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## **Report on Growth of Ott Platforms During Covid with Special Reference to Amazon Prime Video, Disney+ Hotstar And Netflix**

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### **INTRODUCTION**

The entertainment industry was hit hard during the first lockdown as all ongoing productions – new shows and movies came to a halt, leading to another shortage of content on TV and in cinemas. Theaters are closed and TV channels are rebroadcasting old plays.

This is forcing consumers to look for other entertainment options and they are starting to test existing OTT platforms.

These platforms have huge libraries of movies (in multiple languages) and original programming that promises to delight consumers.

Affordable subscription fees, easier internet access and increased time spent at home have been a boon to the OTT industry as binge watching has become the new trend.

Various published reports indicate that the time spent on OTT has increased to almost 2-3 hours during Covid.

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### **OBJECTIVES OF THE STUDY**

1. To study the research on the emergence of OTT (over the top) platforms (Netflix, Amazon Prime Video and Disney + Hotstar).
2. To analyse people's attitudes towards OTT platforms through a Questionnaire survey.

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### **LITERATURE REVIEW**

**ETBrandequity (2021)** notes how the pandemic has been a boon to the Indian ott industry. Theaters are closed and TV channels are rebroadcasting old plays.

This forced consumers to look for other entertainment options and they started trying existing ott platforms. Several published reports indicate that the time spent on ott has increased to almost 2-3 hours during covid.

**BrandEX**, tejaswani sharma Research on Amazon Prime Video Marketing Strategies - Find out how they reach viewers through different marketing tactics like content marketing, TV commercials, social media marketing, meme marketing, instant marketing, drip marketing, etc.

**IIDE**, Aditya Shastri's study of Netflix's marketing mix - points to the marketing mix as a tool that can help businesses build stronger foundations than ever before. Thus, the 4P strategy is often referred to as product, price, place, and promotion.

These four marketing mix strategies help companies present, advertise and distribute their product portfolio to target and other audiences.

**MARKETING91 (2019)**, A study on hotstar marketing strategies by Hitesh Bhasin indicates that it attracts over-the-top (OTT) video consumers by offering high-quality video streaming on different devices and platforms. Its marketing strategy includes segmentation, targeting and positioning. It also highlights distribution strategy, brand value, competitor analysis, customer analysis, and market analysis.

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### **COMPANY PROFILE**

#### **AMAZON PRIME VIDEO**

Amazon Prime Video is an ondemand video subscription through the best streaming and rental service. The service primarily distributes movies and TV series produced by Amazon Studios. It's available as a standalone service or as part of an Amazon Prime subscription. Viewers can also rent, buy and watch content from other providers. In India, Prime Video offers over 2,000 movies and 400 TV shows.

**NETFLIX**

Netflix is an American subscription streaming service and production company. Launched on August 29, 1997, it allows viewers to watch commercial-free TV shows and movies on Internet-connected devices. People can also download TV shows and movies to their iOS, Android, or Windows 10 devices and watch them without an internet connection. Netflix content varies by region and may change over time.

**DISNEY+ HOTSTAR**

Disney+ Hotstar is an online video streaming platform owned by Novi Digital Entertainment Private Limited, a wholly owned subsidiary of Star India Private Limited. Disney+ Hotstar currently offers more than 100,000 hours of TV content and movies in nine languages, and all major sports are live. Disney+ Hotstar is great for watching movies, daily soaps, live sports, and news channels

**RESEARCH METHODOLOGY****Target group selected:**

The respondents selected for this study are consumers of OTT platforms aged 15 to 45 and over. Respondents who chose this particular category because all OTT platforms cater to all consumer segments, from children to toddlers to adult content. Other than that, the same is discussed assuming the 15+ viewers have formed their opinion.

**Measurement:**

The research questionnaire prepared on Google Docs and Data is presented as a bar chart.

**Study design:**

Data collection was primary in nature and questionnaires were sent to relevant TGs. Analyze the data using basic percentage analysis tools.

**Sample size:**

The total sample size for this study is 100 respondents.

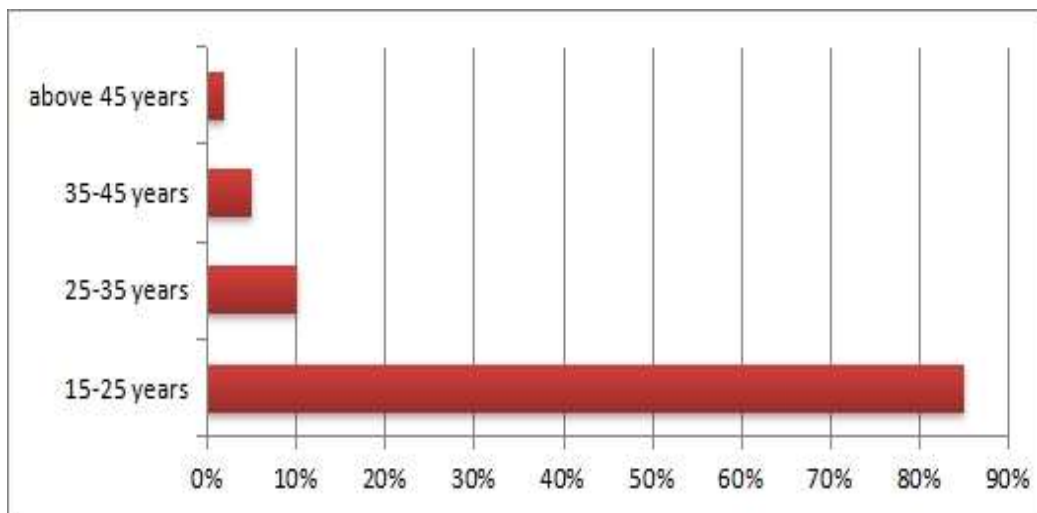
Data Presentation: Bar Charts

Analytical Tools: Percentage Analysis

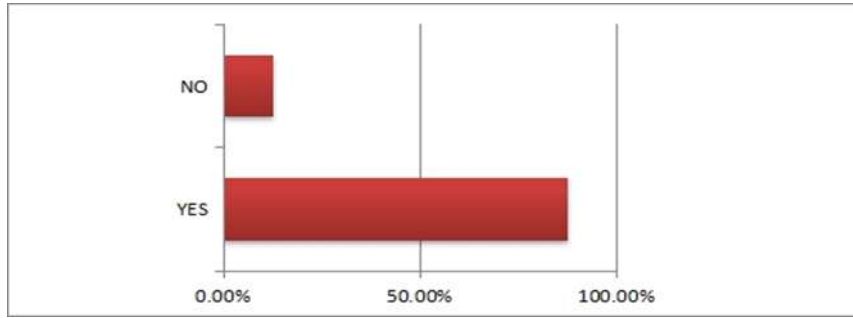
Sampling Techniques: Convenience Sampling

**DATA ANALYSIS**

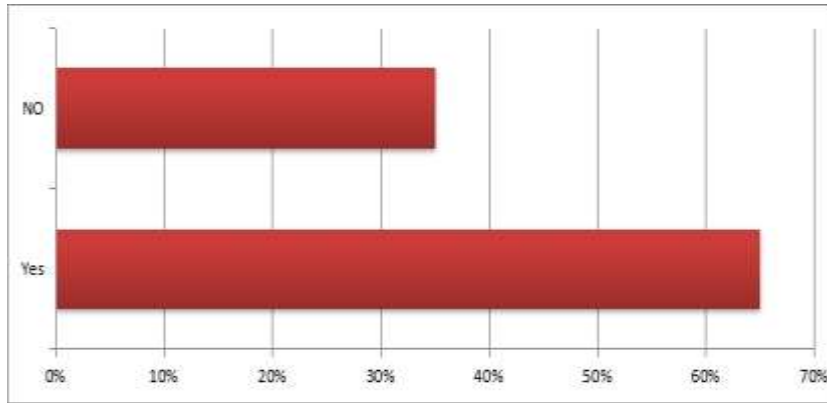
In which age group, do you belong?

**TOPIC RELATED QUESTION**

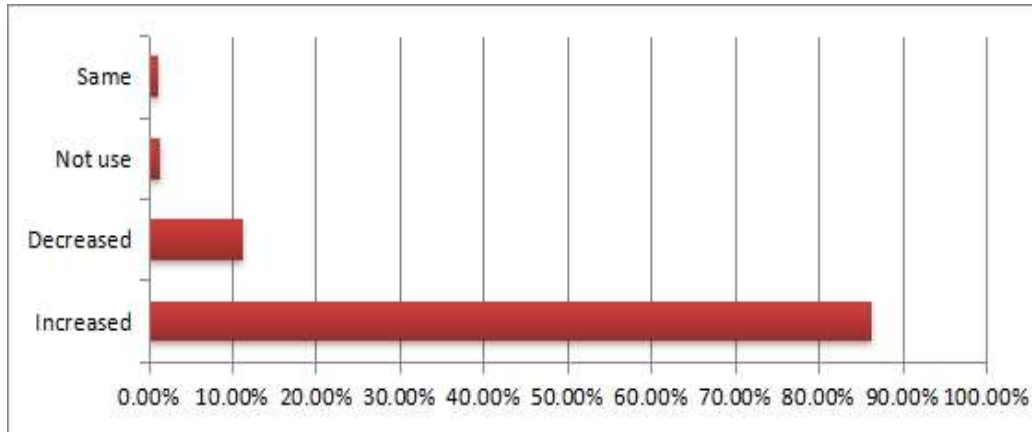
Do you use any OTT services?



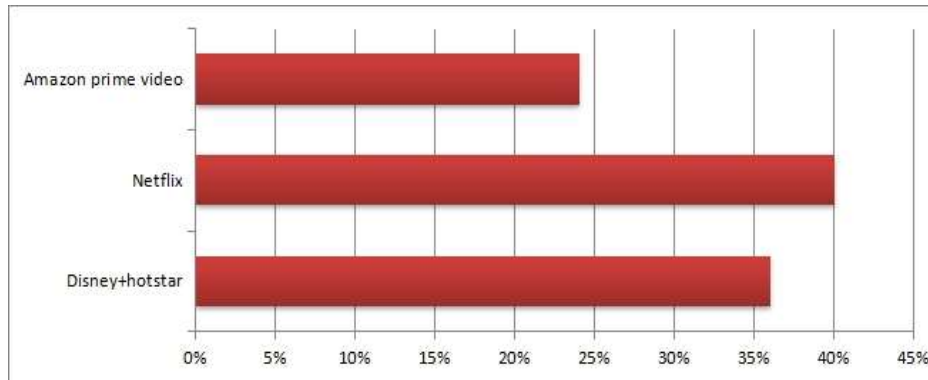
Did you start using new OTT platforms during lockdown?



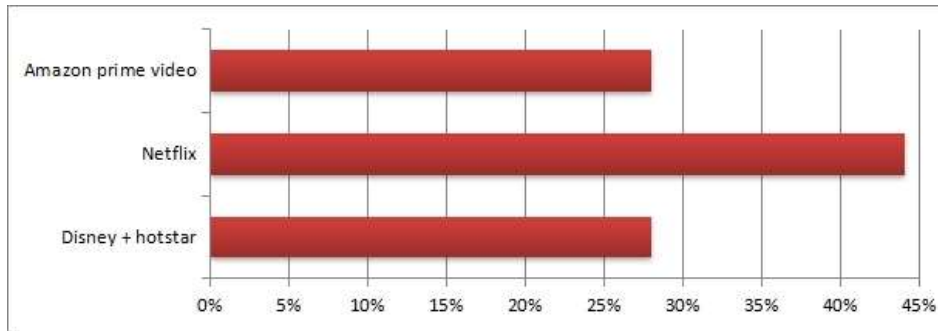
Is there any change in your OTT usage since lockdown ?



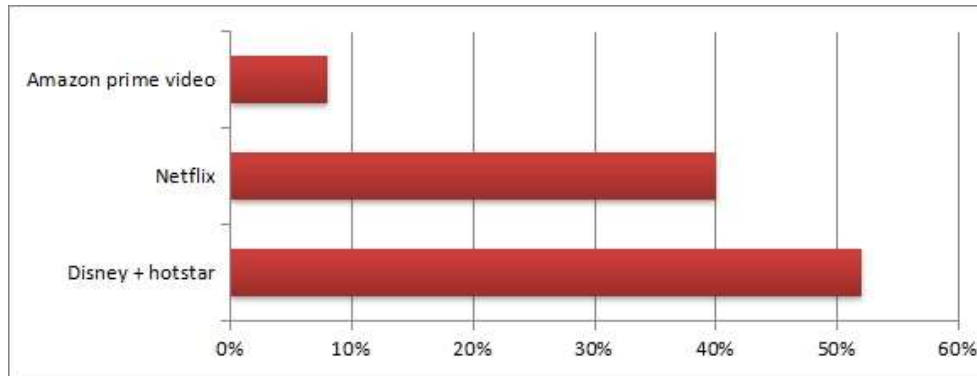
Which one do you think provides better services to the customer at reasonable price?



Which one do you think provides better content?



Among Disney + hotstar, Netflix and Amazon Prime video, which one do you use the most?



## Results

Most respondents are influenced by social media to use OTT platforms, followed by peer influence which is the next major factor. Most young people prefer to watch movies and drama series online on OTT platforms. Disney+ Hotstar is the most popular OTT platform for young people, followed by Netflix and Amazon Prime Video. Most young people started using OTT platforms after the emergence of the COVID19 pandemic, and most of the following only used OTT for 2 years. Most young people increased their consumption on OTT platforms after the outbreak of the COVID19 pandemic. Most young people are very satisfied with their experience using OTT platforms, only a small number of them are dissatisfied with their OTT experience. Most young people prefer watching movies via OTT rather than at the cinema. Moreover, none of the young adults reacted negatively to the introduction of OTT to others. The COVID19 pandemic has had a spontaneous and positive impact on the consumption of OTT platforms by young people, as most of them tend to increase their use. In addition, most young people anticipate to increase their future The number of consumers on OTT platforms, which directly indicates the positive impact of the COVID19 pandemic. Most viewers feel that Netflix offers reasonably priced content and hotstar Disney+ offers better streaming quality.

## RECOMMENDATIONS

Introduce better and more efficient subscription plans to meet the needs of the large number of OTT casual users. User experience segmentation should span from content selection to payment models, all of which should be tailored to the expectations of their respective audiences. The relationship between the streaming platform and the consumer should be strengthened by collecting word of mouth from key users, this will help maintain excellent service and retain your subscribers. Advertisements must be produced by the OTT platform, their presence must have the least possible impact on the viewing experience and they must target the interests of the user viewing them. The recommendaion policy of the OTT platform will introduce more attractive offers and promotions, which will help to acquire more new users. Consumers should be informed of the negative impact of sharing login information with others. Advertising and promotion of content on OTT platforms should be done more on social networks, as it is one of the factors that influence the consumption of young people. There should be more movies and local shows, which will increase the number of OTT consumers.

## Conclusion

As India is the fastest growing OTT industry in the world, this momentum has been boosted by a significant increase in the introduction of new OTT players in the market and rapid changes in diffusion personalized content. Even smaller OTT platforms are raising funds from international investors and making a big impact on the market.

It is clear that the emergence of the COVID19 pandemic has helped OTT platforms, the consumption of these platforms by young people has increased and OTT has become the most popular medium. The main advantages of OTT platforms are flexibility of use, availability of cross-cultural and global entertainment, and user friendly unlimited content subscription.

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Equally important are factors such as the growing penetration of smartphones and the availability of internet data at competitive prices in India.

Young people watch movies and web series the most on OTT, preferring them to access uncensored original content. The government's plan to censor content on OTT platforms will have a huge impact, as most users prefer to watch original content which is not available in cinema and other platforms.

Most young people are also opposed to the introduction of censorship. Netflix, Amazon Prime Video and Disney + hotstar are the most consumed OTT platforms as they reach out to consumers with the highest quality content and usability.

#### REFERENCE

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