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A STUDY TO UNDERSTAND WHICH OTT PLATFORM WAS MOST WATCHED DURING COVID-19 TIME BY STUDENTS¹Satish Pradhan, ²Sakshi Chavan, ³Roshani Kadwaikar and ⁴Dr. Sarika Sagar¹⁻³Department of BMS, Dnyanasadhana College, Thane⁴Guide**ABSTRACT**

OTT is the software platform which stands for Over the Top. It is connected with the internet for delivering entertaining Content to the viewers. In India, there are 350 million OTT users, and nearly 96 million active paid OTT users. The students are also included in the subscriber list of OTT. During the Covid-19 pandemic time the Students were not able to go out & not even able to watch movies in theatres, Cinemas, etc. OTT gave new contents, new platform, entertainment, etc. which satisfied the audience. Amazon Prime Video, Netflix, Disney+ Hotstar, Sony LIV, ZEE5, Voot, etc. are some of the major OTT platform in India. This paper is objected to understand which OTT platform was most watched by the students during pandemic.

Keywords: OTT, Pandemic, Students, entertainment.

INTRODUCTION

Due to pandemic whole world was forced to stay home which resulted in switching to online mode. OTT is a result of modern technology but, it gain boost during pandemic. OTT is the software platform which stands for Over The Top. OTT is connected with the internet for delivering entertaining Content to the viewers. It streams videos not through the traditional cables but through the internet. The devices such as laptop, smart TV, tablet and mobiles which are connected to the internet get access to the OTT platform. It simply means you're able to get access to your favorite entertainment programs wherever you are and whenever you want. So viewers started choosing OTT platforms rather than streaming videos on traditional cables.

In India OTT platform started with Bigflix, which was launched by Reliance Entertainment early in 2008. Bigflix was India's first OTT platform. In consequence from 2013 onwards ZEE5 and Sony LIV entered into the OTT world. Disney+ Hotstar was launched in 2015 and its viewers are increasing right from its launch. Later, Netflix entered in India in 2016 and gave competition with other platforms like Amazon Prime and Mx player. Even though OTT has been introduced early in 2008 in India, it gains importance during pandemic in 2020.

OTT platform gave a huge platform to those with the entertaining as well as informative contents. Students i.e. the youth became the major audience for the OTT platform. And as every individual is different from one another, the taste for the entertaining content differs from person to person. During pandemic as everyone was stuck into house, and majority of them turned towards OTT platform for their better entertainment.

STATEMENT OF PROBLEM:

To study which OTT platform was most watched during COVID-19 time by students

OBJECTIVES

To study which OTT platform was most watched by students during pandemic.

To understand the preference for OTT platform over traditional cable.

To find out what type of contents students have the most interest in.

REVIEW OF LITERATURE

Prof. Ria Patnaik and .etal (2021)

From this research we understand majority of the population is aware of what OTT platform refers to. And the data collected shows that it is widely spread medium in India. Due to pandemic people are constantly switching different kinds of platform for their entertainment. (55%)smartphone over (24.5%)laptop and only(20%)T.V. are the mode of consumption people preferred during pandemic period. Over 59.1% of the population started using OTT platform during Covid-19 pandemic. The study says 'the day is not far when the people will see OTT platform as an equally popular platform for watch movies'. The known OTT platforms such as Disney+ Hotstar, Netflix, Amazon Prime, etc. have become households, for every age group of people.

Dr. S. Anbumalar and .etal

This research finds that the young India has restricted because of limited number of channels in traditional television. Thus OTT platform became more popular during COVID-19 pandemic period with its wide range of

entertainment options. Majority of the film makers are happy because of this invention of OTT platform. Apart from that one of the family member is enough for everyone in a family to save a lot of money and time. People now have options at their fingertips by the way of OTT technology.

Navsangeet Saini (2020)

This study finds that the main reason for popularity of the OTT platform is availability of cross-cultural content, informative contents in Documentary/ docu-series formant. OTT platform is looking forward to capture a new horizon , but the habitual preference for traditional TV media cannot be ruled out completely. Web series has emerged as one of the favorite program format. The study finds that the use of OTT platform such as Netflix, Disney+ Hotstar, Amazon prime, etc. has seen a rise mostly among the youth from the overall population. OTT platform also contains global content from the diverse culture which attract the youth more.

Reshma and Chaithra (2020)

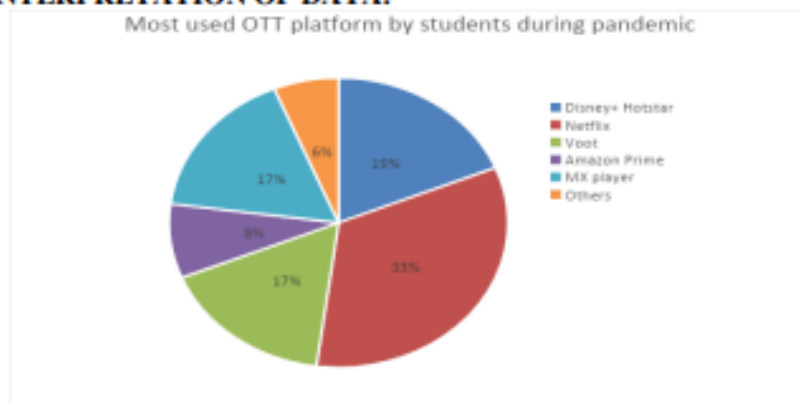
In this study it is concluded that the students are using OTT platform for both their personal entertainment and academic purpose. The finding of this research shows that the streaming movies and shows online have become a culture among the students i.e. among the youth. All this aspect are based on the kind of services provided by the OTT platform to the customers and gaining more and more subscribers day by day as the competition among the OTT platform has increased . OTT platform will reach and remain at the top option when it comes to entertainment and spending leisure time. OTT platform clearly represent the future media. People also prefer regional television shows but when it comes to teenagers they prefer foreign shows more over the regional shows.

RESEARCH METHODOLOGY

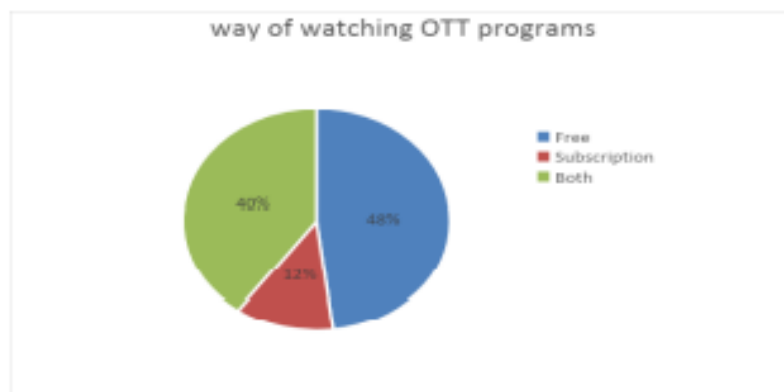
The information for this study has been collected from secondary sources like different websites and research papers.

The method used for this research is Questionnaire method. The data is collected from the 50 sample students through the google form.

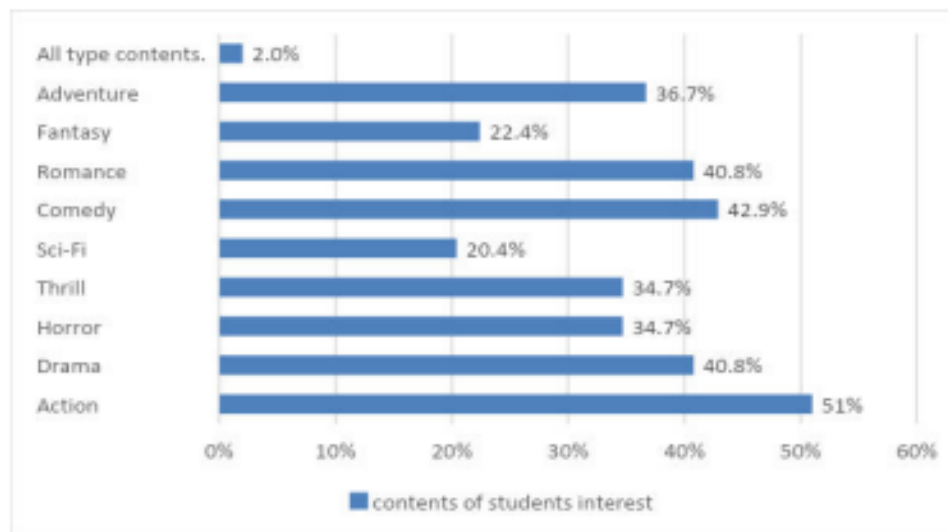
ANALYSIS AND INTERPRETATION OF DATA:



1.From the above collected data it is easy to identify Netflix was most watched OTT platform over the pandemic period with 33% of voting because of it’s contents and some other features. Disney+ Hoststar has 19% of voting for its content as well as its affordable subscription rate. MX Player and Voot goes hand in hand with 17% of vote for each followed by Amazon Prime with 8% of votes for it’s Exclusive contents. Our youth also prefer other OTT platform for their better entertainment.



2. Through the survey we came to a conclusion that 48% of our sample students prefer free contents of OTT platform. While 40% of them go for both free and subscription based content of OTT platform accordingly. And only 12% of the crowd switch to subscription based contents.



3. From the collected data we understand programs containing action based content has gain most 51% interest of students. Then comes comedy programs with 42.9% of interest closely followed by dramatic and romantic contents of 40.8% interest selected by our youth. Then comes adventurous programs with 36.7% of interest and thrill and horror category with 34.7% of interest. Very few of our sample students have interest in fantasy and sci-fi contents with 22.4% and 20.4%. and very countable have interest in all types of contents.

FINDING AND CONCLUSIONS:

OTT platform is gaining momentum day by day by providing entertaining contents of their audience's choice in affordable rate of subscription and sometime free of cost. Some of the OTT platforms also provide Exclusive contents which catches attention of the audience. The majority of the OTT audience is the youth i.e. students. Everyone has their own taste of entertainment. They choose the OTT platform according to the contents, their interest, sometime based on the paid subscription and sometime free of cost. In this study, which was held to find out 'which OTT platform was most watch during COVID-19 pandemic time by students' we understand that the students/ the youth selects the contents of their interest from the OTT platform which provides them it in affordable rate of subscription and many a time free of cost.

RECOMMENDATIONS:

OTT platforms also contains informative and educational contents which are highly avoided by the audience, mostly by the youth i.e. students. Everything has it's pro's and con's, so it is necessary to draw limitation for watching OTT platform.

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