

## Impact Of Over The Top (OTT) On Cinema Theater

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### ABSTRACT

Indian cinema is one of the most entertainment sources in India. People from childhood to old age inspired and motivated with the contents and character of Indian cinema. Most people consider them as role model and get influenced with their ideas and thought. In brief it can be observed that the character, role and story of the movies, Play, serial impacts each and every one in some or the other way. In this contemporary age, the advancement of Indian cinema can be seen in the form of OTT platform i.e, Over the Top. There is a huge difference between the Primitive and modern method of entertainment. Young generation are more inclined towards Modern method of entertainment by subscribing into Netflix, Amazon Prime, Zee5, Hot star Voot etc. Each entertainment branch has their own significance, advantages and disadvantages. In this paper researcher object is to trace the difference among the primitive and modern method of entertainment and its impact on Cinema Theater. The aim of this study is to learn how digital streaming platforms are affecting Indian Cinema theaters, and how young people use these new digital platforms to access video content. This research analyses the viewing habits of young people through digital platforms and cinema theaters for video content. This report also analyses the changing dynamics in the film industry in India. Reasons behind it are smartphone penetration, cost effectiveness, convenience of service, personal medium and availability of International content. But it is also difficult to achieve certain theater factors such as screen size & sound quality, theatrical experience and ambience in OTT platforms.

**KEY WORDS:** Cinema Theater, Over the top (OTT), Cinematic experience, Entertainment, Online platform.

### 1. INTRODUCTION

The entertainment industry is part of the tertiary sector of the economy and includes many sub-industries devoted to entertainment. However, the term is often used in the mass media to describe the mass media companies that control the distribution and manufacture of mass media entertainment. In the popular parlance, the term show biz in particular connotes the commercially popular performing arts, especially musical Theater, vaudeville, comedy, film, fun and music. It applies to every aspect of entertainment including cinema, television, radio, Theater and music.

#### 1.1 CINEMA THEATER

Cinema Theater is a building which contains the auditorium for watching movies is also called as picture house, silver screen or the movies. A French Cinematographers known as Lumiere Brothers

having excellence cinematic in Paris, arrived in India and showcased six films at the Watson Hotel in Mumbai in the year 1896. Prof. Stevenson brings the first bioscope in Calcutta, 1898. Bhatvadekar shot the First Indian film in 1901. Manic D Sethna started a touring cinema 'Life of Christ' on a regular basis in Bombay in 1904. Indian Cinema was established on 1907 and Chaplin Cinema was the first cinema hall in India. Thereafter on 18<sup>th</sup> May 1912 the first Indian film was released named as Shree Pundalik, was one of the best silent movies in Marathi. Another silent film produced by Dadasaheb Phalke in the year 1913, known as King Harish Chandra and also considered as first actor in India. Regal was the First Airconditioned cinema in Bombay during 1933. Bhavnani productions movie released as "Ajit" in 1949 was the First 16 mm Colour feature film. During the period 1950s and 1960s were considered to be the golden age in the history of the Indian cinema and gained its independence. India's first Multiplex, Saffire Theater was built in 1964 and in 1990s it has three halls. Currently the latest technology in Theater includes 4D and IMAX. 4D combines 3D film along with physical effects like rain, wind, temperature changes, strobe lights, smell etc. IMAX displays movies in Image maximum which captures high resolution.

### **1.2 OVER-THE-TOP (OTT PLATFORM)**

OTT stands for "Over the Top" and refers to any streaming service that delivers content over the internet. In the year 2008 Reliance entertainment has launched first OTT platform in India, known as BigFlix. This OTT platform has started growing moderately since 2013 and has reached to peak during lockdown in the year 2020. The high quality and Unique content at economical rate in multi-language had attracted the young generation and adult group enormously. The fan following of OTT and its popularity among youth is increasing day by day; it seems that in few years its popularity and usage will cross the level of other foreign countries like America and China. An over-the-top (OTT) media service is a streaming media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the companies that traditionally act as a controller or distributor of such content. It has also been used to describe no-carrier cell phones, where all communications are charged as data, avoiding monopolistic competition, or apps for phones that transmit data in this manner, including both those that replace other call methods-and those that update software. The term is most synonymous with subscription-based video-on-demand (SVoD) services that offer access to film and television content (including existing series acquired from other producers, as well as original content produced specifically for the service).

### **1.3 Raise of OTT in India**

According to Hot star India Watch Report 2018, 96% of watch time on Hot star comes from videos longer than 20 minutes, while one-third of Hot star subscribers watch television shows. As of December 2018, Netflix has more than 40 employees in India. Netflix faces tough competition with other OTT platforms in India such as Amazon Prime, Hot star, Voot and Eros Now, each of which charge lower subscription rates than Netflix. Sony LIV, the OTT platform from Sony India, has 30 million viewers with an average watch time of around 60 minutes. NextG Tv is the flagship product of Digivive, a company of Media Matrix Worldwide. Its app offers users entertainment across multiple devices. It streams over 200 live TV channels and on-demand content, including movies, TV Shows and videos. Amazon Prime Video was launched in 2016. The platform has 2,300 titles available including 2,000 movies and about 400 shows. It has announced that it will invest Rs.20 billion in creating original content in India. Olly Plus, was launched in 2020, By Sk Line Production Olly Plus is Odisha's new online Odia OTT platform where you can enjoy unlimited Odia Videos, Albums, Movies, Comedy Videos, Short Films, Audio Story's and Romantic videos on the go. Eros Now, an OTT platform launched by Eros International, has the most content among the OTT providers in India, including over 11,000 films, 100,000 music albums & tracks, and 100 TV shows. Reliance Jio-owned JioCinema and JioTV, and Times Group-owned MX Player are other OTT service providers in India. Hoichoi is the first dedicated regional-language OTT service in India. It has launched 30 new shows and 12 original films in Bengali and has acquired about 200 Bengali films and dubbed content from English, Hindi and Arabic.

In June 2017, Sun TV Network launched their Sun NXT regional OTT service in four South Indian languages namely Tamil, Telugu, Malayalam and Kannada. According to KPMG Media and Entertainment Report 2018, the Indian OTT market is expected to grow 45 percent to reach Rs. 138 billion by the end of fiscal 2023.

## 2. REVIEW OF LITERATURE

**Gupta et.al., (2021)** This study conducts partial least squares structural equation modeling (PLS-SEM) analysis to examine the impact of two key antecedents, namely, customer engagement (CE) and quality of service experience (QOSE) for their impact on users willingness to continue and subscribe (WCS) streaming services in future and the paper also delves into the indirect role of satisfaction and habit in affecting the aforesaid linkages with the world facing the impact of the pandemic, the implications emerging from the study as an opportunity to the providers of OTT platforms to capitalize on the perceived change to the best of their advantage.

**Han et.al., (2020)** This paper explored the factors affecting the willingness to pay of OTT service users. As a result, the perceived usefulness, perceived playfulness and perceived cost of OTT service users increasing the satisfaction of use and the perceived usefulness, satisfaction are the key factors for predicting the willingness to pay. The study also revealed a path to predict and explain the intention of paid users of OTT service users.

**Yoo, J. S., et al., (2020).** examined the three Qualities of OTT Services using a Mixed Methods Approach. Since over-the-top (OTT) administrations rose as another method of devouring video substance, OTT markets have developed exponentially and the opposition among the OTT administrations has been increased. In any case, just constrained insightful consideration has been paid to recognising client's inspiration to utilise OTT administration.

**Bentley, F., Silverman, M., & Bica, M. (2019)** explored the behaviour of online video watching. PC and work stations are every now and again used to watch online recordings from a wide assortment of administrations. From short YouTube cuts, to TV programming, to full-length films, clients are progressively moving a lot of their video seeing endlessly from TVs towards PCs.

**Sujata, J., et al., (2015).** determined the impact of Impact of over the top (OTT) services on telecom service providers. The developing effect of OTT administrations on telcos' voice and informing income is a generally acknowledged marvel. Their effect on versatile information traffic and telco information income is additionally zones that have been recognised as basic focuses for thought. This examination endeavours to connect these issues to move in purchaser inclinations, recognise the hidden variables thereof and to comprehend the components driving clients towards OTT administrations.

## 3. NEED OF THE STUDY

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a smart phone in which he can watch any kind of content anytime. Amidst all this, the dominance of watching movies in the cinema hall has always remained. Especially after the lockdown in India, with the OTT channel gaining such a large number of viewers, people have gained a new kind of viewing experience, which can be said if it continues after this so there will be a lot of concern for Cinema Theater owners.

#### **4. SCOPE OF THE STUDY**

This study is to highlight the scope of OTT platforms and the extent of their consumption amongst the people. This study will help to understand how OTT platforms have taken over the world of digital entertainment during period. It will help us understand how OTT has inorganically growing and gradually taking over other mediums of entertainment.

#### **5. OBJECTIVES OF THE STUDY**

- To know the impact of OTT video streaming services viewership.
- To analyze the consumer's perception of a Cinema Theater after OTT emerged into the market.
- To know the watching habits of OTT applications among Indian viewers.
- To understand the future scope of the OTT platform is changing the Cinema experience.

#### **6. RESEARCH METHODOLOGY**

##### **6.1 Area of the Study**

The participants for this research belong to customers of OTT and Cinema Theater in Tirunelveli City. Growing income level, habitat of more migrant population, increase in middle class earning, increasing dual income families and rapid economic changes among the households in predominate in this district. The economic prominence of this city has motivated the researcher to select this region for the field research.

##### **6.2 Sampling Framework**

Convenience sampling technique has been adopted for the effective conduct to the study. The structured Questionnaire was distributed. A total of 100 was collected from the customers. The collected data is analyzed using SPSS. The following the results of demographic profile of the respondents of OTT platform and Cinema Theater.

##### **6.3 Data Source**

The structured questionnaire was used to collect the primary data. Secondary data were collected by referring related books, journals, websites and magazines.

#### **7. LIMITATIONS OF THE STUDY**

The sample size is limited to 100 customers only some of the respondents are non-co-operative. The sample respondents may not represent the entire population. The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

#### **8. DATA ANALYSIS AND INTERPRETATION**

##### **8.1 Demographic Profile of Respondents**

This is fact finding study the information is collected from the individuals and analyzed with the help of different statistical tool to find the customer satisfaction regarding a OTT platform in Tirunelveli city. The initial analysis is the demographic characteristics of the respondents. It includes such questions as gender, age, occupation and income. The questions are given multiple choices, the respondents have to choose the most relevant one.

**Table 8.1 Demographic Profile of Respondents**

Factors	Classification	No. of Respondents	Percentage (%)
<b>Gender</b>	Male	56	56
	Female	44	44
<b>Age</b>	Below 20 years	34	34
	21 years to 30 years	32	32
	31 years to 40 years	21	21
	41 years and above	13	13
<b>Educational Qualification</b>	School level	20	20
	Graduate	36	36
	Post Graduate	25	25
	Others	19	19
<b>Occupation</b>	Student	12	12
	Job Seeker	26	26
	Self-Employed	19	19
	Professional People	7	7
	Pravate Sector	31	31
	Governemtn Sector	5	5
<b>Monthly Income</b>	Upto Rs. 20,000	39	39
	Rs. 20,001 to Rs. 40,000	28	28
	Rs. 40,001 to Rs. 60,000	19	19
	Above Rs. 60,000	14	14
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Questionnaire

## 8.2 Customer Perception on Over The Top (OTT).

The provided services such as features of cinema, price and core services are important factors that effect on customer satisfaction of cinema Theater vs OTT. Structured questions are used in order to find out the customer perception on services that influenced on customer satisfaction of OTT. The questionnaire is designed with five point of Likert-type scales. To analyze the service factors are separately discussed with survey results and showed with individual mean and standard deviation.

**Table 8.2 Consumption Behavior of OTT Customers**

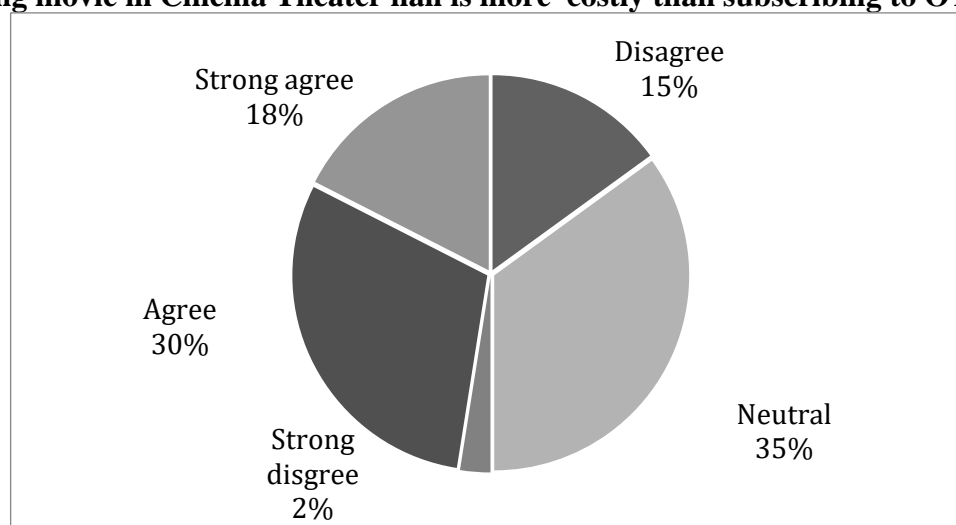
Factors	Classification	No. of Respondents	Percentage (%)
<b>OTT Platform</b>	Amazon Prime Video	18	18
	Disney+ Hotstar	23	23
	JioTV	5	5
	JioCinema	8	8
	MX Player	6	6
	Netflix	12	12
	SonyLIV	5	5
	Sun NXT	4	4
	Voot	9	9
	ZEE5	10	10
<b>Watching Time</b>	Less than 1 hour	15	15
	1 – 2 hours	25	25
	2 – 3 hours	32	32
	3 – 4 hours	18	18
	More than 4 hours	10	10
<b>Watching Day</b>	Every day	28	28
	Weekly	32	32
	Monthly	22	22
	Rarely	18	18

### Impact Of Over The Top (OTT) On Cinema Theater

<b>Preffered Contents</b>	Movies	36	36
	Web Series	18	18
	Documentary	5	5
	TV Serial	20	20
	News	5	5
	Live Sports	10	10
	Others	6	6
<b>Subscription</b>	Free of cost	18	18
	Rs. 50 – Rs. 200	27	27
	Rs. 201 – Rs.500	35	35
	More than Rs. 500	20	20
<b>watch the Cinema</b>	Action film	17	17
	Comedy film	24	24
	Romantic film	31	31
	Historical film	8	8
	Science film	5	5
	Adventure/ Criminal film	6	6
	Others	9	9
<b>Preffered Language</b>	Tamil (including dubbed)	68	68
	Malayalam	5	5
	Telugu	6	6
	English	12	12
	Other Language	9	9
<b>Like OTT</b>	Because it is uncensored	17	17
	Quality	24	24
	Stat cast	4	4
	Easy to Access	43	43
	Because of its content	12	12
<b>Cinema Theater is more costly than OTT</b>	Strong disagree	2	2
	Disagree	15	15
	Neutral	35	45
	Agree	30	30
	Strong agree	18	18
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Questionnaire

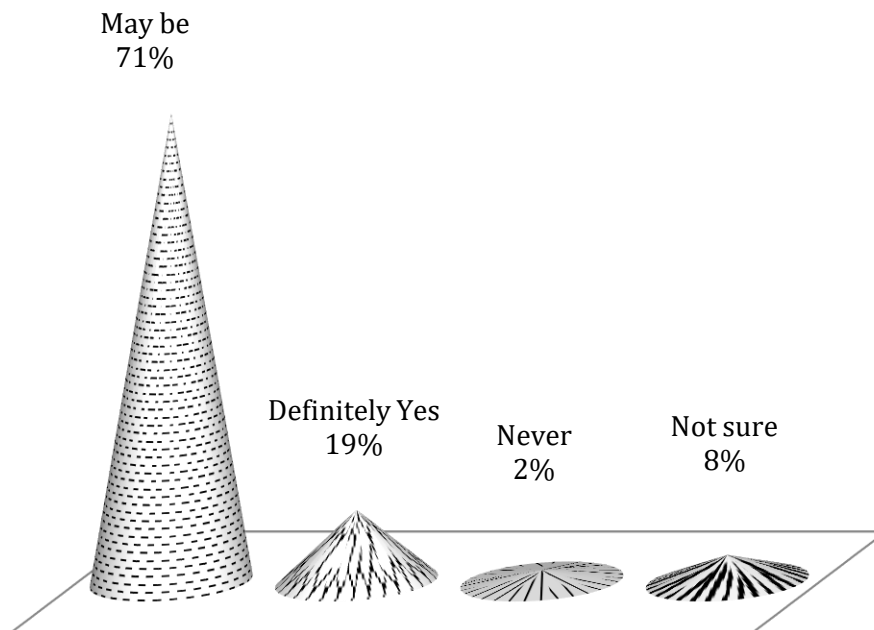
### 8.3 Watching movie in Cinema Theater hall is more costly than subscribing to OTT channels



Almost (35 %) opted for neutral when asked if they found the total expenditure of visiting cinema halls less expensive than subscribing various OTT channels. While (30%) Agreed to the statement, (18 %) strongly agreed and are happy with subscribing OTT channels rather than visiting cinema

theaters , (15% ) disagreed while rest (2%) strongly disagreed and still watch films at the cinema hall because according to them only halls with loud speakers and big white screen can provide a real life experience.

**8.4 Would you rather sit at home and view OTT in Mobile than visiting the Cinema Theater Halls?**



Almost around (71%) may or may not sit at home and view mobile rather than visiting the nearby cinema halls. ( 19%) opted for yes and they are willing to sit back home, relax, wear comfortable clothes , order food from nearby cafes and restaurants and find a cozy place to enjoy and watch favorite series and movies. However (8%) are not sure it depends whether a good film has released or good series. Rests (2%) are never going to sit back and watch on their phone.

**Table 8.5 Most Preferred OTT App**

No.	Particuers	Friedman Mean	Rank
1	Amazon Prime Video	4.78	3
2	Disney+ Hotstar	3.48	1
3	MX Player	5.38	7
4	Netflix	4.93	4
5	Sony LIV	6.24	9
6	Jio	5.20	6
7	Voot	5.02	5
8	Sun NXT	5.64	8
9	ZEE5	4.55	2

**Source:** Questionnaire

**INTERPRETATION**

The above table shows the mean rank of the preference of application on OTT platform. The 1st rank (3.48) is given to Hotstar. The 2nd rank (4.33) is given to Zee5. The 3rd rank (4.78) is given is to Amazon prime and last 9thrank (6.24) is given to Sony liv.

**Table 8.6 Reason for preferring the OTT App**

No.	Description	Mean	Rank
1	Movies	5.02	1
2	Web Series	4.89	2
3	Documentary	3.20	6
4	TV Serial	4.43	3
5	News	4.13	5
6	Live Sports	4.13	4

Source: Questionnaire

**Table 8.7 Perception of OTT Platform and Cinema Theater**

No.	Perception	Mean	RANK
1	Service provided by OTT Is good (Service)	4.13	2
2	Service provided by OTT Is better than Cinema Theater (Service in CT)	3.31	12
3	The Ad content appear between the movie in OTT Platform (Ad Content)	3.13	13
4	I am satisfied with the picture quality in OTT (Picture Quality)	4.38	1
5	Genre based of watching Movies Content provided (Genre Based)	3.99	6
6	I feel about the data consumption in OTT is fair (Data Consumption)	3.76	9
7	Watching Movies in OTT is cost efficient (Cost Efficient)	3.90	7
8	Watching Movies in Cinema Theater is cost efficient (Cost Efficient in CT)	3.10	14
9	Watching Movies in OTT Platform is the future (OTT is Future)	3.84	8
10	Personal experience about OTT is satisfactory (Personal Experience)	4.04	5
11	Personal experience about OTT is satisfactory compared to Cinema. (Personal Experience in CT)	3.39	11
12	Environment in watching movies through OTT is comfortable (Environment)	3.74	10
13	Time fixed of watching movies through OTT is comfortable (Watching Comfortable)	4.06	4
14	OTT platform will impact of film business in India (Film business)	4.08	3

Source: Questionnaire

The mean score and rank are displayed in table 1. It shows variable Quality includes highest mean score of (4.38) followed by Service (4.21), Film business (4.08), Watching Comfortable (4.06), Personal Experience (4.04), Genre Based (3.99), Cost efficient (3.90), OTT is Future (3.84), Data consumption (3.76), Environment (3.74), Personal experience in CT (3.39), Service in CT (3.31), Ad content (3.13) and the least mean score is Cost efficient in CT (3.10). All the mean scores are lies between 3 to 4. It concludes that respondents are agreeing towards all the mentioned factors.



### 8.8 There is no significant difference between occupation and the factor attracts move toward OTT service.

**Table 8..8 One Sample T-Test Used To Find (The Factor Attracts The Respondents To Move Toward OTT Service)**

Particulars	N	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Convenience	100	2.63	1.704	.170	15.438	99	.000	2.630	2.29	2.97
No Ads	100	2.75	1.282	.128	21.448	99	.000	2.750	2.50	3.00
Quality of Content	100	3.01	.916	.092	32.875	99	.000	3.010	2.83	3.19
Affordable Cost	100	3.28	1.181	.118	27.765	99	.000	3.280	3.05	3.51
New Experience	100	3.33	1.712	.171	19.453	99	.000	3.330	2.99	3.67

Source: Questionnaire

The above table reveals that the respondents are attracted toward OTT service that is 'Quality of Content' and 'Affordable Cost' has the highest value of 44.017 and 32.419 except all other factors relating to the preference of OTT platform.

### 9. SUGGESTIONS OF THE STUDY

Most of the respondents use OTT platforms hence the only way for the Theaters to attract enormous audience would be to modernize and extemporize without compromising with the safety principles. The research suggests that if the Theaters are positive to bring in the essential changes, then both the OTT platforms and the Theaters will co-exist together. However, the appraisals of the movies can certainly impact on their decision making to watch a movie in the Theater or OTT platform.

### 10. CONCLUSION

Research reveals the audience thinks that OTT platforms have smart future and also the reasons for this convenience, mobility, selection of content, Smartphone penetration and value effectiveness. The factors of Theaters like Screen size and Sound quality, theatrical expertise and atmosphere can't be accomplished by OTT platforms. Each Theater and OTT platforms have their own blessings and downsides. OTT platforms have heaps of chance for growth. However, that doesn't mean that OTT platforms will replace Theaters. Within the foreseeable future, each can keep and still entertain the audience.

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