New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms

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ABSTRACT

New media is a creating new world and changing our daily lives. Internet is changing Indian cinema very rapidly. There are several new technologies, which are used by audience to watch movies and documentaries on their personal gadgets. Netflix, Amazon Prime, Hotstar, Zee5 and ALT Balaji, Jio tv are some examples, which are providing movies and other video content through internet. These platforms are new convergence of television and cinema. Some new ventures are producing video content for these Internet platforms only. Now audience can watch new movies, web series, documentaries, news and short films on their convenient timing at reasonable price on these new media platforms. These new ventures are changing Indian television and cinema in many ways. Objectives of this study are to know how Indian Television and Cinema are changing due to new online platforms and how youth is using these new digital platforms for video content watching. This study analyze the video content watching habits of the youth and try to find out the changes in television and cinema watching trends in youth. This study is based on survey method to know the video content watching habits of youths through online platforms. Study reveals that Hotstar, Netflix and Jio are the major players in Indian OTT service market. Indian audience use these applications without paying any money. Most of the viewers watch content through these applications up to 2 hours daily. Most of the audience watch content on streaming media in night. Most preferred content on Over the top applications is web series. Indian population loves to watch web series on these platforms. Second preferred program is movie. Hindi is preferred language of Indian viewers. Entertainment is the biggest reason behind the use of over the top application. Most of the Indian users watch movies on these applications. Action and comedy are the favorite genre of movie. Indian audience loves to watch latest movies on these applications. Almost all respondents agree that over the top applications are changing television and film watching habits in India. Reasons behind the change are convenience of service, personal medium and availability of International content. Study reveals that future of Over the top applications is bright in India and the reasons for this are smartphone penetration, International collaborations between media moguls, Cost effectiveness and digital quality of the medium.

Key Words: Indian Cinema, Indian Television, Amazon Prime, HotStar, Netflix, Jio Cinema, ALT Balaji, New Media, online cinema

Introduction

This decade of 21st Century is changing our society as well as economics also. Indian cinema is also witnessing momentum growth due to technological growth in India. Technology especially Internet and smartphones are changing Indian television and cinema in very rapid speed. Social networking sites, New digital platforms and wifi sticks are new techniques which are used to watch movies, documentaries and other video programs by Indian audience. In 2010 trend of satellite and home video rights of films has emerged. In the start of this decade, 60% of film revenue was coming from theatrical screening of movies and share of revenue was generated by other sources like CD/ DVD release, DTH rights and other overseas rights. Now this trend is changing.

India has 183 million television households and more than 100 million household have pay television. Total number of television viewing households increased by 3.7 in 2017. According to TRAI's 2017-2018 report, Indian television industry is growing with 12.24 percent. Indian television industry's total revenue in 2018 was Rs 734 billions, it is estimated that it will reach to 862 billions in 2020 (business line). Total size of television Industry is 660007 crore, which is growing with rapid pace.

Indian cinema is popularily known as Hindi cinema means Bollywood. Bollywood is largest contributors in Indian film industry. South Indian movie industry is on second position in revenue generation. Other language cinema such as Bengali, Marathi, Punjabi, Bhojpuri and Gujrati are also popular in several region of the country. Indian film Industry is largest film industry in terms of the film production. More than 900 films are producing every year in India. These factors attract global corporates for investment and collaborations.

Opportunities in television and cinema industry and technological advancements in India are attracting national and international players to invest in this sector. These media moguls are investing in new technologies of television and cinema industry. Over the top technology is one of them.

OTT means over the top technology is also known as video streaming. Demand of Over the top applications and content has shot up after cheaper data pack was launched by reliance Jio. More than one dozen over the top service providers have started their services in last two years only. Due to the cheaper and fast service of 4G internet and presence of more than 400 million smartphone, Indian entertainment industry witnessing rapid growth. According to a report in business standard, More than 80 percent of the online video is watching through smartphones.

Netflix and Amazon are major international player in online streaming media in India, both have started their business in 2016 in this country. These international players are steadily growing in India. Netflix has collaboration with Airtel in which they are giving three months free subscription with each Airtel postpaid connection. In September, 2018, Twitter announced video streaming of sports, entertainment and news video content. Twitter collaborated with 12 Indian companies for streaming of video content (IBFE, 2018). According to Indian Brand Equity Fund (IBEF), Indian film industry reached Rs 158.90 billion in FY 2018. Collaboration between Hollywood and Bollywood is also witnessing huge growth due to these online platforms.

Indian film Industry loses around Rs 50 billion per year due to piracy. India is on top for sharing pirated content. These digital platforms are decreasing these kinds of activities because movie watching is very affordable on these digital platforms.

This business is witnessing a remarkable growth in India. Indian as well as global players are investing in Indian market. Hotstar, Zee5, Jio TV, Alt Balaji and Jio Cinema are indigenous players who have started its business in last few years. More than two dozen OTT service providers have started its business in India recently. All major media players have started its OTT business in our country. Viacom18 (Voot), Zee (Zee5), Balaji (Alt Balaji), Star (Hotstar) are major indigenous players.

These online platforms are reducing the dependency of films on theatrical performance and watching of video programs on television sets. Introduction of 4G services and penetration of smartphones are the opportunities for film and television producers to monetize their video content through digital medium. These digital platforms are decreasing the risk of producer due their affordable cost and low requirements.

How these Over the top applications are using by Indian population, this study is based on this research question. This study explores the television and cinema watching habits through over the top technology of Indian viewers. This study is also explores the perception of Indian viewers towards future of streaming media in India

Objectives of the study
Objectives of this study are-
1. To know the current trends in cinema and television in India due to over the top services.
2. To know the watching habits of online OTT applications among Indian viewers.
3. To know the perception of Indian viewers towards changes in Indian Television and Cinema Industry due to over the top applications.

Research Methodology
This study is based on survey method. Questionnaire was used for data collection. Online Survey through google forms was conducted to know the online television and cinema watching habits of Indian youth. Total 100 respondents from various universities

have been selected as sample for data collection. Data is analyzed through simple percentage analysis.

Data Interpretation-
Data was collected online through google forms. Some questions were close ended and some open ended. Basically questions were asked to know the watching habits of Indian viewers and their perception towards the change in television and cinema industry and future of over the top applications in India.

Table-1: Preferred OTT Application

Preferred OTT Application	Percentage of Respondent (Round off)
Hotstar	25
Amazon Prime	11
Jio TV	23
VOOT	8
Alt Balaji	2
Big Flix	1
Sony Liv	2
Eros Now	2
Zee 5	2
Net Flix	23
News18	1

There are certain applications in India which are providing video content through over the top technology. Which OTT platform is most preferred by Indian viewers? This is the first question and data is indicating that Hotstar is on the top preference of Indian users. Approximately 25 percent viewers are using Hotstar for watching video content. Second preference for OTT among Indian viewers is Netflix and Jio TV.

Approximately 23 percent viewers' use Netflix and the percentage is with Jio TV application. Amazon prime is preferred by 11 Percent Indian viewers for OTT content. Nearly 8 Percent viewers prefer voot application for watching OTT Content. Other applications like Zee5, Alt Balaji, Big Flix, Sony Liv and Eros Now have very few viewers.

Table-2: Duration of OTT Watching

Duration	Percentage of Respondent
Less than one hour	43
1-2 hours	39
2-3 hours	16
3-4 hours	2
More than 4 hours	0

How much is spending on Over the Top applications by Indian Users? When this question was asked approximately 43 percent respondent said that the use this application for less than an hour. Approximately 39 percent viewers use these application for 1 to 2 hours and nearly 16 percent users use these application for 2 to 3 hours. Approximately 2 percent viewers watch content on these application for 3 to 4 hours. There is no respondent how is using these application for more than 4 hours.

Table-3: Timing for watching Over the Top (OTT)

Timing	Percentage of Respondent
Day time	17
Evening	26
Early Night	30
Late Night	27

According to the data of above table nearly 30 percent Indian viewers watch the content on OTT applications in the early night. Approximately 27 percent users use these applications in late night. Twenty-six percent people use these applications in the evening and 17 percent users use these applications in daytime.

Table-4: Monthly cost for Over the Top (OTT)

Monthly Pack	Percentage of Respondent
Free	63
Less than 50 Rupees	10
50 to 200	14
201 to 400	7
More than 400	6

Cost is an important factor behind using any OTT application and the above table is indicating that Indian viewers are not ready to pay to these applications. Approximately 63 percent respondents are using these applications without paying any charges. They are using these applications free of cost. Nearly 14 percent viewers pay 50 to 200 hundred rupees per month for OTT applications. Approximately 10 percent people pay less than 50 rupees per month for using these applications. Nearly 7 percent viewers pay 201 to 400 rupees for these applications. Approximately 6 percent people are paying more than 400 rupees per month for using OTT applications.

Table-5: Preferred Content on OTT Application

Preferred Content	Percentage of Respondent
Movies	16
Web Series	34
Documentaries	2
TV serials	6
Reality Shows	13
Live Sports Events	10
News	16
Others	3

Web Series are the preferred content on over the top applications. 34 percent viewers use over the top applications to watch web series. Approximately 16 percent users are using these applications to watch movies and the same percentage with News preference also. It is meaning that Indian viewers are using over the top applications to watch web series, movies and News. Hence 13 viewers preferred to watch reality shows on these applications and 10 percent viewers use these applications for watching live sports events. Only 3 percent viewers preferred to watch documentaries and same with the highlights of sports events.

Table-6: Preferred language to watch OTT Content

Language	Percentage of Respondent
Hindi	80
English	15
Others (Punjabi+ Gujrati)	5

Hindi is most preferred language to watch content through over the top application. Above data is indicating that move than 80 percent people prefer Hindi language to watch content on over the top applications. Approximately 15 percent viewers watch video content in English language. Indian users do not prefer regional language to watch OTT content. Only 3 percent people are using OTT content in Punjabi language.

Table-7: Reason behind use of over the top application (OTT)

Reason	Percentage of Respondent
Entertainment	26
Mobility	20
Content on demand	18
Unique content	15
Cost effectiveness	12
Language and easy to use	9

Viewers use OTT applications for various purposes. Data of this study shows that biggest reason behind use of over the top application is getting entertainment. Approximately 26 percent people use these applications for entertainment purpose. Second reason behind the use of these applications is its feature of mobility. Most of the viewers use these applications through smartphones. Due to the mobility, users are able to use these applications at their convenient way and time. Approximately 20 percent people said that they use these applications due to their feature of mobility. Next reason is nature of content. Because these applications provide content on demand, that's why viewers use these applications. Approximately 18 percent viewers use these applications because they can watch their desired program at their own comfort and time. Content is also a big reason behind the use of these applications. Fifteen percent people use these applications due to unique and new content is available on these platforms. Cost effectiveness is also one reason for using these applications. Approximately 12 percent persons are using these applications because these applications are affordable for them. Nine percent people use these applications due to language and easy to use.

Table-8: Watching of Movies

Watching of Movies	Percentage of Respondent
Yes	61
No	39

If Yes, Nature of Movies

Nature of Movies	Percentage of Respondent
Action	31
Comedy	27
Epic	12
Romance	18
Horror	7
Musical	5

If Yes, Type of Movies

Type of Movies	Percentage of Respondent
New/ Latest Movies	63
Classic Movies	6
Art Movies	20
Evergreen Drama Movies	11

Movies are one of the major video program genre. Indian viewers watch movies on over the top applications. Approximately 61 percent people watch movies on these applications and 39 percent viewers don't watch movies on over the top applications. Viewers, who watch the movies on over the top applications, like to watch action, comedy, Romantic and epic movies. 31 percent movie lovers watch action movies on over the top applications and approximately 27 percent persons watch comedy movies. Romantic movies are also choice of Indian viewers. Approximately 18 percent people love to watch romantic movies on these applications. Nearly 12 percent people watch epic movies on over the top application. Horror (7 percent) and musical (5 percent) are also the choice of Indian Viewers. Approximately 63 percent viewers watch new latest movies on streaming applications, while 20 percent respondents watch art movies on these applications. Nearly 11 percent people watch evergreen drama movies through over the top applications. Only 6 percent people love to watch classic movies through these applications.

Table-9
Change in television and movie watching habits due to OTT Applications

Response	Percentage of Respondent
Yes	92
No	6
Can't say	2

Reason (if yes)	Percentage of Respondent
Convenience	35
Personal Medium	24
Cost Effectiveness	20
International Content	21

Data showing that Indian viewers think that over the top applications are changing the television and movie watching habits of Indian population. Approximately 92 percent people are agree that over the top technology is changing the viewing habits of Indian viewers. Only 6 percent people are not agree with this point. They don't think that these applications are changing television and movie watching of Indian viewers and 2 percent respondents said that they can't say anything on this statement. How Over the Top applications are changing the television and movie watching habits? When this question was asked to respondents, 35 percent respondent said that this medium is more convenient than television and cinema.

They can watch any program at any time and this feature is changing the watching habit of Indian population. Nearly 24 percent viewers respond that OTT applications are personal medium of watching. They can watch programs on personal comfort. This is the reason of change in watching habit of Indian users. Approximately 21 percent respondents said that availability of International content and in different language is changing the watching habits of Indian users. Cost effectiveness is also one reason, which is changing the watching habits of Indian populations. Approximately 20 percent respondents said that data is becoming cheaper day-by-day and this is changing the watching habits of Indian users.

Table-10
Change in Indian television and film industry due to OTT Applications

Response	Percentage of Respondent
Yes	95
No	5

Reason	Percentage of Respondent
Convenience over television and cinema hall	34
Quality of Content	24
Affordable Medium	17
New Experiments	14
New Technology	4
Content without censorship	3

Whether over the top applications are changing Indian television and film industry or not? When this question was asked to Indian viewers. Almost every viewer was agree with this statement. More than 95 percent people are agree that over the top applications are changing the Indian television and film industry. Only 5 percent people are disagree with this statement. How these applications are changing television film

industry in India? When this question was asked more than one third viewers said that these applications are convenient to use. That's why these applications are getting popularity and they prefer these applications over cinema halls. Approximately 38 percent respondents said that they can watch video content whenever they want to watch. There is no need to go to cinema hall and this is the reason of changing Indian cinema industry. Approximately 24 percent people said that movies available on these applications are available on good quality. That's why they watch video content on these applications. These respondents said that quality of content is attracting users to watch video content through OTT and this is increasing day by day. Nearly 17 percent viewers said that these applications are affordable to watch video programs, that's why viewers are preferring these applications for watching movies, web series and soap operas. They said that cinema hall ticket is costlier than these applications so people prefer these applications and this factor will change the Indian Television and film Industry. Approximately 14 percent respondents said that new experiments on these applications are changing Indian Television and film industry. New technology, content without censorship and digital advancements are changing the watching experience of the viewers and this will change the Indian film industry. Approximately 7 percent of respondents said that due to technology, these applications have some advantages and this reasons is changing Indian television and film industry.

Table-11
Future of OTT applications in India

Response	Percentage of Respondent
Yes	94
No	6

Reason	Percentage of Respondent
Smartphone Penetration	46
International Collaborations	32
Digital Quality	12
Cost effectiveness	10

Over the top applications have future in India due to smartphones. Most of the respondent think that over the top applications have bright future in India. Approximately 94 percent respondent said that these applications have good future in this country. Nearly 6 percent viewers don't think so. They said that these applications have not good future in this developing country. Respondent who think that these applications have good future in India, they said due to technological advancements like penetration of smartphone, these services have good future. Approximately 46 percent people think like that. Nearly 32 percent respondent said that due to international collaborations and content, these applications will get more popularity and these initiatives have bright future in India. 16 percent viewers think that digital quality will help these applications to get more popularity. Cost effectiveness is also one reason behind the good future of these applications in India. Ten percent people think that cost effective data pack is one of the reason behind good future of Over the top technology in India.

Conclusion
Study reveals that Hotstar, Netflix and Jio are the major players in Indian OTT service market. Amazon is also one of the major player in the market but it has small audience share in India. Indian audience use these applications without paying any money. They love to watch stream content free of cost. Most of the viewers watch content through these applications up to 2 hours daily. Most of the audience watch content on streaming media in night. Most preferred content on Over the top applications is web series. Indian population loves to watch web series on these platforms. Second preferred program is movie. Indian audience loves to watch movies on these applications. Hindi is preferred language of Indian viewers most of the people watch video content through over the top applications in Hindi language. Entertainment is the biggest reason behind the use of over the top application. Second biggest reason behind use this service is mobility of gadgets. Third on is availability of content on demand. Most of the Indian users watch movies on these applications and action and comedy are the favorite genre of movie. Indian audience loves to watch latest movies on these applications.

Almost all respondents agree that over the top applications are changing television

and film watching habits in India. Reasons behind the change are convenience of service, personal medium and availability of International content. Perception of Indian audience towards change in Indian television and cinema industry is positive. Indian audience think that these applications are changing Indian television and cinema industry in Indian and reasons of these changes are convenience of the medium, quality of content, affordable medium and new experiments. Study reveals that future of Over the top applications is bright in India. Indian audience thinks that these applications have good future in this country and the reasons for this are smartphone penetration, International collaborations between media moguls and digital quality of the medium. Cost effectiveness is also one of the reasons behind good future of streaming media in India.

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