



# AN ANALYSIS OF THE ROLE OF OVER-THE-TOP (OTT) PLATFORMS IN THE CHANGING FACE OF INDIA'S FILM AND TELEVISION INDUSTRY

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Article DOI: <https://doi.org/10.36713/epra15031>

DOI No: 10.36713/epra15031

## ABSTRACT

*The present study aims to examine the OTT consumption patterns of individuals, utilizing a sample size of 110 participants. The objective of this study is to acquire a comprehensive understanding of individuals' OTT content preferences and watching habits. This study utilized a quantitative research methodology and employed surveys as the major means of data collection. The survey questionnaire encompasses variables pertaining to social media platforms, over-the-top (OTT) platforms, and the devices employed all crucial factors for comprehending individuals' patterns of OTT consumption. This study indicates that the majority of viewers prefer Disney+ Hotstar, then Netflix, and finally other over-the-top (OTT) platforms. According to the findings of this study, the cost (high membership fees) and the need for advanced network and technological capabilities pose the greatest barrier to the use of OTT platform services.*

## INTRODUCTION

Over-the-Top (OTT) platforms have made a substantial contribution to the Indian entertainment sector in recent years. People have been able to access a wide variety of on-demand audio and video content thanks to the proliferation of over-the-top (OTT) platforms over the course of the past decade, which has completely changed the way that people consume digital media. The advent of over-the-top (OTT) platforms in India can be traced back to the time period around 2012, when services such as Netflix and Amazon Prime Video first started to expand into international markets. The actual growth in the over-the-top (OTT) business in India didn't start until the middle of the 2010s, when local platforms like Hotstar (now Disney+ Hotstar) and ALTBalaji began to gain popularity. The increasing number of people who have access to the internet, the decreasing cost of smartphones, and the accessibility of high-speed mobile data at affordable costs have been the key factors that have contributed to the expansion of OTT platforms in India. Because of these considerations, it is now much simpler for customers to access digital material while they are on the move, which has led to an increase in the demand for OTT services.

The over-the-top (OTT) platforms in India provide users with access to a wide variety of material spanning a variety of categories, such as movies, television shows, web series, documentaries, and live sporting events. They have not only offered a stage for well-known filmmakers and production houses

to exhibit their work, but in addition to that, they have made opportunities available to independent content creators and newcomers to the industry. The rise in popularity of over-the-top (OTT) platforms in India can be traced back to a number of different causes. To begin, they provide a personalized viewing experience by removing the need for traditional television schedules and enabling viewers to watch their favorite shows and movies whenever it is convenient for them, which eliminates the need for traditional television guides. In addition, these platforms offer a vast selection of regional material written in a variety of languages, making it possible to respond to the varied linguistic preferences of the Indian audience. The conventional methods of distribution and exhibition that were previously utilized in the Indian film business have also been rendered obsolete by the proliferation of OTT platforms. They have made it possible to circumvent the conventional method of releasing movies and web series in theaters and instead distribute them directly online. Not only has this provided filmmakers with greater room for their own creative expression, but it has also made Indian entertainment more accessible to a wider audience around the world.

The growth of over-the-top (OTT) platforms in India has led to the entrance of a number of new competitors into the industry. The emergence of their own platforms by major telecommunications firms and media conglomerates has further intensified competition and driven innovation in content creation and distribution. In recent years, the government of India has also



taken attempts to control the over-the-top (OTT) sector by adopting guidelines and policies to oversee content standards and censorship. These steps were taken in an effort to regulate the industry. This has been done to guarantee that the content that is made available on these platforms complies with the cultural sensitivities that are in place and does not breach any legal frameworks. The proliferation of over-the-top (OTT) platforms in India has had a significant impact on the entertainment industry as a whole. These platforms now allow customers access to a wider variety of material, as well as increased convenience and flexibility, and they have also opened up new doors for content creators. There is a good chance that the influence and reach of OTT platforms will continue to grow in India as a result of ongoing technological developments and improvements in internet connectivity.

### ADOPTION FACTORS OF OTT PLATFORMS IN INDIA

- The widespread availability and declining cost of high-speed internet connections have been crucial in driving the rise in OTT platform usage. More and more people now have the hardware and connectivity to enjoy online streaming as the internet's reach has grown.
- The rise of mobile networks and the popularity of smartphones have facilitated ubiquitous access to over-the-top (OTT) services. Streaming material on the go has been a major driver in the rise of over-the-top (OTT) services, especially in countries like India with a sizable mobile user base.
- OTT services provide on-demand content, so consumers may view their most-loved episodes and movies anytime they like. Adoption has been fueled in large part by the public's preference for individualized viewing experiences over the more traditional, linear model of broadcast television.
- A wide selection of content from a wide range of genres and languages, as well as original programming, is available on OTT services. They have everything from full-length feature films to web series to documentaries to live sports. In addition, the proliferation of OTT's original

content has lured viewers with its unique and high-quality programming.

- Recommendation and Personalization Algorithms: Over-the-top (OTT) services provide customized recommendations based on viewers' likes, dislikes, and previous interactions with material. User engagement is boosted, and viewers are able to find material that is more relevant to them thanks to this individualized approach.
- Lower Monthly Costs Compared to Cable or Satellite TV Services Subscription-based arrangements are common on OTT platforms. Over-the-top (OTT) services have been popular among cost-conscious consumers due to the large variety of material available to users at low costs.

These considerations, along with evolving consumer tastes and technological progress, have driven the explosive expansion and widespread acceptance of over-the-top (OTT) platforms in recent years.

### RESEARCH OBJECTIVES

1. To study OTT platforms' growth and popularity.
2. To explore how OTT platforms affect India's film and TV industries.
3. To examine Indian customers' OTT content preferences and viewing behaviors.

### RESEARCH METHODOLOGY

In this study, the major research method that was utilized was a survey, and information was acquired from 110 participants through the use of a questionnaire that was intelligently prepared and consisted of two parts. The first group of comments explored the demographics of people who use OTT platforms, while the second group of comments compared the content preferences and viewing patterns of people who use OTT platforms to those of those who consume traditional media.

### DATA INTERPRETATION

#### Demographic Profile: 1. Gender

According to Table 1, there are 58.2 percent of female respondents, whereas there are only 41.8 percent of male respondents who filled out the questionnaire.

Table: 1 Gender-Wise Analysis

	Frequency	Percent	Mean	Std. Deviation	Variance
Male	46	41.8			
Female	64	58.2			
Total	110	100.0	1.58	.496	.246

(Source: Collected from Primary Data/ data calculated by SPSS)

#### 2. Age Group

Table 2 indicates that 52.7 percent of respondents fall within the age range of 23-35 years. The total percentage of respondents aged 23-35 years is 40.9 percent, while those aged 35-45 years

account for 3.6 percent. Respondents above the age of 45 constitute 2.7 percent, and there are no respondents below the age of 15.



**Table 2: Age Group**

	Frequency	Percent	Mean	Std. Deviation	Variance
15-23	58	52.7			
23-35	45	40.9			
35-45	4	3.6			
Above 45	3	2.7			
Total	110	100.0	2.56	.698	.487

(Source: Collected from Primary Data)

**3. Occupation**

According to Table 3, the data indicates that 69.1 percent of the participants are students, 15.5 percent are private employees, 10.9 percent are housewives, and 2.7 percent fall into the "other"

category. Additionally, both government employees and businessmen each account for 0.9 percent of the respondents in this table.

**Table 3: Occupation**

	Frequency	Percent	Mean	Std. Deviation	Variance
Government employee	1	.9			
Businessman	1	.9			
Private Employee	17	15.5			
Student	76	69.1			
Housewife	12	10.9			
Other	3	2.7			
Total	110	100.0	3.96	.703	.494

(Source: Collected from Primary Data)

**4. From which area do you belong?**

According to Table 4, there are 38.2 percent of respondents who live in rural areas, 43.6 percent of respondents who live in urban

areas, and 18.2 percent of respondents who live in semi-urban areas.

**Table 4: Area of respondent**

	No of respondent	Percent
Rural	42	38.2
Urban	48	43.6
Semi-urban area	20	18.2
Total	110	100

(Source: Collected from Primary Data)

**5. Family Income (annually)**

Table 5 shows that 22.7 percent of respondents have an annual family income of less than 1,20,000 rupees, 24.5 percent have an annual family income of between 1,20,000 and 2,00,000 rupees,

26.4 percent have an annual family income of between 2,00,000 and 4,00,000 rupees, 8.2 percent have an annual family income of between 4,00,000 and 5,00,000 rupees, and 18.2 percent have an annual family income of more than 5,00,000 rupees.

**Table 5: Family Income**

	Frequency	Percent	Mean	Std. Deviation	Variance
Below 1,20,000	25	22.7			
1,20,000-2,00,000	27	24.5			
2,00,000-4,00,000	29	26.4			
4,00,000-5,00,000	9	8.2			
Above 5,00,000	20	18.2	2.75	1.384	1.916
Total	110	100.0			

(Source: collected from Primary Data)



6. Have you ever used any OTT platform?

According to Table 6, 78.2 percent of respondents utilized an OTT platform, whereas 10.9 percent of respondents had never used any

OTT platform and 10.9 percent of respondents selected may be an option. They appear to have fewer opportunities to use any OTT platform.

Table 6: Have you ever used any OTT platform

	Frequency	Percent
Yes	86	78.2
No	12	10.9
May be	12	10.9
Total	110	100

(Source: Collected from Primary Data)

7. Which platform do you use to watch movies or TV shows?

According to Table 7, 32.7 percent of respondents watch OTT platforms, while 25.5 percent of respondents watch cable TV.

Furthermore, 41.8 percent of respondents indicate that they like to watch both platform cable TV as well as OTT platform.

Table 7: Which platform do you use to watch movies or TV shows?

	Frequency	Percent
OTT platform	36	32.7
Cable TV	28	25.5
Both	46	41.8
Total	110	100

(Source: Collected from Primary Data)

8. How frequently do you use the OTT platform?

According to Table 8, 21.8 percent of respondents use OTT platforms on a regular basis, 34.5 percent of respondents use them

occasionally, 10.9 percent of respondents use them infrequently, and the remaining 32.7 percent of respondents use OTT platforms on a few occasions per month.

Table 8: How frequently do you use the OTT platform?

	Frequency	Percent
Regularly	24	21.8
Occasionally	38	34.5
Seldom	12	10.9
Few times in month	36	32.7
Total	110	100

(Source: Collected from Primary Data)

9. Which OTT platform do you use mostly?

Table 9 displays that 29.1 percent of respondents mostly use Disney+ Hotstar, 28.2 percent of respondents primarily use Netflix, 20.9 percent of respondents primarily use Amazon Prime,

8.2 percent of respondents primarily use Voot, and the remaining 13.6 percent of respondents choose other OTT platforms instead of this platform. Table 9: Which OTT platform do you use mostly?

	Frequency	Percent
Netflix	31	28.2
Disney+ Hotstar	32	29.1
Amazon Prime	23	20.9
Voot	9	8.2
Other	15	13.6
Total	110	100

(Source: Collection from Primary Data)

10. How do you discover new TV shows and movies?

According to Table 10, the audience learns about new movies and shows in one of the following ways: 39.1 percent of respondents learn about new movies and shows through word of mouth and friends; 74.5 percent learn about new movies and shows through the internet and social media; 16.4 percent of respondents learn

about new movies and shows through the recommendations of streaming platforms; 9.1 percent learn about new movies and shows through newspapers and magazines; and the remaining 5.5 percent of respondents prefer other channels to learn about new movies and shows.



**Table 10: How do you discover new TV shows and movies?**

	Frequency	Percent
Word of mouth/ Friends	43	39.1
Internet/ Social media	43	74.5
Newspaper/ Magazines	10	9.1
Recommendations of streaming platform	18	16.4
Others	6	5.5
Total	110	100

(Source: Collected from Primary Data)

**11. Which type of content do you prefer to watch on the OTT platform?**

The preferences of the audience for the various types of material are outlined in Table 11. On over-the-top (OTT) platforms, 44.5 percent of respondents prefer movies, 15.5 percent of respondents

prefer television shows, 26.4 percent of respondents prefer web shows, 5.5 percent of respondents prefer sports, 5.5 percent of respondents prefer news, and the remaining 2.7 percent of respondents choose documentaries.

**Table 11: Content is preferred by the audience of the OTT platform**

	Frequency	Percent
Movies	49	44.5
Documentaries	3	2.7
Sports	6	5.5
News	6	5.5
TV Shows	17	15.5
Web shows	29	26.4
Total	110	100

(Source: Collected by primary data)

**12. Which language do you prefer most to watch shows/ movies on OTT platforms and TV?**

According to Table 12, 75.5 percent of the respondents had a preference for the Hindi language when it comes to matching

movies/shows. 17.3 percent of respondents have a preference for the English language, whereas 7.2 percent of respondents have a preference for the regional language.

**Table 12: Language preferred most to watch shows/ movies on OTT**

	Frequency	Percent	Mean	Std. Deviation	Variance
Hindi	83	75.5			
English	19	17.3			
Regional language	8	7.3			
Total	110	100.0	1.32	.605	.366

(Source: collected by Primary Data)

**13. Do you think OTT platforms have more diversity in content as compared to cable TV?**

Table 13 illustrates which platform offers a wider variety of content options than the others. 68.2 percent of respondents would prefer that the OTT platform provide more content, while

only 10 percent of respondents would prefer cable TV prefer more content. Additionally, 21.8 percent of respondents would like to pick less chance to provide more diversity in content as compared to cable TV.

	Frequency	Percent	Mean	Std. Deviation	Variance
Yes	75	68.2			
No	11	10.0			
May be	24	21.8			
Total	110	100.0	1.54	.831	.691

(Source: Collected from primary data)



**14. What is the main reason for using the OTT platform instead of traditional TV?**

Table 14 shows that 9.1% of respondents find the OTT platform to be more cost-effective, 15.5% find it to be more convenient,

48.2% find it to have a wider selection of content, 20.9% find it to be more personalized, and 6.4% find some other reason to choose the OTT platform.

**Table 14: main reason for using an OTT platform instead of traditional TV**

	Frequency	Percent	Mean	Std. Deviation	Variance
More affordable	10	9.1			
More convenient	17	15.5			
More variety of content	53	48.2			
More personalized	23	20.9			
Other	7	6.4			
Total	110	100.0	3.00	.995	.991

(Source: Collected from primary data)

**15. Do you prefer an OTT platform while?**

As can be seen in Table 15, the overwhelming majority of respondents (83.6%) prefer the OTT platform in their free time,

whereas 10% prefer it while traveling, and 6.4% prefer it for other reasons.

**Table 15**

	Frequency	Percent
Traveling	11	10
Free time	92	83.6
Other	7	6.4
Total	110	100

(Source: Collected from Primary Data)

**16. Do you think OTT platforms are more affordable as compared to traditional media?**

Table 16 shows that 49.1% of respondents believe that OTT platforms are less expensive than TV, 18.2% believe that OTT is

more expensive than traditional, and 32.7% do not know whether or not OTT is less expensive than traditional media.

	Frequency	Percent	Mean	Std. Deviation	Variance
Yes	54	49.1			
No	20	18.2			
Can't say	36	32.7			
Total	110	100.0	1.84	.894	.799

(Source: Collected from Primary Data)

**17. Which feature is more important when choosing an OTT platform?**

Table 17 indicates that 41.8 percent of respondents selected a diverse range of content when choosing an OTT platform, while 26.4 percent of respondents opted for a more affordable

subscription. Additionally, 10 percent of respondents prioritized consumer freedom, while 15.5 percent had access to multiple devices. Lastly, 6.4 percent of respondents cited other reasons for choosing an OTT platform.

**Table 17: Features more important when choosing an OTT platform**

Particulars	Frequency	Percent
Wide variety of content	46	41.8
Pocket-friendly subscriptions	29	26.4
High consumer freedom	11	10
Accessible to more than one device	17	15.5
Other	7	6.4
Total	110	100

(Source: Collected from Primary Data)





**18. Have you ever waited for a movie to be released on OTT rather than watching it in a theater?**

Table 18 shows that 54.5 percent of respondent waited for a movie to be released on OTT and 25.5 percent of respondent no waited

for a movie to be released in OTT rather than watching it on theater and 20 percent respondent waited as seldom for a movie to be released on OTT platform.

	Frequency	Percent	Mean	Std. Deviation	Variance
Yes	60	54.5			
No	28	25.5			
May be	22	20.0			
Total	110	100.0	1.65	.795	.632

(Source: Collected from Primary Data)

**19. Do you think that an OTT monthly subscription is more expensive than a DTH monthly plan?**

Table 19 shows that 43.6 percent of respondents prefer that OTT monthly subscription is more expensive than DTH or 28.2 percent

of respondent prefer that DTH monthly plan is affordable or 28.2 percent of respondent can't say that OTT platform is more expensive than DTH monthly plan.

	Frequency	Percent	Mean	Std. Deviation	Variance
Yes	48	43.6			
No	31	28.2			
Can't say	31	28.2			
Total	110	100.0	1.85	.837	.701

(Source: Collected from Primary Data)

**20. Which marketing mix challenges restrict the use of OTT platforms services?**

Table 20 indicates that 29.1% of respondents expressed a preference for the challenge posed by the high demand for network and technological advancements. Additionally, 39.1% of respondents encountered the challenge of high subscription rates,

while 11.8% faced the challenge of needing to upgrade their TV to a smart TV and support multiple devices. Another 6.4% of respondents reported facing difficulties related to promotional efforts or lack of awareness. Lastly, 13.6% of respondents cited other reasons for challenges encountered while using the OTT platform.

**Table 20: Marketing mix challenges restrict the use of OTT platforms service**

	No of respondent	Percent
Product (high requirement of network and technological advancement)	32	29.1
Price (High rate of subscription)	43	39.1
Place ( Need to support device / upgrading TV into smart TV)	13	11.8
Promotion (lack of awareness/ promotional effort)	7	6.4
Other	15	13.6
Total	110	100

(Source: Collected from Primary Data)

**21. Which challenges you have faced when you using the OTT platform service?**

Table 21 indicates that 28.2% of respondents encountered the issue of uncensored content on the OTT platform, while 25.5% of the respondent audience faced problems related to lack of privacy.

Additionally, 10% of respondents experienced poor picture quality on this platform, and 16.4% faced the problem of excessive binge-watching. Furthermore, 37.3% of respondents cited other reasons for their challenges while using the OTT platform.

**Table 21: Challenges Faced when you using OTT platform service**

	No of respondent	Percent
Uncensored content	31	28.2
Lack of privacy	28	25.5
Poor quality picture	11	10
Binge-watching	18	16.4
Other	41	37.3
Total	110	100

(Source: Collection from Primary Data)



**22. What is your opinion regarding imposing a censor board on the OTT platform?**

Table 22 indicates that 30.9 percent of respondents support the implementation of a censor board on the OTT platform, while

18.2 percent of respondents believe that no censor board should be imposed. Additionally, 50.9 percent of respondents are open to the possibility of a censor board being implemented on the OTT platform.

**Table 22 : Opinion regarding imposing a censor board on the OT**

	Frequency	Percent	Mean	Std. Deviation	Variance
Yes	34	30.9			
No	20	18.2			
May be	56	50.9			
Total	110	100.0	2.20	.886	.785

(Source: Collected from Primary Data)

**23. What is the overall experience of using the OTT platform?**

Table 23 indicates that 46.4 percent of respondents reported a positive overall experience with using OTT. 25.5 percent of respondents reported an average experience, while 15.5 percent

reported a neutral experience. Additionally, 12.7 percent of respondents reported an excellent experience, and no respondents reported a negative experience.

**Table 23: Overall experience of using the OTT platform**

	Frequency	Percent
Good	51	46.4
Average	28	25.5
Neutral	17	15.5
Excellent	14	12.7
Bad	0	0
Total	110	100

(Source: Collected from Primary Data)

**FINDINGS**

- The majority of the audience consists of young individuals, ranging in age from 15 to 35 years. The target audience comprises students and private sector employees, while the remaining portion of the audience consists of housewives and other individuals.
- The urban area has the highest number of respondents among the audience. The majority of the audience is from rural and semi-urban areas.
- Most respondents have family incomes that fall within the higher range of 2,00,000-4,00,000 and the lower range of 4,00,000-5,00,000.
- The proportion of females is higher compared to males.
- When we spoke with the audience (respondent) about the platforms they utilize for viewing movies and shows, what were their responses? The audience answer indicates that approximately 25% prefer TV, while approximately 33% prefer OTT platforms.
- The majority of the audience primarily relies on the internet and social media to find new shows and movies. Following that, they tend to rely on word of mouth from friends and other channels of media to discover new material.
- The majority of the public has a preference for watching movies on OTT platforms, followed by web series, while documentaries are less favored.
- The majority of respondents had a preference for the Hindi language when it comes to watching movies and series,

while the remaining respondents favor regional and English languages.

- Most respondents indicated that OTT platforms offer a greater diversity of material compared to cable TV.
- When we surveyed the audience about the obstacles they encountered when using the OTT platform service, the main issues identified were the provision of uncensored content by the OTT platform and the subsequent lack of privacy. Another significant challenge reported was excessive binge-watching.
- The majority of the audience supports the imposition of a censor board on OTT services, while approximately 18% of the audience disagrees.
- The primary obstacle to utilizing OTT platform services is the cost (high membership fees) and the need for advanced network and technological capabilities.
- When surveying respondents about affordability, the majority of the audience expressed a preference for the OTT platform being more cost-effective.
- The bulk of the audience expressed that the monthly recharge for OTT services is pricier when compared to the monthly plan for DTH services.

**RECOMMENDATIONS**

- The audience should be required to pay a minimum monthly subscription fee for the OTT platform.





- An OTT platform should provide a complimentary trial period and additional exclusive content to encourage users to test it for a certain number of days.
- OTT platforms should consistently upgrade their services and strive to provide offline capabilities.
- The OTT platform should undergo a thorough examination to identify and address any platform-related problems. For example, the programmers may have a system crash or become non-responsive.
- OTT platforms utilize user personal information, including name, address, and bank details, to establish user accounts, thereby ensuring the security of audience data. Hence, the OTT platform plays a vital role in ensuring data security.

## CONCLUSION

On the basis of this research, we are able to draw the conclusion that OTT will have significant growth in the future. This is due to the fact that in the past, audiences obtained their entertainment mostly through cable and satellite providers, television networks, and movie theaters. However, due to the rise in popularity of over-the-top (OTT) services such as Netflix, Amazon Prime Video, and Disney+, customers now have a greater number of options available to them as well as greater control over the content and timing of their viewing. One more distinct difference is the growing emphasis placed on providing individualized recommendations. OTT platforms give suggestions for content to users based on the preferences of individual users as well as their viewing habits by utilizing technology and the data of individual users. Users will have a better chance of discovering new episodes or films that correspond to their preferences as a result of this individualized approach, which also contributes to an overall improvement in the viewing experience.

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