



A Comparative Study Among Viewers for OTT Platforms on Mobile Devices and Smart TVs

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1.1 Introduction

The rise of Over-The-Top (OTT) platforms has revolutionized how entertainment is consumed, granting users unprecedented access to a diverse range of content anytime and anywhere. With the widespread adoption of mobile devices and smart TVs, viewers now have multiple avenues to explore OTT content, each offering distinct benefits and user experiences. This comparative study aims to investigate the preferences, behaviors, and satisfaction levels of viewers across different platforms, specifically focusing on mobile devices and smart TVs. By examining user habits, content preferences, and viewing experiences, this research seeks to illuminate the shifting dynamics of OTT platform usage and provide valuable insights for OTT service providers, content creators, and industry stakeholders.

1.2 Objectives of the Study

- Compare user experience and satisfaction between OTT platforms on mobile devices and smart TVs.
- Analyze content preferences and viewing habits across platforms.

1.3 Scope of Study

- Comparison of user experience and satisfaction levels between OTT platforms on mobile devices and smart TVs.
- Examination of content preferences, viewing habits, and engagement metrics across mobile devices and smart TVs.

1.4 Statement of Problem

This study aims to investigate:

1. The disparities in user experience and satisfaction levels among Over-The-Top (OTT) platforms on mobile devices compared to those on smart TVs.
2. The variations in content preferences, viewing habits, and engagement metrics observed among viewers using mobile devices versus smart TVs.

1.5 Research Methodology

This study employs a comparative research design to analyze and compare user experience and satisfaction between Over-the-Top (OTT) platforms on mobile devices and smart TVs. The research design allows for a systematic investigation of the differences in content preferences and viewing habits across these two platforms.

Research Approach – Deductive

The shift in consumer behavior in the entertainment sector can be attributed to various factors such as comfort, price sensitivity, and the availability of diverse content. Additionally, the global pandemic has further accelerated this trend, with viewers preferring the convenience of consuming content from the comfort of their homes. However, while these reasons are commonly assumed, they require further exploration, examination, and validation through empirical research. Therefore, there is a clear need for a research study to investigate the concept of OTT platforms on mobile devices and smart TVs and analyze the underlying reasons driving the shift in consumer behavior towards mobile content consumption.

1.5.1 Sample Size

The sample size is very important to know the customers percentage preferring watching OTT content on Mobile devices and smart TVs. The sample size was limited to a number of 150 Respondents.

1.5.2 Sample Design

With the limited respondent we have framed the percentage of customers choosing Mobile Devices and Smart TVs.

1.5.3 Area of Study

The study is conducted in and around Pune.

1.5.4 Statistical Tools

Percentage analysis is the main tool used for Analysing the comparative study among viewers for Mobile Devices and Smart TVs.

1.5.5 Formula

Simple average percentage method:

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

2.1 Review Literature

The literature review offers a comprehensive examination of existing research and scholarly works pertinent to the comparative analysis of Over-The-Top (OTT) platforms on mobile devices and smart TVs. This review synthesizes crucial findings, identifies gaps in the literature, and establishes a theoretical framework for the ongoing study. According to Sharma (2020), the Indian OTT market presently boasts a value of \$0.5 billion, a figure projected to reach \$5 billion by 2023. Sharma further notes a growing trend among filmmakers towards utilizing OTT platforms as a means to reach their target audience. Undoubtedly, the emergence of video streaming services, particularly catering to binge-watchers, has democratized film viewing by offering accessibility, affordability, and convenience on-the-go (Ghalawat et al., 2021a). With the OTT media market witnessing exponential growth, there lies immense potential for further expansion in the future. Consequently, OTT service providers must devise pertinent strategies to attract and engage a broader customer base. Furthermore, research findings indicate a significant increase in daily viewing time on OTT platforms, particularly during and post-lockdown periods, underscoring the platform's burgeoning popularity and user engagement.

A recent study conducted by NielsenIQ (2024) and commissioned by Amazon on streaming trends has unveiled intriguing insights into the viewing preferences of affluent Indian consumers. The findings reveal a distinct preference for watching entertainment content on Smart TVs over mobile devices. A staggering 78% of respondents expressed a preference for streaming online content on their TVs, utilizing devices such as streaming sticks, smart TVs, or set-top boxes, as opposed to alternatives like smartphones, tablets, or laptops. This preference is attributed to several factors, including superior video and sound quality, a diverse array of content offerings across OTT providers, and the comfort of enjoying content on a larger screen. Additionally, the study indicates that 66% of respondents engage in binge-watching sessions lasting over five hours during weekends, highlighting a prevalent trend among viewers. Notably, a striking 97% of respondents opt for streaming content on TV, particularly around dinner time, to enjoy shared viewing experiences with family.

Furthermore, Usmani (2018) delves into the evolving landscape of India's entertainment industry in his article titled "India's Online Streaming Infatuation Is Taking Over Its Love For Cinema." Usmani projects a moderate rise in film revenue to approximately Rs 19,200 crore by 2020, while online streaming services are expected to witness a more substantial increase to Rs 22,400 crore during the same period. He also underscores the findings of a recent EY study, emphasizing India's below-average internet speed and the occasional five-second lag in video streaming due to buffering issues, which pose challenges for seamless viewing experiences.

3. Online Streaming and Binge Watching

3.1 Watching OTT Platforms on Mobile Devices

As highlighted in a Telecom Economic Times article (2022), the trend of consuming Over-The-Top (OTT) platforms on mobile devices has witnessed significant growth in today's digital era, reshaping the landscape of entertainment consumption. This mode of content consumption offers unparalleled convenience, empowering users to access a diverse range of movies, TV shows, and original content directly from their smartphones or tablets. The inherent portability of mobile devices, including smartphones and tablets, allows users to seamlessly carry their entertainment content wherever they go. This portability facilitates on-the-go entertainment consumption, enabling users to enjoy their favorite shows and movies during commutes, travel, or idle moments, effectively maximizing their downtime.

3.2 Watching OTT Platforms on Smart TVs

Shalparni et al. (2022) define an over-the-top (OTT) platform as a streaming media service that directly delivers content to viewers via broadcast and the internet. OTT platforms encompass two crucial components: they serve as mass media platforms primarily focused on streaming video content, and they transmit content directly over the internet, eliminating the need for cable connections or direct-to-home services. Numerous companies have introduced streaming services that offer consumers the flexibility to watch episodes and movies at their convenience through a simple subscription model.

India's first OTT platform, BIGFLIX, was launched by Reliance Entertainment in 2008 (Laghate, 2017). Presently, India boasts 40 streaming services, with popular platforms including Disney+ Hotstar, Netflix, Amazon Prime, Sony LIV, and Zee5. The Indian OTT industry witnessed a valuation of 2,150 crores in 2018, and it is projected to soar to \$15 billion by 2030. By 2020, the OTT sector is estimated to generate approximately 19 billion rupees in revenue, with video streaming applications expected to log 240 billion hours of viewing. The Indian digital market is anticipated to experience its most significant expansion between 2019 and 2020, with a 49% increase. Additionally, the number of paying users in the OTT sector surged by 30% between March and July 2020, from 22.2 million to 29.0 million. These statistics underscore the rapid growth and expansion of India's OTT industry.

4. Analysis and Interpretation of Data

The analysis and interpretation of data involve the crucial process of attributing significance to gathered information, as well as discerning the conclusions, implications, and overall meaning of the findings. This step is pivotal and stimulating within the research process, as it enables researchers to derive valuable insights from the collected data. Across all research endeavors, the analysis phase invariably succeeds in the data collection stage.

The statistical tool is: Percentage Analysis

4.1 Percentage Analysis

Percentage analysis is a method employed by researchers to interpret data, facilitating a comprehensive understanding of the findings. This approach involves converting data into percentages, with a standardized base typically set at 100, simplifying comparisons. In percentage analysis, the percentage is calculated by multiplying the number of respondents by 100 and then dividing it by the total sample size, ensuring consistency in measurement and evaluation.

Formula:

Simple percentage= (No. of respondent / Sample size) * 100

5. Findings Suggestions & Conclusion

5.1 Findings

1. Most (62%) of the respondents are Male.
2. Most (69%) of the respondents are 20-25 years old.
3. Most (57%) of the respondents are students.
4. Most (51%) of the respondents monthly income is below 20000.
5. Most (71%) of the respondent's family size is 3 to 5.
6. Most (79%) of the respondents are unmarried.
7. Most (64%) of the respondents are semi-urban.
8. Most (61%) of the respondents are nuclear families.
9. Most (67%) of the respondents say yes for watching content on Smart TVs.
10. Most (83%) of the respondents say yes for watching content on mobile devices.
11. Most (74%) of the respondents mostly watch content at night.
12. Most (53%) of the respondents pay OTT annual subscription fees.
13. Most (62%) of the respondents watch content on free platforms.
14. Most (37%) of the respondents stream online movies or shows less than a week.
15. Most (59%) of the respondents prefer comfort while streaming media

16. Most (75%) of the respondents prefer watching OTT during family dinner.
17. Most (31%) of the respondents prefer to watch in privacy.
18. Most (48%) of the respondents watch YouTube more than other OTT Platforms
19. Most (65%) of the respondents prefer International movies or shows on OTT Platform.
20. Most (65%) of the respondents choose Smart TVs to view particular films which they are interested in.
21. Most (89%) of the respondents prefer home theatre to see movies or shows on Smart TVs.
22. Most (63%) of the respondents prefer watching movies or shows while sleeping.
23. Most (65%) of the respondents prefer watching movies or shows while travelling.
24. Most (38%) of the respondents prefer to watch while working.

5.2 Conclusion

In conclusion, the landscape of OTT platforms on both mobile devices and smart TVs offers unique opportunities and challenges for viewers in India. Smart TVs represent a significant market segment, providing families with the opportunity to enjoy content together and catering to a diverse user base with varying income levels. Offering different TV plans and reducing subscription rates could be key strategies for expanding the reach of OTT platforms on smart TVs and ensuring widespread adoption.

On the other hand, watching OTT content on mobile devices offers convenience, flexibility, and the ability to consume content on-the-go. Mobile devices provide users with comfort, ease of mind, and a source of entertainment during travel or while engaged in other activities. While there is significant growth potential for OTT platforms on mobile devices, it's essential to recognize that both smart TVs and mobile devices have their own advantages and disadvantages.

Ultimately, OTT platforms have ample opportunities for growth and expansion in both the mobile and smart TV segments. By understanding the preferences and needs of viewers across different platforms, OTT providers can tailor their offerings to provide a seamless and enjoyable viewing experience for audiences of all demographics. Whether on mobile devices or smart TVs, OTT platforms play a crucial role in shaping the future of entertainment consumption in India.

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