

The Evolution and Impact of Media Consumption in Over-the-Top (OTT) Platforms: Trends, Challenges, and Future Directions

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Abstract: *This research paper examines the growing trend of students exploring Over-the-Top (OTT) platforms for entertainment and educational purposes. OTT platforms have revolutionized media consumption by providing instant access to a vast array of content. This study investigates the patterns of OTT usage among students, the factors influencing their preferences, and the implications for their academic and social lives. The findings highlight the dual role of OTT platforms as both a source of entertainment and a potential educational tool, while also addressing concerns about excessive screen time and its impact on student well-being.*

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