

Chapter-11

IMPACT OF CORONAVIRUS ON OVER-THE-TOP PLATFORMS

¹ROHAN MADAN

¹Student, School of Business Studies, Sharda University

²Dr. M. D. CIDDIKIE

²Professor, School of Business Studies, Sharda University

ABSTRACT

During the period of Coronavirus, all the cinema halls and multiplexes get shut and a lockdown has been imposed in the country people began to watch the movies on OTT Platforms. This resulted in an increase in the viewership of OTT platforms. The consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situation gets back to normal. People are more willing to spend on the OTT platforms to enjoy the benefits.

People started to accept OTT as their means of entertainment. During the lockdown, most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period. OTT release are very helpful for the film industry but there are also some negative consequences like piracy of the movies increases which result in the downfall of the film industry. The preferences of the viewers are different and anyone can enjoy their variety of contents according to their taste and preferences and also they can choose among the regional language programs that are available on the OTT platforms. During the covid period lockdown has been imposed in the country and it affects livelihood of the people. It also affected the cinema halls multiplexes as they all gets shut during the covid period. Covid helps the OTT platforms to rise in the lockdown scenario. People began to shift to OTT to find entertainment and it helps in the rising of OTT.

Keywords: *OTT platforms, Entertainment industry, Cinema Halls*

INTRODUCTION

During the lockdown period OTT platforms gain popularity among the people and it has created a high competition amongst all the OTT platforms. Each and every OTT platform have put their best efforts to attract more and more customers to their platforms like

giving discounts on subscriptions or free trial period for 1 month and many more perks that people can enjoy and can spend good time during the covid scenario. Impact of covid on movie releases as during the lockdown period cinema halls gets shut and all the release date of the movies gets postponed or some of them got suspended and it has created a huge impact on the film industry and viewers were left with no choice rather than waiting for the things to get normal. At this stage OTT platforms gained acceptance during the lockdown period. OTT release are very helpful for the film industry but there are also some negative consequence like piracy of the movies increases which result in the downfall of the film industry. Preferences of the viewers are different and anyone can enjoy their variety of contents according to their taste and preferences and also they can choose among the regional language programs that are available on the OTT platforms.

People started to accept OTT as their means of entertainment. Preferences of the consumer are also changed people are adapting new technologies. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period. technology has become a boon to the people and everyone must enjoy the benefits of each and every possible aspects of technology and during the covid period people started to make use of technology in a better way and people are more involved in watching entertaining things on media platforms. During the covid period cinema halls Shut and all the movies releases are also suspended.. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal. Preferences of the consumer are also changed people are adapting new technologies. During the lockdown most of the people

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LITERATURE REVIEW

The viewership of the OTT platforms has increased and people started to get more engaged in OTT and people started to enjoying it. Preferences of the consumer are also changed people are adapting new technologies. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period. Technology has become a boon to the people and everyone must enjoy the benefits of each and every possible aspects of technology and during the covid period people started to make use of technology in a better way and people are more involved in watching entertaining things on media platforms. During the covid period cinema halls Shut and all the movies releases are also suspended.. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal.

Consumption of OTT platforms During the covid period. During the lockdown period OTT platforms gain popularity among the people and it has created a high competition amongst all the OTT platforms. Each and every OTT platform have put their best efforts to attract more and more customers to their platforms like giving discounts on subscriptions or free trial period for 1 month and many more perks that people can enjoy and can spend good time during the covid scenario. impact of covid on movie releases as

during the lockdown period cinema halls gets shut and all the release date of the movies gets postponed or some of them got suspended and it has created a huge impact on the film industry and viewers were left with no choice rather than waiting for the things to get normal. At this stage OTT platforms gained acceptance during the lockdown period. OTT release are very helpful for the film industry but there are also some negative consequence like piracy of the movies increases which result in the downfall of the film industry. Preferences of the viewers are different and anyone can enjoy their variety of contents according to their taste and preferences and also they can choose among the regional language programs that are available on the OTT platforms.

OTT platforms are used by the people during the period of lockdown and how OTT platforms gain more engagement during the Covid 19 period. As people are bound to follow the rules like social distancing or covid norms this result in the increase in the usage of OTT platforms. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period. During the covid period lockdown has been imposed in the country and it affects livelihood of the people. It also affected the cinema halls multiplexes as they all gets shut during the covid period.. People began to shift to OTT to find entertainment and it helps in the rising of OTT. People started to accept OTT as their means of entertainment.

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technology and during the covid period people started to make use of technology in a better way and people are more involved in watching entertaining things on media platforms. During the covid period cinema halls shut and all the movies releases are also suspended. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal. viewership of the OTT platforms has increased and people started to get more engaged in OTT and people started to enjoying it. Preferences of the consumer are also changed people are adapting new technologies. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period.

OBJECTIVES OF STUDY

- To Know about the preferences of the consumers watching on OTT platforms
- To find out the willingness of the people regarding the usage of OTT whether they are willing to buy the subscription of OTT or not
- To know about the mindset of individuals whether they shift from Cinema halls to OTT platforms when the situation gets back to normal.
- To find about the satisfaction level of people towards the content on OTT platforms that they are watching.
- To find out the consequences of covid 19 on OTT platforms.

RESEARCH METHODOLOGY

Both Primary and Secondary method of research have been used in this research. A variety of information has been collected from different sites and from different pdf to understand more about the topics and its various aspects for doing research on this topic survey has been conducted through primary data. For understanding the various components of this topic different sites and different pdfs and research papers of different authors have been referred and survey has been conducted by collecting responses of people through questionnaires. Different research papers have been examined by myself and I have analyse them and collected the information and used that information in this research for better understanding of people.

Analyzing the Impact of Covid 19 on OTT Media Platforms in India

Viewership of the OTT platforms has increased and people started to get more engaged in OTT and people started to enjoying it. Preferences of the consumer are also changed people are adapting new technologies. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period.

OTT Viewership in Lockdown and Viewer's Dynamic Watching Experience

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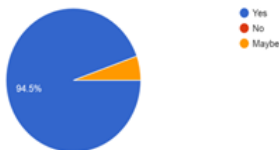
suspended. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal.

DATA ANALYSIS

According to the survey we can able to understand that different people use different types of OTT platforms to entertain themselves. They like to enjoy the variety of contents that are available on the OTT platforms. During the lockdown period OTT platforms gain popularity among the people and it has created a high competition amongst all the OTT platforms. Each and every OTT platform have put their best efforts to attract more and more customers to their platforms like giving discounts on subscriptions or free trial period for 1 month and many more perks that people can enjoy and can spend good time during the covid scenario. People are also willing to go to cinema halls after the situation gets back to normal.

According to the survey people thinks lockdown resulted in the increasing viewership of OTT platforms and they also thinks cinema halls are the best way of entertainment and OTT cannot replace cinema halls as people find more leisure in cinema halls as compared to OTT platforms.

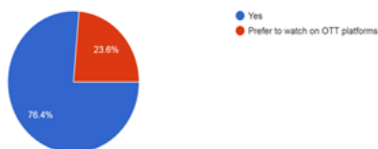
Do you think lockdown resulted in the increase in the viewership of OTT platforms?
55 responses



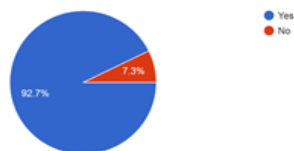
Do you think OTTs can replace cinema halls
55 responses



Are you willing to go to cinema halls after lockdown period ?
55 responses



Are you satisfied with the Price of OTT Platforms?
55 responses



FINDINGS

In this research I can able to find out about how lockdown had impacted the film Industry and what are the consequences of covid 19 on OTT platforms. As during the period of covid all the cinema halls and multiplexes gets shut and lockdown have been imposed in the country people began to watch the movies on OTT Platforms. This resulted in the increase in the viewership of OTT platforms. Consumer mindset is dynamic in nature as it keeps on changing and this lockdown has created an impact on the mindset of people that watching on OTT is more convenient and it will reduce the footfall in the cinema halls whenever the situations gets back to normal. People are more willing to spend on the OTT platforms to enjoy the benefits. People started to accept OTT as their means of entertainment. During the lockdown most of the people were working from home and because of that people have enough time to utilize it and hence people began to watch movies on OTT platforms as OTT platforms are in huge demand during the lockdown period. OTT release are very helpful for the film industry but there are also some negative consequence like piracy of the movies increases which result in the downfall of the film industry. Preferences of the viewers are different and anyone can enjoy their variety of contents according to their taste and preferences and also they can choose among the regional language programs that are available on the OTT platforms. According to this survey we can able to understand that different people use different types of OTT

platforms to entertain themselves. They like to enjoy the variety of contents that are available on the OTT platforms. During the lockdown period OTT platforms gain popularity among the people and it has created a high competition amongst all the OTT platforms. Each and every OTT platform have put their best efforts to attract more and more customers to their platforms like giving discounts on subscriptions or free trial period for 1 month and many more perks that people can enjoy and can spend good time during the covid scenario. People are also willing to go to cinema halls after the situation gets back to normal. According to this survey people thinks lockdown resulted in the increasing viewership of OTT platforms and they also thinks cinema halls are the best way of entertainment and OTT cannot replace cinema halls as people find more leisure in cinema halls as compared to OTT platforms.

CONCLUSION

With this research i can conclude that During the lockdown period OTT platforms gain popularity among the people and it has created a high competition amongst all the OTT platforms. Each and every OTT platform have put their best efforts to attract more and more customers to their platforms like giving discounts on subscriptions or free trial period for 1 month and many more perks that people can enjoy and can spend good time during the covid scenario. People are more willing to spend on the OTT platforms to enjoy the benefits. People are also willing to go to cinema halls after the situation gets back to normal. According to this survey people thinks lockdown resulted in the increasing viewership of OTT platforms and they also thinks cinema halls are the best way of entertainment and OTT cannot replace cinema halls as people find more leisure in cinema halls as compared to OTT platforms. During the covid period lockdown has been imposed in the country and it affects livelihood of the people. It also affected the cinema halls multiplexes as they all gets shut during the covid period. Covid

helps the OTT platforms to rise in the lockdown period. People began to shift to OTT to find entertainment and it helps in the rising of OTT. People started to accept OTT as their means of entertainment. People started to accept OTT as their means of entertainment. With the extended lockdowns and the current state of the economy, For months now, films have been bearing the brunt of theaters which partially opened and then closed again due to the second wave. City towards OTT during the lockdown period. Average time spend by individual also increases during the lockdown period that is from 2hrs to 5hrs and people also willing to spend more on the OTT platforms as most of the popular movies and webseries are premiering on the OTT platforms. Covid helps the OTT platforms to rise in the lockdown period. People began to shift to OTT Apps to find entertainment and it helps in the rising of OTT. People started to accept OTT as their means of entertainment as OTT apps are more easy to use.

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