



## A Comparative Study among Viewers for OTT Platform and Theater

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### 1.1 INTRODUCTION

In India, watching films and other digital entertainment has become a regular pastime and way of life that allows people to unwind and take a break from their hectic work schedules. A comparison of traditional theatre and over-the-top (OTT) platforms provides a distinctive perspective on how the dynamics of entertainment consumption are changing. The entertainment ecosystem's contrasting but complimentary components are presented by these two unique ways of consuming content. On the one hand, OTT platforms enable users the freedom and personalization of on-demand access to a wide variety of material. Traditional theatres, on the other hand, provide a shared and immersive experience, distinguished by big screens, excellent acoustics, and the emotions of a live crowd. In the context of these two entertainment channels, this study aims to investigate the variations and convergences in viewer behaviour, content preferences, economic factors, and technical effects. Our goal in doing this analysis is to have a thorough grasp of the ways in which these two domains interact and impact one another within the dynamic entertainment business.

### 1.2 OBJECTIVES OF THE STUDY

- To primarily determine people's preferences for theatres or over-the-top (OTT) platforms
- To ascertain how satisfied people are with both OTT and theatres

### 1.3 SCOPE OF THE STUDY

- The primary purpose of the study is to learn more about OTT platforms and theatre.
- Another goal is to find out how people feel about these two mediums.

### 1.4 STATEMENT OF PROBLEM

- Neglecting to take into account the variety of audience preferences and behaviours, and assuming that all viewers have a uniform preference for either theatre or over-the-top.
- Viewers' preferences are dynamic and ever-changing, based on what they desire.

### 1.5 RESEARCH METHODOLOGY

This study aims to investigate and comprehend viewers' preferences between over-the-top content and live theatre. In addition, it will examine the psychological elements that influence customers' decisions to select over-the-top (OTT) content over movie theatres, and vice versa. The overarching goal of this research study on the two main platforms for consuming digital material is to assess and forecast the future trends of the Indian entertainment sector.

The entire procedure and technique of the research investigation are covered in this part. It includes the types of research methods used and the research approach used to carry out the investigation.

#### **Research Approach – Deductive**

There are several reasons that can be assumed for this shift in consumer behaviour in the entertainment sector. It can be convenience, price sensitivity, variety of content available, etc. Although, these reasons need to be explored, examined and validated via a proper research study. Thus, this validates the need for this research study for examining the concept of OTT vs. Cinemas and analysing the rationale behind the shift in consumer behaviour.

### 1.5.1 SAMPLE SIZE

The sample size is very important to know the customers percentage preferring OTT and Theatres. The sample size was limited to a number of 120 Respondents.

### 1.5.2 SAMPLE DESIGN

With the limited respondent we have framed the percentage of customers choosing OTT platform and theatre.

### 1.5.3 AREA OF STUDY

The study is basically conducted in and around Coimbatore.

### 1.5.4 STATISTICAL TOOLS

Percentage analysis is the main tool used for Analyzing the comparative study among viewers for OTT platform and Theatres.

### 1.5.6 FORMULA:

Simple average percentage method:

Percentage=No of respondents/Total no of respondents\*100

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## 2.1 REVIEW OF LITERATURE

Sharma (2020) in her article, "Are OTT platforms taking over theatrical experience?" showcases that, India's OTT market size is estimated at \$0.5 billion and is projected to rise to \$5 billion by 2023, according to the Boston consultancy group. She also notices that it is now not uncommon to find certain movies reaching for the OTT path and meet the desired intended audience. Video streaming platforms have undoubtedly made it inexpensive, easy, and open to watch movies on the go, particularly for those who enjoy binge-watching. Usmani (2018) in his article, "India's Online Streaming Infatuation Is Taking Over Its Love For Cinema" says that film revenue is projected to rise at a moderate rate to around Rs 19,200 crore by 2020, whereas to Rs 22,400 crore for online streaming service during the same period. He also highlights on a recent EY study which states that, India's average speed is very poor and sometimes a five-second lag in video streaming because of loading would

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## 3.THEORETICAL ASPECT OF THE STUDY OTT PLATFORM AND THEATRE

### 3.1 ONLINE STREAMING AND BINGE WATCHING

In the early days of streaming media - the mid-to-late 1990s watching videos and listening to music online wasn't always fun. It was a little like driving in stop-and-go traffic during a heavy rain. If you had a slow computer or a dial-up Internet connection, you could spend more time staring at the word "buffering" on a status bar than watching videos or listening to songs. On top of that, everything was choppy, pixelated and hard to see.

Streaming video and audio have come a long way since then. According to Bridge Ratings, \$7 million people listen to Internet radio every week. In 2006, people watched more than a million streaming videos a day on YouTube [source: Reuters). The same year, television network ABC started streaming its most popular TV shows over the Web. People who missed an episode of shows like "Lost" or "Grey's Anatomy" could catch up on the entire thing online legally and for free.

### 3 ABOUT NETFLIX, INC.

Netflix is an American [subscription video on-demand over-the-top streaming service](#). The service primarily distributes original and acquired films and television shows from various [genres](#), and it is available internationally in multiple languages.[6]

Launched on January 16, 2007, nearly a decade after [Netflix, Inc.](#) began its pioneering [DVD-by-mail movie rental](#) service, Netflix is the [most-subscribed video on demand streaming media](#) service, with 238.39 million paid memberships in more than 190 countries.[7] By 2022, "Netflix Original" productions accounted for half of its library in the United States and the namesake company had ventured into other categories, such as [video game publishing](#) of [mobile games](#) via its flagship service.

### 3.13 CURRENT CINEMA THEATRES

Practically half respondents believe that OTT platforms are a disturbance to Movie theatres. One of the main motivations is the wide scope of content. Another one is accessibility of content on request. Explanations for the change are comfort of individual viewing and accessibility of international content.

## 4. ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tool is:

- Percentage Analysis

### 4.1 PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents into 100 and it is divided by the same size.

#### FORMULA:

$$\text{Simple percentage} = \frac{\text{No. of respondent}}{\text{Sample size}} * 100$$

TABLE NO 4.1.10

#### EXHIBIT THAT THE THEATRES HAVE RESPONDENTS VISITED

S.NO	THEATRES	NUMBER OF RESPONDENTS	PERCENTAGE	S.NO
1	PVR	18	15	1
2	CINEPLEX	45	37	2
3	INOX	26	22	3
4	OTHERS (OTT)	31	26	4
	<b>TOTAL</b>	<b>120</b>	<b>100</b>	

SOURCE: PRIMARY DATA

#### INTERPRETATION:

The above exhibit indicates that 15% of the respondents have visited the PVR, 37% of the respondents have visited the cineplex, 22% of the respondents have visited the INOX, and 26% of the respondents have preferred OTT.

## 5. FINDING SUGGESTIONS & CONCLUSION

### 5.1 FINDINGS

1. Most (50%) of the respondents are Male.
2. Most (41%) of the respondents are 21-25 age.
3. Most (56%) of the respondents are students.
4. Most (52%) of the respondents monthly income is below 15000.
5. Most (73%) of the respondents family size is 3 TO 5.
6. Most (86%) of the respondents are unmarried.
7. Most (46%) of the respondents are semi-urban.
8. Most (68%) of the respondents are nuclear family.
9. Most (46%) of the respondents say yes for going to multiplex.
10. Most (37%) of the respondents have visited cineplex.
11. Most (37%) of the respondents have often watch movie in multiplex fortnightly.
12. Most (34) of the respondents are pays theatre ticket for 100 to 150.
13. Most (51%) of the respondents are choose Theatre for entertainment
14. Most (39%) of the respondents are stream online movies or shows less than a week.

15. Most (56%) of the respondents are prefer Theatre in the best cost efficient streaming media
16. Most (71%) of the respondents are prefer Theatre for family entertainment.
17. Most (37%) of the respondents are gave 3 Star ratings for OTT Platforms
18. Most (35%) of the respondents are watch Hotstar more than other OTT Platforms
19. Most (56%) of the respondents are prefer International Counters in OTT Platforms
20. Most (53%) of the respondents are choose Theatres to view particular films what I am interested in.
21. Most (36%) of the respondents are prefer story to influence to see flims at Theatre.
22. Most (36%) of the respondents are prefer to buying ticket over the counter.
23. Most (62%) of the respondents are watching depends on the movie.
24. Most (38%) of the respondents are spent monthly 500-1000 for watching movies in theatre.

### 5.3 CONCLUSION

OTT PLATFORM: India is a huge market for OTT Platform, so offering different plans satisfy a diverse user base with different income levels is the only solution for far absorption and growth. Focusing more on Indian-friendly content would be another plas point the OTT providers

THEATRE: The closing of your film review should remind the readers of your general thoughts and impressions of the film, may also implicitly or explicitly state whether or not you recommend the filmmaker sure to remind the reader of why the film is or is not worth seeing

Both Theatre and OTT platforms have their own advantages and disadvantages. OTT Performa have lot of scopes for growth compare to theatres. But that doesn't mean that they can replace theatres.

### 5.4 BIBLOGRAPHY

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