

**'Effects of OTT Platforms on Content Consumption Behaviour'**

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This is to verify that **Ms. SHAKSHI**, a student in Master of Arts (M.A.) in Journalism and Mass Communication at Guru Ghasidas University, Bilaspur (C.G.), has successfully finished her dissertation on- **EFFECTS of OTT PLATFORMS ON CONTENT CONSUMPTION BEHAVIOR.**

Her study entails an in-depth examination of changing media consumption patterns, with a focus on the impact of over-the-top (OTT) platforms on audience viewing habits. The study was broad, and it used both qualitative and quantitative research methods to analyze the shifting dynamics of material delivery and reception.

  
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## INTRODUCTION

Over-the-top media service (also known as over-the-top television, or simply OTT) is a media service that is delivered directly to viewers via the public Internet rather than through an over-the-air, cable, or satellite-based provider. The word is synonymous with “streaming platform” such as Netflix and Amazon Prime Video, which allow access to subscription-based film and television programming.

OTT bypasses cable, broadcast, and satellite television platforms, via which firms have traditionally controlled or distributed content. This content may include series and films to which the OTT has obtained licensed rights from the content owner. Programming may also contain original content created by the service or for it. OTT content is supplied over the public Internet rather than a closed, private network system that requires specialized equipment such as set-top boxes.

OTT television, also known as streaming television, remains the most popular OTT content. This transmission is received over the Internet or a cell phone network, as opposed to a terrestrial broadcast or satellite. The video distributor manages access via an app, a standalone OTT dongle, or a box attached to a phone, PC, or smart television. Consumers can access OTT contents via Internet-connected devices such as smart TVs, digital media players, gaming consoles, set-top boxes, desktop and laptop computers, tablets, and smartphones.

Over-The-Top (OTT) platforms have transformed the way people consume content around the world, challenging traditional media outlets such as television and cinema. These digital platforms, which provide video material directly to viewers via the internet rather than traditional distribution channels, are gaining popularity due to their ease, diverse content libraries, and tailored viewing experiences. The rise of OTT platforms like Netflix, Amazon Prime Video, and Disney+ has resulted in a significant shift in content consumption behaviour, altering everything from viewing habits and preferences to the types of material that become popular.

The introduction of OTT platforms has altered not just how material is watched, but also what content is created. The versatility and broad reach of these platforms have spurred the creation of niche content that would not have found a place in traditional media. This has resulted in an explosion of diverse programming that appeals to a wide range of tastes and interests, broadening