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OTT Platforms Usage of During Covid-19 Lockdown

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Abstract: *Digital digitalization has changed the way we access and use our content. Information is available at the click of a button and is always in our hands. The proliferation of the Internet led to the collapse of the planet, figuratively speaking. Content based on entertainment mixed with information (infotainment), unlike the latest news, tends to attract the attention of better audiences. The rise of OTT platforms, this trend has seen a new. Content from around the world is available without wasting much time. It would not be wrong to say that OTT platforms like Netflix, Amazon Prime Video etc. provide catalytic momentum in globalization. These forums can be commended for bringing the world together and bringing them closer together and for promoting a better sense of cultural understanding among the masses. During the tragic times of the unprecedented global epidemic such as COVID-19, these highly sought-after video platforms saw a dramatic increase in their visuals. As a result of the closure and the official social reduction practices adopted by many countries affected by the epidemic, people have registered for higher attendance at these forums.*

It is because of these methods and statistics of increasing popularity and reliance on OTT foundations of entertainment, information and engagement among viewers that this research has done. This urban youth survey aims to assess the tendency to use content during closure, to understand your causes and impacts.

Keywords: *OTT, Video-on-demand, digitization, infotainment, content, COVID-19 pandemic, lockdown.*

I. INTRODUCTION

Communication and entertainment are important to human life and even the ancients had their own means of communication, whether they were dirty

or unbalanced. Communication is a first in nature and has been around since the beginning of time. One cannot think of human society without communication. Similarly, recreation may become a major part of our daily routine. Different people have different ways of having fun but the satisfaction that gives you a human mind cannot be overstated.

In time, various media outlets emerged. In prehistoric times, people used methods such as smoke symbols, signs and symbols, and storytelling. Then came the masterpieces, manuscripts. With the advent of printing presses, more or less well-documented material was encouraged by the masses. Repetition of texts has diminished and wasted time, thus leading to the fragmentation of knowledge, global and economic changes and the restoration of social order. As science and knowledge increased, there was no shortage of technology and discovery. Advances in technology gave birth to brilliant forms of communication such as newspapers, books, telephone, telephone, and other high-tech media such as radio, television, and the Internet

The advent of the internet covered the whole world in an all-inclusive information radio and the world was a village, where everything was accessible without much hassle. The Internet, no doubt, is the invention that has made the world seem so slim and connected. The internet changed the way we communicated, the way we met or interacted with people, our economy, our politics and our communities, nothing contributed to this beautiful visual space that covered the world and produced a wave of information that had never been seen before.

The Internet has changed audience usage patterns that lead producers to come up with innovative programs and content distribution platforms that have never been heard of before. One such invention was the OTT platforms that made the consumer chain possible. OTT or Over-the-top content platforms are media platforms that according to Tata Consultancy Services "platforms that deliver film and television content, transcend common streams for cable and satellite TV distribution, from producer to consumer directly, on-going exchanges. online. " Other popular OTT platforms in India and elsewhere include Netflix, Disney Hotstar, Eros Now, Amazon Prime Video, Voot, etc.

As the global trend reflects the increasing use of tablets, smartphones, laptops and other internet-enabled devices for audience use, India has also seen strong growth in the number of internet users. India currently has the second largest internet users after China and with a rapid growth rate, the market promises great power. As Deloitte's report states, "Online entertainment services led by audio and video content are a milestone in India's ever-changing landscape." With the audience focused on infotainment and the growing demand for global content, India is a thriving marketplace for OTT platforms.

With the unprecedented epidemic forcing the public to live in houses and offices, schools and businesses closed, a significant increase in the demand for OTT content has been noted. COVID-19, a deadly form of coronavirus, with an unusually high rate of infection and a lack of a viable cure for the outbreak has led countries around the world to block roads to combat the spread of the virus. Many people suddenly have more time on their hands than they could spend. In this case, films and entertainment content have emerged as saviors especially the most sought after video. With the unprecedented epidemic forcing the public to live in houses and offices, schools and businesses closed, a significant increase in the demand for OTT content has been noted. COVID-19, a deadly form of coronavirus, with an unusually high rate of infection and a lack of a viable cure for the outbreak has led countries around the world to block roads to combat the spread of the virus. Many people suddenly have more time on their hands than they could spend. In this case, films and entertainment content have emerged as saviors especially the much-needed video content.

This study aims to understand the trend of the use of High Content in relation to the closure during the COVID-19 outbreak in India, the reasons for its proliferation in traditional entertainment media and its potential long-term impact on the media market and industry.

II. OBJECTIVES OF THE STUDY

To study the popularity of OTT media platforms compared to movies / TV channels during the Lockdown.

Exploring the reasons for the development of popular content popular youth.

Assess the impacts it will have on the production and distribution of content in line with changes in audience usage practices.

III. REVIEW OF LITERATURE

In a report entitled 'Digital Media: The Rising Demand for Content' it was noted that the rise of Internet-enabled digital devices to support digital content has led to an increase in the use of digital content worldwide. In India, this trend is evident in all different fields such as sound, visuals, news, music etc. It notes that young people in India, on average, spend 14% of their time and about 17% of their monthly spending on entertainment. An online content consumer in India uses an average of 6.2 hours of content daily where 21% of the time is spent on audio and visual entertainment. The change in consumer attitude towards OTT content bias and easy access to a large library at any time and place over content ownership is significant.

Similar recognition can be seen in the report by PwC India which has planned a major opportunity for OTT platforms in India. The report, however, says that the price of content could be a barrier to growth and proposes a revised policy to promote the OTT market in India.

A study entitled 'UNDERSTANDING OVERWHELMING THINGS - THE-TOP VIDEO SERVICES AMONGMILLENNIAL CONUMERS' by Drs. Sabyasachi

Dasgupta and Drs. Priya Grover reiterated that Indian audiences have turned to OTT content and are willing to spend to have easy and unlimited access to content outside of space and time. It also notes the negative impact of OTT pricing strategy on its popularity. Data usage is another attribute that makes it a difficult choice for Indian viewers as well as the habits and preferences of TV as a means of communication. Another study by Sidneyeve Matrix on Netflix notes that viewers, especially teenagers, are becoming more active producers of content than sofa sofas who take 'whatever the manufacturers supply.' on social media. In the process of this transaction on social media, viewers set new expectations for producers and thus become an active facilitator in the production process as well. Paramveer Singh's paper finds that Netflix, Hotstar and Jio are very popular among Indian youths. Teens look at the free trials available in these forums, night viewers and prefer web series formats over movies. Respondents confirm that top apps are changing media usage patterns in India. The change may be due to ease of service, personal information and global content availability etc. Research finds OTT futures in India promising due to increased smartphone penetration, economic integration of media companies (take over / integration) at national or international level , and the quality of receiving digital content. Also important are competing online data systems offered by telecom service providers in India.

Ritu Bhavsar in his research paper entitled "The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries - An Analysis" points out that digital media has become an important part of daily life and is a prominent means used to collect and disseminate information, to communicate with people.

Entertainment and marketing. The increasing use of content using digital media contributes to changes in consumer preferences and attitudes and this trend of change can be attributed to better internet connectivity, improved digital devices, competing data prices in India and more accessible environment, wherever you go. for online media.

It can therefore be concluded from the literature review that OTT's popularity is increasing due to the influx of smartphones, competing online data systems provided by Indian telecom service providers, abundance and quality of content on these platforms and global media industry flexibility. which have a significant impact on the economic affairs and policy of OTT service providers. Add to this the personal type of smartphone media and the availability of content from around the world. Also important is the youth's choice of free and unlimited access to content rather than limited content ownership in a limited way.

Status of Lockdown



IV. RESEARCH METHODOLOGY

This study is based on a combination of research methods that include: observation, study of focus groups and discussions. Monitoring of trends and reports available online is done carefully to identify important data.

Focused Group Study

Three groups of 10 participants between the ages of 18-40 were formed on the basis of the work of the respondents using Snowball samples.

- 1) Group 1: Students
- 2) Group 2: Host
- 3) Group 3: Leading / self-employed

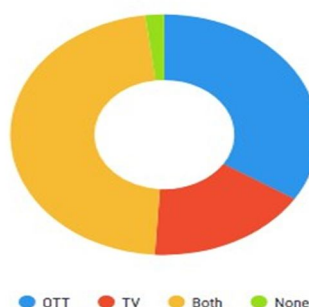
Interviews with Media experts and academics to understand the causes and impacts of OTT content on consumer attitudes.

V. DATA ANALYSIS AND FINDINGS

The focus groups, as closed, were given a set of open-ended questions to examine their choice of popular media during the closure and to find out the reason for that. Their responses have provided insight into the changing preferences of the audience especially in a time like this when there is always time in the world with very limited tasks to be done.

Of the groups I focus on, only 2.4% of special cases involving police officers, doctors, nurses etc are not allowed to work while most follow practices and stay at home due to closures. All participants had relevant social isolation information due to the wide range of information available to them on various social media platforms.

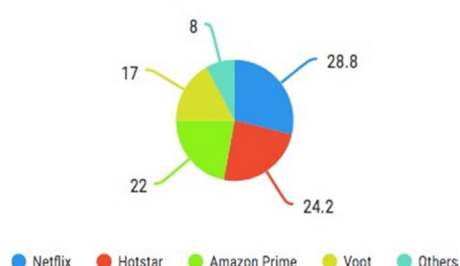
Preferred Media for infotainment



Most respondents watched TV and OTT media for entertainment. While the active respondents had more time to contribute to entertainment, homeowners did not feel so transformed as their jobs remained the same or expanded because of their role as caregivers and mothers of newly introduced children to learn online at home.

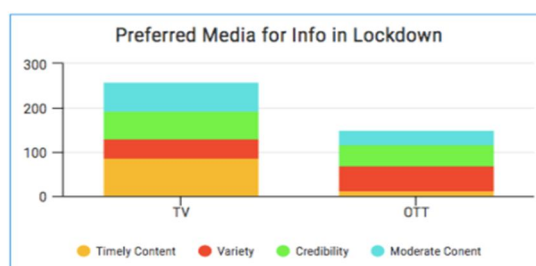
The frequency of OTT content is enrolled by many respondents as OTT delivers content to the home screen without exiting, the precise position set to lock due to the coronavirus epidemic. Of the various OTT players that capture the Indian market, Netflix, Amazon Prime and Hotstar remain the top favorites followed by Voot, Tata Sky Binge, Zee 5 etc.

Popularity of OTT platforms

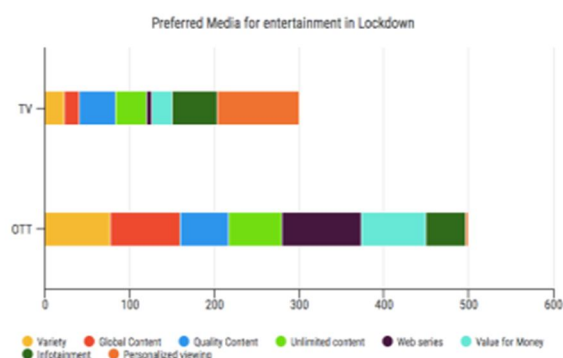


Fame varies from person to person depending on the choice of content. Some families have access to a wide range of content to meet various content needs.

For the purpose of informational content, TV is still remained a favorite while OTT almost participated. Both forums offer different types of content to viewers. With pure news content and political debates etc., respondents prefer TV as it has a lot to go with date and timely content. Solid news content is widely accessible on TV and various news shows can cater to a variety of needs. With soft information content, sometimes accompanied by entertainment, OTT was a choice of Documents, multicultural content, light in the eyes and ears. Consistently, both media were important to viewers as their goals and content tended to be different.



The issue of choosing the media has been relegated to entertainment. The majority of respondents expressed additional interest in OTT platforms due to the diversity of these platforms that have to offer, with global content availability, unlimited selection of programs and web series that can prove good interaction over time, as in the current situation. , especially for those who do not need to spend a few hours or less at home. Homeowners have registered more OTT use than ever before with respect to family views as opposed to individual viewing times.

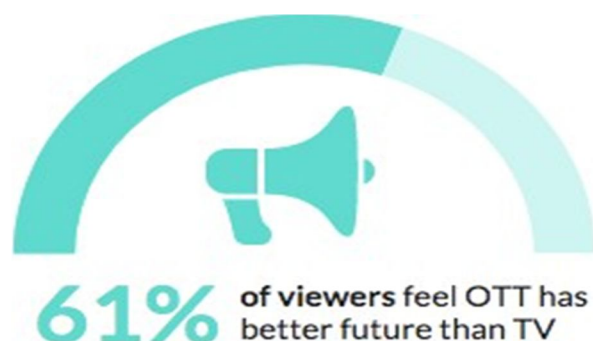


Respondents were asked for reasons for the increase in their choice of OTT content as opposed to TV content. Some of the most common reasons for popularity were the delivery of global content, a variety of entertainment content, access to a comprehensive and unlimited content library. Some respondents even expressed blues closure . satisfaction and called OTT a value for money while most of them agreed that such a wide variety was an effective tool to combat lockdown

To understand the reason for the delay in OTT growth despite the benefits, respondents were asked for reasons that excluded them from OTT

platforms. The most common reasons included Package prices for OTT platforms that tend to be a bit on the high side for Indian audiences, the issue of data usage is also increasing especially in the case of students with limited data to keep and sometimes, and internet connection. problems also disrupt the sense of perspective.

Most respondents feel that the increasing crowd dependence on OTT content, which is encouraged to close the gap, holds for a promising future for the OTT industry in India as the closure period contributes to the focus and development of overtime practices.



that respondents switch between TV and OTT. Although there is no clear winner, OTT appears to be growing in leaps and bounds due to the variety and quality of content I can produce. But audiences are still clinging to television and saying that TV also has its advantages. Their answers are summarized in the charts below.

The findings suggest that the shutdown had a significant impact on viewing patterns and practices of Indian viewers. While TV is still popular the promising way to harvest OTT seems to be growing. Oversight is a practice that has been aided by the situation in a trapped state and may indicate a change in the OTT market in the future.

VI. CONCLUSION

The study finds that there is a significant increase in OTT prevalence as a preferred method, a practice that has been exacerbated by unprecedented closures due to the severe COVID-19 epidemic. The main reasons for the popularity of OTT are the availability of multicultural content, unlimited content registration, access to educational content in documentary / docu-series format reflects paradigm shift in the way information content is processed, distributed and used. Also important are factors such as the increase in penetration of smartphones and the availability of online data at competitive prices in India. While OTT is looking forward to filming a new horizon, the trend of TV media will not be outdone. The web series appears as another favorite program format. Lockdown, not only social or political power, but also indicates the coming economic crisis around the world. The world as we know it will have changed, especially with better prospects, but how the media situation continues, apart from consumer conditions, will largely depend on the economic situation after the closure.

A. Future Scope

The study as all other studies were tied certain limitations, in view of these limitations, the scope of future researchers is mentioned. First the research extended the time Internet access. Second, future researchers can consider the measurement effect of education BI and AU degrees in their research.

Finally, the sample selected for this study was

an active user for OTT video streaming Indian platforms, hence the findings of research is limited by its location limits. Users of different countries as well culture may have differing views about the use of OTT video streaming platforms. Thus, future researchers can take it cross-cultural studies comprehension the same

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