**A STUDY ON IMPACT OF OTT PLATFORMS ON WELL-BEING OF YOUNGER GENERATION**

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**Abstract:**

This paper is an analysis of impact of Over-the-top platform on the well-being of younger generation due to Covid-19. The study examines whether the young generation have a positive or negative impact due to the usage of OTT platforms. The study also aims to find out the after effects of OTT platform on the well-being of youths. This study is conducted by using quantitative research methodology, using the questionnaire research method. OTT platforms are a mixed bag of advantages and disadvantages. In the past few years, the online entertainment industry in India has marked a major growth. This has all been possible because of the changing lifestyle of the Indian viewers, significant change in the type of content consumed and the introduction of the various OTT platforms on which the content is served to them. This study helps in examining the impact of OTT platforms on the mental well-being and as well as their productivity and health of younger generation.

**Keywords:** OTT platforms, Well-Being, Young generation.

**1.0 Introduction:**

OTT stands for “Over the Top” and refers to any streaming service that delivers content over the internet. The service is delivered “over the top” of another platform, hence the moniker. In previous years, a consumer would take out a cable subscription and their cable TV provider would be responsible for the supply and availability of programming. In the modern era, users can sign up for services like Netflix or Spotify and access their offerings over the internet. The cable provider now only provides the internet connection and has no ability to control what you consume. This separation has big implications for advertising. Lots of online streaming applications popular in Western countries have gotten attention from Indians since the 4G drive. Before that, India had few [OTT platforms](https://selectra.in/ott) like nexGTv and Sony Liv which were not that popular back then. But now some [Indian online streaming media](https://selectra.in/guides/how-to-choose-best-ott-platform) applications are giving tough competition to popular foreign applications like Netflix.

Due to lockdown from March 2020, the movie theatres were closed and because of that, most of the [entertainment shows and movies](https://selectra.in/blog/entertainment) adopted these platforms to entertain people. Also, people did not get much for their entertainment while confined to their own homes.

1. Netflix in India: In the list of OTT platforms in India, [Netflix](https://selectra.in/ott/netflix-india) is one of the top 10 OTT platforms in 2021. Netflix was launched in America in 2016 but came to India in late 2018 to give competition with other OTT platforms.
2. Disney+ Hotstar OTT platform: [Disney+ Hotstar](https://selectra.in/ott/disney-plus-hotstar) has the most subscribed users in India. Disney+ Hotstar has the vastest categorical content among all other OTT platforms. The application offers TV channels live serials, past episodes and also has every kind of movie genre.
3. Amazon Prime Video: The [prime video](https://selectra.in/ott/amazon-prime-video) is exclusive for the prime users of the Online shopping application of Amazon. This company is competing brilliantly with all popular OTT platforms in India. It also has a huge collection of various genres of movies, reality shows, stand-up comedy specials, and web series and apart from that it also provides podcast services.
4. Sony Liv: [Sony Liv app](https://selectra.in/ott/sonyliv) is a very much popular OTT platform in India. In this application, they have all the 18 years of the content of Sony network channels.
5. Zee5: This[Zee5 OTT platform](https://selectra.in/ott/zee5) became very popular after the release of an original web series named ‘Scam 1992’. Many Indian movies are now using the Zee5 OTT platform to launch and the Zee5 application is also merged with AltBalaji whose original content, shows, and music videos also are available in this application.

**2.0 Review of literature:**

**Laghate (2018),** OTT platforms took an advantage of a strong audience base that is increasingly growing accustomed to consuming entertainment content through smartphones the online streaming platforms have now swooped in to take their slice of the market. As the features, contents and contexts of this online video streaming differ sufficiently from traditional TV, it remains a challenge to investigate how far traditional media theories and methodologies can inform research on the changing audience and their viewing pattern. **Joglekar (2018),** it must be noted that the most popular amongst OTT platforms in India is Hotstar, launched in 2015 and owned by Star TV (India’s biggest private broadcaster), with a total loyal user base of 75 million people in the urban and rural areas, which is followed by Amazon Prime video with 11 million subscribers (Aadeetya,2018). While Netflix only comes in the third with around 5 million subscribers, it nevertheless offers a more interesting focus of enquiry on account of its many differences from other players and the more particular audiences it targets – niche, English speaking, affluent, urban youth. **Singh D. P (2019),** the advent in Internet is changing the trend of Indian Cinema very rapidly. Reduced price of internet services lay the foundation for increase in OTT services like Netflix, Hotstar, Zee5, Amazon Prime and Alt Balaji. Many ventures are producing video content solely for these OTT services. These new ventures are changing the way of Indian Television and Cinemas. The OTT services analyses the video content watched by the users and keep providing them the content on similar genres. People liken to enjoy the services for free. Hence, OTT like Hotter provides very limited content for free. Also, the subscription rates of these services are very low. The users enjoy the variety of International and national content. Action and Comedy are the favourite genres of movie. According to the survey, users spend on average, 2 hours a day watching OTT services. **Singh (2020),** OTT platforms has experienced a surge in consumption and subscriber can’t, impacted by the COVID-19. The recent survey by InMobi states that 46% viewers are watching more content online. According to the experts OTT services could grow further in upcoming days as the television channels run out of content. “As these channels have been unable to shoot due to lockdown, they are running old content. In such a scenario people will gravitate towards OTT to watch fresh content,” says Paritosh Joshi, media consultant and principal, Provocateur Advisor. To benefit from this increase in demand platform such as Amazon Prime video and Zee5 have made few of their shows free to watch. Due to this, Zee5 has witnessed an 80% increase in subscription and over 50% time spend recently. Thrillers, urban drama and young romance are the top performing genres on the platform. The viewership for the movies has seen significant increase across the platforms. Cinema streaming services MIBI has seen 28% rise in viewership on its platform in March, compared to February. **Ria Patnaik, Reema Shah, Upendra (2021),** it is evident that since their launch OTT platforms have only observed an upward curve in their popularity and usage but, due to the pandemic there has been an exponential increase in its popularity due to the change in consumption patterns of people for entertainment through various media platforms. This research analyses the opinions of people regarding OTT platforms, their consumption patterns, and its comparison with cinema to see if OTT platforms were slowly taking over the most popular conventional medium of entertainment. It was found that people used OTT more than any other platforms out of TV and YouTube to pass their time or for entertainment.

**3.0 Statement of the problem, importance and scope of the study:**

Today, the OTT platforms focuses only on the ‘binge watching’. As a result, we can see hundreds of web series, episodes and videos available on these platforms, and several being uploaded every minute. Since they are available on the internet, it is easily accessible to the youth via smartphones or laptops. The content served here is mostly unregulated with a lot of factors which boost the number of young, school and college going audience. It deals in originality and creativity, but at the same time, it has a strong potential to attract the youth’s attention. In the end, it introduces a lot of topics, subjects and ideas, which the Indian youth might be unaware of, or can be influenced from. Usually, a general day in a student’s life should

be filled with a lot of activities like playing outdoor games, socialising with friends, self-

learning and being physically active. However, today all of these are replaced with OTT platforms and web shows. Being addicted to web series and OTT platforms they have lesser time for human interaction. As a result, it develops a lot of behavioural and psychological changes in student’s wellbeing today. This further develops several unhealthy habits at an early age which is not a good indicator of student’s wellbeing. Here are some of the points, which we should think properly-

1. An average Indian youth spends approximately eight hours 29 minutes watching online

video content, which is far more than the global trend of six hours and 45 minutes.

2. Increase in number of health issues like insomnia, depression, obesity and eyes disorder cases amongst the youth.

 **4.0 Objectives of the study:**

* To find out the impact of OTT platforms on the well-being of younger generation.
* To find out the usage of OTT platforms by younger generation
* To understand the future scope of OTT platforms for present younger generation

**5.0 Hypothesis:**

**H0-** There is no significant relationship between the age group and impact of OTT platforms

**H1-** There is a significant relationship between the age group and impact of OTT platforms

**H0-** There is no significant relationship between the age group and usage (time spent) of OTT Platforms.

**H2-** There is a significant relationship between the age group and usage (time spent) of the OTT Platforms.

**6.0 Research Methodology:**

**Primary Data:** The quantitative method was used in order to collect the primary data by circulating a well-structured questionnaire on “the Impact of OTT Platforms on the well-being of younger generation due to Covid-19”.

**Secondary data:** The secondary data was also referred for the purpose of research article. The secondary sources of data comprised of journals, articles and thesis.

**Sampling technique:** A well-structured questionnaire was distributed among the respondents who were mainly students and young professionals in Bangalore by the circulation of google form.

**Sampling design:** For the purpose of research, the students pursuing various courses in different colleges and the young professionals were taken into consideration. Simple random sampling technique was adopted to collect data from UG, PG students and the professionals.

**Sampling size:** For the purpose of research, total 142 questionnaire circulated out of which 107 responses were received rest 35 responses were incomplete and inaccurate. Hence the sample size is 107 is taken into consideration

**7.0 Analysis and Interpretation:**

Graph.6.1 Impact on OTT platforms

From the above Graph 6.1, out of 107 responses, 45% respondents felt that they had a positive impact of OTT while 1% felt that they had a negative impact and 61% felt that OTT had both positive and negative impact. Thus it implies the OTT platforms impacts people both positively and negatively.

6.2 Age of respondents

From the above Graph 6.2, there were no respondents under the age group of 16-18. 62% of the respondents were under the age group of 19-21, 35% were under the age group of 22-24 and age group of above 24 were only 3%. This implies that most of the respondents were under the age group of 19-21.

Graph 6.3 Frequently used OTT platforms

From the above Graph 6.3, 32% respondents use Amazon Prime, 25.23% respondents use YouTube Premium, Netflix users were 14.02%, 12.15% respondents use Voot and 10.28% respondents were Hotstar users. From the above graph, we can infer that Amazon Prime is the most frequently used OTT platform.

Graph 6.4 Type of gadget used for OTT platforms

From the above Graph 6.4, to view OTT, around 63% respondents use their smartphones, 6% respondents use laptop, 5% respondents use smart tv and around 32% use all of the above-mentioned mediums. This implies that smartphone is the most preferred gadget among OTT users.

Graph 6.5 Time spent on OTT platforms in a day ( approx)

From the above Graph 6.5, out of the 107 respondents, 50% spend 30 min to 1 hour on OTT. 37% of the respondents spend 1 to 2 hours on OTT. 10% of the respondents felt that their OTT usage were approx. 2 to 3 hours. 3% of the respondents spend more than 3 hours on OTT. This implies that OTT users are not too much addicted to OTT platforms.

Graph 6.6 Usage of OTT platforms made people more updated and informative

From the above Graph 6.6, 24% respondents strongly agreed that OTT has made them more updated and informative. 52% of the respondents agreed to the statement. 1% of the respondents disagreed and 0% strongly disagreed to the above-mentioned statement. While 23% respondents remained neutral. We can conclude that OTT users are more updated due to its usage.

Graph 6.7 Have you experienced health issues ( ex: headache, stress, eyestrain etc) more frequently due to increased screen time

From the above Graph 6.7, 45% of the respondents agreed that they have experienced health issues due to increased screen time and 8% strongly agreed to the statement. 17% respondents felt that they haven’t experience health issues due to increased screen time and 0% strongly disagreed to the above-mentioned statement. 30% of the respondents remained neutral. The graph suggests that people experience health issues if they increase screen time.

Graph 6.8. Anger or stress level increased or decreased due to OTT

From the above Graph 6.8, 68% respondents felt that that their anger/stress level has decreased due to usage of OTT and 32% respondents felt that their anger/stress level has increased due to usage of OTT. Majority of the respondents felt that their anger/stress level has increased due to usage of OTT.

Graph 6.9 Experienced sleep less nights due to the usage of OTT

From the above Graph 6.9, out of 104 respondents, 13% strongly agreed and 29% agreed that they had sleepless nights due to OTT usage. 20% disagreed and 6% strongly disagreed to the above-mentioned statement. 32% of the respondents remained neutral. Here too majority have experienced sleepless nights due to OTT usage

Graph 6.10 Preference as a consumer in OTT

From the above Graph 6.10, 60% respondents preferred OTT paid subscription with no ads and 40% of the respondents preferred free streaming. This suggests that paid OTT users prefer no disturbance in the OTT platforms.

Graph 6.11 Rating for the OTT platforms

From the above Graph 6.11, 33% of the respondents rated OTT platforms 5 on 5, 27% respondents rated 4 on 5, 20% respondents rated 3 on 5, 13% respondents rated 2 on 5 and only 7% respondents rated 1 on 5. This implied that the OTT users are most satisfied with its performance.

Graph 6.12 Reason for choosing OTT platforms

From the above Graph 6.12, The responses for the reason for choosing OTT were as follows: Good source of entertainment- 36%, easily accessible- 24%, pandemic situation- 16%, access to international content- 13%, friends' recommendation- 11%. Good source of entertainment is the main reason for OTT usage.

Graph 6.13 OTT platforms have gained more popularity due to Covid-19

From the above Graph 6.13, 57% respondents strongly agreed and 39% agreed that OTT platforms have gained more popularity due to Covid-19. 4% respondents remained neutral and 0% respondents disagreed with the statement. Majority agreed that pandemic situation has boosted OTT popularity.

Graph 6.14 Are you using any paid OTT platform

From the above Graph 6.14,out of 107 respondents, 49% respondents use paid OTT platforms and 51% told that they don’t use paid OTT platforms. This implies that there are paid and equally unpaid OTT users.

Graph 6.15 Do you prefer OTT over traditional theatre releases

From the above Graph 6.15, 48% of the respondents preferred traditional theatre release over OTT platforms while 52% felt the other way round. The respondents stand divided between OTT and theatre release.

**Hypothesis 01**

H0- There is no significant relationship between the age group and impact of OTT Platforms.

H1-There is a significant relationship between the age group and impact of the OTT Platforms.

**Statistical tool:** We have selected chi-square test. We have selected the age group and impact of OTT Platforms as two variables to study the research topic.

Table 6.1

|  |
| --- |
| **OBSERVED FREQUENCY** |
| **Age group** | **IMPACT OF OTT PLATFORMS**  |  |  |  |
|  | **Positive**  | **Negative** | **Both** | **Grand Total** |
| 19-21 | 24 | 1 | 37 | 62 |
| 22-24 | 18 |  | 17 | 35 |
| Above 24 | 3 |  | 7 | 10 |
| **Grand Total** | **45** | **1** | **61** | **107** |

|  |
| --- |
| **EXPECTED FREQUENCY**  |
|  | IMPACT OF OTT PLATFORMS  |  |
| **Age group**  | **Positive**  | **Negative** | **Both** | **Grand Total** |
| 19-21 | 26.07 | 0.58 | 35.35 | 62 |
| 22-24 | 14.72 | 0.33 | 19.95 | 35 |
| Above 24 | 4.21 | 0.09 | 5.70 | 10 |
| **Grand Total** | **45** | **1** | **61** | **107** |

|  |  |  |  |
| --- | --- | --- | --- |
| **SIGNIFICANCE** | **DEGREE OF FREEDOM** | **CRITICAL VALUE** | **CHI-SQUARE VALUE** |
| 0.05 | 4 | 9.49 | 2.78 |

**Interpretation**

From the above table 6.1, it is evident that the calculated chi-square value of 2.78 is lesser than the critical chi-square value of 9.49. this indicates that there is strong evidence to accept the null hypothesis. It is inferred that there is no significant relationship between the age group and impact of OTT Platforms. The age group and impact of OTT Platforms are two independent variables according to the Chi-Square test based on the critical value approach. Hence, it can be concluded that the impact of OTT Platforms is not dependent on the age group and OTT platforms does not have a negative impact on the different age groups.

**Hypothesis 2**

H0-There is no significant relationship between the age group and usage (time spent) of OTT Platforms.

H2-There is a significant relationship between the age group and usage(time spent) of the OTT Platforms.

Table 6.2

|  |
| --- |
| **OBSERVED FREQUENCY** |
|  | **30 min to 1 hr** | **1-2 hrs** | **2-3 hrs** | **More than 3 hrs** | **Total** |
| **19-21** | 28 | 23 | 11 |  | 62 |
| **22-24** | 16 | 11 | 6 | 2 | 35 |
| **Above 24** | 7 | 3 |  |  | 10 |
| **Total** | 51 | 37 | 17 | 2 | 107 |
| **EXPECTED FREQUENCY** |
|  | **30 min to 1 hr** | **1-2 hrs** | **2-3 hrs** | **More than 3 hrs** | **Total** |
| **19-21** | 29.55 | 21.44 | 9.85 | 1.16 | 62.00 |
| **22-24** | 16.68 | 12.10 | 5.56 | 0.65 | 35.00 |
| **Above 24** | 4.77 | 3.46 | 1.59 | 0.19 | 10.00 |
| **Total** | 51.00 | 37.00 | 17.00 | 2.00 | 107.00 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Significance** | **Degree of freedom** | **Critical value** | CHI-SQ |
| 0.05 | 6 | 12.59 | 7.30 |

**Interpretation**

From the above table 6.2, it is evident that the calculated chi-square value of 7.30 is lesser than the critical chi-square value of 12.59. This indicates that there is strong evidence to accept the null hypothesis. It is inferred that there is no significant relationship between the age group and usage of OTT Platforms. The age group and usage of OTT Platforms are two independent variables according to the Chi-Square test based on the critical value approach. Hence, it can be concluded that the usage of OTT Platforms is not dependent on the age group.

**8.0 Findings, Suggestions, & Conclusion:**

* The study found that the Amazon Prime is the most popular OTT Platform used by majority of the respondents followed by YouTube Premium, Netflix, Voot, Hotstar and others.
* The majority of the respondents feel that OTT Platforms have both positive and negative impact on them.
* The study found that the majority of respondents used OTT Platforms via Smartphones.
* The majority of the respondents spent 30minutes to 1 hour approximately in a day on OTT Platforms.
* The majority of the respondents agreed that usage of OTT Platforms have made them more informative and updated.
* The majority of the respondents agreed that they have experienced health issues like headache, eyestrain more frequently due to the increased screen time.
* The majority of the respondents feel that their anger/ stress level has decreased due to the usage of OTT platforms.
* The majority of the respondents are not using any paid OTT Platforms.
* The majority of the respondents prefer traditional theatre releases over OTT Platforms.
* The majority of the respondents have chosen OTT Platforms as it is a good source of entertainment.
* The majority of the respondents feel that the OTT Platforms have gained more popularity due to the Covid-19.
* The study also found that there is no relationship between age and impact of OTT Platforms and age and usage of OTT Platforms.

This paper provides an insight on the impact of OTT platforms on the well-being of the younger generation. It is crucial to understand the impact of various OTT platforms on the health and well-being of younger generation. One must also note that everything has it’s own merits and demerits. OTT platforms do have an ability to be an innovative, subtle and an effective medium to create a positive attitude among the younger generation. If the contents shown on OTT platforms succeeds in impacting the minds of the younger generation in a positive manner, it would benefit the society as a whole.

From the study we can infer that the OTT platforms have both positive and negative impact on the younger generation. Many of them felt that the OTT platforms have made them more updated and informative. Thus, OTT platforms can be fruitful to the younger generation if used in right manner and enhance their knowledge, potential to learn new things.

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