

Analysis of OTT Development Based on User's Perception During And Post Covid 19

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Abstract- *The COVID 19 pandemic has caused a significant shift in the entertainment industry, leading to a surge in demand for Over-the-Top (OTT) platforms. The pandemic has forced people to stay indoors, leading to a change in their viewing habits. Consumers are now turning to OTT platforms for their entertainment needs, which has resulted in the development of new OTT platforms and the expansion of existing ones. The post COVID 19 era is likely to see further growth in the OTT industry. The focus will be on developing platforms that offer more personalized and engaging content to consumers. There will also be an increased focus on improving the user experience, as OTT platforms compete with traditional media channels. OTT platforms will also have to adapt new technologies, such as augmented reality and virtual reality, to provide consumers with a more immersive viewing experience. They will also need to address issues related to privacy and data security, as the amount of user data collected by these platforms continues to grow. Overall, the post COVID 19 era presents both challenges and opportunities for the OTT industry.*

I. INTRODUCTION

The Covid-19 pandemic and the throughout the nation lockdown has not only slowed down the increase of the enterprises and financial outcome, but has moreover caused alternate with inside the behavioural sample of the people towards consumption of products and services, consisting of that of virtual based consumption. The transition is the customer behavioural styles introduced about by the lockdown carried out by the Government of India and hypothesized that a tremendous variety of those social modifications are not brief in nature; they are probably going to stay lengthy haul. One of the maximum affected domains these days is media and diversion (M&E), that's intensely depending on the promotions and on floor sports and events. Notwithstanding the brand new OTT stages, the business could were cleared out at this point. According to the examination directed by KPMG, there was a recognizable increment in media usage during the maximum recent couple of weeks, no matter the fact that money is a best challenge. The service providers dealing with OTT platform is chargeable for the shipping of contents comprising of audio, video, and different media over

the internet and sidestepping the commonplace network administered by the operators. The BCG report 'Entertainment Goes Online'⁷ - shows that OTT customers may be categorised under three predominant categories:

Traditionalists – who often consume apart from OTT platforms?

OTT Experimenter – who've massive intake on each traditional and OTT PLATFORMS?

Early Adopter – whose primary intake takes place on OTT platforms? While early adopters are still a greater city phenomenon, going ahead it is going to be greater and equally distributed.

OBJECTIVES

- To examine the factors influencing to prefer OTT platform.
- To find out the satisfaction level of respondents towards OTT services. To analyse key trends around consumer preference towards OTT platform during post pandemic.
- To analyse rise of OTT based on user's perception towards OTT platform.

RESEARCH METHODOLOGY

SAMPLE SIZE :

The sample size is conducted on 120 respondents form Coimbatore city. The respondents are segregates on the basis of different variable such as income, age, occupation, gender, education qualification.

DATA COLLECTION:

The data are collected from structured questionnaires it is desire to collect all required information from OTT users.

SAMPLING DESIGN:

SAMPLE AREA:

The survey is conducted on Coimbatore city.

SAMPLE TECHNIQUES :

Convenience sampling technique is used for the study.

SOURCES OF DATA :

The survey is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from articles, books, magazines and newspapers.

STATISTICAL TOOLS USED:

- Simple percentage analysis

LIMITATIONS OF THE STUDY

- This study has also some limitations and they must be acknowledged.
- The major limitations of the study are that respondents' bias cannot be judged and small sample size.
- The study confined to Coimbatore city only and hence the result cannot be generated to other areas.
- Internal prejudice of the respondents serves as a limitation of the study.
- Due to time constrains, the number of respondents taken for the study is limited to 120.

II. REVIEW OF THE LITERATURE

McAdams (2022) The variety of OTT subscribers has reached beyond 29.0 million inside March and July 2020. Research anticipates that those numbers will pass well appreciably with inside the coming months making India the world's second-largest on-line video content customer following China. It is not an insignificant platform for catching up with short web-series. OTT players are concocting engaging, specific content this is turning into immensely famous progressively among Indian viewers.

Gangal (2021) The guidelines of SOP with appreciate to protect the requirements and parameters are going to be very steep and redefined in the mild of post pandemic situation, and it is not going to vanish away the destiny of Movie Theatre Industry. But regaining the trust from target market is not that easy and is not going to be a cake walk. Bigger chains like PVR, INOX and big cinemas would possibly win the trust, however it's far going to be a huge task for the smaller chains and nearby cinemas / single screens.

Marne (2021) There may be an increase in the desire for web series and different content streamed on OTT over television programs, however this impact might not be substantially

unfavourable at the film theatre enterprise. OTT platforms and film theatre industry post pandemic generation remains in its nascent stage. Thus, a specific end cannot be drawn in this perceptual distinction and whether or not the increase of OTT platforms will have an effect on the film theatre industry, till and except greater rigorous and complete studies is carried out. This ascertains the need and importance of the present study.

Rajkumar (2020) In times of social distancing; there's a opportunity that screen time might not negatively intervene with well being as it's miles the most effective way to live socially connected. However, aware use of the digital screen time wants to be below the check. The extraordinary virtual existence all through the pandemic additionally gave rise to accelerated ranges of anxiety, unhappy mood, uncertainty and negative feelings like irritability and aggression, a normative response to pandemic.

III. PROFILE OF THE STUDY

India's first dependent OTT platform turned into BIGFlix, released with the aid of using Reliance Entertainment in 2008. In 2010, Digivive released India's first cellular OTT software referred to as NexGTV, which gives get admission to each stay TV and on-call for content. NexGTV is the primary app to circulation Indian Premier League fits on smart phones and did so in 2013 and 2014. OTT won momentum in India, when Ditto TV (Zee) and Sony Liv were released with inside the Indian marketplace round 2013. Ditto TV turned into an aggregation platform that contained applications on all media channels which include Star, Sony, Viacom, Zee, etc. Eventually, OTT started to flourish in India in 2013 after the release of Zee TV and Sony Liv. Disney + Hotstar arrived in the OTT world in 2015. Disney+ Hotstar viewership is increasing thanks to its release. Today, it has become one of the most followed OTT platforms. Subsequently, Netflix started offering its provider in India in early 2016 and competing with platforms such as Amazon Prime Video and Disney+ Hotstar. An OTT platform stands for name of Over-the-Top platforms. With the specific tastes and preferences of people, OTT platforms have come to be famous those days. Gone are the day's .when people relied on TV to broadcast their preferred show. Nowadays, people are signing as much as OTT platforms. Users choose their style and they prefer to start watching the content they like best. The covid19 pandemic and lockdown have forced people to live indoors. With the closure of colleges, workplaces and theatres; people absolutely rely on OTT platforms for entertainment.

IV. ANALYSIS AND INTERPRETATION

TABLE 4.1 TABLE SHOWING PREFERRED DEVICE OF THE RESPONDING

S NO	PREFERED DEVICE	RESPONSE	PERCENTAGE
01	Mobile	38	32%
02	Smart TV	34	28%
03	Desktop	17	14%
04	Laptop	26	22%
05	Tab	5	4%
	TOTAL	120	100%

INTERPRETATION

The above exhibits shows that 32% of respondents belong to Mobile, 28% of respondents belong to Smart Tv, 14% of respondents belong to Desktop, 22% of respondents belong to Laptop and 4% of respondents belong to Tab.

Most 32% of the respondents are Mobile

TABLE 4.2 TABLE SHOWING PREFERRED PLATFORM OF THE RESPONDING

S.NO	PREFERED PLAFORM	RESPONSE	PERCENTAGE
01	Hotstar	44	34%
02	Prime video	25	21%
03	Netflix	29	24%
04	Sun Nxt	8	7%
05	Zee 5	6	5%
06	Others	8	7%
	TOTAL	120	100%

INTERPRETATION

The above exhibits shows that 37% of respondents belong to Hotstar, 21% of respondents belong to Prime video, 24% of respondents belong to Netflix, 7% of respondents belong to Sun next 5% of respondents belong to Zee 5 and 7% of respondents belong to Others .

Most 37% of the respondents are Hotstar.

V. SUGGESTIONS

- The current generation does not have the patience to wait for a screen or a film to be shown on a linear platform like television.
- This viewer needs the content immediate and on-demand.
- That is what our study famous that due to some such motives the growth of OTT will only increase in India.
- All the reviews and articles that we have examine and move through, the most effective component understood is that during India.
- The OTT video streaming provider will maintain to unfold its toes and it is going to have a huge impact on our traditional medium like television and Cinema Hall.
- The strong attachment of OTT to the audience in the lockdown period has further showed this fact.
- Smartphone penetration, International collaborations among media moguls and digital quality of the medium, value effectiveness and get right of entry to liberty (everywhere at any time) is also one of the motives behind growth of streaming media in India.
- OTT is the best platform for any users who is interested to watch any movies or streams on required device during his/her free time. During this pandemic OTT kept entertained us.
- OTT is good to reach people anytime but the people will miss the theatre ambience. In my opinion, after theatre releases the OTT can start streaming movies it is better for both theatres OTT as well.
- I genuinely support OTT platforms because they reduce the gap between the various budget groups (from low budget to high budget) in the cinema industry by providing equal space to everyone.

VI. CONCLUSION

Over The Top platforms grew rapidly in India during the COVID-19 lockdown period, when there was a closer of theatres. This has led several production houses to distribute their films directly on OTT platforms. The Study finds noticeable increase in prevalence of OTT as preferred average, a habit established by the unprecedented confinement due to the heavy virulent COVID19 pandemic. It helps the users to update information now and then though, it has many positive aspects it has its own drawbacks. Adults, especially students, spend most of their time browsing OTT platforms. The directors seem quite happy with the deal they are getting from video streaming platforms. A single subscription is enough for the whole family to watch several films, and this within the confines of their home, which saves them a lot of time and money. The future of OTT platforms will be very bright and

video consumption will be more and increasing internet and mobile penetration every day. This study indicates that user profiles and preferences are different from content.