

# 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

## I. INTRODUCTION

Over-the-top media services (OTT) platforms have become quite popular in India since last few years. Due to COVID-19 outbreak in the country, many filmmakers are now releasing their movies on major OTT platforms, instead of waiting for the theatres to re-open. India has lots of options when we talk about OTT services. The service is delivered “over the top” of another platform, hence the name. Because OTT is a relatively new phenomenon, there is a huge amount of growth potential. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies that traditionally act as controllers or distributors of such content. It has also been used to describe no-carrier cell phones, where all communications are charged as data, avoiding monopolistic competition, or apps for phones that transmit data in this manner, including both those that replace other call methods and those that update software.

## II. REVIEW OF LITERATURE

- 1. Dr. S. Gomathi, Dr. N. Vijaitha Christy (2021):** tried to analyse the impact of increasing OTT video streaming services viewership in lockdown to assess the future of collective watching experience in India. At the end it gives the recommendation contextualized the immensely increasing OTT viewership during lockdown and its resultant effects on the collective watching experience
- 2. Jay Chopdar, Dr. Tanima Tarafdar (2021):** Attempted to analyze the perception of consumers towards OTT platforms and further attempted to identify the factors influencing consumers choice towards OTT platforms and also their level of satisfaction towards the services of OTT.
- 3. Mayank Sandana, Dipasha Sharma (2021):** Analysed how the OTT platforms is becoming a preferred source of entertainment amongst young consumers over traditional pay TV service in India and what factors play a vital role in such preferences along with gamifications theory and niche analysis.
- 4. Dr. S. Dinesh Babu, Rahul M (2021):** In their study they advocates that OTT platforms created a heavy impact on the innovative drive to entertainment sector. Study analysed the different types of OTT platform censorship around the world, found that censorship has been conducted in different countries. This censorship regulations are compared to Indian regulations of OTT platforms which proceeded through quantitative analysis.
- 5. Garima Sharma Nijhawan, Prof. (Dr.) Surabhi Dahiya (2020):** In their research paper explains the undeniable trend surfaced in the period of covid -19 incase of adoption of OTTs. With this study, the researchers studied the

evolution of OTT space in India due and reviewed dynamic OTT space- evaluated some firsts like big banner movie releases on platforms like Amazon and Netflix , return of old content like mythological programmes from the DD era on Hotstar etc.

**6. Veer P Gangwan, Vinay Sai Sudhagoni, Natraj Adepu, Sai Teja Bellamkonda (2020)** : in their study attempted to present a novel approach to understand the user profiles and preferences from an Indian perspective , identified that preferences are different towards content. The millennium is attracted towards the OTT platforms due to foreign content and video on demand.

**7. Sant Singh (2020):** Conducted a study about understanding various factors which lead to adoption of OTT services among millennial consumers. This research attempted to understand why millennial consumers are addicted to binge watch video content on the OTT platforms.

### III. STATEMENT OF THE PROBLEM

Covid19 has changed peoples life entirely. Majority of People have stepped to OTT platforms and also increased time spending on it. There are many studies carried out on the adoption of OTT platforms.

#### 3.1 Scope of the Study

The scope of a study explains the extent to which the research area will be explored in the work and specifies the parameters within the study will be operating. Basically, it defines what the study is going to cover and what it is focusing on.

This study is restricted to the people of Thrissur district. The usage of OTT platforms is used to conduct the study. As the popularity and relevance of OTT platforms is increasing day by day and has become an integral part of life it is beneficial to identify the usage and satisfaction of OTT platforms. It is found that exploring the behavior of the customers will give an insight to the rise in the adoption of OTT platforms during COVID-19 pandemic

#### 3.2 Objectives of the Study

1. To analyse the rise of OTT platforms as an effect of COVID19 Pandemic.
2. To analyse the various factors influencing the use of OTT platforms and analyze the level of customer satisfaction in OTT.

### IV. RESEARCH METHODOLOGY

#### 4.1 Population

The main population of this study is based on the people living in Thrissur district of Kerala.

#### 4.2 Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. This design of a research methodology is helpful to determine what is to be collected in which method and from whom.

#### 4.3 Data Collection

##### A. Primary Data

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys and experiments. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research. Primary data was collected through questionnaire.

##### B. Secondary Data

Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. The secondary data were collected from different journals, articles and websites.



**4.4 Framework of Analysis**

The study has been conducted to analyze the adoption of the OTT platforms during covid19 pandemic. The tools used for the analysis of collected data are bar graph, pie chart.

**Table 4.1:** Classification Based on Gender

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	177	59
Female	123	41
Total	300	100

**Table 4.2:** Classification Of Age

AGE	NO OF RESPONDENTS	PERCENTAGE(%)
Less than 18	45	15
18-25	153	51
26-35	72	24
More than 35	30	10
Total	300	100

**Table 4.3:** Occupational Status

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE(%)
Student	159	53
Employed	123	41
Unemployed	18	6
Total	300	100

**Table 4.4:** Educational Qualification

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
10th grade	21	7
12th grade	60	20
Graduation/Diploma or any equivalent	138	46
Post-graduation or any equivalent	78	26
Others	3	1
Total	300	100

**Table 4.5:** Income

INCOME	NO. OF RESPONDENTS	PERCENTAGE (%)
Less than 20000	159	53
20000-30000	39	13
30000-40000	33	11
40000-50000	51	17
Above 50000	18	6
Total	300	100

**Table 4.6:** Area of Residence

AREA	NO. OF RESPONDENTS	PERCENTAGE(%)
Urban	171	57
Rural	129	43
Total	300	100

**Table 4.7:** Wareness about OTT Platfroms

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE(%)
Aware	294	98
Not aware	6	2

Total	300	100
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**Table 4.8:** Subscription of OTT Platforms

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE(%)
Subscribed	258	86
Not subscribed	42	14
Total	300	100

**Table 4.9:** No. of OTT Platforms Subscribed

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE(%)
0-2	171	57
2-4	87	29
More than 4	42	14
Total	300	100

**Table 4.10:** Start of Usage of OTT Platforms

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE(%)
Before pandemic	174	58
After pandemic	126	42
Total	300	100

**Table 4.11:** Usage of OTT Platforms

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE(%)
Daily	150	50
weekly	66	22
Occasionally	45	15
Rarely	39	13
Total	300	100

**Table 4.12:** Change in OTT Usage

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	231	77
No	69	23
Total	300	100

**Table 4.13:** Factors Influencing Use of OTT Platforms

FACTORS	NO. OF RESPONDENTS	PERCENTAGE(%)
Peer influence	201	67
Social Media	249	83
Family members	162	54
Advertisements	162	54
Others	54	18
Total	300	100

**Table 4.14:** Most Viewed on OTT Platforms

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE (%)
Sports	171	57
Movies	276	92
TV shows	153	51
Series	186	62

**Table 4.15:** Preference of OTT or Theatres

PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE (%)
OTT platforms	99	33
Theatres	144	44
Both	57	19
Total	300	100

**Table 4.16:** Drawbacks of OTT Platforms

DRAWBACKS	NO. OF RESPONDENTS	PERCENTAGE (%)
Online limitations	162	54
Poor network impact on viewing	204	68
Online security	111	37
No censorship	108	36
Wastage of time	129	43
High cost	177	59

## V. FINDINGS

The findings of the study as per primary data collection and analysis is given below.

- 59% of the respondents were male and 41% were female
- 15 % respondents were of age less than 18 , 51% were of an age group of 18-25 , 24% were of an age group of 26-35 and 10% of population were more than 35 years old
- 53 % were students, 41% were employed and 6% were unemployed.
- 57 % of the population resides in rural area and 43% of the population resides in urban area.
- 98 % of respondents are aware of OTT platforms and 2 % are not aware of OTT platforms.
- 86% of respondents are subscribers of any OTT platforms.
- 57% respondents has subscribed 0-2 OTT platforms, 29% has subscribed 2-4 OTT platforms and 14% has subscribed more than 4 OTT platforms.
- 58 % respondents were using OTT platforms before pandemic and rest were after pandemic.
- 50 % of respondents uses OTT platforms daily.
- 77% respondents says that there are changes in usage of OTT platforms during lockdown.

## VI. SUGGESTIONS

- Limit the time spend on OTT platforms. Use apps such as TV time, moment or any other digital wellbeing options to limit the amount of time spend on streaming sites every day or try setting timers to keep disciplined or set a certain day of the week to watch a particular show. Delete streaming apps on your devices.
- Limit the money spend on OTT platforms. Income is to be considered before spending.
- Health issues including physical and mental issues are to be considered seriously.

## VII. CONCLUSION

The future of OTT platforms will be very bright and video consumption, internet and mobile penetration will increase day by day. The present study says about the adoption of OTT platforms during COVID 19 pandemic. There has been a lot of investment in OTT platforms it is very hard to say that OTT platforms will replace traditional TV systems. The pricing strategy of the OTT platforms in India is far higher for Indian consumers. The main fuel for the OTT platforms availability of high speed internet connectivity, 4G services which was improved through recent years helped a lot for OTT platforms to grow immensely. The media and entertainment found a new home for online streaming services. The millennium is attracted towards the OTT platforms due to foreign content and video on demand. The majority of responses are who are in my study are aware of OTT platforms and some of them are using as an alternative to cable broadcast and DTH. There is so much relationship between age and income with various OTT platforms and

several factors attracting towards various OTT platforms. The most preferred platform for watching content is Netflix followed by Spotify, Amazon prime and Disney + hotstar.

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