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**A STUDY ON UNIVERSALITY OF OVER-THE-TOP PLATFORMS
DURING COVID-19 LOCKDOWN IN BENGALURU**

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ABSTRACT

In this research the researcher had tried to find out the popularity of OTT Platforms among the citizens of Bengaluru. As per the report by Indian Brand Equity Foundation the number of subscribers of OTT Platforms has been increased to 29 million in July, 2020 in India. To study the rising popularity of OTT Platforms, the researcher had considered the respond of 200 respondents through Google Forms. The feedback of the respondents had been analyzed through Percentage Method. During the study it has been found that 89% of the respondents are using OTT Platforms and the most popular OTT Platform among the respondents is Amazon Prime Video. The research also shows that during COVID-19 Lockdown the usage of OTT Platforms had been increased by 78%. The research also shows that 51% respondents preferring to watch new movies in OTT Platforms instead of visiting in Theaters.

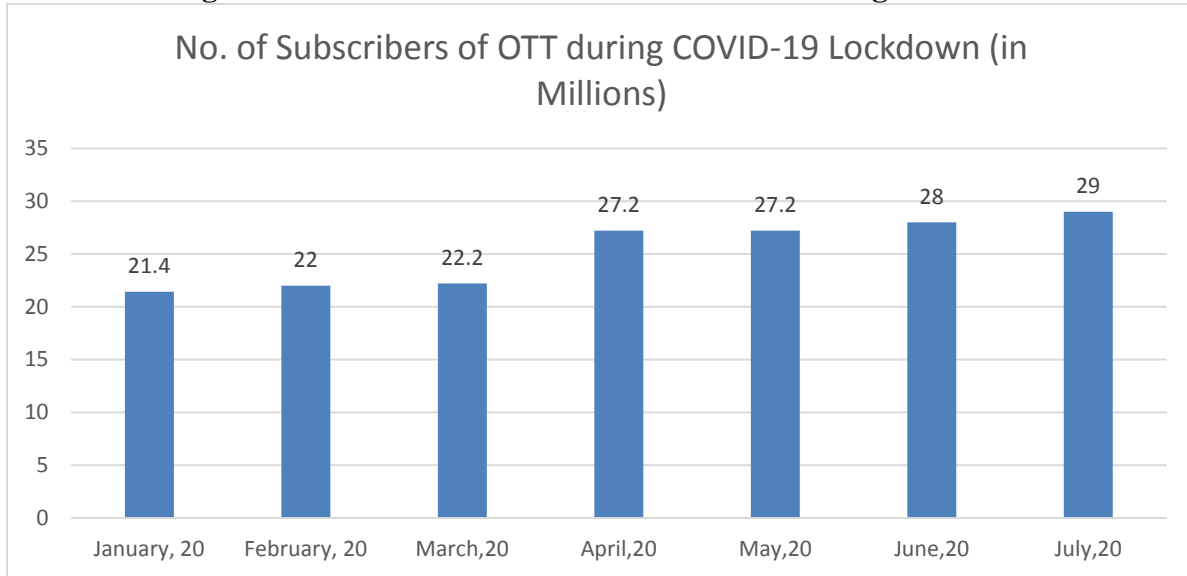
I. Introduction

'Over-The-Top'- The word which is nowadays very popular among all generations of citizens in India. The Over-The-Top streaming market in India is one of the fastest growing market in the world. During the COVID-19 lockdown the total domestic consumption of OTT has increased from 181 billion minutes to 204 billion minutes¹. Digivive had launched India's first OTT application in the year of 2010, followed by Ditto TV by Zee and Sony Liv in the year 2013. In January, 2016, Netflix, the American Streaming service has entered in Indian market. Another most popular OTT platform Amazon Prime Video was launched in India in 2016. As per the India Brand Equity Foundation by Department of Commerce, Ministry of Commerce and Industry, Govt. of India a 30% rise in the number of paid subscribers

¹ Retrieved from "India's over-the-top streaming (OTT) market continues growth."-Customer Survey by RedSeer Analysis.

had been seen witnessed in Indian OTT market which was from 22.2 million to 29.0 million between March and July 2020.

Chart 1: Increasing Trend of Number of Subscribers of OTT During COVID-19 Lockdown:



Source- **“INDIA'S OTT MARKET: WITNESSING A RISE IN NUMBER OF PAID SUBSCRIBERS.” BY INDIA BRAND EQUITY FOUNDATION.**

II. REVIEW OF LITERATURE

Purdy, 2018, had studied the OTT market which is mainly dominated by 3 players named as Netflix, Amazon Prime and Hulu. According to the survey these players are mainly focusing on attracting consumers with various contents. This survey also resulted that in spite of high subscription amount the customers are subscribing these services because of different types of contents.

Singh, 2020, had studied the effect of COVID-19 on OTT platforms. The research shows that during COVID-19 Lockdown the subscribers of various platforms had increased enormously. The study also shows that OTT platforms continuous to be the first choice for entertainment purposes in current future also which will be very positive for the OTT market. The study also found that to attract customers the various platforms have announced various subscription schemes along with free shows for some days which resulted in 80% increase in subscription of various platforms.

Sharma, 2020, had studied that the OTT platforms currently replacing the theaters slowly. The research also shows that customers are now preferring to watch movies in OTT platforms rather that visiting theater halls. As a result, the big budget movies are releasing in OTT platforms instead of theater hall. Simultaneously the research also shows that there are some citizens who still love to go to theater hall to watch movies based on the content of it.

III. RESEARCH METHODOLOGY

This study has been conducted to find out the consumer preference towards OTT platforms in India. The study is restricted to Bengaluru city only. The data has been collected during the lockdown announced in Karnataka in 2021 (i.e During May,21-

June,21). During the research the respond of 200 citizens of various age groups of Bengaluru city has been collected through Google Form. The Questionnaire is based on 15 different types of questions on OTT Platforms. The data has been analyzed through Percentage Method.

IV. DATA ANALYSIS

Table 1: Percentage of Respondents Using OTT:

Using of OTT Platforms: (in Percentage)	
YES	89%
NO	11%

The study shows that 89% of the total respondents are using OTT Platforms, whereas 11% of the total respondents are not using OTT Platforms.

Chart 2: Percentage of Respondents Using OTT:

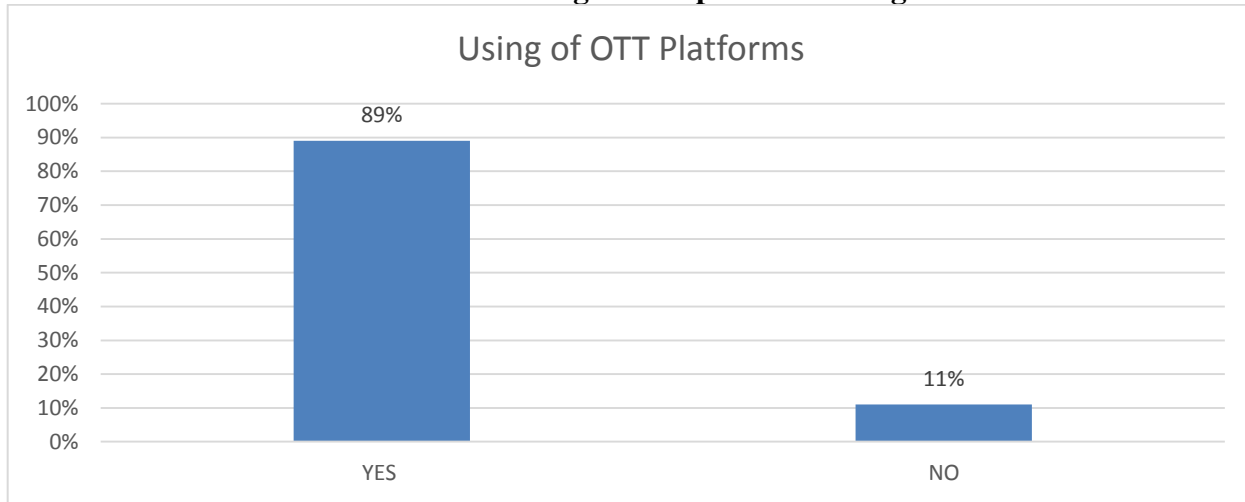


Table 2: Percentage of Respondents based on Gender:

Users of OTT Gender Wise: (in Percentage)	
Male	56%
Female	44%

The research shows that out of the total respondents 56% are Male and remaining 44% are Female users.

Chart 3: Percentage of Respondents based on Gender:

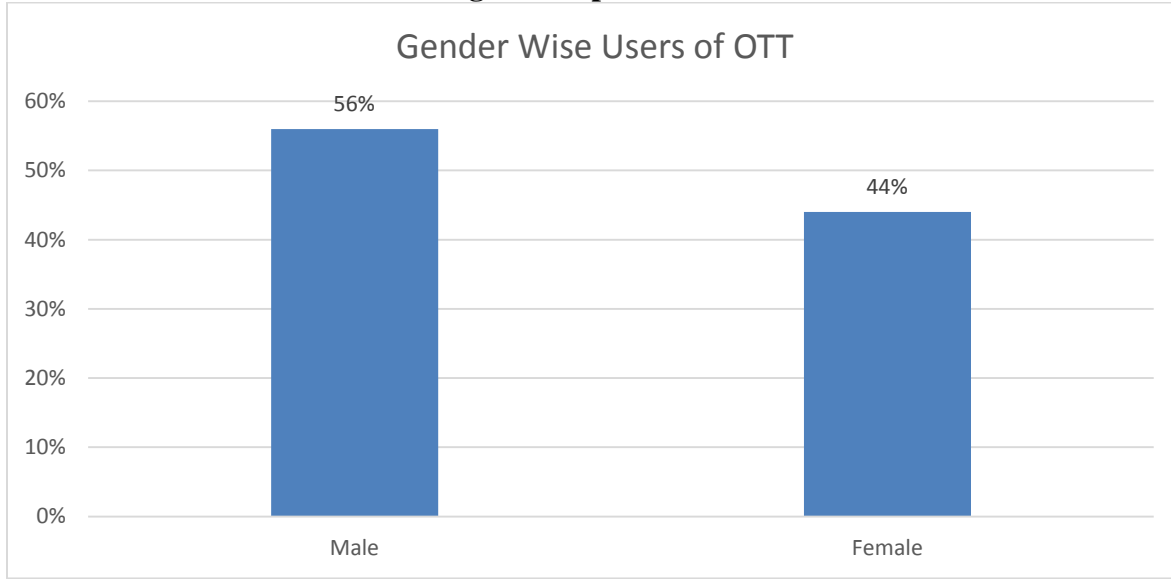


Table 3: Percentage of Users of OTT Platforms based on Age:

Age Wise Users of OTT: (in Percentage)	
20 years to 35 years	42%
35 years to 50 years	36%
50 years & above	22%

The study reveals that the respondents who are falling under the age group of 20 years to 35 years are using OTT Platforms most and 36% respondents of the age group of 35 years to 50 years are using OTT moderately. It also affirms that the respondents who are falling under the age group of 50 years and above are the lesser users of the OTT Platforms.

Chart 4: Percentage of Users of OTT Platforms based on Age:

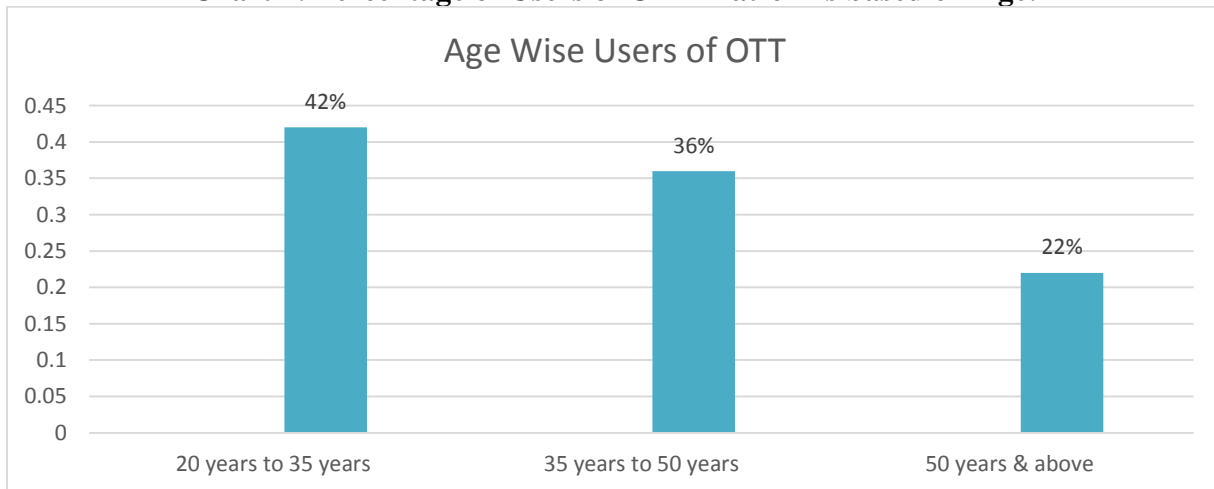


Table 4: Percentage Showing Frequency of Using OTT Platforms:

Frequency of Using: (in Percentage)

Most Frequently	45%
Frequently	39%
Infrequently	16%

The research also affirms that 45% of the total respondents are using OTT continuously, whereas 39% respondents are using OTT often. The study also shows that 16% respondents are using OTT occasionally.

Chart 5: Percentage Showing Frequency of Using OTT Platforms:

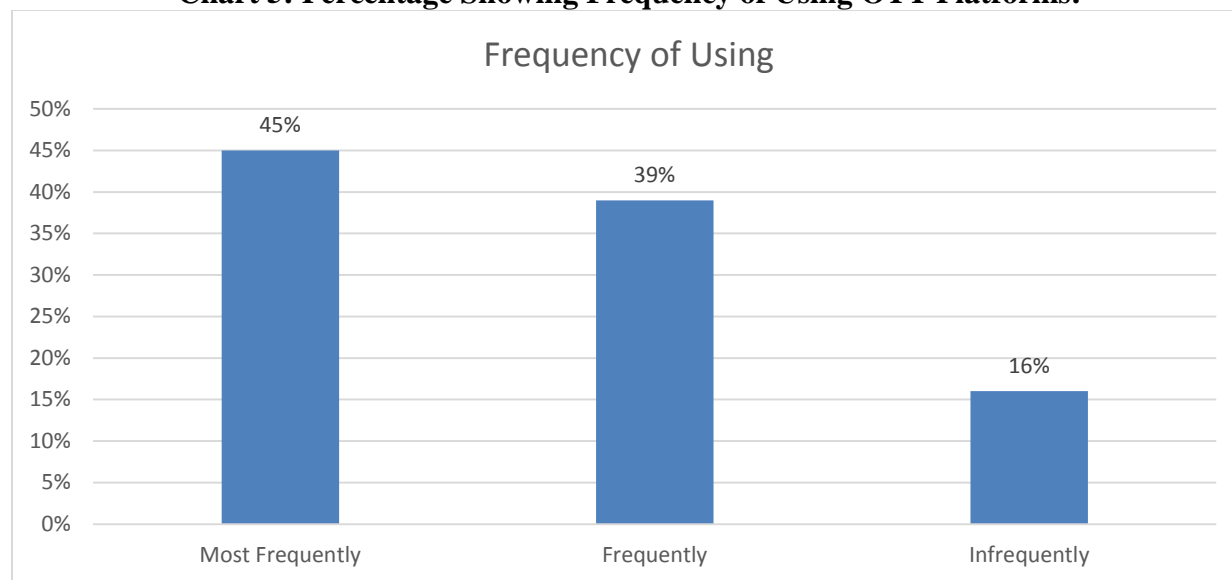


Table 5: Responds Towards Most Popular and Subscribed OTT Platforms:

Most Popular OTT Platforms: (in Percentage)	
Netflix	22%
Amazon Prime Video	27%
Disney Hotstar	18%
Zee5	10%
Jio Tv	6%
Alt Balaji	3%
Sony Liv	5%
Others	9%

During the research it has been found that most popular and subscribed OTT Platform is Amazon Prime Video (27%), followed by Netflix (22%) and Disney Hotstar (18%). There are also respondents who have also subscribed Zee5, Jio Tv and Others apart from Amazon Prime Video, Netflix and Disney Hotstar.

Chart 6: Responds Towards Most Popular and Subscribed OTT Platforms:

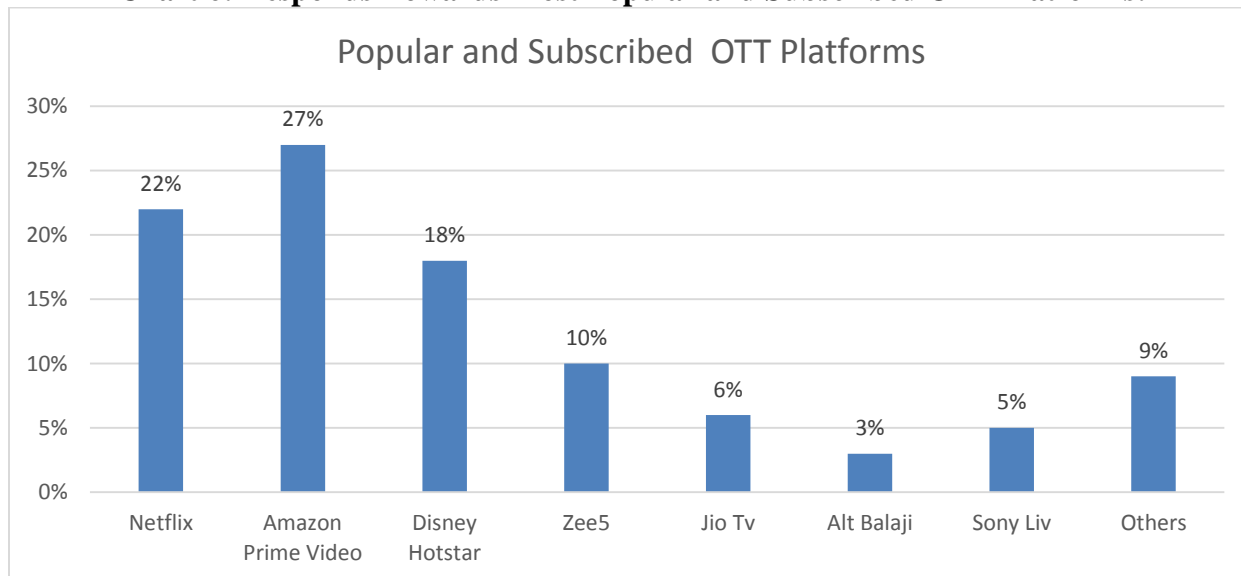


Table 6: Responds Towards Most Popular Content in OTT Platforms:

Most Popular Content in OTT: (in Percentage)	
Movies	48%
Web series	43%
Sports	3%
TV Shows	6%

During the research it also found that Movies are the most favorite content in the OTT Platforms (48%). It also reveals that 43% respondents do like Web Series along with Sports (3%) and various TV Shows (6%).

Chart 7: Responds Towards Most Popular Content in OTT Platforms:

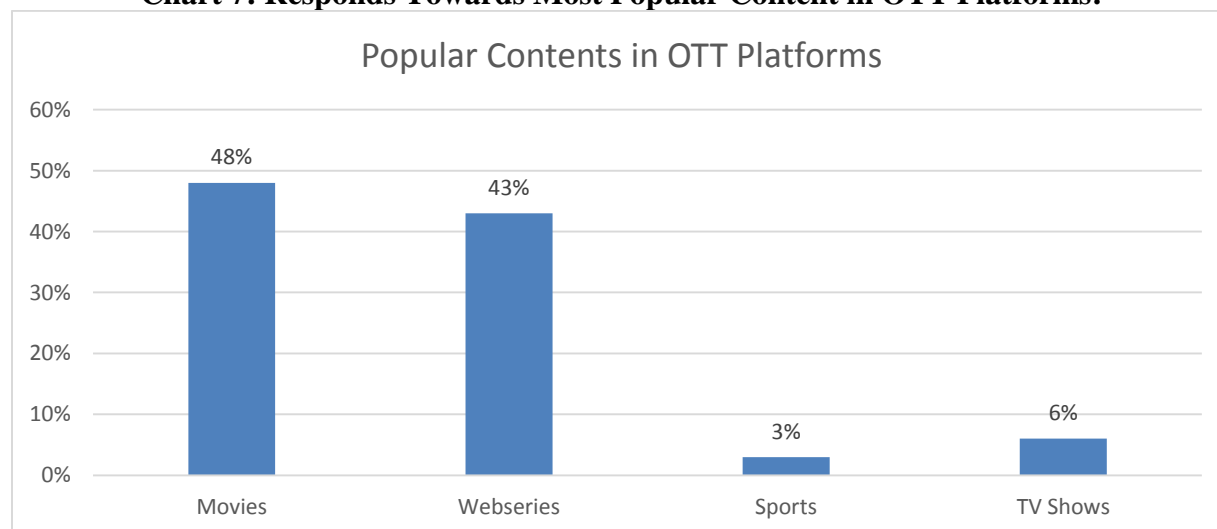


Table 7: No. of Hours Spend on OTT Platforms by Users:

No. of Hours Spend in OTT Platforms: (in Percentage)
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Less than 2 hours	33%
2 hours to 5 hours	54%
5 hours & above	13%

The responds towards the question of how many hours do users spend on OTT Platforms in a day, shows that 54% respondents are spending 2 hours to 5 hours regularly in OTT Platforms. There are 33% respondents who are using OTT Platforms less than 2 hours in a day and 13% respondents are spending 5 hours and more in a day on OTT Platforms.

Chart 8: No. of Hours Spend in OTT Platforms by Users:

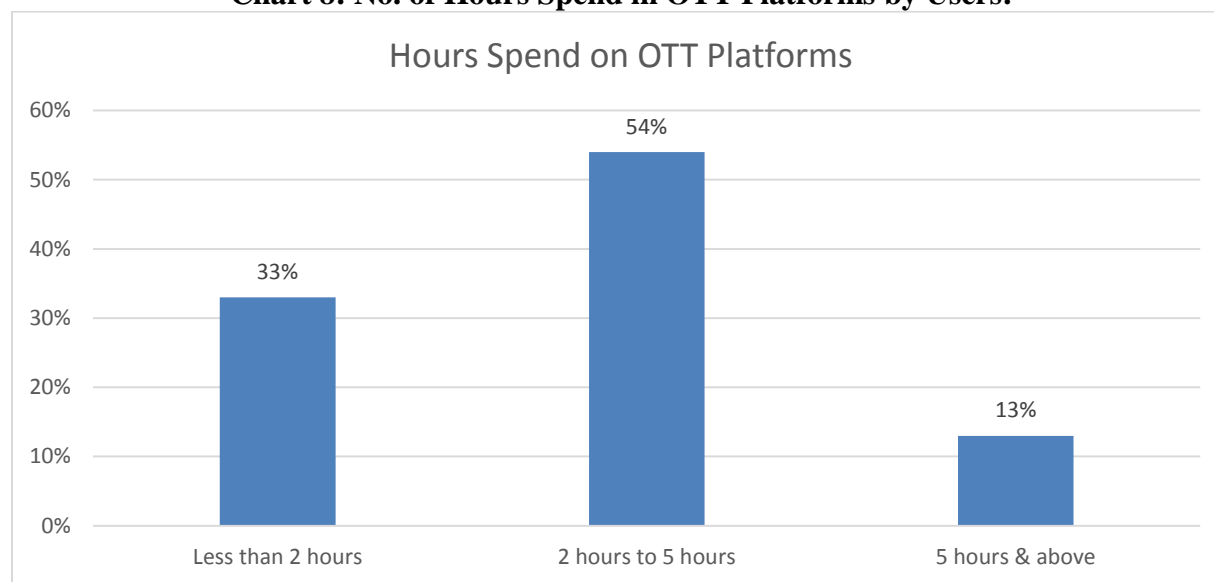


Table 8: Favoring among Foreign and Indian Content by the Users in OTT:

Types of Contents: (in Percentage)	
Foreign Content	9%
Indian Content	68%
Both	23%

During the study it has been found that 68% respondents are watching Indian Content in OTT Platforms, and 9% respondents are watching only Foreign content. But the study also reveals that there are 23% respondents who are favoring both Indian and Foreign content in OTT Platforms.

Chart 9: Favoring among Foreign and Indian Content by the Users in OTT::

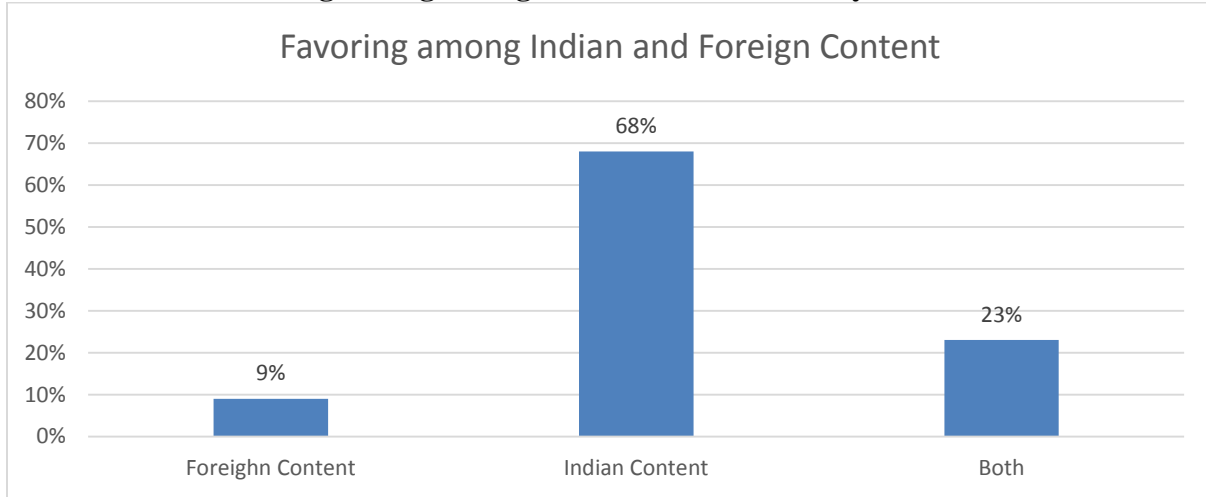


Table 9: Device Using by the Users for OTT:

Device Using for OTT Platforms: (in Percentage)	
Mobile/Tablet	69%
TV	5%
Laptop	26%

The study exhibits that 69% respondents are using Mobile/Tablet to watch various content in OTT Platforms, whereas 26 % respondents are using Laptop for OTT Platforms. The study also reveals that 5% respondents are using TV to watch movies, web series and other contents in OTT Platforms.

Chart 10: Device Using by the Users for OTT:

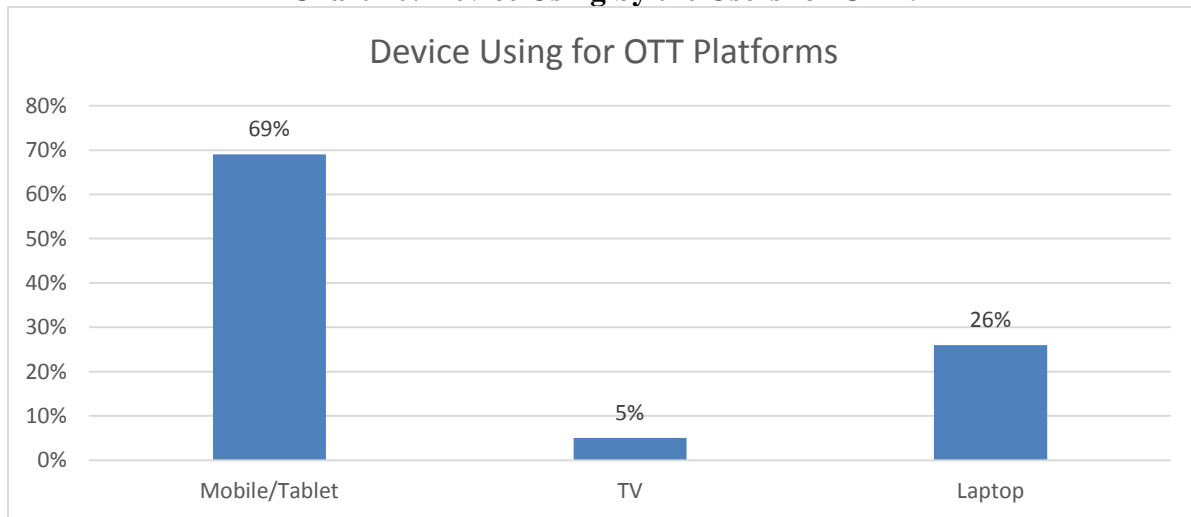


Table 10: Popular Mode of Entertainment During COVID-19 Lockdown:

Mode of Entertainment during Lockdown: (in Percentage)	
TV	10%
OTT	72%

YouTube	15%
Others	3%

The study also unveils that during Covid-19 Lockdown 72% respondents have used various OTT Platforms for their entertainment purposes, whereas 15% respondents have used You Tube to spend their time during Lockdown. It also found that there are 10% respondents who spend their time during Lockdown by watching TV for entertainment purposes.

Chart 11: Popular Mode of Entertainment During COVID-19 Lockdown:

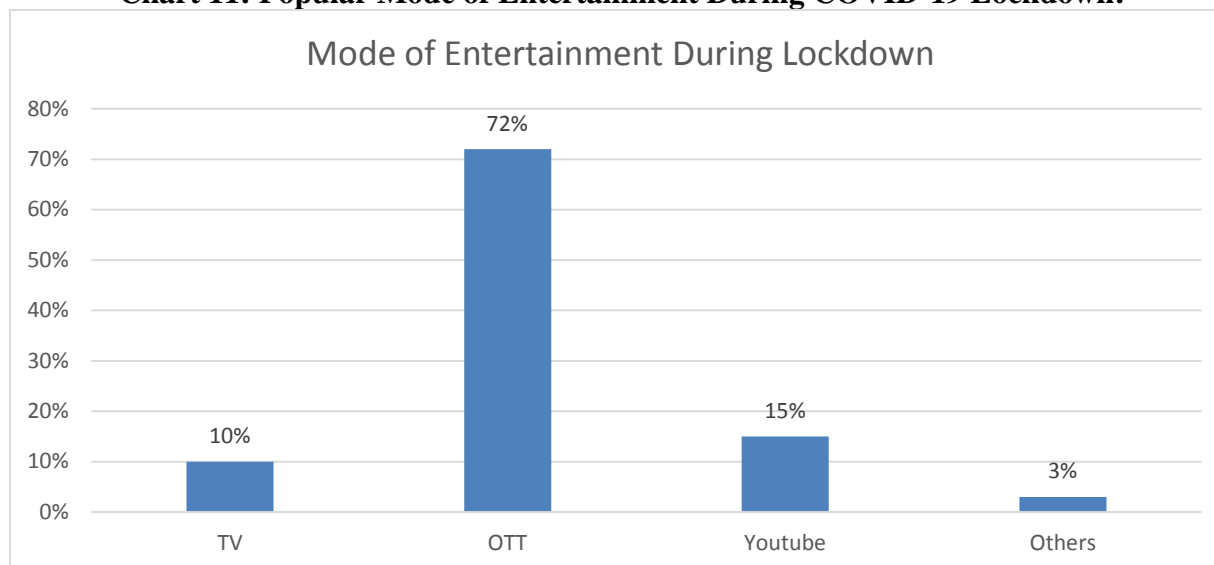


Table 11: Familiarity of OTT Platforms and Its Content:

Information About OTT: (in Percentage)	
Friends Recommendations	33%
Advertisement on Internet	67%

The study shows that 67% respondents are getting information about various contents in OTT Platforms through the advertisements on Internet, whereas 33% respondents are getting information from their friends.

Chart 12: Familiarity of OTT Platforms and Its Content:

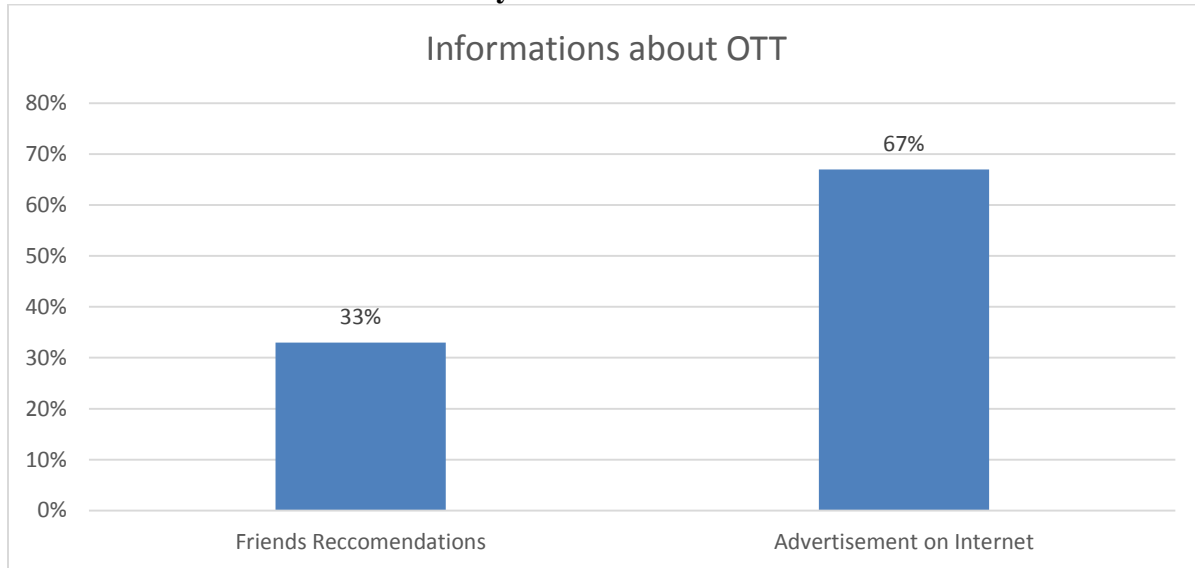


Table 12: Usage of OTT Platforms During COVID-19 Lockdown:

Changes in Uses in OTT During Lockdown: (in Percentage)	
Increased	78%
Decreased	12%
Neutral	10%

The study also tried to find out that whether Covid-19 Lockdown has increased the usage of OTT Platforms or not. The 78% respondents acknowledged that during Covid-19 Lockdown the usage of OTT Platforms extremely, whereas 10% respondents have not changed their usage of OTT Platforms during Lockdown.

Chart 13: Usage of OTT Platforms During Lockdown:

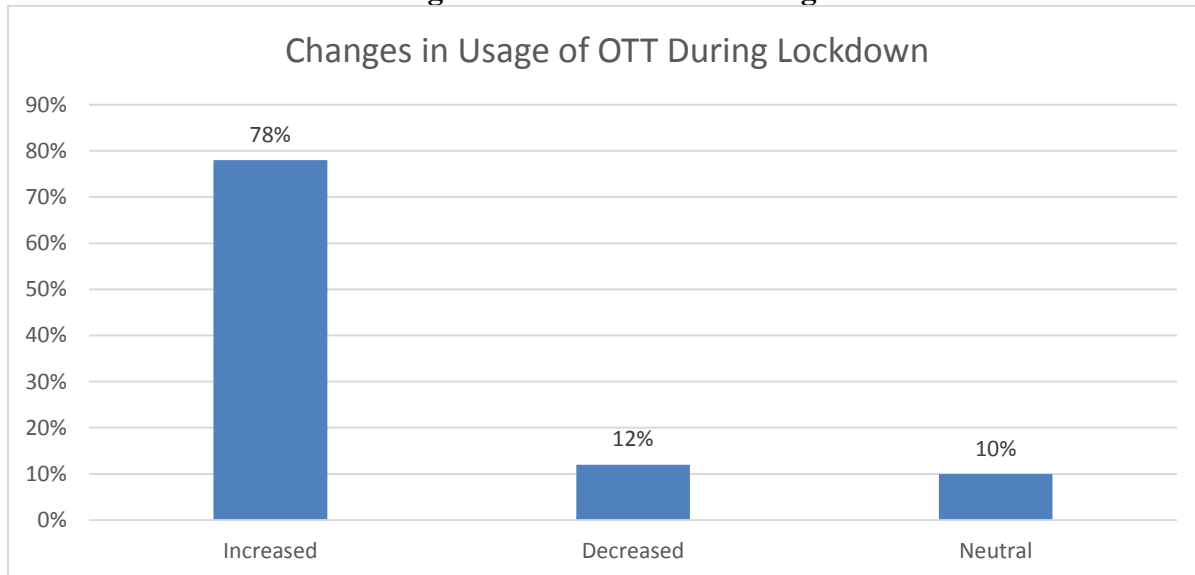
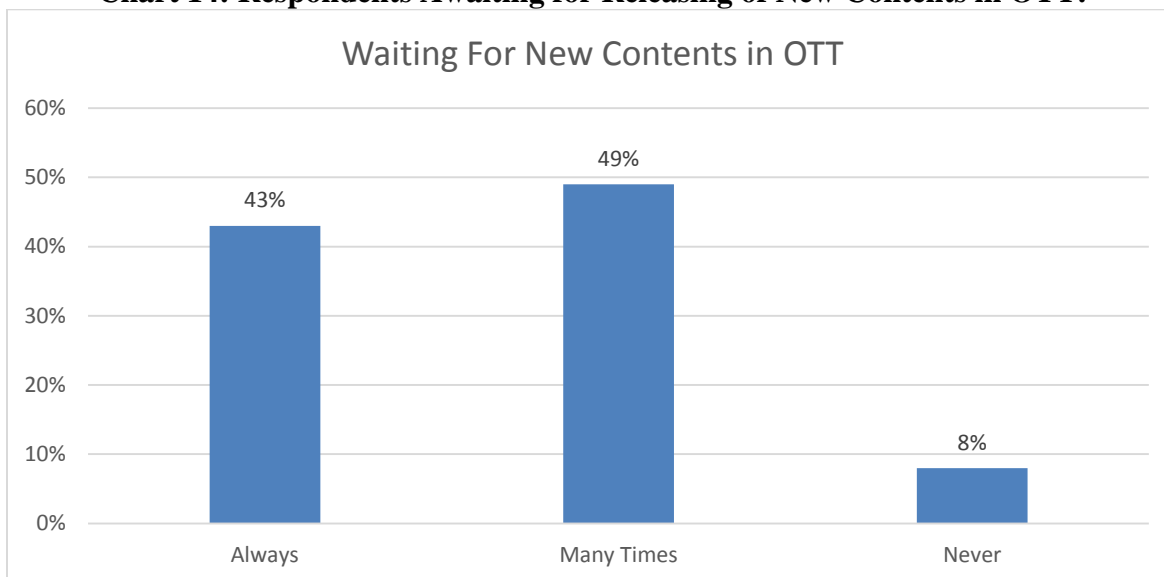


Table 13: Respondents Awaiting for Releasing of New Contents in OTT:

Waiting for Contents in OTT: (in Percentage)	
Always	43%
Many Times	49%
Never	8%

The study shows that 43% of the total respondents are consistently waiting for the new contents in OTT Platforms, whereas 49% respondents are waited for their favorite contents in OTT Platforms. The study also reveals that 8% respondents never waited for releasing of new contents in OTT.

Chart 14: Respondents Awaiting for Releasing of New Contents in OTT:**Table 14: Preference on Releasing Movies in OTT along with Theaters:**

Mainstream movies Released on OTT with Theater: (in Percentage)	
Yes	58%
No	42%

In respond towards preference on releasing of new movies in OTT along with Theaters, 58% users conveyed that new movies should release in OTT along with Theaters, whereas 42% respondents disagree to the same.

Chart 15: Preference on Releasing Movies in OTT along with Theaters:

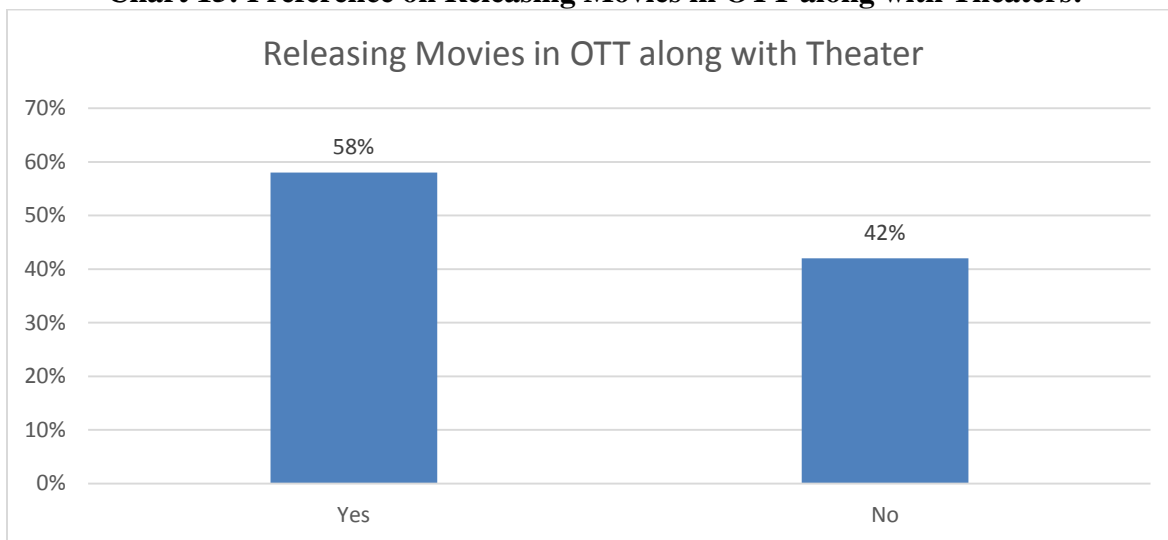
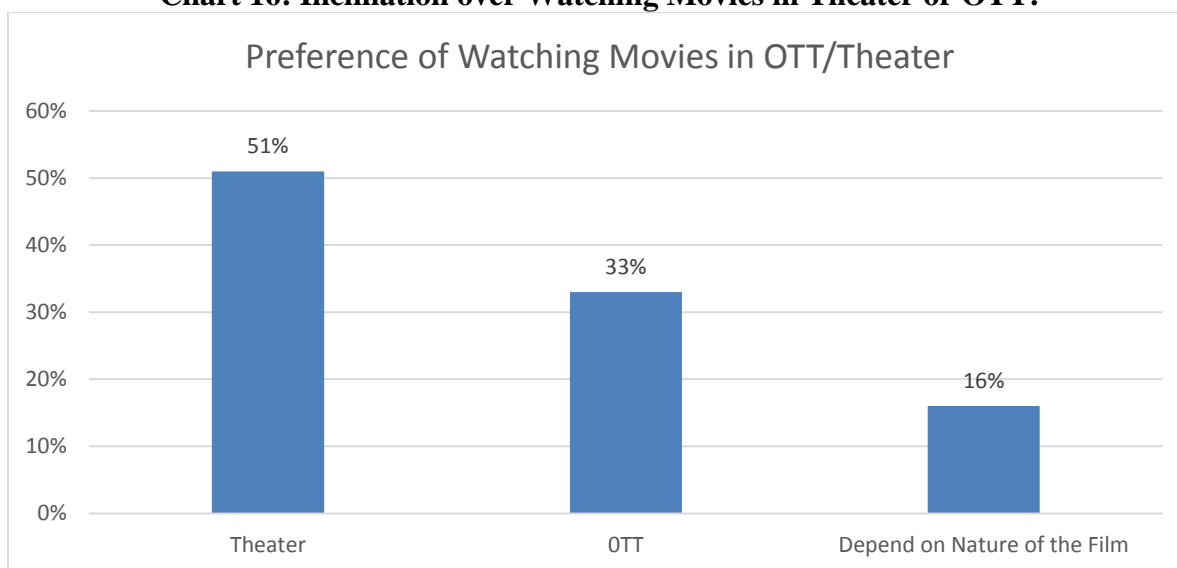


Table 15: Inclination over Watching Movies in Theater or OTT:

Preference on watching movies in OTT/Theater: (in Percentage)	
Theater	51%
OTT	33%
Depend on Nature of the Film	16%

The study reveals that 51% respondents wish to watch movies in Theater, whereas 33% respondent preferred to watch it in OTT. The remaining 16% respondent wants to take decision based on the nature of the film.

Chart 16: Inclination over Watching Movies in Theater or OTT:



V. CONCLUSION

Nowadays most of the citizens are having subscription of at least one OTT Platforms. The study shows that the usage of various OTT Platforms has been

increased exceedingly. During the research it has been found that most of the respondents are spending more than 2 hours in various OTT Platforms in a day and there are 43% respondents who are always eagerly waiting for the new content in OTT. It has also been found that there are 33% respondents who want to watch new movies in OTT instead of Theater which will be a threat for the Theaters in future. At last based on the respondents' view towards releasing new movies in OTT, it can be concluded that OTT Platforms are the future of Entertainment Industry and may be in future it will take the place of Theater.

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