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A Comparative Study on the Cinematic Experiences via Theatres and OTT Platforms

Syeda Sabahath Hafsa

Student of 6thSemester BA
Indian Academy Degree College- Autonomous, Bangalore 9019222145
syedahafsa041 @gmail.com

ABSTRACT:

This research probes the cinematic preferences of 120 individuals spanning adolescents to middle adults, representing diverse demographics including school-going kids, university students, homemakers, and businessmen in Bangalore. Through a self-designed questionnaire, participants' experiences and perceptions of cinematic experiences in theatres and Over-The-Top (OTT) platforms were examined, aiming to discern nuanced preferences across demographic segments.

The questionnaire delved into factors such as visual and auditory quality, comfort, convenience, social interactions, and emotional engagement. Preliminary analysis indicates varying preferences modified by age, occupation, and lifestyle. Younger demographics, such as school-going kids and university students, lean towards OTT platforms for flexibility and accessibility, while older participants and families tend to favor theatres for the immersive experience and shared outings. Understanding the dynamics of cinematic preferences within Bangalore's diverse population is essential for stakeholders in the entertainment industry to tailor offerings and enhance audience engagement in this vibrant urban landscape

Keywords: Cinematic preferences, Theatres, OTT platforms, Bangalore

I. Introduction:

The rise of OTT platforms has revolutionized how people utilize cinematic content, challenging the traditional dominance of movie theaters in the entertainment arena. This change is particularly noticeable in bustling cities like Bangalore, where a multifarious range of age groups, from adolescents to middle-aged adults, demonstrate fluctuating preferences and behaviors regarding cinematic experiences. Understanding and adapting to these preferences are essential for entertainment industry professionals to meet the evolving needs of their audience.

This study aims to explore the cinematic preferences of Bangalore residents by comparing experiences between conventional movie theaters and OTT platforms. This research is intentioned to gauge desires of individuals to delve into the preferences, behaviors, and perceptions of the population of the data acquired. By surveying 120 citizens across different demographics, including students, homemakers, and businessmen, this research seeks to uncover nuanced trends influenced by factors such as age, occupation, and lifestyle.

Through a thorough examination of participants' viewpoints, this study purposes to provide valuable insights into the underlying factors driving cinematic preferences in Bangalore. The research unravels the dynamics shaping contemporary media consumption. By exploring the viewing habits, preferences, and influences of individuals, this research illuminates on the evolving landscape of entertainment usage in the digital age. These insights not only assist industry stakeholders in tailoring their offerings but also contribute to a deeper understanding of the evolving landscape of media inhibition in urban environments

II. Review of Literature:

Lingwei Tong et al. The rise of Cinematic Virtual Reality (CVR) presents challenges regarding viewer control and story comprehension. Solutions involve attention cues and viewer interaction, yet lack consideration for individual viewer differences and cultural contexts. A case study explores adaptability and Māori storytelling coherence in CVR experiences. *[Lingwei Tong, 2024]*

Jha et al. Globalization has transformed India's entertainment industry, presenting opportunities and challenges. Foreign direct investment impacts job creation and industry growth. The government's role in incentivizing and regulating the sector is crucial, especially during crises like the ongoing pandemic. *[Jha, 2023]*

Van Rijsselbergen et al. Media consumption spans various platforms, requiring tailored content for optimal narrative conveyance. A semantic adaptation system facilitates multi-platform content creation, ensuring an immersive experience across devices. *[Van Rijsselbergen, 2009]*

Diamond et al. Film's sensory impact evokes bodily responses, influencing emotional engagement. Exploration of bodily states in film, exemplified by "The Others," delves into cinema's ability to depict and evoke profound feelings. *[Diamond, 2014]*

Remedios et al. Table for Two pioneers parallel interactive narratives in cinematic virtual reality, integrating theater, cinema, and video game techniques. Challenges include camera performance, script adaptation, and navigation interactivity. *[Remedios, 2023]*

Javed et al. Cinematic rendering revolutionizes pancreatic cancer imaging, improving surgical planning with photorealistic 3D images. Its nuanced visualization aids in determining tumor respectability and identifying arterial variants, potentially reducing postoperative complications. *[Javed, 2022]*

Lim et al. Mukbang phenomenon transcends cultural boundaries, analyzing cross-cultural connections through food casting. Korean Mukbang emphasizes eating behavior and ASMR, fostering intimate connections with viewers. Acculturation and reception theory shed light on its global evolution. *[Lim, 2022]*

Rothe et al. Space line concept introduces non-linear storytelling in VR movies, connecting sequences via interactive regions. Design space supports filmmakers in crafting immersive CVR experiences, enhancing viewer engagement and narrative coherence. *[Rothe, 2019]*

Mark McGill et al. Synchronous media consumption studies explore remote viewing experiences, from shared TVs to VR HMDs. Cast Away facilitates at-a-distance media consumption among couples, while VR HMDs offer immersive telepresence and enhanced communication during media consumption. *[Mark McGill, 2016]*

Vosmeer et al. Exploration of how gaming technologies influence cinema, reshaping narratively, interactivity, and engagement. Introduces the concept of "lean in" engagement style within interactive cinematography. *[Vosmeer, 2014]*

Sean. G et al. Ongoing research investigates off-screen visualization techniques for tracking moving targets in games and control systems. Compares Halo with EdgeRadar, showing EdgeRadar's superior accuracy in tracking off-screen objects. *[Sean. G, 2007]*

Vahoniya et al. Evolution of media consumption from traditional outlets to online streaming and Video on Demand (VoD) services. Study assesses awareness, preferences, and satisfaction of respondents towards OTT platforms, highlighting factors influencing viewer choices. *[Vahoniya, 2022]*

D. Van Rijsselbergen et al. Traditional broadcasting facilities adapt to file-based approaches, re-engineering production processes. Data model supports drama program workflows in an integrated media architecture, facilitating centralized production applications. *[D. Van Rijsselbergen, 2007]*

Rothe et al. Examination of shared cinematic virtual reality experiences through head-mounted displays (HMDs). Identifies challenges and interaction techniques to enhance social viewing and improve social movie experiences in CVR. *[Rothe, 2021]*

Mee et al. Analysis of affective responses to cinematic experiences through the rhythm of the pixel. Explores the patho-logies of bodies and digital interactions, examining the potential for an ethics of care in digital interactions. *[Mee, 2022]*

Cassidy et al. Study investigates engagement levels within the Marvel Cinematic Universe (MCU) across different media types. Participants show consistent engagement with transmedia aspects of the MCU, with movies rated as most enjoyable and engaging. *[Cassidy, 2016]*

Rothe et al. Exploration of attention-guiding techniques in Cinematic Virtual Reality (CVR) to direct viewer focuses in omnidirectional movies. Provides taxonomy for attention-guiding methods and discusses their application in improving viewer experience. *[Rothe, 2019]*

David Geerts et al. Analysis of synchronization requirements for remote shared experiences, focusing on watching online videos together. Experiment evaluates noticeability and annoyance of synchronization differences, as well as their impact on feelings of togetherness. *[David Geerts, 2011]*

Lee C et al. The paper introduces an innovative movie recommendation system tailored for OTT platforms, which incorporates sentiment and emotion data using a graph-based model. By employing BERT for sentiment analysis and IGMC for recommendation, the model surpasses conventional methods. It explores the impact of sentiment and emotion and achieves enhanced performance through a stacking ensemble technique. *[Lee C, 2022]*

Lopez et al. The document presents Enhanced Audio Description (EAD) as an innovative approach to make films and TV accessible to visually impaired individuals. EAD integrates sound design into the production process, offering accessibility through sound effects, binaural audio, and first-person narration. It aims to provide inclusive cinematic experiences for both visually impaired and sighted audiences, with focus groups indicating its potential to supplement traditional Audio Description (AD) to accommodate various preferences. *[Lopez, 2021]*

III. Methodology:

1. Objectives: To gauge the preferences of individuals of their cinematic preferences via theatres and OTT platforms

2. Hypothesis:

H0- There is an equivalence found in the preferences of individuals of their cinematic preferences via theatres and OTT platforms

H1- There is a significant preference sighed in individuals to opt theatres over OTT platforms

H2- Substantial preference gazed in individuals to opt OTT platforms over theatres

3. Variables:

Independent Variable- Theatre, OTT platforms

Dependent Variable- Emotions, relationship status, age, ambiance dynamics

Extraneous Variable- Socio-economic status, cultural background

4. Criteria:

Inclusion- Age [13-45], gender [male/female], school going kids, University Students, home makers, businessmen, relationship status, ambiance dynamics

Exclusion- Cultural background

5. Sample:

Sample size- 120 Individuals

Sample Technique- Convenience sampling technique
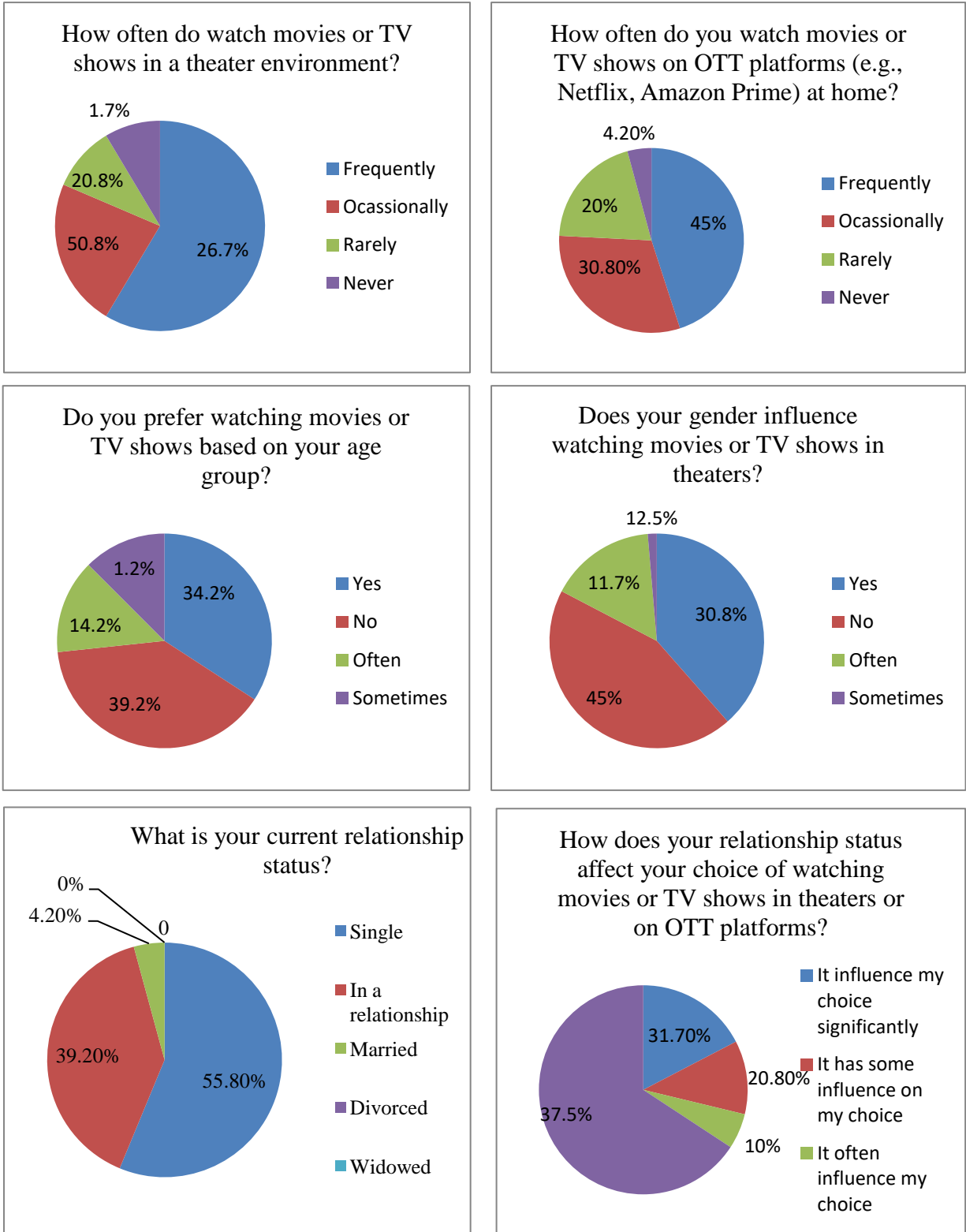
6. Tools of Study:

Self-gauged questionnaire

7. Administration:

Introduction and Explanation.

Informed Consent and Instructions.

Scoring and time frame and providing the questionnaire.

Answering the items and Answer Clarification.

Completion and Collection

Table:

How often do watch movies or TV shows in a theater environment?

- Frequently: 26.7%
- Ocassionally: 50.8%
- Rarely: 20.8%
- Never: 1.7%

How often do you watch movies or TV shows on OTT platforms (e.g., Netflix, Amazon Prime) at home?

- Frequently: 45%
- Ocassionally: 30.80%
- Rarely: 20%
- Never: 4.20%

Do you prefer watching movies or TV shows based on your age group?

- Yes: 34.2%
- No: 39.2%
- Often: 14.2%
- Sometimes: 1.2%

Does your gender influence watching movies or TV shows in theaters?

- Yes: 30.8%
- No: 45%
- Often: 11.7%
- Sometimes: 12.5%

What is your current relationship status?

- Single: 55.80%
- In a relationship: 39.20%
- Married: 4.20%
- Divorced: 0%
- Widowed: 0

How does your relationship status affect your choice of watching movies or TV shows in theaters or on OTT platforms?

- It influence my choice significantly: 31.70%
- It has some influence on my choice: 20.80%
- It often influence my choice: 10%
- 37.5%

How important is the ambiance (e.g., sound, seating, atmosphere) of a theater or home environment when watching movies or TV shows?

- 8.30%
- 15%
- 25.80%
- 50.80%

Legend:
- Extremely important
- Somewhat important
- Neutral
- Not important
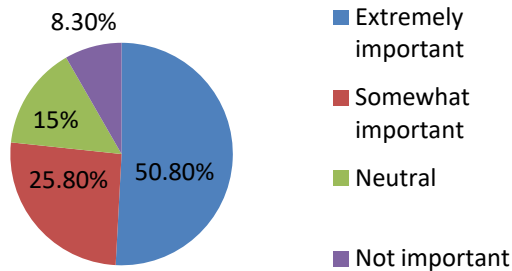
Which do you prefer overall for watching movies or TV shows: theaters or OTT platforms?

- 34.20%
- 30.80%
- 1.2
- 30.80%

Legend:
- Theaters
- OTT platforms
- Both equally
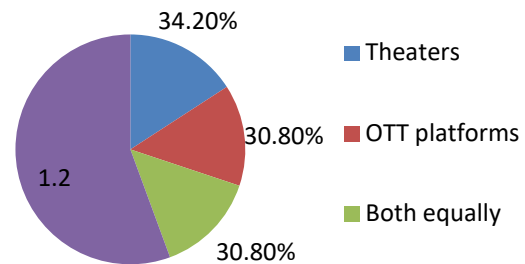
IV. Results and Discussions:

Results:

- Cinema Attendance Frequency: The data indicates that the majority of participants (77.5%) attend movie theaters occasionally or rarely, with only a small minority (1.7%) never going to cinemas.
- OTT Platform Usage: In contrast, streaming platforms are widely used for home viewing, with 75.8% of respondents using them frequently or occasionally, highlighting the popularity and accessibility of these services.
- Age's Influence on Theater Preference: Nearly half of the respondents (48.4%) recognize that their age group affects their preference for watching movies or TV shows in theaters, suggesting varying tastes across different age brackets.
- Gender's Role in Viewing Preference: Gender seems to have a modest impact on preferences for theater viewing, with 45% of respondents indicating no influence. However, 30.8% acknowledge some level of influence based on gender
- Demographic Composition: The survey reflects a predominantly single (55.8%) and relatively youthful sample group, with a significant proportion in relationships (39.2%)

Discussions:

- Relationship Status and Viewing Choices: Relationship status moderately shapes movie-watching preferences, with over half of respondents (52.5%) indicating some influence based on their relationship status. This suggests that social dynamics may play a role in viewing decisions
- Ambiance Significance: The data underscores the importance of ambiance in both theater and home settings, with over three-quarters of respondents (76.6%) considering it extremely or somewhat important for an enjoyable cinematic experience. This underscores the significance of factors like sound, seating, and atmosphere in enhancing the viewing experience

V. Conclusions:

- Overall Viewing Preferences: Respondents demonstrate varied preferences for watching movies or TV shows, with an almost equal split between theaters and OTT platforms. This suggests a diverse range of viewing habits and preferences among the survey population, underscoring the necessity for a flexible and inclusive approach in content delivery and accessibility
- Consequently, "H0" is proved that elucidates that an equivalence is sighted in individuals to prefer their cinematic experience by means of theaters or OTT platforms

VI. Scope of Study:

- Comparative Analysis- Assessing overall preferences between cinema and OTT platforms
- Social Dynamics- Enumerates how relationship status shapes viewing preferences
- Content Delivery Implications- Highlighting implications for content delivery strategies
- Industry Recommendations- Providing insights for industry adaptation and improvement

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