



Growth of OTT platforms in India and its impact on youth

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Abstract

Over-the-Top (OTT) platforms have revolutionized the entertainment industry, significantly influencing the youth. The platforms like Netflix, Hotstar, Prime Video, Sony Live etc. have completely replaced the traditional television by providing content as per demand. The existence of these platforms have somehow changed our lifestyle choices and cultural perceptions. With the use of OTT platforms we are able to enjoy diversity in entertainment as it provides exposure to regional as well as global content. OTT platforms somehow also provides career opportunities in various sectors such as digital marketing, content creation, film making and many more. Concerns have arisen regarding issues such as compulsive viewing habit mental health challenges, and the impact of violent or sensitive content.

Despite of many challenges a crucial role is played by these OTT platforms in shaping the modern youth culture. These platforms have lot of influence on knowledge acquisition, career aspirations and social behaviour. The future of over-the-top (OTT) services in India is expected to focus on achieving a balance between creative expression and ethical content regulation, thereby fostering a beneficial influence on the youth.

Keywords: OTT Platform, Youth

Introduction

OTT (Over-the-Top) refers to digital streaming services that deliver video, audio and other media content directly to consumers through internet, bypassing traditional cable or satellite television. With the use of these platforms the users can access any content anytime, anywhere just by using their devices such as smartphones, smart TVs, laptops and tablets.

Artificial intelligence is employed by these platforms to suggest content to users, taking into account their viewing history. Access to over-the-top (OTT) services is available through both websites and mobile applications, including those on smartphones and tablets. To utilize these platforms for watching movies or web series, an individual simply needs to download the designated OTT platform application onto their phone, television, or tablet and complete the registration process.

Types of Ott Platforms in India

- **Video streaming platforms:** Notable Indian streaming services include Netflix, Amazon Prime Video, Disney+, and Zee TV.
- **Music streaming platforms:** Spotify, amazon music, apple music, YouTube music, jiosaavn, gaana are the famous music streaming services providers in India.
- **Live tv streaming OTT Platforms:** Disney+hotstar, jio TV, Sonyliv, airtelxstream app are some of the live streaming platforms in India.
- **Gaming OTT Platforms:** Amazon prime gaming, Netflix gaming, Sony liv are some of the gaming Ott platforms in India.

The launch of Bigflix in 2008 by Reliance Entertainment marked the debut of India's first over-the-top (OTT)

platform. This service offered a collection of 2,000 HD films in nine Indian languages, including Punjabi, Hindi, Telugu, Malayalam, Gujarati, Marathi, Bhojpuri, and Bengali. In 2010, Digivive introduced nexGtv, the first mobile OTT application in India, which provided both on-demand content and live television broadcasts. OTT gained significant boost in India when ditto TV and Sony liv introduced in India. Ditto TV video on demand platform was introduced in 2012 from the digital arm of Zee Entertainment Enterprises Limited, digital convergence limited. The platform was dissolved and integrated with Zee 5 on 15 February 2018. It was India's most popular Ott platform offering LIVE TV and catch-up content to their customers. Whereas Sony Liv was introduced in 2013 23rd January as the first OTT service in India. Today the platform has access to eighteen plus years content from channels that are part of culver max entertainment and more than 700 movies which means a total of 40 thousand plus hours of television show coverage in Hindi and English. Sony liv is also the first Indian Ott media service platform to produce music content for a Hollywood feature film. 2015 played a significant role in the growth of a Hotstar (Disney+hotstar) at that time hotstar generated at least 345 million views throughout the 2015 cricket world cup and approximately over 200 million views during the 2015 Indian premier league season. Soon after in January 2016 American streaming service platform Netflix entered in India.

Rise of ott platforms in India

Initially internet penetration in India was in its nascent stage. Broadband connectivity was limited to urban areas. This lack of widespread internet access hindered the mass adoption of OTT platforms. During this period traditional television reigned supreme in Indian households. Cable and satellites TV Were the primary sources of entertainment for the majority of the people in India.

OTT platforms gains significant growth in India when ditto TV and Sony LIV was launched in India around 2013 in this period famous international Ott platforms was launched in India such as Netflix, hotstar etc. the number of OTT platforms increased from just nine in 2012 to 32 in 2018. as per report by "economic times in 2017", when reliance jio introduced in October 2016, over 70 million mobile internet users with free high speed 4G Internet. Smartphones penetration in India increased from 13% to 38% during the period 2014 to 2018. In 2017 the OTT platform in India achieved phenomenal growth of 160% as the top 16 OTT platforms saw their users base grew from 63 million to 164 million by 2021. According to "Eros now – KPMG report India spends approximately 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times a week. As per the report by "industry body CII And Boston consulting group" the Indian OTT market is anticipated to grow from \$576.73 million in financial year 2019 to \$238 billion approximately by financial year 2025. OTT is the only industry that has benefitted from the pandemic COVID-19. During lockdown online streaming services such as Netflix, amazon prime video, Disney+ and other have seen a significant surge because during lockdown people turned to OTT platforms for entertainment as theatres were closed and outdoor activities were restricted. In 2020 due to lockdown 30% of increase was observed in the OTT platforms revenue. As per the report by "BARC India and Nielsen" the average time spend on the OTT platforms in India increased by 30% during the lockdown. It was observed that short form video content consumption recorded the most significant jump during the lockdown. The average time spend by Indian users on OTT platforms has increased by 30-60% since early march 2020.

Impact of ott platforms on the youth

The material and language presented on OTT platforms have been significantly undermining the ethical and cultural values of our nation. The content, language and presentation of the programme in Ott platforms such as Netflix, Disney+ hotstar, voot, amazon prime, zee5 and alt Balaji have been a cause of concern because these platforms are impacting the users especially the youth in a negative way. These OTT platforms are offering content that is replete with offensive language and nudity, thereby posing a challenge to the cultural values of our nation. It is estimated that the average Indian youth dedicates approximately 8 hours and 29 minutes to viewing online video content. Additionally, it has been noted that these platforms may contribute to various health issues, including insomnia, depression, obesity, and eye disorders, which in turn can adversely impact the academic performance of young individuals. I have observed that most of the users watch web series on these OTT platforms, nowadays most of the web series have become a platform to advertise alcohol, smoking, tobacco, drugs, weed without mentioning their adverse effects. Many crimes such as kidnapping, murder have been committed by youth who confessed that they tried to imitate the crime after watching the web series on OTT platforms. Some OTT platforms such as Aagam, BYJU provides educational content, offer variety of instructional content to users including documentaries, shows about education and interactive games. Certain OTT platforms offer an avenue for young individuals to showcase their creativity. Through these platforms, they can produce content including videos

and animations. Such environments facilitate the enhancement of their skills and allow them to experiment with various forms of media. Additionally, OTT platforms enable emerging content creators to connect with a broader audience and generate income through monetization opportunities, as seen with services like YouTube and Netflix.

Literature review

Rahul. M. And Dineshababu. S (2021); in their study investigated the various forms of OTT platform censorship worldwide and learned how censorship has been implemented in various nations in their study, "OTT platforms censorship and policies in India.". This study examined the differences between Indian and Indian censorship laws pertaining to Ott platforms and concluded that the Indian system is distinct and has facilitated communication between Ott companies and their audience.

Sachika Luthra (2021); in her research paper, "The Impact of COVID-19 on Consumer Perception towards Subscription-Based OTT Platforms," concluded that the majority of respondents have a favorable regarding OTT platforms and are even prepared to pay more for content that is carefully chosen and tailored to their individual needs. She discovered that, despite the fact that all other industries suffered significant losses during the COVID-19 pandemic, the OTT industry prospered because of its growing customer base and timely innovations.

Dr. Swati Manoj yeole (2022); in her research work "User perspective on OTT platforms in India." Highlighted that user-friendliness and content richness are important variables in OTT platform adoption and marketing. Price sensitivity is important to people. The platforms are more robust than typical due to cost effectiveness. Because of its exposure to global material, trends, and other elements that affect its audience, she discovers that Netflix has a higher demand than other OTT platforms.

Avani Patel (2022); In her research work, "A business dissertation on customer attitude towards Ott platforms," she concluded that although television, cable, and movie theaters continue to play a significant role in Indian homes, OTT platforms are gradually taking over. She also came to the conclusion that millions of people, particularly in rural areas, have never used any Ott platforms, and that OTT platforms are now able to draw a sizable request share due to the low cost of internet services.

Need of the study

In India young people have a very large and easy access to OTT Platforms. A huge difference has been observed in their behaviour after easy access to OTT platforms, (negative as well as positive). OTT platforms are growing rapidly in India specially after the lockdown in 2020. Therefore, the need was felt to understand the reason for growth of OTT Platforms in India and its impact on youth.

Objectives of the study

- Study the rise of over- the -top (OTT) platforms in India.
- Study the impact of OTT platforms on the youth.

Sources of Data collection

Data has been collected with the help of secondary and primary sources.

Tools and Technique: addition, subtraction, percentage and division, statistical tools such as tabulation of data and Pie charts.

Significance of study

This research aims to provide crucial information and knowledge regarding the rise of OTT platforms in India, and their positive and negative impact on the youth.

Research instruments

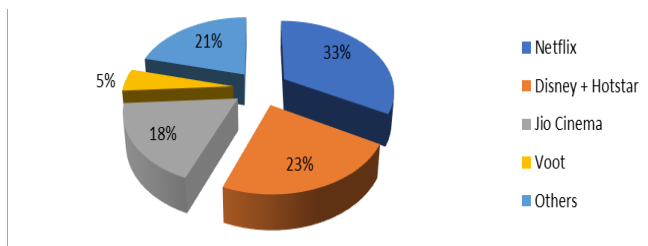
- The primary data was collected through questionnaire and observation.
- A representative sample was chosen to draw the accurate inferences from the study.

Limitations of the study

- While getting my questionnaire done maybe participants have not provided honest or accurate responses.
- The shortcomings of the secondary data were the shortcomings of the study.

The perspective of respondents

1. OTT platform used by the respondents

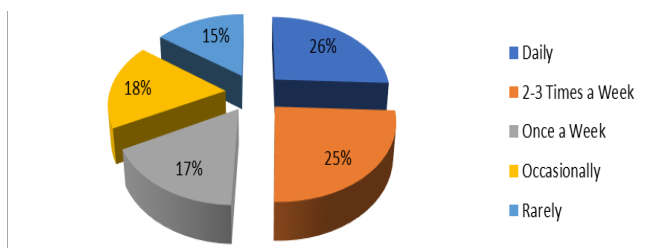


Source: primary data

Fig No. 1

Based on the data from Fig no.1, it can be observed that among the respondents, 33% primarily utilize Netflix, while 23% favor Disney+ Hotstar. Additionally, 18% of respondents predominantly use Jio Cinema, 5% prefer Voot, and 20.8% engage with other OTT platforms as their main choice.

2. Frequently of using OTT platforms by respondents



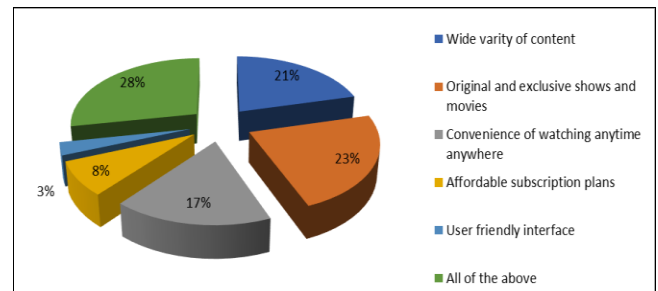
Source: Primary data

Fig No 2

According to the information gathered Fig no. 2, describes that out of 120 respondents, 31 individuals (26%) use OTT platforms on a daily basis. Moreover, 30 respondents (25%) interact with these platforms two to three times each week,

while 20 respondents (17%) report using them once a week. Additionally, 21 respondents (18%) access OTT platforms occasionally, and 18 respondents (15%) do so rarely.

3. Reasons for use of OTT platforms

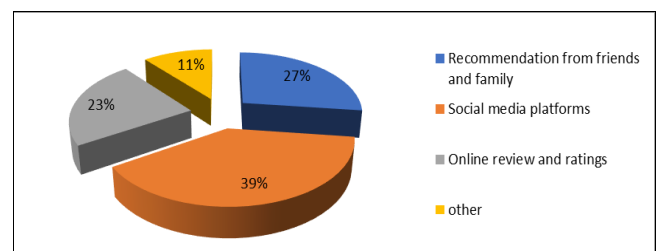


Source: Primary data

Fig No. 3

From Fig no.3, it can be observed that among the 120 respondents, 25 individuals utilize OTT platforms due to the extensive variety of content available. Additionally, 28 respondents are drawn to OTT services for their exclusive shows and movies, while 20 respondents appreciate the convenience of viewing. Furthermore, 10 respondents opt for OTT platforms because of their affordable subscription plans, and 3 respondents favor them for their user-friendly interfaces. Notably, 34 respondents indicated that they use OTT platforms for a combination of these reasons.

4. Discovery of new content on OTT platforms

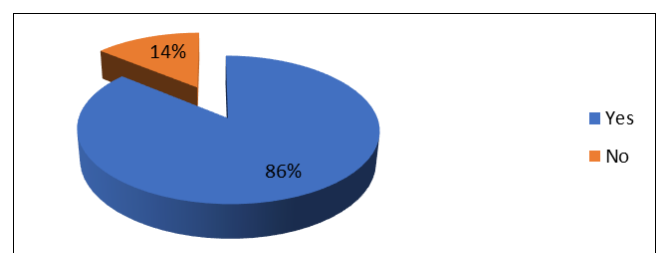


Source: Primary data

Fig No. 4

The analysis of the data presented in the table and Fig No. 4 indicates that among the 120 respondents, 32 individuals (27%) find new content through recommendations from friends and family. Additionally, 47 respondents (39%) discover new content on OTT platforms via social media, while 28 respondents (23%) rely on online reviews and ratings. Finally, 11% of respondents identify other sources for discovering new content.

5. Do you think OTT platforms provides a wider variety of content compared to traditional television?

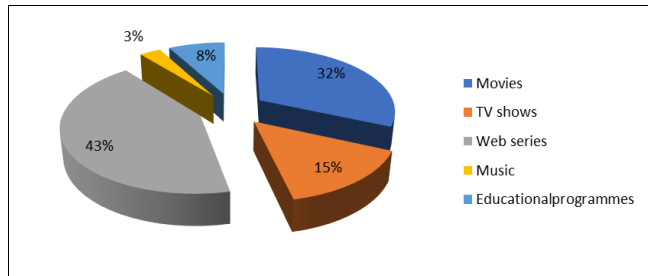


Source: primary data

Fig No. 5

It is evident from Fig 7, that 86% of participants perceive OTT platforms as providing a wider variety of content than traditional television, whereas 14% of participants hold a differing opinion.

6. Content preference in OTT platforms

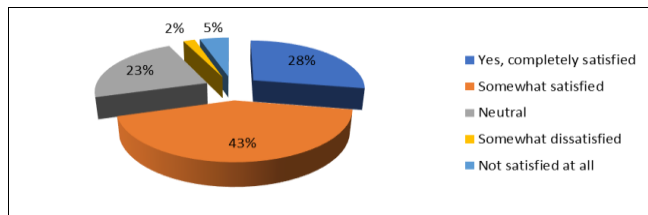


Source: Primary data

Fig No. 6

Based on the data Fig no. 6, describes that among the 120 respondents, 51 individuals (43%) expressed a preference for web series on OTT platforms. Additionally, 38 respondents (32%) indicated a preference for movies, while 18 respondents (15%) favored TV shows. Furthermore, 8% of the respondents preferred educational programs, and 3% opted for the music genre on these platforms.

7. Satisfaction level towards the content available on OTT platforms in India

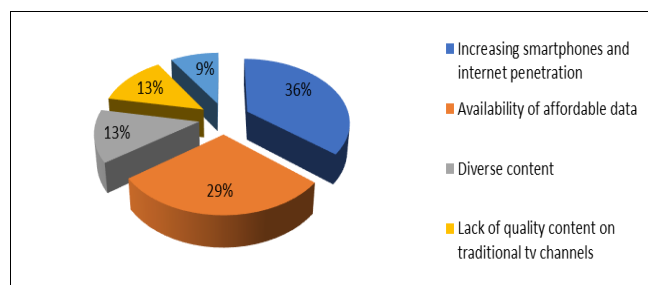


Source: Primary data

Fig No. 7

Fig No. 7 indicates that 28% of respondents express complete satisfaction with the content offered on OTT platforms. Additionally, 43% report being somewhat satisfied, while 23% remain neutral regarding their satisfaction. Furthermore, 2% of respondents indicate that they are somewhat dissatisfied, and 5% are not satisfied with the content available on these platforms.

8. The key reason behind the rise of OTT platforms in India

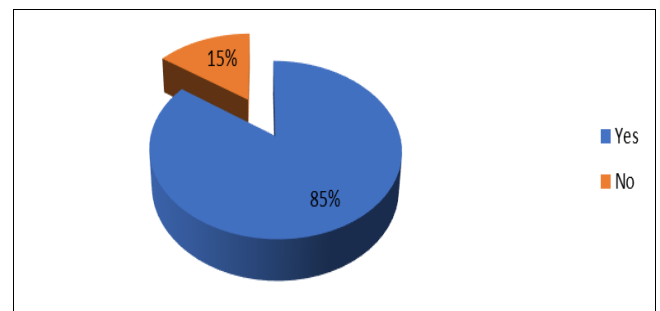


Source: Primary Data

Fig No. 8

Fig No. 8 reveals that 36% of respondents attribute the growth of OTT platforms in India to the increasing prevalence of smartphones and internet access. Additionally, 29% believe that the availability of affordable data plans is a significant factor contributing to this rise. Furthermore, 13% of respondents identify diverse content as a primary reason for the expansion of OTT platforms, while 13% point to the lack of quality content on television channels as a driving force. Lastly, 9% of respondents consider the accessibility of international shows to be a key factor in the growth of OTT platforms in India.

9. Do you think the availability of regional content on OTT played a significant role in their popularity in India?

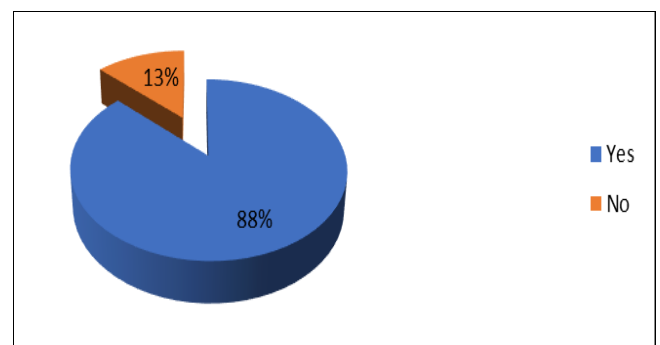


Source: Primary data

Fig No. 9

Fig 9 indicates that 85% of respondents believe that the presence of regional content on OTT platforms has significantly contributed to their popularity in India. Conversely, 15% of respondents do not consider the availability of regional content on OTT to be a significant factor in this popularity.

10. Do you think that covid 19 pandemic contributed to the increase in OTT platforms usage in India?

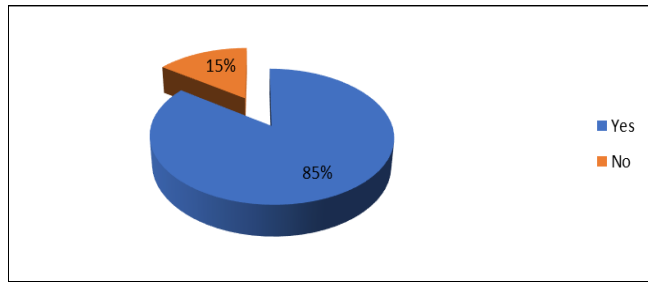


Source: Primary data

Fig No. 10

Fig no. 10 reveals that 88% of respondents believe that the COVID-19 pandemic has played a significant role in the increased utilization of OTT platforms, whereas 13% of respondents do not share this view regarding the pandemic's impact on the usage of OTT platforms in India.

11. Do you think rise of OTT Platforms has provided more opportunity for content creator in India?

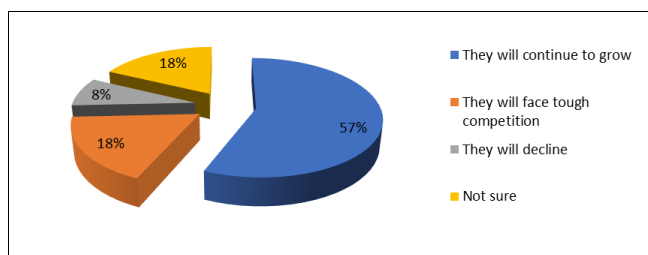


Source: Primary Data

Fig No. 11

Based on the information gathered Fig no. 11, determined that 85% of respondents believe that the emergence of OTT platforms has created greater opportunities for content creators and artists in India. Conversely, 15% of respondents do not share this view, indicating that they do not believe the rise of OTT platforms has benefited content creators and artists in the country.

12. How do you See the future of OTT platforms in India?

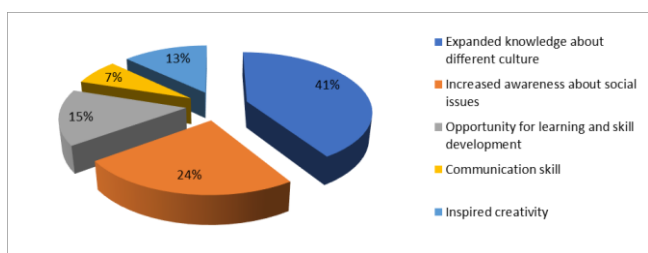


Source: Primary Data

Fig No. 12

The analysis derived from the information gathered and Fig no.14 that, among the respondents, 57% believe that OTT platforms will experience continued growth. In contrast, 18% anticipate that these platforms will encounter significant competition in the future. Additionally, 8% of respondents foresee a decline in OTT platforms, while 18% remain uncertain regarding the future trajectory of OTT platforms in India.

13. How has OTT platforms influenced your personnel development as a youth?



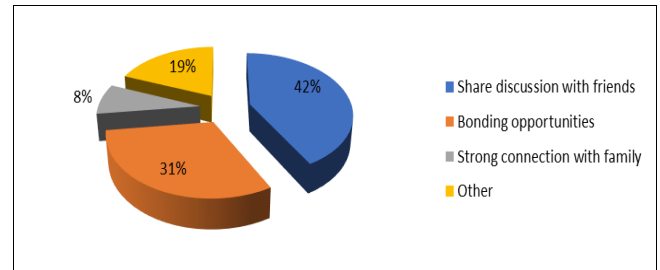
Source: Primary Data

Fig No. 13

Fig no. 13 reveals that 40.8% of respondents believe their understanding of various cultures has improved due to these OTT platforms. Additionally, 24% of respondents feel that

their awareness of social issues has grown, while 15% assert that these platforms have offered opportunities for skill development and learning. Furthermore, 7% of respondents report an enhancement in their communication skills, and 13% indicate that OTT platforms have sparked their creativity.

14. Positively influence of OTT on social connections

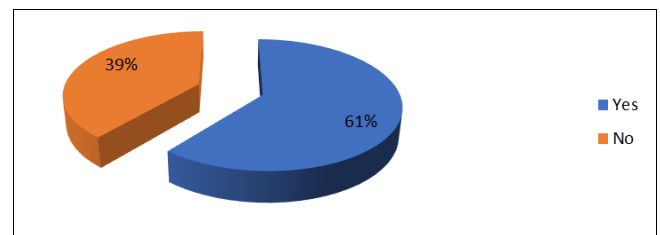


Source: Primary data

Fig No. 14

The impact of OTT platforms on the social lives of respondents has been largely positive. Fig 16, indicates that 42% of respondents believe these platforms facilitate discussions on various topics with friends. Additionally, 31% of respondents feel that OTT services have created opportunities for bonding, while 8% assert that these platforms assist in strengthening family connections.

15. OTT platforms as a source of inspiration or motivation

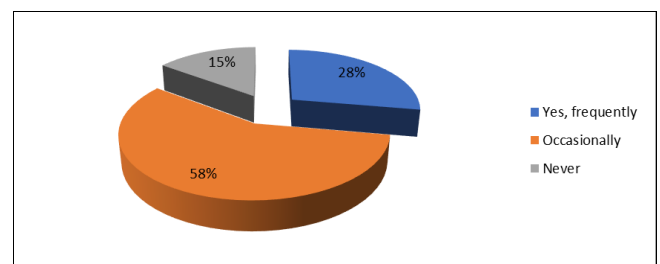


Source: Primary data

Fig No. 15

Fig no. 15 indicates that 80% of respondents perceive OTT platforms as a source of inspiration or motivation, while 39% of respondents do not agree to this view.

16. Have you ever encountered inappropriate content while using OTT platforms?



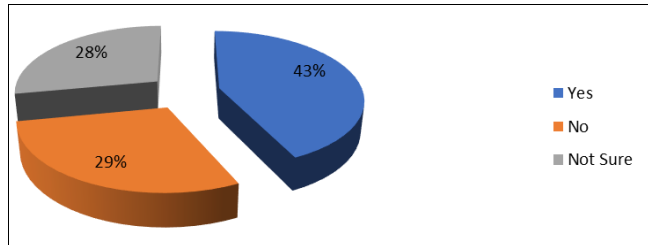
Source: Primary Data

Fig No. 16

Fig no. 16 reveals that 28% of participants frequently encounter inappropriate content while utilizing

OTT platforms. Additionally, 58% of participants report that they sometimes encounter such content, whereas 15% claim that they never come across any inappropriate material during their use of these platforms.

17. Do you think the portrayal of certain behaviours or lifestyles on OTT platforms influences youth negatively?

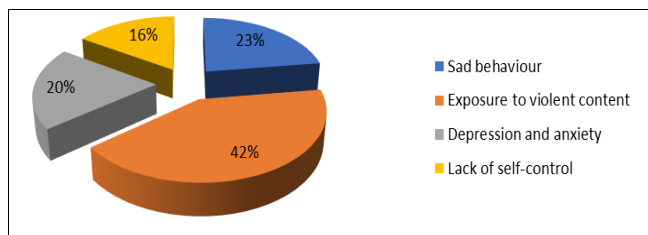


Source: Primary data

Fig No. 17

Fig no. 17 indicates that 43% of respondents believe that the depiction of specific behaviors or lifestyles on OTT platforms has a negative influence on youth. Conversely, 30% of respondents do not believe that such portrayals negatively affect young people, while 29% remain uncertain about the impact of these representations on youth.

18. Negative impact as per respondents OTT platforms have on youth

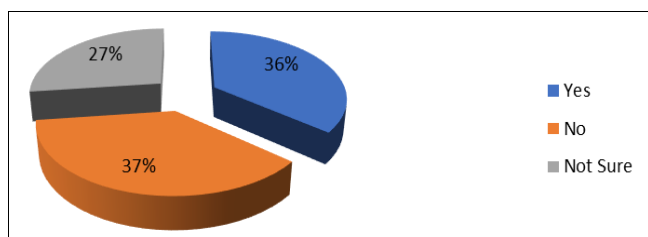


Source: Primary Data

Fig No. 18

Fig no. 18 indicates that 23% of participants perceive that OTT platforms negatively impact users' mental health, resulting in feelings of sadness. Moreover, 42% of participants contend that these platforms provide a diverse array of content, some of which may not be appropriate for young viewers; for example, exposure to violent content can adversely influence the psychological growth of young people. In addition, 20% of participants link the increase in depression and anxiety among youth to the excessive use of OTT platforms.

19. Changes in behaviour of young generation after using OTT platforms

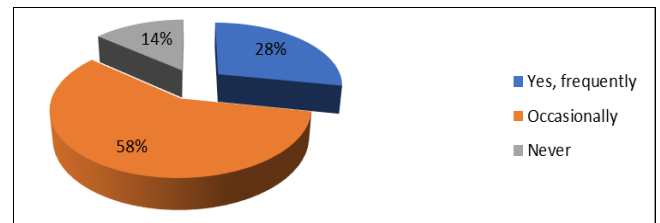


Source: Primary Data

Fig No. 19

Fig no. 19 indicates that 36% of respondents reported noticing changes in their behavior following their use of OTT platforms. Conversely, 37% of respondents stated that they did not observe any changes in their behavior after utilizing these platforms, while 27% expressed uncertainty regarding any behavioral changes resulting from their use of OTT services.

20. Emotional impact on respondents behaviour after watching the content On OTT Platforms

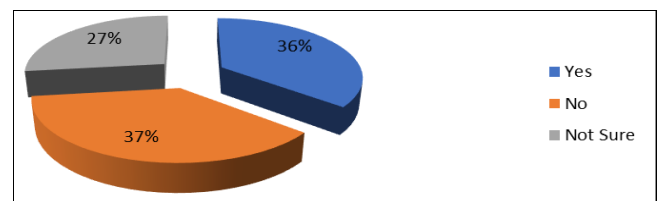


Source: Primary data

Fig No. 20

Fig no. 20 reveals that 28% of participants express feelings of being overwhelmed and emotionally affected by the content offered on OTT platforms. Furthermore, 58% of participants report that they occasionally encounter emotional repercussions and sensations of being overwhelmed as a result of the content on these platforms, whereas 14% of participants indicate that they have never experienced any emotional impact from the content available on OTT platforms.

21. Change in academic performance due to excessive OTT usage

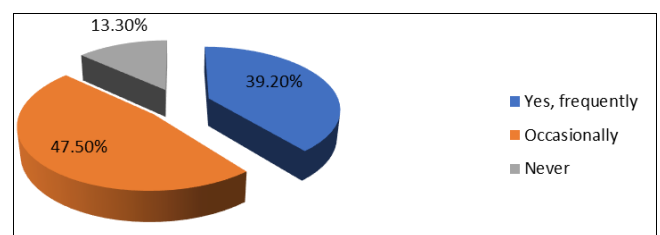


Source: Primary data

Fig No. 21

Fig no. 21 indicates that 36% of respondents observed alterations in their academic performance attributed to excessive usage of over-the-top (OTT) services. Conversely, 37% of respondents reported that they did not notice any changes in their academic performance as a result of excessive OTT usage, while 26% expressed uncertainty regarding the impact of excessive OTT usage on their academic performance.

22. Have you ever experienced Negative impact on your sleep pattern due to watching?

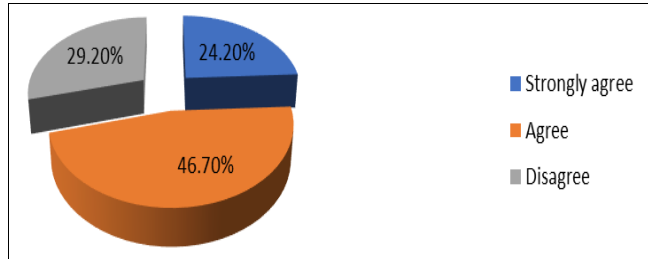


Source: Primary Data

Fig No. 22

Analysis of the data shows that 39.2% of respondents frequently experienced negative effects on their sleep due to wing watching, 47.5% reported occasional disruptions, and 13.3% stated they never encountered any adverse effects.

23. In your opinion, does OTT content promotes unhealthy lifestyle choices e.g. (drinking, smoking etc.)

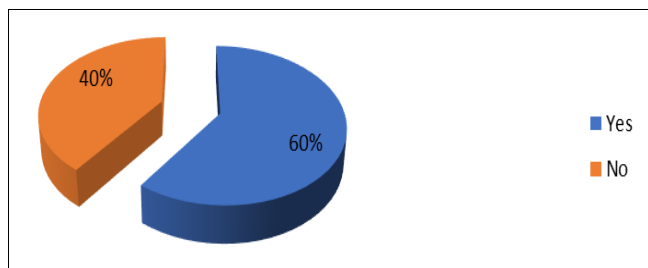


Source: Primary Data

Fig No. 23

It can be observed from Fig no. 23 that, among the respondents, 24.2% strongly endorse the view that OTT content encourages unhealthy lifestyle choices. Additionally, 46.7% of respondents concur with this perspective, while 29.2% do not believe that OTT platforms promote unhealthy lifestyle choices.

24. Do you think the Indian government should strictly regulate OTT platforms to ensure content standards?



Source: Primary data

Fig No. 24

Fig no. 24 reveals that, among the respondents, 60% believe that the Indian government should impose strict regulations on OTT platforms to maintain content standards, while 40% do not support the idea of stringent government regulation of these platform.

Conclusion

This study aims to emphasize the emergence of OTT platforms in India and their influence on the youth. An analysis of the data reveals that over-the-top (OTT) platforms are experiencing consistent growth in India, with the pandemic serving as a major influence on their rising popularity. In 2020, amid the pandemic, the OTT market experienced an annual growth rate of 28.6 percent. Presently, the OTT market in India is valued at 10,500 crore INR, with projections indicating it may reach 12,000 crore INR by the financial year 2025. A significant majority of respondents believe that OTT platforms in India will maintain their growth trajectory. Additionally, it has been observed that these platforms have a substantial impact on

the youth, both positive and negative. The influence of OTT platforms on users' mental health is significant, as many individuals are experiencing issues such as depression, anxiety, and diminished self-control. Additionally, there has been a noticeable alteration in their behavior attributed to the consumption of content on these platforms. Some respondents, however, believe that OTT platforms contribute positively to personal and social development. These platforms assist users in enhancing their understanding of various cultures and offer opportunities for social bonding. Additionally, some users find inspiration and motivation from the content available on OTT platforms. A majority of the respondents believe that OTT platforms are offering opportunities for content creators and artists in India, enabling them to generate income through these platforms.

This study also concludes that a majority of respondents believe that the Indian government should impose strict regulations on OTT platforms to maintain content standards.

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