



IJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 10 Issue: III Month of publication: March 2022

DOI: <https://doi.org/10.22214/ijraset.2022.40849>

www.ijraset.com

Call:  08813907089

E-mail ID: ijraset@gmail.com

A Case Study of OTT Platforms Usage of During Covid-19 Lockdown

Pothe Reddy Sai Kiran Reddy, Mohd Tajammul

¹MCA Scholar, School of CS and IT Dept of MCA, Jain (Deemed -to-be university)-560069Bangalore, Karnataka, India

²Associate Professor, School of CS and IT Dept of MCA, Jain(Deemed -to-be university)-560069Bangalore, Karnataka, India

Abstract: *Digital digitalization has changed the way we access and use our content. Information is available at the click of a button and is always in our hands. The proliferation of the Internet led to the collapse of the planet, figuratively speaking. Content based on entertainment mixed with information (infotainment), unlike the latest news, tends to attract the attention of better audiences. The rise of OTT platforms, this trend has seen a new. Content from around the world is available without wasting much time. It would not be wrong to say that OTT platforms like Netflix, Amazon Prime Video etc. provide catalytic momentum in globalization. These forums can be commended for bringing the world together and bringing them closer together and for promoting a better sense of cultural understanding among the masses. During the tragic times of the unprecedented global epidemic such as COVID-19, these highly sought-after video platforms saw a dramatic increase in their visuals. As a result of the closure and the official social reduction practices adopted by many countries affected by the epidemic, people have registered for higher attendance at these forums.*

It is because of these methods and statistics of increasing popularity and reliance on OTT foundations of entertainment, information and engagement among viewers that this research has done. This urban youth survey aims to assess the tendency to use content during closure, to understand your causes and impacts.

Keywords: -OTT, Video-on-demand, digitization, infotainment, content, COVID-19 pandemic, lockdown.

I. INTRODUCTION

Communication and entertainment are important to human life and even the ancients had their own means of communication, whether they were dirty

or unbalanced. Communication is a first in nature and has been around since the beginning of time. One cannot think of human society without communication. Similarly, recreation may become a major part of our daily routine. Different people have different ways of having fun but the satisfaction that gives you a human mind cannot be overstated.

In time, various media outlets emerged. In prehistoric times, people used methods such as smoke symbols, signs and symbols, and storytelling. Then came the masterpieces, manuscripts.

With the advent of printing presses, more or less well-documented material was encouraged by the masses. Repetition of texts has diminished and wasted time, thus leading to the fragmentation of knowledge, global and economic changes and the restoration of social order. As science and knowledge increased, there was no shortage of technology and discovery. Advances in technology gave birth to brilliant forms of communication such as newspapers, books, telephone, telephone, and other high-tech media such as radio, television, and the Internet

The advent of the internet covered the whole world in an all-inclusive information radio and the world was a village, where everything was accessible without much hassle. The Internet, no doubt, is the invention that has made the world seem so slim and connected. The internet changed the way we communicated, the way we met or interacted with people, our economy, our politics and our communities, nothing contributed to this beautiful visual space that covered the world and produced a wave of information that had never been seen before.

The Internet has changed audience usage patterns that lead producers to come up with innovative programs and content distribution platforms that have never been heard of before. One such invention was the OTT platforms that made the consumer chain possible. OTT or Over-the-top content platforms are media platforms that according to Tata Consultancy Services "platforms that deliver film and television content, transcend common streams for cable and satellite TV distribution, from producer to consumer directly, on-going exchanges. online." Other popular OTT platforms in India and elsewhere include Netflix, Disney Hotstar, Eros Now, Amazon Prime Video, Voot, etc.

As the global trend reflects the increasing use of tablets, smartphones, laptops and other internet-enabled devices for audience use, India has also seen strong growth in the number of internet users. India currently has the second largest internet users after China and with a rapid growth rate, the market promises great power. As Deloitte's report states, "Online entertainment services led by audio and video content are a milestone in India's ever-changing landscape." With the audience focused on infotainment and the growing demand for global content, India is a thriving marketplace for OTT platforms.

With the unprecedented epidemic forcing the public to live in houses and offices, schools and businesses closed, a significant increase in the demand for OTT content has been noted. COVID-19, a deadly form of coronavirus, with an unusually high rate of infection and a lack of a viable cure for the outbreak has led countries around the world to block roads to combat the spread of the virus. Many people suddenly have more time on their hands than they could spend. In this case, films and entertainment content have emerged as saviors especially the most sought after video. With the unprecedented epidemic forcing the public to live in houses and offices, schools and businesses closed, a significant increase in the demand for OTT content has been noted. COVID-19, a deadly form of coronavirus, with an unusually high rate of infection and a lack of a viable cure for the outbreak has led countries around the world to block roads to combat the spread of the virus. Many people suddenly have more time on their hands than they could spend. In this case, films and entertainment content have emerged as saviors especially the much-needed video content.

This study aims to understand the trend of the use of High Content in relation to the closure during the COVID-19 outbreak in India, the reasons for its proliferation in traditional entertainment media and its potential long-term impact on the media market and industry.

II. REVIEW OF LITERATURE

In a report entitled 'Digital Media: The Rising Demand for Content' it was noted that the rise of Internet-enabled digital devices to support digital content has led to an increase in the use of digital content worldwide. In India, this trend is evident in all different fields such as sound, visuals, news, music etc. It notes that young people in India, on average, spend 14% of their time and about 17% of their monthly spending on entertainment. An online content consumer in India uses an average of 6.2 hours of content daily where 21% of the time is spent on audio and visual entertainment. The change in consumer attitude towards OTT content bias and easy access to a large library at any time and place over content ownership is significant.

Similar recognition can be seen in the report by PwC India which has planned a major opportunity for OTT platforms in India. The report, however, says that the price of content could be a barrier to growth and proposes a revised policy to promote the OTT market in India.

A study entitled 'UNDERSTANDING OVERWHELMING THINGS - THE-TOP VIDEO SERVICES AMONG MILLENNIAL CONSUMERS' by Drs. Sabyasachi

Dasgupta and Drs. Priya Grover reiterated that Indian audiences have turned to OTT content and are willing to spend to have easy and unlimited access to content outside of space and time. It also notes the negative impact of OTT pricing strategy on its popularity. Data usage is another attribute that makes it a difficult choice for Indian viewers as well as the habits and preferences of TV as a means of communication.

Another study by Sidneyye Matrix on Netflix notes that viewers, especially teenagers, are becoming more active producers of content than sofa sofas who take 'whatever the manufacturers supply.' on social media. In the process of this transaction on social media, viewers set new expectations for producers and thus become an active facilitator in the production process as well.

Paramveer Singh's paper finds that Netflix, Hotstar and Jio are very popular among Indian youths. Teens look at the free trials available in these forums, night viewers and prefer web series formats over movies. Respondents confirm that top apps are changing media usage patterns in India. The change may be due to ease of service, personal information and global content availability etc. Research finds OTT futures in India promising due to increased smartphone penetration, economic integration of media companies (take over / integration) at national or international level, and the quality of receiving digital content. Also important are competing online data systems offered by telecom service providers in India.

Ritu Bhavsar in his research paper entitled "The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries - An Analysis" points out that digital media has become an important part of daily life and is a prominent means used to collect and disseminate information, to communicate with people.

Entertainment and marketing. The increasing use of content using digital media contributes to changes in consumer preferences and attitudes and this trend of change can be attributed to better internet connectivity, improved digital devices, competing data prices in India and more accessible environment, wherever you go. for online media.

It can therefore be concluded from the literature review that OTT's popularity is increasing due to the influx of smartphones, competing online data systems provided by Indian telecom service providers, abundance and quality of content on these platforms and global media industry flexibility. which have a significant impact on the economic affairs and policy of OTT service providers. Add to this the personal type of smartphone media and the availability of content from around the world. Also important is the youth's choice of free and unlimited access to content rather than limited content ownership in a limited way.

III. CONCLUSION

The study finds that there is a significant increase in OTT prevalence as a preferred method, a practice that has been exacerbated by unprecedented closures due to the severe COVID-19 epidemic. The main reasons for the popularity of OTT are the availability of multicultural content, unlimited content registration, access to educational content in documentary / docu-series format reflects paradigm shift in the way information content is processed, distributed and used. Also important are factors such as the increase in penetration of smartphones and the availability of online data at competitive prices in India. While OTT is looking forward to filming a new horizon, the trend of TV media will not be outdone. The web series appears as another favorite program format. Lockdown, not only social or political power, but also indicates the coming economic crisis around the world. The world as we know it will have changed, especially with better prospects, but how the media situation continues, apart from consumer conditions, will largely depend on the economic situation after the closure.

REFERENCES

- [1] PricewaterhouseCoopers. (n.d.). Television and OTT. Retrieved April 21, 2020, from <https://www.pwc.in/industries/entertainment-and-media/television-and-ott.html>
- [2] Deloitte. (n.d.). Digital Media: Rise of On-demand Content. Retrieved April 15, 2020, from <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media-telecommunications/in-tmt-rise-of-on-demand-content.pdf>
- [3] Mandavia, M. (2019, September 26). India has second highest number of Internet users after China: Report. Retrieved April 10, 2020, from <https://economictimes.indiatimes.com/tech/internet/india-has-second-highest-number-of-internet-users-after-china-report/articleshow/71311705.cms?from=mdr>
- [4] Dasgupta, Dr. S., & Grover, Dr. P. (2019). UNDERSTANDING ADOPTION FACTORS OF OVER-THE-TOP VIDEO SERVICES AMONG MILLENNIAL CONSUMERS. International Journal of Computer Engineering & Technology, 10(1), 61–71. Retrieved from http://www.iaeme.com/MasterAdmin/UploadFolder/IJCET_10_01_008/IJCET_10_01_008.pdf
- [5] Singh, Param veer. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over-the-top Platforms. 9. 131-137. 10.31620/JCCC.06.19/18.
- [6] Bhavsar, R. (2018). The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis. Amity Journal of Media & Communication Studies, 8(1), 17–23. Retrieved from https://amity.edu/UserFiles/asco/journal/ISSUE68_2.%20Ritu%20Bhavsar%20-%20AJMCS%20Vol%208%20No%201.pdf
- [7] Tak, P., and Panwar, S. (2017), "Using UTAUT 2 model to predict mobile app-based shopping: evidences from India", Journal of Indian Business Research
- [8] Shiva, A., Narula, S., and Shahi, S. K. (2020) "What drives retail investors" investment decisions? Evidence from no mobile phone phobia (nomophobia) and investor fear of missing out (I-FOMO)". Journal of Content, Community and Communication, 10(6), 2–20.
- [9] Shahi, S.K., Shiva, A. and D a, M. (2020), "Integrated sustainable supply chain management and firm performance in the Indian textile industry", Qualitative Research in Organizations and Management, Vol. ahead-of-print:
- [10] <https://doi.org/10.1108/QROM03-2020-1904>
- [11] Henseler, J., Ringle, C. M. and Sarstedt, M. (2015). "A new criterion for assessing discriminant validity in variance-based structural equation modelling", Journal of the Academy of Marketing Science, Vol. 43 No. 1, pp. 115-135.
- [12] <https://technology.ihs.com/609737/in-india-localized-content-is-as-important-as-pricing-when-choosing-a-video-service>.
- [13] <https://www.ibef.org/news/indias-online-video-market-to-touch-us-4-billion-by2025> Accessed on 21st June 2022
- [14] IBEF. ZEE invests Rs 522 crore in tech startup SugarBox. Published online on 13th April 2020. Available at, : <https://www.ibef.org/news/zee-invests-rs-522-crore-in-tech-startup-sugarbox>
- [15] ET Brand Equity.com. Gaming and OTT spike in COVID-19 lockdown: Publicis Report. Published online on 16th April 2020. Available at: <https://brandequity.economictimes.indiatimes.com/news/media/gaming-and-ott-spike-in-covid-19-lockdown-publicis-report/75173664>



10.22214/IJRASET



45.98



IMPACT FACTOR:
7.129



IMPACT FACTOR:
7.429



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24*7 Support on Whatsapp)