

A DISSERTATION ON EMERGENCE OF OTT PLATFORMS AND ITS IMPACT ON VIEWERSHIP EXPERIENCE

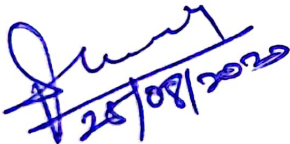
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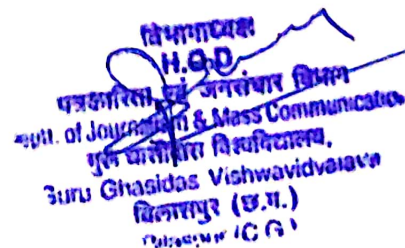

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CERTIFICATE

This is to certify that **ABHISHEK DASH** a student in 4th semester of masters of arts (M.A) Journalism and Mass Communication at the Department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur (C.G) has successfully completed his dissertation on 25th Aug. 2023.



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CHAPTER 1:

INTRODUCTION

OTT PLATFORMS:

An OTT (Over-The-Top) platform refers to a digital streaming service that delivers video content over the internet directly to viewers, bypassing traditional broadcast or cable television providers. OTT platforms offer a wide range of on-demand content, including movies, TV shows, documentaries, and original productions. These platforms are typically accessible on various devices, such as smartphones, tablets, smart TVs, and streaming devices, allowing viewers to watch content anytime and anywhere with an internet connection. Examples of popular OTT platforms include Netflix, Amazon Prime Video.

In recent years, India has witnessed a significant rise in the popularity of Over-The-Top (OTT) platforms, which has had a profound impact on the viewer experience. These digital streaming services, such as Netflix, Amazon Prime Video, and Disney+ Hotstar, have revolutionized the way Indians consume and enjoy content, posing a formidable challenge to the dominance of mainstream cinema. we will explore the rise of OTT platforms in India, highlight some interesting facts, and compare the viewer experience between mainstream cinema and OTT releases.

The growth of OTT platforms in India has been remarkable, with millions of subscribers and a vast library of content. According to a report by KPMG, the OTT market in India was estimated to be worth around 4,814 crore rupees (approximately 674 million USD) in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 28.6% between 2021 and 2025. This demonstrates the immense popularity and increasing adoption of these platforms among Indian viewers.

One of the primary reasons for the rise of OTT platforms in India is the convenience they offer. Unlike traditional cinema, where viewers have to visit movie theatres and adhere to fixed schedules, OTT platforms provide the flexibility to watch content anytime, anywhere. With the proliferation of smartphones and affordable high-speed internet, viewers can enjoy their favourite shows and movies in the comfort of their homes or on the go. This accessibility has transformed the way Indians engage with content and has significantly contributed to the growing popularity of OTT platforms.