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International Journal of Advance and Innovative Research

Volume 9, Issue 2(XVIII) : April - June 2022

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A STUDY OF USE OF OVER-THE-TOP (OTT) PLATFORMS AMONG YOUNG ADULTS DURING THE PERIOD OF COVID-19

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ABSTRACT

The Covid-19 pandemic accelerated the use of Over-The-Top (OTT) platforms and has taken them to great heights in the past couple of years. It has completely transformed the entertainment industry. Previous studies have focused on the scope of OTT Platforms and their expansion but the ill-effects of online streaming on young adults (18 years -25 years) haven't been studied. This research paper is based primary data collected by an online survey. Along with this, secondary data from the internet has also been taken into consideration. The paper reveals that online streaming on OTT Platforms have caused more harm than good to the mental and physical health of young adults.

Keywords: OTT Platforms, Binge Watching, Online streaming, Physical Health, Mental Health, Entertainment Industry

INTRODUCTION

The acronym OTT stands for Over-the-Top. This means streaming across different devices whenever we want. "Over-the-Top," a convenient little term that explains the new delivery method of film and TV content over the internet without the need for traditional broadcast, cable or satellite pay-TV providers. In simple terms, we're talking about people paying an internet provider for internet access to watch Netflix, without paying for cable TV.

Over-the-Top (OTT) video platforms, once considered a luxury, are today a commodity. In India, there is an increasingly growing number of consumers adapting to it. Unlike most industries, the Covid-19 pandemic was game-changing for the media and entertainment industry. If the last decade was about the boom of multiplexes, 2020 turned out to be the year of OTT entertainment, with cineplexes and movie theaters being shut down for most parts of the year.

Stuck inside their houses, people across the globe turned to digital screens to seek entertainment. India is the world's fastest-growing market for streaming platforms, also known as Over-the-Top or OTT service providers.

OTT Platforms have done worse than good to the young adults of today's world. As the contents being played are handpicked by the viewers, there is a room for undivided attention. This, in turn, results in a viewership engaged without distraction/disturbance. Uninterrupted streaming has opened doors to diseases such as insomnia, depression, obesity, and eyes disorder amongst the youth. With an adverse effect on the academic performance of these young adults, the entire process of socialization of the youth has also been affected.

RATIONALE OF STUDY

The rationale of this research paper is to analyze and realize 'the effects and use of Over-The-Top (OTT) platforms among young adults during the period of Covid-19.'

Digital India plays a major role in promoting the use of OTT platforms to stream diverse content from all over the world. A youth-oriented population has led to the increase in the viewership of OTT platforms such as Netflix, YouTube, etc. The drop in prices of smartphones and cellular data has enabled a large chunk of the population to gain access to online platforms. India currently has 1.18 billion mobile connections, 700 million Internet users, and 600 million smartphones, which are increasing 25 million per quarter.

There are also platforms like Saavn, Wynk, etc. that have become more popular due to its wide variety of choices in music. YouTube is the 4th most used app in India, as the number of smartphone users increases in India, there is scope for an increase in viewership.

REVIEW OF LITERATURE

- 49% of India's youth spend 2-3 hours a day binge watching content. (Dentsu Aegis Network (DAN) India's Data Sciences Division)
- 4 hours is the average time spent in consuming OTT video content in a day by millennials and Gen Z. (Dentsu Aegis Network (DAN) India's Data Sciences Division)



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