A Survey on the Usage and Impact of OTT Platforms in Amadalavalasa Mandalam of Andhra Pradesh

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Abstract- OTT (over-the-top) is a means of providing television and film content over the internet at therequest and to suit the requirements of the individual consumer. OTT has essentially expandedthe entertainment canvas for consumers enabling them to explore a wider range of genres at a lower cost than the alternate mediums. There is a shift in consumption patterns and audience preferences; with more options available to customers

Key words: Audience, over-the-top, consumption pattern

OTT means an over-the-top media service It is a media service offered directly to viewers via the Internet. OTT (over-the-top) is a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer

Consumers can access OTT content through Internet-connected devices such as smart phones, tablets, smart TVs,[27] set-top boxes, gaming consoles, and desktop and laptop computers.It can be accessed by anyone anywhere.

These services resemble traditional satellite or cable TV providers, but the content is delivered via the public Internet instead of a closed, private network with exclusive equipment like set-top boxes.

OTT – TYPES AND FEATURES

OTT Television:
Apple TV, Amazon
Fire Stick, Xbox,
PlaystationOTT
Video: Netflix,
Amazon Prime,
Hotstar, etc.
OTT Messaging: WhatsApp, Facebook messenger and many more.

These types of OTT provide several servies. The following are some of features available in the platforms.

- Video Website.
- YouTube & Vimeo Integration.
- Social Clip Sharing.
- Channel Syndication.
- User Engagement.
- Deep Analytics.
- Live Events.
- Virtual Live Events

GROWTH OF OTT PLATFORMS IN INDIA

A few years back, when OTT was just starting out in India, it felt like something that wasfor the urban masses with stories from the urban cities being watched by people on their smart phones having unlimited mobile data. However, things have changed in the last three-four years.

Stories on OTT seem to be migrating towards smaller towns and rural areas. Entertainmenthad always been at its best, when it's rooted in local culture and local language.

As per Top 10 Indian OTT platforms Statistics in the year 2021 recorded number of digital- only content users is around 12 million. It is estimated that by January 2023, India has around 45million over-the-top (OTT) platform subscribers including various services. The India over the top (OTT) market is expected to exhibit a growth rate (CAGR) of 23.8% during 2023-2028.

As there is tremendous growth in the usage of OTT platforms in India, an attempt is made to know the growth and preference of different platforms as well as its impact on youth in Amadalavalasa mandalam in Srikakulam district of Andhra Pradesh.

OBJECTIVES OF THE PROJECT

- To examine the nature and growth of OTT
- To observe the top platforms and reasons for their demand
- To study the rural urban divide in the usage of online entertainment
- To examine the age wise and gender wise preferences in selecting the topic
- To examine the impact of online entertainment on Youth

SUGGESTIONS AND CONCLUSIONS

As a part of the study project, an attempt is made to study the usage of OTT platforms in Amadalavalasa mandalam in Srikakulam district of Andhra Pradesh. The primary data is collected from respondents. The sample is selected to cover both ruraland urban male and female population. The data is collected in such a way to cover half ofthem are in the age group of below 20 years and remaining 50% are above 20 years.

FINDINGS OF THE STUDY

1.Causes for the growth of OTT platforms:
There is tremendous growth in the usage of OTT platforms in recent years that too with the adventof covid – 19. OTT has essentially expanded the entertainment canvas for consumers enabling them to explore a wider range of genres at a lower cost than the alternate mediums. There is a shiftin consumption patterns and audience preferences with more options available to customers. The main reasons attributed to the growth of OTT are explained as follows

- internet penetration,
- affordable data plans,
- increase in local content,
- original content
- cost-effectiveness
- convenience
- OTT platforms have no boundaries,
- Reach a vast number of audiences which leads to more exposure of their talent.
- The smaller films which have less budget can be released in OTT platforms
- Theater release requires a lot of cost and increase in the budget.

Advantages of OTT Platforms:
- It is handy because the content is viewed at any time and from any location.
- The cost of a subscription is reasonable.
- OTT platforms provide new and high-quality content.
- You can watch the video material on multiple devices at any time.
- OTT platforms offer an ad-free experience to viewers
- personalized viewing experiences and the ability to pause, rewind or fast-forward
- content is available in a more detailed way in comparison to theatre movies.

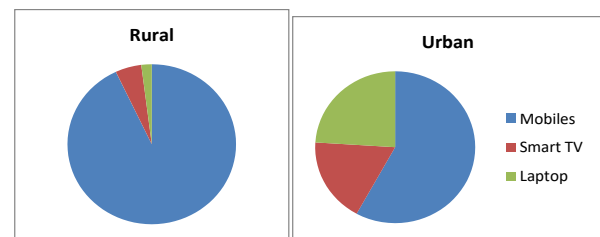2.It is observed that the preference of platforms are different for different sections.
1.Most of the youth prefer OTT platforms for entertainment. They regularly go for Amazon Prime, Netflix, Zee5, Hotstar and Sony
2.Rural People generally like regional language programs as it is convenient for understanding and enjoyment.

3.Mostly people use mobiles for online entertainment as they are handy and can use anywhere.Rural people mostly use mobiles and there is very little chance of using laptops. The following data reveals the same.
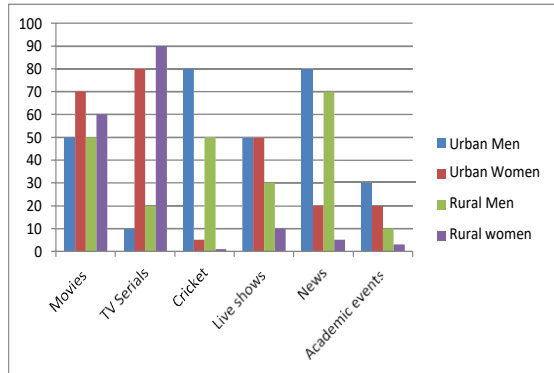1.1 Percentage of population by use of device in rural and urban

Device	Rural	Urban
Mobiles	93	58
Smart TV	5	18
Laptop	2	24

4.Previously total family used to see a programme in television. Now they don't want to sit together. Everyone in the family wants to sit alone and want to enjoy as for their preference
5.It is observed that the preferences are different for different ages and for men and women.

Programme	Men		Women	
	Urban	Rural	Urban	Rural
Movies	50	50	70	60
TV Serials	10	20	80	90
Cricket	80	50	5	1
Live shows	50	30	50	10
News	80	70	20	5
Academic events	30	10	20	3

6. Most of the rural people prefer to see programs in regional language. They prefer free channels or low subscription platforms like iBOMMA, Aha etc

7. Women prefer mostly serials because they can see the next episode in advance and can see the missed parts also

8. It is observed that they are addicted to see the movies and want to see daily

9. Employees like to see news and political discussions.

10. It is observed that very little percentage of population go for educational and academic platforms.

11. The study observed that there are some limitations as well as disadvantages in using OTT.

- Necessary internet connection
- Poor Internet connection may affect the quality of the content
- Threat to Security
- No Censorship
- Time wastage
- Ignore their social lives
- Deviation in the time schedules.
- Sleep is affected due to long hours spent in watching
- Increase in the intake of junk food due to media advertisements
- Increasing obesity

CONCLUSION

By this study, it is found that technology is growing very quickly and people are ready to grab the latest developments whenever they are available. But excessive usage of OTT by youth is an impediment to their carrier development. Watching of web series impacting their psychological health and social life. Almost all the people are addicted to see the movies and losing their social life. As there is no censorship on these programs, it adversely affects their mindset. Sometimes children are trying to play dangerous games and even developing criminal behavior also. Hence it is suggested to the parents and government to take strenuous measures on the excess usage of OTT by children and Youth. It is essential because they are feeling loneliness with excessive usage of OTT. The Indian Government issued new standard rules to control digital media and OTT services, but they are not sufficient to the growing problems in the digital world. Hence the utmost importance is take steps to mitigate any possible harm to youth mental health and socialization. It is very important to propagate among them to make the best use of OTT to develop skills and balance their media use habits.