

Impact Of Over The Top (Ott) Platform In Film Industry: A Critical Analysis

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Submitted: 10-01-2021

Revised: 19-01-2021

Accepted: 22-01-2021

ABSTRACT: This article is about to explore the concept of over the top (ott) and it's growth during the covid 19 pandemic. Ott platforms like Netflix, Amazon Prime and Hulu are the new face of film industry and also a growing form of entertainment now a days. The increasing viewership of the ott video streaming services and the involvement of big stars towards this platform justifies this. Due to pandemic as the cinema halls are suspended amid nation, this 'technological revolution' has made a new taste of viewing experience and changing the perspective the visual literacy as well as, but this change created by OTT has a greater fear for cinema hall owners. In this article, I'll try to analysis the impact of OTT video streaming services viewership in lockdown period & how a OTT market will be a 'magical multiplier' for the film industry in India.

Keywords: OTT, Film, COVID 19, Video streaming, Netflix.

I. INTRODUCTION:

With the emerging growth of technology, in pandemic situation the film industry has also moved totally to the situation the film industry has also moved totally to the form of OTT platform. Indian movie theatres have shut down for nearly 8-9 months. Prior the lockdown, Sooryavanshi (featuring Akshay Kumar, Katrina Kaif & guest appearances by Ajay Devgan, Ranveer Singh) & Gulabo Sitabo (Starring Amitabh Bacchan & Ayushman Khurana) were highly anticipated. Therefore they have to choose the OTT platform to premier the film, which caused a new dimension to the viewership and the film business. Netflix, Amazon Prime videos has become 'magic multiplier' and go to destination to release film featuring stars. Apart from Gulabo Sitabo, the Shakuntala Devi biopic featuring Vidya Balan is the other Hindi film that has moved to Amazon Prime video. According to, Vijay Subramaniam, director and head, content, Amazon Prime video, India, said, "over the last 2 years, Prime video has become the destination of choice for our customers to watch new releases, across the

languages, within weeks of their theatre release. Now we are taking this on step further, with 7 of India's most anticipated films premiering exclusively on Prime video, bringing the cinematic experience of their doorstep." Big films like Gangubai Kathiawadi or Laal Chaddha will be postponed for quite some time. Sandeep Aur Pinky Faraar, a Yashraj film has been looking for the right time to release in theatres. Bollywood movie like Mrs Serial Killer, first released on OTT platform have not fared so well. On subscription based model, a premiere might reduce the chances of piracy, but the immediate business benefits are not too much up to the mark.

OBJECTIVES: -- to know the impact of OTT video streaming services viewership.

--to know the watching habits of OTT applications among Indian viewers.

--how OTT market will be a 'game-changer' for film industry?

METHODOLOGY: The study is based on both qualitative and quantitative approach. Online survey was conducted through google forms to know the watching habits of OTT application among Indian viewers. Total 90 respondents from different college students, professionals have been selected for data collection.

WHAT IS OVER THE TOP (OTT): OTT stands for 'over the top'. In ott channels, contents are delivered through an internet connection rather than via a broadcast provider. OTT are audio and video hosting and streaming services such as Netflix, Amazon Prime video, Hotstar, Hulu etc. These platforms offer a range of content and use of Artificial Intelligence to suggests users they are likely to view. Most of the OTT platforms generally offers some content for free and charge a monthly subscription fee for premium content which is unavailable elsewhere.

OTT CONTENTS: can be viewed on multiple devices, including mobiles, computers.

OTT DEVICES: OTT devices examples include Smart TV, apple TV, fire sticks, playstation, xbox etc.

OTT VIEWERS: Individuals who watch video through any app or website that provides streaming video contents. E.g. hulu ,Netflix, Sling tv, youtube, HBO Now.

CONNECTED TV (CTV) , INTERNET PROTOCOL TV (IPTV) USERS: individuals who use TV sets connected to Internet through internet connectivity or through other devices such as SET TOP BOX, Blu-ray players etc.

LINEAR OTT VIDEO SERVICE USERS: Users who subscribe to a service that are delivers live TV channel over internet for a monthly subscription. E.g. Youtube TV, playstation Vue, Sling TV.

OTT\ CTV USERS (MODELS THAT AVAILABLE TO OTT):

1. **ADVERTISING BASED VIDEO ON DEMAND (AVOD) -** users access free content through advertising.
2. **SUBSCRIPTION VIDEO ON DEMAND (SVOD)-** Users who have a paid subscription.
3. **TRANSACTIONAL BASED VIDEO ON DEMAND (TVOD) –** users who have paid to access content through a pay-per-view (PPV) purchase model.
4. **HYBRID MODEL:** It combine the best of world by bundling the services in different ways. E.g. Hotstar.
5. **MULTISCREEN MODEL:** Allow OTT providers their customers to subscribe to a service which enables them to access streaming content on multiple devices that they can watch anytime, anywhere.

OTT PLATFORMS IN INDIA: Some OTT platforms in India are – Amazon Prime, Netflix,

Disney+ Hotstar, Voot, Sony Liv, Zee 5, ALT Balaji, MX Player, Eros Now, Arre, Jio Cinema, Hungama Play, Viu, dittoTV, VuClip, BigFlix etc.

OTT PLATFORM AS ‘MAGIC MULTIPLIER’ , ‘GAME CHANGER’ : The emergence of OTT has gradually increased in the entertainment sector during this pandemic. It has made movie, content watching more convenient, accessible and affordable. Anybody who has a smart phone can watch movie, web series anywhere, anytime in the world. At first , it was discomfort among the players of the film industry regarding new normal, but the OTT services will continue in Post COVID 19 WORLD to dominate OTT can help content to reach millions at the minimal fee release and traditional advertising promotions. The launch accumulate billions of new movies through OTT can simultaneously accumulate billions of consumers across the globe. The demand for high quality content is increasing everyday to access OTT platforms from their home. It makes advertising more profitable as films and web series watching becomes more common for everyone with a subscription. More movies are releasing and will also hit the popular OTT platforms the Netflix, Disney+ ,Prime video etc.

DATA COLLECTION AND ANALYSIS: Data was collected by online through google forms. Questions were in mixed types (close and open ended). Questions were asked on the basis of watching habits and impact of OTT video streaming on people.

Table 1. PREFERRED OTT PLATFORM

<u>OTT PLATFORMS</u>	<u>PERCENTAGE(IN ROUND)</u>
NETFLIX	37
ZEE 5	7
AMAZON PRIME	12
VOOT	8
ALT BALAJI	9
SONY LIV	5
OTHERS	22

From the above table 1. We can analyse that approximately 37% viewers use Netflix for their entertainment. Amazon prime and other ott

platforms are used by viewers for ott content 12% and 22% consecutively. Zee5, voot, alt balaji and sony liv have very few viewers.

TABLE 2. WATCHING TIME

<u>TIME</u>	<u>PERCENTAGE(IN ROUND)</u>
More than 2 hours	18
1-2 hours	48
3-4 hours	24
More than 4 hours	12

From the above table 2, 18% are watching OTT nowadays more than 2hours. 48% are entertaining 1-2 hours. Approximately 24% use these

applications for 3-4 hours. Approximately 12% viewers watch content on these application for more than 4hours.

TABLE 3. PREFERRED CONTENTS

<u>PREFERRED CONTENTS</u>	<u>PERCENTAGE (IN ROUND)</u>
Film	30
Web Series	49
Documentary	2
TV Serial	14
News	1
Live Sports	2
Others	2

From the table 3, Web series are the preferred content on OTT platforms. All most 49% viewers use over the platform to watch web series. Approximately 30% users use ott platforms to

watch movies. 14% viewers preferring ott to watch tv serials. Only 1% user uses ott to watch news. Same percentage (2%) viewers uses ott to watch documentary & live sports.

TABLE 4. WATCHING OF MOVIES

Yes	86.7%
No	13.3%

According to the table, 86.7% viewers uses ott to watch movies but 13.3% don't prefer to watch movies in OTT platforms.

TABLE 5. SUBSCRIPTION FEE

<u>SUBSCRIPTION</u>	<u>RESPONDENTS</u>
Free	49
50-200	16
201-500	14
More than 500	9

From the table 5, it is clear that main reason behind using the OTT platform is cost. Indian viewers not ready to pay to these applications. 49 respondents among 90 viewers are using these platforms without any charge. 16

respondents using 50-200 monthly pack. 14 respondents are using 201-500 monthly pack. 9 respondents pay more than 500 rupees per month for using OTT platforms.

TABLE 6. PREFERRED LANGUAGE

<u>PREFERRED LANGUAGE</u>	<u>PERCENTAGE</u>
Hindi	34
English	36
Bengali	29
others	1

According to table , English is most preferred language to watch contents through OTT. 34% viewers preferred hindi language. Approximately 29% uses OTT to watch Bengali movies and other contents.

TABLE 7. NATURE OF FILMS

<u>NATURE OF FILMS</u>	<u>RESPONDENTS</u>
Romantic	40
Comedy	21
Musical	2
Epic	12
Horror	12
Others	13

According to the table, 40% movie lovers watch romantic movies, 21% watches comedy films. Only 2% loves to watch musical movies. Same percentages (12%) watches epic and horror movies. But 13% prefers other types of movies.

TABLE 8. TYPES OF FILMS

<u>TYPES OF FILMS</u>	<u>RESPONDENTS (IN PERCENTAGES)</u>
Latest Films	63
Classic	14
Art	3
Drama movies	20

According to the table 8, nearly 63% of viewers prefers OTT platform to watch latest movies. 14% used these platforms to enjoy to watch classic movies. Only 3% viewers enjoy art films. Rest 20% preferred OTT platforms to enjoy drama movie.

TABLE 9. REASONS FOR USING OTT

<u>REASONS</u>	<u>PERCENTAGE(ROUND OFF)</u>
Cost Effectiveness	8
Language & easy to use	17
Content	23
Entertainment	53

According to table 9, most of the viewers uses OTT platform for entertainment. 23% viewers prefer OTT for contents. 17% enjoys OTT for its language and user friendly behavior. Rest of the respondents uses it for cost effectiveness.

NEW OTT TRENDS: So now emerging trends of OTT has changed the visual perspective of consumers. Some trends are as follows:

1. The demand of high quality content is increasing as to the common people it is to access ott platforms from their home.
2. OTT platforms has make a new profitable way for advertising as watching movies becomes more cheaper with minimal subscriptions fee.
3. Production houses in India are now also choosing OTT platforms along with Youtube for their contents.
4. Theaters will become a luxury experience as audiences can watch latest movies and other contents from their home in free or at the fraction of price.

5. Many movies and tv shows will make profit on the digital platforms following the footsteps of Trolls World Tour and some might release exclusively for OTT platforms like Manhunt, Ghost stories and Guilty.

II. CONCLUSION:

very soon the production houses will realize that integration with new technology can revive the film industry and it will be also financially effective for them. In the new normal where everyone with mobile phone, laptop iPaD, smart tv will want to watch the latest movies at their will. OTT platforms will expand new dimension. More jobs will be created. Movie watching will be more comforting and convenient. Among all respondents agree that OTT platforms has changed their watching habits in India. Perceptions towards OTT platforms of audiences are too much positive. Entertainment is the biggest reason behind the use of OTT. According to some productions houses and respondents, OTT are

better for releasing new films. From the above study we can reach to the conclusion that the future of OTT platforms in India is bright.

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