

## **The Impact of OTT on the Entertainment Industry in India**

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### **Abstract:**

Over-the-Top(OTP) is a new mode of Entertainment in Industry as Technology changing in the Entertainment Industry and adapting New technologies to provide Content entertainment to users with the Internet. The rapid transform in Internet technology with 4G and 5G networks by which OTT platform was introduced in the market by media providers and changed the viewing preference of users and consumption with the cheaper internet prices and wide kind of content, Now users are using Netflix, Amazon Prime, Hotstar, ZEE 5 so on. for watching movies, Web series, and other content. And this platform Is a mix of Television and Theatres. With this new platform, the audience can watch at any time, anywhere, and most reasonable price. This affects the consumption of television and Theatre as well. one of the reasons for the sudden rise of OTT platforms subscription is Covid-19. To find the Impact of OTT platforms on Entertainment Industry. Research is done with a questionnaire sent by google form and 103 respondents were collected by random sample technique. The study conducted a Frequencies and to support Regression. The study found that Price, Video quality, Audio quality experience are more impacting to use OTT platforms by users and it creates value for money according to users in Enteratinment Industry.

**Keywords:** OTT Platform, Entertainment, Online Streaming, Netflix, Audio Quality Experience, Video Quality Experience

### **Introduction:**

Life today can't be imagined without any entertainment. This 21<sup>st</sup> Century changing Technology in a rapid way the future is lead by Technology. This Technology changing our living atmosphere, society, and Economy. Technology had changed the Indian Entertainment Industry viewing pattern as well. Before most of the consumers consuming Entertainment through Television, and Theatre, etc. But now with Technology change in Entertainment offerings made people attracting to Over-The-Top platforms like Netflix, Hotstar, Amazon Prime. Indian

Entertainment Industry had been expeditious growth in the decades and fastest developing industries in India. According to (investindia.gov.in, 2021) 5th biggest Entertainment & Media market is India in the world as a lot of the population consumes Entertainment in the form of Television, Cinema, OTT platforms, etc. Also, The Indian M & E Industry is reached to \$25 billion by 2019 & grow to \$34.8 billion to 2022, and raised at 14% throughout 2016-2021. But 2024 the, M & E Industry anticipated that may increase CAGR by 9% and \$39 billion. India has a large transmitting, distribution industry, it has Television channels which has 900 satellites, 6000 Multisystem operators, with local operators of 60,000, 7 Direct-To-Home operators, some Internet protocol Television providers. Also India having 118,239 well known registered periodicals and Newspapers, almost multiplexes of 25,000, and more over 57cr users use internet in India is the second-largest country after China.

which we can understand how Entertainment Industry shaping in India. Entertainment is a part of everyone's lives. The industry is largely changing because of digitalization and usage of higher internet with cheaper internet prices also internet became one of the main ways for accessing modern Entertainment among most people in India. Usage of the internet in India has raised by 46% in 2018 to 54% in 2019 because of increase by the users of rural with affordable internet prices this made them economically satisfy, in India (\$0.09 per GB) which lesser compare in the US internet price (\$8 per GB), the internet price in the UK is (\$1.39 per GB) (investindia.gov.in, 2021) so Time spending on Entertainment India has increased rapidly in recent years by the young generation population.

Traditional Entertainment which involves Television, Theatre, etc going to have a chance that impact by Modern Entertainment like OTT platforms. OTT platforms are Introduced for Media consumers by some production companies because of digital content, change in technology, increasing usage of smartphones, smart tv, etc devices, and with Easy availability of Internet services at every place in the country with lower internet prices which everyone can offer for the usage of Online streaming platforms. OTT means it is an online video platform that provides Video Entertainment content and television videos through internet without the cable and satellite provider some of them are Netflix, Amazon Prime Video provide SVOD (investopedia.com,2021). Years back Youtube started sharing the videos with the free cost in 2005 and popular as OTT and Google adopted in 2006. It is a way for so many OTT platforms

such as ZEE5, Hotstar to enter into (Media Market Singh, P.2019). We can how technology evolved in users' consumption with this they watch anywhere at any time. The rapid Popularity of Over-The-Top platforms and consumption in India increased because of coordination from Telecommunication Industry. Previously the data packs used to cost very high were common people not able to use them now the Internet packages are very affordable by the entrance of Jio (Joy, T, and Bahl,2018). So many OTT platforms started services in the past two years. Indian OTT market revenue makes sixth-largest market by 2024 crossing the South Korea, Australia, Germany and 2019-2024 India OTT market at CAGR 28.6%. The main form of revenue for OTT Platforms is subscription 30.7% CAGR it goes to (pwc. in). In 2008 the India Over-The-Top platform named BIGFlix, entered into the market by Reliance Entertainment which is the first step of OTT in India then the giant companies Amazon Prime, Netflix & Hotstar many other strong in the market also with more than 50% of users recommend this platforms to their known persons and followed by Hotstar and so on. But Hotstar in India is leading in entertainment it has 300 million users with more than 300 million downloads which have the highest subscribers. India is a top user of OTT platforms it has 40 OTT streaming platforms which include Voot, Eros Now, Jio cinema, etc (consultancy. in, 2021). India witnessed a pandemic due to Covid-19 from March 2020 due to the lockdown the entertainment changed from theatres were closed to OTT platforms which gave a quick start to OTT platforms with more subscribers. Users spent a lot of time, with comfortability, personalization content. Also, filmmakers are releasing movies on OTT platforms as 22.2 to 29.0 millions subscribers from March 2020 to July 2020 which 30% increase in paid users. The market of OTT in India at 2019FY was Rs.42.50 billion by FY 2025 it grows to Rs.237.86 billion which is a great change in the market of Entertainment as see future may lead by OTT. Most viewers prefer OTT to watch regional content this made many Entertainment channels like Zee 5, Alt Balaji release their OTT platforms and associate with other streaming providers for their content (ibef.org,2020).These platforms reducing the consumption of Television and Theatres by population.

The present study cover how OTT is impacting the Entertainment Industry and finding is OTT creates value for Money in the value perception and why people attracting to it. The next section is followed by Literature review of the related study, follows by Research methodology, data analysis, and results and conclusion.

## **Review Of Literature:**

The future will be lead by the OTT platforms in the Entertainment industry India and because of increase in the internet users For OTT platforms by replacing the traditional platform in the future for quality of entertainment and Amazon prime is most recommended to others because of the Localised Foreign Regional Content attracts the users and Traditional Media has it Own importance for Now in the future the OTT has more demand (Moochhala,2018). Subsequently, Over-The-Top media profit is predicted that will get 167 billion U.S dollars by 2025 ten times above the amount of 83.3 billion in 2019(Julia Stoll, 2021). The sudden growth of OTT services increasingly likes Hotstar, Netflix, Amazon Prime Video in the easy availability of smartphones and fewer prices. It is also proof that users need entertainment in weekends affordable way with the cheap internet tariffs and irrespective of how many OTT services they are subscribed also it says that the cinema industry is not in the dying situation because the youth generation still needs the large screens, the Dolby digital sound the technology which they get from the cinema theatres (Karim,S.2020).

Digital media had become a part of everyone's everyday lives and this medium is used for getting information, socialization, entertainment, and marketing. Increasing in consumption of content from digital media shows a change in consumer preferences and attitudes By increasing internet users viewing preferences changed because of increased network coverage with 3G and 4G and 5G high-speed data with low-cost data plans is spread to viewers for digital media consumption the content provided by the OTT platforms challenging the Traditional Television (Bhavsar,R.2018). Entertainment is a form in which people are reducing their stress levels with different Entertainment modes. people are changing from traditional entertainment to modern entertainment because of progressively in income, modern lifestyle and improvement in the technology which growth the Entertainment media industry according to the behaviour and wants of consumers. Online content demand raised the marketing model of services like Netflix, Amazon Prime video with often choices. (Yadav,M& Srivastava,D.M.K.2020).

Globalization influences people's behavioural changes and socio-economic these drive the consumers to prefer the OTT content, technological changes also changed the viewing pattern of consumers. The theatre experience will be intact even so they stick to the small screens within their comfort zone on their own time according to respondent's in-depth interviews by survey

method. Culture constructs developed by OTT with localized content. (Chatterjee, M., & Pal, S. 2020). In nowadays the large number of OTT players promoting the OTT platforms by a strategy they are allowing the subscribers to free usage for experiencing the platforms and then asking the subscription fee when the consumer behaviour on their hands. Also, the business model of these OTT players is B2C. The OTT platforms getting capital from the International investors and this impacting the market. The online gaming market in India increasing its market in India by 2020 the gaming market would be a billion-dollar industry. Indian youths were more interested in gaming on their smartphone. Indian Television Industry is the largest part of the E&M industry. As 13,314 million USD in 2017 is observed to raise at 22,003 million USD in 2022 at CAGR 10.6% (Sundaravel E and Elangovan N. 2020). There is a bright future for the OTT services because the viewership and engagement on OTT services increased rapidly during the pandemic made traditional entertainment think about how they can produce better content. It is more convenient, cost, access liberty is the growth for the VOD in India. People are attached to technology closely after the introduction of mobile phones and cheaper internet services and with OTT which changed the watching habits of viewers by this way the future footfalls cinema halls will decrease as viewership on the OTT platforms increases. (Awasya G. & Patel M. K.) .

Indian audiences are attracted to online media content on Over-The-Top media platforms because of easy spending with endless access to entertainment content irrespective of time limitation, place. They can watch whenever they want at any place. The popularity of OTT platforms is having an inverse impact by its pricing strategy showing large impact also data consumption is another attribute that making difficult for choice for viewers and then it makes habits and preferences Tv as a medium. ( Dasgupta, D., & Grover, D. 2019). Especially youth viewers observe by Netflix are becoming content users taking “ producers what gives them” also encouraging this shift in the users is to give opinion , and being connected, discussing the information in meetings of Social media. At this social media evolution, the viewers are expecting news from producers and they are the main part of the production process. (Matrix, S. 2014).

Netflix, Hot star, and Jio are famous among Youngsters. The Youth is attracted to the free versions accessible on these OTT platforms and night-day users preferring more series than films. The respondents stated that Over-The-Top services are changing media consumption

patterns in India. The major change to this can be of the convenience of services, personalization viewing experience, more availability of international content, etc. The research also says that the upcoming years of OTT platforms in India will be propitious because of increased usage of Smartphone, Economic level rise of Digital media companies at the International level, National level, and digital content available quality. India telecom service providers offer instrumental it is competitive internet data plans. (Singh, P. 2019).

Similarly, According to the Google Trends Report, the Most searched OTT platforms are Netflix and Hot star since March 1, 2020. Average daily users for Amazon Prime expanded by 83 percent because of increased content consumption and viewers from the lockdown. (cnbctv18.com, 2020). Easy use of online streaming services is the main reason for consumers adopting the OTT platforms and the emotional satisfaction from the online streaming technologies distracting them into a relax mood and relaxing in the free time for information and entertainment. Technology Accepted Model and Uses and Gratification Theory were used to grasp the user's intention, perceptions to watching movies, series, moving on to online streaming platforms on the period of the COVID 19. The providers change the quality of program recordings with regular meetings with the customers improving their customer-centric marketing (Camilleri, M. A., & Falzon, L.2020). Convenience and affordability are the roots for rising of OTT: According to (Dhawan, M. ) Over-The-Top services becoming a treat to movie theatres because people are habituated to watching movies, shows, etc from additional benefits of OTT platforms. Also, respondents felt that OTT is cheaper more suitable for large gatherings and they recreating the experience at the home of movie theatres.

The Online streaming platforms were impacted by the Covid-19 pandemic because of the pandemic lockdown there is rise of viewers on streaming platforms. According to (Madnani, D., Fernandes, S., & Madnani, N.2020)The consumption and use of OTT platforms can be known by elements like Income levels, age category, user city, occupation of user. The use of Online streaming platforms has a connection with the city and annual earnings. So many people who use OTT platforms are from Tier 1 cities also these streaming services willing use by more students in the population. Gen Z and GenY are most adjustable towards OTT platforms compare to Gen X. Average of 0-2h to 2-5h spending on Over-The-Top platforms by users. Lockdown made changes in customer preference from television viewing to OTT services because of the comfort

and quality of video content provided by OTT platforms. We can see before lockdown some users subscribed but not using them, but lockdown made these users also use the OTT platforms availability of time. After the lockdown on average users is spending on the OTT platform Rs 100-Rs300 almost every month and mostly they want to continue the OTT. The level of satisfaction of customers is attached to watching series, videos with families, quality of content is one of the main reasons for preferring of OTT platforms above the Tv.

### **Research Methodology:**

The study is done through survey method, data collected using Random sampling technique, prepared a questionnaire with using Likert scale and sent in the form of Google form to various people like students, employees, and others to collect the data. The primary data is collected from a survey with 103 respondents because of the time restriction in this research study and secondary data is collected from reports, papers. After collecting data using IBM SPSS the data is analyzed by Regression and Frequencies analysis. The population is from Andhra Pradesh and Telangana region.

### **Hypothesis:**

1.  $H_{01}$  : Audio experience of OTT does not creates the value for money.

$H_{11}$ : Audio experience of OTT creates the value for money.

2.  $H_{02}$  : Video experience of OTT does not creates the value for money.

$H_{12}$ : Video experience of OTT creates the value for money.

3.  $H_{03}$ : The value perception of OTT platform is not because of value for money.

$H_{13}$ : The value perception of OTT platform is because of value for money.

### **Data Analysis and Results:**

#### **Frequencies**

1. Which Audio Experience the sample size like the most?

**Table1: I like the Audio experience in OTT.**

	Freque ncy	Perce nt	Valid Percent	Cumulati ve Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	9	8.7	8.7	9.7
Neutral	29	28.2	28.2	37.9
Agree	46	44.7	44.7	82.5
Strongly Agree	18	17.5	17.5	100.0
Total	103	100.0	100.0	

**Table 2: I like the Audio experience in theatre.**

	Freque ncy	Perce nt	Valid Percent	Cumulati ve Percent
Valid Strongly Disagree	2	1.9	1.9	1.9
Disagree	2	1.9	1.9	3.9
Neutral	10	9.7	9.7	13.6
Agree	21	20.4	20.4	34.0
Strongly Agree	68	66.0	66.0	100.0
Total	103	100.0	100.0	

From the above Table1,2 we analyzed that 86.4% of respondents like Audio experience in Theatre, 62.2% of respondents like Audio experience in OTT. Here we can observe most respondents prefer Audio experience in Theatre as the Dolby Atmos sound system in Theatre presence can not come with OTT platforms. Because of this most people prefer going to theatre.

2. Which Video Experience the sample size like the most?

**Table 3: I like the video experience in OTT platforms.**

	Frequen cy	Perce nt	Valid Percent	Cumulativ e Percent
Valid Strongly Disagree	1	1.0	1.0	1.0
Disagree	7	6.8	6.8	7.8
Neutral	21	20.4	20.4	28.2
Agree	53	51.5	51.5	79.6

Strongly Agree	21	20.4	20.4	100.0
Total	103	100.0	100.0	

From the above Table 3,4 we analyzed that 89.3% of respondents like Video experience in Theatre, 71.9% of respondents like Video experience in OTT. Here we can observe most respondents like Video viewing experience in Theatre compare to OTT. As the Theatre big screen experience with the 4k ultra HD large picture screens, experience is different from OTT because of the quality of video in OTT.

3. Which price the sample size felt more reasonable?

**Table 5: I find the price for the OTT subscription more reasonable.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	2.9	2.9	2.9
Disagree	5	4.9	4.9	7.8
Neutral	25	24.3	24.3	32.0
Agree	45	43.7	43.7	75.7
Strongly Agree	25	24.3	24.3	100.0
Total	103	100.0	100.0	

**Table 4: I like the video experience in Theatre.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	1.9	1.9	1.9
Disagree	2	1.9	1.9	3.9
Neutral	7	6.8	6.8	10.7
Agree	27	26.2	26.2	36.9
Strongly Agree	65	63.1	63.1	100.0
Total	103	100.0	100.0	

**Table 6: I find the price for the theatre more reasonable.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	6.8	6.8	6.8
Disagree	16	15.5	15.5	22.3
Neutral	32	31.1	31.1	53.4
Agree	29	28.2	28.2	81.6
Strongly Agree	19	18.4	18.4	100.0
Total	103	100.0	100.0	

From the above Table 5,6 we analyzed that 68% of respondents say that the price of an OTT subscription more reasonable, 46.6% of respondents say that price of a theatre more reasonable. The OTT subscription is reasonable because OTT like the Amazon prime subscription fee is ₹129 per month, Netflix subscription fee is ₹199 per month, where you can watch unlimited series, cinemas these prices are more reasonable compare to price of average ₹100 for each Cinema Theatre Ticket. This mostly attracting viewers to the OTT platforms.

4. Which platform our sample size prefer?

**Table 7: Which platform do you prefer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Theatre	41	39.8	39.8	39.8
	OTT	48	46.6	46.6	86.4
	Both	14	13.6	13.6	100.0
	Total	103	100.0	100.0	

From the above Table7, 46.6% of respondents prefer the OTT as a mode of entertainment, 39.8% of respondents prefer Theatre as a mode of entertainment and 13.6% prefer both as entertainment. The Maximum number of respondents prefers OTT because it provides a variety of Entertainment and can watch at any time anywhere they want.

5. From which source respondents consume more entertainment?

**Table 8: From which source do you consume your entertainment more?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OTT	61	59.2	59.2	59.2
	Theatre	23	22.3	22.3	81.6
	Television	19	18.4	18.4	100.0
	Total	103	100.0	100.0	

From the above Table8 we analyze that 59.2% of respondents consume more entertainment from OTT platform, 22.3% of respondents consume entertainment from Theatre, and 18.4% of

respondents consume entertainment from Television. From OTT platforms they are consuming more entertainment before this OTT platforms people used to consume more entertainment from Television for longer time but now OTT take over the place.

**Regression:**

**Table 9: Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	OTT is valuable, I like the video experience in OTT platforms ., I like the Audio experience in OTT . <sup>b</sup>		Enter

**Table 10: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 <sup>a</sup>	.142	.116	.238

a. Predictors: (Constant), OTT is valuable, I like the video experience in OTT platforms ., I like the Audio experience in OTT.

a. Dependent Variable: Which platform creates value for money

b. All requested variables entered.

Table 10 The Model Summary which gives R & R<sup>2</sup> values. The R value (0.377) which is Karl Person’s Correlation Coefficient says the relationship strength between Dependent variable and Independent variable which is a moderate degree of correlation. R<sup>2</sup> value which is at 14.2%

indicates very low and says the total variation of variable dependent (which platform creates value for money), with independent variable(Audio and video experience, and valuable of OTT).

**Table 11: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.927	3	.309	5.465	.002 <sup>b</sup>
	Residual	5.597	99	.057		
	Total	6.524	102			

a. Dependent Variable: Which platform creates value for money

b. Predictors: (Constant), OTT is valuable, I like the video experience in OTT platforms ., I like the Audio experience in OTT .

Table 11 Anova indicates the regression model estimates that dependent variable significantly well. The regression shows says that the variance accounted. Residual value says the unaccounted variance .

**Table 12: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.885	.210		4.213	.000
	I like the Audio experience in OTT .	-.090	.029	-.294	-3.099	.003
	I like the video experience in OTT platforms .	.099	.042	.221	2.360	.020
	OTT is valuable	.044	.021	.194	2.048	.043

a. Dependent Variable: Which platform creates value for money

Table 12: This table says that with above information from table we can predict creates value for money from Audio & Video experience, Valuable . from above since p-value that is 0.003,0.020,and 0.043 respectively for audio,video experience and valuable of OTT which is less than 0.05 so we reject the Null hypothesis  $H_{01}$ ,  $H_{02}$ ,  $H_{03}$  and Alternative hypothesis is accepted. So we can say there is relationship between variables in the model. Hence , proved that OTT creates value for money, has a impact on Entertainment Industry .

Regression Equation :

$$Y = a + B_1 * X_1 + B_2 * X_2 + B_3 * X_3$$

$$Y = 0.885 - 0.090(\text{audio experience}) + 0.099(\text{video experience}) + 0.044(\text{value perception})$$

### **Conclusion:**

As per the study, there is an impact of OTT platform on the Entertainment Industry. Audiences are more preferring to new technology OTT platforms like Netflix, Hotstar, Amazon Prime, etc more than Theatre, Television reason behind this because of Price reasonability, Video quality, Audio quality of OTT platform, convenience, personalized content, etc. They feel that they are satisfied more with the price of OTT platform compare to Theater price, Video quality & Audio Quality experience of OTT platforms. Also by analyzing with the help of value for money aspect of OTT more respondent's perception of OTT is money kept on OTT is valuable which making them prefer OTT. Also, the theatre will not fade away in the entertainment because the Audio, Video experience will not give by any other. As in the future both the Theater and OTT platforms have their equal importance. But in the future OTT will be leading in India Entertainment Industry and will make a strong impact.

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