



OTT Media Service: A Change in Traditional Television Experience

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Abstract: *In the aftermath of this global epidemic, the world is on its knees in the deadly clouds of the hidden particles of Vital Information Resources under Siege, where daily life suddenly stopped. The advent of globalization has led to a global dialogue between the masses. In the midst of it all spirit of freedom in the form of Digital Explosion. Over The Top (OTT) platforms are one such method that has gained a lot of prominence. Global pandemic led to social distancing, and this led masses to stay at home and work from home. At home, only entertainment venues are Netflix, Disney plus Hotstar, Voot, Amazon Prime, ZEE5 and a lot more. People are spending most of their time now on these online streaming methods, which direct the collapse of televisions.¹*

Keywords: Media, Traditional, Television, Pandemic, Masses.

1. OBJECTIVES:

- To study the OTT Media Services.
- To study the impact of OTT media on traditional television.
- Factors that gave rise to OTT platform.
- To study OTT boom in India.

1.1. HYPOTHESIS: OTT Media Service: A change in Traditional Television Experience.

1.2. INTRODUCTION:

Over the past two decades, there has been a dramatic change in the way people access and use video content. As the whole world has got the access to broadband internet, many media platforms such as YouTube, Netflix, HBO, Disney plus Hotstar and Amazon Prime emerged and gradually grew rapidly. These forums were a success by providing a media-hungry audience and keeping up with their increasingly busy lives. The age-old experience of watching TV is no longer limited to real-time or TV screen in the living room. Content is now used on laptops, tablets, laptops, game consoles - anytime and anywhere people want. Although not a household name in itself, OTT is the precise technology that has made the transition to broadcasting possible. In general, depending on who you are asking, there is often a lack of consensus regarding the definition of OTT. Operators, software developers and OTT platforms - and their audiences - see things differently and have other things in mind about OTT. With so many definitions known today, OTT simply refers to any video streaming service that brings content to users online. OTT may also refer to a subscription model where a forum (e.g. Netflix) charges more than you should to your ISP or cable provider ... Or allows you to avoid operator charges (i.e., WhatsApp is a good example here, providing its subscribers "free" "SMS" service using their internet connection. This definition can make WhatsApp an OTT platform). OTT is most commonly used to define video content. Still a lot of audio resources may be applied with this definition. Spotify is the music platform that offers great music over the internet.¹

2. THE DIFFERENCE BETWEEN OTT AND TRDITIONAL TELEVISION:

Although TV requires subscription to cable service, OTT content is streamed live online and is paid by consumers directly. As compared to the Television, OTT is a platform where consumers can broadcast it at anytime and anywhere in the world on different devices such as on their mobile phones, laptops, tablets and smart TV etc.

2.1. HOW DO OTT WORK?

There are many ways you can access OTT platforms, including your computer, phone, tablet, smart TV, or play console. You do not need to subscribe with the cable operator, but depending on the OTT platform, you may need

¹ <https://www.bsgroup.eu/blog/a-short-introduction-to-ott-platforms-challenges-opportunities-and-the-future/>



to subscribe to an OTT platform as per your choice. This is true of apps like Netflix and Disney +, where users can access selected content at any time with a monthly or annual subscription. OTT platform such as Amazon gives free content to its viewers. And consecutively it shows its apps advertisements and product advertisements while watching in between the videos.

2.2. IS OTT SUBSTITUTING TRADITIONAL CABLE MEDIA?

With the advent of the subsequent OTT thunderstorm, cable companies apparently are getting a shorter end when it comes to new opportunities, and the need for content simply pushes these companies to consider different marketing and delivery options. Cable providers are in trouble as many provide internet services, and networks of major TV channels do not stop their broadcasts, and follow OTT audiences through digital streaming through applications, platforms, and more. Why does that work? Because so many people need content and it doesn't change anytime soon. So, a huge number of masses are cutting ties with cable services. Not only has it changed the way we get television but it has also changed the way we watch it.²

2.3. FACTORS THAT LED OTT BOOM ACROSS THE GLOBE:

The reasons for these changes are indescribable. OTT forums are at risk of testing as they provide unique and unique content. In contrast, television provides common content many times.

- In the march 2020, the whole world got locked into their houses by the fear of pandemic. All the works came to a halt. All the sources of entertainment were shut down including malls, restaurants, hotels and cinema halls. Hence, television and internet were the only sources of information and entertainment. Almost all the big media brands were launched on OTT platforms. Many big screen actors and stars came on OTT. This gave a huge rise to OTT media platforms.
- Online forums come in a variety of forms such as action, horror, drama, fun, and humour. Teens use many of these platforms for their favourite Binge Watch brands. These are unavailable on television.
- In addition to OTT content, technological advances have also led to a decline in television subscriptions. A huge number of masses have adopted smart TV and also Chromecast has become very common. Even though these are more expensive, people still prefer OTT over Television because of its flexibility. They could watch shows, sports, live news on these OTT channels. For example, on Hotstar we can watch latest news and cricket anytime and anywhere whereas television needs proper settings.
- However, we have seen an increase in viewers on television as old and old programs that form a fan base were repeated during the closure. But this was just a phase. The main reason for this increase was nostalgia. All the great fans of Ramayana and Mahabharata have watched this repetition over and over again.
- TV subscriptions allow you to watch the channels you choose. OTT forums require only one registration. One can stream movies, TV shows, web programs that are also available in different languages. We can say that access to good content has no problem with streaming online.
- Recently, Flipkart introduced a Flipkart video, where viewers can watch online for free. Flipkart has started this entertainment to promote its brands and product's promotions. This shows that even an e-commerce company offers a new platform that sees an increase.
- In the future, online forums may become a platform for content creators to grow and gain popularity as well as a place to expand and acquire technology. Also with the advancement of digital technology, people will use OTT platforms as their entertainment. It will be considered 'New Normal' dating every weekend. Working with the local culture as a result of this epidemic has reduced the working time of the working class. It has led to an increase in demand for new content.
- Finally, the global epidemic has had a profound effect on the entertainment industry that is common to many of us. We can say that wherever people see the best options they select that. A similar case took place here. An increasing demand for online content and diversity has led to a decline in television.³

² <https://www.endavomedia.com/what-is-ott/>

³ <https://timesofindia.indiatimes.com/readersblog/raghavi/impact-of-ott-on-traditional-mode-of-entertainment-39292>



2.4. OTT BOOM IN INDIA:

In the next few years, India's OTT industry will grow rapidly. The industry is expected to grow to \$ 13-15 billion over the next decade in the 22% - 25% CAGR, as suggested by a joint media and entertainment report. A report from the OTT industry organization CII and the Boston Consulting Group (BCG) stated that the Over-The-Top or OTT industry is one of the fastest growing industries in India, with more than 40 platforms currently offering a variety of content.

According to the PTI report, the industry's tremendous growth has been the result of various factors such as the introduction of affordable high-speed internet, the doubling of internet users over the past six years and even the increase in the number of internet users who prefer digital payments. In addition, international OTT leaders such as Netflix, Disney + and Prime Video offer specially selected prices in India, almost 70% - 90% less than they are in the USA. In addition, there has been a significant increase in investment in Indian content. Netflix, Amazon Prime Video, Disney + Hotstar, Sony Liv, Alt Balaji, Zee5 Premium, and EROS Now are India's largest OTT platforms. The report also said that strong content always catches many eyeballs suggesting that Indian OTT can provide content in international markets and by targeting Indian users abroad or the number of people who like the language. The OTT industry in India has also contributed to the dominant youth presence in the community, with 50% - 55% of the population comprising citizens under the age of 30. According to the report, the OTT industry has switched to the SVOD model from the AVOD model. People are mostly investing in original content. The industry is poised to enter its major phase, which will lead to the disconnection of Pay-TV cables, deep penetration of the SVOD model in the country and people subscribing to multiple OTT platforms at the same time. Moreover, prices in India are very economical and affordable for these platforms. In addition, OTT forums may also focus on regional content management as approximately 56% of Indians have a regional language that is not used at all in terms of content.⁴

3. RESEARCH METHODOLOGY:

This research is based upon the primary and secondary data and Triangulation method. Through Google Forms, online questionnaire has been drafted for collecting Data. The link to the questionnaire was circulated via WhatsApp. A universal study has been conducted on the people of the age group between 30 to 50 years. Some close ended and open ended questions have been asked. Analysis is done on the basis of the responses given by about 200 people.

4. ANALYSIS:

Data analysis is important for research because it becomes easier for researcher to analyse the data accurately. It helps researchers to interpret data directly so that researchers do not leave anything out that can help them gain insight into it. Data analysis is a method of reading and analyzing large amounts of data. Analysis strategies save a lot of time in the major processes that the researchers have to go through and allow them to complete the day-to-day work in minutes.⁵

1. What is the source of entertainment in your house?

60% people said that Smartphone whereas 40% said that Television was the source of entertainment in their house. This shows that television is no more the only source of entertainment like it used to be.

2. How much on-screen time do you spend on daily basis?

69% spend 3 hours, 20% spend 2 hours, 7% spend 1 hour and 4% said that they spend 4 to 5 hours on- screen time daily. This shows that people spend on screen time according to their convenience. They are no more time bounded for their favourite show.

3. What kind of satellite connection do you have?

80% have internet connection in their house. Whereas 15% have cable connection and 5% have Tata Sky connection in their house. This shows that cable TV is losing its popularity as it used to be 10 years ago.

4. Do you prefer OTT Media over music?

30% prefer OTT media over music. 70% were not sure. This indicates that OTT channels provide so many options that common people get confused what to select.

5. Which OTT media do you like/prefer? Why?

⁴ <https://telecomtalk.info/ott-industry-in-india-set-to-witness/489576/>

⁵ <https://www.analyticsfordecisions.com/importance-of-data-analysis-in-research/#:~:text=What%20is%20the%20Importance%20of,them%20derive%20insights%20from%20it.>



68% have Netflix subscription, whereas 30% have subscribed Netflix, Amazon Prime Video, Disney+Hotstar, and ZEE5. 2% have subscribed Amazon Prime Video. So Netflix is the most favourite because of its quality content and for variety of content.

6. How do you take subscriptions?

50% subscribe monthly and 50% subscribe yearly. This shows that people take subscriptions according to their convenience, choice and mood. They are no more dependent on same kind of traditional TV content.

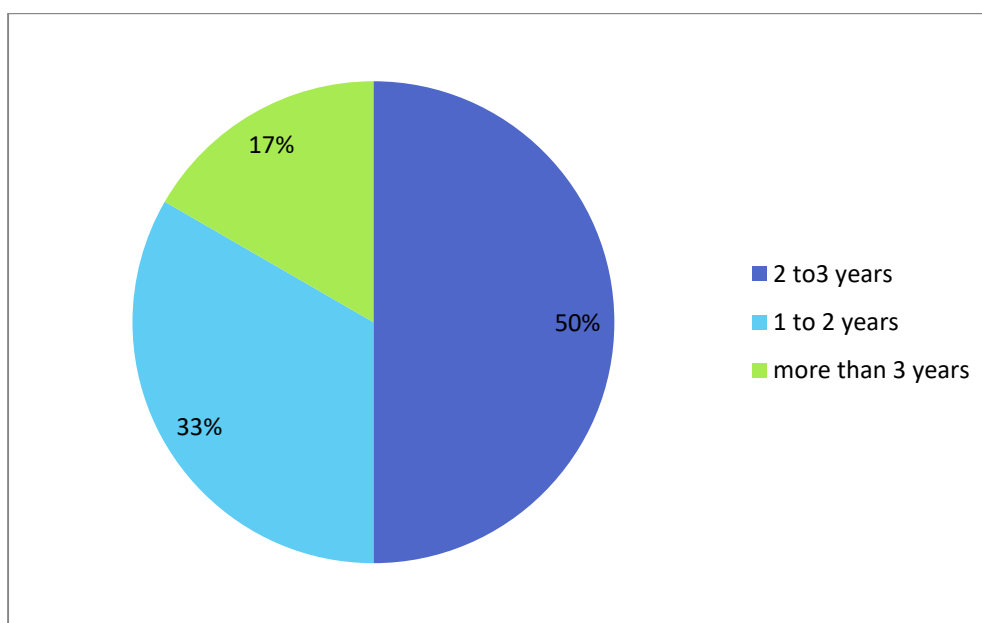
7. Specify the subscription amount.

60% pay 3000, whereas 25% pay 1500 and 15% pay 6500 per year. These figures indicate that OTT is even affordable and economical than that of cable subscriptions. Moreover it gives unlimited options in comparison to cable TV.

8. What do you prefer to watch mostly?

48% prefer to watch Web Series, while 31% prefer to watch movies. Rest 21% prefer to watch all kind of programmes including Talk shows and Reality shows. This indicates that traditional style TV serials are no longer a preferred choice of the people as it used to be in the recent past.

9. Since how many years have you been watching OTT media?



Above figure indicates that lockdown has an immense impact on people's choice of entertainment. 2 years ago, when all the sources of entertainment including cinema hall were shut down due to the covid-19 pandemic. OTT was the major source of entertainment. So, a large amount of masses shifted to OTT media services.

10. Which language do you prefer?

30% prefer Hindi and 53% prefer English, While 18% prefer both the language. This indicates that OTT media is affecting regional languages.

11. Do you think that OTT is affecting regional social media?

70% think that OTT is affecting regional social media, while 20% think that it is not affecting it. 10% were not sure. Above answer indicates that OTT is indeed affecting the regional social media, because people prefer English and Hindi on other regional languages.

12. Do you find OTT media safe for your children?

40% find it safe for children, as on the OTT apps 'child safe' features are provided. While 35% find it unsafe, as according to them, the content on the OTT is not suitable for children. 25% were not sure if it is safe.

13. What security measures do you take if you find it unsafe for your children?

48% keep it locked and do not provide access to their children. 52% keep a complete watch on their kids on what they are watching. This indicates that despite of the disadvantages OTT media is becoming part of common man's life.



5. SUGGESTIONS:

According to a KPMG report, it will be about 650 lakh direct subscribers of OTT media for the 2024 financial year. There were about 60,000 local cable operators. Competition among cable operators and increased internet usage are also among the major factors that led to the development of OTT. Using the right techniques and ingenuity by cable operators can help keep existing customers and find new ones.

- Redesigned Re-Content Tips: Recycling old and highly regarded old content can retain older customers and benefit new customers. The 30-year-old Ramayana recently won over 150+ viewers.
- Interaction with third-party content production houses: A third-party content mixer and distributor provide the best way to avoid content barriers. Because the capabilities lie in compiling and licensing thousands of movies and TV shows from major production studios, networks and studios in many formats and languages, delivery via cable networks can maintain a large customer base.
- Integrating Services by adding additional OTT binding: Adding more OTT partners to existing operator services can improve customer base. About 60% of users pay for mobile and broadband services through bulk cell phones and broadband.
- Make prices affordable: In highly competitive markets, operators can provide affordable services and relevant content. Users can also submit promotions and advertisements for products / services to reduce their costs.⁶

6. CONCLUSION:

With the advent of various COVID-19 shut-down policies around the world, OTT has become one of the few remaining - but much needed - entertainment sources these days. This explains its significant growth in recent years - a result that may be compounded by cutting-edge trends and a gradual shift to Internet-only use. For advertisers, OTT services will be the only way to reach the average TV audience who do not use regular TV, cable or IPTV. Also, OTT is comparatively recent in the market. Hence, provides some great opportunities for media companies and advertisers. By watching the situation, a lot of reputed companies are entering the OTT space. Due to these companies, a lot of new opportunities are blooming for their customers and advertisers.⁷ The television has no more remain a family watching together on daily basis or once a week. Now we all stream our content to all of our favourite mobile devices just as we watch it on our computers and televisions. And the best part is that we have an extra bonus for viewing our content whenever we want. It is cool, and it creates (if it does not lead) the attitude we need now and the culture from the inside to the outside. That doesn't mean everything is fine - obviously, cable companies get a shorter end when it comes to new opportunities for the big broad networks like ABC, CBS, and so on. However, instead of disappearing, the need for content simply pushed these companies to consider different marketing and delivery methods. Cable providers are in trouble as many provide internet services, and networks of major TV channels do not stop their broadcasts, and follow OTT audiences through digital streaming through applications, platforms, and more.⁸

While people experience social isolation and live at home during the Covid-19 crash, the most sought after (OTT) video streaming platforms have become a major source of entertainment. With more users accessing OTT, many filmmakers and series are re-selecting these platforms to present their series and films. International OTT players, especially Netflix and Amazon's Prime Video together released the first 30 titles while Indian OTT players like Hotstar, Zee5, Sony Liv, and MX Player also released many titles and offered entertainment to people in their hands. Multiplex halls and cinemas are only allowed to open at 50 per cent and have less than 10 per cent of their normal flow. The reason behind is to stop the contagious disease Covid-19 that made the world on halt for a very long time.⁹

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