

# Youth Engagement: A Key Driver in the Growth of OTT Platforms

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**Abstract:** *The current research project investigates the vital role of young participation in the rapidly expanding realm of streaming platforms (OTT) platforms. Younger audiences have been the primary driver of the rise in popularity of streaming services, while traditional TV networks are facing a decline in viewing. This article examines the mechanisms that have led to this shift in young viewing habits and tastes, and it also addresses the wider ramifications for the media industry. Key findings show that social media integration, accessibility, and a variety of material are essential for drawing in young viewers, suggesting that traditional channels need to change in order to stay competitive.*

**Keywords:** Youth Engagement, OTT Platforms, Streaming Services, Digital Media, Social Media Integration, Smartphone Usage