



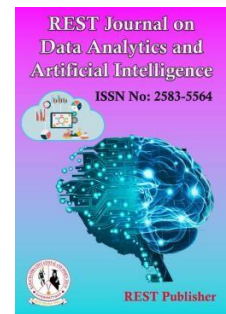
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# The Effects of OTT Platforms on the Indian Film Industry

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**Abstract:** This empirical study tried to understand the effects of over-the-top (OTT) streaming platforms on the Indian film industry. The paper analyzes the impact of OTT on both users and technicians of the film industry, highlighting both positive and negative effects. The objective of the study is to explore the changes in the film industry because of the rise in OTT platforms. The methodology of the research involved sending a questionnaire to 100 individuals, which included both users and technicians of the Indian film industry. The sampling techniques used in the study were convenience sampling and snowball sampling. The data collected through the questionnaire was analyzed using statistical tools to get meaningful insights. The study found that the introduction of OTT platforms has led to a significant change in the Indian film industry. While it has provided a platform for small-budget films and new talent, it has also led to concerns about censorship and revenue loss for traditional distribution channels. The study also found that the viewing habits of users have changed, and they now prefer to consume content on their own terms, rather than following traditional schedules and methods. Overall, this study provides valuable insights into the effects of OTT platforms on the Indian film industry. The findings of this study can be used by industry to make informed decisions about the future of the film industry in the digital age.

**Keywords:** OTT, Over-the-top, Indian film industry, cinema, entertainment

## 1. INTRODUCTION

OTT, or "over-the-top," refers to the access and production of video and audio content. This is without the need for a traditional cable or a satellite subscription. OTT has become popular in the last couple of years with more people are realising the advantages and convenience of streaming services for their entertainment. In this study we are keen on finding out what made OTT gain its popularity OTT platforms, such as Netflix, Amazon Prime Video, and Disney, Zee, Alt Balaji, Lionsgate, Nammaflix offer a wide range of TV shows, movies, and original programs, allowing viewers to find something that suits their interests. Many of these services also offer live streaming options for events such as sports, news, and concerts, providing even more options and more entertainment for viewers. One of the key features of OTT is the ability to access content on demand, meaning that viewers can watch shows and movies at anytime and anywhere, rather than being constrained by a traditional television schedule and location. OTT services can be viewed on different devices like smartphones, tablets, and TV's. This makes it more convenient for viewers to watch content on their own time/ pace and on their own device. In summary, OTT is a platform of accessing and producing video and audio content over the internet, without the need for a traditional cable. It allows viewers to access a wide variety of content, including movies, TV shows, live events, and original programming, all available on demand and easily accessible through a variety of devices such as smartphones, tablets, smart TVs, and streaming devices, providing a convenient and flexible way for viewers to view content. In our study we want to see how this new industry has affected 2 sets of people 1 being the audience and 2 being the technicians of the industry. Our study focuses on the OTT industry in India. The OTT (over-the-top) industry in India has seen an unprecedented growth in recent years, with the increasing penetration of the internet and smartphones in the country. This has led to an increase in the viewers in India. The OTT market in India is expected to reach \$5 billion by 2026, with the rising demand for streaming services and the increasing number of companies entering the market. One of the major drivers of the OTT industry in India is the increasing number of internet users in the country. The number of internet users in India is expected to reach 829 million by 2021(According to a report the Mobile Association of India (IAMAI)). This presents a great opportunity for OTT players to enter into a large and growing audience. Another major driver of the OTT industry in India is the changing consumption patterns of the Indian audience. With the new invention of streaming

services, viewers are no longer constrained by traditional television schedules and can watch their favourite shows and movies at any time, on any device. This has had a disadvantage and that is an increase in the time spent watching content. The average viewer (3 hours per week). The OTT industry in India is also driven by the increasing number of companies entering the market. In addition to global players like Netflix and Amazon Prime Video, there are a growing number of Indian OTT platforms such as Hotstar, ZEE5, and Voot. These platforms offer a wide range of content, including movies, TV shows, live events, and original programming, catering to the diverse tastes of the Indian audience. The OTT industry in India is also benefiting from the growth of regional content. With the increasing penetration of the internet in Tier 2 and Tier 3 cities, OTT platforms are now able to reach a wider audience, including those who may not be fluent in English. This has led to an increase in the demand for regional content on OTT platforms. In conclusion, this study aims to examine the effects of the OTT industry in India on both the audience and technicians. With the increasing growth of the OTT market in India, it is important to understand the impact it has on the viewing habits and behaviour of the audience, as well as the opportunities and challenges it presents for technicians in the industry. With the reach of \$5 billion by 2026 for the OTT market in. The study aims at leaning what the growth of regional content is and most of all its impact on the audience industry as well as the challenges and opportunities it presents for technicians. The objectives To study the effects of OTT platforms on the distribution of films, to study the effects on casting/actors / crew, To study the advantages / Disadvantages/ process of releasing a film through an OTT platform, To study cost benefits, To study whether OTT platforms has helped change traditional roles, To conduct an empirical study on the audience's opinion.

## 2. METHODOLOGY

The Indian film industry is one of the largest in the world, and it has undergone a significant transformation over the years. In recent times, the emergence of Over-the-top (OTT) platforms has brought about a paradigm shift in the way films are produced, distributed, and consumed. These digital streaming services have disrupted the traditional distribution and exhibition methods of Indian films and have also influenced the content and quality of films. The purpose of this research paper is to investigate the effects of OTT platforms on the Indian film industry.

### 2.1. Data:

The data for this research paper was obtained from both primary and secondary data sources. The primary data was collected through a questionnaire that was administered to users of OTT platforms and technicians and workers of the Indian film industry. The primary data allowed us to gain a real understanding of the thoughts and opinions of people. The secondary data was collected from research papers and newspapers.

### 2.2. Instrument:

The questionnaire used to collect the primary data was a semi-structured questionnaire that included both multiple-choice questions (MCQs) and close-ended questions. The questionnaire was designed to gather information on the impact of OTT platforms on the traditional distribution and exhibition methods of Indian films, as well as their influence on the content and quality of films. The secondary data was obtained from research papers that were relevant to the study.

### 2.3. Population:

The study targeted two sets of populations: users of OTT platforms and technicians and workers of the Indian film industry. The users of OTT platforms were selected based on their age, occupation, and location. The characteristics of the population were between the ages of 20-50 years, their occupation being either a student, self-employed, or worker in the film industry, and their location being mostly in Karnataka. The technicians and workers of the Indian film industry were also selected based on their occupation, age, and location.

Characteristics of population

Occupation- user of OTT platform, working in the film industry

Age- 20-50

Location- 90% Karnataka

### 2.4. Sampling Design:

The study comprised of 100 respondents, and a convenience sampling method and snowball sampling method were used to select the respondents. The sampling frame included respondents who were mostly from Karnataka. We used 2 non-probability sampling methods – convenience sampling and snowball sampling. The convenience sampling method was used to select respondents who were easily accessible, while the snowball sampling method was used to select respondents through referrals from the initial respondents to access the workers of the film industries. The sampling design was chosen because it allowed us to select a diverse group of respondents who were representative of the population.

### 2.5. Data Analysis:

After collecting the primary and secondary data, the data was analyzed using various statistical tools, such as pie charts, bar graphs, percentages, and average diagrams and tables. The data analysis allowed us to identify patterns and trends in the data, and to draw conclusions about the impact of OTT platforms on the Indian film industry. In

conclusion, this research paper investigated the effects of OTT platforms on the Indian film industry. The methodology used in this study involved collecting data from both primary and secondary sources, using a semi-structured questionnaire to collect primary data, and analyzing the data using various statistical tools. The study targeted two sets of populations, and the sampling design used convenience sampling and snowball sampling methods. The study findings can be used to provide insights into the impact of OTT platforms on the Indian film industry and can guide future research in this area.

### **2.6. OTT platforms:**

The OTT (over-the-top) industry refers to the delivery of video and other media content over the internet, bypassing traditional cable or satellite television providers. This includes services such as Netflix, Hulu, Amazon Prime Video, and many others. The OTT industry has experienced tremendous growth in recent years, fueled by increasing consumer demand for on-demand content and the proliferation of smart TVs and mobile devices that make it easier to access these services. With the rise of OTT, traditional TV networks and cable providers have had to adapt and compete in the digital landscape. The last few years have seen availability of high-speed internet access and more affordable subscription prices fuel a 20% growth in India's OTT market. Today, there are over 42 crore viewers, with 12 crore active paid OTT subscriptions. The Indian film industry produces films in various languages, including Hindi which is the most widely spoken language in India, Tamil, Telugu, Malayalam, Kannada, Bengali, and Punjabi. history of Indian cinema dates back to the late 19th century when the Lumière Brothers screened short films in Mumbai. In 1913, Raja Harishchandra was considered as the first-ever Indian feature film. Since then, the Indian film industry has come a long way and has evolved into a multi-billion-dollar industry. The Indian film industry is also known for its extravagant song and dance sequences, which are an integral part of Bollywood films. Cinema in India is not just a form of entertainment but also a means of showcasing the rich cultural diversity of the country. The surge in popularity of OTT platforms has, however, sparked concerns of long-term ramifications to the traditional theatre industry. Theatres have been forced to re-evaluate and revamp their business model to co-exist with OTT platforms. Until recently, most Indian films were released in theatre-first model followed by release in other media like satellite TV, DVD, etc. However, OTT platforms have brought about a paradigm shift in the distribution model by offering direct-to-consumer releases, skipping theatrical release entirely. The swift development of internet infrastructure in India has heavily influenced the increasing prevalence of OTT platforms. This has enabled them to deliver content directly to the viewers, circumventing the need for traditional distribution channels and media outlets. People are increasingly turning to OTT platforms for fresh and high-quality content, as they become increasingly fatigued of the routine Indian TV serials. Additionally, OTT has provided a platform for creators and artists to reclaim their status in the entertainment industry, which may have otherwise been overshadowed by a shift in the cinema or other forms of entertainment.

## **3. LITERATURE REVIEW**

(Yadav.E (2023) The paper was an in-depth analysis of the growth and consequences of the rapidly increasing viewership of the OTT platforms. The data was analyzed by using factor analysis & ANOVA. Two main factors used in were Consequences of OTT and OTT growth over traditional medium. The conclusion was that it had a severe negative impact on the users / viewers. Chakraborty. D (2023) In this paper an analysis was made on the consumption values which are instrumental in formation of trust and influences the repurchase intention of subscribing to over-the-top (OTT) platforms. They used a method called theory of consumption values (TCV). The authors found that five values have a significant influence on building trust. Overall, the paper gave a great understanding of the strategies marketer's use in the OTT industry. Periaiya. S (2023) This paper mainly concerns with the use of OTT platforms. The authors state that while it has increased in popularity, there is limited academic research into its usage. The methodology used are Phase-1, a qualitative study using in-depth interviews was conducted to uncover major gratifications connected to OTT video-streaming platforms and Phase-2, the research model is empirically validated by analyzing survey data. Singh. A (2023) This paper beautifully written by Aarti Singh talks about OTT is gaining momentum during the pandemic. She also talks about cost to generate content, and it is much costlier to bring that content to customers in the quality they expect, on all of their preferred devices. She says the potential for OTT content distribution is enormous. Jang. M (2023) This study focused on the rapid growth in the OTT business. This study helped as understand that there are no boundaries to the growth of OTT platforms. Many shows and movies are more popular in other countries in comparison to the country of their origin. Amongst many findings the authors found that linguistic proximity, geographical distance, and cultural differences are important factors in determining the global audiences of TV shows. Yaqoub. M (2023) This study examines the different modes of watching films in the country of China. This is an empirical study where the authors conducted a survey of 592 respondents. The findings of this study were very interesting as it suggested that most OTT users watched content in mobile phones. This means that film makers must look at the quality while shooting. Pratap. S (2023) Recently after the covid 19 gained a huge market share in the entertainment industry. Most users watch videos on OTT platforms. The findings were that the rise of alternative platforms has

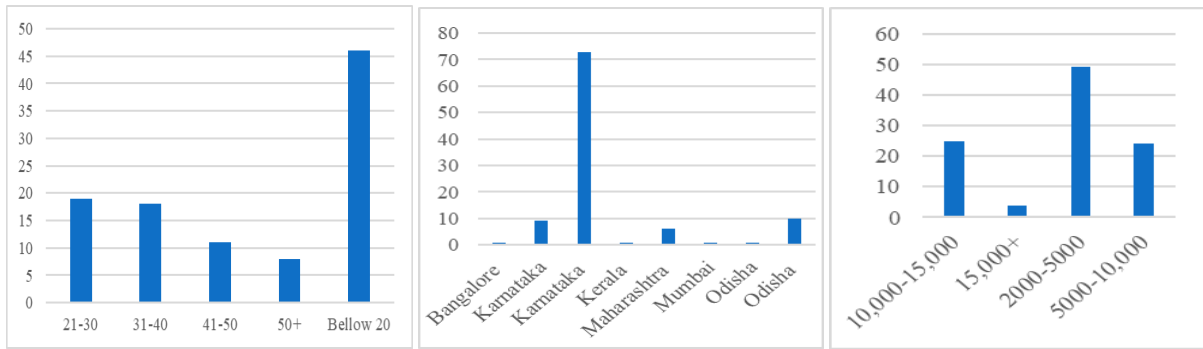
only widened the opportunities for actors and filmmakers. The findings of the study suggested that there is no competition between OTT platforms and traditional theatre outlets as the content displayed in both are completely different. Jain.A (2023) This study states that companies tend to release their content on platforms like Netflix, Amazon Prime, Disney + Hotstar, etc. The paper checks the impact of different classical factors like genre, age certification, time of release, well as many social factors like the sentiment of the audience watching. Kal.G (2022) In this paper Gauri kal objective is to trace the difference among the primitive and modern method of entertainment and its impact on younger generation. Another object is to check the level of advantages and disadvantages of OTT Platform people from childhood to old age inspired and motivated with the contents and character of Indian cinema. This paper thought us that choosing the right entertainment is very important as most people get influence by the characters they see. DebJ (2022) In this paper Jyotiramaya talks in his article about India's Online Streaming Infatuation Is Taking Over Its Love for Cinema" claims that by 2020, movie ticket sales are expected to increase by a huge magic. This paper also speaks about how the Internet speed needs to get higher for the OTT market to succeed.

Bose.N (2022) Nandana Bose talks about the impact of entry of global players Netflix and Amazon Prime, the video-on-demand (VoD) platform of the Seattle-based online retailer, adding a competitive edge. This paper spoke about the different competing OTT platforms. This paper also gives a systematic definition to the OTT platform and explain how OTT platform do not require the customer to pay additional fees to satellite cable connections. Sharma.K (2022) This study of beautiful research by Miss Kavita enlightened about OTT platforms in the crucial Times of covid-19. The study helps us understand how OTT platform from being just an entertainment source has become a habitual practice. She tells us that there are 7 kinds of entertainment and explains them briefly in her study. Varghese.S (2021) In this research paper the author talks about the dynamics of young audiences in OTT cinema. He talks about the change in entertainment for the youth and how this effects the coming youth of our generation. Almost 50% respondents agree that over the top applications will be a disruption to Movie theatres. He tells us the advantages of OTT platform and also highlights that OTT platforms may not be able to take over theatre-based entertainment. Gaonkar.A (2022) In this study the author talks about how the bandwidth of internet has affected the consumption of entertainment of this the author tells us that because of the increasing bandwidth it has directly affected the OTT platforms in a positive manner. Platforms like Netflix, Amazon prime, have taken advantage of this market. Yadav.E (2022) This study effectively explains the negative effects of OTT platforms. The study focuses on the negative effects of OTT platform on theatre entertainment. It also tells us the effects OTT platforms has on gender and occupation. Sharma.K (2022) This study derived seven resilient OTT strategies; competitive low pricing, enhancing customer experience, launching innovative service plans, content localization, strategic collaboration, flexibility in technology adoption and proactive sales promotion. Nagaraj (2019) With famous OTT platforms coming into light the subscription behavior of the customers is changing. This study was very useful because it notices the pattern of the behavior when customers subscribed and not subscribed. Park.S (2019) There are many OTT platforms today that are present in the market this study focuses on finding the relationship between these platforms and its effect on the broadcast media. This study also focuses on how new OTT platforms are trying out different strategies to gain acceptance in the market. Many Indian OTT platforms are going international and gaining an international audience. This study focuses on the strategies OTT platform is used that can affect the customer subscription and it also list the strategies involved in growth of an OTT platform and its effect on theatre traditional media. Kumari.T (2019) The study focuses on how the habits of TV viewing has changed due to the emergence of OTT platforms. Due to the extra usage of smartphones and high speed the internet OTT platform has reached massive success and affected the TV habits of viewers. OTT has many advantages of saving and customization this really help people shift and make use of the OTT platforms. The studies show sites on the factors affecting OTT platforms. Lee.J (2019) These studies basically a background study for OTT platform and the future of them. Knowing the future growth for OTT platform will affect the film industry in numerous ways. This study helps as understand the growth of OTP platform as an alternative to theatre or traditional media outlets. This study uses practical data statistical data and theoretical data to predict the future of OTT platforms which the increase in facilities available like high-speed internet and cost-effective smartphones.

**Primary data analysis and interpretation:**

**TABLE 1.** Classification of respondents based on age group

Age group	No of respondents	Percent
Below 20	47	45.1%
21-30	21	18.6%
31-40	19	17.6%
41-50	12	10.8%
50+	9	7.8%
total	102	100%



**FIGURE 1.** Classification of respondents based age group; **FIGURE 2.** The classification of respondents based on their location in India; **FIGURE 3.** The classification of respondents based on their average monthly spending on entertainment

The above table 1 represents the classification of respondents based on their age group. This study states that there are 47 respondents below 20 years old, 21 respondents between 21-30 years old, 19 respondents between 31-40 years old, 12 respondents between 41-50 years old, and 9 respondents aged 50 and above.

**TABLE 2.** The classification of respondents based on their location in India

Location	No of respondents	Percent
Karnataka	83	80.4%
Odisha	11	10.8%
Kerala	1	1%
Maharashtra	7	5.9%
Total	102	100%

The above table 2 and figure 2 represents the classification of respondents based on their location in India. This study states that out of 102 respondents, 83 were from Karnataka, 11 were from Odisha, 7 were from Maharashtra, and 1 was from Kerala.

**TABLE 3.** The classification of respondents based on their average monthly spending on entertainment

Monthly spending's	No of respondents	Percent
5000-10000	24	23.5%
2000-5000	49	48%
10000-15000	25	24.5%
15000+	4	1%
total	102	100%

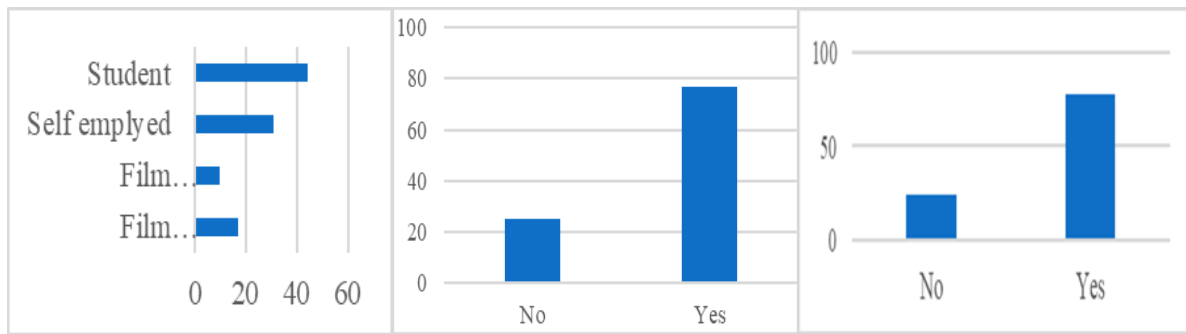
The above table 3 and figure 3 represents the classification of respondents based on their average monthly spending on entertainment. This study states that 49 respondents spend between Rs. 2000-5000, 24 respondents spend between Rs. 5000-10000, 25 respondents spend between Rs. 10000-15000, and 4 respondents spend above Rs. 15000.

**TABLE 4.** Classification of respondents based on their occupation

Occupation	No of respondents	Percent
Student	43	43.1%
Self employed	31	30.4%
Film tech	10	9.8%
Film director	17	16.7%
Total	102	100%

**TABLE 5.** The Classification of Respondents Based on whether they think OTT platforms are a major part of their life

Is OTT platforms being a major part of your life?	No of respondents	Percent
Yes	77	75.5%
No	25	24.5%
Total	102	100%



**FIGURE 4.** Classification of respondents based on their occupation, **FIGURE 5.** The classification of respondents based on whether they think OTT platforms are a major part of their life, **FIGURE 6.** Classification of Respondents Based on Whether They Prefer Watching Movies Through an Ott Platform

The above table 5 and figure 5 represents the classification of respondents based on whether they think OTT platforms are a major part of their life. This study states that out of 102 respondents, 77 said yes and 25 said no. The above table 4 represents the classification of respondents based on their occupation. This study states that out of 101 respondents, 43 were students, 31 were self-employed, 17 were film directors, and 10 were film technicians.

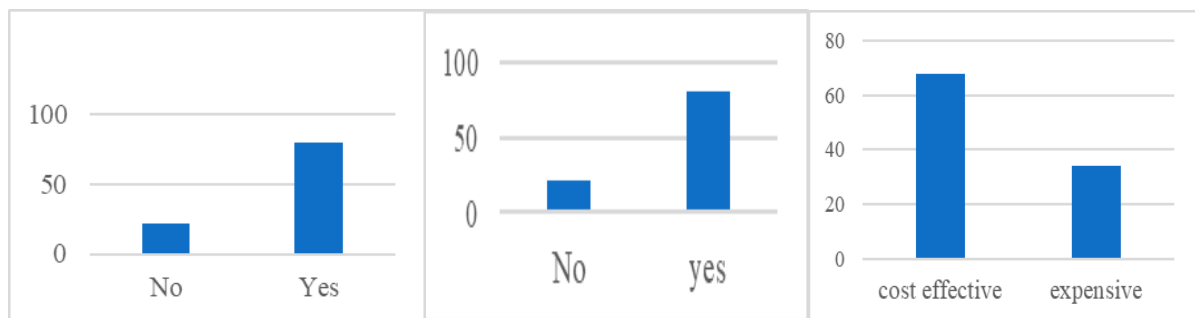
**TABLE 6.** Classification of respondents based on whether they prefer watching movies through an OTT platform

Prefer watching movies through an OTT platform?	No of respondents	Percent
Yes	78	76.5%
No	24	23.5%
total	102	100%

The above table 6 and figure 6 represents the classification of respondents based on whether they prefer watching movies through an OTT platform. This study states that out of 102 respondents, 78 said yes and 24 said no.

**TABLE 7.** Classification of respondents based on whether they are inclined towards films or content creating

Inclined towards Films or content creating?	No of respondents	Percent
yes	80	78.4%
no	22	21.6%
Total	102	100%



**FIGURE 7.** Classification of respondents based on whether they are inclined towards films or content creating, **FIGURE 8.**

The classification of respondents based on whether there are more kinds of content because of the convenience of OTT platforms, **FIGURE 9.** The classification of respondents based on the effect of OTT platforms on the distribution of films

The above table 7 and figure 7 represents the classification of respondents based on whether they are inclined towards films or content creating. This study states that out of 102 respondents, 80 said yes and 22 said no. The above table 8 and figure 8 represents the classification of respondents based on whether there are more kinds of content because of the convenience of OTT platforms. This study states that out of 102 respondents, 80 said yes and 22 said no.

**TABLE 8.** the classification of respondents based on whether there are more kinds of content because of the convenience of OTT platforms

Are there more kinds of content because of the convince of OTT platforms?	No of respondents	Percent
yes	80	78.4%
no	22	21.6%
total	102	100%

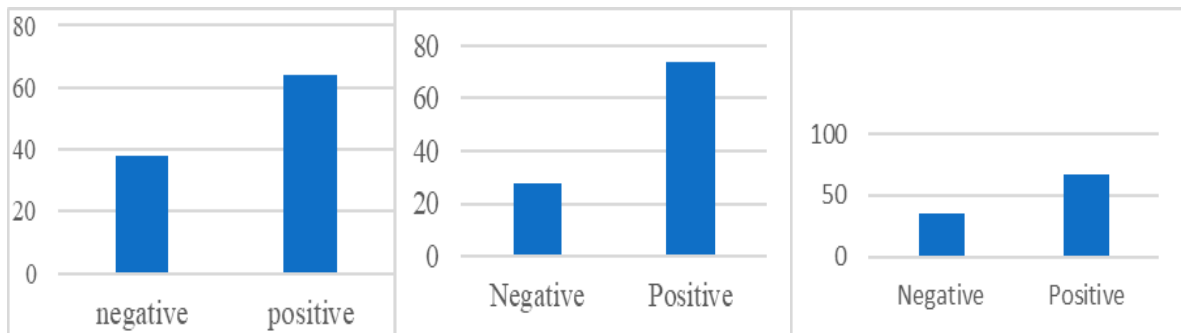
**TABLE 9.** The classification of respondents based on the effect of OTT platforms on the distribution of films

Effect of the OTT platform on the distribution of films?	No of respondents	Percent
Cost effective	68	66.7%
Expensive	34	33.3%
Total	102	100%

The above table 9 and figure 9 represents the classification of respondents based on the effect of OTT platforms on the distribution of films. This study states that out of 102 respondents, 68 said it was cost-effective and 34 said it was expensive.

**TABLE 10.** The classification of respondents based on whether OTT platforms have affected artists in a positive or negative manner

Has the OTT platform effected the artists in a positive or a negative manner	No of respondents	Percent
Positive	64	62.7%
Negative	38	37.3%
Total	102	100%



**FIGURE 10.** The classification of respondents based on whether OTT platforms have affected artists in a positive or negative manner, FIGURE 11. The classification of respondents based on whether OTT platforms have affected the crew and technicians in a positive or negative manner, FIGURE 12. The classification of respondents based on whether OTT platforms have affected the audience in a positive or negative manner 12

The above table 10 and figure 10 represents the classification of respondents based on whether OTT platforms have affected artists in a positive or negative manner. This study states that out of 102 respondents, 64 said it was positive and 38 said it was negative.

**TABLE 11.** The classification of respondents based on whether OTT platforms have affected the crew and technicians in a positive or negative manner

Has the OTT platform effected the crew and technicians in a positive or a negative manner?	No of respondents	Percent
Positive	74	72.5%
Negative	28	27.5%
Total	102	100%

**TABLE 12.** The classification of respondents based on whether OTT platforms have affected the audience in a positive or negative manner

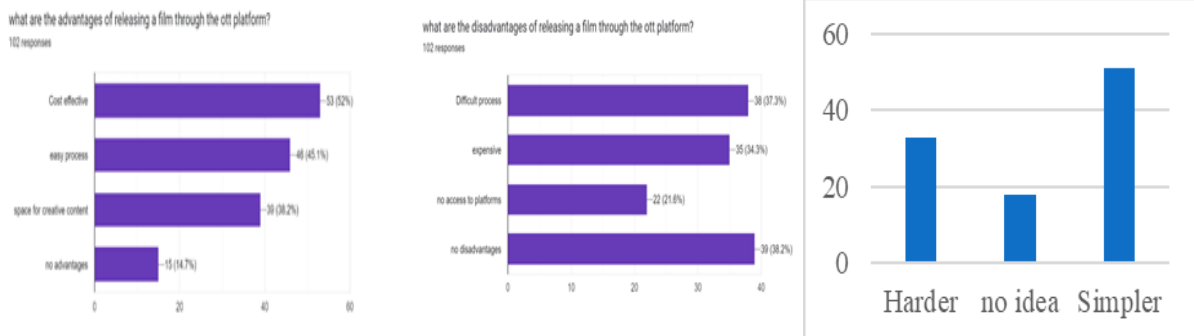
Has the OTT platform effected the audience in a positive or a negative manner?	No. of respondents	Percent
Positive	67	65.7%
Negative	35	34.3%
Total	102	100%



The above table 11 and figure 11 represents the classification of respondents based on whether OTT platforms have affected the crew and technicians in a positive or negative manner. This study states that out of 102 respondents, 74 said it was positive and 28 said it was negative. The above table 12 represents the classification of respondents based on whether OTT platforms have affected the audience in a positive or negative manner. This study states that out of 102 respondents, 67 said it was positive and 35 said it was negative.

**TABLE 13.** The classification of respondents based on the advantages of OTT platforms

Advantages of OTT platforms	No. of respondents	Percent
Cost effective	53	52%
Easy process	46	45.1%
Space for creative content	39	38.2%
No advantages	15	14.7%
Total	102	100%



**FIGURE 13.** The classification of respondents based on the advantages of OTT platforms, **FIGURE 14.** The classification of respondents based on the advantages of OTT platforms, **FIGURE 15.** The classification of respondents based on whether the process of releasing a film through an OTT platform is simpler than the traditional release.

**TABLE 14.** The classification of respondents based on the advantages of OTT platforms

disadvantages of OTT platforms	No. of respondents	Percent
Difficult process	38	37.3%
Expensive	35	34.3%
No access to platforms	22	21.6%
No disadvantages	39	38.2%
Total	102	100%

The above table 13 and figure 13 represents the classification of respondents based on the advantages of OTT platforms. This study states that out of 102 respondents, 53 said it was cost effective, 46 said it was an easy process, 39 said it was a space for creative content and 15 said it had no advantages. The above figure 13 represents the classification of respondents based on the advantages of OTT platforms. This study states that out of 102 respondents, 38 said it was a difficult process, 35 said it was expensive, 22 they have no access to platforms and 39 said it had no disadvantages. The above table 15 and figure 15 represents the classification of respondents based on whether the process of releasing a film through an OTT platform is simpler than the traditional release. This study states that out of 102 respondents, 51 said it was simpler, 33 said it was harder, and 18 had no idea. The above table 16 and figure 16 shows the classification of respondents based on whether it is more time-consuming to release a film through an OTT platform. This study states that 64 respondents answered "Yes" and 38 answered "No".

**TABLE 15.** The classification of respondents based on whether the process of releasing a film through an OTT platform is simpler than the traditional release.

Is process of releasing a film through OTT simpler than the traditional release	No of respondents	Percent
Harder	33	32.4%
Simpler	51	50%
No idea	18	17.6%
Total	102	100%

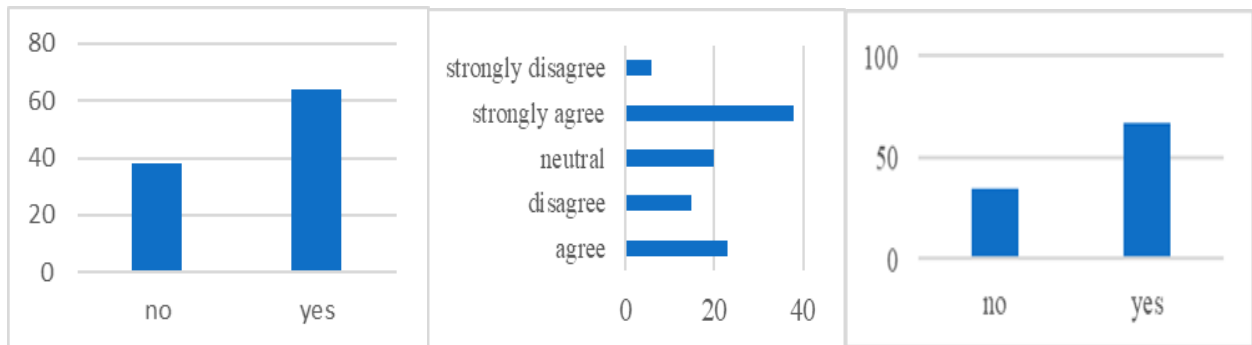


**TABLE 16.** Classification of respondents based on whether it is more time-consuming to release a film through an OTT platform.

Is it more time consuming to release a film through an OTT platform	No of respondents	Percent
Yes	64	62.7%
No	38	37.3%
Total	102	100%

**TABLE 17.** The classification of respondents based on their level of agreement on whether it is convenient to watch content through an OTT platform

Is it convenient to watch content through OTT platform?	No of respondents	Percent
Agree	23	5.9%
Disagree	15	14.7%
Neutral	20	19.6%
Strongly agree	38	22.5%
Strongly disagree	6	37.3%
Total	102	100%



**FIGURE 16.** Classification of respondents based on whether it is more time-consuming to release a film through an OTT platform, **FIGURE 17.** The classification of respondents based on their level of agreement on whether it is convenient to watch content through an OTT platform, **FIGURE 18.** Classification of respondents based on whether it is risky to release a film through an OTT platform compared to the traditional release.

The above table 16 and figure 16 shows the classification of respondents based on whether it is more time-consuming to release a film through an OTT platform. This study states that 64 respondents answered "Yes" and 38 answered "No".

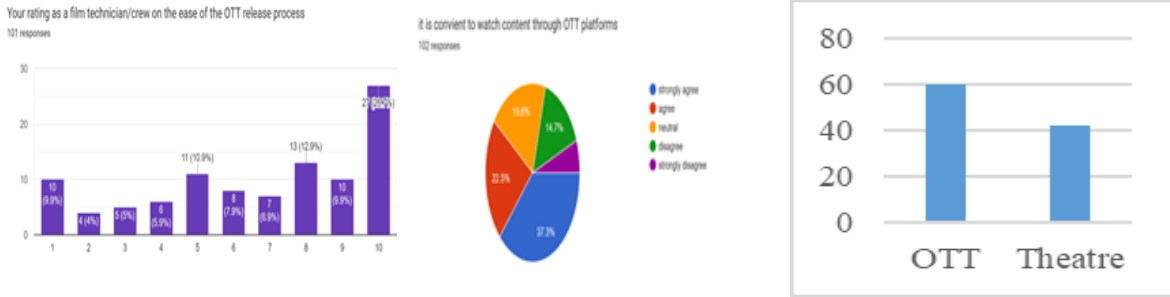
**TABLE 17.** The classification of respondents based on their level of agreement on whether it is convenient to watch content through an OTT platform

Is it convenient to watch content through OTT platform?	No of respondents	Percent
Agree	23	5.90%
Disagree	15	14.70%
Neutral	20	19.60%
Strongly agree	38	22.50%
Strongly disagree	6	37.30%
Total	102	100%

**TABLE 18.** classification of respondents based on whether it is risky to release a film through an OTT platform compared to the traditional release.

Is it risky to release a film through an OTT platform compared to the traditional release?	No of respondents	Percent
Yes	67	65.7%
No	35	34.3%
Total	102	100%

The above table 18 and figure 18 shows the classification of respondents based on whether it is risky to release a film through an OTT platform compared to the traditional release. This study states that 67 respondents answered "Yes" and 35 answered "No".



**FIGURE 19.** The classification of respondents based on their rating of OTT platforms, **FIGURE 20.** Classification of respondents based on their opinion on the convenience of using OTT platforms, **FIGURE 21.** The classification of respondents based on whether they prefer to watch a regional movie in OTT or theatre.

The above figure 19 shows the classification of respondents based on their rating of OTT platforms, The above figure 20 shows the classification of respondents based on their opinion on the convenience of using OTT platforms.

**TABLE 21.** The classification of respondents based on whether they prefer to watch a regional movie in OTT or theatre.

Would you prefer to watch a regional movie in OTT or theatre?	No of respondents	Percent
OTT	60	58.8%
theatre	42	41.2%
Total	102	100%

The above table 21. represents the classification of respondents based on whether they prefer to watch a regional movie in OTT or theatre. This study states that 60 respondents prefer OTT and 42 prefer theatre.

**TABLE 22.** The classification of respondents based on whether they prefer to watch a Hindi movie in OTT or theatre.

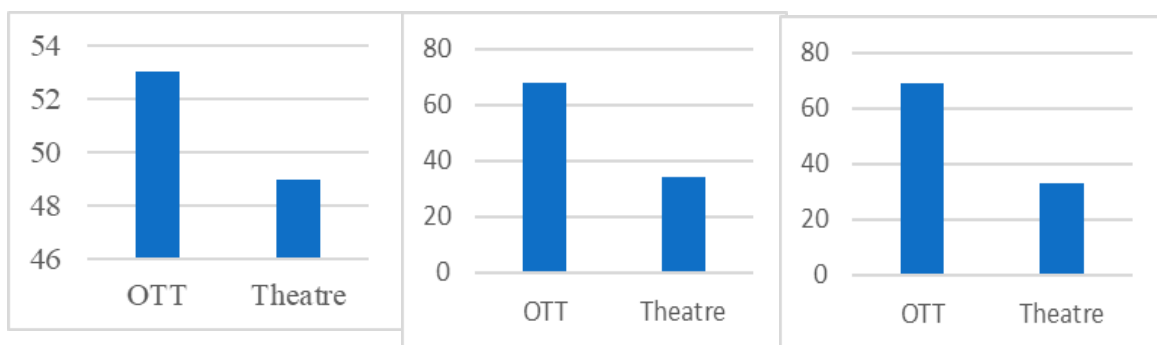
Which platform would you prefer to watch Hindi movies	No of respondents	Percent
OTT	53	52%
Theatre	49	48%
Total	102	100%

The above table 22 and figure 22 shows the classification of respondents based on whether they prefer to watch a Hindi movie in OTT or theatre. This study states that 53 respondents prefer OTT and 49 prefer theatre.

**TABLE 23.** The classification of respondents based on whether they prefer to watch a newcomer in OTT or theatre

Would you prefer to watch a Newcomer in OTT or theatre?	No of respondents	Percent
OTT	68	66.7%
Theatre	34	33.3%
Total	102	100%

The above table represents the classification of respondents based on whether they prefer to watch a newcomer in OTT or theatre. This study states that 68 respondents prefer OTT and 34 prefer theatre.



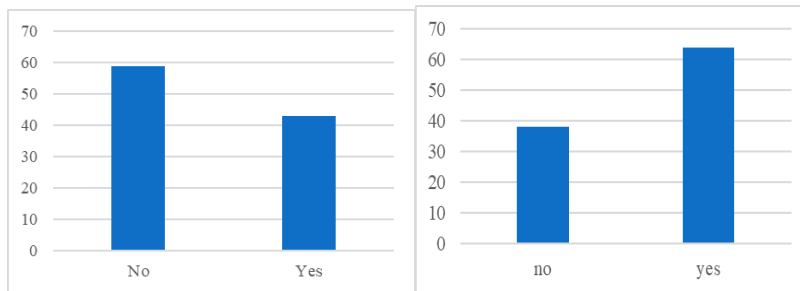
**FIGURE 22.** The classification of respondents based on whether they prefer to watch a Hindi movie in OTT or theatre,

**FIGURE 23.** The classification of respondents based on whether they prefer to watch a newcomer in OTT or theatre, **FIGURE 24.** The classification of respondents based on whether they prefer to watch a movie with a popular star cast in OTT or theatre.

**TABLE 24.** The classification of respondents based on whether they prefer to watch a movie with a popular star cast in OTT or theatre

Would you prefer to watch a movie with a popular star cast in OTT or theatre?	No of respondents	Percent
OTT	69	67.6%
Theatre	33	32.4%
Total	102	100%

The above table 24 and figure 24 shows the classification of respondents based on whether they prefer to watch a movie with a popular star cast in OTT or theatre. This study states that 69 respondents prefer OTT and 33 prefer theatre.



**FIGURE 25.** The classification of respondents based on whether they think it is profitable to release a big-budget movie through OTT platforms; **FIGURE 26.** The classification of respondents based on whether they think OTT platforms have helped change the traditional roles taken in films.

**TABLE 25.** The classification of respondents based on whether they think it is profitable to release a big-budget movie through OTT platforms.

Do you think its profitable to release a big budget movie through OTT platforms?	No of respondents	Percent
Yes	59	57.8%
No	43	42.2%
Total	102	100%

The above table represents the classification of respondents based on whether they think it is profitable to release a big-budget movie through OTT platforms. This study states that 59 respondents answered "Yes" and 43 answered "No".

**TABLE 26.** The classification of respondents based on whether they think OTT platforms have helped change the traditional roles taken in films

Has OTT platforms help change the traditional roles taken in films?	No of respondents	Percent
Yes	64	62.7%
No	38	37.3%
Total	102	100%

The above table shows the classification of respondents based on whether they think OTT platforms have helped change the traditional roles taken in films. This study states that 64 respondents answered "Yes" and 38 answered "No".

#### 4. FINDINGS

Based on the survey conducted with 102 respondents, we can draw several insights regarding the impact of OTT platforms on the entertainment industry in India. Demographics: 45% of the respondents are below 20 years of age, while only 7% are above 50 years. 80% of the respondents are from Karnataka, while the other 20% are from Odisha, Kerala, and Maharashtra. 40% of the respondents are students, while 30% are self-employed, and 30% are either film technicians or directors. Usage of OTT Platforms: 75% of the respondents consider OTT platforms to be a major part of their life, and 76% prefer to watch movies through OTT platforms. 78% of the respondents feel that there are more kinds of content available because of the convenience of OTT platforms. 65% of the

respondents feel that OTT platforms have had a positive effect on the audience, while 35% feel that it has had a negative effect. 62% of the respondents feel that OTT platforms have had a positive effect on the artists, and 72% feel that it has had a positive effect on the crew and technicians. 65% of the respondents feel that releasing a film through OTT platforms is riskier than the traditional release. 57% of the respondents feel that it is profitable to release a big-budget movie through OTT platforms. Preferences: 58% of the respondents prefer to watch regional movies on OTT platforms, while 42% prefer to watch them in theatres. 52% of the respondents prefer to watch Hindi movies on OTT platforms, while 48% prefer to watch them in theatres. 66% of the respondents prefer to watch newcomers' movies on OTT platforms, while 34% prefer to watch them in theatres. 67% of the respondents prefer to watch movies with a popular star cast on OTT platforms, while 33% prefer to watch them in theatres. Overall, the survey suggests that OTT platforms have become an integral part of people's lives in India, especially among the younger generation. While the convenience of OTT platforms has led to the availability of a wider variety of content, there are concerns about the impact on traditional film distribution and risks associated with releasing movies through OTT platforms. However, the respondents feel that OTT platforms have had a positive impact on artists, crew, and technicians in the industry. The survey also highlights the preferences of the respondents for watching movies on OTT platforms, indicating a shift in the industry's traditional distribution and exhibition model

## 5. CONCLUSION

Based on the data collected from the survey of 102 respondents, it can be concluded that OTT platforms have become a major part of people's lives, with the majority of respondents preferring to watch movies on these platforms. The data also suggests that OTT platforms have positively impacted the film industry, with respondents stating that they have resulted in more content and have helped change the traditional roles taken in films. Furthermore, it was found that the OTT platform has a significant impact on the distribution of films, with most respondents stating that it is cost-effective. It was also found that releasing a film on an OTT platform is simpler than the traditional release process, although it is considered more time-consuming. The data suggests that while releasing a big-budget movie through OTT platforms may not be as profitable, it is still a good option for distribution. Respondents were divided on whether releasing a film on an OTT platform was riskier than a traditional release, with a slight majority indicating that it was riskier. In terms of preferences for watching movies, the data indicates that the majority of respondents prefer watching regional movies, newcomer movies, and movies with a popular star cast on OTT platforms, while Hindi movies were preferred to be watched in theaters. Overall, the data suggests that OTT platforms have had a positive impact on the film industry and have become an integral part of people's entertainment choices. However, there are still areas where traditional release methods remain preferable, and it is important for the film industry to continue to explore to the changing aspects of entertainment distribution.

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