

# A Study on contribution of OTT platform towards screen usage pattern by Gen z

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## Abstract

OTT platforms give us a sense of normalcy in the digital age.

Over-the-top (OTT) technology avoids using more conventional streaming methods like satellite and cable by using the open internet to broadcast video material online. The goal of the current study was to comprehend the OTT platform usage habits and psychological effects of young adults in India who use Netflix, prime video, hotstar, and other services. We selected a participant for the study who was between the ages of 18 and 25, a college student or recent graduate, and fluent in Hindi and English.

## Design

The use of OTT platforms and the experience of lockdown were investigated using a semi-structured interview. Reasons for picking shows and genres, as well as the mental and emotional effects of doing so.

## Analysis

The interview was analysed using a thematic approach by Braun and Clark (2006), and the following themes were covered:

Individuals had more leisure to investigate various genres the pandemic made us conscious of the comforts we've "self allocated,"

OTT platforms give us a sense of normalcy in the digital age.

The findings showed that even if people had more time than ever to discover new media and try consuming it, there was still time set aside for select specific programmes that they found comforting to watch and replay. The various ott platforms served not only as a diversion but also as a lifesaver during times of uncertainty.

**Keywords:** binge watching, OTT, screen time, neitzens.

## I. INTRODUCTION

On-demand streaming subscribers to services like Netflix, Disney+, Hulu, and others can access premium content and better experiences through OTT, a direct-to-consumer video content platform. Several contemporary gadgets. Screen time is excessive and problematic since there are gaps in the literature that currently exists on the use of over-the-top (OTT) platforms. We set out to examine the connections between college students' use of OTT platforms and

increased screen time, mental health, anxiety over COVID-19, and personality factors.

The participants in this web poll were 1039 university students from India. The majority of the participants regularly use OTT platforms. OTT usage problems are linked to mental health problems experienced by users of paid OTT services. Conscientiousness appears to be a personality quality that Offer defence against questionable OTT use. Over-the-top (OTT) technology avoids using more

conventional streaming methods like satellite and cable by using the open internet to broadcast video material online. It is an alternative to broadcasting on traditional television.

## II. REVIEW OF LITERATURE

The most cutting-edge and expanding sector is OTT. In general, it is meant for everyone, but mainly for adults and teenagers. These platforms host a variety of viewpoints. 50.3% of survey participants claimed that screen time has partially replaced their decreasing physical activity. Screen time is excessive and problematic since there are gaps in the body of knowledge on the use of over the top (OTT) platforms. We set out to examine the relationships among increasing screen usage, mental health, anxiety over COVID-19, and personality factors among college students who use OTT platforms. The participants in this web poll were 1039 university students from India. The majority of the participants regularly use OTT platforms. Problematic OTT use was linked to paying for OTT services and having poor mental health, but the conscientiousness personality characteristic appeared to be protective against problematic OTT use.

Myopia, obesity, high blood pressure, and insulin resistance have all been related to excessive screen use. Screen usage has a negative correlate with psychological health and a positive correlation with depression, according to certain published studies.

In the current study, three-fourths of the participants admitted to binge-watching, and a sizeable portion of them regularly used OTT services. Panda and Pandey assert that binge-watching may be an addiction by making analogies between binge-watching, binge-drinking, and binge-eating. With the development of VHS, DVD, Blu-ray, disc rental services, cable television, and direct-to-home (DTH) technology, the way that movies and other media are consumed has changed significantly from conventional channels like theatres and television.

Over-the-top (OTT) online streaming services have gained popularity more lately, enabling users to access video content on devices with an internet connection. This technology enables a wide choice of stories unconstrained by censorship, box office, or demographic, and improves sound and visual quality, but it is reliant on steady internet connectivity (sundaravel E. And elangovan N,2020)

The study, which polled 288 vietnamese consumers between the ages of 18 and 35, discovered that the intention to use OTT apps is directly influenced by contentment, habit, emotional trust, and perceived utility. The study also discovered that satisfaction mediates the effects of perceived utility, perceived enjoyment, and socialites on the intention to use, as well as that perceived usefulness and perceived enjoyment have indirect effects on the intention to use. The study offers suggestions and implications for OTT app administrators and traditional media suppliers to enhance

their offerings (thi-thanh-quy tran, quoc-tuan tran & hoanhsu le, 2019)

The popularity of services like Netflix, amazon prime, hotstar, airtel xtreme, and ZEE5 has caused a significant shift in the online video streaming market.

The study concentrates on bhubaneswar in India and seeks to discover how people see internet films and web series. The analysis discovered that the top three indian OTT services are hotstar, Netflix, and amazon prime. Market watch content for up to two hours each day, as do the majority of viewers. The most popular material for over-the-top (OTT) online services is web series and movies, and ott's appeal is primarily due to entertainment. The survey demonstrates that the availability of international material and the ease of access to OTT have transformed the way people in India watch television and movies. The use of smartphones, worldwide media mogul collaboration, cost effectiveness, and digital quality of the medium all bode well for the indian industry's future. (Doctor somabhusana janakiballav mishra, 2021)

The way people live and work has changed as a result of the internet's rapid expansion, particularly in emerging nations.

Because to developments in mobile internet, it is now feasible to internet access is widely used. Companies like google, facebook, and amazon have become global brands thanks to this growth. According to baldry, shirley, steingröver, and hessler (2014), the internet business is unusual in its rate of development and frequently has disastrous repercussions on established industries.

Child development in a population of mothers and kids, dillon browne (2019). The typical person currently spends more than 5-6 hours a day in front of a screen, according to general studies. They are constantly interacting with screens, which has an impact on their mental and physical health, from video games to mobile learning.

The blue screen of death has an impact on your abilities, mental health, and mentality.

Murray, marisa (2015)

According to research, adolescent anxiety and depression may be risk factors or indicators of screen time. The leisure time sedentary activity questionnaire was used to measure screen time (time spent watching television, playing video games, and using computers) in order to establish whether lowering screen time aids in the prevention and treatment of various mental disorders in teenagers.

This study looked at a large sample of canadian adolescent viewers with depressive and anxiety symptoms.

The extraordinary global pandemic known as sannular COVID-19 has altered how people consume media. There has been an unmistakable trend in the acceptance of OTT during this time. Several statistics demonstrate the

expanding market and customer demand for preferred content offered on OTT platforms (such as tablets and TV screens).

The pandemic's impact on patterns in OTT media consumption is examined in this white paper. An analytical study was conducted to determine the future of streaming services in India and to do a quantitative analysis of the expansion of OTT implementations.

Ingrid C. Colley (2020)

This article's goal is to explain how changes in exercise and screen usage habits relate to participants' health in the canadian outlooksurvey series (CPSS). While under quarantine, maintaining outdoor sports activities and reducing screen time can aid with general and mental health. Participants also discussed their views on their physical and emotional wellbeing.

R loci for rucha (2021)

In order to get baseline data for research, questionnaires were employed to assess the consequences of excessive screen usage. It tries to investigate how excessive screen time affects human development and health.

Millennials of a new generation are spending too much time on screens. Overuse of screens might be related to business or enjoyment.

Comparing Netflix and amazon prime to examine consumer transition to the video streaming market. Because of the inexpensive prices and the content it provides, hotstar appears like a solid option.

(Icfai, 2019)

According to "digital video & the connected consumer," OTT media platforms are aiming to reach a younger audience because 50% of smartphone app users are between the ages of 18 and 24. (2015) mann et al. Researchers identified four key elements that influence customer adaption to various platforms in their study, "understanding adoption factors of over-the-top video services among millennial consumers". These are cost, content, mobility, and convenience. 2019 (dasgupta & grover)

According to "A study on factors affecting Netflix subscription rates in India: an empirical approach," indian customers are more likely to watch online content for free than to pay a charge for it. The low Netflix subscription rate is a result of the absence of regional and local TV series and films.

### III. RESEARCH METHODOLOGY

Descriptive research is the method of inquiry we used for this study. We conducted surveys, which is primary research, to gather the data.

We gathered information via sharing a google form. About 50 qualitative responses were received. Our data have a sample size of 20.

Where the gender split is 11:24 for men and women.

The respondents' background in the survey is as follows: geographic- asia, karnataka, bangalore.

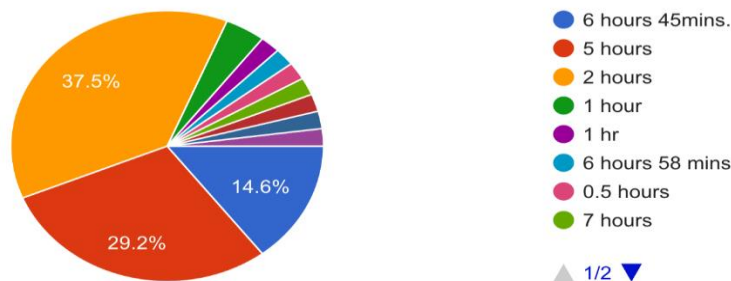
Demographic - students in colleges and students using ott platforms.

Audience targeting - age [16-25] years

### IV. ANALYSIS AND INTERPRETATION

What is the average screen time of yours in ott platform?

48 responses



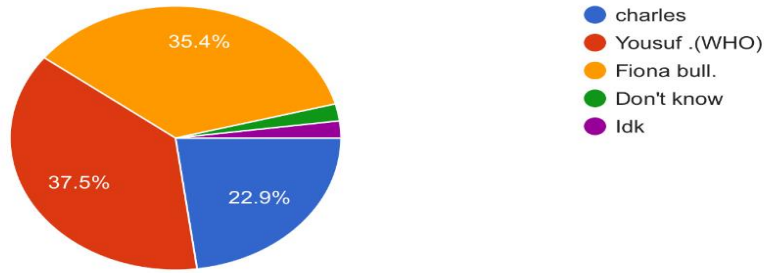
From the aforementioned data, we can deduce that the maximum amount of time that individuals contribute to the OTT platform is 2 hours, or 37.5%. And the next close average screen time is 5 hours that contributes to 29.2% . and there is very least percentage of people with 1 hour of screen usage .

A very small portion of people, according to our respondents, are not active on ott platforms.

Average people's opinion on 7 hours of screen time is not healthy, we can deduct from the above data. According to our respondents, a very small percentage of people seem to agree that seven hours of healthy screen time is necessary.

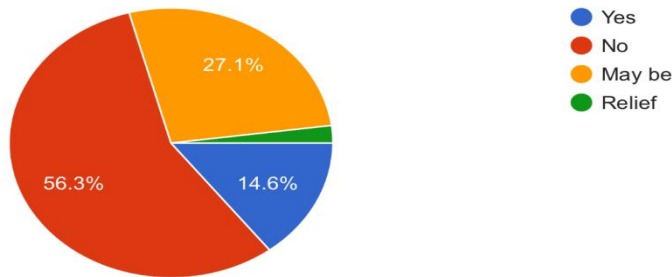
Who recommended screen time by age ?

48 responses



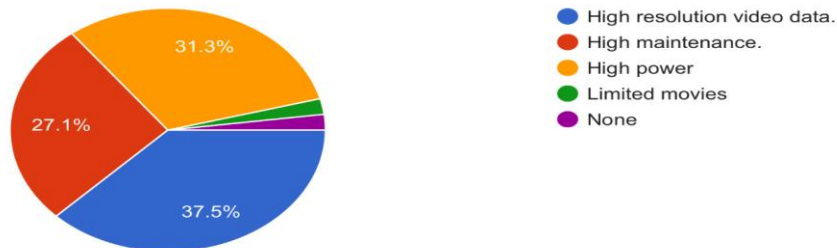
Is 7 hours of screen time healthy?

48 responses



What challenges are faced by ott platform?

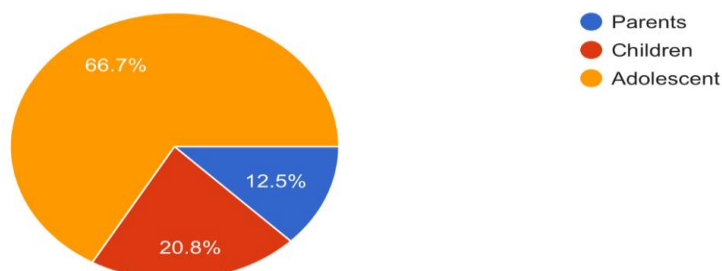
48 responses



The greatest challenges faced by people are high resolution data, we can infer from the above data. High maintenance and high power are also problems facing the respondents.

Who uses the word binge watching?

48 responses



According to the aforementioned data, teenagers are the group most likely to use the term "binge viewing," with children and parents coming in. The second and third. This indicates that since adolescents utilise this platform more frequently, they are the ones who use this word the most.

**How do you maintain an ott platform?**

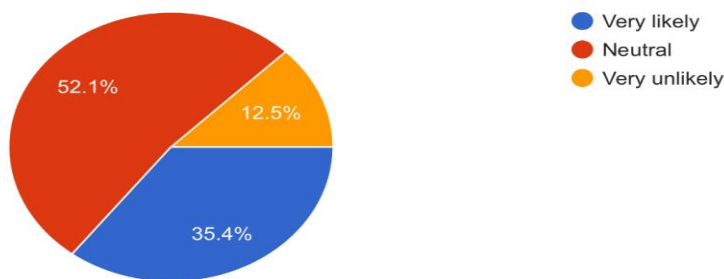
48 responses



According to our responses, we can see that in order to retain an OTT platform, we need both omnichannel and personalised recommendations. We also need 40% more customised recommendations.

**How likely are you to continue using your current OTT platforms in the next year?**

48 responses



The maximum people's average answer on continuing to use current ott platforms in the next year is neutral, according to the above data. There is also a percentage of respondents who are very likely to use the current OTT platforms in the upcoming year.

**How screen time affects the brain?**

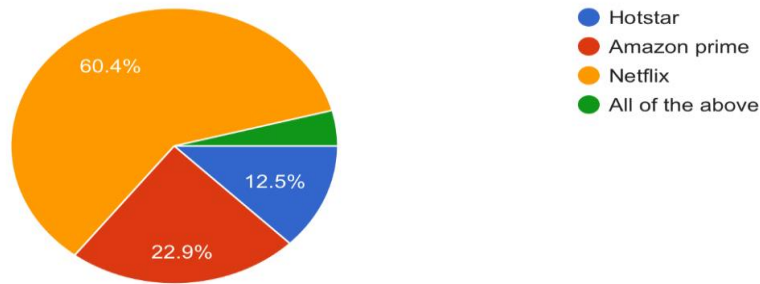
48 responses



People choose from recommendations based on the aforementioned data on average when deciding which movie or TV show to watch. The data also indicates that half of them spend 5 minutes and between 20 and 30 minutes making decisions.

Which Online platform do you use the most for watching online movies or shows ?

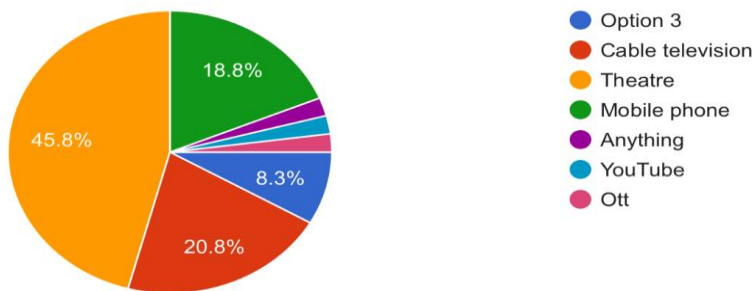
48 responses



By above data we can interpret that 60.4% people use Netflix as their streaming platform, and the next in queue is 22.9% of them using Amazon Prime Video, and least using the mixture of them.

How do you prefer to watch movies ?

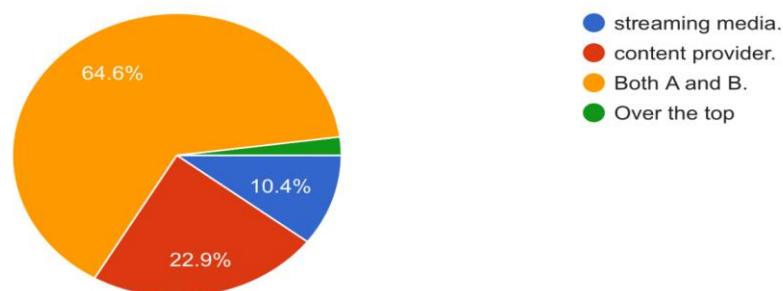
48 responses



We can infer from the data above that more than 50% of our respondents like to watch movies primarily in theatres. They also choose watching it on television. Even some individuals choose watching on a mobile device.

What is OTT?

48 responses

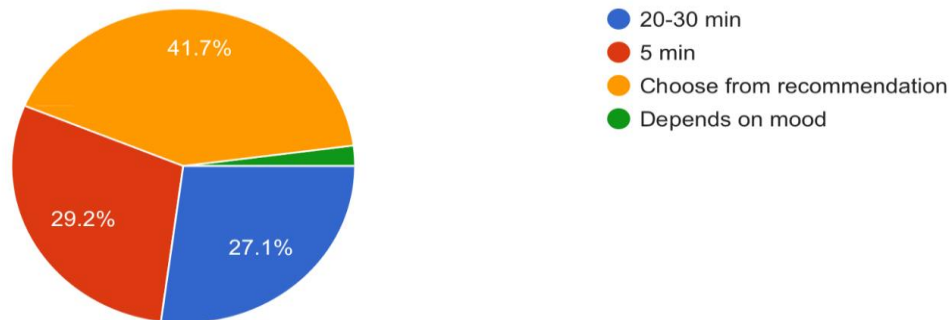


We can infer from the data above that OTT is a streaming media and content provider in the eyes of our respondents. In addition to offering helpful content, it is used for streaming.

From the above data average people choose from recommendation for deciding which movie or TV show to watch.

How much time do you spend on deciding which movie or tv show to watch?

48 responses



## V. CONCLUSION

Our analysis of this research shows that ott platforms are succeeding in the current market environment. They present a fantastic chance for content providers to connect with new people and increase their subscriber base.

**Outcome:** - The data presented above leads us to the conclusion that a significant portion of participants spent at least 2 hours utilising the OTT platform to select their preferred movies, cartoons, serials, or series.

In the upcoming year, many of them will probably continue to use the current OTT platform in the current study, a significant majority of the students used OTT platforms on a regular basis, with about 3/4 of them binge watching. Some have suggested that binge watching may be an addiction, drawing comparisons to binge eating. Also, those that used the OTT platform problematically had worse mental health due to their excessive screen time utilisation. The statistics package was used to analyse the data.

- Out of 100% of users that utilise the OTT platform, 37.5% consume content there for at least two hours while doing so in a theatre.

## VI. LIMITATIONS

The current study does have some restrictions.

The increase in screen time among users of OTT platforms may only be a passing trend.

The findings from the current study need to be confirmed and better characterised in future studies with a bigger and more representative study group.

Following the COVID -19 pandemic, there was a moderate rise in daily screen time of 240 (120-300) minutes.

Many paid OTT subscriptions were found to be risk variables for high resolution video data (37.5%) and high power (31.3%) in multivariate regression analysis.

Descriptive research is the method of inquiry we used for this study.

## VII. REFERENCES

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