

OTT Platform: Pros, Cons, Challenges in India

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Abstract

OTT is the 'Over the Top', refers to TV and film content that can be viewed using the internet connection in place of satellite service or cable connection. Now a days there are many OTT platforms such as YouTube, MX Player, Prime Videos, Netflix, Sony LIV, etc. Some of OTT platforms are paid and some are free of cost. OTT users can watch movies, series, TV shows or any content available on OTT as per their choice. On OTT users are having many options to see their favourite content. They can access OTT from many devices like smart TVs, mobiles, computers, tablets etc. from any place.

Key Words: OTT, platform,

1. Introduction:

Growth rates of OTT platforms in India: As per source selectra.in says OTT Platform Statistics In India Reveals the revenue from OTT platforms rose to approximately 19 billion Indian rupees in the fiscal year 2020. It is expected that by 2022, this will rocket up to 46 billion rupees. In the year 2019-2020 sees highest annual growth For Indian Entertainment Digital Market. The market value for digital media growth rate in India has recorded a hike of 49 per cent across the entertainment industry during 2019 -2020, online gaming follows an 18 per cent growth rate. Indian Digital media market values at 235 billion Indian rupees in 2020, projected to hit 424 billion rupees by 2023. In 2020, video subscriptions revenue leads digital media with over 42 billion Indian rupees, expected to reach 83 billion rupees by 2023. Audio subscription revenue over 1 billion rupees. Revenue from OTT in India reaches further two billion U.S. dollars in 2020. 7 billion is projected by 2026. Disney+ Hotstar, Netflix, Amazon Prime Video, and YouTube prove to be major contributors. Paying Indian subscribers come to 29 million in 2020 with 53 million video subscriptions. The

film entertainment market's overall revenue exceeds 70 billion Indian rupees in 2020.

Future of OTT platform: India will enjoy one billion video screens by 2024. 85% of Indian Subscribers will be broadband-ready by 2024. OTT streaming business ready to invest \$1 billion in content only in 2021. Direct to consumer SVOD subscribers expected to grow to 193 million by 2026. SVOD revenues will reach above \$1.8 billion by 2026 from \$800 million in 2021.

(Source - OTT Platform Statistics in India Reveals Promising Growth | selectra.in)

2. Literature Review:

Sundaravel and Elangovan (2020) explained in their paper that the emergence of OTT would harm the penetration of cable TV in India. So, traditional TV stations should prepare for a paradigm shift brought on by OTT platforms, they should work towards making high-quality content that can compete with the material that is available in OTT

Sadana, and Sharma (2021) highlighted that the paper aims to analyse how the top over-the-top

(OTT) platform is becoming a preferred source of entertainment amongst young consumers over traditional Pay TV service (Cable TV/DTH) in India also the factors that play a vital role in such preferences along with gamification of content.

Garima Sharma Nijhawan and Surbhi Dahiya (2020) revealed the key trends around OTT adoption triggered by COVID-19 in urban India within Delhi-NCR also evaluate comparative audience preferences and trends around OTT v/s TV viewing and assimilate and study the consumer opinion regarding 'likes and dislikes of OTT as a platform'

Sonali Malewar and Shweta Baja (2020) : This paper aims at identifying factors that stimulates the customers to adopt and use OTT video streaming platforms in India by applying unified theory of acceptance and use of technology 2 (UTAUT2) model also this study attempted to check the moderation effect of age, gender, experience.

Ria Patnaik et al. (2021) : Rise of OTT Platforms: Effect of the C-19 Pandemic, the objectives of this paper are to find out and understand the increase in consumption of OTT platforms during pandemic and to understand the future scope of the OTT platforms along with to study the shift in consumption from old entertainment to new.

Hemalatha et al. (2022) indicated the aim of paper is to identify popular OTT operating system and content option preference of OTT platforms, to measure the customers experience of using and level of satisfaction towards OTT platforms also to identify the context of changes that occurred before and after covid -19 pandemic period.

Swati Manoj Yeole et al. (2022) indicated that this paper aims to pinpoint the features that influence the OTT video streaming, to investigate the impact of smartphone penetration on OTT video streaming also to

analyze the factor of cost element on user subscription for OTT video streaming.

Vidushi Negi and Subhash Gupta (2022) : Impact of Over-the-Top (OTT) platform on the changing lifestyle of youth residing in Uttarakhand during Covid-19 pandemic lockdown, the study is trying to understand the impact of OTT platforms on the changing lifestyle of youth residing in Uttarakhand region during lockdown.

Gomathy and Vijaitha Christy (2021) : Viewer's Perception Towards 'OTT' Platform During Pandemic (with special reference to Coimbatore city), the objective of this paper is to analyse viewer's perception towards OTT platform also to examine the factors influencing to prefer OTT platform.

3. Objectives of The Study

- To study the perception of college going students in Mumbai region towards OTT Platform
- To understand pros and cons associated with OTT platform, also challenges faced by it.

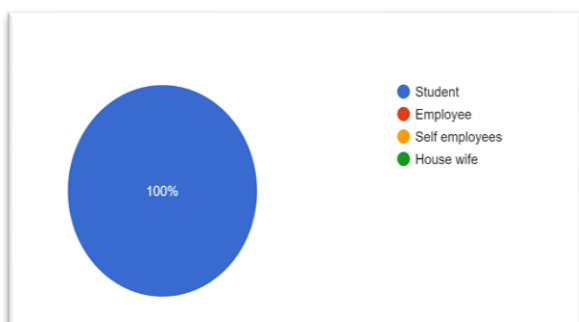
4. Research Methodology

For the study of this paper we have prepared google form and circulated in college going students in Mumbai region and collected primary data from 131 students in Mumbai region. Secondary data is collected from various sites, blogs and books.

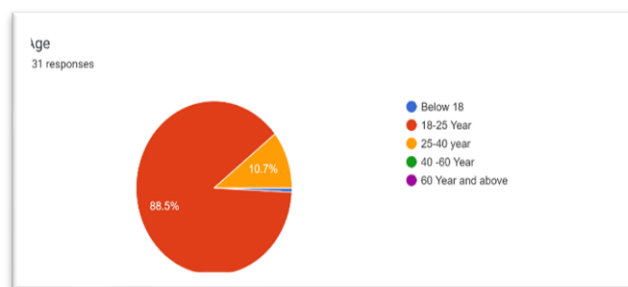
5. Results & Discussion

For research purpose, we have prepared google form and circulated amongst college going students of Mumbai region. Following are the analysis on it. We asked college going students in Mumbai region about their perception of OTT platform which is being analysed and interpreted as follows:

Profession of the respondents



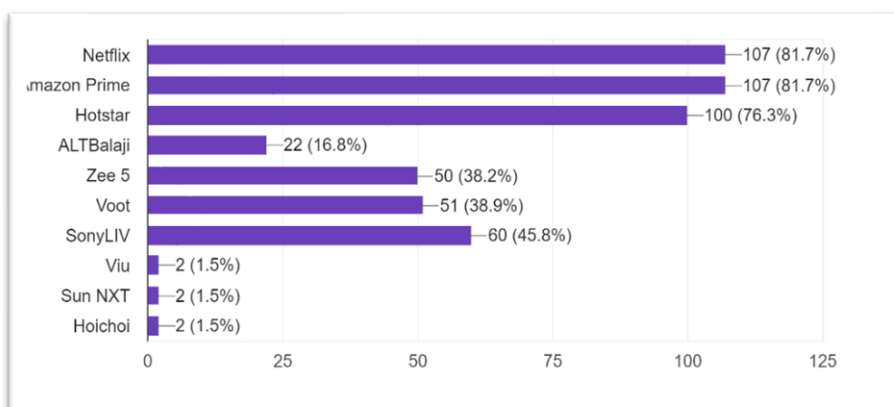
Profession: As survey is conducted of students 100% respondents are students.



Age Of the respondents: Maximum respondents (88.5%) are from 18-25-year age bracket as we have selected college going students as a respondents.

Age of the Respondents

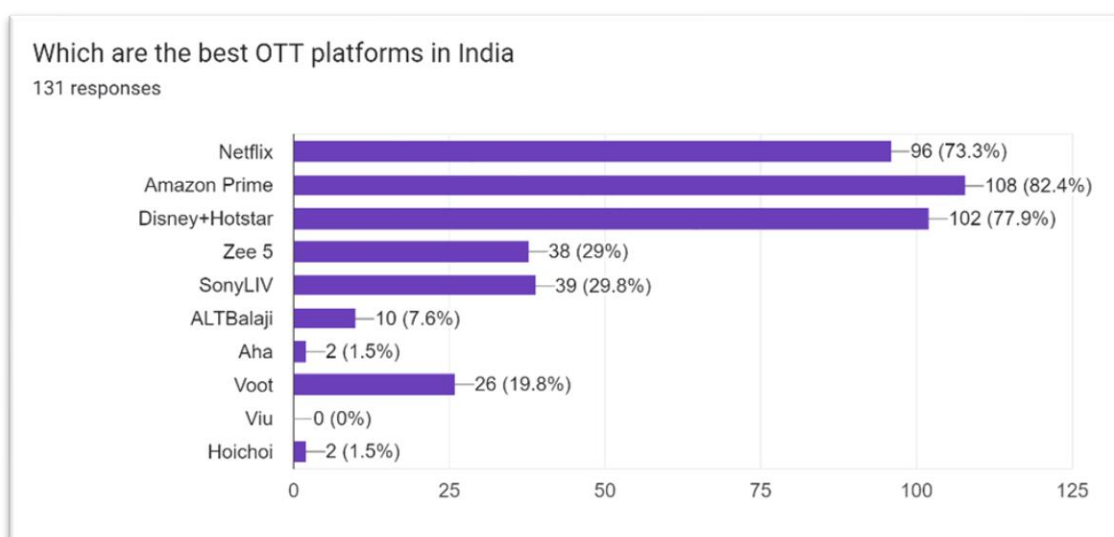
Choice of respondents towards OTT Platforms



We asked respondents which OTT platform they use to see, Maximum students show their choice towards Netflix, Amazon Prime, Hotstar. Moderate choice towards Zee 5, Voot,

SonyLiv and ALTBalaji and very less students showed their choice towards Viu, SunNXT, Hoichoi.

Best OTT Platforms in India



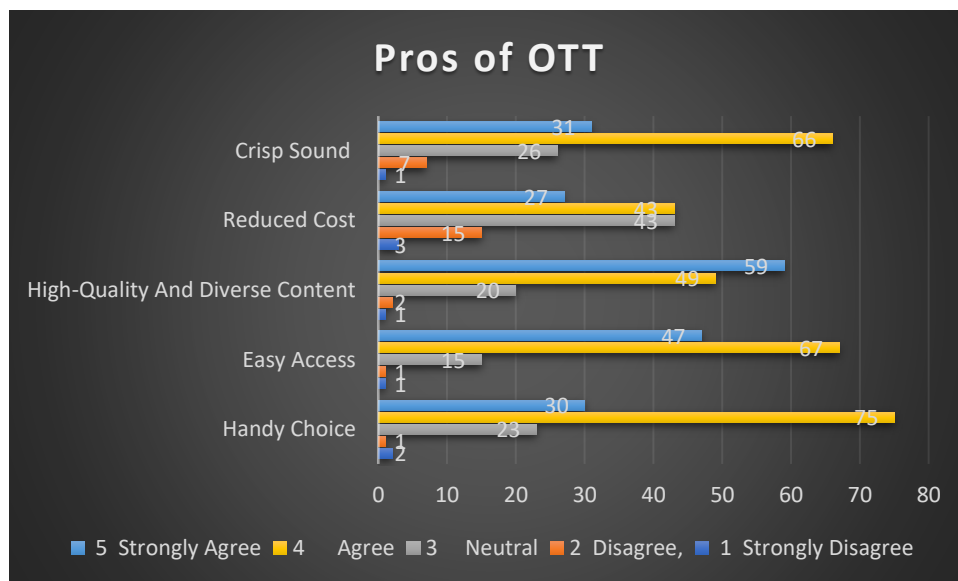
When asked about best OTT platforms in India, According to students Netflix, Amazon Prime, Disney+Hotstar. Moderate response towards Zee 5, SonyLIV, Voot are best OTT platforms in India and very less response received towards ALTBalaji, Aha, Vio, Hoichoi.

We have asked students in Mumbai region to provide their opinion about pros of OTT platform for the following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Pros of OTT Platform

Pros of OTT Platform

Pros of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Handy Choice	2	1	23	75	30
Easy Access	1	1	15	67	47
High-Quality and Diverse Content	1	2	20	49	59
Reduced Cost	3	15	43	43	27
Crisp Sound	1	7	26	66	31



- OTT has a handy choice is agreed by maximum respondents i.e. 75 respondents, followed by strongly agree 30 respondents, neutral 23 and remaining Strongly Disagree 2 and Disagree 1. This reflects that students are highly agreed on opinion that OTT has handy choice.
- OTT has a easy access is agreed by maximum respondents i.e. 67 respondents, followed by strongly agree 47 respondents, neutral 15 and remaining Strongly Disagree

1 and Disagree 1. This reflects that students are highly agreed on opinion that OTT have easy access.

- OTT is having High-Quality and Diverse Content is strongly agreed by maximum respondents i.e. 59 respondents, followed by agreed 49 respondents, neutral 20 and remaining Strongly Disagree 1 and Disagree 2. This reflects that students are highly agreed on opinion that OTT having High-Quality and Diverse Content.

4. OTT has reduced cost is agreed by maximum respondents i.e. 43 respondents, followed by strongly agree 27 respondents, neutral 43 and remaining Strongly Disagree 1 and Disagree 15. This reflects that students are highly agreed on opinion that OTT have the Reduced Cost.

5. OTT is a Crisp Sound is agreed by maximum respondents i.e. 66 respondents, followed by strongly agree 31 respondents, neutral 26 and remaining Strongly Disagree

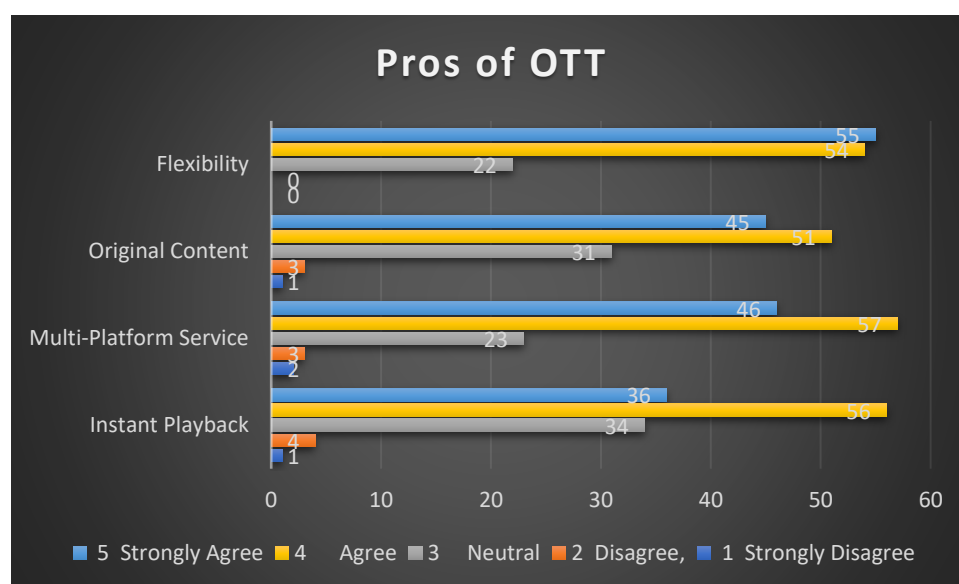
1 and Disagree 7. This reflects that students are highly agreed on opinion that OTT have crisp sound.

Pros of OTT Platform

We have asked students in Mumbai region to provide their opinion about pros of OTT platform for the following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Pros of OTT Platform

Pros of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Instant Playback	1	4	34	56	36
Multi-Platform Service	2	3	23	57	46
Original Content	1	3	31	51	45
Flexibility	0	0	22	54	55



1. OTT has an instant playback is agreed by maximum respondents i.e. 56 respondents, followed by strongly agree 36 respondents, neutral 34 and remaining Strongly Disagree 1 and Disagree 4. This reflects that students are highly agreed on opinion that OTT has an instant playback
2. OTT has a multi-platform service is agreed by maximum respondents i.e. 57 respondents, followed by strongly agree 46 respondents, neutral 23 and remaining Strongly Disagree 2 and Disagree 3. This

reflects that students are highly agreed on opinion that OTT have multi-platform service.

3. OTT is having original content is strongly agreed by maximum respondents i.e. 45 respondents, followed by agreed 51 respondents, neutral 31 and remaining Strongly Disagree 1 and Disagree 3. This reflects that students are agreed on opinion that OTT have original content.
4. OTT is a Flexible is agreed by maximum respondents i.e. 54 respondents, followed

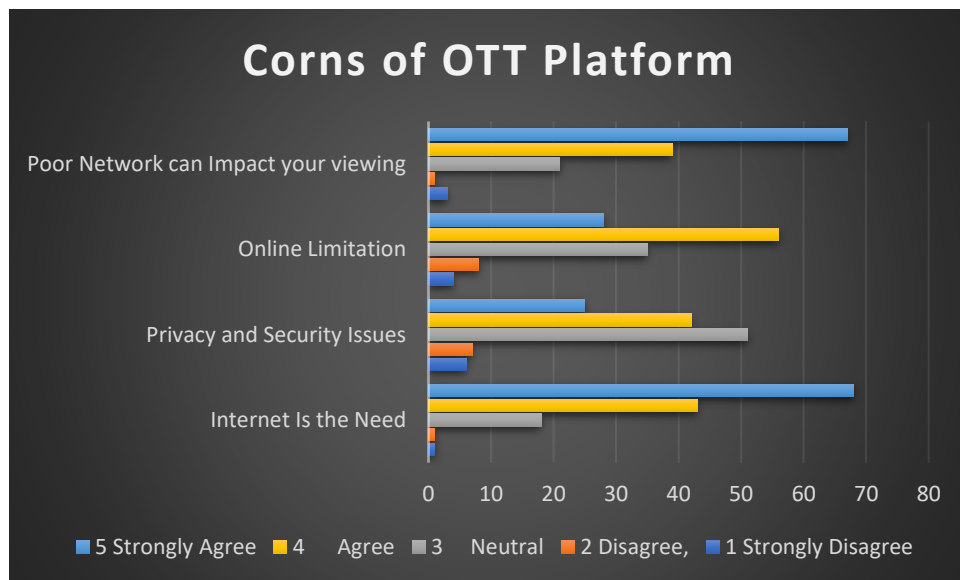
by strongly agree 55 respondents, neutral 22 and remaining Strongly Disagree 0 and Disagree 0. This shows that students are agreed on opinion that OTT platform is flexible.

Corns of OTT Platform

We have asked students in Mumbai region to provide their opinion about corns of OTT platform for the following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Corns of OTT Platform

Corns of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Internet Is the Need	1	1	18	43	68
Privacy and Security Issues	6	7	51	42	25
Online Limitation	4	8	35	56	28
Poor Network can Impact your viewing	3	1	21	39	67



1. Internet Is the need of OTT platform is agreed by maximum respondents i.e. 43 respondents, followed by strongly agree 68 respondents, neutral 18 and remaining Strongly Disagree 1 and Disagree 1. This reflects that students are highly agreed on opinion that Internet Is the Needed by OTT platform.
2. OTT have privacy and security issues is agreed by maximum respondents i.e. 42 respondents, followed by strongly agree 25 respondents, neutral 51 and remaining Strongly Disagree 7 and Disagree 6. This reflects that maximum students are agreed

on opinion that OTT have privacy and security issues.

3. OTT is having Online Limitation is strongly agreed by maximum respondents i.e. 28 respondents, followed by agreed 56 respondents, neutral 35 and remaining Strongly Disagree 4 and Disagree 8. This reflects that students are highly agreed on opinion that OTT having Online Limitation.
4. Poor network can impact your viewing the OTT platform is agreed by maximum respondents i.e. 39 respondents, followed by strongly agree 67 respondents, neutral 21 and remaining Strongly Disagree 3 and

Disagree 1. This reflects that students are highly agreed on opinion that poor network can impact viewing on OTT platform.

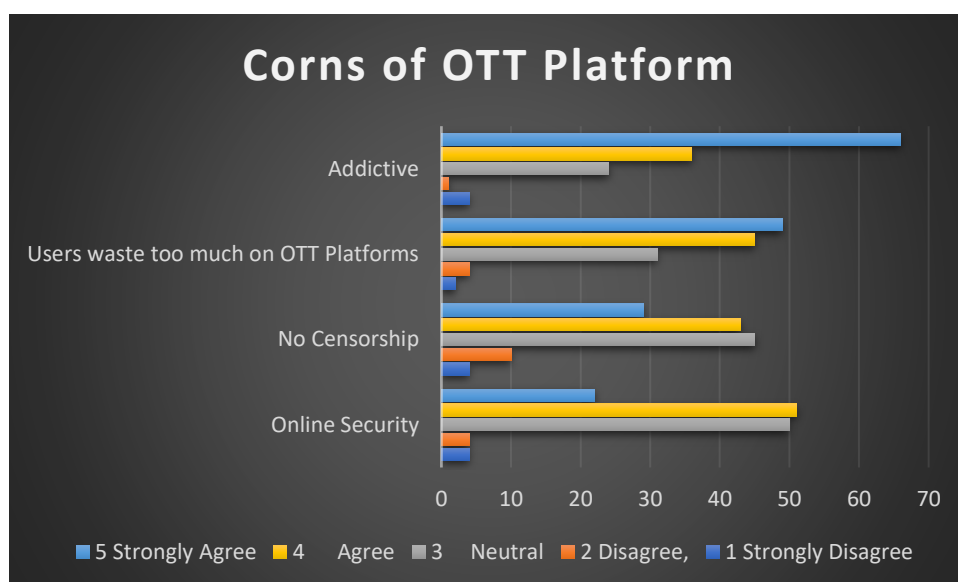
Corns of OTT Platform

We have asked students in Mumbai region to provide their opinion about corns of OTT

platform for the following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Corns of OTT Platform

Corns of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Online Security	4	4	50	51	22
No Censorship	4	10	45	43	29
Users waste too much on OTT Platforms	2	4	31	45	49
Addictive	4	1	24	36	66



1. There is no online Security is agreed by maximum respondents i.e. 51 respondents, followed by strongly agree 22 respondents, neutral 50 and remaining Strongly Disagree 4 and Disagree 4. This reflects that students are highly agreed on opinion that OTT has no online Security
2. There is no censorship for OTT platform is agreed by maximum respondents i.e. 43 respondents, followed by strongly agree 22 respondents, neutral 45 and remaining Strongly Disagree 4 and Disagree 10. This reflects that students are highly agreed on opinion that OTT platform have no censorship.
3. Users waste too much on OTT Platforms is strongly agreed by maximum respondents i.e. 49 respondents, followed by agreed 45 respondents, neutral 31 and remaining Strongly Disagree 2 and Disagree 4. This reflects that students are highly agreed on opinion that users waste too much on OTT Platforms.
4. OTT platform is a Addictive is agreed by maximum respondents i.e. 36 respondents, followed by strongly agree 66 respondents, neutral 24 and remaining Strongly Disagree 4 and Disagree 1. This reflects that students are highly agreed on opinion that OTT platform have Addictive.

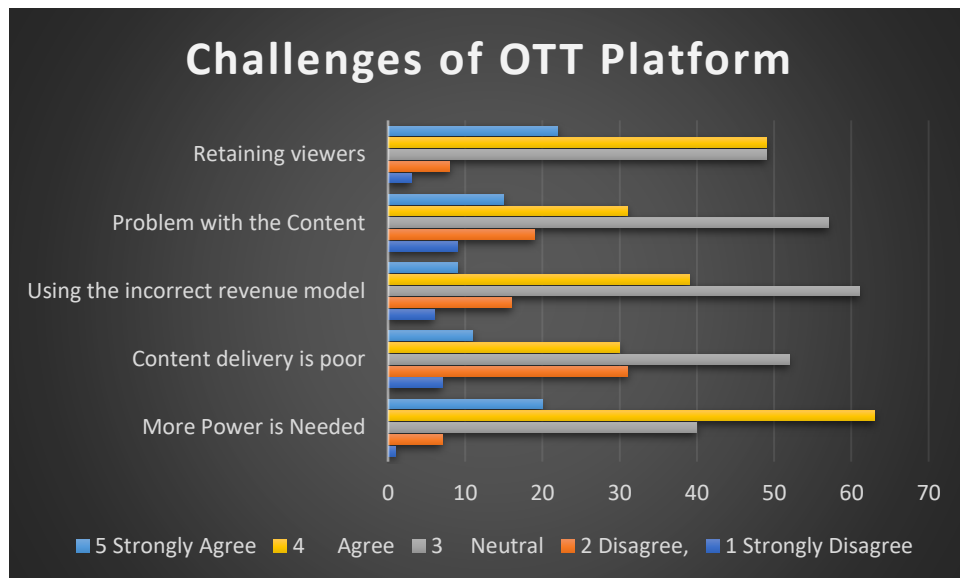
Challenges of OTT Platform

We have asked students in Mumbai region to provide their opinion about challenges of OTT platform for the following questions on the

scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Challenges of OTT Platform

Challenges of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
More Power is Needed	1	7	40	63	20
Content delivery is poor	7	31	52	30	11
Using the incorrect revenue model	6	16	61	39	9
Problem with the Content	9	19	57	31	15
Retaining viewers	3	8	49	49	22



1. OTT is a More Power is Needed is agreed by maximum respondents i.e. 63 respondents, followed by strongly agree 20 respondents, neutral 40 and remaining Strongly Disagree 1 and Disagree 7. This reflects that students are highly agreed on opinion that OTT More Power is Needed
2. OTT is a Content delivery is poor is agreed by maximum respondents i.e. 30 respondents, followed by strongly agree 11 respondents, neutral 52 and remaining Strongly Disagree 7 and Disagree 31. This reflects that students are highly agreed on opinion that OTT have No Content delivery is poor.
3. OTT is having Using the incorrect revenue model on OTT Platforms is strongly agreed by maximum respondents i.e. 9 respondents, followed by agreed 39 respondents, neutral 61 and remaining Strongly Disagree 6 and Disagree 16. This reflects that students are highly agreed on opinion that OTT having Using the incorrect revenue model OTT Platforms.
4. OTT is a Problem with the Content is agreed by maximum respondents i.e. 31 respondents, followed by strongly agree 15 respondents, neutral 57 and remaining Strongly Disagree 9 and Disagree 19. This reflects that students are highly

agreed on opinion that OTT have Problem with the Content.

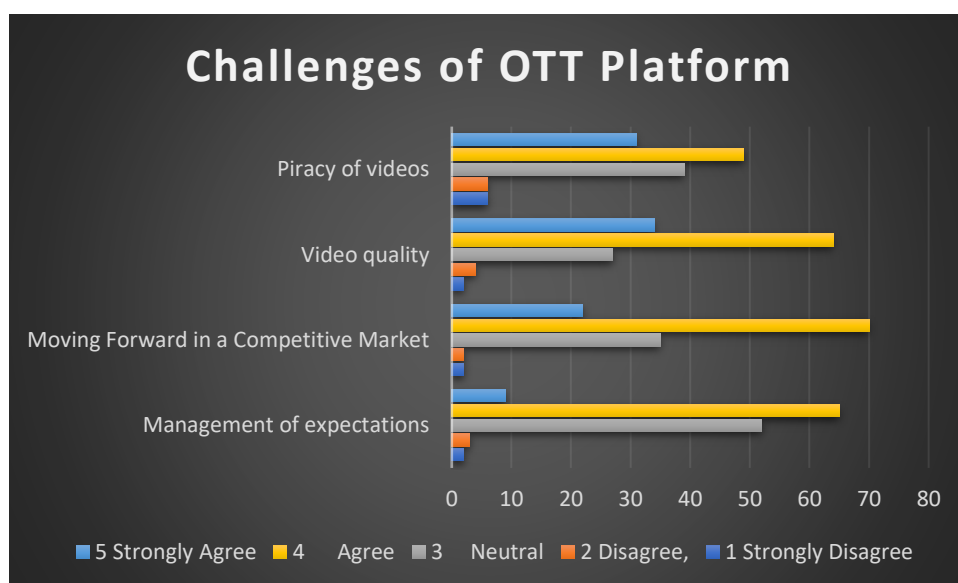
5. OTT is Retaining viewers is agreed by maximum respondents i.e. 49 respondents, followed by strongly agree 22 respondents, neutral 49 and remaining Strongly Disagree 3 and Disagree 8. This reflects that students are highly agreed on opinion that OTT have Retaining viewers.

Challenges of OTT Platform

We have asked students in Mumbai region to provide their opinion about challenges of OTT platform for the following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Challenges of OTT Platform

Challenges of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Management of expectations	2	3	52	65	9
Moving Forward in a Competitive Market	2	2	35	70	22
Video quality	2	4	27	64	34
Piracy of videos	6	6	39	49	31



1. OTT is a Management of expectations is agreed by maximum respondents i.e. 65 respondents, followed by strongly agree 9 respondents, neutral 52 and remaining Strongly Disagree 2 and Disagree 3. This reflects that students are highly agreed on opinion that OTT Management of expectations
2. OTT is a Moving Forward in a Competitive Market is agreed by maximum respondents i.e. 70 respondents, followed by strongly

agree 22 respondents, neutral 35 and remaining Strongly Disagree 2 and Disagree 2. This reflects that students are highly agreed on opinion that OTT have Moving Forward in a Competitive Market.

3. OTT is having Video quality on OTT Platforms is strongly agreed by maximum respondents i.e. 34 respondents, followed by agreed 64 respondents, neutral 27 and remaining Strongly Disagree 2 and Disagree 4. This reflects that students are

highly agreed on opinion that OTT having Video quality OTT Platforms.

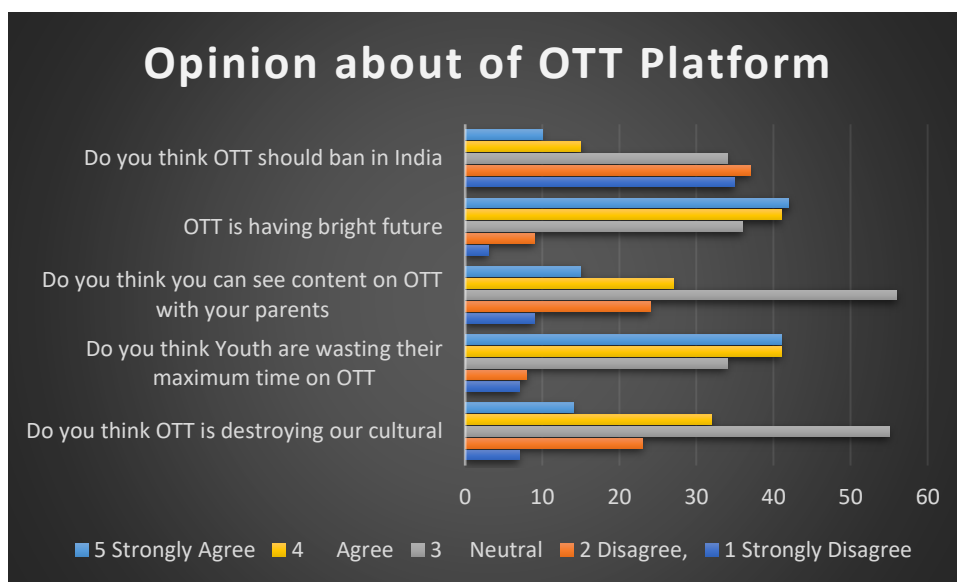
4. OTT is a Piracy of videos is agreed by maximum respondents i.e. 49 respondents, followed by strongly agree 31 respondents, neutral 39 and remaining Strongly Disagree 6 and Disagree 6. This reflects that students are highly agreed on opinion that OTT have Piracy of videos.

Opinion about of OTT Platform

We have asked students in Mumbai region to provide their opinion about of OTT platform on following questions on the scale of 1 – 5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Results are presented in following table and graph.

Opinion about of OTT Platform

Opinion on following of OTT	1 Strongly Disagree	2 Disagree,	3 Neutral	4 Agree	5 Strongly Agree
Do you think OTT is destroying our cultural	7	23	55	32	14
Do you think Youth are wasting their maximum time on OTT	7	8	34	41	41
Do you think you can see content on OTT with your parents	9	24	56	27	15
OTT is having bright future	3	9	36	41	42
Do you think OTT should ban in India	35	37	34	15	10



1. OTT is a Do you think OTT is destroying our cultural is agreed by maximum respondents i.e. 32 respondents, followed by strongly agree 14 respondents, neutral 55 and remaining Strongly Disagree 7 and Disagree 23. This reflects that students

are highly agreed on opinion that OTT Do you think OTT is destroying our cultural

2. OTT is a Do you think Youth are wasting their maximum time on OTT is agreed by maximum respondents i.e. 41 respondents, followed by strongly agree 41

respondents, neutral 34 and remaining Strongly Disagree 7 and Disagree 8. This reflects that students are highly agreed on opinion that OTT have Do you think Youth are wasting their maximum time on OTT.

3. OTT is having Do you think you can see content on OTT with your parents on OTT Platforms is strongly agreed by maximum respondents i.e. 15 respondents, followed by agreed 27 respondents, neutral 56 and remaining Strongly Disagree 9 and Disagree 24. This reflects that students are highly agreed on opinion that OTT having Do you think you can see content on OTT with your parents OTT Platforms.
4. OTT is a OTT is having bright future is agreed by maximum respondents i.e. 41 respondents, followed by strongly agree 42 respondents, neutral 36 and remaining Strongly Disagree 3 and Disagree 9. This reflects that students are highly agreed on opinion that OTT have OTT is having bright future.
5. OTT is a Do you think OTT should ban in India is agreed by maximum respondents i.e. 15 respondents, followed by strongly agree 10 respondents, neutral 34 and remaining Strongly Disagree 35 and Disagree 37. This reflects that students are highly agreed on opinion that OTT have Do you think OTT should ban in India.

6. Conclusion:

An over-the-top media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms; the types of companies that traditionally act as controllers or distributors of such content.

We have summarized the **data regarding the statistics involved in the OTT industry** and presented them here in an attractive way for your better understanding. We have collected this data from reliable sources and extend

our gratitude to all the sites that have helped us compile this article.

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