

A Study on Trend in Live Streaming Practices In India

Jainab Nasrullah Khan

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

Abstract: *Even though Live Streaming is on the rise in North America and Far East Asia, its popularity in India is still negligible. Since 2016 there has been an Internet Bloom in India because of the telecom revolution. As a result, there was a sudden upsurge in Live Streaming popularity. During the IPL Finals between Mumbai Indians and Chennai Super Kings in 2019, Hotstar a Live Streaming platform recorded 18.6 million concurrent viewers. To study this online gathering technological occurrence in India we conducted a survey of streamers and viewers. Based on their streaming, viewing and interacting practices, we conducted an online survey of 23 people and even interviewed 3 streamers apart from that we even researched about peoples search query using Google Trends. We figured out the mood and reaction of people using Twitter Sentiment Analyzer. The collected data revealed how different viewers react to different types of streaming content and streamers. We also observed the viewing perspective of viewers and the stimulus behind the streamers and even studied the interactions among the audience as well as between audience and streamers. Based on the collected data, we are predicting the scope of live streaming in India and what is the future of live streaming in India*

Keywords: interaction, live-streaming, platform, reward-system.