

# **Impact of OTT Platforms on Adolescents: A Case Study of Karnataka Review of literature**

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## **Abstract:**

A literature review is complete overview of previously published article on a specific topic by authors. The present study is intended to know the how OTT platforms are impact on adolescents and how adolescents engaged with OTT platforms.

**Key Words:** OTT platforms, Streaming Services, Adolescents, Binge Watching, Addiction of OTT,

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## **I. Introduction:**

Video streaming platforms are changing the media landscape of the world. Indian consumers have a wide variety of content streaming applications that lead to the launch of web content. The new era of binge viewing is gaining popularity due to OTT platforms. OTT platforms are the preferred choice for most consumers of the entertainment industry. The Indian OTT market is growing immediately due to the growth of more smartphone users, especially teens and teens, greater proliferation of smart devices, cheaper internet plans, better quality content, and a growing urban population. Therefore, there is a need to study higher forums and its impact on adolescents. To gain valuable insight into the current study,

Previous literature confirms the growth and development of OTT platforms and its impact on consumers, youth, teens and the Indian media market. However, its impact on OTT platforms and adolescents has not been met. Therefore, the present study seeks to explore the impact of OTT platforms on adolescents based on previous literature using scholarly research studies, articles and book journals. Literature review in the present study are divided into 3 subtitles: International, National and Regional.

## **Objectives:**

1. To find out the result of research done on OTT platforms and Adolescents.
2. To review and analysis the past study on Streaming Platforms and its impact on Society.

## **II. Review of Literature**

### **International:**

1. Maria Marco, Marta Cerezo Prieto, Maria De la Pena and Marina Hernandez Prieto (2020) in their study "Childhood and Online Audiovisual Content in Spain: An Approach to Consumption and Parental Mediation on OTT Platforms" reported that 'TV is no longer watching only on Smart phones is the star for distributing audiovisual content, even in adults age groups. Those who watch movies on old television also watch them on OTT content on streaming platforms, although on these OTT platforms, which offer more web content, the content consumed is diversified to include web series and documentaries in viewing habits. Those who consume children's series on traditional television as they add children's series and films to their TV diet on streaming platforms.

2. Songwook Park and Youngsun Kwon (2019) in their study "Research on the Relationship between the Growth of OTT Service Market and the Change in the Structure of the Pay-TV Market" found that that the sum of OTT revenue amounts does not have right influence on the structural change of pay-TV market nor the cord-

cutting phenomenon. This paper also drives results that the network effects of fixed broadband have a significant catfish effect on the structural change on the subscribed TV market.

3. Pieterse. M.E. and Klooster. P.M (2019) in their study “Binge-Watching and Influences on Psychological Well-Being and Important Daily Life Duties” found that participants of binge Watching tend to feel happier and relaxed after watching online contents. Watching video streaming content on OTT Platforms seems to build a normal part of entertainment. The study did not find evidence that watching video streaming content leads to adverse health effects or an extreme neglect of daily life routines.

4. Ebru Tekin Bilbil (2018) in his study “Methodology for the Regulation of Over-the-Top (OTT) Services: The Need of a Multi-Dimensional Perspective” found that a balanced regulatory framework based on a cooperative approach that is more effective for OTTs. Similarly, the OTT regulation has not been included in the regulatory agenda in Turkey due to low penetration rates and cooperative approach between OTT service providers and telco companies. The challenges encountered by regulators to maintain parity in internet service, regulatory balance, and innovation without discouraging industry growth, and traffic management by ISPs, has promoted governments to intervene ensure privacy, data protection, price control, effective competition and appropriate taxes.

5. Yi-Ning Katherine Chen (2017) in her study “Competition among OTT TV Platforms and Traditional Television in Taiwan; A Niche Analysis” examine the OTT TV is a complement or a substitute for traditional TV. Their findings reveals that OTT TV scores higher than traditional TV for all seven dimensions, with the greatest difference manifested on the dimension of convenience. Overall, online streaming TV’s competitive superiority surpasses that of traditional TV an all dimensions.

#### **National:**

1. Kaneenika Jain (2021) in her study “the Rise of OTT Platform; Changing Consumer Preference” found that the consumers are now well informed and acquainted with new technology and the emerging trends in the entertainment sector. This scenario is highly responsible for the growth of the OTT platforms all around the world. This article draws attention to the rise of OTT, factor influencing its success and the major players catering the target audience.

2. Pramith Gupta (2021) in his study “The Factor Effecting Shift on Indian Customers from T.V Series to Web Series-The Future of OTT Services in India” reveal the factor that made Indian consumers to shift towards web series from TV series and the future of OTT services in India and gives an idea about India’s acceptance of web series as a primary video consumption platform. This study shows youngsters are very much keen on preferring web series in contrast to middle agers and seniors preferring T.V series.

3. Raj Priya, Pias Mondal and Trinley Paldon (2021) in their study “Understanding the Intentions of Students to Use OTT Platforms” explore the ‘relationship between Over the Top (OTT), Social gratification, consumer engagement towards OTT platforms and Subscription intention’. The finding of this study suggested that the consumers are more involved with OTT platforms that define who they are and it is also found from the study that to use the OTT platform, the buyer should have interactive technologies in their smart devices and they must be literate.

4. Somabhusana Janakiballay Mishra, Debasish Rout, Ranjan Kumar Kantha and Animesh Namn Jha (2021) in their study “Perception of People of Bhubaneswar City towards OTT Application” found that teen content viewing habits and seek to find changes in television and cinema watching youth fashion. The study shows that ‘Hotstar, Netflix, and Amazon Prime are the major players in the Indian OTT service market’. Most viewers view content through these programs for up to two hours each day. Indians love to watch web series on these platforms. The second most popular program is the movie. Entertainment is the main reason for the OTT.

5. Prapti Das Mallik (2021) in her study “Impact of Over the Top (OTT) Platform in Film Industry: A Critical Analysis” found the concept of Over the Top (OTT) Platforms and its growth the period of Covid-19 pandemic. This study shows that OTT Platforms are the new face of entertainment industry and also a growing form of entertainment. He tries to analysis the impact of OTT video streaming platforms viewership in pandemic period and how OTT market become more popular for the film industry. The finding of this study shows that OTT’s are better for releasing new movies and the future of OTT platforms in India is Bright.

6. Silpa Parihar and Kamal Kant (2021) in their study “Impact of Marketing Mix on Consumers Satisfaction- a Study of consumers of OTT Platforms in India” found that youngsters are mostly preferred OTT Platforms. Based on this research data, it has been proved that OTT platforms was the best entertainment platform in the covid-19 pandemic situation. This research also shows that viewers spent more than 5 hours on OTT contents, because these platforms were good in visuals and audio, connective, content of programs which they are providing is for all age group of viewers

7. Sumathy and Sujith. T.S. (2021) in their study “User Perception Towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur)” reveal that OTT platforms are popular among viewers because of their convenience and high-quality contents of programs. The expansion of streaming platforms is

also aided by low-cost internet connection cost. The study found that majority of the consumers are satisfied with the content of OTT. People are enthusiastic about movies being launched on OTT platforms in covid-19 pandemic times.

8. Kajal Parmar Manisha Pandit (2021) in her study “the evolution of Mediated Youth Culture OTT as “New Television” in India” found that OTT platforms are not only giving content in regional language, but also the uncensored content which they use in their every day lives. The study shows the subscription of OTT continues to grow rapidly. With India an expanding its entertainment market for OTT platforms, content producers are coming up with effective content to reach Indian audience. OTT platforms have established themselves in parallel to the entertainment business. It is a protect prediction that OTT platforms will be the new TV on India.

9. Honey Rao (2021) in his study “Impact of OTT Giants on Video Entertainment Preferences of Indian Young Adults: A Before and After Study” shows that majority number of youths and adults were slowly shifting towards OTT platforms in 2018 and after the release of scared games and Mirzapur (web series). OTT services became the wellspring of entertainment for youngsters. Their study observed the main reason that came up for choosing OTT service over TV were content of the program, length of the show, censorship and advancement in production.

10. Sumitra Saha and Satya Prasad. V.K. (2021) in their study “Consumption Pattern of OTT Platforms in India” examined the streaming platforms are promising enough in bringing a large number of opportunities for business expansion and growth of the bottom line. Entertainment is the key driver on networking market that draws the attention and generates interest among the urban and rural viewers. Local languages, ad-free programs and binge watching have altogether resulted in the rise of OTT in the world.

11. Suman Ghalawat, Ekta Yadav, Mohit, Neelam, Megha Goyal, Amita and Subodh (2021) in their study “Factor Influencing Consumer’s Choice of streaming Over the top (OTT) Platforms” observed the OTT entertainment market developing rapidly and there is possibility to grow more in future. OTT platforms gives more freedom for their viewers to watch TV, series, Movies, documentaries, etc. at their own internet gadgets. The study concluded that growth factor along with benefits of OTT services contribute the most.

12. Kajol Nisla (2021) in his study “The Convergence Model and Content Regulation of OTT Platforms in India: An analytical Study” examine that video streaming platforms like Netflix, Sony Liv, Hotstar, Zee 5, Aree, Alt Balaji and Reliance Jio have agreed and signed the code of ethics of OTT services and self-regulation forward by the network and Mobile association of India. Regulation must be formulated considering the perception of all stakeholders and the earlier media regulations. With digital technology changes and in the era of media convergence, it is utmost essential that uniform regulation must be designed that covers different platforms of content dissemination.

13. Shourya Parnami and Tushar Jain (2021) in their study “A Study on Increasing in the Usage of OTT Streaming Services” examine that the Subscribers of the streaming services had increased their timing of streaming by almost 3 hours on a day average due to the covid-19 pandemic days, citing different reason. This increase in usage of OTT platform is very encouraging for the new productions houses in the market to launch their streaming platforms and other countries OTT platforms looking to launch in India. The study shows that majority of the viewers of OTT are subscribed almost 2 or 3 OTT platforms.

14. Ahuja Rahul (2020) in his study “A Study of Web Series & Streaming content on Indian Youth” shows the perception of youngsters regarding the web shows and streaming content that is available on online platforms like Amazon Prime, YouTube, Netflix, Torrent Downloads, Hotstar and more. The content being produced and streaming on the OTT platforms have been successful in engaged youth’s attention, and moving them away from the traditional television content. It also found that web series have impact on youths social and psychological behavior.

15. Sundervel E. and Elangova N. (2020) in their study “Emergence and Future of Over-the-top (OTT) Video Services in India: An Analytical Research” found that the streaming video platforms, once considered a highly rich is today a commodity. In India, there is a rapidly growing number of consumers adapting to it. While Indian OTT platforms like Hotsatr and Jio Cinema has gained a stronger foothold, global players like, Netflix and Amazon Prime have rapidly grown their market in India. This paper explores the ‘emergence, advantage, and future of OTT streaming service in India’ through an analytical research.

16. Tripti kumari (2020) in her study “A Study on Growth of Over the Top (OTT) Video Services in India” shows that ‘majority of users agree that emergence of OTT platforms have affected their television and movie watching habits’. Mobile phones are the most preferred device for watching OTT streaming channels and majority of viewers are night time viewers. The findings of the study not only give an insight on the most important factors contributing to the success of OTT platforms but also the main reason for publics not adopting to OTT services

17. Shwetha Mishra and Vanitha Esaimani (2020) in their study “A Study on Popularity of Netflix among Youth” reveals that Netflix must continue to recognize viewer trends before their competition, and adjust their

strategy to best take advantage of those trends. Netflix has turned out to be on one thing that is touching many lives in different areas and continues to remain the most prevalent facility in the teenage segment. The new and potent entrants might have disturbed Netflix a bit, but it still has a target audience and has successfully restored its goodwill.

18. Gainchandani Damini Hareshkumar, Suraj. M. and Mahendra. S. (2020) in their study “An Empirical Study to Measure Fascination of Young Adults towards Web Series” reported that OTT streaming platforms are the most preferred source for entertainment for millennial who want to enjoy content anytime and anywhere. Youth and adolescents are wants to enjoy the online content they are watching and thus are looking forward to more new storyline that can be covered in a season with limited number of webisodes and enough to binge watching. Web-series are having more gap between seasons, so the gap for the another season should be less.

19. Khatri Sonal and Aruna (2020) in their study “Impact of Social Media Promotion & Mobile Application on the Sustainable Development & Growth of OTT Platforms in India” found the impact and role of Social Media marketing and Mobile Applications on OTT platforms. Major finding of this study is significant impact of Acceptance, Affordability, Accessibility, and Awareness created by the online applications of OTT platforms on purchase decision of the viewers. Finally, the Social Media and Mobile applications by OTT platforms can be considered as two the major pillars for their sustainable development and growth.

20. Seetharaman. A. and Maddulety. K. (2020) in their study “Critical Review of Binge Watching Behavior Through the Prism of Vroom’s Expectancy Theory” examine the four main motivation factor that drive a user to binge watching through systematic literature review. The various good and bad aspects of motivations were also discussed through Vroom’s Expectancy theory. The study found that though binge watching serves as a best choice to escape from real life drama’s, but an addiction to binge watching can Cause many health issues such a depression, anxiety and insomnia.

21. Raval Dipamkumar Maheshkumar (2020) in his study “A Study on Impact & Popularity of Web Series on Youth” reported the few years of increase in the popularity of web shows around the world have given the audience an impactful content to explore on digital platforms. This research focused the internet is a quit large extent used by youth and specifically the people in the age range, the producers of the web series and the platforms are producing content which is youth centric. OTT platforms are highly promoted through word of mouth and social media. The adults at least spend more than an hour or two hours in watching streaming web series.

22. Manan Goel, Parth Goel, Raghaavendra Singh, Ritik Arora, Saanya Chawla and Utsav Agarwal (2020) in their study “Correlation Between Smoking Scenes Shown in OTT Content and Potential Impact on its Viewers” examine the change in smoking habits, its impact, and also the reason behind the same changes. The findings of this research show that the ‘smoking habits of an individual is impacted because of the hours spent watching on TV series, movies which contain smoking imagery’. Showing that smoking imagery does impact the young viewers increase in number of daily cigarettes.

23. Aditya, Archana, Sudesh Pillapalli, Shriya Alluri, Shivalika and Sriram (2020) in their study “Study of Impact of Online Streaming Services (OSS) on Youth of 18 to 24 Years Group with Reference to Navi Mumbai” examined that OSS or OTT do affect the youth of age group 18 years to 24 years. In the study it has been seen that, psychology, time management are getting affected of youth by excessive watching OTT services. This is proven by unbalanced time management, psychological effect and monetary pressure on youth for such content watching. So, researchers explained that, Online Streaming Services have impact on youth and their life is getting seriously affected by online streamin platforms platforms.

24. Asma, Wan Amizah, Wan Mahmud, Wan Idros, Muhmmad Adnan Pitchan and Shariff Mamat (2020) in their study “OTT Media and Content regulation: A Systematic Review and Meta-Analysis” reveals that censorship on online content will affect viewer’s perception to achieve gratification. Their study has discovered that due to adult internet content, homosexual adolescents in particular have demonstrated huge gap in various aspects of health-risk behaviors and health cognition. OTT media platforms using internet services have been systematically searched for the censorship.

25. Ralph Nyarenda (2020) in his study “Drivers of Continued Use of OTT Platforms” reveals that use of OTT platforms increased during holidays seasons, lockdown time and public holidays when consumers have more available time at home. Video-on-demand platforms like Youtube, Amazon, Netflix etc. continue to disrupt traditional linear broadcasters and are continuously altering the TV and video market place and value chains. Streaming services are altering consumer viewing trends, moving away from TV to OTT platforms. Consumers are increasingly in control of when and how they view video content. Online streaming services are crucial for developing long-standing sustainable and trusted relationship with customers.

26. Nandani Parikh (2020) in her study “The Emergence of OTT Platforms During the Pandemic and Its Future Scope” reported that people have started consuming OTT more and More in the lockdown. OTT Platforms have experienced a substantial inorganic growth by taking up the market share of other platforms has

been proved. The study shows that even though OTT platforms cannot replace cinema theatres but certainly its own segment. They say that in future, there might be few people who would prefer OTT over cinema.

27. Aditya Dhanuka and Abhilasha Bohra (2019) in their study “Binge- Watching; Web-series Addiction amongst Youth” reveal that ‘youth in Mumbai prefer binge-watching independent of their age group or gender, depending upon their work demands’. They have been struggling with the addiction of digital content consumption and seem to be aware of it, and also would like to change their aggressive behavior towards web-series consumption. The report highlights the negative impact of binge-watching of web series on emotional, physical, psychological and social health of these young individuals.

28. Kavitha Venkatasubramany Iyer (2019) in her study “A Study of Effectiveness of Product Placement in Indian Web Series among Young Consumers” examines the effectiveness of product placement in web series among adults. On such phenomenon is the growing popularity of web series content. This change can be attribute to the fact that web content has become cheaper and more available. This has also led to an increase in online platforms. Web shows has a power to be a creative, minimalist and an effective platform to create and maintain close bonds with their subscribers.

29. Sabyasachi Dasgupta and Priya Grover (2019) in their study “Understanding Adoption Factors of Over-the-Top Video Services among Millennial Consumers” reported that viewers of OTT platforms, till date are more attracted to the free OTT Platforms than the subscribed ones, because their perception is that OTT is an extra entertainment medium. In other words, if viewers choose the OTT format, what will its consequences be in terms of television viewing. The study shows that people have started investing a lot of time and paid so much money on OTT platforms and it also found that ‘there is a huge need to streamline the entire process of OTT market in India’.

30. Parijat Upadhyay (2019) in his study “Amazon Prime Video in India: Is it Customer Engagement or Media Content Strategy” found that in India amazon is continuously looking out the ways to expand Prime video. They are planning to expand its catalogue further in south India languages like Telugu and Tamil. In India still if Amazon wanted to reach all over the country then it couldn’t have been done depending on one or two languages. Specially to capture female customer in mid age it’s important to have more local language content.

31. Aastha Sawhney, Nidhi Sharma and Sahil gupta (2019) in their study “Case Study: Amazon Prime-An Entertainment Partner (Web Series)” examine that ‘web series are more convenient for the customer to watch in their comfort zone’. Most youngsters watch web series as per their device, they can watch with an entertainment connection. The competition in Streaming platforms is getting tough in this present era with the emergence of international streaming players like Amazon Prime Video and Netflix.

32. Amisha Gupta, Verma. M.S., Rupanshi Toteja and Dimanya Narang (2018) in their study “Exploratory Analysis of Factors Influencing User’s Adoption towards OTT Industry” found that ‘online streaming content providing platforms have successfully marked their presence in the entertainment part of people’s life in India’. This research investigates the factor influencing the user’s adoption of OTT platform in India.

33. Banarjee Aniriddha, Alleman James and Rappoport (2013) in their study “Video Viewing Behavior in the Era of connected device” examine the OTT device use has expended. This study suggests a TV and video environment of the future in which most households use both traditional television and video streaming to meet their needs, particularly as both modes of viewing also enhance their options for both live and time-shifted viewing and, as well for viewing both in fixed locations and while mobile.

### **Regional:**

1. Saravanan. V.M. (2021) in his study “The Use of Online Platforms for Content Delivery; Mapping Students’ Viewing Habits of Web Series on OTT Platforms” reported the ‘growing popularity of streaming platforms films web series has emerged as an important subsidiary entertaining ingredients of the Over-the-Top Platforms’. This study indicates that majority of web series viewers are young audience between the age group of 15 to 25 years. This study result showed that web series is gaining popularity in India particularly in metro cities like Bangalore.

2. Sunil Gowda and Omprakash Mandge (2021) in their study “OTT and Growth of India’s OTT Platform” found that India is the fastest growing OTT market, India is also set to emerge as the world’s sixth-largest OTT market by 2024. Indian OTT platform Hotstar leads the Streaming plaforms at present world. Hotstar has the highly recommended platforms of non-paying OTT users. The mobiles are the most used device for OTT video content consumption by the viewers. Jio is the most popular networking platform among OTT users. In OTT contents are most preferred language is Hindi and English.

3. Reshma and Chaitra (2020) in their research “Proliferation of OTT apps in India: an empirical study of OTT apps and its impact on college student” examine the college student have been using streaming services for their personal and educational purpose. The findings show that, streaming films and shows online have become a traditional culture among the students. And all these aspects are based on the streaming services that are

provided to the viewers and gaining more subscribers day by day as the online entertainment competition has been increased and understanding the psychology of the audience to attract their mood towards their OTT platforms.

4. Geetha Sharma and Aastha Sawhney (2019) in their study “Netflix’s Dynamic Capabilities in Global Expansion: A Learning Perspective” observed that Netflix’s global growth is a crucial factor in the company’s success. Netflix will face growing pressure not only from other important players such as Amazon Prime Video but also from new competitors and national or regional players. It will have to continue to broaden its integration of world and international content in this way.

### **III. Conclusion:**

The above review of literature illustrate numerous studies conducted on OTT Platforms and its impact on consumers, youngsters, adolescents and society from various dimension across the world. Also, in this context, various industrial sectors like entertainment, marketing and broadcasting sectors have been studied by researchers in different countries including India also. The above studies don’t focus on adolescents in Karnataka and impact of OTT platforms on adolescents. However, such Studies are rare in Karnataka state and insignificant numbers of studies have been conducted in OTT platforms and its impact. Hence, there is a need to study the impact of OTT platforms on Adolescents: A case study of Karnataka.

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