

Measuring the Customer level Engagement towards OTT Platforms

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ABSTRACT

Pandemic Covid-19 has caused upheaval in a variety of industries and economic sectors. Over-the-top platform once considered as the premium showbiz product and now it has become one of the elementary entertainment product during the covid-19 pandemic, Lockdown brings new Laurence in the growth of Online streaming Industry, digitalization, handiness of smartphones, accessibility of 4G/5G high speed Data Plans, let individuals to utilise internet modes for enjoyment and watching movies while adhering to carefully regulated rules on communal activities to minimise the virus's uncontrolled spread. In this study, Researcher try to explore the OTT market share, demographic & other variables that affect viewers' characteristics in choosing a particular OTT service provider and their association. This paper will help the interested parties & organizations by providing them insights regarding consumer behaviour across OTT services which they can utilize to adjust to the new normal.

Key Words: OTT, Covid 19, Entertainment, Internet, Consumer Behavior

Introduction

Over-the-top Streaming platforms has not only grab the attention of customers for entertainment & quality content for binge watch but also successfully changes the industry market trends. Over-the-top is abbreviated as OTT. It's an internet-based streaming service that replaces traditional distribution networks like cable and DTH. The term is mostly associated with video streaming platforms; however, it also encompasses online messaging and voice calling platforms such as WhatsApp. The content type has a lot of versatility, and you may pick what you want to view.

Viewers can view OTT content via Internet on Smart devices like Smart LED & Mobile, on traditional mode using fire-stick on TV and on Computer, Laptop or tablet. OTT platforms provide access to morethan simply video content. You have access to a variety of content like Videos, Messaging, Voice Calls, and Audio Music. According to the new report on the India OTT Market published by Quadintel – “The OTT market can be segmented into video and audio OTT. The video OTT market in India was valued at INR 86.98 Bn in FY 2020. It is

expected to expand at a compound annual growth rate (CAGR) of ~30.73% during the FY 2022 FY 2026 period”. More than 40 OTT platforms are there in India that deliver original media content via the internet.

In the year 2008, Reliance Entertainment has launched the India’s first independent OTT platform- BIGFlix. It contains about 2000 HD movies in Hindi, Punjabi, Telugu, Malayalam, Tamil, Marathi, Bhojpuri, Gujarati, and Bengali, among other Indian languages. In 2013, with the launch of Zee TV and Sony Liv, Indian OTT market has experienced a booming phase. Later in the year 2015, Hotstar also starts to cater the Indian OTT market with live tournament broadcast and gradually have maximize customer base because of its acquired IPL broadcasting rights. Far ahead in the year beginning of 2016, Netflix has also entered the Indian market and giving tough competition to Amazon Prime and Hotstar which is now renamed as Disney + Hotstar.

Overview of Indian OTT platforms Market

People may now access the internet from anywhere using gadgets such as cell phones, tablets, computers, and other devices that are small and portable. As a result, people's attitudes about the media have shifted. The general population may now easily access their online applications and watch their favourite entertainment shows and sports from anywhere on the planet.

Since the 4-G drive, Indians have become interested in a variety of internet streaming services that are popular in Western nations. Before that, there were just a few OTT platforms in India, such as Sony Liv & nexGTV which were not particularly widespread. However, certain Indian internet streaming media apps are increasingly giving big international apps like Netflix a run for their money. The movie theatres were shuttered due to the lockdown that began in March 2020, and as a result, most entertainment events and movies shifted to these platforms to keep people entertained. In addition, when confined to their own houses, individuals did not have much amusement.

In India, there is a long number of OTT service providers with a variety of features. Viewers must be aware of what they have to offer, as well as the cost of online streaming services and the material quality. And if you have a site where you can gather all of these facts, you can make an informed decision.

Table 1: Well-known Over-The-Topplatforms

Sr. No.	Name	Parent	Active years	Subscription
1	ALT Balaji	Balaji Telefilms	2017–present	The Subscription charges for Alt Balaji ranges from Rs. 100 to Rs. 300
2	Amazon Prime Video	Amazon	2016–present	Annual Subscription charges for Amazon prime video are Rs. 999 and monthly charges Rs. 129
3	Discovery+	Discovery, Inc.	2020–Present	Discovery Plus has an annual subscription cost of Rs. 399 & monthly subscription cost is Rs. 199 in India
4	Disney+ Hotstar	Star India (The Walt Disney Company India)	2015–present	India's most subscribed OTT platform starting from Rs. 499/ year to 1499 / year, depending upon the subscription pack.

5	Eros Now	Eros International	2015–present	EROS Subscription rate is of Rs. 49 / month and Rs. 399 / year.
6	Jio Cinema	Jio Platforms	2016–present	Only available for Jio Subscribers Although a subscription fee of Rs. 249 per month and Rs. 549 for three months can be paid by others.
7	MX Player	Times Internet	2018–present	MX player has no subscription charges and it's a completely free OTT platform in India.
8	Netflix	Netflix Inc.	2015–present	Netflix has a monthly subscription cost that ranges from Rs. 199 to Rs. 649.
9	SonyLIV	Sony Pictures Networks India	2013–present	SonyLIV has a premium subscription fees of Rs. 999/ year
10	Voot	Viacom 18	2016–present	For premium services of VOOT, subscription price is Rs. 999 per year.
11	Zee5	Zee Entertainment Enterprises	2018–present	Zee5 has a premium subscription pack of Rs. 599/ annum.

Source:

Viewers are familiar with Netflix, Disney plus Hotstar, Amazon Prime, and other online video streaming services. Indian viewers enjoy a plethora of options for entertainment. There are so many players on the field that picking the greatest might be difficult.

Review of Literature

Customers are willing to adopt new OTT Media Platforms and are impacted by content, subscription, age, language, time spent on platform, and existing usage. (Chakraborty , Verma , Joshi, & Ilavarasan , 2022). According to the study, the subscribers agreed that they love watching movies on online streaming apps and OTT platforms, hence they will continue their subscription. The tiff here is that the initiation of OTT platforms is appealing for aspiring film makers since it allows them to make low-budget feature films for distribution. In the case of

OTT platforms, the subscription rate must continue to rise. People will not cancel their subscriptions, according to the survey results. Even if OTT services are less expensive than theatres, consumers prefer to view technologically advanced films in theatres.(P C & Babu, 2021),

Research shows that Entertainment is a major driver of digital platforms that attract attention and create interest among urban and rural audiences. Study also mentions about 84% of Active Mobile internet users in India. The researcher also noted a similar choice of content access for 72.5% of respondents using a smart phone.(Saha & Prasad, 2021). The study concluded that the high preference of the OTT platforms is towards Hotstar among the consumer. It is found that the appealing factors to opt for OTT services are Quality of Content and Affordable Cost, Reason for the growth of OTT platforms are convenience, mobility, and selection of content, Smartphone penetration and value effectiveness. OTT platforms have heaps of chance for growth. However, that doesn't mean that OTT platforms will replace theatres(T. Haritha, 2021),.

Perceived user-friendliness is positively affected with the perceived enjoyment, perceived usefulness and intention to watch movies online. Additionally, perceived usefulness affects intention to watch online movies and enjoyment. Perceived enjoyment influences intention to use and behavioral intention(Basuki, et al., 2021)/ Finally, intention to use online platforms influences behavioral intention. This research contributes in theory to the technology acceptance model and provides film industry practitioners with insight into enhancing customer behavioral intention in the pandemic era.OTT platforms has high dependability with

subscribing intentions because there is significant effect on intentions to use the OTT.(Priya, Mondal, & Paldon, 2021),

High Quality Content and user convenience are the top most reasons for the popularity of OTT services among subscribers. Reasonable Internet cost is the driving factor towards the expansion of OTT services.(S & Sumathy, 2021). The findings shows that majority spent more time each day for watching content on the platform and this surge of taking subscription was seen during and after lockdown period. The results clearly indicated that the significant factors showing impact on the progress of OTT media services were growth factor(Ghalawat, et al., 2021). In recent 2 years subscription of OTT platforms was rise because of COVID. Most of subscribers use 1-2 OTT platforms. Average time people spent on OTT platforms is 1-7 hour per week. Major Audience spent 50-200 Rs. Per month on OTT platforms. Amazon prime and Disney+ Hotstar is a favourite in OTT Subscribers of India.(Jhala & Patadiya, 2021).

Traditional media is losing its lustre because of various advantages of streaming services. Students admitted that their schedule is affected because of time spent on video streaming services. Today the top three video streaming platforms are YouTube, Netflix and Hotstar.(Mavale & Singh, 2020). The study reveals that there are two primary originators namely, customer engagement (CE) and quality of service experience (QoSE) due to their relevance for streaming services in the current situation of pandemic lockdown.

Streaming services are impacting the watching habits of users, and providing them with content demanded. Content is the main decider regarding the purchase of a streaming service or online video distributor. Streaming services are rapidly substituting conventional television, however, their outreach is limited due to lack of traditional content, piracy and cost effectiveness in rural markets. However, their growth in urban markets is largely contributed to internet accessibility(Kohli, 2020).

The present study is divided into four sections. First section includes introduction and second section provides insights about literature available regarding the OTT platforms. In the third section, secondary data is collected to fulfil the objectives and in the last section findings are presented.

Objectives of the Study

The primary objective of the study is to investigate the share of the Indian OTT market and explore the level of engagement of customers in OTT.

Research Methodology

This is An Exploratory Study on Viewers Acceptance of Over-The-Top Platforms. Although entertainment is critical for emerging countries to generate cash and improve their standard of living, Covid-19 first created a condition similar to a home lockout, slowing the economy like never before, this stringent lockdown stimulated media consumption.

Market Share Analysis: According to the Highlights of Omdia Consumer Research report, Disney+ Hotstar OTT Platform is having the leading market share followed by EROS and giving tough challenge to International Platforms like Amazon Prime Video & Netflix. The over-the-top (OTT) platform exploded in popularity, quickly becoming a popular source of entertainment for consumers. Online streaming platforms want to capitalise on the entertainment industry's benefits. With the use of previously published articles, research papers, and other sources, this study will investigate audience acceptability of Over-the-Top Platforms.

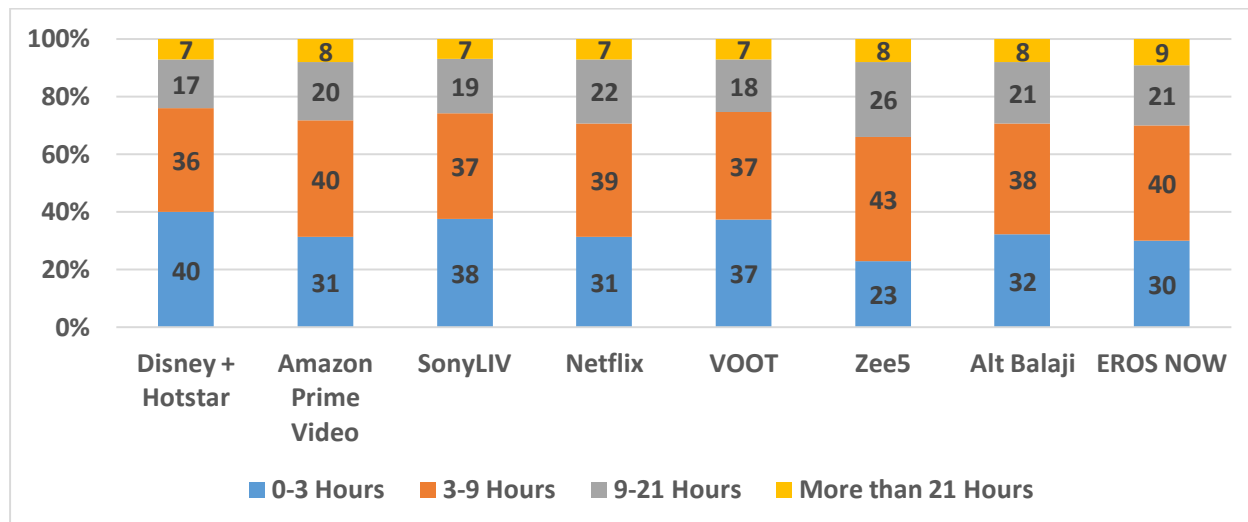
Table 2: Market Share

OTT Platforms	Market Share (%)
Disney+ Hotstar	41%
Eros	24%
Amazon Prime Video	9%
Netflix	7%
ZEE5	4%
ALT-Balaji	4%
SonyLIV	3%
Apple TV+, YuppTV	1%
Voot Select	0.5 %

Source: Online Video Trends and (Omdia, 2022) Consumer Research Highlights report

Consumer Level of OTT Engagement: With a number of OTT services to choose from, the way the service provider engages the customers becomes really important for them to attract attention. (Gardner M. , 2020). Due to digitalization & Internet consumption during the

lockdown, it has become necessary for service providers to search for ways to deal with the problem of increased demand for data without hampering the QoSE, else customers will easily switch to another service providing better quality (Madhukalya, 2020; (Daele, 2020). According to the report majority of OTT Platforms are successfully engaging 65% of Users for more than 3 hours.



Source: (BHATIA, 2019) India OTT Video Content Market Survey

Consumer level OTT engagement requires following aspects:

1. Internet connectivity is all that is required for OTT platforms. The quality of the service will suffer if the internet connection is poor.
2. OTT Rights—Some OTT providers fail to gain OTT rights to certain programmes that are only available on cable.
3. Data Consumption- When offering services, OTT platforms use a lot of data.
4. There is no age restriction for OTT platforms. Underage children have access to offensive, dark, and violent information.

Findings

The market is dominated by Disney plus Hotstar, EROS followed by Netflix and Amazon Prime.

The majority of Indian viewers prefer Hindi & English-language programming to regional programming. Approx. Ninety percent of Indian viewers are under the age of 35. Male viewers account for almost 80% of the entire viewing population. Majority of OTT users belonging to salaried persons followed by students, business owners, homemakers & others. The five metro cities account for almost 60% of OTT usage. OTT subscription bundles are also being offered by Indian cellular network and broadband firms, which is drawing customers. These OTT

platforms have entirely enslaved the Indian population. All of the aforementioned factors contribute to the OTT platform's success in India.

Conclusion

This market is massive because to low-cost data services, subscription packs, and inexpensive handsets. Binge-watching is now feasible thanks to OTT services. There is no longer any need to wait for the next episode, as there is with cable television. You have the opportunity to sit and watch the complete season at once.

The epidemic has functioned as a stimulant for the OTT business in India, according to OTT platforms. This is one of the sectors that has grown in popularity as a result of the current scenario. The digital revolution has reached its pinnacle and is still developing. With more families choosing for Smart TVs, OTT entertainment is no longer limited to smartphones. Variable price models, inexpensive data packs, and premium high-definition quality content are further elements that have expanded OTT platform digital adoption. Viewers will be able to see the popular OTT industry's rapid expansion.

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