

# A Study of the Shifting Viewership of Movies from Theatres to OTT Platforms in Mumbai

**Mrs. Dipali Sachin Kadam<sup>1</sup> and Jay Umesh Neswankar<sup>2</sup>**

Assistant Professor, Department of Bachelor of Mass Media & Communication<sup>1</sup>

KLE Society's Science and Commerce College, Kalamboli, Navi Mumbai<sup>1</sup>

SYBAMMC, KLE Society's Science and Commerce College, Kalamboli, Navi Mumbai<sup>2</sup>

dipali.k@klemumbaicollege.com and 17jay12@gmail.com

**Abstract:** *OTT (over-the-top) platforms which offer movies and series on the go are becoming mainstream with a rapid growth rate. Causing the audience of theatres to shift their attention towards watching movies on OTT platforms. The reasons for this shift and their after effects were studied during this research. With a sample space of movie audience from Mumbai, a survey was conducted. The findings from the survey indicated that the main reasons for the shifting viewership are the cost effective rates of OTT as well as the comfort of watching movies on the go. It was also concluded that theatres have no threat of becoming extinct as there are features that OTT can't replicate. There is also a possibility of audience moving back to theatres if one of these platforms plan to change their rates.*

**Keywords:** Movie Theatres, OTT, Digital Streaming, Cinema, Audience, Industry

## REFERENCES

- [1]. The Rise of OTT Platform: Changing Consumer Preferences (eprajournals.com)
- [2]. OTT vs. Cinemas: The Future Trend in the Movie and Entertainment Sector (ijraset.com) OTT vs. Theatre: Anticipating Trends Post Pandemic (archives.palarch.nl)
- [3]. Is OTT Industry A Disruption To Movie Theatre Industry? (abacademies.org)