Proliferation of OTT apps in India: an empirical study of OTT apps and its impact on college students

Reshma[1]

Chaithra[2]

Reshma is the Head**,** Department of Journalism, Alva's College, Moodbidri and Chaithra is an undergraduate student of Alva's Degree College, Moodbidri.

INTRODUCTION

The current revolution in technology, telecommunications and digital marketing, variously referred to as 'the app economy', 'big tech' and 'OTT services', continues to sweep across the global economy. Streaming services are widely considered a cost-effective alternative to traditional cable packages. In recent years, OTT providers like Netflix and Amazon Prime have begun producing original content that is exclusively available through their service. Platforms like HBO Go and Disney+ also have exclusive streaming licenses for previously televised content. In recent years it is becoming the part of day to day leisure time and constantly indulging in the apps, leading to binge watching and thus giving rise to rapid increase of streaming apps. For years, watching cable television required a television set. But Today due to the advancement in technology and internet-based delivery system, people can easily access to OTT platforms and content from a broad range of devices. Any account holder can enjoy the same OTT experience from a gaming console, Smartphone, tablet, or smart TV.

OTT stands for "over-the-top" and refers to the productized practice of streaming content to customers directly over the web. It represents the future of entertainment — one that is already unfolding. It, is also commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions. OTT services are typically monetized via paid subscriptions, but there are exceptions. For example, some OTT platforms might offer in-app purchases or advertising.

OTT clearly represents the future of media. Representing the best way of entertainment in the present scenario and people getting access to OTT apps not only through subscriptions but also through freemium facilities and the jio effect on the streaming culture. People also prefer watching regional shows but when it comes to teenagers, they prefer foreign shows more compared to the regional shows.

REVIEW OF LITERATURE

Meghan McAdams (April 18, 2019), made a study on"What is OTT- Understanding The Modern Media Streaming Landscape". The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 50% of OTT customers, are experiencing "subscription fatigue". From engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller ,niche services.

Arturo Gutierrez (February 12,2018), made a study on "Switching Culture In Streaming And TV Is Now A Thing". In his study he found that TV customers looked for special deals and promotions to switch from their

current providers."Streaming apps are persistently growing in the market"(HBO announced last week it grew from 2 to 5 million subscribers in the past years).

Benjamin Burroughs and Adam Rugg "Extending The Broadcast: Streaming Culture and the problems of Digital Geographies".

His article examines the recent move by many television sports broadcasts of streaming their content online behind geographically restricted "geofences".It was also mentioned ,that streaming has become a cultural practice regardless geographical setup.

This practice often rejects the restrictions and stipulations of digital broadcasting in favour of a globetrotting, station-hopping exercise of content hunting.

According to Sebastian Anthony on February 23, 2014). "Why Netflix streaming is getting slower, and probably won't get betterany time soon"

OBJECTIVES

The objective of the present paper is to, explore and understand the concept of OTT apps and its rapid growth in India, To identify the relationship between Freemium and premium and identifying the leading OTT app, To identify and analyse the impact of OTT apps on college students (academic and personal life),To identify which is given more preference regional or foreign shows among students.

Hypothesises

  The entire study is based on the device level search volume and users for OTT apps. India is second largest and fastest growing market for smart phones. Overall, OTT TV's competitive superiority surpasses that of traditional TV in all dimensions. Finally, in light of program types, news, movies, and sports effectively predict users' gratification with cable TV, whereas dramas and movies are predictive of users' gratification with OTT TV. Implications for research and practices are discussed he

METHODOLOGY

Participants: The study originated from the need to explain the rapid rise in OTT apps and to find out how it has an impact on teenagers, as they are constantly been exposed to digital media in the world of internet. Participants in this experiment were from varied educational background   and belonged to different age groups between (16-21)

MATERIALS

Qualitative and quantitative research study was adopted wherein we have conducted the study by using the survey method. For collecting data, questionnaire consisting of 20 questions relevant to the studies was distributed among the students. The test consisted of multiple options and the subject had to tick one among them, which is applicable to them the most.

RESULTS AND DISCUSSION

The objective of the present paper is to, explore and understand the concept of OTT apps and its rapid growth in India, To identify the relationship between Freemium and premium and identifying the leading OTT app, To identify and analyse the impact of OTT apps on college students (academic and personal life), To identify which is given more preference regional or foreign shows among students.

Figure 1

Chart showing the rapid growth of streaming devices and its viewing among households and the number of hours spent.
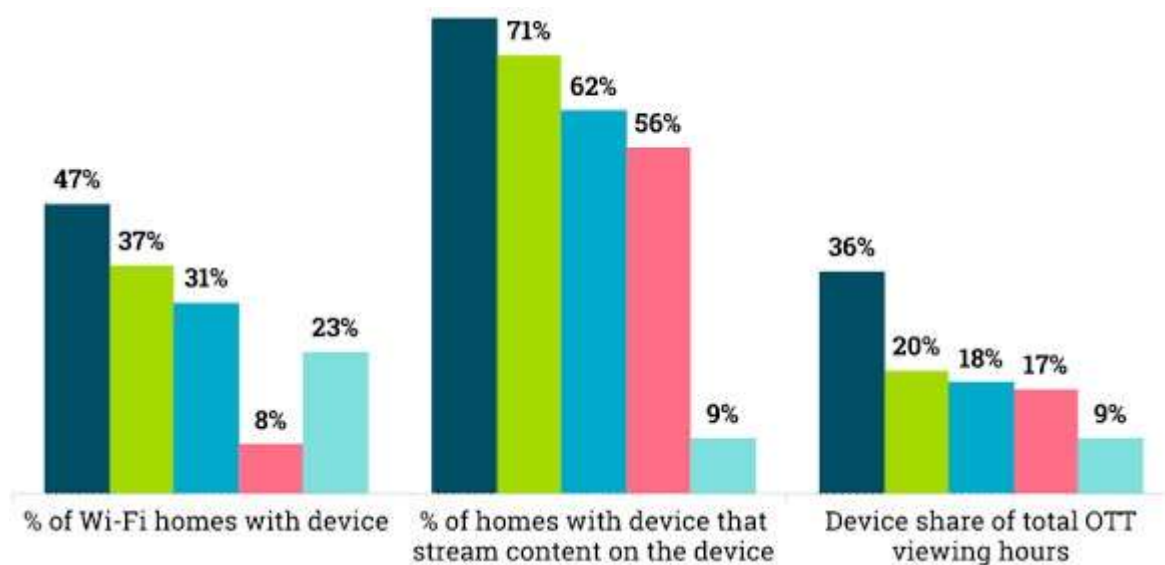

According to figure 1, Maximum percent of homes are having wi-fi facilities with the percentage of 47%, and only 8% of homes are not having the wi-fi facilities. Due to digital India and the jio effect 71% of homes stream content on their device and this has led to the proliferation of OTT apps, and the hours spent streaming these shows is shown in the form of percentage. The maximum hours spent is 36% and minimum of 9%.

Figure 2: Chart showing the leading OTT among Indians in general context
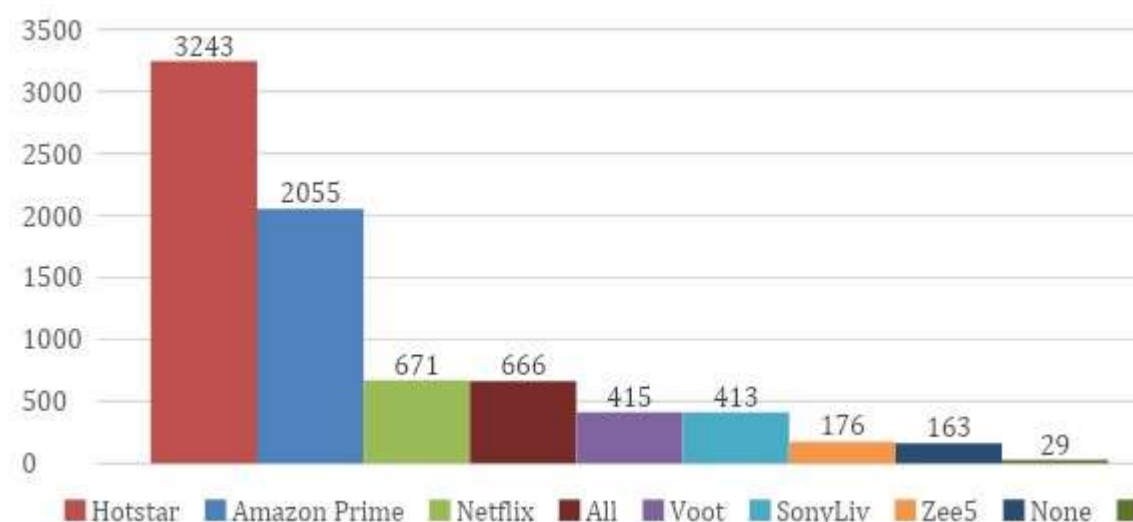
According to the findings, hot star has been leading among all other OTT in India, with 3243 viewers , and Amazon prime taking the second position with 2055 viewers and 671 viewers subscribed for Netflix and following 163 viewers for zee5 being viewed the lest among all.

Figure 3: The Following bar diagram shows the results of leading OTT app and the amount of teenagers having access over the streaming apps.The results are shown in the form of percentage based on their viewing.
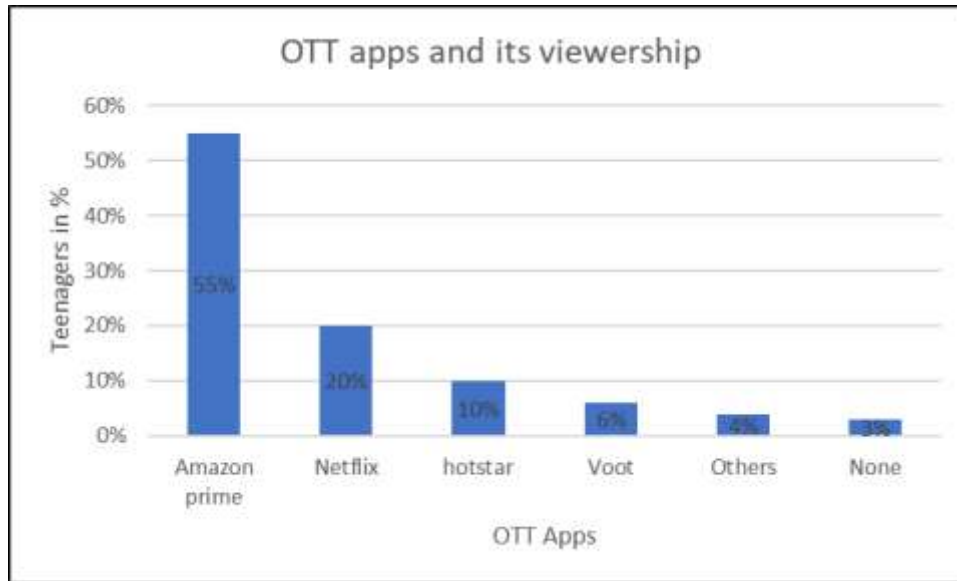
According to the results, Amazon is the most preferred OTT platform among college going students (16-21), with the percentage of 55% viewership respectively. Students prefer Amazon over others due to factors such as less subscription (129 per month), offering both content new and old with big plans in future. Amazon gives its customers, the best option where in they can use three screens at the same time and much more. Netfilx stands in the next position with 20% of students having access to it. Hotstar and Voot stands in 3 and 4 position respectively with percentage viewership of 10% and 6%. And 4% of students are having access over other OTT apps ,whereas only 3% of students are not accessed to any of the streaming apps.

These differences are due to the provisions given to customers and their liking and understanding of the OTT apps.

Figure 4 : Chart showing the relationship between Freemium and Premium service provided by OTT platforms and the leading OTT app with regards to Freemium and Premium service and subscription

According to the results , you tube stands in the first position when in comes to Freemium and Premium subscription ,wherein you tube allows people to use the service of free but also gives option to upgrade to a higher tier of service, often to remove ads or unlock advanced features.

Figure 5: The following Bar graph shows the results of the OTT apps used for personal and academics purpose or both in the form of percentage.
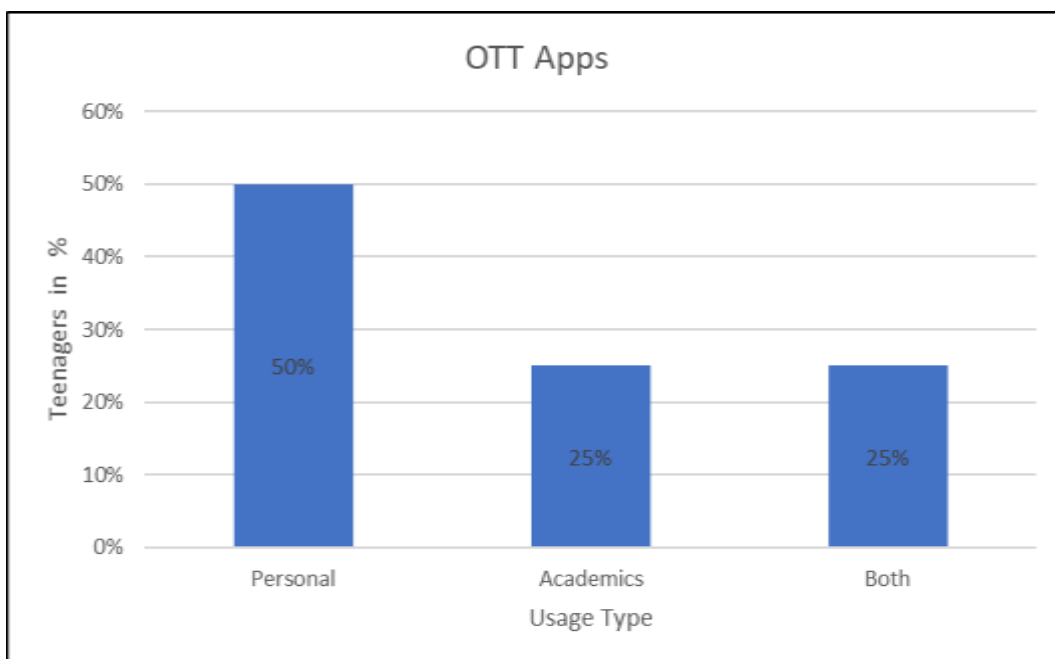
According to the findings, majority of which , 50% of the teenagers use the streaming apps for their personal use such as out of boredom , stress busters, entertainment and other personal use. 25% of teenagers use it for academics purpose, like for example gaining knowledge about the subject which will overall influence the growth of their academic performance . And other 25% of teenagers use streaming app as for both personal and as well as for academical purpose.

Figure 6: The following bar graph shows the results of the relationship between foreign shows and Indian shows and which among both is more preferred by the teenagers in the form of %.
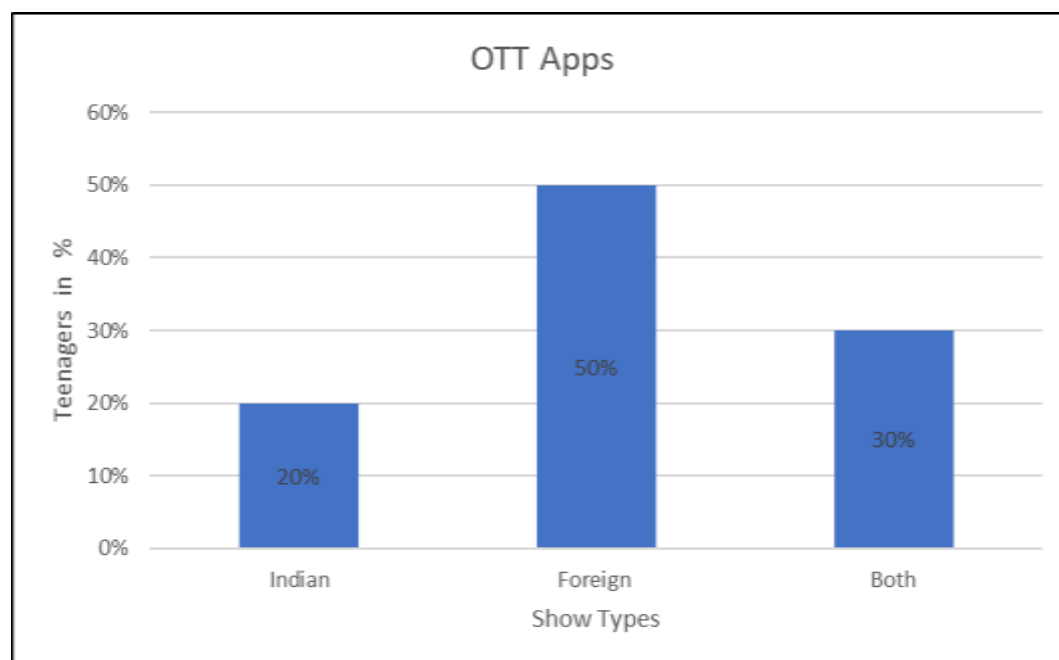
According to the results, 50% of college going students prefer watching foreign shows or TV series, more than Indian or regional shows or both. Out of 100%, only 20% of students prefer watching Indian shows or movies while 30% of them prefer both . These differences may be due to certain factors which are responsible for the less watch of Indian shows and some of them such as   ,dragging ,outdated or copied content ,sometimes unrealistic content which creates boredom in the eyes of the watcher and besides these begin the main, other factors may also be responsible for the less watch.

IMPACT OF STREAMING APPS ON COLLEGE STUDENTS (16-21): ACADEMICAL AND PERSONAL LIFE

According to the results, it was concluded that streaming platforms have a great impact on students in all aspects their life especially academically ad personal life.

Students justify spending time, in these OTT apps for many reasons. 30% of them said that, using these apps, it helps them to relieve stress from a hard day at work or just take some time to slow down for the night. 20% of people said that it acts as escapism from reality, and majority number of students (50%) use it for entertainment or both reasons which is mentioned above(to relieve stress an escapism from the reality).

According to the findings, teens and students are being impacted by these "streaming apps"which is growing rapidly. These apps and their streaming content is leading into binge watching among the students, which thus have been a major drawback in personal and as well academic life. When it comes to academics it has both positively and as well as negatively impacted the students. When they stream content on these apps the major advantage is that they have got a good hold on English language, and has lead to improve their vocabulary, it has helped them in various technical and as well as cinematic concept. Slipping grades, being late to class, not going out and making themselves active with outdoor games and closing themselves off from having a social life, these being the major negative impact.

As a whole, these streaming culture have created a bridge to the viewers , between relaxation and spending their leisure time and also has created a good source for stress reliever and entertainment.

DISCUSSION

The primary purpose of this study was to examine the leading OTT app among The Indian college going students, and to study the impact of these streaming apps both in their academics and personal life.

It was found that there was a significant impact of Streaming apps on students(academically, personal). According to the findings, Amazon prime has been the leading app among the students, and this is due the services provided for their customers when compared to other OTT apps.

Majority of people are having access over these OTT apps, for their personal use and certain amount of students use it for academically purpose. The results also concluded that students In India prefer more of foreign shows when compared to Indian shows.

It was observed that students spend half of their time in these OTT apps, and isolating them selves from the social surrounding.

The major aspect that was found out from the findings was that after the reliance jio, students have been continuously having access over the streaming apps, and this has further lead in the rapid ,increase of OTT apps. After the Jio effect it was observed that students started getting subscription over amazon prime. Both reliance and as well as amazon prime provided beneficiary services to their customers and this lead to increase amount in both the areas(jio users and amazon prime users).

Individual differences was also concluded, from the results wherein some students used the streaming apps on the influence of others or by taking suggestions, and certain amount of students experimented on these OTT apps and continued using that particular app , based on their satisfaction. Majority of students used these apps in sharing the passwords with each other(which is given after subscription) with their friends or people who have been already subscribed to any one OTT app.

As a whole the results showed that after Digitalization there was rapid increase of streaming apps and now it has become as a culture among the college going students.

Jio Effect

  According to the findings it was concluded that majority of students use Jio service as it has provided their customers with big internet plans and many more good beneficiary services. Jio was the first mover for customer friendly tariffs . The impact of Reliance Jio on the Indian students has been effected both in negative and as well as positive way. The availability of a huge amount of data provided to the customers has lead to the more number of subscription to OTT apps. Youngsters got wings as they got unlimited 4G data. Open hot spots were also available at many places. JIO has lead college students to reduce their money expenditures on recharges. As a whole jio has increased the number of subscribers on all the streaming platforms, especially Youtube has been receiving tremendous increase of subscribers and viewers.

SUMMARY AND CONCLUSION

The findings of the study are as follows:

1] At the overall level we find that on majority of college going students the streaming culture has an adverse effect on both their academics and as well as on their personal life respectively.

2] There are no gender differences when it comes to having access over the OTT apps. Both girls and boys are equally drawn into the world of streaming culture.

3] When it comes to the genres of selecting a particular show or a movie boys are more prone to watch movies or shows based on war, action, thriller, suspicious content will be there first preference.

4] When it comes to girls they would prefer watching movies like anime, romance, and shows like reality shows.

5] From the overall results it was concluded that there is rapid growth of streaming culture and Indian students preferred more of Indian based OTT apps while keeping the other countries owned OTT apps as secondary option due to other factors related including subscription.

6] At the overall findings it was also concluded that the primary reason that students preferred having access to OTT apps, was due to the influence or suggested from others to watch rather than doing a self research before watch.

CONCLUSION

According to the results it was concluded that, one of the biggest pivots in the world of entertainment this century has been the rise of streaming apps especially among the students. The students have been using OTT platform for both their personal and academically purpose.

The findings showed that, streaming movies and shows online have become a culture among the students. And all this aspects are based on the services that are provided to the customers and gaining more and more subscribers day by day as the competition has increased and understanding the psychology of the people to attract their attention towards their Streaming apps.

Streaming apps will create a great legacy and continue to remain as a top option when it comes to entertainment and spending leisure.

REFERENCES

1. https://vidooly.com/blog/top-10-ott-platforms-in-india/

2. https://www.techopedia.com/definition/29145/over-the-top-application-ott

3. https://aicasia.org/wp-content/uploads/2015/10/AIC-White-Paper-on-OTT_Final2.pdf

4. https://main.trai.gov.in/sites/default/files/OTT-CP-27032015.pdf

5. https://economictimes.indiatimes.com/industry/media/entertainment/25-consumers-prefer-to-view-content-on-ott-platforms-for-free/articleshow/69826405.cms

6. *"Netflix is getting crushed in India, and it's all because of Amazon and Hotstar"*. *Android Central. 2 February 2018*

7. *"Who Is Playing The OTT Game And How To Win It"*. *Business Insider. December 30, 2010. Archived from the original on 2016-04-03. Retrieved March 21, 2016.*

8. aytom, Tim (August 4, 2014). "Over-The-Top Messaging Apps Overtake SMS Messaging". *Mobile Marketing Magazine*. Archived from the original on 2015-09-07. Retrieved August 28, 2015.

9. http://www.indiantelevision.com/iworld/over-the-top-services/times-internets-2nd-ott-bet-with-revamped-mx-player-190208

10. "Amazon to launch Prime Video Channels in India – TelevisionPost: Latest News, India's Television, Cable, DTH, TRAI". 23 January 2019.

11. *"Flizmovies launches video-on-demand platform FlizMovies"*. *24 September 2019 – via Navodaya Times*