

The Study on Impact of Over the Top (OTT): The Digital Platform

Mr. Ronak Harshad Shah

M. M. Jagtap College of Arts, Science and Commerce, Mahad-Raigad, Maharashtra, India

Abstract: *The word digital is now days most used concept in our day today life. Recently the Indian community using Internet in wide scope. We can find out the various impact of using the online entertainment modes. Nowadays the concept Digital platform is providing various content as per the taste and likes of the users with the convenience of time and place it is becoming popular day by day. Only thing you need is Internet connection. Due to availability of internet at very less prices most of the people are tend towards use of online entertainment channels. The digital platform entertainment is known as Over the Top (OTT) because it eliminates all the middle entities, viewer can directly view content by connecting to servers maintained by digital platform owners. In this research paper researcher is trying to capture the impact of Digital platform on the society as well as listing out the advantages or positive pints of OTT.*

Keywords: Digital Platform, OTT, Online