

# A Study on the Adoption of OTT Platforms during COVID 19 Pandemic

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**Abstract:** *The major boon happened in the field of film industry during Covid19 pandemic was the huge growth in subscription rate of (OTT) platforms. The film theatres and shootings are all suspended and this made people think of an alternative way to enjoy movies without going out. People started the subscription and enjoy watching movies inside the home. Lots of companies are entering the space, leading to a wide variety of options for consumers, and increasing quantities of ad inventory for marketers. As more people cut the cord and move towards online-only media consumption, the way to reach these consumers will increasingly be via OTT services. The type of Over The Top service most users probably interact with most regularly is video OTT. Over The Top services, which provide users with a wide range of OTT platforms, including Netflix, Disney+ Hotstar, Hulu, Amazon Prime Video, Peacock, Curiosity Stream, Pluto TV, and so many more with a number of programming options, both in terms of a licensed library of TV shows and films, as well as original programming.*

**Keywords:** Covid19, OTT platforms, Pandemic, Online streaming

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