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## **A Study on User Gratification Towards OTT Platforms During Covid-19 Pandemic Period**

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### **ABSTRACT:**

The OTT media platform is a digital media service delivered directly to audiences over the Internet. The companies that historically serve as a controller or distributor of such content, such as cable, radio, and satellite television channels, are bypassed by OTT. It's also been extended to no-carrier cell phones, which bill all communications as data, preventing monopolistic competition. OTT also refers to a new generation television networks like conventional satellite or cable TV providers, offer live streams of linear specialty channels over the Internet rather than a closed, private network of proprietary equipment like set-top boxes. The shift from conventional media to OTT media, particularly in the lockdown period due to the COVID-19 resulted in a war between streaming service providers to attract and retain customers. The transition from traditional media to OTT media, especially due to COVID-19, has led to a battle between to attract streaming service providers and retain subscribers during the lockdown period.

**Keywords:** Customer engagement-OTT media streaming-Quality of services

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### **INTRODUCTION:**

Digital representation throughout the globally modified the manner media has consumed. Increase in variety of internet connections, higher networks, technical improvements and the availability of clevergadgets have resulted withinside theupward thrustof recent OTT media that givesofferings to visitorsat oncethru the net. As a result, famous OTT provider vendors consisting of Hotstar, YouTube, Amazon prime and Spotify have visible an instrumental functionwithinside to increasethe statistics of streaming, recording aim pressive 140% upward thrust in video streaming, apps in India and a lot countries.

There appears a excessive opportunity that OTT offerings will quicklysidestep the conventional media distribution channels.

### **OBJECTIVES OF STUDY:**

- To measure the patterns of use of OTT platforms.
- Determining the elements that have an effect on the use of the OTT platform.
- To recognize popular OTT platforms and content preference of OTT platforms.

### **SUGGESTION:**

- ❖ OTT platforms should reduce their subscription cost so that all types of consumers and subscribe.
- ❖ OTT platforms should give importance to budding content creators by providing import options in their application.
- ❖ Government should set a limit for the types of programs that should be streamed in our country.
- ❖ Government should take step to provide education through OTT platforms so that it will be easy for education in pandemic periods.

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### **REVIEW OF LITERATURE:**

**1. Debasish Rout, Ranjan Kumar Kantha(2021):** There is a dramatic change in the online video streaming, as far as the concept of watching movies and entertainment is concerned. There are so many platforms where people watch online movies like Netflix, amazon prime, Hotstar, Airtel Xtreme, ZEE5 etc.

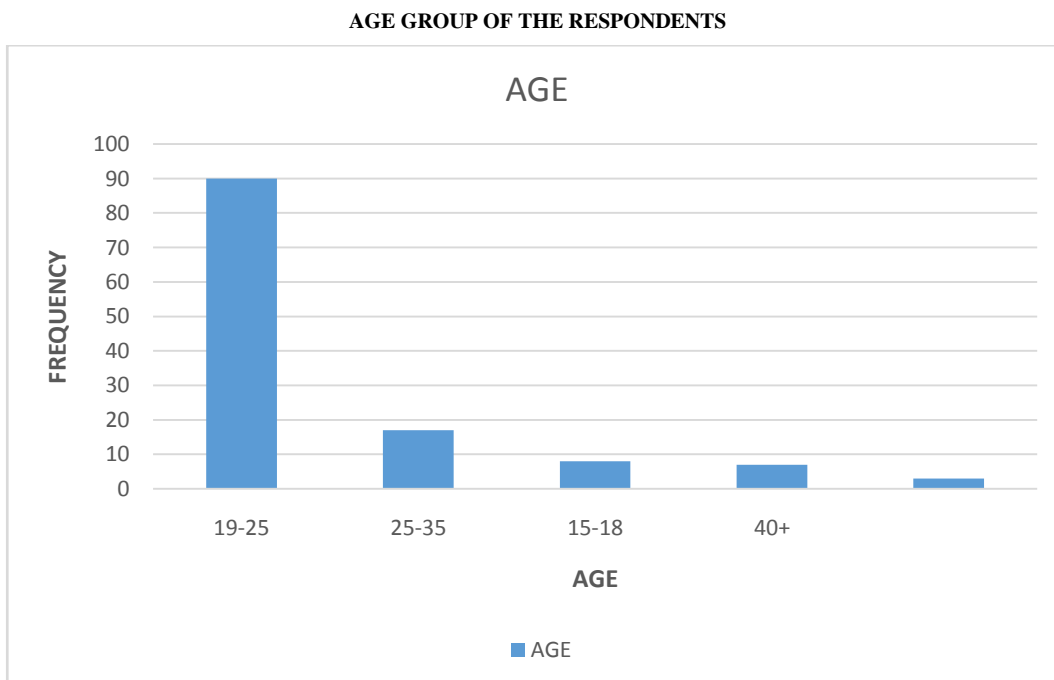
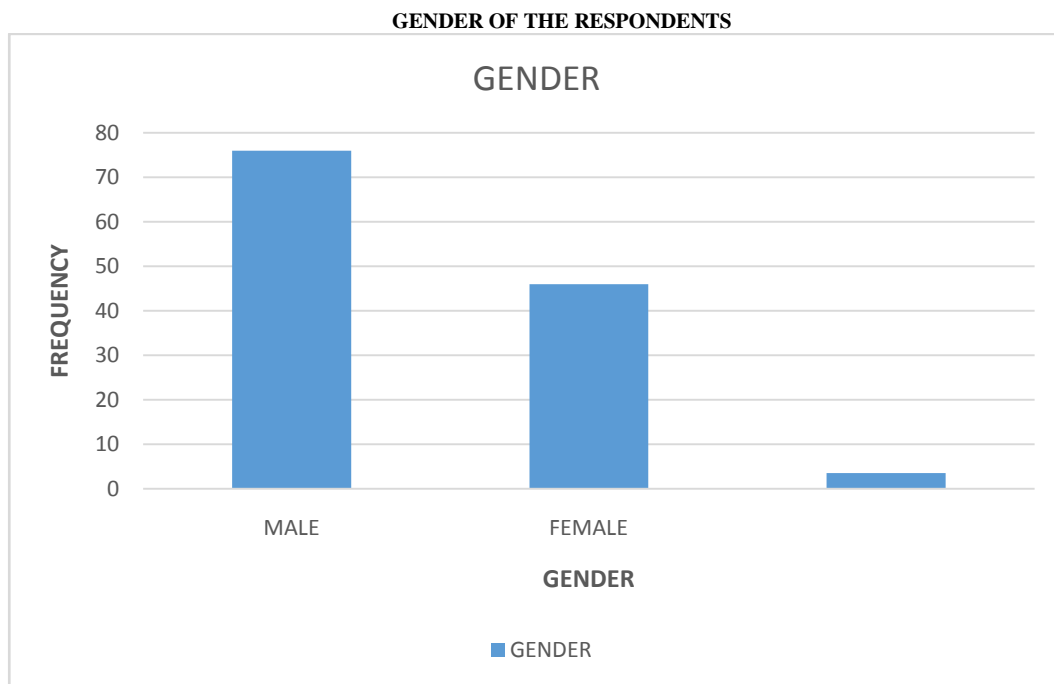
**2. Proff.L.Surendra(2020):** India is a price and culture sensitive country, and the price difference between OTT and cable TV is large, so the

number of TV viewers will continue to increase. Emphasizes the paper that fact due to the low ratings of English programs, the key to penetrating the Indian digital market is to focus on regional content.

## CONCLUSION:

With people's changing lifestyles and increased use of smartphones with affordable internet services, OTT platforms are getting popular. Youngsters are being attracted to OTT platforms as these can be accessed anywhere, anytime. The growth in entertainment industry is mostly driven by the increase in smartphone users, growing internet speeds and creation of original content. This has the given new life to the OTT platforms which was struggling to come out before pandemic.

## DATA ANALYSIS



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