

A COMPREHENSIVE REVIEW OF LITERATURE ON OTT PLATFORMS

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Abstract

OTT Platforms has been in demand ever since the pandemic hit the world. During and after pandemic the demand for OTT Platforms is increasing by bits and leaps. The existence of OTT Platforms before pandemic was there but was confined to certain countries and viewers. Due to spare time during lockdown in pandemic, people had explored the different aspects of OTT Platforms. Many viewers of cinema had begun adopting OTT Platforms as their entertainment tool. The content that OTT Platforms provide, is different from that of traditional tools of entertainment. The current paper talks about the findings of various research work (literature) that has been done in the field of OTT Platforms so far and how OTT Platforms have evolved from time to time. Even, few of research papers were only limited to certain country's aspect whereas, regional aspect in OTT Platforms is less touched upon. This paper focuses on identifying those dimensions of OTT Platforms which have not taken for research or less literature is available for the same. However, the journey of OTT Platforms research has just begun, and it will take new tricks and turns in coming few years as the cinemas are greatly affected by these platforms.

Keywords: OTT, Ott platforms, analysis, literature, review, cinema

INTRODUCTION

It has been said lately that the progress and development that the world has obtained in these two decades of the 21st Century is greater than what it had achieved in many years of previous centuries. In this development around the globe, the major part had been played by the technological advancement in recent times. This technological advancement has changed many aspects of the world be it political, economic, social etc. These changes that have been adopted through technology, have changed the way of life and it is all because of the technological advancement. In view of the aforesaid changes, one major has been there in the habit of viewers for their cinema and television. Earlier, people used to view their favorite movies, serials, etc. on television, now the same has been replaced with OTT Platforms.

This research paper explores the transformative impact of Over-the-Top (OTT) platforms on the media and entertainment landscape. OTT platforms deliver video, audio, and other content over the internet, disrupting traditional broadcasting methods. The evolution of OTT is traced from broadband internet's advent, enabling on-demand content consumption globally.

OTT platforms provide on-demand content over the internet, challenging traditional broadcasting methods. The evolution of OTT is closely tied to the accessibility of broadband internet.

OTT platforms offer a diverse range of content, including movies, TV shows, documentaries, and exclusive originals. Users can tailor their entertainment experiences based on personal preferences.

The rise of OTT has led to intense competition, known as the "Streaming Wars." Major players invest significantly in content creation, technology, and strategic partnerships to attract and retain subscribers.

OTT platforms transcend geographical boundaries, influencing global entertainment trends and fostering cross-cultural interactions. However, questions arise regarding cultural representation and the preservation of local identities in a globalized media landscape.

RESEARCH OBJECTIVES

This research paper focuses on following objectives:

1. To study the existing literature on OTT platforms in Indian as well as international perspective.
2. To critically scrutinize the literature on OTT platforms.

LITERATURE REVIEW

A Literature review explains clearly the already research taken place as well as the gap in the literature which needs to be fulfilled. It is very important to study the research which has already been done in the area. With the help of literature review, the present study can be easily shaped. There has been very limited number of research papers available, which are directly relevant to the concerned study. The literature review was collected from various libraries of academic institutions along with virtual libraries like Shodh-ganga, Google Scholar, etc. which came out to be very significant in achieving the objectives and carrying out the research. Over-the-Top platforms have not yet been touched much for research till date. Worldwide data for OTT platforms are less in number as well as the national level research for OTT platforms have only been done during the pandemic time. Observing growing demand of OTT after Covid19, some research scholars have taken their steps to study OTT. Literature Review of Over-the-Top Platform is collected herewith from the year 2013-2023. Review of Literature has been segmented into two i.e., reviews done at international level and reviews done at national level.

INTERNATIONAL

Yi-Ning Katherine Chen (2017) in her study “Competition among OTT TV Platforms and Traditional Television in Taiwan; A Niche Analysis” examine the OTT TV is a complement or a substitute for traditional TV. She studies that Traditional Television is more likely to be less preferred compared to OTT TV based on dimension called convenience.

Ebru Tekin Bilbil (2018) in his study “Methodology for the Regulation of Over-the-Top (OTT) Services: The Need of a Multi-Dimensional Perspective” was found that a balanced regulatory framework based on a cooperative approach that It is more effective for OTTs to have a balanced regulatory framework along with a cooperative approach. In Turkey, the OTT regulation has not been adopted in the agenda of regulation. Some challenges have been encountered by regulators like maintaining parity in internet service, regulatory balance, and innovation without discouraging industry growth, and traffic management by ISPs (Internet Service Provider). Governments to intervene ensure privacy, data protection, price control, effective competition and appropriate taxes have been promoted.

Pieterse. M.E. and Klooster. P.M (2019) in their study “Binge-Watching and Influences on Psychological Well-Being and Important Daily Life Duties” found that participants of binge Watching tend to feel happier and relaxed after watching online contents. A normal part of entertainment is, now, watching video streaming content on OTT Platforms. This study is unable to provide adverse health impacts or an extreme neglect of daily life routines, watching video streaming content.

Meghan McAdams (2019), “What is OTT- Understanding the Modern Media Streaming Landscape”. The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 50% of OTT customers, are experiencing “subscription fatigue”, from engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could impact the prospects for smaller niche services.¹

K. Kwak, C. Oh, Sang Woo Lee (2021) in their study “Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values.” empirically investigates characteristics that influence the use of paid content streaming, or over-the-top (OTT) media services. It was surveyed paid OTT service users from seven countries—Britain, China, France, Germany, Japan, South Korea, and the United States— to examine the effects of user demographics and values on paid OTT usage as well as the different user characteristics that affect paid OTT usage by country. Their results show that age, monthly income, education, occupation, and tendencies toward warm relationships with others, fun and enjoyment in life, self-fulfilment, and a sense of accomplishment are the main variables that directly influence the use of paid OTT services. Furthermore, the influence of demographic attributes and consumption values that affect transactional video-on-demand and subscription video-on-demand use vary across countries.²

Ramos, M. M., De La Peña Mónica Pérez Alaejos, M., Prieto, M. C., & Prieto, M. H. (2020), “Childhood and online audiovisual content in Spain: An approach to consumption and parental mediation on OTT platforms” found that important changes were observed in parental mediation, in accordance with the progressive increase in the age of the children, although the most frequent regulation in both age groups is linked to the time that the parents or guardians allow the children to pass through the different devices, rather than in the restrictions around the contents. Further, they also identified that there are no significant differences in the type of audiovisual products they consume on linear television and OTT platforms, with children's series and

¹ McAdams, M. (2019). What Is OTT?—Understanding The Modern Media Streaming Landscape. *Тарجو-электронный журнал- 2019-Режим доступа: <https://www.tarjoy.com/resources/what-is-ott/> [дата обращения 21.02. 2020].*

² Kwak, K.T., Oh, C.J., & Lee, S.W. (2021). Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values. *Telecommunications Policy, 45*, 102168.

films predominating at the earliest ages.³

OKUMUŞ, M. S. (2023) The Audience Struggle between Television, Cinema, and OTT Platforms: The Case of Netflix and Disney+ In Turkey examined the actions of Netflix and Disney+, two of the most popular global brands among the many OTT platforms that continue their broadcasts based on domestic and foreign companies with a significant number of users worldwide and especially in Turkey after 2016. This study aimed to conclude by discussing the position of OTT platforms in the world and Turkey, the systemic and global structuring of these platforms during the COVID-19 pandemic, and the findings on the similarities or differences between Netflix and Disney+ in Turkey, following the transformations of the compulsory or optional audience perspective in the media and entertainment sector in recent years⁴

NATIONAL

Manan Goel, Parth Goel, Raghaavendra Singh, Ritik Arora, Saanya Chawla and Utsav Agarwal (2020) in their study “Correlation Between Smoking Scenes Shown in OTT Content and Potential Impact on its Viewers” examine the change in smoking habits, its impact, and also the reason behind the same changes. The findings of this research show that the ‘smoking habits of an individual is impacted because of the hours spent watching on TV series, movies which contain smoking imagery’ and showing that smoking imagery does impact the young viewers increase in number of daily cigarettes.

Raval Dipankumar Maheshkumar (2020) in his study “A Study on Impact & Popularity of Web Series on Youth” reported the few years of increase in the popularity of web shows around the world have given the audience an impactful content to explore on digital platforms. This research focused the internet is a quite large extent used by youth and specifically the people in the age range, the producers of the web series and the platforms are producing content which is youth centric. OTT platforms are highly promoted through word of mouth and social media. The adults at least spend more than an hour or two hours in watching streaming web series.

Sharma, (2020), the on-going COVID-19 crisis has forced the multiplexes to shut down. As a result, the production houses are now releasing the onto OTT platforms directly. This has become a topic of concern amongst the multiplexes as the users might ship the traditional windowing pattern. INOX and PVR both issued a public statement reacting to this issue. According to experts this is solution to a short term need of the film industry which getting by financial difficulties. It is a win-win situation for OTT players who needs fresh content and the filmmakers who had their production ready but unable to release. However, this will not be a paradigm shift, in the long term, once things return to normal. The cinema generates more revenue for the production houses compared to the OTT platforms. Being this a vital factor, the films will hit the cinemas as earlier, once the market if free from COVID-19 crisis. Matter of fact, there may be possibility to see a surge in multiplex services for few days after the returning the things to normal.

Khatri Sonal and Aruna (2020) in their study “Impact of Social Media Promotion & Mobile Application on the Sustainable Development & Growth of OTT Platforms in India” found the impact and role of Social Media marketing and Mobile Applications on OTT platforms. Major finding of this study is significant impact of Acceptance, Affordability, Accessibility, and Awareness created by the online applications of OTT platforms on purchase decision of the viewers. Finally, the Social Media and Mobile applications by OTT platforms can be considered as two the major pillars for their sustainable development and growth.

Tripti kumari (2020) in her study “A Study on Growth of Over the Top (OTT) Video Services in India” shows that ‘majority of users agree that emergence of OTT platforms have affected their television and movie watching habits’. Mobile phones are the most preferred device for watching OTT streaming channels and majority of viewers are nighttime viewers. The findings of the study not only give an insight on the most important factors contributing to the success of OTT platforms but also the main reason for publics not adopting to OTT services.

Shourya Parnami and Tushar Jain (2021) in their study “A Study on Increasing in the Usage of OTT Streaming Services” examine that the Subscribers of the streaming services had increased their timing of streaming by almost 3 hours on a day average due to the covid-19 pandemic days, citing different reason. This increase in usage of OTT platform is very encouraging for the new productions houses in the market to launch their streaming platforms and other countries OTT platforms looking to launch in India. The study shows that majority of the viewers of OTT are subscribed almost 2 or 3 OTT platforms.

Kajol Nisla (2021) in his study “The Convergence Model and Content Regulation of OTT Platforms in India: An analytical Study” examine that video streaming platforms like Netflix, Sony Liv, Hotstar, Zee 5, Aree, Alt Balaji and Reliance Jio have agreed and signed the code of ethics of OTT services and self-regulation forward by the network and Mobile association of India. Regulation must be formulated considering the perception of all stakeholders and the earlier media regulations. With digital technology changes and in the era of media convergence, it is utmost essential that uniform regulation must be designed that covers different platforms of content dissemination.

³ Ramos, M. M., De La Peña Mónica Pérez Alaejos, M., Prieto, M. C., & Prieto, M. H. (2020). Childhood and online audiovisual content in Spain: An approach to consumption and parental mediation on OTT platforms. *Icono14*, 18(2), 245–268. <https://doi.org/10.7195/R114.V18I2.1560>

⁴ <https://dergipark.org.tr/en/pub/tojdoc/issue/74277/1209448>

Suman Ghalawat, Ekta Yadav, Mohit, Neelam, Megha Goyal, Amita and Subodh (2021) in their study “Factor Influencing Consumer’s Choice of streaming Over-the-top (OTT) Platforms” observed the OTT entertainment market developing rapidly and there is possibility to grow more in future. OTT platforms give more freedom for their viewers to watch TV, series, Movies, documentaries, etc. at their own internet gadgets. The study concluded that growth factor along with benefits of OTT services contribute the most.⁵

Sumitra Saha and Satya Prasad. V.K. (2021) in their study “Consumption Pattern of OTT Platforms in India” examined the streaming platforms are promising enough in bringing a large number of opportunities for business expansion and growth of the bottom line. Entertainment is the key driver on networking market that draws the attention and generates interest among the urban and rural viewers. Local languages, ad-free programs and binge watching have altogether resulted in the rise of OTT in the world.

Pramith Gupta (2021) in his study “The Factor Effecting Shift on Indian Customers from T.V Series to Web Series-The Future of OTT Services in India” reveal the factor that made Indian consumers to shift towards web series from TV series and the future of OTT services in India and gives an idea about India’s acceptance of web series as a primary video consumption platform. This study shows youngsters are very much keen on preferring web series in contrast to middle agers and seniors preferring T.V series.

Kaneenika Jain (2021) in her study “the Rise of OTT Platform; Changing Consumer Preference” found that the consumers are now well informed and acquainted with new technology and the emerging trends in the entertainment sector. This scenario is highly responsible for the growth of the OTT platforms all around the world. This article draws attention to the rise of OTT, factor influencing its success and the major players catering the target audience.

Koul, S., Ambekar, S. S., & Hudnurkar, M. (2021) in his study “Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers” shows that it is a ranking of factors based on their importance as perceived by the millennial consumers and then form composite factors, which have similarities in responses. Also, this research enables the consumers of the information to dwell on the factors that prove to be of comparative importance to the consumer and plan/forecast their strategies and further research studies accordingly.⁶

Priya, R., Mondal, D. P., & Paldon, T. (2021), “Understanding the intentions of students to use OTT platforms” revealed that A significant effect on Intention to use the OTT platform results in high reliability with subscribing Intention. The moderating effect of consumer engagement and Intention to use in the study is highlighted through this report which is revealing the higher importance of Intention to operate having an impact on subscribing Intention. They also found the classification of factors which impact purchasing intent and it is also found that consumer loyalty and Intention to use is affected by the OTT Platforms.

Habib, S., Hamadneh, N. N., & Hassan, A. (2022) in their work “The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms” revealed the relationship between digital media marketing (DMM), consumer engagement, brand image, and OTT platform purchase intention in the Indian context. They investigated the mediating role of consumer engagement and brand image in mediating the relationship between digital marketing practices and OTT platform purchase intention. Moreover, they found out that there is a strong indirect effect through brand image and consumer engagement.⁷

Khalique, A., Rahmani, M. K. I., Saquib, M., Hussain, I., Muzaffar, A. W., Ahad, M. A., ... Ahmad, M. W. (2022), “A Deterministic Model for Determining Degree of Friendship Based on Mutual Likings and Recommendations on OTT Platforms” revealed that mutual likings and degree of friendship information are beneficial in recommending movies on an OTT platform.⁸

Rajpal, R., Sharma, S., Goel, A., Ghosh, K., & Sharma, S. (2022), “A DNN Based Technique for Age Verification in OTT Platforms”, found that the streaming media services such as over the top (OTT) platforms offer open access to video content to the subscribers irrespective of their age. In this paper, they made a comparative analysis of three main face detection algorithms based on Convolutional Neural Network namely Haar Cascade, HOG and Deep Neural Network (DNN) to estimate an age cut off and range of a new face in real time. The highest accuracy of 92.56 percent was achieved in case of DNN based algorithm for both age cut off and age approximation detection. Precision recorded by DNN for large faces is 90%, which is higher than in case of HOG and OpenCV-Haar.⁹

Dikshya Saikia, & Gaurav Nirmal. (2022), “Catalyst Role of Covid 19 Pandemic in Increasing Adoption of Over-the-Top (OTT) Platforms- A Study Conducted amongst Gen Z of Guwahati City”, Assam found a positive trend on the use of OTT services during the covid pandemic and in increasing adoption of OTT services amongst Generation Z of Guwahati city, it is observed in

⁵ <https://www.sciencedirect.com/science/article/abs/pii/S0736585322000302>

⁶ Koul, S., Ambekar, S. S., & Hudnurkar, M. (2021). Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers. *International Journal of Innovation Science*, 13(1), 53–66. <https://doi.org/10.1108/IJIS-09-2020-0174>

⁷ <https://www.hindawi.com/journals/jmath/2022/5327626/>

⁸ Khalique, A., Rahmani, M. K. I., Saquib, M., Hussain, I., Muzaffar, A. W., Ahad, M. A., ... Ahmad, M. W. (2022). A Deterministic Model for Determining Degree of Friendship Based on Mutual Likings and Recommendations on OTT Platforms. *Computational Intelligence and Neuroscience*, 2022. <https://doi.org/10.1155/2022/9576468>

⁹ Rajpal, R., Sharma, S., Goel, A., Ghosh, K., & Sharma, S. (2022). A DNN Based Technique for Age Verification in OTT Platforms. In *AIP Conference Proceedings* (Vol. 2481). American Institute of Physics Inc. <https://doi.org/10.1063/5.0103923>

this study that Covid 19 pandemic has definitely acted as a catalyst having 60% respondents stating that they have started using OTT after the pandemic.¹⁰

ISLAM, M. (2022), “Causality Exploration of Paradigm shift in people preferences to OTT Platforms during pandemic: A Mixed Study”, showed that OTT platforms are leading the way in terms of people’s preferences, while multiplexes have lost their way. The study also showed that over 90% of the respondents have chosen OTT platforms instead of multiplexes on grounds of convenience, comfort, expenditure, and privacy. on the other hand, multiplexes have only one advantage over the OTT platforms by providing the ideal ambience for movies with special effects.¹¹

Sharma, A., & Harsora, H. (2023) “A STUDY ON PREFERENCES OF CONSUMERS TOWARDS INTERNATIONAL OTT PLATFORMS AND SUSTAINABILITY STRATEGY IN INDIAN MARKET” found out that majority of the people preferred Netflix, followed by Disney+ HotStar and Amazon Prime Video. More liking was shown towards original shows and web series in OTT. It was also found out that Disney+ HotStar is more preferred because of digital broadcasting partner for big cricket events like IPL and World Cup. They also concluded that localization of content, affordable pricing, high quality picture quality, strong distributorship partnership, good user experience and better after sales services are the major factors for success of international OTT in Indian Market.¹²

Sharma, K., & Lulandala, E. E. (2023) in “OTT platforms resilience to COVID-19—a study of business strategies and consumer media consumption in India” examined the factors that have made OTT Platforms to become habitual from occasional. They identified factors like convenience, ease of accessibility, risk of contracting COVID-19, variety and quality of content, online reviews, and affordability drive consumer preference for OTT from the customer’s point of views. For business strategies, they found out seven like competitive low pricing, enhancing customer experience, launching innovative service plans, content localisation, strategic collaboration, flexibility in technology adoption and proactive sales promotion.¹³

Chopdar, J., & Tarafdar, T. (2023) “A Study on Consumers’ Perception Towards Over the Top (Ott) Platforms With Special Reference To Guwahati City” found that the Indian OTT market is expecting \$5 Billion Customers by the year 2023. The study is done with special reference to the City of Guwahati in Assam. The study further attempts to identify the factors influencing consumers choice towards OTT platforms and also their level of satisfaction towards the services of OTT.

ANALYSIS OF REVIEW OF LITERATURE

- There has been growing demand of OTT after Covid19.
- OTT TV is a complement or a substitute for traditional TV. She studies that Traditional Television is more likely to be less preferred compared to OTT TV based on dimension called convenience.
- In many countries the Governments must intervene to ensure privacy, data protection, price control, effective competition and appropriate taxes has to be promoted.
- The influence of demographic attributes and consumption values that affect transactional video-on-demand and subscription video-on-demand, their use vary across countries.
- The ‘smoking habits of an individual is impacted because of the hours spent watching on TV series, movies that contain smoking imagery’ and showing that smoking imagery does impact the young viewers increase in number of daily cigarettes.
- The adults at least spend more than an hour or two hours in watching streaming web series.
- Mobile phones are the most preferred device for watching OTT streaming channels and majority of viewers are nighttime viewers.
- With digital technology changes and in the era of media convergence, it is utmost essential that uniform regulation must be designed that covers different platforms of content dissemination.
- youngsters are very much keen on preferring web series in contrast to middle agers and seniors preferring T.V series.
- The streaming media services such as over the top (OTT) platforms offer open access to video content to the subscribers irrespective of their age.
- OTT platforms are leading the way in terms of people’s preferences, while multiplexes have lost their way.

FINDINGS

Following findings have been derived from the literature review and its analysis:

International Perspective-

¹⁰ Dikshya Saikia, & Gaurav Nirmla. (2022). Catalyst Role of Covid 19 Pandemic in Increasing Adoption of Over-the-Top (OTT) Platforms- A Study Conducted amongst Gen Z of Guwahati City, Assam. *International Journal of Engineering and Management Research*, 12(3), 182–186. <https://doi.org/10.31033/ijemr.12.3.27>

¹¹ ISLAM, M. (2022). Causality Exploration of Paradigm shift in people preferences to OTT Platforms during pandemic: A Mixed Study. *ISBR MANAGEMENT JOURNAL*, 1–14. <https://doi.org/10.52184/isbrmj.v6i02.117>

¹² <https://www.ijmpr.org/index.php/IJMPR/article/view/114>

¹³ <https://www.emerald.com/insight/content/doi/10.1108/IJOA-06-2021-2816/full/html>

- The research done in the years like 2018, 2019 internationally shows that people were unlikely to prefer OTT Platforms in comparison with traditional television.
- Further, it showed that people tend to feel 'subscription fatigue' while having more content to watch on OTT Platforms.
- International literature available for review on OTT Platforms, also shows that age the second decade of 21st Century has approached, OTT Platforms have been affected by many demographic factors like age, occupation, income along with factors like their preferences for paid OTT Platforms.
- Even in 2023, the researchers also found out that there is a struggle among viewers to decide among television, cinema and OTT Platforms which ultimately compared the big giants of OTT Platforms i.e. Netflix and Disney+.

Indian Perspective-

- Regarding India, very less literature available for OTT Platforms.
- Literature which is available, is mostly for consumers' adoption and behaviour towards OTT Platforms.
- After pandemic, many papers have been written and researchers have begun comprehending the need of identifying different aspects of OTT Platforms.
- Youth has highly been impacted through OTT Platforms and it has been researched and found that youth have high impact on their lives of any scenes showing cigarettes smoking on OTT Platforms, sexual content verbal abuses.
- During post pandemic time, it was found that OTT Platforms were good option for those production houses whose films were ready, but cinemas were on halt. At that point time, OTT Platforms were considered as boon for them as they could release their films on OTT Platforms.
- Even after almost three years of pandemic, it was observed that OTT Platforms are also among one of the choices for non-commercial films to directly release on OTT.
- Literature reviews also showed that the internet is mostly used by youth therefore, most of the OTT Platforms are trying to come with the content which is youth centric.
- Even Regional aspect of OTT Platforms has also been less touched by the scholars.
- There is also challenge for the OTT Platforms to move television viewers to their OTT platforms.

CONCLUSION

With this paper, following points are concluded from the literature review:

After the analytical view of the international and national perspective of OTT, we can clearly derive a conclusion that there has been persistent increase in the viewership of the OTT platform. The television viewing has taken a back seat compared to the popularity of the OTT. It can also be inferred that the most touched are the youth generation. The adult content also is one reason for driving youth towards it. The verbal abuses and other slang have become more fashionable amongst the youths. Instead, we can say that the Gen z is the most watched viewer of OTT. On an average, based on general observation people spend one and half to at least two hours behind OTT.

There has been a growing reliance on OTT Platform over the period. It does have negative effect but if we want, we can utilize the same platform in a positive way and minimize the watch time of the same.

Analysing literature of any particular topic is never ending process. If you do literature review of certain number, it will give another conclusion and if you add more numbers to the same, it will give different conclusion.

Therefore, considering above mentioned literature review on OTT Platforms, we can conclude that OTT Platforms are field in the current era which need more attention to be kept understanding it thoroughly.

Further, OTT Platforms have been studied for very long period but not on a big scale in national context. Of course, it is being done now during pandemic and post pandemic.

Especially, one thing is to be considered right now about OTT Platforms, that even after pandemic, cinemas have not yet got all the market that it was used to covering big mass. Moreover, viewers have changed their preferences in terms of watching movies, series and so on. Even, the decision whether to go to cinema for watching movies or to watch on OTT Platforms. Producers are also at confusion whether they should release a movie in cinema or directly on OTT Platforms. There is much permutation and combination to be done while making the decision to select cinema or OTT Platforms for their movie release.

Conclusively, OTT Platforms need to know certain factors of viewers choices that make their OTT Platforms more reachable to the viewers as well as they can get more movies to be directly released on OTT Platforms.

LIMITATIONS OF RESEARCH

This paper has several limitations like the change in the industry dynamics, not able to capture the latest trends and technologies. Even, insufficiency of data, particularly regarding proprietary information which will hinder the depth of insights. Even, without having primary research about OTT Platforms, any reliance is placed on existing studies only, may end up giving biased opinions

and not the holistic solution or view on them. Acknowledging these challenges and limitations that happened in this research paper will help future researchers to identify more areas for research on OTT Platforms.

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