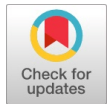


Over-the-Top Platforms' Impact on Traditional Entertainment in India

Royce Paul



Abstract: India's entertainment industry has undergone a profound transformation with the rise of Over-the-Top (OTT) platforms, reshaping content production, distribution, and consumption. This study investigates the impact of these platforms on traditional entertainment, specifically television and cinema, within India's rapidly evolving digital landscape. OTT platforms like Netflix, Amazon Prime, and Hotstar have introduced a paradigm shift, offering audiences flexibility, personalized content, and diverse options accessible across devices. The research focuses on key questions, such as the specific changes in viewing habits and consumer behaviors and traditional entertainment providers' strategies to stay relevant. Using a mixed-methods approach, we conducted semi-structured interviews with industry professionals and surveyed OTT consumers to provide both qualitative and quantitative insights. The study highlights that the shift towards OTT platforms is driven by factors such as convenience, technological advancement, and a preference for on-demand, personalized content. Additionally, the findings suggest that traditional entertainment models are experiencing unprecedented competition, compelling industry players to innovate their approaches in alignment with changing consumer demands. This analysis offers practical recommendations for traditional media companies, outlining adaptive strategies and potential avenues for collaboration with digital platforms. The results contribute to a broader understanding of the cultural and economic implications of OTT platform growth in India, offering strategic insights for stakeholders navigating this complex transition.

Keywords: Entertainment, India, OTT Platforms, Consumer Behavior, Traditional Media.

I. INTRODUCTION

India's entertainment landscape has experienced a seismic shift with the proliferation of Over-the-Top (OTT) platforms, marking a departure from traditional media consumption patterns. Valued at over \$1.5 billion in 2022 [10], the Indian OTT market reflects a significant shift from conventional mediums such as television and cinema (Bajpai & Jaiswal, 2021; Biswas & Roy, 2020) [2]. The ascent of platforms like Netflix, Amazon Prime, and Hotstar has altered the viewer's relationship with content, providing unprecedented convenience, variety, and accessibility [3]. This evolution has introduced critical challenges for traditional entertainment

Sectors [4], which are now compelled to reconsider and innovate their content production and distribution models (Gupta, 2020; Pandey & Rastogi, 2020) [7].

This study aims to explore the core dynamics that have enabled OTT platforms to disrupt India's entertainment industry. Central research questions include: *How have OTT platforms influenced traditional entertainment consumption patterns in India?* and *What strategies are traditional players adopting to remain relevant amid increasing competition?*

To address these inquiries, the study adopts a mixed-methods approach, employing both qualitative insights from industry interviews and quantitative data from an online survey of OTT users [16]. The objective is to uncover the motivations driving the shift towards OTT and to understand the adaptive strategies of traditional players.

The paper is structured as follows: the literature review section synthesizes existing research on the effects of OTT platforms and outlines key trends, while the methodology section details the data collection and analysis approaches. The findings section presents emerging themes in consumer behavior and strategic responses from traditional players. Finally, the conclusion summarizes the key insights and proposes recommendations for traditional entertainment providers to remain competitive in the changing landscape.

Through this study, we aim to provide valuable insights into India's evolving entertainment paradigm, offering stakeholders practical guidance to navigate the convergence of tradition and digital innovation.

The rapid rise of Over-the-Top (OTT) platforms has reshaped the entertainment landscape in India, transforming how audiences consume content and challenging traditional media like television and cinema. India's OTT market, valued at over \$1.5 billion, has expanded quickly due to smartphone penetration, affordable data plans, and a tech-savvy population (Bajpai & Jaiswal, 2021) [1]. Platforms such as Netflix, Amazon Prime Video, and Hotstar have become popular, offering flexibility and diverse content that align with modern consumption patterns (Gupta, 2020; Biswas & Roy, 2020) [14].

OTT services enable on-demand viewing, drawing urban audiences who value access across multiple devices. This convenience has pressured traditional media to evolve, as content creation and distribution methods face disruption (Pandey & Rastogi, 2020) [25]. Reports suggest that viewers, especially in urban India, are favoring OTT over scheduled programming, impacting revenue streams for conventional media (EY, 2022) [5]. Consequently, traditional media channels [15], particularly television, have experienced slowed growth, while cinema attendance has also declined (FICCI-EY, 2021; Statista, 2021) [6].

Additionally, the global reach of OTT platforms has

Manuscript received on 08 May 2024 | Revised Manuscript received on 13 December 2024 | Manuscript Accepted on 15 December 2024 | Manuscript published on 30 December 2024.

* Correspondence Author (s)

Royce Paul*, Department Media and Communication Studies, CHRIST University, Bangalore (Karnataka), India. Email ID: roycepaul27@gmail.com, ORCID ID: [0009-0005-2047-4670](https://orcid.org/0009-0005-2047-4670)

© The Authors. Published by Lattice Science Publication (LSP). This is an open access article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

diversified Indian viewers' preferences, exposing them to international content and new genres [13]. This shift has urged Indian producers to enhance storytelling and appeal to both local and global audiences (Mehta, 2020) [9]. Given this background, the present study explores how OTT has influenced consumption patterns in India and examines adaptive strategies adopted by traditional media [17].

Employing a mixed-methods approach, this research combines qualitative interviews with industry professionals and a quantitative survey of OTT consumers. Through these insights, the study aims to uncover how digital platforms are redefining India's entertainment narrative and offers recommendations for traditional media stakeholders to navigate this evolving landscape

II. LITERATURE REVIEW

The rise of OTT platforms has significantly disrupted traditional entertainment across the globe, with India being no exception. The rapid proliferation of OTT platforms has sparked an array of scholarly research, particularly in the context of its impact on traditional media and shifting audience preferences. This review explores the themes of changing consumption habits, competition and adaptation in traditional media, strategic responses by conventional media entities, and the broader societal implications on India's media landscape. This section reviews the key themes in recent research, focusing on shifts in content consumption patterns, the impact on traditional media sectors, and adaptive strategies adopted by these traditional entities to remain competitive.

▪ Shift in Content Consumption Patterns

Numerous studies have highlighted how OTT platforms cater to modern consumer demands, providing on-demand content that is accessible across devices. Bajpai and Jaiswal (2021) observed a trend of "cord-cutting" among younger viewers in India, driven by affordability, flexible viewing options, and personalized content [18]. This shift has not only changed the way audiences consume entertainment but has also influenced the content types and viewing schedules, promoting the idea of "binge-watching" (Biswas & Roy, 2020) [19]. As highlighted by Mehta (2020), the increased global content access through OTT services has diversified Indian viewers' preferences, allowing exposure to international narratives and genres previously unavailable on local television or cinema. The shift from linear television viewing to on-demand digital streaming represents a major change in India's entertainment consumption. The younger demographic, particularly those aged 18-34, have increasingly chosen OTT platforms due to the convenience of accessing a diverse range of content without adhering to a set schedule. This shift has popularized the concept of "binge-watching," a viewing behavior that is reshaping the entertainment industry's narrative structure and content length.

▪ Impact on Traditional Media Sectors

Traditional media in India, particularly television and cinema, faces direct competition from Over-the-Top (OTT) services, which often offer shorter release windows and lower production costs [8]. This shift has led to a decline in traditional television viewership, as audiences no longer need

to adhere to fixed broadcasting schedules [24]. OTT platforms have revolutionized content consumption by providing on-demand access across various devices, allowing viewers to watch their preferred shows and movies at any time [11]. This flexibility has contributed to the rise of "binge-watching" and has significantly impacted traditional media consumption patterns [25]. In response to this shift, traditional media outlets are exploring new strategies to engage viewers, including offering on-demand content, enhancing user experience, and leveraging digital platforms to reach a broader audience [12]. The impact of OTT platforms on traditional media underscores the need for continuous adaptation in the entertainment industry to align with evolving consumer preferences [26]. The rise of OTT platforms has also led to a surge in diverse and niche content, catering to varied audience preferences and encouraging innovation in storytelling [21]. This has resulted in a more personalized content delivery, reducing reliance on intermediaries and fostering a direct relationship between content creators and audiences [27]. Overall, the rise of OTT platforms has revolutionized the entertainment landscape in India, offering viewers greater choice and flexibility while challenging traditional media to adapt to the digital age [22].

▪ Adaptive Strategies of Traditional Media

To respond to the challenges presented by Over-the-Top (OTT) platforms, many traditional media entities in India are exploring innovative strategies to adapt and remain competitive [23]. These strategies often include collaborations with OTT platforms, launching their own digital platforms, and embracing digital-first content creation models. Regional Media's Digital Expansion Traditional media, particularly regional channels, have increasingly diversified their content offerings to cater to the diverse preferences of Indian audiences. Many regional television networks have established a significant presence on OTT platforms, allowing them to reach a broader, more tech-savvy audience. This trend is evidenced by the rise of regional streaming platforms like Hoi Choi, Aha, and MX Player, which focus on content tailored to specific regional languages and cultures. For example, Hoi Choi, which focuses on Bengali content, and Aha, which provides Telugu content, are tapping into regional markets and carving out niches in the OTT space. These platforms are not just responding to demand but are also helping to shape new content trends by providing a direct route to the growing number of mobile-first consumers in India [28]. Digital-First Content Strategy Moreover, content creators from traditional sectors like television and cinema are increasingly adopting a "digital-first" approach. This means developing web series, short films, and other content specifically designed for OTT platforms. For instance, many filmmakers and TV production houses are creating digital-only series that are more adaptable to the preferences of OTT viewers, who enjoy shorter, episodic formats that they can binge-watch at their convenience. This shift is further evidenced by the growing number of collaborations between OTT platforms and traditional production houses, where they co-create content tailored for the digital audience. Traditional media houses like Sony Pictures Networks, Zee, and Star India



are investing heavily in original digital content and exclusive web series to compete with the OTT giants like Netflix and Amazon Prime [29]. Hybrid Release Models A notable strategy to bridge the gap between traditional and digital viewership is the hybrid model, where films and shows are released simultaneously on both OTT platforms and in theaters. This "simultaneous release" allows traditional media companies to appeal to both audiences who prefer the theater experience and those who prefer streaming from the comfort of their homes. This approach has gained traction, especially during the pandemic and post-pandemic era when audiences were more inclined toward OTT content due to safety and convenience concerns. Major film studios in India, such as Reliance Entertainment and Viacom CBS India, have adopted this strategy to maintain their foothold in both traditional and digital media [30]. Traditional Media's Adaptation Strategies Traditional media companies are now also leveraging digital platforms to engage a broader audience. Television broadcasters are adopting on-demand models, where viewers can access shows and films whenever they want, effectively competing with the flexibility offered by OTT services. This shift includes making content available on YouTube, mobile apps, and other streaming services. For example, leading television broadcasters such as Star India and Zee have launched their own digital platforms (Hotstar, ZEE5), where they provide both live television and on-demand content, mimicking the OTT experience. These platforms are designed to engage with younger, tech-savvy audiences who expect personalized viewing options and content delivered across multiple devices. The integration of digital platforms with traditional media allows these companies to stay relevant and provide flexible, on-demand entertainment. In conclusion, the rapid growth of OTT platforms has forced traditional media companies to innovate and rethink their strategies. By adopting digital-first approaches, diversifying content offerings, and developing hybrid release models, these companies are working to keep up with the changing dynamics of media consumption. As the digital landscape continues to evolve, traditional media must continue to adapt, recognizing the power of OTT platforms while leveraging their own strengths to reach a broader audience.

▪ Consumer Preferences and Technological Influences

Technological advancements have been pivotal in driving the growth of Over-the-Top (OTT) platforms in India, reshaping consumer behavior and expectations. The proliferation of smartphones, affordable data plans, and widespread internet access have significantly enhanced the accessibility of digital content, fostering a culture where users prefer on-demand viewing at their convenience. These developments have not only made digital content more accessible but have also redefined user expectations for content delivery. OTT platforms have leveraged data analytics and machine learning to personalize user experiences, delivering targeted recommendations that enhance viewer satisfaction and engagement. For instance, Amazon Prime Video has introduced "AI Topics," a feature that recommends content using AI-generated categories tailored to users' interests, such as "mind-bending sci-fi" or "fantasy quests." This approach allows users to discover content aligned with their preferences, enhancing the viewing experience [31]. The expansion of high-speed internet, smartphone accessibility,

and affordable data plans have significantly boosted OTT adoption in India. These technological factors have reshaped user expectations, making OTT platforms a preferred choice over traditional channels, which often lack such personalized algorithms. The ability to access content on-demand and receive personalized recommendations has led to a shift in consumer behavior, with users increasingly favoring OTT platforms for their entertainment needs.

▪ Economic and Cultural Implications

The rise of Over-the-Top (OTT) platforms in India has significantly transformed the economic and cultural landscape of the entertainment industry. This shift has disrupted traditional revenue models, leading to a decline in conventional television viewership and cinema attendance. For instance, PVR Inox, India's largest multiplex chain, reported a third consecutive quarterly loss, attributing it to increased competition from streaming platforms and subdued Bollywood releases [32]. However, this digital transition has also created new economic opportunities, particularly in content production and distribution tailored for digital platforms. OTT platforms have encouraged experimental storytelling, allowing creators to explore diverse narratives and formats that resonate with both local and international audiences. This openness has led to content that challenges traditional boundaries, as seen in shows like "Sacred Games" and "Orange is the New Black," which have gained global recognition [33]. Furthermore, the globalization of Indian entertainment has been facilitated by OTT platforms, promoting content that appeals to a cosmopolitan audience. This cultural shift has led to a more inclusive entertainment landscape, bridging traditional and global content trends. The availability of diverse content in multiple languages has facilitated cross-cultural understanding and challenged dominant language hierarchies, fostering a more inclusive entertainment environment [34]. In summary, while the rise of OTT platforms has disrupted traditional media revenue models, it has also opened new economic avenues and fostered a cultural shift towards diverse and globally resonant storytelling in India's entertainment industry.

A. Academic Perspectives on OTT and Traditional Media Dynamics

The rise of Over-the-Top (OTT) platforms has significantly transformed media consumption patterns, leading to both convergence and divergence within the industry. Convergence refers to the blending of traditional and digital media platforms, while divergence highlights the distinct paths they may take. Scholars have extensively debated these dynamics, suggesting that the coexistence of OTT and traditional media represents a "co-evolution" model. In this model, traditional media leverages its reliability and credibility, whereas OTT platforms capitalize on adaptability and precise audience targeting. A growing body of research indicates that the convergence of OTT and conventional media is inevitable. To remain competitive, traditional broadcasters are increasingly adopting characteristics akin to OTT platforms. This strategic shift includes the development of hybrid models and enhanced consumer interaction to retain audiences who might otherwise migrate



entirely to OTT services. Hybrid Video on Demand (HVOD) models exemplify this convergence. By integrating multiple monetization strategies—such as subscription (SVOD), advertising (AVOD), and transactional (TVOD) streams—platforms can cater to a broader audience. This approach offers flexible pricing, personalized advertisements, and diverse content options, enabling services to respond to consumer trends and diversify revenue streams [35]. Furthermore, the convergence of technological platforms with various sectors has challenged traditional regulatory structures. The internet has facilitated the creation of platforms focused on the sharing economy, allowing private parties to provide services similar to traditional businesses such as hotels and taxis. This convergence has, in turn, challenged traditional regulatory frameworks [20]. The interplay between OTT and traditional media is characterized by a co-evolutionary process. Traditional media entities are adopting hybrid models and enhancing consumer engagement to adapt to the digital age, ensuring their relevance in an increasingly convergent media landscape.

B. Conclusion of Literature Review

In summary, existing research indicates that OTT platforms have significantly reshaped India's entertainment sector, influencing consumer behavior, challenging traditional media, and fostering a new content landscape [36]. However, gaps remain in understanding how traditional media's strategies will evolve long-term and the full impact on cultural norms within Indian entertainment [37]. The literature reveals that OTT platforms have irreversibly changed India's entertainment sector by influencing consumer behavior, challenging traditional models, and inspiring adaptive strategies among legacy media entities. As consumer demands continue to evolve alongside technological advancements, the distinction between traditional and digital media will likely blur further. However, additional research is needed to fully understand the long-term impact on cultural norms and revenue streams within India's entertainment landscape [38].

III. STATEMENT OF THE PROBLEM

The emergence of OTT platforms has disrupted traditional entertainment consumption in India. This study aims to understand the impact on established players by examining production, distribution, and consumption changes. The research explores the strategies adopted by traditional entertainment companies to compete with OTT platforms, as well as the broader implications for the industry.

IV. METHODOLOGY

A. Theoretical Background

This study employs the Uses and Gratifications theory [39] as its theoretical framework to explore the motivations behind media consumption. According to this theory, individuals actively seek out media to fulfill specific needs, such as entertainment, information, or social interaction. The theory postulates that media consumption is driven by the desires and goals of the audience rather than the media content itself. This framework is particularly relevant in understanding the increasing preference for Over-the-Top

(OTT) platforms over traditional media in India. OTT platforms cater to the evolving needs of viewers, offering on-demand content, flexibility in viewing, and personalized recommendations, which aligns with the gratifications sought by modern media consumers. By examining how these platforms fulfill user needs for convenience, variety, and customization, the Uses and Gratifications theory provides valuable insights into the growing shift from conventional television and cinema to OTT platforms in India [39]. This shift not only reflects changes in media consumption patterns but also signals the redefinition of audience expectations in the digital age.

B. Study Objectives

The objectives of this study include examining the factors influencing the shift to OTT platforms, analyzing the impact of OTT platforms on traditional media revenue streams, and understanding the content production and distribution strategies of conventional media.

1. **Examine the Factors Influencing the Shift to OTT Platforms:** Investigate the reasons why Indian audiences are increasingly choosing OTT platforms over traditional modes of entertainment consumption.
2. **Analyze the Impact of OTT Platforms on Traditional Media Revenue Streams:** Assess the economic impact of OTT platforms on conventional media companies in India.

C. Research Design

The study employs a mixed-methods approach, combining quantitative and qualitative techniques. A survey questionnaire and semi-structured interviews are used to collect data and gain deeper insights into the impact of OTT platforms on traditional entertainment.

D. Ethical Considerations

Ethical considerations are central to this study, with a focus on voluntary participation, informed consent, and confidentiality. Participants' privacy and anonymity are ensured by anonymizing collected data and securely storing it. Ethical considerations were also paramount in conducting this study. Key principles, including voluntary participation, informed consent, and confidentiality, guided the research process. Participants were informed of the study's purpose, their rights, and the voluntary nature of their participation. To ensure anonymity and privacy, all data were anonymized and securely stored.

E. Quantitative Component

A survey questionnaire was designed to collect quantitative data on participants' entertainment choices and media consumption habits. The sample population includes Indian residents aged 18 to 65 who have internet access. A stratified random sampling technique ensured diverse representation across age, gender, and geographic location, with a total sample size of 100 participants. The questionnaire comprised both closed-ended and open-ended questions, the latter intended to yield more nuanced insights into participants' reasons for transitioning from traditional media to OTT platforms.



F. Qualitative Component

To complement the survey data, qualitative methods were employed to gain deeper insights into the content production and distribution strategies of traditional media companies. Semi-structured interviews and focus groups were conducted with industry professionals and stakeholders, selected through purposive sampling for their expertise in media production and distribution. The qualitative data were analyzed through thematic analysis, which facilitated the identification of recurring themes and patterns across responses.

G. Limitations

This study acknowledges several limitations:

- Reliance on Self-Reported Data:** The use of self-reported data introduces a potential for response bias.
- Internet Access Requirement:** Limiting the sample to individuals with internet access may affect the generalizability of findings to the broader Indian population.
- Sample Size and Geographic Coverage:** The sample size and geographic distribution may not fully represent India's diverse population, which should be considered when interpreting the results.

H. Data Analysis

The data analysis followed a structured mixed-methods approach. Quantitative data were analyzed using descriptive and inferential statistics to identify trends and correlations in media consumption patterns. For qualitative data, thematic analysis was conducted to extract key themes from the semi-structured interviews and focus group discussions. This combination of quantitative and qualitative analysis provided a comprehensive understanding of the impact of OTT platforms on traditional entertainment in India.

V. ANALYSIS & DISCUSSION

A. Traditional TV Viewing Habits

The study reveals a downward trend in traditional TV viewing, with a significant portion of respondents indicating a shift towards OTT platforms. This pattern suggests a fundamental change in television consumption habits.

B. OTT Platform Usage and Satisfaction

Although only 17.4% of respondents indicated using OTT platforms, Netflix emerged as the most popular choice. Factors such as content quality and variety were key motivators for OTT usage, with a high level of satisfaction among respondents.

C. Content Preferences and Changing Patterns

Respondents indicated a wide range of content preferences on OTT platforms, including films, TV shows, documentaries, and sports. The trend toward limited-episode web series and binge-worthy content highlights the adaptability of OTT platforms to evolving viewer preferences.

D. Impact on Traditional TV Viewership

The positive influence of OTT platforms on traditional TV viewing habits is evident, with respondents citing freedom, flexibility, and convenience as reasons for the shift. However,

concerns about explicit content and potentially addictive behavior among younger audiences suggest challenges that require further exploration.

E. Integration of Quantitative and Qualitative Findings

The quantitative data provide a clear foundation for qualitative exploration, revealing that despite the shift towards OTT platforms, some traditional TV habits persist. This complex relationship between traditional TV and OTT platforms indicates a balance between both modes of entertainment.

VI. CONCLUSION

This study has explored the shifting landscape of television consumption patterns, focusing on both conventional broadcasts and Over-The-Top (OTT) platforms. The research indicates a significant shift towards OTT platforms, with a symbiotic relationship between traditional TV and OTT platforms. Key findings include flexibility, content variety, and cost-effectiveness as primary drivers of this transition.

The study also identified a marked shift in television consumption towards OTT platforms, with 29.4% of respondents abandoning traditional TV in favor of OTT. Factors like content variety, flexibility, and cost-effectiveness were primary drivers of this transition. Despite this shift, traditional television remains prevalent, with 69.6% of respondents still holding Cable or Satellite TV subscriptions. However, 69.6% reported watching conventional television for 0-2 hours weekly, indicating a decline in engagement.

The data suggest a symbiotic relationship between traditional TV and OTT platforms, with viewers enjoying the flexibility of OTT while retaining some conventional TV habits. High satisfaction with OTT content (66.7%) and the trend towards binge-watching highlight the evolving preferences of consumers. Qualitative narratives provided further depth, illustrating the impact of OTT platforms on conventional media and the broader entertainment landscape.

A. Implications for Academia and Industry

The findings have significant implications for both academia and industry, suggesting that traditional entertainment sectors must adapt to remain relevant. This includes recalibrating content strategies and embracing flexibility to meet evolving consumer demands. The findings have significant implications for both academia and industry. For scholars, the study contributes nuanced insights into the complex interplay between traditional and emergent modes of television consumption. The positive reception of OTT content and its transformative impact on viewing patterns prompt a reevaluation of existing theoretical frameworks. For industry stakeholders, these results suggest a need to recalibrate content strategies and embrace the flexibility and adaptability demanded by consumers.

B. Limitations and Future Research Directions

While this study provides valuable insights, limitations should be acknowledged. Future research could explore longitudinal analyses, cultural dimensions, and comparative studies to better understand evolving television



Over-the-Top Platforms' Impact on Traditional Entertainment in India

consumption habits. While this study provides valuable insights, it's important to acknowledge its limitations. The reliance on self-reported data introduces potential bias, and the cross-sectional design captures only a snapshot of a rapidly evolving phenomenon. The study's scope, focused primarily on a specific demographic, may limit the generalizability of findings.

Future research could expand on this study by conducting longitudinal analyses to track the sustained impact of OTT platforms. Additional inquiries into the cultural dimensions of content preferences and regional variations could yield further insights. Comparative studies across diverse demographics could also offer a broader perspective on evolving television consumption habits.

C. Methodological and Theoretical Contributions

The mixed-methods approach proved effective in unraveling the complexities of television consumption. Theoretical contributions suggest a need for new frameworks that better encapsulate the symbiotic relationship between traditional and emergent media. The mixed-methods approach, combining quantitative metrics and qualitative narratives, proved effective in unraveling the complexities of television consumption. Future studies could refine and expand this approach, utilizing innovative methodologies to capture ongoing changes. Theoretically, the study's findings suggest a need for new frameworks that better encapsulate the symbiotic relationship between traditional and emergent media.

Our study sheds light on the dynamic terrain of television consumption, illustrating the complex relationship between traditional TV and OTT platforms. As viewers continue to shift towards OTT for content variety, flexibility, and cost-effectiveness, traditional media must adapt to remain relevant. The broader implications for industry stakeholders include rethinking content creation and delivery strategies to meet evolving consumer demands.

In summary, this study provides a comprehensive exploration of the changing entertainment landscape, highlighting the profound impact of OTT platforms on traditional TV. As the digital revolution reshapes media dynamics, our research serves as a stepping stone, inviting scholars and industry practitioners to navigate this evolving terrain with a deeper understanding. Future research will play a crucial role in elucidating the continued evolution of television consumption and the intricate interplay between traditional and emergent media.

DECLARATION STATEMENT

I, Royce Paul, hereby attest to the originality of the work that appears in this dissertation, "Impact of OTT on Traditional Modes of Consumption of Entertainment in India." I certify that all or most of this work was completed while I was pursuing my MA in Media and Communication Studies at Christ-Deemed University. There is nothing in this dissertation that has been previously submitted and used to obtain a degree or other academic honors. All references used in this dissertation have been properly cited and acknowledged. I've made references to other people's writing, and all of this work had never been published before it was submitted.

I must verify the accuracy of the following information as the article's author.

- **Conflicts of Interest/ Competing Interests:** Based on my understanding, this article has no conflicts of interest.
- **Funding Support:** This article has not been funded by any organizations or agencies. This independence ensures that the research is conducted with objectivity and without any external influence.
- **Ethical Approval and Consent to Participate:** The content of this article does not necessitate ethical approval or consent to participate with supporting documentation.
- **Data Access Statement and Material Availability:** The adequate resources of this article are publicly accessible.
- **Authors Contributions:** The authorship of this article is contributed solely.

ACKNOWLEDGMENT

I sincerely thank Mr. Meljo Thomas, my supervisor, for all of his help and support with my research. I also want to congratulate Harshita Singh for her invaluable assistance with my research. Also, I am deeply grateful to my parents, who provided tremendous help in collecting data and constant encouragement. A special thanks to Dr. Maxmillan Martin for helping me build my research paper and offering critical insights that shaped my thesis. Finally, thank my friends and colleagues for their encouragement, and for providing the resources and opportunities to conduct this research.

REFERENCES

1. Mukhiya, S. (n.d.). The impact of OTT on film and TV production. Bizz Buzz. Retrieved December 15, 2024, from <https://www.bizzbuzz.news/ott/the-impact-of-ott-on-film-and-tv-production-1337188>
2. Research and Markets. (2023, January 27). India OTT (Over-the-top) market report 2022-2027: Growth is being driven by the low cost of data plans and the rise of short-form content. BusinessWire. Retrieved from <https://www.businesswire.com/news/home/20230127005305/en/>
3. Chatterjee, S., & Mishra, D. (2020). Consumer engagement in the age of streaming: An Indian perspective. *International Journal of Digital Media and Marketing*, 5(2), 75–92. <https://doi.org/10.1016/j.ijdmm.2020.02.007>
4. Alphanso Tech. (n.d.). How OTT platforms are transforming the entertainment industry in India. Alphanso Tech. Retrieved December 15, 2024, from <https://www.alphansotech.com/blog/how-ott-platforms-are-transforming-the-entertainment-industry-in-india/>
5. Ernst & Young. (2022). The rise of digital entertainment in India: OTT and beyond. Ernst & Young Global Limited. Retrieved from https://www.ey.com/en_in
6. FICCI-EY. (2021). Re-imagining India's M&E industry: The streaming revolution. Federation of Indian Chambers of Commerce and Industry. Retrieved from https://www.ey.com/en_in/newsroom/2024/03/indian-m-e-sector-crossed-inr-2-point-3-trillion-in-2023-expected-to-reach-inr-3-point-1-trillion-by-2026-reveals-the-ficci-ey-report
7. Bizzbuzz News. (n.d.). The impact of OTT on film and TV production. Retrieved from <https://www.bizzbuzz.news/ott/the-impact-of-ott-on-film-and-tv-production-1337188>
8. Mehta, S. (2020). Storytelling evolution in Indian cinema: A response to OTT. *Journal of Cultural Media Studies*, 13(2), 88–101. <https://doi.org/10.1177/jcms.2020.02.101>
9. Patel, L., & Verma, T. (2022). Perspectives from industry leaders on OTT growth in India. *International Journal of Digital Media*, 8(1), 35–

49. <https://doi.org/10.1177/ijdm.2022.01.0035>
10. Sharma, A., & Reddy, S. (2023). Changing dynamics in Indian media consumption: OTT vs. traditional television. *Journal of Media and Communication Studies*, 15(2), 98–112. <https://doi.org/10.1016/j.jmcs.2023.02.005>
11. Statista. (2021). OTT media market size in India 2018–2021. Retrieved from <https://www.statista.com/statistics/>
12. Sinha, A., & Gupta, D. (2020). Mobile internet and data affordability as drivers of OTT adoption in India. *Telecom and Digital Media Journal*, 8(1), 63–78. <https://doi.org/10.1177/tdmj.2020.08.1.63>
13. EY. (2022). The rise of digital entertainment in India: OTT and beyond. Ernst & Young Global Limited. Retrieved from https://www.ey.com/en_in/industries/media-entertainment
14. Pandey, S., & Rastogi, R. (2020). Evolution of traditional media in the age of digital disruption. *Media & Communication Studies Journal*, 18(3), 125–138. <https://doi.org/10.1016/j.mcs.2020.06.009>
15. Statista. (2021). OTT media market size in India 2018–2021. Retrieved from <https://www.statista.com/statistics/>
16. Alphanso Tech. (2024, November 12). Cord-cutting in India: How it drives an OTT revolution. Alphanso Tech. <https://www.alphansotech.com/blog/cord-cutting-in-india-how-it-drives-an-ott-revolution/>
17. Logicwind. (n.d.). Rise of OTT: Impact on the entertainment industry. Blog. Retrieved from <https://blog.logicwind.com/rise-of-ott-entertainment-industry-impact/>
18. Blackcoffer Insights. (n.d.). Direct-to-consumer model: How OTT platforms are reshaping content distribution. Blackcoffer Insights. Retrieved from <https://www.blackcoffer.com/ott-direct-to-consumer-model>
19. Bizzbuzz. (n.d.). Navigating the OTT impact on conventional television. Bizzbuzz. <https://www.bizzbuzz.news/ott/navigating-the-ott-impact-on-conventional-television-1337170>
20. Dey, A., & Chanda, Dr. R. (2022). A Study on OTT Content Versus Theatrical Released Cinema Preferences Among the Urban Population of Guwahati. In *Indian Journal of Mass Communication and Journalism* (Vol. 1, Issue 3, pp. 15–24). DOI: <https://doi.org/10.54105/ijmci.1010.031322>
21. Rai, A., Kataria, A., & Dr. Vishnupriya. (2024). A Comparative Study of OTT Market Demographic Grouping. In *International Journal of Innovative Science and Modern Engineering* (Vol. 12, Issue 5, pp. 1–8). DOI: <https://doi.org/10.35940/ijisme.F9862.12050524>
22. G, G., & M, Dr. P. (2019). Device Contextual Content Publishing in Media & Publishing Industry using Big Data Analytics on AWS. In *International Journal of Engineering and Advanced Technology* (Vol. 8, Issue 5s, pp. 250–254). DOI: <https://doi.org/10.35940/ijeat.e1050.0585s19>
23. The Convergence of Traditional Media to the Digital Communicative Environment- The Reality and Gap. (2023). In *Information Sciences Letters* (Vol. 12, Issue 4, pp. 1827–1839). Natural Sciences Publishing. <https://doi.org/10.18576/isl/120408>
24. Mathiyazhagan, T., Kaur, J., Ravindhar, M., & Devrani, G. P. (2015). Traditional Media of Communication. In *International Journal of Social Sciences* (Vol. 4, Issue 1, p. 159). Agricultural Economics and Social Science Research Association (AESSRA). <https://doi.org/10.5958/2321-5771.2015.00011.3>
25. Dr. Jagadish JR, Dr. Nagendra, The Impact of New Media on Traditional Mainstream Mass Media, published in *INDIAN JOURNAL OF APPLIED RESEARCH*, Volume: 6, Issue: 1, JANUARY 2016, ISSN - 2249-555X, Page No 411-414 [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/recent-issues_pdf/2016/January/January_2016_1451652332_121.pdf](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/recent-issues_pdf/2016/January/January_2016_1451652332_121.pdf)
26. Raghavi Bohra, Impact of OTT on the traditional mode of entertainment, the blog published on The Times of India, 30 November 2021 <https://timesofindia.indiatimes.com/readersblog/raghavi/impact-of-ott-on-traditional-mode-of-entertainment-39292/>
27. Financial Express. (2024). The rise of regional streaming platforms catering to the diversity of Indian viewers. <https://www.financialexpress.com/business/brandwagon/the-rise-of-regional-streaming-platforms-catering-to-the-diversity-of-indianbspnbspnbsp/3600348>
28. KPMG. (2021). The digital-first journey: Adapting to the evolving entertainment ecosystem. <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2017/09/The-Digital-First-journeyV2.pdf>
29. Reuters. (2024). Reliance-Disney merger reshapes Indian media market. <https://www.reuters.com/markets/deals/reliance-disney-dominate-indian-entertainment-with-streaming-tv-assets-2024-02-28>
30. The Verge. (2024, December 12). Amazon’s Prime Video pushes ‘AI Topics’ instead of the old algorithms. <https://www.theverge.com/2024/12/12/24319824/amazon-prime-video-ai-topics-old-algorithms>
31. Reuters. (2024, October 15). Indian cinema operator PVR Inox’s results disappoint as streaming platforms hurt footfall. Retrieved from <https://www.reuters.com/business/indian-cinema-operator-pvr-inox-results-disappoint-streaming-platforms-hurt-2024-10-15>
32. Global Media Journal. Rise of OTT Platforms in India: A Case Study of Monetization Models and Regulatory Concerns. Retrieved from <https://www.globalmediajournal.com/open-access/rise-of-ott-platforms-in-india-a-case-study-of-monetisation-models--regulatory-concerns.pdf>
33. JCREVIEW. The Impact of OTT Platforms on Indian Entertainment: A Cultural Shift towards Global and Regional Narratives. Retrieved from <https://www.jcreview.com/admin/Uploads/Files/64362af2f178b9.59634684.pdf>
34. Npaw. (2023). The evolving video landscape: The rise of hybrid VOD models. Npaw. Retrieved from <https://npaw.com/blog/the-evolving-video-landscape-the-rise-of-hybrid-vod-models>
35. Digital Watch. (2023). Convergence of technological platforms and regulatory challenges. Digital Watch. Retrieved from <https://dig.watch/topics/convergence>
36. Reuters. (2024). TV upfront presentations clouded by digital video ad supremacy. Reuters. Retrieved from <https://www.reuters.com/business/media-telecom/tv-upfront-presentations-clouded-by-digital-video-ad-supremacy-2024-05-13>
37. The Australian. (2024). Why distribution disruption is TV’s new showstopper. The Australian. Retrieved from <https://www.theaustralian.com.au/business/media/disney-vs-netflix-how-distribution-disruption-became-tvs-new-showstopper/news-story/23e4ecbadc08a388e7bfeab149a1d9b5>
38. The Australian. (2024). Ideas vs platforms: What wins in the modern media landscape. The Australian. Retrieved from <https://www.theaustralian.com.au/business/growth-agenda/ideas-versus-platforms-what-wins-in-the-modern-media-landscape/news-story/348e3d10b8dec36cd9196f08c53af58>
39. Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509–523. DOI: <https://doi.org/10.1086/268109>

AUTHOR PROFILE



Royce Paul is an enthusiastic and dedicated non-teaching faculty member in the Department of Media Studies at Christ Deemed to be University. With a strong background in media studies, Royce holds an M.A. in Media and Communication Studies and is developing in the field of media. With a professional experience that spans both academic and industry roles, Royce is passionate about blending creativity with technology. His expertise spans live production, live events, and media specialization, contributing significantly to the department's activities and media-related practices. Committed to staying updated in the constantly evolving media landscape, Royce actively engages in learning and practicing new concepts in areas like design, photography, audio-video production, and other key media domains. His practical approach to teaching aims to bridge the gap between theoretical knowledge and real-world applications, helping students build practical skills to succeed in the media and entertainment industries. His commitment to student development extends to engaging them through innovative and hands-on learning experiences in VR. Passionate about fostering a dynamic learning environment, Royce is always keen on enhancing his students' creative and technical abilities, preparing them for the challenges and opportunities in the evolving media landscape.

Disclaimer/Publisher’s Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the Lattice Science Publication (LSP)/ journal and/ or the editor(s). The Lattice Science Publication (LSP)/ journal and/ or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.

