RESEARCH ARTICLE

A COMPARATIVE ANALYSIS OF THE TOP OTT PLATFORMS IN INDIA

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ABSTRACT

OTT means 'over-the-top', which is so called any media service that gives streaming of video content like TV shows and films via app or website thought the internet other than traditional distribution networks like cable and DTH. You would like an internet connection and a device, which may be your mobile phones, tablets, laptops, or smart TVs, to observe the content. Anyone can see this whenever they wish through these platforms rather than following a guide or expecting their favourite shows and films to air. This is often among the various reasons why OTT platforms are gaining popularity. OTT is restricted to the web and its content is usually unavailable elsewhere.OTT services in India are a lot, it is often a hassle choosing the simplest one for you. Choosing this platform depends on the type of content you'd wish to stream. There's Netflix and Amazon prime video for streaming series and exclusive movies, whereas for streaming regional content and serials we have Disney + hotstar, Voot and Sony LIV. The chief aim of the study is to conduct a comparative analysis of the top OTT platforms available in our country. The secondary objectives are to identify the significant relevant factor that is influenced by the users of OTT platforms like User friendliness, design system, payment gateway, etc. The research conveys that a huge number of the respondents are well aware of Netflix and Amazon prime video. Their favourite genre is described to be Thriller. Respondents spend at least 2 to 4hours with their favourite OTT platforms and they use mobile as their primary device for watching this. The questionnaire survey method is adopted for conducting the research which is circulated through Google forms due to COVID'19. The sample size was 150 which all of them were from Kerala. The instruments helped to conduct the study are CHI- Square test, MDS and Percentage analysis. The software whichis used to conduct the study is SPSS.

INTRODUCTION

OTT means "Over The Top" and alludes to any web-based feature that conveys content over the web. The help is conveyed "over the top" of another stage, consequently the moniker. In earlier years, a customer would eliminate a link membership and their satellite TV supplier would be obligated for the accessibility and accessibility of programming. Inside the time, clients can check in for administrations like Netflix or Spotify and access their contributions over the web. The link supplier presently just gives the web association and has no capacity to direct what you devour. This partition has enormous ramifications for promoting. In traditional media promotion getting, it is regularly difficult to live effect. As watchers push toward the OTT space, the ability to call attention to them customized promotions and track active clicking factor will mean advertisers get the upsides of old media regarding alluring bundles of substance — however with a truly present day capacity to evaluate effect and influence estimation. The sort of OTT administration most clients likely interface with most consistently is video OTT. Administrations like Netflix, Amazon prime video or Disney + Hot Star are video OTT administrations, which give clients with assortment of programming choices, both as far as an authorized library of TV shows and movies, likewise as unique programming. Netflix needs no presentation. There is a spread of Netflix membership plans, in particular Mobile, Basic, Standard, and Premium, what begins at just Rs 199 per month. The Netflix plans in India vary as far as goal and number of concurrent review, while the index of the substance stays a same. Very much like Disney+ Hotstar, Netflix work on cell phones, streaming gadgets, shrewd TVs, tablets, and PCs. The membership to Amazon Prime Video is free with the online business stage's Prime participation, which additionally incorporates free Amazon Prime Music membership close by limitless free and fast conveyance, selective arrangements and limits, and admittance to digital books. It's also home to some critically-acclaimed international TV shows and films, regional content, Bollywood, kids content, and iconic TV shows. Besides English, Prime Video is out there in six other Indian languages at the instant. Amazon Prime membership costs Rs 129 a month and Rs 999 a year.

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Disney+ Hotstar is apparently the preeminent mainstream OTT stage in India. The web-based feature, presently possessed by Disney, includes an immense inventory of substance that is partitioned across motion pictures, TV shows, web arrangement, sports, child's substance, and news. With Disney possessing the assistance, you moreover may gain admittance to Marvel, Star Wars, and a lot of Disney vivified motion pictures and shows. Disney+ Hotstar is viable with the two iOS and Android gadgets likewise as PCs and keen TV. To stream content from this OTT stage, you might want to buy in one among its arrangements. Disney+ Hotstar membership is out there with two plans: VIP and Premium, which are evaluated beginning at Rs 299. Sony Liv has more than 18 years of substance like TMKOC and along these lines the Kapil Sharma Show from channels that are a piece of the Sony Entertainment Network, as Sony TV, Sony SAB, Sony Ten, Sony Max, Sony Max 2, Sony Six, Sony Pix, and Sony Yay. You'll likewise livestream WWE, European football, La Liga, Champions League, and other games that are communicated endure Sony SIX, Sony TEN 1, Sony TEN 2, and Sony TEN 3 channels by means of the OTT stage in India. The Sony Liv application is also membership based, with its arrangements in India beginning at just Rs 199 every month. This major OTT stage in India is claimed by Viacom18, which likewise runs a few TV channels inside the nation like Colors, and delivers films. Voot brings of these projects under one rooftop, fundamentally the same as Sony Liv. Initially, Voot was a free-of-cost streaming service, but now the corporate has introduced plans at Rs 99 per month and at Rs 999 per annum.

STATEMENT OF THE PROBLEM: To do a research based on the comparative analysis of the Top OTT platforms in India.

PURPOSE OF THE STUDY: OTT administrations are rapidly getting quite possibly the most well known approaches to burn-through video media. Of all the OTT specialist organizations, Netflix is the Big Dog in the field, and when we say that they are in a real sense changing the way that the perspectives TV and video. For watchers, it implies that the conceivable survey stages are continually changing and developing to give the most ideal client experience. More shows, greater accessibility, and admittance to your substance anyplace you go seems like a very decent arrangement. With an OTT stream, you can watch your number one shows on Netflix or Amazon Prime Video without advertisements. Some portion of what makes memberships like Netflix so well known is their absence of plugs, saving watchers from show interferences and time squandered watching ads rather than the genuine show. The purpose of the study is to conduct a comparative analysis between the top OTT platforms in India, that is, Netflix, Amazon prime video, Disney + Hotstar, Sony LIV and Voot.

OBJECTIVES OF THE STUDY

) To identify that if the top OTT platforms are aware amid the participants of this study.
) To realize the average time spent by the respondents in their favourite OTT platforms.
) To identify the favourite genres of the respondents.
) To identify whether they are happy with the factors like Video quality, UX of the content, Design system, Intuitive UI experience, Subscription models and charges, Payment gateway and data consumptions.
) To point out the medium of device that is primarily used by the people to watch their favourite OTT platforms.
) To identify the level of similarity in between the top OTT platforms.

HYPOTHESIS OF THE STUDY

) H0: There is no significant relationship between Age and Device used to watch their favourite OTT platforms.
) H1: There is a significant relationship between Age and Device used to watch their favourite OTT Platforms.
) H0: There is no significant relationship between Gender and Device used to watch their favourite OTT Platforms.
) H1: There is a significant relationship between Gender and Device used to watch their favourite OTT Platforms.

SIGNIFICANCE OF THE STUDY

Numerous families buy in to Netflix, Sony LIV and Amazon Prime together for a couple of various reasons. Since OTT memberships are so reasonable, clients can spend not many sums each month and gain admittance to a tremendous library of business free shows and as of late circulated link shows. Clients additionally prefer to buy in to Amazon Prime, which gives admittance to another tremendous video library, free two-day transporting on Prime items, and a plenty of different advantages. Also, numerous people buy in to one or various OTT suppliers notwithstanding their month to month link intends to approach immense video libraries and still stay aware of live TV. The point of the research is to lead a similar investigation in the middle of the top OTT stages in India.

SCOPE AND LIMITATIONS OF THE STUDY

Scope of the study: India has the ever growing media and entertainment market compared to other parts of the whole world. The Indian over-the-top and video-on-demand platforms (OTT platform) are growing significantly in the next few years. This growth is mostly driven by the growing trends in the areas of digitization and personalization.

Limitations of the Study

) Since the survey is restricted to Kerala results cannot be generalized.
) Due to current situation of Covid-19 data collection was restricted to online via Google forms.
) As the review was conducted in online, some of them were not willing give their responses.
) Responses from the respondents may not be accurate.

REVIEW OF LITERATURE

⟩ According to Tripti Kumari (2020): The findings of the study shows that majority of users (88%) agrees that emergence of OTT platforms have affected their television and movie watching habits. Smart phones are the foremost preferred device for watching OTT channels and majority of viewers are already dark users. The analysis presents that affordable internet connection is that the most vital technological reason for the expansion of OTT services in India. Majority of users are satisfied with the content and quality of service of OTT services. Other important factors which significantly contribute to the expansion of OTT services are cost, simple use, and convenience and user customization. The findings of the study not only provides an insight on the foremost important factors contributing to the success of OTT services but also the explanations for people not adopting to OTT services.

⟩ According to Diganth Raj Sehgal (2020): Their study says that OTT viewership in India has experienced a huge 30% growth within the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. The marketplace for OTT's was earlier said to be a monopoly of Netflix, which started getting its competition from Amazon Prime Video, the OTT wing of Amazon services.

⟩ According to Rachita Ota (2020): Over the highest media platform may be a streaming media service offered on to viewers via the web. It bypasses cable, broadcast, and satellite TV platforms. The prominent players among the OTT platforms in India are 'NETFLIX' and 'HOTSTAR'. The finding of the study states that India is predicted to become second biggest OTT market after the US with over 500 million users in 2020.

⟩ According to ET Bureau (2020): OTT platforms, the paper said, are the longer term of entertainment, which it had been important to know the "personalized nature" of OTT media while the censorship of films intended for theatrical release is premised on the "public exhibition."The study claimed that over 1, 600 hours of original OTT content were produced in India in 2019 which is 33% above the previous year, and OTTs were growing at a rate of 26 per cent percent only next to online gaming, leaving other mediums of entertainment like TV, radio far behind.

⟩ According to Singh (2020): OTT platforms have experienced a surge in consumption and subscriber can't, impact by the COVID-19. The recent survey by In Mobi states that 46% viewers are watching more content online. To profit from this increase in demand platform like Amazon Prime video and Zee5 have made few of their shows liberal to watch. Thanks to this, Zee5 has witnessed an 80% increase in subscription and over 50% times spend recently. Thrillers, urban drama and young romance are the highest performing genres on the platform. The viewership for the films has seen significant increase across the platforms. Cinema streaming services MIBI has seen 28% rises in viewership on its platform in March, compared to February.

⟩ According to Quresh Moochhala (2019): The number of Internet-connected TV devices has grown significantly in recent years, especially Over-the-Top (" OTT") streaming devices. OTT devices offer an alternate to multi-channel television subscription services, and are often monetized through behavioral advertising. To shed light on the privacy practices of such platforms, we developed a system which will automatically download OTT apps (also referred to as channels), and interact with them while intercepting the network traffic and performing best-effort TLS interception. We used this smart crawler to go to quite 2,000 channels on two popular OTT platforms, namely Netflix and Amazon prime TV. Their results show that tracking is pervasive on both OTT platforms, with traffic to known trackers present on 69% of Amazon channels and 89% of Netflix TV channels.

⟩ According to ET Brand Equity (2019): OTT is that the way ahead with mobile becoming the "be it all", however brands and marketers cannot discount the DTH. With quite 40% still preferring DTH, it's still an extended thanks to connect with the opposite India which is what presents a chance and marketplace for companies to tap on. Going ahead, we expect OTT to grab additional share but DTH will still remain relevant. The study says that there'll be segmentation going forward; generation familiar with DTH will continue thereupon where because the generation Z is going to be aligned to OTT.

⟩ According to Deloitte India (2019): television and appointment viewing will continue for an additional ten years. The rationale is that televisions are now extremely affordable, and other people can get a basic cable connection for Rs. 120 a month. The study's finding tells that Tamil Nadu, Karnataka, Kerala and Andhra Pradesh have over 90% of television penetration after the implementation of OTT platforms.

⟩ According to Gaikwad (2019): Growth for OTT is projected to be the fastest at a CAGR of 18.6% to $1.73 billion by 2021, up from the estimated $740 million in 2016, whereas for Internet video, the CAGR is higher at 22.4% albeit at a lower base of $239 million. Through this we will assume that at such fast rate of development of technology.

⟩ According to Rajat kathuria (2019): The number of OTT players increased from just nine in 2012 to 32 in 2018. In 2017, the OTT industry in India achieved phenomenal growth of 160 per cent, because the top 16 OTT platforms saw their user bases grow from 63 million to 164 million between August 2016 and August 2017.

RESEARCH METHODOLOGY

RESEARCH: It is the structured inquiry to describe, explain, predict and managing the observed phenomenon. These are also the systematic investigation and study of outcomes and sources in order to establish facts and to reach at new conclusions.

RESEARCH DESIGN: "A research design is the arrangement of condition for collecting and conducting study of data in a manner that aims to combine relevance to research purposes with economy in procedure". It is the structure within which the research is conducted. It helps in collecting and analyzing the variables specified in the research. Research design used in this study is descriptive. The research is conducted to "A comparative analysis of the top OTT platforms in India".

POPULATION OF THE STUDY & SAMPLING: Population refers to all those individuals under this study. Here, population includes all the users of OTT Platforms in Kerala.

SAMPLING FRAME: The survey is conducted with OTT platform users in Kerala.

SAMPLE SIZE: Sample size is the total number of sample units selected from the population for the convenience of study. A sample of (150) respondents are identified who belongs to users of the OTT platforms from Kerala.

SAMPLING METHOD: The sampling method used to conduct the study is convenient sampling method.

DATA COLLECTION

PRIMARY DATA: These are the data's which are collected fresh handed. Primary research is conducted through convenient sampling method. A well- structured questionnaire has been prepared so that the respondents can give their response genuinely. A sample of 250 respondents was approached with questionnaire through online via Google forms due to current situation of Covid-19 crisis to collect primary data.

SECONDARY DATA: Secondary data are those which already obtained by others. For the purpose of study, these data's had been collected from company websites, reports, various articles and journals from internet.

STATISTICAL TOOLS AND SOFTWARE USED FOR ANALYSIS

Analysis of data and its interpretation is the most important part of every research. Statistical techniques used for the study are:

〕 PERCENTAGE ANALYSIS
〕 CHI-SQUARE
〕 MULTIDIMENSIONAL SCALING (MDS)

Software used for the analysis: SPSS (Statistical Package for Social Science) software is used in the research for effective statistical analysis.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE

PARTICULARS	CLASSIFICATION	FREQUENCY	PERCENTAGE
Age	Below 20	11	7.3
	21 -30	135	90
	31-40	4	2.7
	41-50	0	0
	Above 50	0	0
Gender	Male	86	57.3
	Female	64	42.7
Educational Qualification	Under graduate	35	23.3
	Graduate	60	40
	post graduate	55	36.7
Occupation	Student	90	60
	Unemployed	17	11.3
	Private employee	31	20.7
	Government employee	0	0
	Business	12	8
	Retired	0	0
Marital Status	Single	149	99.3
	Married	1	0.7

AGE

Table 4.1.1

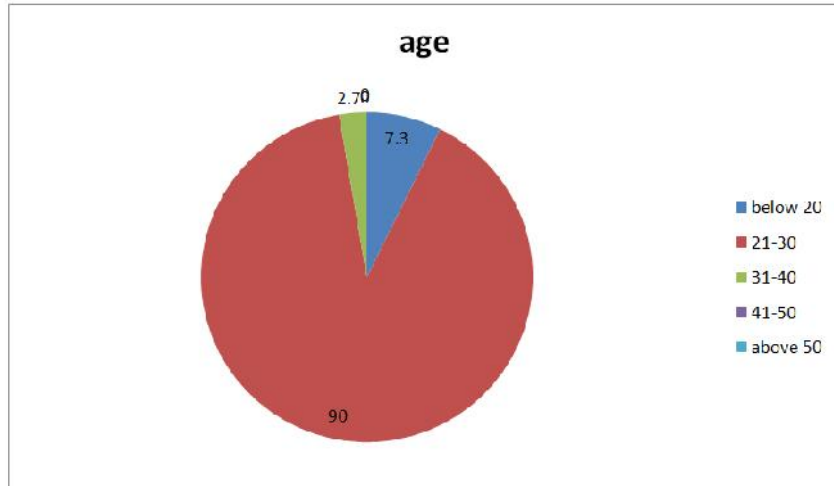| Si. No	Particulars	No. Of respondents (total 150)	% of respondents (%)
1	Below 20	11	7.3
2	21 – 30	135	90
3	31 – 40	5	2.7
4	41 – 50	0	0
5	Above 50	0	0

Chart 4.1.1

INTERPRETATION

From the above table, 7.3% are aged below 20 and 90% of the respondents are under the age group of 21 to 30. **2.7 %** of the respondents come below the age of 31 and 40.

GENDER

Table 4.1.2

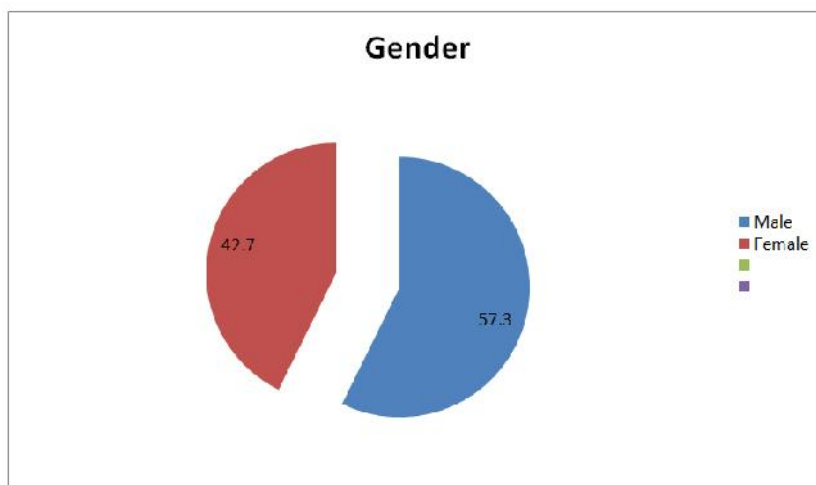| Si. No	Particulars	No. Of respondents (total 150)	% of respondents (%)
1	Male	86	57.3
2	Female	64	42.7

Chart 4.1.1

INTERPRETATION

From the table, it is clear that 57.3% are Male and the remaining 42.7% belongs to Female category.

EDUCATIONAL QUALIFICATION

Table 4.1.3

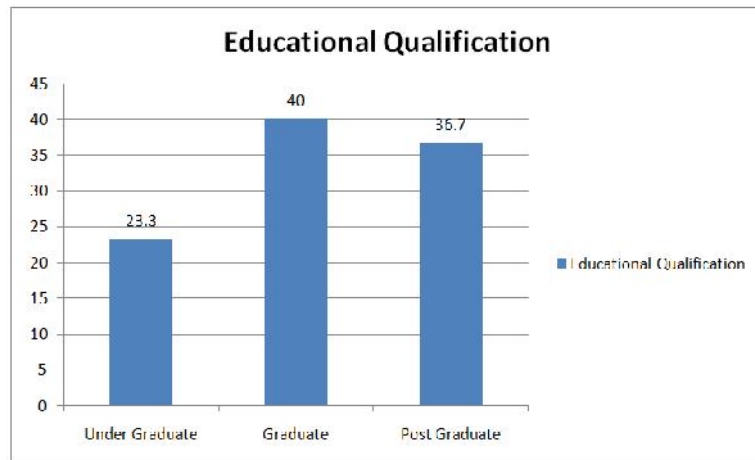| Si. No	Particulars	No. Of respondents (total 150)	% of respondents (%)
1	Under Graduate	35	23.3
2	Graduate	60	40
3	Post Graduate	55	36.7

Chart 4.1.3

INTERPRETATION

From the above table, we can see that 23.3% are under graduates, whereas 40% of the respondents are coming under the Graduate category and 36.7% are Post Graduates.\

OCCUPATION

Table 4.1.4

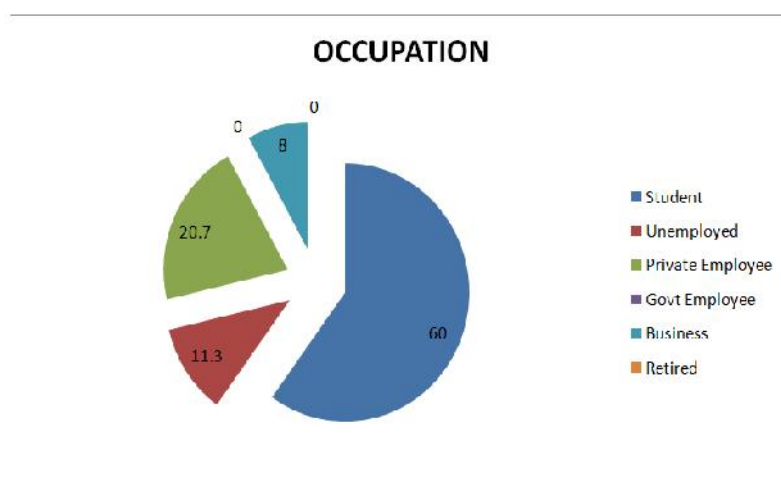| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Student	90	60
2	Unemployed	17	11.3
3	Private employee	31	20.7
4	Govt Employee	0	0
5	Business	12	8
6	Retired	0	0

Chart 4.1.4

INTERPRETATION

From the above table, 60% of the respondents are students, whereas11.3% is unemployed, 20.7% are private employees and 8% are of business category.

MARITAL STATUS

Table 4.1.5

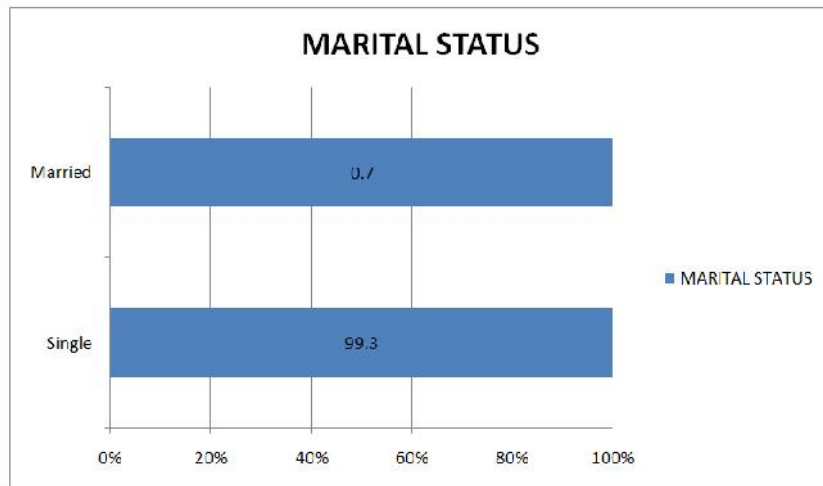| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Single	149	99.3
2	Married	1	0.7

Chart 4.1.5

INTERPRETATION

From the table, it is clear that 99.3% are Singles and the remaining 0.7% are married.

Which of the following OTT platforms you are aware of?

Table 4.1.6

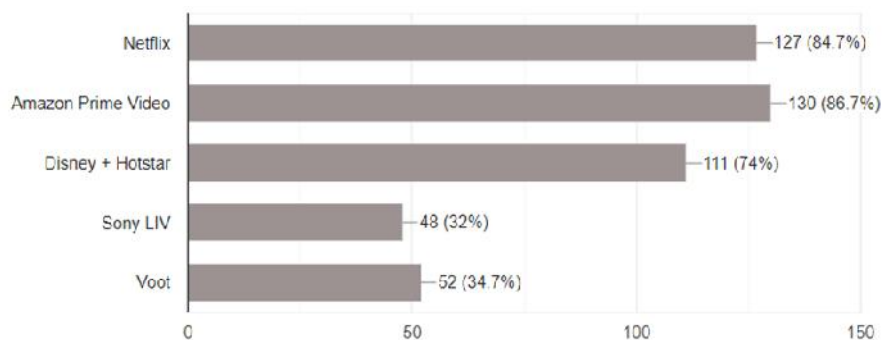| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix	127	84.7
2	Amazon Prime Video	130	86.7
3	Disney + Hotstar	111	74
4	Sony LIV	48	32
5	Voot	52	34.7

Chart 4.1.6

INTERPRETATION

From the table, it is clear that 86.7% is aware of Amazon prime video, 84.7% are known of Netflix, whereas 74% are aware about Disney + Hotstar, 32% of them are aware of Sony LIV and only 34.7% are aware of Voot.

How much time do you spend on an average using your favourite OTT platforms?

Table 4.1.7

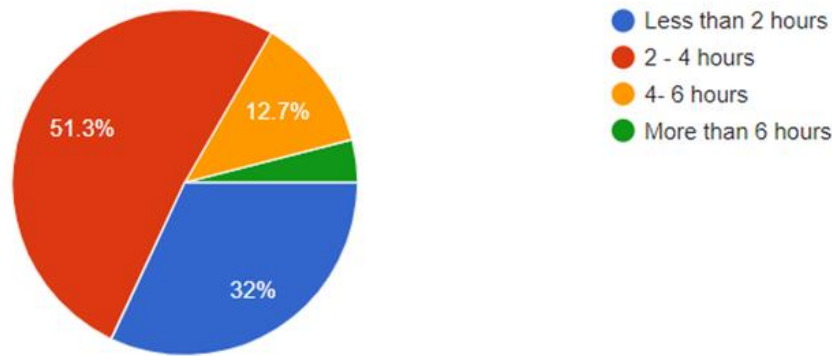| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Less than 2 hours	48	32
2	2 – 4 hours	77	51.3
3	4 – 6 hours	19	12.7
4	More than 6 hours	6	4

Chart 4.1.7

INTERPRETATION

From the above data we can assume that about 32% spend less than 2 hours using their favourite OTT platforms, whereas about 51.3% of them use up to 2 to 4 hours , 12.7% of them use up to 4 to 6 hours &the existing 4% of them use their OTT platforms for more than 6 hours.

What are your favourite Genres from the following?

Table 4.1.8

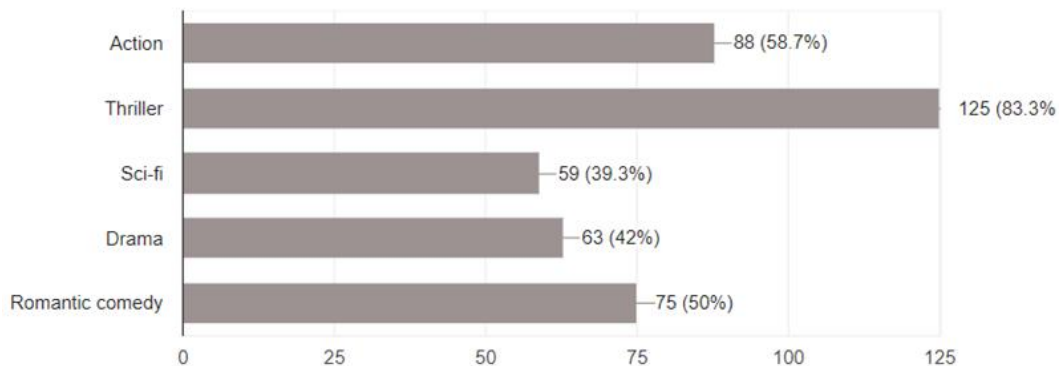| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Action	88	58.7
2	Thriller	125	83.3
3	Sci – fi	59	39.3
4	Drama	63	42
5	Romantic Comedy	75	50

Chart 4.1.8

INTERPRETATION

From the table, it is clear that 83.3% of the respondent's favourite genre is thriller, 58.7% is fond of Action, whereas 50% and 42% are interested in Romantic comedy and drama. Only 39.3% are interested in Sci – Fi genre.

Video Quality

Table 4.1.9

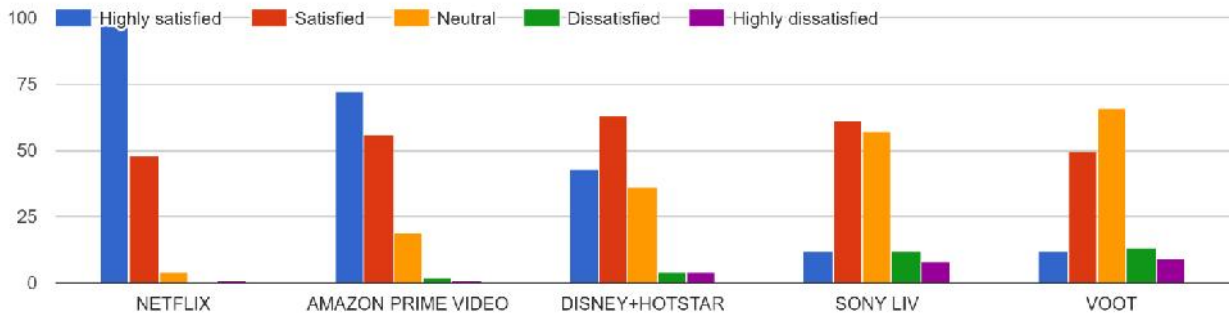| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	97	64.6
2	Amazon prime video (Highly satisfied)	72	48
3	Disney + Hotstar (Satisfied)	63	42
4	Sony LIV (Satisfied)	61	40.6
5	Voot (Neutral)	66	44

Video Quality

Chart 4.1.9

INTERPRETATION

From the above datas, we can interpret that 64.6% and 48% is highly satisfied with the Video quality that is provided by Netflix and Amazon prime video. Whereas, only 42% are satisfied with that of Disney + Hotstar. About 40% and 44% are feeling neutral of the video quality that has been given by Sony LIV and Voot.

UX of the content

Table 4.1.10

SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	93	62
2	Amazon prime video (Highly satisfied)	66	44
3	Disney + Hotstar (Satisfied)	67	44.6
4	Sony LIV (Neutral)	64	42.6
5	Voot (Neutral)	70	46.6

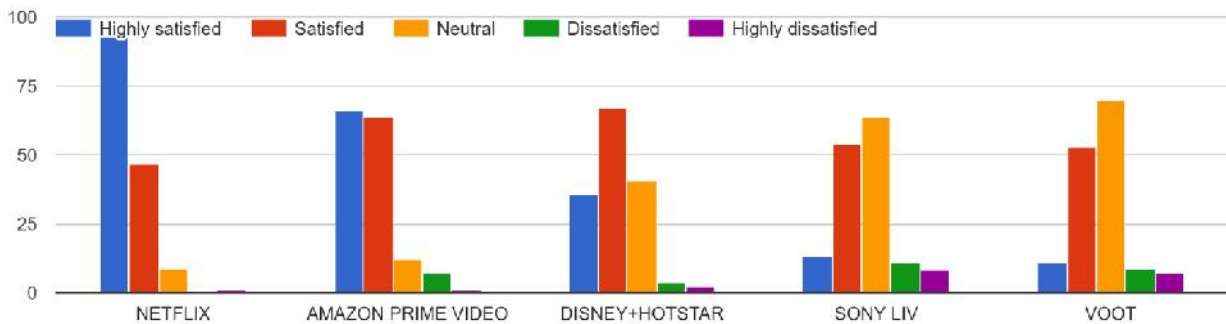UX of the content (User Experience)

Chart 4.1.10

INTERPRETATION

From the above data, it is clear that 62% and 44% are highly satisfied about the user experience provided by Netflix and Amazon prime video. 44.6% are satisfied with that of Disney + Hotstar. 42.6% and 46.6% are feeling neutral with regards to the UX of the content of the Sony LIV and Voot.

Design system

Table 4.1.11

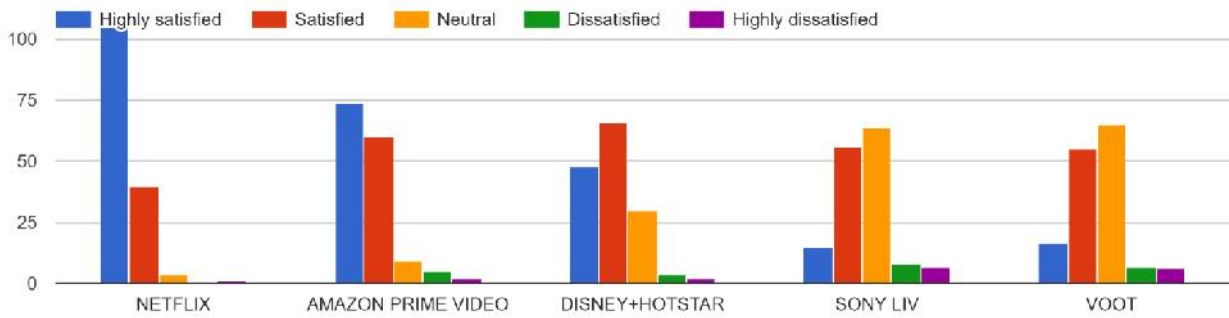| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	105	70
2	Amazon prime video (Highly satisfied)	74	49.3
3	Disney + Hotstar (Satisfied)	66	44
4	Sony LIV (Neutral)	64	42.6
5	Voot (Neutral)	65	43.3

Design System (Screen design)

Chart 4.1.11

INTERPRETATION

From the above data, it is sure that 70% and 49.3% are highly satisfied with the design system of Netflix and Amazon prime video. 44% are feeling satisfied with that of Disney hotstar. 42.6% and 43.3% are feeling neutral about the screen design of Sony LIV and Voot.

Intuitive UI Experience

Table 4.1.12

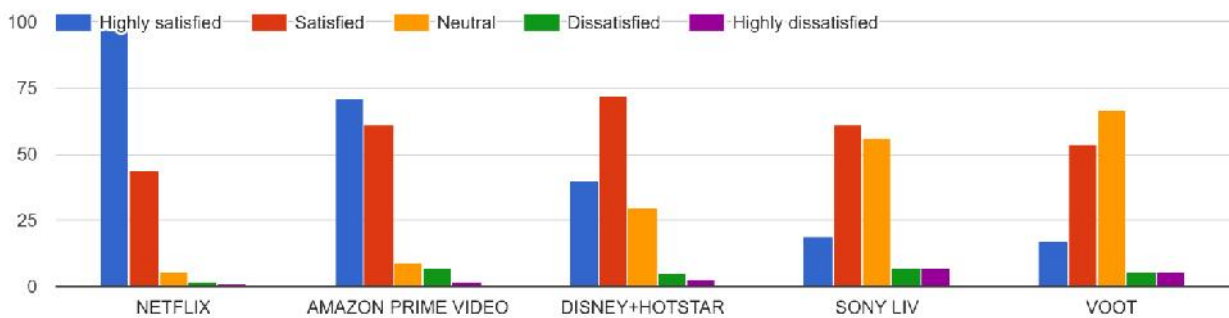| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	97	64.6
2	Amazon prime video (Highly satisfied)	71	47.3
3	Disney + Hotstar (Satisfied)	72	48
4	Sony LIV (Satisfied)	61	40.6
5	Voot (Neutral)	67	44.6

Intuitive UI Experience (User Friendliness)

Chart 4.1.12

INTERPRETATION

From the data's it is clear that 64.6% and 47.3% are highly satisfied with the User friendliness of Netflix and Amazon prime video. 48% and 40.6% are feeling satisfied about the user friendliness of Disney hotstar and Sony LIV. About 44% are feeling neutral about the User friendliness provided by Voot.

Subscription models

Table 4.1.13

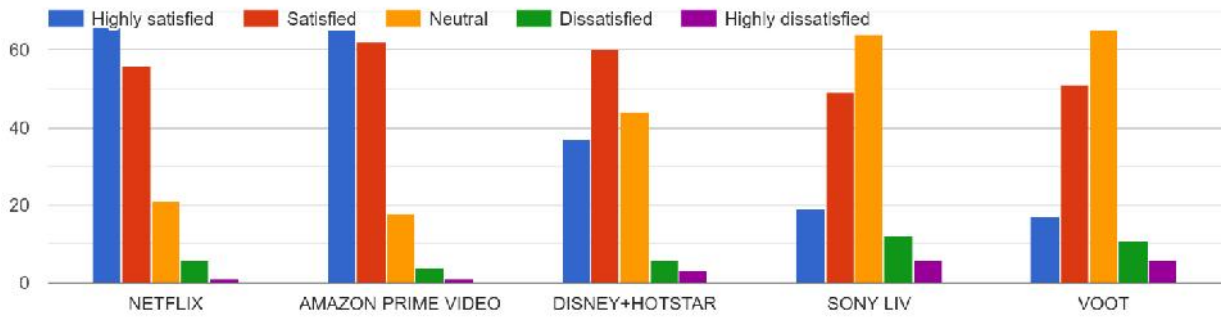| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	66	44
2	Amazon prime video (Highly satisfied)	65	43.3
3	Disney + Hotstar (Satisfied)	60	40
4	Sony LIV (Neutral)	64	42.6
5	Voot (Neutral)	65	43.3

Subscription Models

Chart 4.1.13

INTERPRETATION

As an interpretation, it is clear that 44% and 43.3% are highly satisfied with the subscription models of Netflix and Amazon Prime video. 40% are satisfied with the model of Disney + Hotstar. 42.6% and 43.3% are feeling neutral about the subscription models of Sony LIV and Voot.

Charges

Table 4.1.14

SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (satisfied)	58	38.6
2	Amazon prime video (satisfied)	67	44.6
3	Disney + Hotstar (Satisfied)	53	35.3
4	Sony LIV (Neutral)	68	45.3
5	Voot (Neutral)	71	47.3

Charges
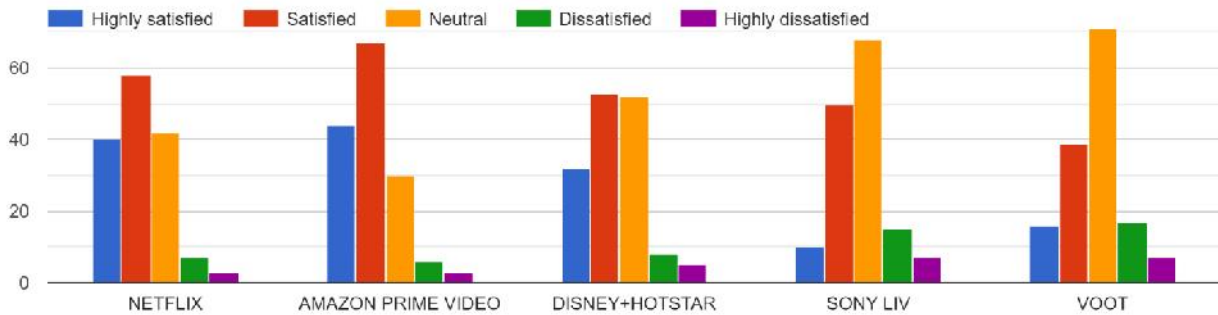
Chart 4.1.14

INTERPRETATION

From the above data's, we can interpret that 38.6%, 44.6% and 35.3% are satisfied with the charges issued by Netflix, Amazon prime video and Disney + hotstar. Whereas, 45.3% and 47.3% are feeling Neutral about the charges provided by Sony LIV and Voot.

Payment Gateway

Table 4.1.15

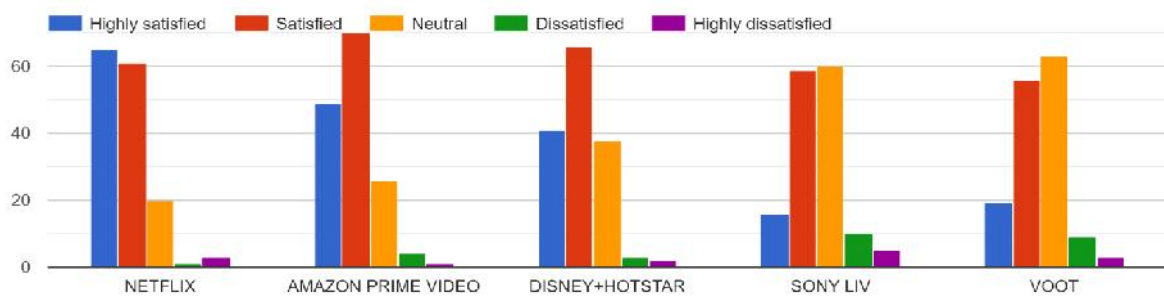| SI. NO	PARTICULARS	No. OF RESPONDENTS (TOTAL 150)	% OF RESPONDENTS (%)
1	Netflix (Highly satisfied)	65	43.3
2	Amazon prime video (satisfied)	70	46.6
3	Disney + Hotstar (Satisfied)	66	44
4	Sony LIV (Neutral)	60	40
5	Voot (Neutral)	63	42

Payment Gateway

Chart 4.1.15

INTERPRETATION

From the data, it is clear that 43.3 % are highly satisfied with the payment gateway provided by Netflix, 46.6% are satisfied with that of Amazon Prime video's, whereas 44% for Disney hotstar, 40% and 42% feels Neural about the Payment gateway factor of Sony LIV and Voot.

CHI SQUARE TEST

GENDER * DEVICE

H0: There is no significant relationship between Gender and Device used to watch their favourite OTT Platforms.
H1: There is a significant relationship between Gender and Device used to watch their favourite OTT Platforms.

Crosstab							
Count							
		DEVICE					
		1.00	2.00	3.00	4.00	5.00	Total
GENDER	1.00	0	2	13	28	43	86
	2.00	1	0	4	15	44	64
Total		1	2	17	43	87	150

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.666[a]	4	.070
Likelihood Ratio	9.941	4	.041
Linear-by-Linear Association	4.399	1	.036
N of Valid Cases	150		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .43.			

INTERPRETATION

From the research conducted, it is been understood that, irrespective of the gender everyone use Mobile as their primarily used device to watch their favourite OTT Platforms. The second most device used is Laptop, the third device is considered to be TV, whereas the fourth one is identified as Desktop and the least used device is Tablet. The significance value is greater than .05, which is .07. So, there is no significant relationship between Gender and the device primarily used to stream the OTT platform. Hence we accept the null hypothesis. Therefore, We conclude that Gender has no influence on the device primarily used to stream the OTT platform.

AGE * DEVICE

H0: There is no significant relationship between Age and Device used to watch their favourite OTT platforms.
H1: There is a significant relationship between Age and Device used to watch their favourite OTT Platforms.

Crosstab							
Count							
		DEVICE					
		1.00	2.00	3.00	4.00	5.00	Total
AGE	1.00	0	1	0	3	7	11
	2.00	1	1	16	39	78	135
	3.00	0	0	1	1	2	4
Total		1	2	17	43	87	150

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.557ᵃ	8	.478
Likelihood Ratio	6.024	8	.645
Linear-by-Linear Association	.121	1	.728
N of Valid Cases	150		
a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .03.			

INTERPRETATION

From the study conducted, it is been clear that, the respondents of age group of below 20 uses Mobile the most as their primarily device for streaming their favourite OTT platform. The least used device by them is TV and Tablet. The respondents of age group in between 21 to 30 uses mobile the most as their primarily device and the least used by them is Tablet and Desktop. Whereas the age group in between 31 to 40 uses Mobile the most as their device and the least one to prefer by them are also Tablet and Desktop for streaming their favourite OTT Platforms. The significance value is greater than .05, which is .475. So, there is no significant relationship between Age and Device used to watch their favourite OTT platforms. Hence, we accept the null hypothesis. Therefore, we conclude that Age has no influence on the device primarily used to stream the OTT platform.

MULTI DIMENSIONAL SCALE (MDS)

Derived Stimulus Configuration
Euclidean distance model
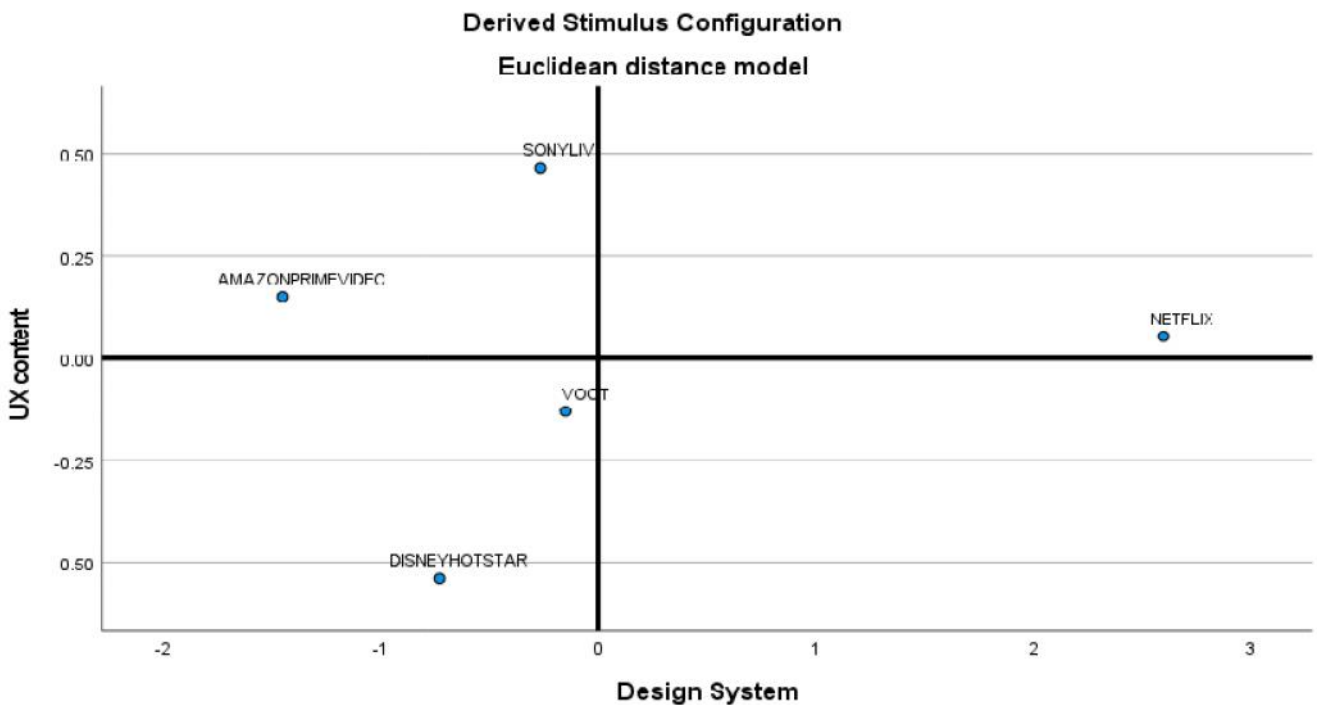
INTERPRETATION

There are two dimensions for the MDS scale and they are referred to as Dimension 1 and Dimension 2.

Dimension 1: It is on the Y Axis and is given as 'Design System'. Design system is simply the screen design and arrangements of contents in the OTT platforms. As per the above Euclidean graph, you can see on the Y axis that Sony LIV has got the greatest value when compared to Disney hotstar and Voot as per the data obtained through the respondents. The proper clustering of genres and content details make them unique compared to other Platforms. As a result, Sony LIV has managed to double its user acquisition numbers in 2018 alone. Screen design & also the design system can also be a factor for Sony LIV to achieve this. The least value lies for Disney hotstar. The platform should take some innovative ideas to cop up with this.

Dimension 2: It lies on the X Axis and is termed as 'UX content'. UX (User experience) is the interaction and experience users have with a company's products and services. UX content is the key term kept for determining the user experience with the content provided by each OTT platforms. From the above MDS graph, we can see that the most opted OTT platform which has good user experience with its content is for the Netflix. The experience with the content quality of Netflix never makes the respondents feel disappointed. They have also got exclusive movies and series in their platforms which make the respondents to go for subscribing Netflix over and over again. As per the graph, Amazon prime has the lowest value in dimension 2. They have to concentrate more on the content creation for rectifying this.

DISCUSSION

FINDINGS

- 90% of the respondents are aged in between 21 to 30.
- 57.3% are Men.
- 40% are Graduates.
- 60% are Students.
- 99.3% marital status is considered to be Single.
- 86.7% of the respondents are well aware of Amazon Prime video whereas 84.7% are aware of Netflix.
- 51.3% spend up to two to four hours using their favourite OTT platforms.
- Thriller is the considered to be the favourite Genre of 83.3% respondents.
- 58% of the respondents primarily use Mobile to watch their favourite OTT platform.

Based on perceptual mapping

- As per the above Euclidean Distance model graph, on the X Axis, Netflix has got the highest value and Amazon prime has the least value in dimension 2 which is UX content.
- On the Y axis, which is Design system we can see that Sony LIV has got the highest value and Disney hotstar has the least value.

Based on two CHI – Square test conducted:

- Gender has no influence on the device primarily used to stream the OTT platform.
- Age has no influence on the device primarily used to stream the OTT platform.

SUGGESTIONS

- Bringing up with more content on regional languages can create a huge impact on the creation of new customers as well as it would be helpful in retaining the existing subscribers.
- Streaming sports on live like cricket, football, etc also can create new subscribers and also useful in entertaining the existing subscribers.
- The Amazon prime video should bring up new innovative ideas that can help them to improve their User experience on the content like introducing more regional contents.
- Introducing more Thriller genre series and movies can also be an entertaining factor for the existing customers as this study clearly mentions that the favourite genre is Thriller.
- Establishing exciting offers for these OTT platforms can also help to bring up new subscribers and retain existing subscribers. For example, if you take 1 month subscription for Netflix, we also get 1 month free premium access to Spotify music app. It is like creating collaboration with other OTT platforms.

CONCLUSION

Video streaming has become one among the foremost successful avenues within the content consumption space in India. Even the smaller OTT platforms are raising capital from international investors and making a big impact on the market. The emergence of OTT would harm the penetration of cable TV in India. Therefore, traditional TV stations should steel oneself against a paradigm shift brought on by OTT platforms. OTT platforms give pristine and newly prepared substance in various classes and dialects. Language isn't, at now a boundary as there's video content for just about every language, making OTTs generally open. More importantly, they ought to work towards making high-quality content which will compete with the fabric that's available in OTT. Marketers are changing their budget in tune with the transformation of viewer preference towards digital media. They have a big opportunity today where they can use digital platforms to succeed in their consumers both in urban and rural India. Focusing more on Indian-friendly content would be another plus point for OTT providers. For now, it are often said that Indians will still drift towards these platforms, though television would stay as a critical commodity in India. There still exists a neighborhood of the population that does not have access to smart phones and internet. Moreover, the older generation prefers the TV over OTT platforms for entertainment. This study titled as "A comparative analysis of the top OTT platforms in India" has led to find out the favourite and most used OTTs out of the top 5 OTT platforms in India. This study helped us to identify the favourite genre and various factors influencing people to opt their favourite OTT platforms.

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APPENDIX

QUESTIONNAIRE

I, Varuna Thomas, hereby do submit this questionnaire as a part of my dissertation with all the knowledge about my topic "**A comparative analysis of the top OTT platforms in India**".

Name

1. **Age:**
   - Below 20 ☐
   - 21-30 ☐
   - 31-40 ☐
   - 41-50 ☐
   - Above 50 ☐

2. **Gender:**
   - Male ☐
   - Female ☐

3. **Educational qualification:**
   - Undergraduate ☐
   - Graduate ☐
   - Postgraduate ☐

4. **Occupation:**
   - Student ☐
   - Unemployed ☐
   - Private employee ☐
   - Govt. employee ☐
   - Business ☐
   - Retired ☐

5. **Marital status:**
   - Single ☐
   - Married ☐

. **Which of the following OTT platforms are you aware of?**

Netflix ☐

Amazon Prime Video ☐

Disney + hotstar ☐

Sony LIV ☐

Voot ☐

7. How much time do you spend on an average using your favourite OTT platforms?

Less than 2 hours ☐

3 - 4 hours ☐

5 - 6 hours ☐

More than 6 hours ☐

8. What are your favourite Genres from the following?

Action ☐

Thriller ☐

Sci-fi ☐

Drama ☐

Romantic comedy ☐

9. **VIDEO QUALITY:**

NETFLIX

Highly satisfied ☐ Satisfied   Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

10. **UX OF THE CONTENT (User Experience) :**

NETFLIX

Highly satisfied ☐ Satisfied   Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

11. **DESIGN SYSTEM:**

NETFLIX

Highly satisfied ☐ Satisfied   Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

12. **INTUITIVE UI EXPERIENCE (User Friendliness):**

NETFLIX

Highly satisfied ☐ Satisfied　Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

13. **SUBSCRIPTION MODELS & CHARGES:**

NETFLIX

Highly satisfied ☐ Satisfied　Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

14. **PAYMENT GATEWAY:**

NETFLIX

Highly satisfied ☐ Satisfied　Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

AMAZON PRIME VIDEO

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

DISNEY+HOTSTAR

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

SONY LIV

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

VOOT

Highly satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Highly dissatisfied ☐

15. What medium/device do you primarily use to watch OTT platforms?

Mobile ☐
Laptop ☐
TV ☐
Desktop ☐
Tablet ☐

16. How similar are these following OTT platforms? (1 being the least similar and 7 being very similar)

NETFLIX VS AMAZON PRIME VIDEO

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

NETFLIX VS DISNEY + HOTSTAR

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

NETFLIX VS SONY LIV

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

NETFLIX VS VOOT

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

AMAZON PRIME VIDEO VS DISNEY + HOTSTAR

☐   ☐   ☐   ☐   ☐   ☐   ☐

1   2   3   4   5   6   7

AMAZON PRIME VIDEO VS SONY LIV

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

AMAZON PRIME VIDEO VS VOOT

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

DISNEY + HOTSTAR VS SONY LIV

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

DISNEY + HOTSTAR VS VOOT

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

SONY LIV VS VOOT

1 ☐   2 ☐   3 ☐   4 ☐   5 ☐   6 ☐   7 ☐

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