AL-SHODHANA
A Multi -Disciplinary Double Blind Peer Reviewed Research Journal
https://sadupublications.com/journals/index.php/al-shodhana
ESTD : 1880
Open Access ISSN(P): 2320-6221

CONSUMER PREFERENCES AND STREAMING CHOICES: AN ANALYSIS OF OTT PLATFORM USAGE IN KERALA

Dilshana K*, Vipin Chandran K P**

** Dilshana K, Post Graduate Student in Development Economics, Krishna Menon Memorial Government Women's College Kannur, 670004, Kerala.*

*** Dr Vipin Chandran K P, Associate Professor of Economics, Krishna Menon Memorial Government Women's College Kannur, 670004, Kerala*

ARTICLE HISTORY

Received : 16-10-2024

Revised : 08-12-2024

Accepted : 26-12-2024

Published : 31-01-2025

Author Affiliation: India

Corresponding Author: Dilshana K

Keywords:
OTT Industry, Online Streaming, Innovation, Content Preference

Abstract

The television consumption landscape in India is swiftly transforming, propelled by the rapid rise of online streaming video services. The COVID-19 pandemic has notably influenced the expansion of the OTT market, as individuals confined to their homes seek entertainment within their own spaces. This study aims to economically analyse the evolving OTT landscape, examining user preferences, experiences, and impacts. Through a questionnaire-based approach involving 100 respondents in Kerala; it identifies notable trends such as youth dominance, economic accessibility, and the prevalence of smartphones. The findings shed light on users' content preferences, satisfaction levels, and the resilience of platforms during the pandemic. This study not only provides insights into the current OTT scenario but also informs strategic decisions for the sector's dynamic future.

Corresponding author Email: dilshanakdilu@gmail.com
DOI: https://doi.org/10.70644/as.v13.i1.4

INTRODUCTION

India's television consumption landscape is rapidly changing due to the surge in online streaming video services, marking a significant departure from traditional viewing habits. This shift predates the COVID-19 pandemic, with India reflecting a global trend of increasing popularity in these services. Over-the-top (OTT) media platforms have seamlessly integrated into our daily lives, offering viewers direct and unrestricted access. Unlike traditional television, OTT content is delivered via the internet and can be effortlessly accessed across a range of devices, including mobile phones and desktops. The primary advantage of OTT lies in its convenience, allowing users to enjoy content at their convenience, anywhere, anytime. The absence of advertisements ensures uninterrupted and immersive viewing, greatly enhancing the overall user experience. In the OTT realm, viewers hold the reins, curating their viewing choices according to their preferences and schedules. This viewer-centric approach has undoubtedly driven the rise of OTT platforms, solidifying their widespread popularity.

The COVID-19 pandemic has significantly influenced the growth of the OTT market, as people confined to their homes increasingly turn to online entertainment. This trend has led to a rapid expansion of the OTT sector in India, making it one of the fastest-growing markets globally. In just one year, OTT content consumption in India has surged from 181 billion to 204 billion minutes. PwC’s Media and Entertainment Outlook for 2020 predicts that India’s OTT market will become the world’s sixth-largest by 2024, with a projected compound annual growth rate (CAGR) of 28.6 per cent, resulting in revenue of around $2.9 billion. However, these forecasts are subject to change due to various factors such as the unpredictable course of the pandemic, rising prosperity levels, increased internet penetration in rural areas, the rollout of advanced 5G networks, shifting consumer preferences, and the growing adoption of OTT media among new demographics like women and older age groups.

According to the Boston Consulting Group’s study ‘Entertainment Goes Online’, the Indian OTT service sector is projected to reach a valuation of $5 billion by 2023. India is a crucial market for leading OTT providers, with increasing consumer engagement extending beyond urban centers into rural areas. The proliferation of OTT services in India is driven by factors such as affordable data plans, a growing mobile user base, and the production of regional content. Both domestic and international OTT players contribute to this expansion, offering consumers a wide range of content choices. This analysis aims to examine the evolving dynamics of the OTT industry from an economic perspective, drawing on primary evidence from Kerala state.

REVIEW OF LITERATURE

The literature review focuses on published data within a specific subject area, typically within a defined timeframe. It serves a vital role in clarifying and refining the research problem, defining objectives, formulating hypotheses, selecting an appropriate research design and methodology, and interpreting findings in relation to previous scholarly work.

Paramveer Singh (2018) conducted a research investigation titled "The Transformative Impact of New Media on Indian Television and Cinema: An Analysis of Over-The-Top (OTT) Platforms", the study's findings underscored the notable popularity of Netflix, Hotstar, and Jio among the Indian youth demographic. This segment of the population exhibits a pronounced inclination towards availing themselves of free trial opportunities offered by these platforms. Notably, they tend to engage in nocturnal viewing patterns and exhibit a preference for the web series format as opposed to traditional films. The research further posited a promising trajectory for the future of OTT in India. This optimism stems from the increasing penetration of smartphones, the economic convergence of media entities on both national and international scales, and the superior quality of digital content reception.

Sundarwal and Elangovan.N (2020) conducted an analytical research endeavor titled "The Rise and Prospects of OTT Video Services in India", the study posits that what was once perceived as a luxury, Over the Top (OTT) video platforms, has now evolved into an essential commodity. In India, an escalating number of consumers are embracing this trend. While indigenous streaming services such as Hotstar and Jio Cinema have established a robust presence, international giants like Netflix and Amazon Prime have been progressively bolstering their foothold in the Indian market. Central to the study's focus is an exploration of the burgeoning emergence and growth of OTT services within India, with a specific emphasis on the prominent streaming platforms. It delves into the types of content typically consumed on OTT platforms, probes the challenges encountered, and delves into the potential trajectory and future prospects of OTT services within the Indian context.

Tripti Kumar (2020) undertook a comprehensive investigation titled "Examining the Evolution of Over the Top (OTT) Video Services in India." The study's outcomes revealed that a significant majority of users (88%) acknowledge that the advent of OTT platforms has significantly impacted their viewing habits concerning television shows and movies. Among the preferred devices for accessing OTT channels, smartphones stand out prominently, with a majority of viewers preferring night-time usage. The study's analysis underscores the pivotal role of accessible and budget-friendly internet connectivity as the foremost technological catalyst driving the expansion of OTT services in India. Impressively, a substantial number of users express satisfaction with the content offerings and service quality provided by OTT platforms. Both current users and prospective non-users exhibit a willingness to embrace and engage with OTT services in the times ahead, substantiating the optimistic prospects of this evolving entertainment medium within the Indian landscape.

Sumitra Saha (2021) conducted a study titled "Exploring Consumption Patterns of OTT Platforms in India." The study emphasizes that India occupies a pivotal position, poised for significant growth in the realm of Over-The-Top (OTT) platforms, marking a transformative phase for the media and entertainment sector. This evolution is fueled by a diverse demographic, encompassing both urban and rural segments, where the proliferation of affordable smart devices, coupled with economic data packages, has surged dramatically. The confluence of factors, including the expansion of internet access, a diverse array of high-quality content in both international and regional languages, the allure of ad-free programming, and the widespread trend of binge-watching, collectively underpin the meteoric rise of OTT platforms within the country.

Pramit Gupta (2021) undertook a study titled "Analyzing Factors Influencing the Transition of Indian Viewers from TV Series to Web Series: Prospects for the Future of OTT Services in India." This research endeavors to uncover the drivers that prompted Indian consumers to shift their preferences from traditional TV series to web series. Moreover, it delves into a discourse on the future trajectory of OTT services within India, offering insights into the nation's evolving embrace of web series as a primary mode of video consumption. It's worth noting that this study predates the lockdown period and thus does not account for its potential impact on the findings. Nevertheless, the research provides valuable insights into pivotal inquiries, including the potential of OTT platforms to supplant traditional television as the preferred mode of entertainment in India.

Anu Manoj and E. Asif (2021) embarked on a study titled "Regulation and Censorship of Content on OTT Platforms," this research highlights the ongoing evolution in the global entertainment landscape, largely catalyzed by the waves of digitalization that have swept across the industry in recent decades. This transformative shift is not only confined to technological realms but also engenders a broader societal metamorphosis, aligning with the concept of 'Technological Determinism' as elucidated by Thorstein Veblen. Consequently, technology has seamlessly integrated itself into our daily lives, shaping the very fabric of our routines. The progression of mediums for disseminating moving pictures has transitioned from the exclusive domain of films to encompass television, and subsequently, the internet. This study delves into the intricate dynamics of content regulation and censorship on OTT platforms, reflecting the profound changes and challenges brought about by this technological wave.

Biranchi Narayan P. Panda and Isha Sharma (2021) conducted an in-depth investigation titled “Transitioning from Binge Watching to Binge Serving in India: Evaluating the Evolution, Oversight, and Limitations of OTT Platforms.” This research takes a comprehensive view of the impending internet landscape in developing nations through the lens of advertising discourse. By closely examining visual representations in New Delhi and conducting textual analyses of advertisements found in a widely circulated Indian newspaper and magazine, the study introduces a critical viewpoint. It highlights the necessity to reevaluate the prevalent narrative of digital enthusiasm and euphoria that have accompanied the internet’s proliferation in the developing world, with a particular focus on India. This study draws attention to the potential need for a paradigm shift in how we perceive and engage with the evolving digital landscape, particularly concerning the manifold aspects of OTT platforms.

A study conducted by Janhavi Mahali and Jui Chitre (2022), titled “Comparative Analysis of Consumer Preference Regarding Entertainment Sources: A Case Study of DTH and OTT,” the authors delve into a comparative examination of consumer inclinations toward entertainment sources. The research underscores that OTT services furnish entertainment content directly to customers via internet connectivity, while DTH service providers necessitate a household connection through a set-top box. The primary objectives of this research endeavor encompass comprehending the nexus between individuals’ predilections for entertainment platforms and key factors such as content availability, content quality, user-friendliness, affordability, and customer service, within the realms of both DTH and OTT services.

Anmol Dutta (2022) conducted a study on “Content carnival? (Re) viewing representation, indianess, and OTT culture in India”. The study highlights Netflix as an integral cornerstone within the global collective consciousness. As the notion of screens underwent a transformation amidst the pandemic, evolving into a vibrant arena for vital political discourse on an international scale, Netflix India has etched out a noteworthy presence within the cultural fabric of India. While not positioned as a direct replacement for mainstream Hindi cinema, OTT platforms in India have emerged as the principal conduit for conveying the evolving cultural and societal dynamics within this ‘new world’.

In a study conducted by Gurpreet Kour (2022), titled "Unraveling Platform Strategies Driving Consumer Loyalty on Over-The-Top Platforms," the research delves into a comprehensive analysis. This study has identified key strategies adopted in the Indian context that enhance the 'stickiness' of platforms - consumer experience, content differentiation, consumer sense-making, engagement, and platform extension. These strategies collectively contribute to fostering strong and lasting connections between consumers and platforms. This study is also of practical significance, offering guidance to content policy makers, leaders in the digital platform space, media professionals, and managers as they navigate the influence of platform strategies on consumer engagement.

Kaushik Ghosh (2022) conducted a study titled "Utilizing Deep Neural Networks for Age Verification on OTT Platforms." This research presents an innovative approach wherein streaming media services, particularly over-the-top (OTT) platforms, grant unrestricted access to video content for subscribers regardless of their age. Once a user becomes a subscriber, they gain unhindered entry to uncensored content, as the sign-up process does not entail age confirmation. Although these platforms usually require subscriptions to be purchased using credit or debit cards, which are typically owned by adults, the situation changes when a single subscription is shared among multiple household members. In such cases, various household members can access the same device and platform to consume content according to their preferences.

Despite extensive research on the growth, consumption patterns, regulatory challenges, and technological advancements of OTT platforms in India, several gaps remain unaddressed. While studies highlight the increasing adoption of OTT services, their impact on traditional television viewership, and factors driving consumer loyalty, there is limited exploration of regional and vernacular content's role in expanding OTT accessibility beyond urban centers. Moreover, the interplay between content personalization algorithms, digital literacy, and user engagement remains underexplored, particularly in influencing long-term consumer behavior. Addressing these gaps can provide a more comprehensive understanding of the evolving OTT landscape, informing policymakers and industry stakeholders in developing inclusive and sustainable digital entertainment strategies.

OBJECTIVES OF THE STUDY

1. To examine how the OTT sector shapes the Indian entertainment domain and discern the drivers compelling users to opt for OTT platforms.

2. To assess how user experience impacts the uptake of OTT platforms vis-à-vis conventional platforms.

3. To analyze the attitudes and contentment levels of Indian subscribers concerning their adoption of OTT platforms.

METHODOLOGY

This study adopts a comprehensive research approach, integrating both primary and secondary data sources to ensure a well-rounded analysis. Primary data collection follows a meticulous stratified sampling method, ensuring representation from diverse segments. A well-structured questionnaire, aligned with the study's objectives, serves as the primary tool for data collection, capturing insights from 100 respondents in Kerala.

In addition to primary data, the study leverages secondary sources from authoritative websites, databases, research articles, and journals. This integration of primary and secondary data enhances the depth of analysis, offering a holistic perspective on the transformative impact of OTT platforms. By examining respondents' preferences, viewing habits, and behavioral tendencies, the study assesses the evolving media consumption landscape. It highlights how the widespread adoption of OTT services has reshaped traditional viewing patterns, emphasizing their growing influence on user engagement and content accessibility. This dual-method approach ensures a comprehensive understanding of the digital streaming revolution and its implications for the entertainment industry.

DISCUSSION AND RESULTS

5.1 Emergence and influence of OTT market: Evidence from Primary Survey

This section presents findings from a primary survey investigating the emergence and impact of the OTT industry. The study involved a representative sample of 100 participants from Kannur, Kerala, selected to mirror key characteristics and demographics of the larger population. Data collection utilized a meticulously crafted questionnaire, structured to elicit quantitative and/or qualitative information from participants. Through a systematic stratified sampling approach and the use of a well-designed questionnaire, the study seeks to provide valuable insights into the dynamic and evolving OTT industry within the context of Kannur, Kerala.

5.2 Awareness of OTT platforms

Awareness of OTT platforms primarily stems from digital channels, with social media playing a pivotal role in informing users about available streaming services. Word-of-mouth recommendations, online advertisements, and promotional campaigns further contribute to expanding user awareness. As internet penetration and smartphone usage increase, accessibility to OTT platforms continues to grow across diverse demographics. Table 1 presents the sources through which respondents have gained awareness of Over-The-Top (OTT) platforms, offering insights into the channels pivotal in disseminating information about these digital content delivery services. Among surveyed participants, social media emerges as the most prominent source, with a significant 51 per cent attributing their knowledge of OTT platforms to platforms like Facebook, Instagram, Twitter, and others. This underscores the profound influence of social media in shaping modern communication and information-sharing dynamics. Friends and family also play a vital role, accounting for 42 per cent of respondents. Word-of-mouth recommendations from trusted individuals are crucial in introducing new platforms and services, highlighting the power of personal networks in driving awareness.

These findings underscore the evolving landscape of information dissemination, where digital and interpersonal channels dominate, while traditional media such as magazines and newspapers have a more limited impact. This insight carries implications for marketing and promotional strategies, emphasizing the importance of leveraging online networks and personal recommendations to effectively introduce and promote OTT platforms to potential users.

Table 1 Awareness of OTT Platforms

Sources	**Number of respondents (%)**
Friends/family	42
TV ads	03
Social media	51
Magazine/Newspaper	01
Others	03
Total	100

5.3 Types of Online Streaming Platforms

Table 2 offers valuable insights into the preferences of respondents regarding various online streaming platforms within the Over-The-Top (OTT) landscape. Notable contenders include Netflix, Amazon Prime, Disney+ Hotstar, and Sony Liv, which have established themselves as significant pillars in digital content delivery and entertainment consumption. In India, these platforms have garnered substantial subscriber bases, with Netflix boasting 5.5 million subscribers, Amazon Prime with 21 million, and Disney+ Hotstar leading with 42.9 million subscribers, highlighting its extensive reach and resonance among Indian audiences.

Table 2 Type of Online Streaming

Type of online streaming	**Number of respondents (%)**
Netflix	33
Amazon prime	16
Hotstar*	23
Other	28
Total	**100**

*Recently became JIO Hot Star

Among these platforms, Netflix emerges as the top choice among respondents, capturing the preferences of 33% of participants. This preference may stem from factors such as Netflix's vast library encompassing diverse movies, TV shows, and original content, along with its reputation for high-quality entertainment. Disney+ Hotstar follows closely as the second most favored choice, with 23% of respondents opting for it. This preference underscores Hotstar's position as a significant player in the Indian OTT landscape, attributed to its comprehensive content offerings, including regional and international movies, TV series, live sports, and exclusive originals.

5.4 Hours spend on OTT Platforms

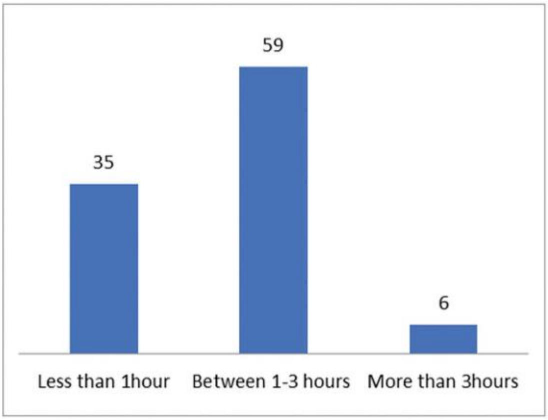

Figure 1 Hours spend on OTT Platforms. Figure 1 illustrates the distribution of respondents based on their time spent on Over-The-Top (OTT) platforms for entertainment purposes. Approximately 35% of respondents indicated spending less than 1 hour on OTT platforms, suggesting engagement in shorter, sporadic viewing sessions. A significant portion, accounting for 59%, reported spending between 1 to 3 hours on OTT

platforms, indicating that most respondents allocate a moderate amount of time to online streaming, likely for leisure and entertainment. A smaller fraction, constituting 6%, mentioned spending more than 3 hours on OTT platforms, indicating a subset of dedicated viewers who extensively engage with online streaming content. This study indicates that OTT platforms are a significant source of entertainment for surveyed individuals, with a majority dedicating a reasonable portion of their leisure time to streaming content. These findings provide valuable insights into the consumption patterns of online streaming content and underscore the growing influence of these platforms in modern entertainment.

5.5 Money Spend Annually to Access Online Streaming Services

Table 3 offers a detailed breakdown of the annual expenditure on accessing online streaming services among respondents, revealing diverse spending patterns and shedding light on individuals' financial commitment to such platforms. Among the total respondents, a significant portion of 33% spends less than ₹500 annually on online streaming subscriptions. Similarly, 31% fall within the spending range of ₹500 to ₹999, while a smaller proportion of 9% allocate funds in the range of more than ₹1000. Intriguingly, 21% of respondents have chosen not to pay for streaming accounts at present.

Table 3 Money spend annually to access Online streaming services

Money Spend	**Number of Respondents (%)**
Less than 500	33
500-999	31
1000-1500	9
More than 1500	6
Don't currently pay for account	21
Total	**100**

This distribution of spending highlights a spectrum of financial engagement with online streaming platforms, from budget-conscious individuals to those willing to make higher investments. The prevalence of respondents within lower spending brackets may indicate a preference for cost-effective entertainment options, while those spending more than ₹1500 could signal a demand for premium content or a greater willingness to invest in extensive streaming libraries. The segment of respondents not currently paying for streaming services suggests a diverse landscape of consumer choices, including exploration of free or trial options, or potentially sharing accounts. In essence, Table

4 underscores the dynamic nature of spending on online streaming services, reflecting individual preferences, financial considerations, and the wide array of choices available in the digital entertainment landscape.

5.6 Preference of content

Table 4 provides a detailed insight into the diverse preferences of respondents regarding the type of content they prefer on online streaming platforms. The data covers various content categories, showcasing the varying inclinations of individuals in their entertainment choices. Notably, 28% of surveyed respondents express a strong preference for a movie library, indicating a significant demand for a wide selection of films. Additionally, 21% are drawn to original series, highlighting the growing popularity of exclusive, platform-specific content. Similarly, 16% seek a broad mix of content, showcasing an inclination for versatile viewing experiences across multiple genres and formats.

Table 4 Preference of Content

Content	**Number of Respondents (%)**
A broad mix	16
Favourite TV content	10
Movie library	28
Original series	21
Sports	10
Specific genre	04
Children’s program	02
Short form video	09
Total	**100**

Television content remains important, with 10% favouring their favourite TV shows, while another 10% exhibit an interest in sports, emphasizing the significance of live sports events in the streaming landscape. Additionally, 9% opt for short-form video, reflecting the rise of easily consumable content, while 4% have a preference for a specific genre. Children’s programs garner a modest 2% of responses. These findings underscore the multifaceted nature of content preferences among streaming platform users. The prominence of movie libraries and original series showcases the appetite for comprehensive entertainment options and exclusive programming. The desire for a diverse mix of content suggests an audience that seeks variety and flexibility in their viewing experiences. Preferences for sports and children's programming reaffirm the importance of catering to niche audiences, while the inclination towards short-form video indicates changing consumption habits and the need for quick, engaging content.

• Factors Affecting the Choice of OTT Platforms

Table 5 provides insights into the factors that significantly influence the selection of Over-The-Top (OTT) platforms among surveyed participants, highlighting the complex interplay of content, pricing, and user experience in their decision-making process. The data reveals that the foremost determinant, cited by 41% of participants, is good content. This underscores the importance of quality programming, indicating that users are drawn to platforms offering a diverse array of engaging content, including movies, series, and original productions.

Table 5 Factors affecting the choice of OTT platforms

Factors	**Number of respondents (%)**
Good content	41
Ad Free	30
Low-cost preference	19
Subscription discount/Offers	10
Total	**100**

Similarly, ad-free viewing captures the attention of 30% of respondents, indicating a growing aversion to intrusive advertisements during streaming sessions. The desire for uninterrupted, immersive viewing experiences has become a significant driver in platform choice. Additionally, 19% of respondents prioritize low cost, highlighting a strong preference for cost-effective options. This underscores the role of affordability in attracting and retaining subscribers, especially in a competitive landscape where consumers seek value for their money. A smaller yet noteworthy segment of respondents (10%) is influenced by subscription discounts/offers, emphasizing the impact of promotional deals and pricing incentives in their platform selection. These findings underscore the multifaceted decision-making process guiding individuals in choosing OTT platforms, revealing a discerning audience seeking captivating content, seamless viewing experiences, and budget-friendly options. These insights provide valuable guidance for OTT providers to refine their offerings, pricing models, and user experience, shaping a competitive and user-centric streaming landscape.

5.8 Future preferences of OTT platforms

Figure 2 offers insights into the prospective preferences of respondents regarding the future landscape of entertainment consumption, focusing on traditional cinema theatres and Over-The-Top (OTT) platforms. The data highlights the evolving dynamics of media consumption and provides insights into potential trajectories for the industry. Among surveyed participants, a notable 40% express their inclination towards continuing their engagement with OTT platforms in the future. This suggests sustained demand for the convenience, variety, and on-demand nature offered by streaming services. Additionally, an almost equivalent 34% of respondents express interest in both options, indicating a balanced approach that integrates both traditional cinematic experiences and the flexibility of online streaming.

Interestingly, 26% of respondents express a preference for cinema theatre experiences, indicating an enduring attachment to the communal and immersive setting of movie theatres. This preference may stem from a desire for the larger-than-life screen, shared viewing experiences, and nostalgia associated with traditional movie-going. The nearly equal distribution among the three options – cinema theatres, OTT platforms, and a combination of both – underscores the complexity of consumer preferences and the need for the entertainment industry to navigate a landscape catering to diverse tastes and demands. This data points to a future entertainment ecosystem that remains multifaceted and nuanced. While OTT platforms continue to be favoured by a significant portion of respondents for their convenience and content variety, the enduring appeal of cinema theatres and the willingness to embrace both options indicate a potential coexistence of traditional and digital formats. Striking a balance between these preferences will be crucial in shaping the future of entertainment consumption.

• **SWOT Analysis of OTT Industry**

The provided SWOT analysis offers a comprehensive overview of the strengths, weaknesses, opportunities, and threats associated with the rapidly evolving OTT

(Over-The-Top) industry. Strengths highlighted in the analysis underscore ongoing technological advancements and their positive impact on the OTT industry. The increasing speed, price performance, and adoption of broadband services, aligned with Moore's Law, enhance accessibility and improve the quality of content delivery. Moreover, the growing capability of devices and platforms enhances user experiences and paves the way for innovations such as virtual reality and augmented reality. Additionally, the analysis acknowledges the strength of online platforms and the network effects resulting from increased adoption, indicating a virtuous cycle that can drive widespread engagement.

Opportunities outlined in this context emphasize potential gains in market efficiency, GDP growth, and skilled employment. Economies of scale and scope, lower unit costs, and reduced transaction costs collectively contribute to a more efficient and accelerated business environment, fostering innovation and overall economic advancement. Identified weaknesses underscore existing limitations and challenges within the OTT landscape. These include remaining gaps in fixed and mobile broadband coverage, adoption, and speed, which could hinder universal access to these services. Moreover, the lack of consistent global regulatory approaches in areas such as jurisdiction, privacy, network security, and taxation creates potential fragmentation and uncertainty. Inability to create or operate services across multiple countries can constrain the growth potential of OTT platforms and limit their global reach.

Threats highlighted in the analysis point to potential risks associated with the proliferation of OTT services. These include negative impacts on network operator revenues and profits, which could subsequently affect taxes and investment capacities. Increased risk of privacy and security breaches raises concerns about data protection and user safety. Furthermore, the risk of monopolization of access and services could lead to reduced competition and innovation. The analysis also draws attention to the potential exacerbation of the "digital divide" between developed and developing countries, underscoring the importance of ensuring equitable access to these services. Overall, the SWOT analysis provides a well-rounded assessment of the multifaceted landscape of the OTT industry.

Table 6 SWOT Analysis of OTT Industry

Strength	Weakness
♦ Increasing speed, price performance and adoption of broadband services, enhanced price performance (Moore's Law). ♦ Increasing speed and capability of devices and services, enhanced price performance (Moore's Law). ♦ Increased capability of online platforms. ♦ Growing network effects due to increased adoption.	• Remaining limitations in fixed and mobile broadband coverage, adoption, and speed. • In consistent global approaches to the scope of regulation, to jurisdiction, to specific regulatory rules, to privacy, to network security, and to taxation. • Limited capacity to create or operate services in many countries.
Opportunity	**Threats**
♦ Gains in market efficiency. ♦ Consequent gains in GDP and in ♦ (skilled) employment. ♦ Economies of scale and scope. ♦ Lower unit costs. ♦ Lower transaction costs. ♦ Overall acceleration of business. ♦ Enhanced innovation.	• Possible negative impact on network operator revenues and profits, with corresponding adverse impact on taxes and on ability to invest. • Increased risk of privacy and security breaches. • Risk of access and service monopolisation. • Risk that the "digital divide" between developed and developing countries worsens.

MAIN FINDINGS AND CONCLUSION

The study provides valuable insights into the evolving landscape of India's Over-the-Top (OTT) streaming market, shedding light on key trends shaping the industry's growth. A prominent finding is that the primary consumer demographic falls within the 20-30 age group, highlighting the dominance of younger audiences. This trend can be attributed to their digital literacy, familiarity with online platforms, and preference for on-demand entertainment. Affordability plays a crucial role in OTT adoption, with 81% of respondents reporting annual incomes below ₹50,000. This underscores the economic accessibility of streaming services, allowing widespread penetration across income groups. Social media emerges as the leading source of awareness, reinforcing the importance of digital marketing and online engagement in attracting new users.

The pandemic significantly influenced OTT consumption, with 58% of respondents increasing their usage during lockdowns. This trend underscores the resilience and adaptability of digital streaming services, which provided both entertainment and a sense of connection during periods of isolation. As a result, OTT platforms have cemented their role as an integral part of modern entertainment consumption. In terms of content preferences, Indian audiences exhibit a balanced consumption of both domestic and international content, reflecting a globalized entertainment landscape. This trend indicates an increasing openness to diverse storytelling and cross-cultural narratives. Moreover, smartphones are the preferred streaming device, underscoring the convenience and mobility that OTT platforms offer. The dominance of mobile streaming suggests a shift in content consumption patterns, favoring on-the-go accessibility over traditional television viewing.

User satisfaction with OTT services is notably high, with a majority expressing positive experiences. This indicates that platforms are successfully delivering value through content variety, affordability, and user-friendly interfaces. Furthermore, the study highlights a promising outlook for the industry, as a significant proportion of respondents foresee continued engagement with OTT platforms and expect substantial growth in the sector. The findings also emphasize the strategic role of content diversity and exclusive offerings in driving user engagement and subscription rates. The availability of free streaming options and an extensive content library serves as an effective strategy to attract and retain users. The ability of OTT platforms to personalize recommendations and enhance viewer experiences further contributes to sustained user interest. As the industry continues to evolve, stakeholders must capitalize on emerging opportunities while addressing challenges such as content saturation, pricing strategies, and digital competition. With the right innovations and user-centric approaches, India's OTT market is poised for long-term expansion and sustainability.

REFERENCE

Dutta, A. (2022). Content carnival? (Re) Viewing representation, Indianness, and OTT culture in India. *Streaming and Screen Culture in Asia-Pacific*, 145-160. https://spir.aoir.org/ojs/index.php/spir/article/view/11905/10286

Manoj, A., & Asif, E. (2021). Content regulation and censorship: OTT platforms. *The National University of Advanced Legal Studies*.

P., B. N., & Sharma, I. (2021). Binge watching to binge serving in India: Revolution, regulations, and restrictions of over-the-top (OTT) platforms. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, *13*(4).

Kour, G. (2022). Understanding platform strategies for consumer stickiness on OTT platforms. *Journal of Indian Business Research, 11*(4). https://doi.org/10.1108/JIBR-04-2021-0122

Thomas, J. (2022). Consumer satisfaction towards over-the-top platforms and theatres with special reference to Kerala, India. *Asian Journal of Sociological Research*, *7*(1), 21-32.

Ghosh, K. (2022). A DNN-based technique for age verification in OTT platforms. In *International Scientific and Practical Conference "Technology in Agriculture, Energy and Ecology" (TAEE2022)*.

Janhavi, M., & Chitre, J. (2022). Comparative analysis of consumer preference towards sources of entertainment with reference to DTH and OTT. July 2022.

P, N., & Thomas, P. E. (2022). Understanding the factors leading to the adoption of content localization strategy by OTT platforms in India: A review. *International Journal of Scientific Research and Management, 10*(05), 19-23.

Singh, P. (2018). New media as a change agent of Indian television and cinema: A study of over-the-top platforms. *Journal of Content, Community & Communication, 9*(5), June 2019.

Bouquillion, P. (2020). Industrial and financial structures of over-the-tops (OTTs) in India.

Gupta, P. (2021). The factors affecting the shift of Indian customers from TV series to web series – The future of OTT services in India. *EPRA International Journal of Multidisciplinary Research (IJMR), 7*(2), February 2021.

Moochhala, Q. (2018). The future of online entertainment service in India. https://doi.org/10.1108/JIBR-04-2021-0122

Saha, S. (2021). Consumption pattern of OTT platforms in India. *International Journal of Modern Agriculture*.

Sundarwal, E., & Elangovan, N. (2020). Emergence and future of over-the-top (OTT) video services in India: An analytical research.

Kumar, T. (2020). A study on growth of over-the-top (OTT) video services in India. *International Journal of Latest Research in Humanities and Social Science (IJLRHSS), 3*(9), 68-73.