How TV series overtook films: A study on the increase in popularity of TV series.

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What are television series?

A television series comprises a collection of programs created or adapted for broadcast on television under a common title. Typically, these series are related in subject or another manner, and they often air once a week within a designated time slot, although frequency may vary. Unlike limited series, television series are designed to be open-ended, lacking a predetermined number of episodes. In fiction series, episodes commonly feature recurring characters and central themes.

Meanwhile, a television show, also known as a TV program, refers to any content produced for television viewing, transmitted via over-the-air, satellite, or cable channels. This encompasses content produced by television broadcasters as well as material produced by film production companies for television distribution. Television shows are typically scheduled for broadcast well in advance and are listed on electronic guides or other TV listings. However, streaming platforms often offer on-demand viewing options, allowing viewers to watch at their convenience.

What are films?

Film, commonly known as cinema or movies, encompasses more than just storytelling through moving images; it also includes the physical celluloid or film stock on which these images are captured. Serving as a widely consumed form of mass media, film stands out as a potent medium for portraying drama and eliciting emotions. The realm of motion pictures is intricately layered, drawing upon various artistic disciplines and a multitude of technical expertise, such as sound recording, cinematography, and optical effects. Emerging towards the conclusion of the 19th century, this innovative art form swiftly rose to prominence, solidifying its status as one of the most pervasive and influential mediums of the 20th century and beyond.

How technological advancements have impacted the production and consumption of TV shows and films.

The influence of technology on the realm of filmmaking has been undeniably profound. From the emergence of remote filmmaking to advancements in post-production software and the widespread adoption of online streaming platforms, technology has fundamentally transformed every facet of the film industry.

Technological innovations have revolutionized the entire filmmaking process, augmenting each stage from production to distribution. Digital cameras have significantly enhanced cinematography techniques, allowing filmmakers to capture high-definition footage with increased flexibility and cost-effectiveness.

Moreover, audio technology has undergone substantial progressions, with improved sound recording and editing tools facilitating the manipulation of audio elements during both production and post-production phases. The introduction of surround sound and immersive audio formats like Dolby Atmos has elevated the audience's cinematic experience to new heights.

In the realm of post-production, a digital revolution has occurred, ushering in a plethora of accessible software solutions. These tools offer sophisticated editing capabilities, visual effects enhancements, and color grading options previously exclusive to high-budget productions.

Furthermore, the seamless integration of computer-generated imagery (CGI) into live-action footage has expanded creative boundaries in filmmaking, providing filmmakers with unprecedented opportunities for visual storytelling.

Evolution of TV shows in India

In the 1970s, many TV centers were opened, with Doordarshan being the biggest one. Indian small screen shows started in the early 1980s. At this time, there was only one national channel, owned by the government – Doordarshan.

Doordarshan began the start of soap operas in India.

Daily soaps and dramas are loved by Indian TV watchers. These shows, often called 'saas-bahu sagas' because they focus on family relationships, have been a big part of Indian TV for a long time. One famous example is "Kyunki Saas Bhi Kabhi Bahu Thi," Another popular one is "Yeh Rishta Kya

Kehlata Hai," These examples show how much people love traditional daily soaps and dramas on Indian TV. Despite new formats and platforms, these shows keep getting viewers with their interesting stories, characters, and dramatic twists.

Historical and mythological dramas have always been on Indian TV, grabbing viewers with their big stories and themes. One big example is "Mahabharat," which first aired in the late 1980s and is still one of the most-watched TV series in India. Another one is "Chandragupta Maurya" which tells the story of the Mauryan Empire.

Reality shows are also a big thing on Indian TV, giving viewers a look into the lives and talents of regular people. One of the most popular examples is "Bigg Boss".

Similarly, "Indian Idol" has become a big deal, giving singers a chance to show off their talents and follow their dreams.

Even though family dramas are still loved by viewers, Indian TV has changed a lot in recent years.

The coming of digital platforms has changed how we watch TV, giving rise to new storytellers and stories. Web series, in particular, have become popular, giving creators a lot of freedom and viewers lots of choices. One big example is "Sacred Games," Netflix's first original series in India.

Another big one is "Mirzapur" which talks about the dark side of rural Uttar Pradesh, with power, politics, and crime. The show has gotten a lot of fans in India and outside.

These examples show how much variety and quality there is on digital platforms, changing how we see TV and what stories get told.

Another big change in Indian TV shows is how they talk about different social issues. Things like LGBTQ+ rights, mental health, and women's empowerment are now part of the storylines. Shows like "Made in Heaven," "Mardaani," and "Sanjivani" have gotten praise for how they talk about these topics.

Even with the progress, Indian TV still has challenges when it comes to quality and variety. Lots of shows still use old-fashioned stereotypes and stories to get viewers, which can be harmful. But as more people want new and relatable stories, the industry is starting to move in a better direction. Viewers don't just want old and predictable stories anymore; they want shows that talk about what's happening in the world and make them think.

Indian soap operas

The media is a big part of society and it plays a crucial role in sharing information. TV, especially, has a big effect on people, depending on who watches it. Soap operas, for instance, tend to attract a predominantly female audience, although some men also tune in. Research shows that women really like some soap operas. They get attached emotionally and make them a part of their personal and home life.

Today, life is fast-paced. People need some way to relax and balance their lives. Different people have different hobbies for their free time. Research shows that many women really like watching soap operas. They eagerly wait for new episodes because it affects their social, family, and work life. They get emotionally connected to the stories and characters.

Media helps shape society's rules and values. TV, radio, social media, and newspapers all play a big part in this. Indian soap operas are really popular among all kinds of people. They show relatable characters and stories that people connect with.

Soap operas have become a regular part of many people's lives. They show and reinforce traditional gender roles. Some people think TV just shows stereotypes, but others think viewers can think for themselves. The effects of TV on people's thoughts and actions are complicated. Many factors besides just TV affect how people think and act.

Hum Log is considered as the first television drama in India, it comprises of 154 episodes.

Hum Log laid the foundation of TV series in the country, and then several others came along, such as Dekh Bhai Dekh, Ramayan, Banegi Apni Baat, Office Office, Fauji, and Malgudi Days, among others.

In today's society, the media and society are closely connected. Soap operas stand out as a primary source of entertainment for homemakers and are seen as influential in shaping attitudes, thoughts, and cultures. They serve as a major source of education, information, and entertainment, particularly for women and children. Soap operas have gained immense popularity worldwide, dominating the television industry on a global, national, and local scale. They are distinct from other TV programs due to their long-running nature and focus on everyday life.

Although the content of soap operas varies from country to country, they often reflect cultural values and societal norms. These shows create a world where characters engage in discussions about marriage, romance, and family matters, often without resorting to physical or emotional violence. However, the constant flux of relationships within the soap opera world can create an emotionally charged environment, characterized by ongoing conflicts and resolutions.

Daily soaps become like an addiction to their audience. Many people invest hours watching the television, avoiding their other works, also not thinking about how it is harming the health of their eyes.

Daily soap operas have a bad impact on viewers in many ways. People get addicted to them and watch TV for hours, ignoring their other duties and not thinking about the harm to their eyes.

Most of these shows focus on women, showing them in constant trouble, which makes viewers think women are always victims. This can affect how people see and act towards women in real life.

Moreover, daily soaps frequently glamorize unethical behaviors, including extramarital affairs, poisoning, and violence against women. Such narratives not only normalize such actions but also desensitize viewers to their moral and social implications.

In addition to promoting unethical behavior, these shows often incorporate fantastical and illogical elements, such as ghosts, multiple marriages, and sudden memory loss and recovery, without regard for realism or medical accuracy.

And they often show women as weak and always putting others first, which can make people think women should always do what men say.

So, daily soaps aren't good for how people see themselves and others.

Role of streaming services, digital platforms, and the internet in transforming the entertainment landscape.

The digital age has helped to form a notable change in the preferences of consumers, with a rising interest towards on-demand content over scheduled programming. Over-the-top (OTT) platforms help to serve as a channel in meeting this demand, which offers a huge variety of content easily accessible to the viewers. It can be either binge watching your favorite TV series or watching the latest movies, OTT services help to give a personalized and a user-friendly experience.

The flexibility given by OTT platforms has contributed to a decline in cable TV and satellite subscriptions, this enabled them to personalize their entertainment encounters. Viewers these days are no longer interested in the fixed broadcasting schedules, this change in the behavior of consumers has given rise to a growing industry, which basically changed the consumption of media.

Major streaming platforms include Netflix, Disney+, Amazon Prime Video, and Hulu.

The beginning of OTT platforms can be traced back to the rise of the internet and improvement in digital technology. The Early companies like Netflix and Hulu was the first to deliver content directly to the consumers online, which helped to overtake the standard distribution of channels. This helped to begin a start of a new era in entertainment, which helped to allow the viewer's free control over their viewing preferences.

As the internet improved around the world and the penetration of broadband increased, OTT platforms became more accessible to a larger audience. The comfort of streaming content across various devices, from smart TVs to smartphones, contributed to the quick adoption of OTT services.

Growth and milestones of the OTT industry

The OTT industry has seen a huge growth and achieved significant breakthrough within a short period of time. Major OTT platforms have been able to collect millions of subscribers worldwide, offering users the convenience of streaming content. The industry is predicted to reach 4.4 billion users by 2028. The Original content produced by these platforms have been heavily praised, which led to the disturbance of traditional award ceremonies and led to the challenging of the dominance of standard studios.

The Key breakthroughs include the global expansion of OTT platforms, collaborations with top content creators, and the introduction of advanced technologies which include 4K streaming and virtual reality experiences. The industry's ability to change to the evolving of consumer preferences and technological advancements has led to its success.

How OTT services work

The OTT services function by delivering content directly to the users over the internet, bypassing traditional distribution of channels. The Users are able to access a vast library of content on a different variety of devices, with streaming technology allowing for real-time viewing of shows and movies without the need for downloading of it. Nowadays the streaming technologies optimize video quality based on the viewer's internet connection and user-friendly interfaces enhance the overall viewing experience.

The future of OTT services and the entertainment industry

As technology progresses, the future of OTT services are able to present fascinating expectations. The establishing of artificial intelligence and machine learning algorithms will enhance content recommendation systems and will help the users to get more personalized and relevant suggestions. Virtual reality (VR) and augmented reality (AR) are assured to contribute to fascinating entertainment experiences.

The Competition among OTT media is expected to increase rapidly, resulting in a steady flow of high-quality content. Original productions will be able to gain more significance as platforms strive to distinguish themselves and attract subscribers. Collaborations between OTT platforms and traditional studios may become more commonplace as the boundaries between the two sectors vanish.

The impact of OTT on traditional media

When the OTT platforms came it had a huge impact on the traditional media. The television networks and cable providers faced tough competition as the audiences started shifting to on-demand streaming services. Advertisers were also starting to move away from traditional commercials to ad-free streaming platforms. The Cinemas have also been affected, with the simultaneous releases on OTT platforms and in theaters becoming more common, encouraging studios to reconsider distribution strategies.

While the traditional media has encountered many challenges, some have successfully adapted by launching their own streaming services or partnering with existing OTT platforms. This evolving scenario has forced traditional media people to innovate and engage audiences in new ways. By 2026, the revenue of the OTT media is predicted to surpass $210 billion, nearly double the $106 billion generated in 2020.

The OTT revolution signifies a transformative shift in entertainment consumption, moving away from fixed television schedules and limited content choices towards a more personalized, on-demand, and immersive experience.

The impact of OTT on traditional media has been profound, with television networks and cable providers facing increased competition as audiences shift to on-demand streaming services. Advertisers are adapting their strategies to account for the move away from traditional commercials to ad-free streaming platforms. Cinemas have also felt the effects, with simultaneous releases on OTT platforms and in theaters becoming more common, prompting studios to reassess distribution strategies.

While traditional media has encountered challenges, some have successfully adapted by launching their own streaming services or partnering with existing OTT platforms. This evolving landscape has forced traditional media players to innovate and engage audiences in new ways. By 2026, OTT media revenue is forecasted to surpass $210 billion, nearly double the $106 billion generated in 2020.

The revolution of the OTT signifies a transformative shift in consumption of entertainment, which helped to move away from fixed television schedules and limited content choices towards a more personalized, on-demand, and fascinating experience.

Impact of OTT platform on films

During the Covid era, online streaming platforms have become game-changers in the entertainment world, it greatly affected the traditional movie theaters. These platforms have been able to completely changed how people watched movies and shows, they offered an easy and convenient way to access content instead of going to the movies. With the ability to watch a wide range of films and series anytime and anywhere, online streaming has made entertainment more accessible, which helped to serve different interests and tastes. This shift has urged the film industry to change, with the filmmakers looking for new ways to tell stories and share their work.

Moreover, the competition among online streaming services has led to more investment in making top-quality, original content, attracting both well-known and newly rising talent. While people still love going to the movies, online streaming has opened up more opportunities for storytelling, allowing different voices and stories to reach audiences worldwide.

The relationship between traditional cinema and online streaming platforms is changing the entertainment industry, giving the audiences more choices and the creators more ways to express themselves.

However, the traditional movie theaters are facing some tough challenges:

Piracy: Illegal streaming and downloading have hurt the movie industry's earnings, as people can easily access movies without paying for them.

Economic Struggles: Movie theaters have had financial difficulties, especially during global crises like the COVID-19 pandemic. Lockdowns and restrictions forced theaters to close, leading to a drop in box office sales.

Competition from Online Streaming: The convenience of online streaming competes directly with going to the movies. With so much content available at home, some people prefer staying in rather than going out to see a film.

But the future of traditional cinema still looks hopeful for several reasons:

The Movie Theater Experience: Watching a movie in a theater with a big screen, great sound, and other people creates a fascinating experience that you can't get at home. Technologies like 3D and IMAX make this experience even better.

Film Festivals and Awards: Events like film festivals and award shows celebrate and honor the art of filmmaking. Filmmakers strive to create work that gets recognized at these events.

Blockbuster Movies: Some movies are just meant to be seen on the big screen. Films with amazing visual effects, epic stories, and big productions draw audiences to theaters, making it an event.

While online streaming has changed how we enjoy entertainment, traditional cinema isn't going away. Both can exist together by adapting to what people want and using their unique strengths.

Economic factors contributing to the rise of TV shows

Television series employ a diverse range of business models to generate revenue, incorporating both traditional and emerging platforms.

Advertising: TV networks derive primary revenue from advertising, wherein popular shows attract advertisers who pay for exposure during commercial breaks. However, revenue from advertising has dwindled due to viewers recording shows for later viewing or watching online.

Cable TV Networks: Premium TV networks like HBO and Starz offer subscription-based access to their shows, generating revenue to fund production. They may supplement this income by airing commercials between shows.

Subscriptions: TV networks offer subscriptions to consumers for access to exclusive content. Cable networks like HBO utilize this model, as do streaming platforms such as Netflix.

Merchandise: TV networks capitalize on their shows' popularity by selling related merchandise through online stores, creating a direct revenue stream.

Sponsorships: Networks may accept sponsorship deals from brands for product placement within shows, providing an additional source of income.

Licensing Fees: Show creators earn revenue by charging licensing fees to networks for the rights to air their program. These fees grant networks exclusive broadcasting rights and may include rerun or on-demand access.

Rights Sales: TV shows can generate revenue by selling rights to companies interested in using the content across various media platforms.

Reasons for audience preferences for TV shows over films

In the contemporary entertainment landscape, television series emerge as the preferred choice for viewers, surpassing movies in popularity. Modern TV shows boast compelling narratives unfolding across entire seasons, intricate character development, and gripping cliffhangers that captivate audiences. Compared to the confined format of a standalone 2-hour movie, TV shows offer greater depth, allowing for exploration of complex and intriguing storylines.

Serialized TV allows showrunners to gradually unveil plotlines, introduce twists, and build tension over multiple seasons. Unlike movies constrained by time limitations, shows have the freedom to delve into intricate narratives and character growth. Iconic series like Game of Thrones, Breaking Bad, House of Cards, and The Crown excel in storytelling through multiple seasons, providing audiences with immersive experiences.

Furthermore, television shows air round the clock, offering continuous entertainment irrespective of the time of day. This accessibility contributes to their appeal among viewers.

In addition to elaborate plots, TV shows afford more screen time to develop nuanced characters, allowing audiences to witness their evolution over time. This fosters strong emotional connections between viewers and characters, a depth often lacking in movies reliant on stereotypes.

The ongoing nature of episodic television fosters engagement among viewers, with cliffhangers and plot twists sparking discussions and speculation on social media platforms. This communal experience of dissecting episodes and anticipating future developments strengthens the bond between viewers and the stories they follow.

Recent surveys indicate a growing preference for TV shows over movies among audiences. A 2022 Hollywood Reporter poll revealed that a majority of adults now prioritize watching TV shows at home over going to movie theaters, highlighting the shift in entertainment preferences.

In conclusion, while well-crafted movies retain their artistic value, TV shows offer a unique platform for immersive storytelling, character development, and audience engagement. With their ability to foster deeper connections and inspire ongoing discussion, television series have become the preferred choice for contemporary viewers.

The binge watching culture

Binge-watching has become an increasingly prevalent behavior, characterized by the consumption of multiple episodes of a television series, YouTube videos, or other entertainment content in one continuous session or condensed timeframe. This trend has reshaped the way people engage with media, offering both advantages and challenges in the world of content consumption.

One of the primary impacts of binge-watching is its transformative effect on the viewing experience. Unlike traditional television programming, which necessitates waiting for new episodes to air on a weekly basis, binge-watching allows individuals to immerse themselves in a story without interruption, leading to a more connected and immersive narrative experience.

This uninterrupted viewing experience enables viewers to maintain a heightened emotional connection to the characters and storyline, enhancing their overall enjoyment and engagement.

Furthermore, binge-watching affords viewers great flexibility in how they consume content. Rather than adhering to rigid broadcast schedules, viewers have the freedom to choose when and how they watch their favorite shows. Whether indulging in a marathon session or spacing out episodes over several days or weeks, binge-watchers can tailor their viewing habits to suit their preferences and lifestyle.

The shared viewing experiences and discussions have flourished both online and offline, as individuals come together to discuss plot developments, speculate on future storylines, and share their reactions and opinions. This communal aspect of binge-watching has contributed to the formation of fan communities and subcultures, enriching the overall viewing experience for participants. However, the rise of binge-watching has also posed challenges and implications for the entertainment industry. Streaming platforms and content creators must navigate the demands and expectations of binge-watchers, it's about finding a balance between giving people what they want right away and keeping them interested for a long time. TV makers are now making shorter seasons that are easier to watch in one go, because that's what viewers like.

Binge-watching has revolutionized the way people consume and engage with media, It gives you amazing convenience, flexibility, and a chance to enjoy with others. While it brings both good and tough parts for viewers and creators, the fact that so many people love binge-watching shows it's a big part of how we watch stuff nowadays.

How TV shows have addressed and reflected societal issues

TV shows nowadays have been able to help reflect the current social issues going around the world. There have been many instances where shows were actually able to alert people and raise awareness about the on-going issues.

Some ways they've addressed and reflected the issues are:

Representation and diversity: TV shows nowadays include characters of different races, genders, abilities and diverse communities. This includes showcasing of LGBTQ+ characters his is for inclusivity, equality and representation for underrepresented communities.

Social justice and Activism: TV shows now have storylines which include the impacts of systemic racism, discrimination, and police brutality. By addressing these topics, TV shows can spark important conversations and encourage viewers to engage with real-world issues, potentially leading to social change and activism. By confronting about these issues, they can start important conversations and inspire people to take action. This could lead to positive changes in society.

Mental health awareness: Television shows nowadays show mental health problems more carefully, with characters facing issues like depression, anxiety, bipolar disorder, and addiction. By showing these struggles realistically and with care, TV shows can lessen the shame around mental illness and motivate viewers to get support when they need it.

Technology and media influence: TV shows frequently show how technology and media shape our world today. They show us things like the impact of the internet, the spread of false information on social media platforms, and the moral questions raised by artificial intelligence. By talking about these topics, TV shows encourage viewers to think deeply about how they interact with technology and media in their own lives.

Family and Relationships: TV shows often show how families change, with stories about different kinds of families and how they get along. They show different types of families, families with step-parents, and families with just one parent. This helps people see that families come in all shapes and sizes and understand different kinds of family life.

Environmental concerns: TV programs reflect on environmental problems like climate change, pollution, and conservation. They show characters dealing with the effects of harming the environment or working to make things better. By bringing attention to these problems, TV shows can encourage people to do something to help the Earth and support practices that are good for the environment.

The examples of TV shows which have reflected societal issues

The Wire: It is an American Drama Series which explores the social, economic and political issues in the city of Baltimore, it also includes drug trade, poverty, unemployment and the lack of opportunities which contribute to cycles of crime and violence. The show is well known for its realism as it drew inspiration from real events and people.

Law and Order: It is an American TV series which shows the police procedures and legal drama. It shows how the NYPD detectives investigates and deals with crime. The crimes include murder, kidnapping and assault. It also shows the prosecution of crimes by District attorneys in the city's criminal justice system.

13 reasons why: It is an American drama series which addresses sensitive topics which such as teenage suicide, bullying, sexual assault and mental health. It encourages viewers to talk openly about difficult topics and seek help if needed. The show also led to increased awareness on suicide prevention and mental health support for young people.

Black-ish: It is an American sitcom which follows a middle-class African American family who lives in a white neighborhood, it shows how they navigate issues of race, identity, and cultural assimilation in America. It uses humor to address important social issues facing minority communities.

The Handmaid's Tale" is a drama series which shows a society where women are oppressed and stripped of their rights. It serves as a cautionary story about misogyny, reproductive rights, and authoritarianism.

Orange is the new Black: The series provides a depiction of life in a women's prison, diving into themes such as racial diversity, LGBTQ+ representation, the need for criminal justice reform, and the systemic inequalities present within correctional facilities.

Exploring different genre in TV shows and films

Genre help to categorize the movies and TV shows. The process of categorizing will make it easier for the viewers to discover what the individual likes and will want to see. When a movie is added to a particular genre or category, it does not ruin the quality of the movie when it is put into a genre.

A genre will always consists of four elements, which are character, story, plot and setting.

These elements will always equal a specific category of movie. The elements are discussed regarding how their variations create a different category of movie.

Some genres like comedy are considered general as they do not have sub genres.

Genres are of different types like crime, war, Westerns, spy, adventure, science fiction, horror, fantasy, biography, and mystery.

 Some argue that drama is too general to be considered as a genre, but it can still be considered one, when the elements of the movies are serious and don't fit into other genres.

Sorting the movies into different categories helps to shape the characters and story, which helps to guide the decisions about the plot and where it takes place.

Movies often mix different genres together, for example, having side adventures in spy movies or crime in science fiction, but usually, one genre is considered as most important.

However, certain labels like film noir, thrillers, and action movies aren't exactly considered as genres as they reflect a director's creative style of more, than anything else. These labels highlight or add to the main genre of a film instead of defining it.

Similarly, musicals and animated films aren't really considered as genres but they different ways to tell stories within genres. Even though people often call them as genres, they're more like different ways of storytelling within a framework of genre.

The genres which have thrived in each medium.

In 2023, Adventure movies were mainly considered to be the most popular genre, it was followed by action, horror, comedy, and drama. However, these types of films are able to attract audiences throughout the whole year. Adventure movies are appealing to a wide range of people, mainly because they often involve family-friendly content, animation, and well-known action series. These kinds of movies usually do well in both theaters and on streaming platforms.

The interest in different types of shows goes up when new ones in that genre come out. A lot of people wanted to watch "apocalyptic" and "dystopian" shows this year because HBO's zombie thriller The Last of Us came out in January.

The people really wanted to watch superhero shows, because Marvel kept releasing new ones like Secret Invasion. In general, what people want to watch on TV changes more and covers more specific types compared to movies, which mostly stick to a few big categories.