Summer Internship Programme

College Assisted Project

Final Report

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Batch: MBA – FT (2020-2022)

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Date of Submission: **12**th July, 2021

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Acknowledgement

In all humility and gratitude I am overloaded in recognising my profound to those who have enabled me to push these thoughts far above the level of simplicity and concreteness.

I like to thank especially my Domain Mentor Prof. Meeta Munshi and my Faculty Mentor mentor Prof. Parag Rijwani, who provided me with a great opportunity to carry out this wonderful project, entitled "Analysing the OTT platform industry and its impact on consumer's content consumption."
 I thank them very much.

Whatever endeavour at any level cannot be achieved without MY parents and friends' help and advice.

I would want to thank my parents and my domain mentor once again who, despite their hectic schedules, helped me a lot to acquire different information, collect data and guides me from time to time in making my project unique.

Thank you for that,

Jayant Tiwari

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MBA FT C

Executive Summary

With the Aim to study about the acceptance of OTT platform by the Consumers, a literature review was conducted with the objective of understanding the various relations such as Its Growth potential in India, Effect of Covid 19 on OTT, its features which act as a catalyst for its high growth potential etc. The major Findings included

- Content openness, cost, and a lack of technological maturity are proving to be important roadblocks to OTT service uptake
- Average number of OTT users has risen along with the amount of time and money spent on content consumption
- Features such as content quality, pace, user friendliness etc. act as a catalyst for OTT Boost in India as well as any other country.

To take a deeper dive a survey was also conducted in which 87 people responded and the male female ratio was 14:15. The survey was conducted online as well as offline. The survey questions were designed as such to make it self explanatory in terms responding to and was also easy to analyse from the observations and answer of the correspondents. Major Managerial Implication of the Survey Included:

- Genre Specific Content Curation
- Age based targeting
- UI and feature optimisation

To conclude with the project understandings we knew that OTT platform is the fastest growing sector in the media Industry. Its impact to the peoples' perception showed that they are willing to move to the OTT platform permanently. But a few changes will make sure that the transition goes on more smoothly and the consumers will be able to access fast paced media with the best content curated to their needs.

Project Title

Analyzing the OTT platform industry and its impact on consumer's content consumption.

Background

The term "over-the-top" was coined in relation to devices that go "above" a cable box to provide users with access to television programming. OTT channels distribute material through the internet rather than through a traditional cable or broadcast provider. IT INCLUDES:

Individuals who watch video over-the-top (OTT) via any app or website that delivers streaming video content and bypasses traditional distribution. HBO Now, Hulu, Netflix, Amazon Video, YouTube/YouTube Red, and SlingTV
 are just a few examples.

Individuals who use TV sets connected to the internet through built-in internet connectivity (Smart TV) or other devices with the functionality such as set-top box (STB) devices (e.g., Apple TV, Google Chromecast, Amazon Fire, Roku), Blu-ray players, or gaming consoles are known as connected TV (CTV)/Internet Protocol TV (IPTV) users.

Users of linear OTT video services: Users who pay a monthly subscription to a service that broadcasts live TV channel bundles over the internet. Sling TV, DirecTV Now, Hulu with Live TV, YouTube TV, and PlayStation Vue are just a few examples.

The following are some of the most common sub-categories of OTT/CTV users:

Users access free-to-watch material that is subsequently commercialized by video advertising via advertising-based video-on-demand (AVOD).

SVOD (subscription video-on-demand) - or subscription video-on-demand (SVOD) - is a type of video-on Users who have paid for access to streaming video material are referred to as subscription OTT.

Users who have paid for access to select material via a pay-per-view (PPV) purchasing model are referred to as transactional based video-on-demand (TVOD).

Introduction

Under the guidance of my domain guide, Prof. Meeta Munshi, and my mentor, Dr Parag Rijwani, I am undergoing institute assisted internship on the topic of **'Analyzing the OTT platform industry and its impact on consumer's content consumption'**. OTT platform is the new binge in the world. It is regarded to be used as a multimedia source by various groups of people through various modes or channels that have different fees associated to it and is also becoming the next best alternative to any other conventional media source such as D2h, IPTV etc.. We aim to understand a customer's behavior towards the OTT platform. Having a great content buildup according to the various age groups OTT has seen a great surge in number of customers. Like we have seen in the case of any of the web series that are being featured on the OTT platform and even the movies are now released on the OTT platform. In this Project we have used Literature review and a questionnaire based on the literature review to assess the consumers' acceptance of OTT platform.

Objectives

- To understand the consumers' perception towards the acceptance of OTT platforms and their reasons to do so.

- To investigate which features of the OTT platform boosted the paradigm shift from TV to web series

- TO consider the strategies of OTT platforms to gain popularity.

- To determine the effect of Covid-19 on the OTT platform and its acceptance. (e.g., OTT, D2H, Theater, etc.)

Research Methodology

Data for the project is gathered from their official blogs, various marketing publications, and news websites, and research papers among other sources. After gathering data, we prepared the questionnaire to see why and how customers' tastes and preferences for content consumption have evolved since the introduction of OTT and in comparison to its predecessor. For the qualitative data research papers, journals and official blog are considered. To understand

the trend the questionnaire is made and for quantitative data we have undergone various reports to understand the growth and challenges.

Literature Reviews

A Study on Growth of Over the Top (OTT) Video Services in India

The entertainment business has never remained static. Every decade has seen a shift in entertainment in terms of both form and format. Today's entertainment format is considerably different from previous formats, and it is always changing. The term "over-the-top" (OTT) is now trending in the entertainment industry. It is a symbol of enjoyment that may be found anywhere. Though the adoption of OTT services is a widespread phenomenon that has resulted in drastic changes in the entertainment business, experts have only just begun to pay attention to it. According to the conclusion of a research, the majority of users (88 percent) think that the introduction of OTT platforms has had an impact on their television and movie viewing habits. Smart phones are the most popular device for watching OTT channels, with the majority of users watching at night. According to the study, the most important technological factor for the expansion of OTT services in India is the availability of inexpensive internet connections. The majority of consumers are happy with the content and service quality of OTT providers. Cost, simplicity of use, convenience, and user customization are all essential elements that contribute to the rise of OTT services. The research findings reveal not just the most essential aspects influencing the success of OTT services, but also the reasons why consumers are hesitant to use them. In India, content openness, cost, and a lack of technological maturity are proving to be important roadblocks to OTT service uptake. According to the findings, OTT services have a bright future in India, with both current and non-users intending to utilize them in the future.

Kumari, 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.

Impact of Covid – 19 Pandemic on OTT Platforms:-

A study positioned out that researchers are on their way to find out the impact of Covid -19 on OTT Platforms.

Researchers revealed that due to protocols and keeping in mind the safety of the billions of population it became a prior part to be followed i.e. Social Distancing, wearing masks, and getting out of homes only as and when necessary. This was essential for the safety of the people, but as it is always said each and every coin has two phases , the same protocols also consisted of Con's- causing depression, anxiety, loneliness, feeling of left out and so all.

Due to this billions of people are moving towards committing suicide and a lots of grudges and fights among their family members. Social Distancing also closed all the cinemas which lead to a boredom environment.

But keeping all this in mind, the profitability surge in OTT Platforms increased suddenly due to the shifting of the people's needs and wants towards bingeing with the family members and watching their favorite TV shows, movies, and web-series on a one platform without any uninterrupted advertisements.

The outcomes of a study demonstrate that lockdown has played a significant effect in the increased use of OTT platforms by persons working from home. The average number of hours spent on OTT has climbed from 0–2 to 2–5 hours, and the average amount spent on OTT platforms by users is Rs 100–300. (Per month). Customers' pleasure is strongly tied to the amount of space available to watch with family, the amount of time they spend on OTT platforms, the quality of material available on OTT platforms, and their choice for OTT platforms over television. Age, occupation, city, and income categories all influence how people use the OTT platform.

This also brought not only the family closer but also helped a lot in the declining of the mental pressure due to Covid -19 pandemic.

Madnani, D., Fernandes, S., & Madnani, N. (2020). Analysing the impact of COVID-19 on over-the-top media platforms in India. *International Journal of Pervasive Computing and Communications*.

THE FUTURE OF OTT PLATFORMS WITH THE TEENAGERS:-

Because of the limitless 4G, LTE, and 5G networks, online streaming video has become popular and accepted by everybody. This has made these online services more inexpensive and acceptable. People are turning away from television and toward internet video streaming, according to the study.

The following are some of a study's key findings:

Due to high - ads, since television relied on a large number of advertising to generate money, whereas OTT relied on online subscriptions and payments to generate money.

This got increasingly acceptable as the digital revolution progressed—Amazon and Netflix, for example, now cover the entire digital revolution on a single platform.

After Brazil and the United States, India has the second-largest number of Internet subscribers and digitalization. Due to the higher cost of data, Internet streaming videos are more expensive than digital cables.

According to studies, mostly during IPL as well as cricket matches, youngsters and working individuals are more inclined to OTT since they have not enough time to watch before the TV.

To know and analyze how big names in the industry are with unique propositions we may know that Just as Netflix has its large budgeted original films and shows in addition to the licensed content of the major players on the market, Hot Star shows Indian premieres of licensed US TV programs with sport and even Hindi dubs, Amazon Prime Video often has the latest versions of Bollywood premiers and its own productions, Alt Balaji believes in delivering worldwide material. Eros Now offers music and exclusive Bollywood releases, and YouTube utilizes its huge database to target particular material in the form of a web-series.

Moochhala, Q. (2018). The future of online OTT entertainment services in India. *Actionesque Consulting, Pune–India*.

Catalyst for Success of OTT platforms "its features".

A study was conducted to investigate the influence of key aspects such as apparent ease of use, apparent usefulness, and apparent enjoyment, role of customization, compatibility, content quality, and user interface on OTT uptake, based on core theories of technology adoption and acceptance. It was revealed that the attitude of the consumers towards OTT media adoption was influenced by four variables: customization, user experience, perceived pleasure and quality of material. In terms of content quality, a constructive approach towards the inclusion of the OTT Media platform has been the most important influence. As a result, the quality of material offered on the OTT media platform is a critical factor. Furthermore, prior studies have also revealed that individuals transfer from conventional media to OTT media owing to the high quality of material available on OTT media. Therefore we can say, User friendliness and content enrichment are important elements that affect customers' transitions from TV to OTT platforms in India. Although costs are not an important concern. While most individuals are dependent on TV, we can certainly foresee a trend where more and more people transition to OTT services. The young people lead this transition considerably, likewise the middle-income class and the high-class. This suggests a fantastic future for OTT platforms and presumably the conventional TV system is slowly disappearing. While most platforms consistently focused on and invested in expanding content wealth and user friendliness, more has to be done to make cost a major influence.

Nijhawan, G. S., & Dahiya, S. (2020). ROLE OF COVID AS A CATALYST IN INCREASING ADOPTION OF OTTS IN INDIA: A STUDY OF EVOLVING CONSUMER CONSUMPTION PATTERNS AND FUTURE BUSINESS SCOPE. *Journal of Content, Community and Communication*, 298-311.

Paradigm Shift from TV series to Web series (OTT)

A study concluded that in contrast to middle-agers and seniors, who appreciate television series, young people prefer web series. People were drawn to web

series because of its higher substance and availability 24 hours a day, seven days a week. The option to download all episodes of a web series at once, on-demand series supply, and accessibility from anywhere are further popular features of OTT. People complain that these characteristics are lacking from TV shows. People despise extensive commercial breaks and television shows that are shown on a set schedule. The majority of individuals also feel that TV series' content is inferior to that of online series.

When talking of Promotions, Web series are mostly promoted through word of mouth and internet marketing. Trailers on YouTube are also a big element in promotion. More than 90% of those polled said they would suggest their favorite web series to others. The web series' marketing plan should be to generate attractive trailers for YouTube in order to pique viewers' interest.

Customers from cities, according to the report, prefer to watch online series. However, when the entire country's predicament is evaluated, the picture is rather different. In 2018, there were 836 million television viewers in India, compared to 60 million customers for Hotstar (India's top OTT provider). As a result, there is a significant difference. This showed that, online series have grown in popularity in recent years in contrast to television's 30-year history, but there is still a long way to go.

Gupta, M. P. THE FACTORS EFFECTING SHIFT OF INDIAN CUSTOMERS FROM TV SERIES TO WEB SERIES-THE FUTURE OF OTT SERVICES IN INDIA. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 143.

Questionnaire

GENERAL INSTRUCTION:

- **In each question, simply tick or highlight one option.**

Name (optional): _____

Gender: ☐ Male   ☐ Female   ☐ Other

Q.1. **Which of the following age groups do you belong to?**

☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46 -55

☐ 55 & above

Q.2. **When it comes to entertainment, which characteristic do you value the most?**

☐ Content ☐ Medium

Q.3. **What is your favorite form of media to watch on a routine basis??**

☐ TV shows ☐ Movies ☐ Sports ☐ Movies & TV Shows ☐ All of them

Q.4. **In which language do you prefer watching movies the most??**

☐ English ☐ Hindi ☐ Regional Language

Q.5. **In which language do you like to watch tv series?**

☐ English ☐ Hindi ☐ Regional Language

Q.6. **Which platform do you prefer most to watch movies?**

☐ OTT Streaming Online Services ☐ Cable TV ☐ Cinemas

Q.7. **Which platform do you prefer watching television shows on?**

☐ OTT Streaming Online Services ☐ Cable TV

Q.8. **What draws you to OTT (Over-the-Top) Online Streaming Services?**

☐ Content ☐ No ads ☐ Convenience (Portability)

☐ Pace ☐ Cost

Q.9. **Do you currently subscribe to any online streaming services? (If Yes then how many?)?**

☐ One ☐ Two ☐ Three ☐ Four ☐ More than four
☐ None

Q.10. **Which OTT Online Streaming Platform provider is it that you would enthusiastically recommend to the others??**

☐ Netflix ☐ Amazon Prime ☐ Hotstar ☐ Voot
☐ SonyLiv ☐ ErosNow ☐ JioCinema ☐ Alt-Balaji

Q.11. **Which factor, according to the above question, makes you most likely to suggest this brand??**

☐ Foreign Content ☐ Localized Regional Content ☐ Ease of Use
☐ Cost

Q.12. **What is your favorite OTT (over-the-top) streaming entertainment genre?**

☐ Comedy ☐ Action ☐ Horror ☐ Thriller ☐ Drama
☐ Romance

Q.13. **What, according to you, distinguishes OTT web material from television or the cinema?**

☐ No ads ☐ No censorship ☐ Cost ☐ Binge- Watch

Q.14. **What technology have you been using to watch your OTT (over-the-top) internet entertainment?**

☐ Smart TV ☐ Tablet ☐ PC ☐ Smartphone ☐ other

Q.15. **Do you believe Covid-19 enhanced the country's adoption of OTT platforms?**

☐　　Yes　　☐　　No

Q.16.　Will you consider an enduring move to over-the-top (OTT) entertainment in the near future?

☐　　Yes　　☐　　No

Questionnaire Basics

The survey was distributed both online and offline. A total of 87 people responded to the survey. The majority of them were between the ages of 18 and 35. The male to female ratio was 14:15. The correspondents volunteered to participate in the initiative. Almost all of them were aware of the OTT platform's existence and location. All of them were given detailed instructions on how to complete the questionnaire. Here are a handful of the most important conclusions from the survey.

Findings from the Questionnaire Survey.

Finding 1.

Overall, two age groups spanning from 18 to 35 years old were discovered in the majority of the 87 respondents. Both these age groups, amounting to 33 and 34, like to watch both movies and television shows. This simply adds to the reality that entertainment formats such as movies and television series, regardless of media, are in high demand. This discovery paves the way for future interpretations of the project.

| | Age Group | | | | |
Preferred Entertainment ⬇	18-25	26-35	36-45	46-55	Above 55
TV shows	2	3	2	0	1
Movies	5	4	0	1	3
Sports	2	1	1	2	0
Movies & TV Shows	24	26	3	5	2
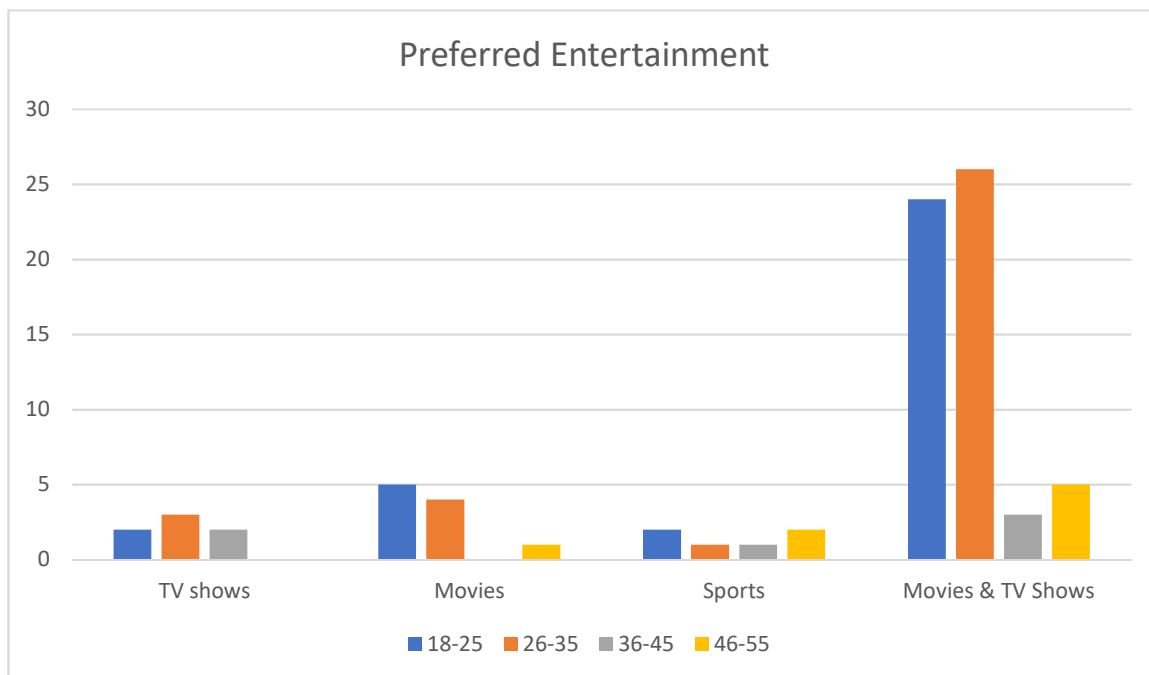
Finding 2.

We can observe that respondents favor aspects like Pace (continuity in viewing) and Content (quality) of the entertainment they are watching on OTT, both of which received a majority of votes. Cost & Convenience (portability) of mediums are considerably less important, followed by 'No advertising.' This also means that OTT consumers aren't necessarily watching OTT content to avoid advertisements.

Feature	18-35	36-45	46-55	Above 55
Content	10	11	2	2
No ads	5	4	2	1
Convenience	3	3	0	0
Pace	14	15	2	3
Cost	3	1	0	0

Finding 3.

When we look at the statistics, we can see that both genders have distinct preferences, despite the fact that humour is popular. The majority of ladies have chosen Romanticism as their favourite genre, trailed by Comedy & Horror. When it comes to the opposite gender, comedy comes out on top, followed by adventure/action and thrillers.

Both genders' drama levels remained low. Further research into this data will undoubtedly aid in the creation of gender-specific content in the future.

Gender VS Genre

Legend: Comedy, Action, Horror, Thriller, Drama, Romance
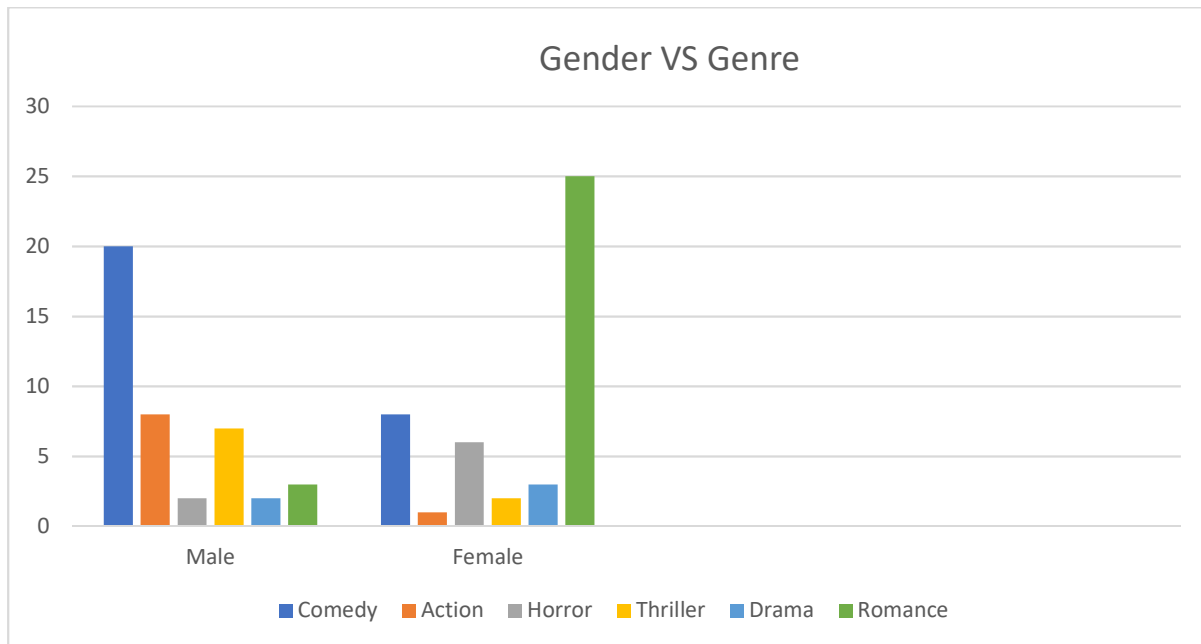
Finding 4.

The result reveals that the majority of 87 respondents (40 respondents) use smartphones for their OTT viewing, while 17 respondents utilise Smart TVs, with 25 respondents indicating that they are ready to make a permanent transition to OTT. However, 22 respondents said No, they will not switch, and this group mostly consists of Smart TV and Smart Phone customers. Twenty people chose 'Maybe' indicating that they are undecided about moving to OTT permanently. Tablet and PC users make up a small percentage of the total number of responders in all categories.

Finding 5

Varied reports in India produced different results in terms of secondary data, however the top leaders in various findings were either Hotstar, Amazon Prime Video, or Voot. Out of 87 respondents, Amazon Prime Video (38.6%), Netflix (29.3%), Hotstar (8.2%), ErosNow (7.5%), Alt-Balaji (7.1%), Voot (4.3%), SonyLiv (3.9%), and JioCinema (1.1percent) ranked first, second, third, and so on respectively.

Brand	Netflix	Amazon	Hotstar	Voot	SonyLIv	Erosnow	Jio	AltBalaji	Total
Percent	29.3	38.6	8.2	4.3	3.9	7.5	1.1	7.1	100

Managerial Implications

Finding 1.

A lot of people love to watch movies and TV series on various platforms of media. The OTT firms to capture the market must curate their platform and brand proposition to focus on Movies and TV shows.

Finding 2.

To boost further their success the OTT platforms must focus on Pace, Content Quality and No Advertising for subscriptions as these only will pave the way to their success.

Finding 3.

Contents must be curated in such a way that they match the following genres: Romance, Comedy, Action/adventure and Thrillers. The reason behind this is that the public loves watching these genres the most. For female targeted audience the Genre focused maybe Romantic at the first and for males Comedy.

Finding 4.

The OTT platform should focus on optimising smartphone apps. The reason behind this is that most of the people use smartphones for using OTT platforms to watch content. To switch people to OTT permanently at an increasing rate than today, they must focus on these aspects.

Finding 5.

Amazon Prime is the most successful in the Indian context when talking of OTT platforms. The reason was its content was curated almost perfectly for Indian audience along with a large number of Foreign TV Shows with a minimal subscription price. Netflix follows due to its assortment of quality shows with a fast pace UI optimisation. Whereas for for platforms like Jio Cinema, SonyLiv or Voot there is a long course ahead due to the fact that they need a better curated content.

Learnings

I have learned through the assignment how OTT platforms have emerged in India. The study effort contributed to my understanding of customer behaviour in terms of accepting OTT platforms. The OTT is a rapidly developing media platform and will be the most frequent source of entertainment in the near future. The survey enabled me to comprehend these facts. The reviewed research also focuses on the favourable OTT platform curve in the Covid

Age, when there is no decrease in negative effects. The main problem for me was to survey the questionnaire as the most essential question was to locate the proper question to ask. I was given experience in identifying consumers through primary research. Capturing insights from the survey response was an amazing experience for me because it enabled me to utilise my management talents and let me understand the OTT Platform effectively. Different marketing concepts I learnt during my first year in MBA helped me much in my project study.

Thank You.

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The Big Picture: DTH v/s OTT. (2019, October 15). Drishti IAS. https://www.drishtiias.com/loksabha-rajyasabha-discussions/the-big-picture-dth-v-s-ott