

# 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

## I. INTRODUCTION

### OBJECTIVES OF THE STUDY:

- To collect the data about the random users/viewers of online entertainment from Navi Mumbai.
- To find out the effects of OTT on society.
- To find out positive elements of OTT.

### HYPOTHESIS:

- H1. The OTT is affecting society positively.
- H2. The OTT is changing the Perception of society regarding various truths or lies.

### SCOPE OF THE STUDY:

The scope of study is collection and analysis of data of internet users and OTT viewers from Navi Mumbai for particular time of period.

### SIGNIFICANCE OF STUDY:

- The study would be significant in following ways:
1. To gather the reasons behind the online entertainment growth.
  - 2 To take an overview of Digital platform and its impacts.
  3. The study would open branches for further research.

### LIMITATION OF STUDY:

A study is limited only up to Navi Mumbai for 101 Respondents.  
The study is limited regarding study of OTT through online survey and only one criteria of OTT.  
The study is also limited to 3-month time period.

### DATA COLLECTION:

Primary data: In the present study the primary data has been collected with the help of interview of web series viewers.  
Secondary data: Researcher collected the secondary information from various websites, web channel Reports, published data.

**II. REVIEW OF LITERATURE**

A study of effectiveness of product placement in Indian Web Series among young consumers, Kavitha Iyer, Neville Wadia Institute of Management Studies & Research, ISSN: 2230-9667:

In this research paper it is stated that mobile phones are generating digital revolution. As compare to traditional advertising internet advertising is growing fast. OTT players are fulfilling the needs of product placements. The research also pointing that effectiveness of product placement in web series among young Indian viewers. product placement in web series is known as commercial inclusion of brand. This research contributes to marketers in getting connected to consumers through OTT.

Analysis of various effects of web series streaming online on Internet on Indian Youth, Vinod S. Koravi, International Journal for research under literal access (2019):

Report shows that youths in society are more influence by web series. This research listed out the effect of web shows with the help of data collected from 100 respondents. The researchers suggested that the upcoming researchers should work on providing solutions to resolve the problems related to the web series viewing.

Binge-Watching: Web-Series Addiction amongst Youth, Aditya Dhanuka and Abhilasha Bohra, The Management Quest Vol.2, Issue 1, (2019) Online ISSN:2581- 6632:

This research shows that youths in Mumbai prefer the binge- watching independent of their age group, gender and depending on their work demands. This research list out negative impact of web series on society.

**INTRODUCTION TO DIGITAL PLATFORM: OTT**

We are living in the Internet world. Everything is possible with the help of Internet and mobile gazettes. People are more addicted to Internet and Mobile gazettes. Now a day’s people mostly youth are addicted to webisode i.e., Web Series on OTT. Web series are very popular in youth of India. People do not only spend great time while watching web shows of many categories as their likes. Digital Platforms are very popular in youth of India. Indian young youth now a day only follows Netflix, Amazon prime, Hot star, you tube. They ignore their studies, work, family, and friends. Every time every second youth opens the mobile screen, Laptop screens, Tab screen and Watching the web series only.

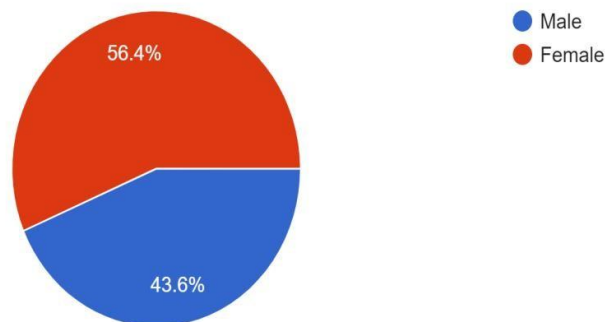
**III. DATA ANALYSIS AND INTERPRETATION:**

1. Gender of Respondents

Chart No:1

Gender of the Respondent

101 responses



(Source: Google forms survey)

Interpretation:

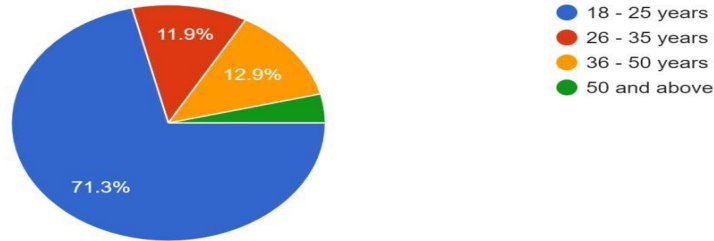
As per the study, the female response is more than the male response as shown in Chart No.1

56.4% are female response and 43.6% is the male response.

2. Age of Respondents

Chart No:2

Age of Respondent  
101 responses



(Source: Google forms survey)

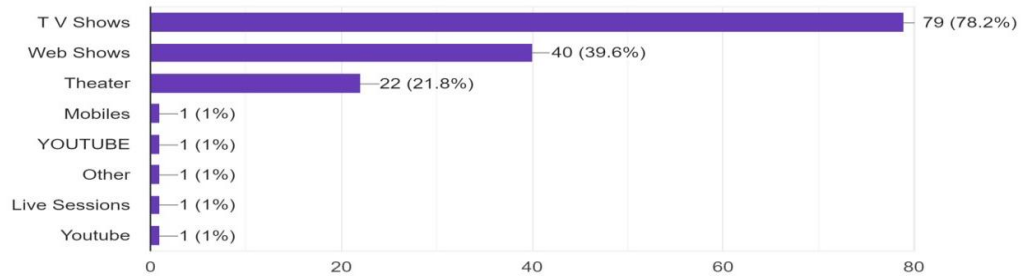
Interpretation:

As per the research there are different age groups as shown in Chart No.2. The majority age group is 18-25 years who are responding. As per the survey various age group people are regular viewer of digital platform

3. Mode of Entertainment:

Graph No:1

Which Mode Of Entertainment You Are Using?  
101 responses

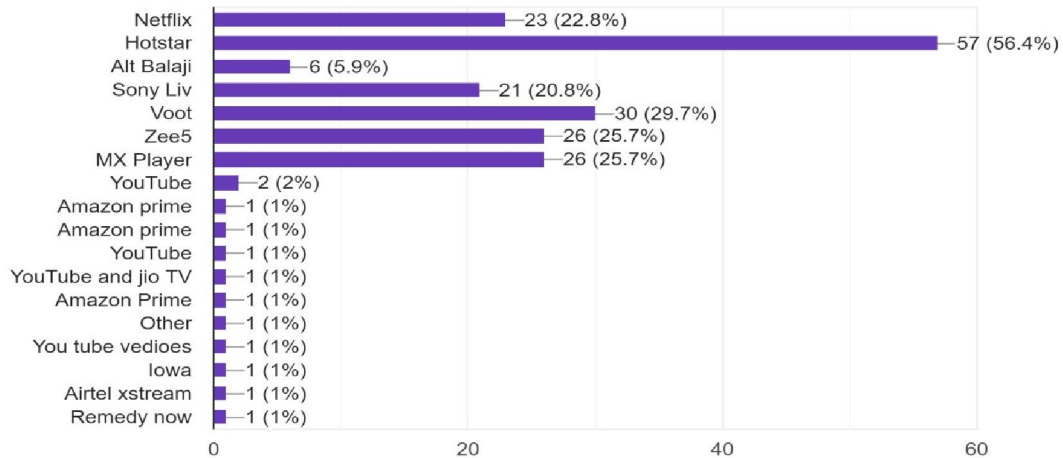


(Source: Google forms survey) Interpretation:

As per the research youth are using internet web shows entertainment mode more as shown in Graph No:1 viewer are watching TV shows 78.2 %, Web Shows 39.6 %and modes are lesser used.

4. Which web Channel preferred:  
Graph No:2

Which are web channel you prefer to watch web shows?  
101 responses

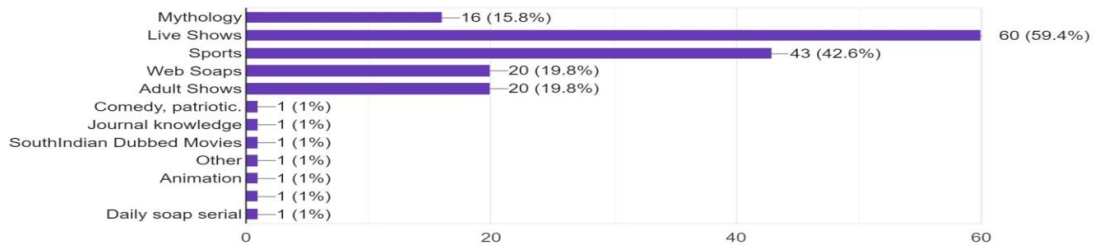


(Source: Google forms survey) Interpretation:

As per Graph No. 1 researcher collected information about the preferred modes of entertainment. But instead of this all respondents agree that they sometime viewed the online mode of entertainment. The Graph No:2 represents the various digital channels used by the viewers. Hotstar is the most viewed digital platform.

5. Which Web Shows:  
Graph No:3

What type of Web Shows are aired on these web channels?  
101 responses

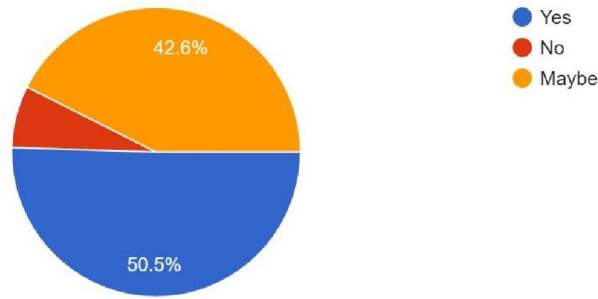


(Source: Google forms survey) Interpretation:

As per the above Graph No: 3 researcher collected data about the various types of web shows aired on web channels.

6. OTT Affect Society  
Chart No:3

Do You Think these Web Series Affect Society?  
101 responses

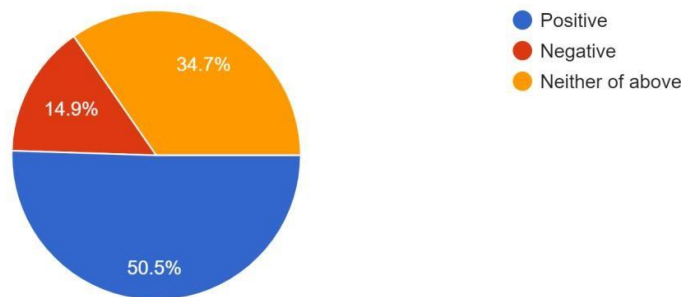


(Source: Google forms survey)

Interpretation:  
As per research, Chart No.2 shows 50.5% respondent agree yes web series affect the society,

7. Impact of Web series  
Chart No:4

Impact of Web Series?  
101 responses



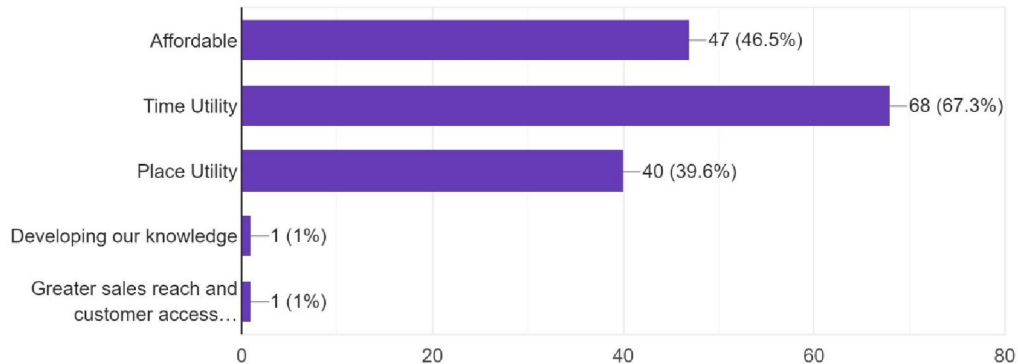
(Source: Google forms survey) Interpretation:  
As per the research, as shown in Graph No.4 the 50.5% people agree that impact of web series is Positive, while 14.9% people agree that impact of web series are negative.

8. Advantages of Online Channels

Graph No:4

What Are the Advantages of Online Channels?

101 responses



(Source: Google forms survey)

Interpretation:

As per research, graph shown web shows are affordable than TV Setup box channel or theater. It cost less. Internet web shows are time utility and place utility, people can watch web shows anywhere, any time.

**TESTING OF HYPOTHESIS**

H1. The OTT is affecting society positively.

Researcher concluded that web series shows are affecting psychology of youth in positive way, youth are watching web shows and getting awareness about many things like educational shows.as per the research OTT is positively affecting society this hypothesis proved positive. H2. The OTT is Changing the Perception of society regarding various truths or lies. Researcher concluded that web series shows are changing the perception of youth positive, youth are getting new ideas, youth behavior also changing towards social world, however internet web Series shows changing the perception of society regarding social world. This hypothesis positively proved.

**IV. CONCLUSION**

1. In this research researcher concluded that rather than the other options for entertainment, nowadays society prefers to OTT.
  2. Researcher also concluded that due to easy access and affordability OTT is most favorable way of the entertainment.
  3. When grooming age youth would more focus the web series it means they are learning a lot of things from web series. The analysis shows that majority of youth psychological affected through OTT.
  4. OTT provides many options to the viewer like languages, choices and many more.
- At the last researcher also concluded that OTT is more positively accepted and affected society.

**REFERENCES**

[1]. Bri Castellini(2018), Case Study: How To Keep Your Web Series Production Cheap and Efficient, You won't have to sacrifice quality with these low-budget tips.

[2]. Bri Castellini(2017)What Is The Goal Of Your Web Series?And what you have to prioritize and sacrifice to achieve it, <https://blog.stareable.com/case-study-how-to-keepyour-web-series-production-cheap-and-efficient-e96f362f4c01>

- [3]. Clay Halton(2019), Over the Top (OTT),[www.investopedia.com/terms/o/over-top.asp](http://www.investopedia.com/terms/o/over-top.asp)
- [4]. Celine Roque(2016), Study: A Look at Branded Web Series and If They Actually Work, <https://contently.com/2016/02/23/study-branded-web-series/>
- [5]. Dee Majek (2019), Web television, Web series and Webcasting; Case studies in the organization and distribution of televisionstyle content produced online
- [6]. Gaurav Laghate(2019) How partnerships are driving the video streaming market in India, Several business models being built and tested in growing India market, , ET Bureau, <https://brandequity.economictimes.indiatimes.com>
- [7]. Shruti Sen(2018) Top 10 OTT Platforms In India,[vidooly.com/blog/top-10-ottplatforms-in-india/](http://vidooly.com/blog/top-10-ottplatforms-in-india/)
- [8]. Vanita Kohli-Khandekar(2019), India's online video streaming market: Where the 'big four' standYouTube, Hotstar, Amazon Prime Video, and Netflix are clearly among the top players, [www.business-standard.com/article/companies/india-s-online-videostreaming-market-where-the-big-four-stand](http://www.business-standard.com/article/companies/india-s-online-videostreaming-market-where-the-big-four-stand)
- [9]. [https://www.academia.edu/38123561/ANALYSIS\\_OF\\_VARIOUS\\_EFFECTS\\_OF\\_WEB\\_SERIES\\_STREAMING\\_ONLINE\\_ON\\_INTERNET\\_ON\\_INDIAN\\_YOUTH.pdf](https://www.academia.edu/38123561/ANALYSIS_OF_VARIOUS_EFFECTS_OF_WEB_SERIES_STREAMING_ONLINE_ON_INTERNET_ON_INDIAN_YOUTH.pdf)
- [10]. [www.netflix.com](http://www.netflix.com)
- [11]. [www.hotstar.com](http://www.hotstar.com)