



AN ANALYTICAL STUDY OF YOUTH PERCEPTION AND AWARENESS REGARDING OTT PLATFORMS IN PATAN DISTRICT

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ABSTRACT OTT Platforms has been in demand ever since the pandemic hit the world. The ever-increasing viewership of the OTT video streaming services and the big star's inclination towards this platform justifies this. Today, the time we spent looking at our screens has increased immensely. As the cinema halls shut and film release has been suspended amid nationwide, this technological shift by internet has created a new kind of viewing experience and that might end up changing the collective movie watching experience in cinema hall which result in dent in the footfall whenever the screens open again. This change in viewing experience created by OTT has a greatest fear for cinema hall owners. This thesis explore tries to analyse the impact of increasing OTT video streaming services viewership in lockdown to assess the future of collective watching experience in India. It frames the attitude of Indian people towards cinema hall through assessing different vantage points that mark shift in watching experience. At the end it gives the, recommendation contextualized the immensely increasing OTT viewership during lock down and its resultant effects on the collective watching experience.

KEYWORDS : OTT platforms, awareness & Perception, Viewership

INTRODUCTION

According to the Global Web Index report, India's streaming market is one of the biggest and fastest-growing in the world with biggies like Voot, Alt Balaji, Zee5 and MX Player. The country's video market is valued at over \$700 million and is expected to grow to \$2.4 billion by 2023, with the OTT industry projected to have the highest growth. A trend of people viewing multiple content channels at the same time, along with demand for newer and more exclusive content will force the big budgets producers and directors to release movies directly onto the OTT channels rather than Cinema halls. In the lockdown period, quality content on OTT platforms is in great demand. This study is based on this research questions. OTT stands for "Over-The-Top" and refers to the productized practice of streaming content to customers directly over the web. It represents the future of entertainment- one that is already unfolding. It is also commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions. OTT services are typically monetized via paid subscriptions, but there are exceptions. For example, some OTT platforms might offer in-app purchases or advertising. OTT clearly represents the future of media, representing the best way of entertainment in the present scenario and people getting access to OTT apps not only through subscriptions but also through freemium facilities and the Jio effect on the streaming culture. People also prefer watching regional shows but when it comes to teenagers, they prefer foreign shows more compared to the regional shows.

STATEMENT OF THE PROBLEM

The advent of online streaming platform such as Netflix, Amazon Prime Video, etc., means children and teenagers now have access to uncensored content, since there is no law or autonomous body to monitor and manage the digital content's provided on these OTT platforms and it is made available to the public at large without any filter or screening. As it is the case, OTT platforms should be responsible to create digital awareness i.e., consumers should be made aware of the impacts of their streaming and realise if there's really a need to watching those videos.

NEED OF THE STUDY

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he can watch any kind of content anytime. Amidst all this, the dominance of watching movies in the cinema hall has always remained. But now this domination is suspected. Most big-ticket movies in the USA have been pushed to later this year, some even to next year. Similarly, in India, the theatrical release of all major films has been indefinitely postponed. But OTT platforms are buzzing with activity.

RESEARCH OBJECTIVES

This research paper focuses on following objectives:

- To analyse youth's awareness and perception towards OTT platform.

LITERATURE REVIEW

Meghan McAdams 2019, "What is OTT- Understanding the Modern Media Streaming Landscape". The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 50% of OTT customers, are experiencing "subscription fatigue", from engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller niche services.

Sharma, 2020, the on-going COVID-19 crisis has forced the multiplexes to shut down. As a result, the production houses are now releasing the onto OTT platforms directly. This has become a topic of concern amongst the multiplexes as the users might ship the traditional windowing pattern. INOX and PVR both issued a public statement reacting to this issue. According to experts this is solution to a show rt term need of the film industry which getting by financial difficulties. It is a win-win situation for OTT players who needs fresh content and the filmmakers who had their production ready but unable to release. However, this will not be a paradigm shift, in the long term, once things return to normal. The cinema generates more revenue for the production houses compared to the OTT platforms. Being this a vital factor, the films will hit the cinemas as earlier, once the market if free from COVID-19 crisis. Matter of fact, there may be possibility to see a surge in multiplex services for few days after the returning the things to normal.

RESEARCH METHODOLOGY

- Selection of the Sample: Youth from Patan District
- Sampling method: Random sampling method
- Sample size: 150
- Formation of the Questions: Interview schedule
- Collection of Data: Primary and Secondary
- Analysis of Data: Frequency distribution and ANOVA

DATA ANALYSIS AND INTERPRETATION

Table 1: Distribution on overall result of Profile of respondents

Sr. no	Particulars	Variable	No. of respondents	Percentage
1	Age	20-30	43	65
2	Gender	Male	57	85
3	Marital status	Unmarried	48	72
4	Educational qualification	UG	43	64
5	Occupation	Professionals	47	71
6	Income	20000-30000	46	69
7	Place of living	Urban	46	69

Source: Primary Data

Interpretation: Above Table 1 shows that;

- 65% Respondents are having 20-30 years age group.
- 85% Respondents are male.
- 72% Respondents are unmarried.
- 64% Respondents are undergraduate.
- 71% Respondents are belonging to Professional occupation.
- 69% Respondents are having Rs. 20000-30000 income group.
- 69% Respondents are living in Urban area.
- 52% Respondents are using mobile Device used for OTT platform.
- 58% Respondents are using English as their preferred Language for OTT.
- 82% Respondents are subscribed 5 Number of channels.
- 63% Respondents are spending more than 6 hours on OTT
- 90% Respondents are using net banking as Payment mode for subscription.

H 1: There is no significant relationship between knowledge and preferred OTT platform.

H₁₁: There is a significant relationship between knowledge and preferred OTT platform.

Interpretation: In Hypothesis testing that P – value (0.000) is less than significance value (0.05). Therefore, H₀ is rejected. So, the relationship between knowledge and preferred OTT platform is significant.

FINDINGS and SUGGESTIONS OF THE STUDY

Current generation doesn't have the patience to wait for a show or movie to air on a linear platform like television. This viewer wants the content instant and on-demand. That is what our study reveals that due to some such reasons the growth of OTT will only increase in India. All the reports and articles that we have read and go through, the only thing understood is that in India, the OTT video streaming service will continue to spread its feet and it is going to have a huge impact on our traditional medium like television and Cinema Hall.

The strong attachment of OTT to the audience in the lockdown period has further confirmed this fact. Smartphone penetration, international collaborations between media moguls and digital quality of the medium, cost effectiveness and access liberty (anywhere at any time) is also one of the reasons behind growth of streaming media in India. In other findings about the viewer's dynamic watching habits may change the collective watching experience and it also effect the future footfalls of cinema hall. As per study shows viewers have equal way of thinking about the future of cinema hall. There may be decrease or may be not in the future footfalls of cinema hall after this lockdown period, it all depends on the viewers who are still in dilemma about this. It can be suggested that the cinema hall owners should think of more comfort and offers and also it must be cost worthy. It is found that OTT spreading very fast, its effect is going to be very deep on other traditional medium.

CONCLUSION

OTT in the modern computerized era has become a life essential tool. It helps the users to update information now and then though, it has many positive aspects it has its own drawbacks. Adults, specifically students spend majority of their time surfing through OTT platforms. The hypothesis that during pandemic there has been a significant rise in consumption of OTT platforms has been proven right. Since people have started consuming OTT more and more in the lockdown the research as identified it is the right time to study, "Viewer's Awareness towards OTT platform during pandemic – with special reference to selected arts & science colleges in Coimbatore city" has been conducted among 150 respondents in Coimbatore city by using primary data. The millennium is attracted towards the OTT platforms due to foreign content and video on demand. The emergence of JIO and giving 5G services for free helps a lot for OTT platforms to grow immensely. The media and entertainment found a new home for online streaming services

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