respondents/Total number of respondents ×100

REVIEW OF LITERATURE

Menon (2020) states that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home based entertainment) shut by government request, the home based entertainment modes showed consistent growth and development.

Deloitte (2017) report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. More people are now spending time on digital media compared to the cable or dish network.

ICFAI (2019) report on “Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime.” mentioned that Content is said to be the king when it comes to on-demand video streaming channels and Netflix has slight edge over others in terms of content. Hotstar seems to be considerable choice because of the content it offers at affordable prices.

Mann et al., (2015) in report “Digital Video & the connected consumer” notified that with 50% of smartphone app users aged between 18-24 years, the OTT media platforms are targeting a younger demographic.

In the study “Understanding Adoption Factors of Over-the-top Video services among millennial consumers”, researchers highlighted the four major factors that affect consumer adaptation

towards different platforms. They are Convenience, Mobility, Content and Cost - **Dasgupta & Grover, 2019**

Khanna (2016) in his report “A study on factors Affecting Subscription rates of Netflix in India: An Empirical Approach” stated that Indian consumers are more inclined to watch free content online rather pay a fee for the same. Low subscription of Netflix is due to the non-availability of regional and local TV shows and movies.

The **Kalagato report (2017)** presented a breakdown of the market share in the Indian video OTT industry for the respective players. The report states that Hotstar was a market leader with 73.19% with Netflix with 1.26% of the market share.

KPMG (2017) on “The ‘Digital First’ journey” listed down the announcements regarding original content investments by OTT video platforms in India. It also mentioned the emerging genre – ‘live streaming’.

Ernst & Young (2016) in the report “Future of Digital Content Consumption in India” stated that an increase in the usage of smartphones in India has stirred a new era of video consumption on the personal media devices. The penetration of smartphones in India is projected to grow to 520mn by 2020 and broadband penetration will increase to 40% from 14% in 2020.

OVERVIEW OF THE STUDY

Over the top streaming services is the platform that provides media contents through Internet. OTT messaging and voice app are also provided in OTT Platform other than video content. OTT messaging service offers messaging features through mobile. OTT voice app allows users to make voice and video call using data collection. During the pandemic period OTT streaming platforms so a flux of new viewers and the net viewership continues to be much higher than pre-pandemic months. Paid subscriptions on OTT video platform grow up to 29 million by July and a jump 31% within in four months. Durind the lockdown, OTT Platforms are estimated to have added 3 - 4 million new viewers.

PRODUCTS

YOUTUBE

YouTube is used everywhere all over the world by millions of people. The purpose of YouTube is to watch Nd sure the videos to everyone. It's a fast-growing website in the world. YouTube helps people keep up-to-date by drawing people's attention to certain trusted sources. During the first few days of Covid-19, YouTube launched a news shelf for covid-19, which will be displayed on its homepage to keep people up to date on health-related and government-related issues.

AMAZON PRIME

Amazon prime is available in various countries and it gives additional services to the Amazon customers in which all these are a paid subscription for Amazon. Services like streaming music, video, e-books, gaming etc. All over the world, in 19 countries more than 150 million subscribers are subscribed in Amazon prime.

HOTSTAR

Hot star is an Indian subscription video on demand streaming service and it is a subsidiary of The Walt Disney Company India which is owned and operated by Star India. Their service features contents are from star networks including film, television, sports content and other original program, as well as content of third-party partners such as HBO and short time. During the pandemic time there was a restriction for theatre and public events, and a sudden increase in the viewers of streaming platforms. Digital subscribers base increase during this pandemic time because there was a restriction to stay at home for Covid-19 pandemic situation. So that there was an increase in growth of the revenue of Rs.1380.30 crore and the loss went down to Rs.286 crores during this pandemic situation.

VOOT

Voot is an Indian subscription video on demand (SVOD) service which takes decision over the past few years that was helped to save the voot community from false challenges. Their approach is to reducing the number of errors in Voot that has been further authenticated and misinformation has been removed. The inception of covid-19 in the world, Voot has been committed to helping people access to authentic health news and information. Voot has approached Covid-19 based on their policies and categories and products. Voot has launched initiatives around the world to help people adapt to the changing world and stay connected to voot.

MX PLAYER

MX Player is an Indian video streaming and video on demand platform which is for entertainment purposes and it also featured subtitle support and offline video viewing capabilities which is developed by MX Media. In OTT Platform the MX PLAYER has relaunched with an original programing and it is also licensed content in Indian and International studios also. This platform is streaming of all over 150000 hours across 15 languages. MX player is an fastest growing Over the Top (OTT) entertainment platform during the Covid-19 included lockdown in India with 141 million unique visitors..

NETFLIX

Netflix is a provider of internet only streaming media. Netflix has transformed into a powerhouse of online entertainment. Netflix announced three months ago that covid-19 has made a big difference in the number of new subscribers as people stay at home. Netflix says we were able to see the best performance in the three months of April, May and June 2020. Because people around the world are waiting for the covid-19 pandemic. The company also expects netflix not to have big growth today in the second half of 2020. The reason is that the innovation of netflix is already being used by everyone. It appears that 16 million people have signed up instead of the 7 million people who had planned to receive.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE NO. 4.1

The awareness of OTT platforms

| AWARENESS OF OTT PLATFORMS | NO. OF RESPONDENTS | PERCENTAGE OF RESPONDENTS |
|-----------------------------------|---------------------------|----------------------------------|
|-----------------------------------|---------------------------|----------------------------------|

| | | |
|--------------|------------|------------|
| Yes | 94 | 94 |
| No | 6 | 6 |
| Total | 100 | 100 |

SOURCE: compiled from primary data

INTERPRETATION

From the above table, it is referred that 94% of respondents are aware of OTT platforms and 6% of respondents are not aware of OTT platforms.

Chart showing the level of awareness of OTT platforms

Are you aware of OTT Platforms
100 responses

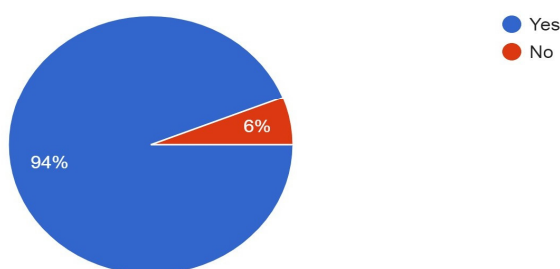


TABLE 4.2

The analysis of respondents' preference on OTT Platform

| PERFERENCES OF OTT PLATFORMS | NO. OF RESPONDENTS | PERCENTAGE OF RESPONDENTS |
|------------------------------|--------------------|---------------------------|
| You tube | 88 | 88 |
| Amazon prime | 28 | 28 |
| Hot star | 39 | 39 |
| Voot | 7 | 7 |
| Mx player | 34 | 34 |
| Netflix | 24 | 24 |
| Total | 100 | 100 |

SOURCE: compiled from primary data

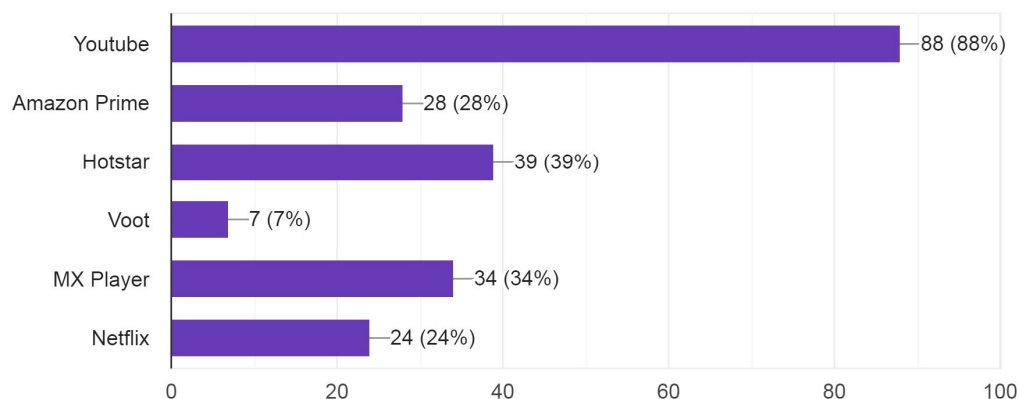
INTERPERTATION

From the above table, it is referred that 88% of respondents prefer watching You tube, 28% of respondents prefer watching amazon prime, 39% of respondents prefer watching Hot star, 7% of respondents prefer watching Voot, 34% of respondents prefer watching mx player and 24% of respondents prefer watching Netflix.

Chart showing the level of preference of OTT platforms

What OTT Platforms do you prefer the most?

100 responses

**TABLE 4.3****The impact of Covid-19 on screen time**

| SCREEN TIME | NO. OF RESPONDENTS | PERCENTAGE OF RESPONDENTS |
|--------------|--------------------|---------------------------|
| Individuals | 41 | 41 |
| Family | 42 | 42 |
| Friends | 15 | 15 |
| Others | 2 | 2 |
| Total | 100 | 100 |

SOURCE: compiled from primary data

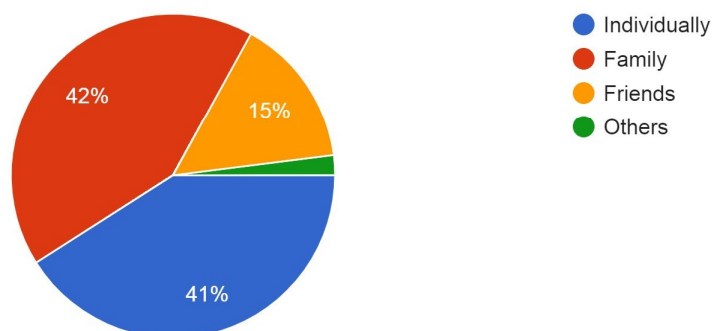
INTERPRETATION

From the above table, it is referred that 41% of respondents screen time is by individual, 42% of respondents screen time are is by family, 15% of respondents screen time is by friends and 2% of respondents is by others.

Chart showing the level of impact in Covid-19 on screen time

Impact of COVID-19 lockdown on screen time consumption.

100 responses

**TABLE 4.4****The level of increasing in hours spend per week during Covid-19**

| HOURS PER WEEK | NO. OF RESPONDENTS | PERCENTAGE OF RESPONDENTS |
|----------------|--------------------|---------------------------|
| 1 – 4 hours | 55 | 55 |
| 5 – 9 hours | 33 | 33 |
| 10 – 19 hours | 12 | 12 |
| Above 20 | 0 | 0 |
| Total | 100 | 100 |

SOURCE: compiled from primary data

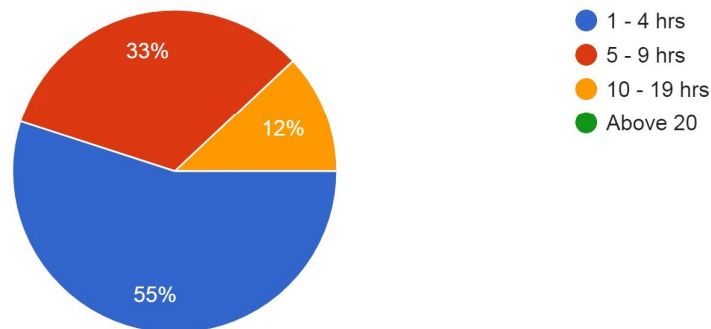
INTERPRETATION

From the above table, it is referred that 55% of respondents prefer consuming OTT platform during 1 – 4 hours per week, 33% of respondents prefer consuming OTT platform during 5 – 9 hours per week, 12% of respondents prefer consuming OTT platforms during 10 – 19 hours per week and there are no respondents prefer to consume OTT platforms more than 20 hours.

Chart showing the level of increasing in hours spend per week during Covid-19

Increase in hours per week of streaming video since COVID-19.

100 responses



KEY FINDINGS

- Majority 96 % of the respondents are aware of OTT Platform
- Majority 88% of the respondents highly prefer You tube
- Majority 42% of the respondents for the impact of COVID-19 on screen time is by watching with family
- Majority 55% of respondents prefer consuming OTT platform during 1 – 4 hours per week during this pandemic situation.
- Majority 48.5% of respondents age group is between 18 – 25.
- Majority 50.5% of respondents are male.
- Majority 33.7% of respondents are students.
- Majority 53% of marital status of respondents are married
- Majority 53.5% of respondents are 2 – 4 number of members in family.
- Majority 41.6% of respondents of family income are Rs. 25001 – Rs. 75000
- Majority 53.5% of respondents earning members are two in the family
- Majority 62.4% of respondents mostly watch movie on the online streaming platform
- Majority 34.7% of respondents preferred time for consuming OTT platforms during Evening
- Majority 36.6% of respondents often use OTT platform weekly.

CONCLUSION

The young India has restricted with limited number of channels in a common family television. During COVID-19 period, the imagination was tapped and explored by OTT Platform and it is flexible for the range of content on personal device such as smartphones and tablets which made young India the freedom to watch according to their desire. There was an increase in the growth for OTT subscribers by 60% during the pandemic situation, where this new report was given by Boston Consulting Group (BCG). COVID-19 has played a significant role of medium in urban regions than in semi-urban and rural regions. OTT gained popularity because of the fear of going out during this pandemic. Most filmmakers are happy, at least a little, because of the good

interventions they receive from video streaming companies. Another feature is that one member is enough for everyone in a family to save a lot of time and money.

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QUESTIONNAIRE

1. NAME

2. Age

- a) 18 – 25 b) 25 – 30 c) 30 – 40 d) Above 40

3. Gender

- A) Male b) Female

4. Occupation

- a) Student b) Self-employed c) Professional d) Others

5. Marital status

- a) Marriage b) Unmarried

6. Number of members in the family

- a) Less than 2 b) 2 – 4 c) 4 – 6 d) Above 6

7. Family income

- a) Less than Rs.25000 b) Rs.25001 – Rs.50000 c) Rs.50001 - Rs. 75000
d) Above Rs.75000

8. Number of earning members in the family

- a) 1 b) 2 c) 3 d) above 3

9. Are you aware of OTT PLATFORMS

- a) Yes b) No

10. How often do you use OTT Platform

- a) Daily b) Weekly c) Monthly d) Yearly

11. What OTT platforms do you prefer the most?

- a) You tube b) Amazon prime c) Hot star d) Voot e) MX PLAYER
f) Netflix

12. What do you watch the most on online streaming Platforms like YouTube, Netflix, Voot, Hot star, Amazon prime?

- a) Sports b) Movies c) TV shows d) Others

13. Impact of Covid lockdown on screen time consumption.

- a) Individually b) Family c) Friends d) Others.

14) Increase in hrs per week of streaming video since Covid- 19.

- a) 1 - 4 hrs b) 5 - 9 hrs c) 10 - 19 hrs d) above 20

15) Time preferred for consumption OTT platforms

- a) Morning b) Afternoon c) Evening d) Night