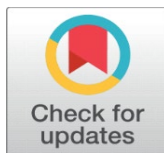


TREND OF OTT PLATFORMS IN INDIA

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ABSTRACT

In the digital media world OTT is the most buzz word talked about among the younger generations in India. OTT which is known as Over-the-Top video platforms, that were considered as one of the luxury product but now it is considered a day to day commodity. There was a period when the entire family would sit together in the evening to watch the traditional shows and daily soaps on television for example Ramayana, Mahabharata, Kyunki Saas Bhi Kabhi Bahu Thi, etc. The Indian consumers are adapting themselves towards the OTT platforms and the numbers of consumers are increasing day by day. The Indian OTT streaming service providers like Hotstar that is now known as Disney + Hotstar and Jio Cinema extremely gained a stronger hold of market share in OTT industry but global players known as Netflix and Amazon Prime also steadily made their market share in OTT industry in India. This research explores the advantage and disadvantages, the future of OTT platforms in India. This research study also focuses on the various OTT service providers, the growth factors, OTT technology background, Indian audience characteristics, content showed and viewed, the censorship segment and future developments in the OTT industry in India.

Keywords: Content, Entertainment, India, OTT, Policy, Regulations

1. INTRODUCTION

In old days an individual or family would watch daily serials, movies and other entertainment contents such as audio and video through mediums such as television set and theatres. As the years passed by and there were advancements in technologies families could easily watch their entertainment contents at home, when technology markets introduced VHS, CD, DVDs and Blu-rays and then entertainment industry started giving the consumers the CD and DVDs on rental basis for watch and return and some companies sold out right to consumers. Then the trend of cable television brought entertainment at people's doorsteps through local vendors through the medium used by co-axial cables for connections on television sets and then through the technology known as DTH and full form Direct-to-home through satellite and connected by dish on the rooftops of houses to get signals for high and clear picture entertainment by big brand names like Tata, Sun, Videocon and Airtel introduced DTH services in India for its consumers. In this era a new technology advancement happened known as OTT full form Over-The-Top where consumers get VoD services that refers to streaming the entertainment content i.e. audio and video over the Internet. OTT is a unique kind of medium where video contents are delivered to end users. In order to receive OTT services the user has to subscribe to watch video on demand on the OTT platforms and the user's have to pay a certain amount for particular OTT app's subscription fee that is on

Monthly, Quarterly, Half Yearly and Yearly basis and the user pay in what he/she is comfortable for. There are few OTT platforms providers that offer consumers a 30-day free trial or some watching content for free for few episodes of a web series for example Netflix, JioCinema and Disney+ Hotstar. OTT has already become the biggest opportunity in the VoD and entertainment industry in Indian society. The well known brand players in OTT segments are Netflix, Amazon Prime, Disney+Hotstar, JioCinema, Voot, MX Player , Zee cinema, SonyLIV and many more .In Indian society out of five smart mobile owners it is said that at least four individual do watch content on at least one of the OTT application's. In India it is found that OTT apps are he most downloaded applications in category and they are ahead of social media applications like Facebook and X (Tiwttter) and even ahead of messaging apps like Botim, imo and WhatsApp, and even has left behind e-commerce applications like Amazon, Myntra and Flipkart. Streaming market place has grown and has made solid footsteps in Indian industry of entertainment and media from 2017 and till now. This research paper presents the growth of OTT apps and major OTT providers in Indian region, content showed and viewed on OTT, audience characteristics, the censorship segment and future developments in the OTT industry in India.

2. LITERATURE REVIEW

Moochhala et al [2018], in their analysis, the authors elucidate how Netflix's exposure to foreign content enhanced its appeal among over-the-top (OTT) options. Netflix is also regarded as one of the pioneers of OTT platforms in India. The public was able to deal with more possibilities more easily thanks to the worldwide content options, which increased Netflix's public appeal. Even while India lags far behind other nations in terms of OTT entertainment consumption, but it will quickly shift it stages to peak.

Meghan McAdams[2019], the author in the research study of "What is OTT- Understanding the Modern Media Streaming Landscape", has revealed very clearly that OTT apps represents the future of India. The key finding of her study was that, as a result of using so many platforms, 50% of OTT subscribers are suffering from "subscription fatigue." It was also suggested that the chances for smaller specialist services may be impacted by the expansion of large-scale platforms such as Disney Plus.

Sharma[2020],the author explains that the multiplexes had to close due to the ongoing COVID-19 situation. Production companies are now directly releasing the onto OTT platforms as a result. Multiplexes are worried about this since users may continue to utilize the conventional windowing arrangement. In response to this issue, INOX and PVR both released a public statement. Experts claim that this is the short-term solution the film business needs to get through its financial challenges. Both the filmmakers who had their production ready but were unable to release it and the OTT players who require new content stand to gain from this arrangement. Once things get back to normal, though, this won't be a paradigm shift over time. Production companies make more money from the movie theater release than from over-the-top services. Due to the importance of this, the movies will be released in theaters sooner rather than later, after the COVID-19 pandemic has passed. In fact, there's a chance that multiplex services will notice an uptick for a few days following the return to normal.

Sharma & Lulandala[2023],seven resilient over-the-top (OTT) tactics were identified by this study: aggressively cheap pricing, improving the customer experience, introducing cutting-edge service plans, localizing content, collaborating strategically, being adaptable when adopting new technology, and proactive sales promotion. Following the implementation of these tactics, consumers' OTT usage changed from sporadic to regular. Consumer preference for OTT is driven by factors like pricing, ease of use, danger of contracting COVID-19, diversity and quality of material, online reviews, and convenience. This study also showed the variety of OTT experiences that customers had.

3. OBJECTIVES

- To explore the OTT service providers and the growth factors in Indian region.
- Explore the Indian audience characteristics and content viewed on OTT platform.
- The research study also has focused on OTT technology background.
- The research study will highlight various benefits and cons of OTT.

4. RESEARCH METHODOLOGY

Selection of the Sample	Consumers in Mumbai city India
Sampling method	Random Sampling Method
Sample size	120
Formation of the Questions	Interview schedule multiple choice
Collection of Data	Primary respondents, age group 20 -50
Methodologies	Qualitative and Quantitative Methodologies

5. PLAYERS OF OTT SERVICES IN INDIA

Amazon Prime

Amazon Prime Video is an OTT streaming platform owned and operated by Amazon. It is available in 28 languages in India. In Indian region Amazon Prime Video hosts over 26,300 movies and 2700 television shows for its consumers in India. The subscription fee is around 299 INR per month, 599 INR Quarterly Prime (3 months), 799 INR Annual Prime Lite (12 months). With over 59.8 million subscribers, India is the second biggest market in the world after USA for Prime Video. Jeff Bezos the founder and CEO of Amazon has stated that India is the companies' most valuable market outside America in 2019 annual letter to shareholders. Amazon Prime Video has invested \$140 million in creating original content for Indian consumers.



Figure 1

Resource: <https://www.primevideo.com>

Disney+ Hotstar

It is a OTT streaming platform owned by Disney Star and operated by Disney streaming. It serves as Disney+ Hotstar in regions of India, Indonesia, Thailand and Malaysia. It is available in 8 major languages in India. In Indian region Disney+ Hotstar hosts over 250 plus movies and 15 television channels for its consumers in India. The subscription fee around 149 INR for 3 months mobile plan, 299 INR for 3 months super plan, 499 INR prime plan 3 months and 899 INR for 12 months super plan, 1499 INR prime plan for 12 months. It has 61.3 million subscribers, in India. It has invested \$25 million in creating original content for Indian consumers. It is ideal for watching movies, daily soaps, live sports. Disney+ Hotstar downloads has crossed over 400 million in 2019, and the main crossing factor was the live streaming of all cricket matches. Due to Indian Premier League (IPL) 2019 telecast on the OTT Disney+ Hotstar platform recorded 300 million active viewers.



Figure 2

Resource: <https://www.hotstar.com>

Netflix

Netflix is a OTT streaming platform. It is available in 45 languages. Netflix provides its services all over the world except China, Crimea, North Korea, Russia, and Syria regions. Netflix entered the Indian region of OTT segment in January 2016. In Indian region Netflix hosts over 5000 titles for its consumers in India. The subscription fee is around 149 INR per

month mobile plan, 199 INR per month basic plan, 499 INR per month standard plan and 649 INR per month premium plan. The subscription fee for yearly plans are 1788 INR mobile plan, 2388 INR basic plan, 5988 INR standard plan and 7788 INR premium plan. Netflix is a very costlier OTT platform than all of its OTT competitors in Indian region. With over 36.5 million subscribers, in India. Netflix has invested \$200 million in creating original content for Indian consumers. Netflix is the only OTT platform who has made the highest investment ever in OTT segment in India to produce more original contents for its Indian consumers. This OTT platform's unique selling proposition is that it has an abundance of all original movies and web series and web television shows that it offers to its subscribers in India and all over the world.



Figure 3

Resource: <https://www.netflix.com>

JioCinema

Dependency numerous over-the-top (OTT) apps, including JioTV, JioCinema, and JioSaavn, are included with Jio mobile internet service in order to meet the diverse needs of the user base. The majority of the content provided by the service is targeted towards Indian viewers. With 647 Live TV channels available, JioTV offers almost twice as many as its rivals. The JioCinema, on the other hand, features over 10,000 films and TV series. Jio and Disney India have inked a long-term content agreement that will see Disney movies and animation shows shown on a special Disney-branded part of Jio's homepage. Jio has also launched the Jio Fibre's 'First-Day-First-Show' plan in 2020. Premium Jio customers watch new movies on the release date, on-demand in the comfort of their house. JioCinema is an OTT streaming platform owned and operated by Viacom18 and key people are Mukesh Ambhani and Akash Ambhani. It is available in 12 languages in India. In Indian region JioCinema hosts over 10,000 movies and 700 television shows for its consumers in India. With over 221 million subscribers as of June 2023 in India. JioCinema has invested 1000 crore Indian Rupees in creating original content excluding sports streaming for Indian consumers. JioCinema OTT platform has the sports broadcasting rights or online streaming rights of Indian Premier League (IPL) from the year 2023 to 2027 and also the India national cricket team and BCCI media rights from September 2023 to March 2028 and it is also covering the Women's Premier league (WPL).

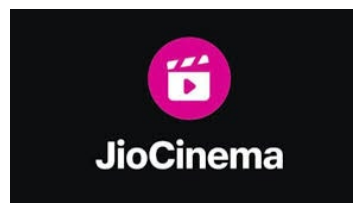


Figure 4

Resource: <https://www.jiocinema.com>

6. GROWTH OF OTT IN INDIA

- American regions OTT segment market has moved closer towards maturity, so many global players have already shifted their focus towards other international OTT segment market like India to drive their next cycle of subscriber's growth for their organizations.
- It has supported the Indian actors who never returned in theaters, instead resuming their acting careers on OTT platforms.
- Since Indians watch TV serials more than anybody else in the world, the release of these episodes boosted the platform's appeal.

- The most affordable service providers on an annual basis are over-the-top (OTT) platforms like Disney+ Hotstar and Alt Balaji.
- India is the world's most digitally advanced nation, surpassing even Dubai. Owing to their hectic schedules and lack of opportunities to see movies in cinemas, the Indian youth is enthralled with the 24x7 entertainment offered by OTT platforms.
- There are millions of movie and TV show episodes, as well as web series episodes, available to watch for free and in various variety of languages.
- India has had a greater influx of internet users than any other countries around the globe, which has contributed to the growth of over-the-top platforms in the country.
- The primary driver of this growth is the OTT services, which make the episodes available on the platform prior to time of their television broadcast.
- Furthermore, the epidemic altered people's social behaviors and internet platform preferences for watching TV shows and movies staying at home with their comfort.
- It is said that the entertainment preferences of the Indian youth and elderly people always differ from those of other global populations.
- Factor that has driven toward the growth of VoD segment in Indian region are on significant rise is because of internet and broadband penetration and drastically declining data charges by telecom providers in India, then proliferation of internet-enabled smart phones and personalization of watching content and cheap pricing for consumers.

7. CONTENT VIEWED ON OTT PLATFORMS AND INDIAN AUDIENCE CHARACTERISTICS

Content Viewed on OTT

79% of the respondents said in the poll that they like to watch more original content of web series or web movies on over-the-top platforms. While drama, criminal thrillers, and reality shows are popular with all age groups, younger people, namely those in the 20–30 age range, are more drawn towards the romance genre. After turning thirty or above that, viewers become less interested in romantic films and more drawn to action and adventure films. Respondents between the ages of thirty and forty are drawn in by documentaries and sports. The results of the poll showed that the content that younger and older subscribers consume differs. The younger audience prefers web series or shows, whereas the elder audience prefers movies.

With the increasing diversity of OTT app users, storytellers have the chance to create narratives that appeal to both domestic and international users. More series available on OTT platforms, such as Bhakshak, Aarya, Freelancer, The Railway Men, Four More Shots Please, and The Night Manager, suggest that the creators are placing their bets on this new trend to draw in viewers.

Indian Audience Characteristics

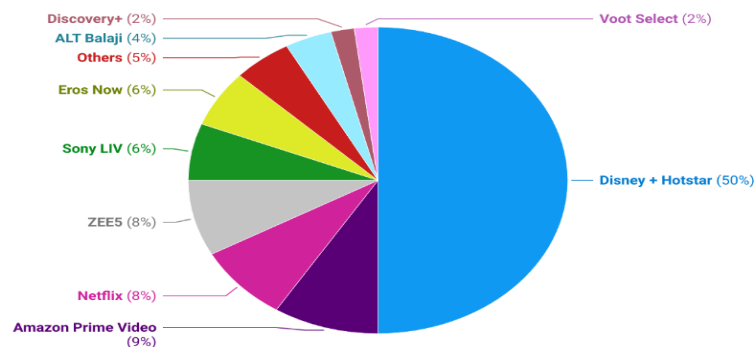


Figure 5: Market share of OTT platforms in India
Resource: Enterprise Apps Today

Table 1: Consumer engagement among the OTT platforms

OTT	0-3 Hours	3-9 Hours	9-21 Hours	More than 21 Hours
Disney+ Hotstar	42%	35%	16%	7%
Amazon Prime	30%	40%	20%	9%
JioCinema	37%	37%	19%	8%
Netflix	35%	36%	22%	7%
SonyLIV	34%	37%	21%	7%
MX Player	23%	43%	26%	8%
ALTBalaji	32%	38%	21%	8%
VOOT	30%	40%	21%	9%

Primary Resource

8. OTT TECHNOLOGY BACKGROUND

To consume content from OTT apps a consumer needs smart phone, tablets, smart TV's and laptops. The consumers in India have smart phones and watch the OTT content on the go to work and coming back to home while traveling in public transport like train and bus. Given that tablets have comparatively larger screens than smartphones and are therefore better suited for accessing HD watching content, these devices used to access the content define over-the-top services. Apps will rule TV, according to a 2015 prediction made by Apple CEO Tim Cook. Similar to smartphones and tablets, smart TVs provide internet access and compatibility for a variety of apps, including over-the-top apps. The COO of ALTBalaji, Sunil Nair, states that "People sample content on their smartphones and migrate quickly to larger screens if the content is long-time period". Within couple of months of OTT launch, Xiaomi claimed to have sold over two million smart TVs in India. It is possible to turn a standard or dumb TV into a smart TV by using set-top box providers such as Airtel DTH, Amazon Fire TV, and Apple TV.

9. BUSINESS MODEL OF OTT SERVICES

AVOD Business model : Full form of AVOD is Advertising video on demand. Its ad-supported business strategy is comparable to that of traditional television services in that it provides users with free streaming entertainment content. That the adverts included in between the watching content are how these OTT companies make money. YouTube is a prime example of this kind of category. While users are not charged to see multimedia content, the platform makes money from the advertisements that are shown to them.

SVOD Business model: Fullform of SVOD is Subscription video on demand. Because of its popularity and success, the subscription-based business model is the most widely adopted in the global streaming sector. It is predicated on the end user choosing to "Subscribe" for a predetermined amount of time to the Platform's services at a fixed subscription price period. It provides exclusive subscriber advantages along with recurring revenue sources for the platform. Netflix and Amazon Prime Video are well-known examples in this area.

TVOD Business model: Fullform of TVOD is Transactional video on demand. Customers use this transaction-based model to pay for the individual segments of the video content they view. In an effort to retain users, these services typically offer profitable fees for certain viewing content, hoping that users will use them for their entertainment needs. Apple iTunes is one example of this genre.

Freemium Model: Platforms are shifting to this kind of monetization, which combines SVOD and AVOD with a customer loyalty plan to gradually entice users to start utilizing premium services. Join the exclusive network by subscribing. JioCinema is one of the primary platforms in India. This is also the case with Disney+ Hotstar, where premium users can access the newest films and TV shows, including popular Indian and foreign programs like Aarav, Freelancer, Modern Family and Game of Thrones, while normal TV content is available for free.

10. DATA ANALYSIS

Q1. Genders of Respondents

Table 2

Gender	Respondents
Female	47
Male	73
Total	120

Primary Resource

47% of respondents are female and 73% of respondents are male.

Q2. Age groups of respondents

Table 3

Age Groups	Respondents	Percentage
20-30	50	41.67
30-40	39	32.50
40-50	31	25.83
Total	120	100

Primary Resource

41.67% of respondents have said they are from 20 to 30 age group and 32.50% of respondents have said they are from 30 to 40 age group and 25.83% of respondents have said they from 40 to 50 age group.

Q3. Do you know about OTT platform apps ?

Table 4

Opinion	Respondents	Percentage
Yes	120	100
No	0	0
Total	120	100

Table 5

Sample Standard Deviation, s	84.852813742386
Variance (Sample Standard), s^2	7200
Population Standard Deviation, σ	60
Variance (Population Standard), σ^2	3600
Total Numbers, N	2
Sum:	120
Mean (Average):	60
Standard Error of the Mean ($SE\bar{x}$):	60

Primary Resource

100% of respondents have said they know about OTT platform apps.

Q4. Have you subscribed to any OTT apps service providers in India?

Table 6

Opinion	Respondents	Percentage
Yes	120	120

No	0	0
Total	120	100

Table 7

Sample Standard Deviation, s	84.852813742386
Variance (Sample Standard), s^2	7200
Population Standard Deviation, σ	60
Variance (Population Standard), σ^2	3600
Total Numbers, N	2
Sum:	120
Mean (Average):	60
Standard Error of the Mean ($SE\bar{x}$):	60

Primary Resource

100% of respondents have said they have subscribed to at least one OTT apps service providers in India.

Q5. From when you started subscribing OTT apps?**Table 8**

Opinion	Respondents	Percentage
Before Pandemic Breakout	13	10.83
After Pandemic Breakout	107	89.67
Total	120	100

Table 9

Sample Standard Deviation, s	66.468037431535
Variance (Sample Standard), s^2	4418
Population Standard Deviation, σ	47
Variance (Population Standard), σ^2	2209
Total Numbers, N	2
Sum:	120
Mean (Average):	60
Standard Error of the Mean ($SE\bar{x}$):	47

Primary Resource

89.67% of respondents have said they have started subscribing OTT apps after pandemic breakout and 10.83% of respondents have said they have started subscribing OTT apps before pandemic breakout.

Q6. Which device you prefer to watch your OTT content?**Table 10**

Opinion	Respondents	Percentage
Smart Mobiles	80	66.67
Smart TV	15	12.5
Laptop	10	8.33
Tablets	15	12.5

Total	120	100
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Table 11

Sample Standard Deviation, s	33.416562759606
Variance (Sample Standard), s^2	1116.6666666667
Population Standard Deviation, σ	28.939592256976
Variance (Population Standard), σ^2	837.5
Total Numbers, N	4
Sum:	120
Mean (Average):	30
Standard Error of the Mean ($SE\bar{x}$):	16.708281379803

Primary Resource

66.67% of respondents have said they prefer smart mobiles to watch their OTT content, 12.5% of respondents have said they mostly prefer Smart TV to watch their OTT content and 8.33% of respondents have said they mostly prefer laptops to watch their OTT content and 12.5% of respondents have said they mostly prefer tablets to watch their OTT content.

Q7. Which is your most preferred OTT app?**Table 12**

Opinion	Respondents	Percentage
Netflix	35	29.17
Disney+ Hotstar	35	29.17
Amazon Prime	20	16.67
JioCinema	21	17.5
ALT Balaji	4	3.33
VOOT	0	0
Sony LIV	5	4.16
MX Player	0	0
Total	120	100

Table 13

Sample Standard Deviation, s	14.793821104
Variance (Sample Standard), s^2	218.85714285714
Population Standard Deviation, σ	5.2304056111494
Variance (Population Standard), σ^2	191.5
Total Numbers, N	8
Sum:	120
Mean (Average):	15
Standard Error of the Mean ($SE\bar{x}$):	5.2304056111494

Primary Resource

29.17% of respondents have said they mostly prefer Netflix as OTT app and 29.17% of respondents have said they mostly prefer Disney+ Hotstar as OTT app and 16.67% of respondents have said they prefer Amazon Prime as OTT app and 17.5% of respondents have said they prefer JioCinema as OTT app and 3.3% of respondents have said they prefer ALT Balaji as OTT app and 4.16% of respondents have said they prefer Sony LIV as OTT app.

Q8. Which is your most preferred OTT app for sports live streaming?**Table 14**

Opinion	Respondents	Percentage
Netflix	0	0
Disney+ Hotstar	0	0
Amazon Prime	0	0
JioCinema	85	70.83
ALT Balaji	0	0
VOOT	0	0
Sony LIV	35	29.17
MX Player	0	0
Total	120	100

Table 15

Sample Standard Deviation, s	30.822070014845
Variance (Sample Standard), s^2	950
Population Standard Deviation, σ	28.831406486677
Variance (Population Standard), σ^2	831.25
Total Numbers, N	8
Sum:	120
Mean (Average):	15
Standard Error of the Mean ($SE\bar{x}$):	10.897247358852

Primary Resource

70.83% of respondents have said they prefer JioCinema as OTT app for sports live streaming and 29.17% of respondents have said they prefer Sony LIV as OTT app for sports live streaming.

Q9. Which is content you watch on OTT platform?**Table 16**

Opinion	Respondents	Percentage
Movies	40	33.33
TV Series	5	4.17
Web Series	35	29.17
Sports & Live Streaming	40	33.33
Total	120	100

Table 17

Sample Standard Deviation, s	16.832508230603
Variance (Sample Standard), s^2	283.333333333333
Population Standard Deviation, σ	14.577379737113
Variance (Population Standard), σ^2	212.5
Total Numbers, N	4
Sum:	120
Mean (Average):	30
Standard Error of the Mean ($SE\bar{x}$):	8.4162541153017

Primary Resource

33.33% of respondents have said they watch movies on OTT platform, 33.33% of respondents have said they watch sports and live streaming on OTT platform and 29.17% of respondents have said they watch web series on OTT platform and 4.17% of respondents have said they watch TV series on OTT platform.

Q10. Which subscription pack you have taken for your OTT app?

Table 18

Opinion	Respondents	Percentage
Monthly	5	4.17
Quarterly	25	20.83
Half yearly	30	25
Yearly	60	50
Total	120	100

Table 19

Sample Standard Deviation, s	22.73030282831
Variance (Sample Standard), s^2	516.66666666667
Population Standard Deviation, σ	19.68501968503
Variance (Population Standard), σ^2	387.5
Total Numbers, N	4
Sum:	120
Mean (Average):	30
Standard Error of the Mean ($SE\bar{x}$):	11.365151414155

Primary Resource

60% of respondents have said they have taken yearly subscription pack for their OTT and 30% respondents have said they have taken half yearly subscription pack for their OTT and 25% have said they have taken quarterly subscription pack for their OTT and 5 % have said they have taken monthly subscription pack for their OTT.

11. KEY FINDINGS

- From the previous researches and sample survey of this research it was found that an OTT platform has impacted the lifestyle of Indian citizens.
- It is observed that most people have subscribed for at least one OTT platform in Indian society, might be for quarterly/half yearly/ yearly basis for their entertainment basis .
- It is observed that OTT platforms has impacted the economy also as sales of smart phones and smart TV has increase drastically in past five years.
- The research has also explored that OTT platforms have come in demand during and after the wide spread of life fearing pandemic in Indian region and across the world.
- Indian society is the craziest fan of cricket sport and the Indian population watches the live streaming of cricket on OTT apps like JioCinema , Disney+Hotstar and SonyLIV.
- OTT apps have made a extreme foothold in markets share value of digital media and well known industrialist of Indian society have started their own OTT brands and even started investing in upcoming or startups of OTT platforms brands in India and across the world.
- The study has found out that there are few companies that have been promoting OTT platforms/apps among teenagers in Indian society.

12. ADVANTAGE OF OTT

- All OTT platforms offer sharp picture and sound quality for its consumers or subscribers in digital media industry. Each OTT platforms maintains highest quality value of its content. An individual can adjust the video and audio quality by him or herself as a customizable options are given by the OTT platforms.
- The OTT apps are very cost effective as they allow its subscribers to subscribe their OTT app at a minimum subscription fee on monthly basis, quarterly basis, half yearly basis and yearly basis. The OTT subscription fee starts from 129 INR to 1500 INR according their brand value in the digital media market.
- An individual can access it from anywhere and n number of times in a day and can watch his or her favorite movies anytime and n number of time whenever the movie was released old or latest release.
- For a minimal subscription fee, an individual gains access to a huge selection of all original contents that is only available under license agreements. An individual as account owner of a specific OTT app, he/she can manage all this viewing content by themselves without any interference from outside world resources.
- The OTT platforms allow its users to watch their digital content on any device like mobile phones, tablets, smart TV or laptops. The international watching contents are easily available for all users around the globe.

13. DISADVANTAGE OF OTT

- OTT platforms are not bound of censorship content as they are independent and without governmental restrictions in some countries. It provides a wide range of contents, without any age restrictions for its users in any region and it has only one purpose and aim for attracting more and more viewer's every day. Some limitations are imposed on some contents that can be found on these OTT platforms that may be extremely harmful for underage users.
- Sometimes viewer can experience buffering issues due to slow internet issues.
- Users can get addicted towards the online content on OTT platforms .An individual is more likely to waste his or her time on OTT platforms as they offer abundance of new and old web series, movies, and limited edition shows that are released often. These apps always has new web series recommendation for a viewer as his or her one web series ends so this can lead to addiction of an OTT app and its content.
- Cyber fraud can take place on some OTT platforms that are new in market as they ask for user's personal information, such as user's card detail or bank details for paying the subscription fee. Many well reputable OTT platforms are efficiently working towards their security for their valuable viewers.

14. CONCLUSION

India is the second most technologically advanced nation in the world and is home to numerous digital innovations. Given that people are turning more and more towards technology and that televisions are becoming obsolete, the OTT platform business in India is unexpectedly growing. Additionally, the popularity of these platforms is being caused by their availability on portable devices like mobile phones. In the future, the Indian market will account for the majority of revenue going to OTT platforms. One of the main sources of entertainment for individuals in India and throughout the world is watching movies when they're bored or even while they're at work.

CONFLICT OF INTERESTS

None

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None

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