



# A Study on Impact of Customer Preferences towards Experience between Over-the-Top vs Theatre

<sup>a</sup>Rejo Jesudas J

PGDM Student, Rajalakshmi School of Business, Chennai

<sup>b</sup>Abirami H

PGDM Student, Rajalakshmi School of Business, Chennai,

<sup>c</sup>Dr. Deepika R

Assistant Professor, Rajalakshmi School of Business, Chennai.

## Abstract:

This research examines the aftermath of the shift in customer preference from traditional cinema experiences to Over-the-Top (OTT) platforms such as Netflix and Amazon Prime Video. The study aims to understand the impact on the theatre industry, the quality of content, the viewing experience, and the overall satisfaction of customers. The findings reveal that while OTT platforms have increased in popularity due to their convenience and accessibility, a significant number of people still prefer the unique and immersive experience of watching movies in theatre particularly for star-protagonist movies. The research highlights the need for the entertainment industry to adapt to the changing landscape, by offering unique experiences or exclusive content to attract audiences. In conclusion, while OTT platforms have certainly impacted the traditional cinema experience, they are not a complete replacement for the theatre industry, and both will continue to coexist.

**Keywords:** OTT, Theatre, Movies, customer preferences.

## Introduction

The rise of Over-the-Top (OTT) platforms such as Netflix, Amazon Prime Video, ZEE, and Disney+ has revolutionized the way we consume entertainment. As most internet users are being drawn to OTT platforms. The OTT has significantly improved the entertainment industry's standard in recent years and consistently delivers exceptional performance. These platforms offer a vast library of content that can be accessed on demand, flexible to watch at any time from the comfort of our homes to the best quality are the key reasons.

This has led to a significant shift in customer preference, with many opting for OTT experiences over traditional theatre experiences. On the other hands Several recent films, like RRR. KFG2, have demonstrated why going to the cinema is preferable than using an OTT platform. because there are some movies that are

only available in cinemas.

The theatre offers a unique and immersive experience that is not achievable on OTT. A large screen, excellent audio, and a unique ambiance that you can only experience in a theatre.

This research topic explores the aftermath of this shift in customer preference, examining the impact on the theatre industry, the quality of content, the viewing experience, and the overall satisfaction of customers. By understanding the preferences and expectations of customers, this research aims to provide insights into how the entertainment industry can adapt and thrive in a changing landscape. Our research highlights the following findings whether OTT platforms stay dominant for movie releases, knowing the medium people favour more, frequency of consumers to movie theatres after boom of OTT, knowing if people agree to “star protagonist movies in theatres only”.

## Review of literature:

The digital streaming platforms have changed the complete entertainment industry. Sony Varghese (2022) “Is OTT industry a disruption to movie theatre industry” states that the rise of digital streaming platforms such as Netflix and Amazon Prime is changing the entertainment industry in India. This has become a challenge for the movie theatre industry, especially during the national shutdown due to the pandemic. However, the study suggests that movie theatres and OTT platforms will coexist in the long term as viewers are constantly searching for original and immersive entertainment. It also gives suggestions on how movie theatres can compete and stay relevant in the marketplace. Nagendra Mani Tripathi (2022) “OTT v Theatre: anticipating trends post pandemic” states that the covid-19 pandemic has disrupted various industries, including those dependent on global supply chains and manufacturing.

The cinema and theatre industry has also been impacted, with decreased profit margins. While the OTT industry has seen a short-term surge in viewership, the fear of limited content and recession could lead to unsubscriptions and job cuts. With quarantine and self-isolation, the consumption of media through OTT services has surged, posing a threat to the traditional cinema industry. Brindha (2021) “OTT v theatre: anticipating trends post pandemic” states that The emergence of television in the 1950s changed entertainment in India, leading to the evolution of content and the need for it. Subscription Video-on-Demand (SVoD) services or Paid OTT Video-Streaming services have now made it possible for anyone with internet access to access subscribed services at their leisure.

The Covid-19 outbreak and subsequent lockdown have led to changes in media consumption patterns, consumer behaviour, and marketing trends, influencing long-term change. Researchers in Tamil Nadu conducted semi-structured interviews to understand the changes in usage patterns and preference for paid OTT platforms over theatre-watching. Avirupa Basu (2021) “Shaping OTT Movie Consumption through Immersive Cinema: A Qualitative Investigation of Consumer Perspectives” states that The COVID-19 pandemic caused a disruption in the entertainment sector, leading consumers to turn towards video and music streaming services. Film studios have opted for digital releases on OTT sites to avoid losses and delays, but these releases need to imitate the theatrical experience. This exploratory study aims to provide insights on whether Immersive Cinema

can be used to imitate the physical world through digital simulation on OTT platforms. The study used qualitative interviews and focus group discussions to understand perspectives about Immersive Cinema consumption on OTT platforms and its potential when compared to traditional theatrical releases. P. William Robert (2022) “The future of movies: will OTT take over theatres” states that The COVID-19 pandemic caused a disruption in the entertainment sector, leading consumers to turn towards video and music streaming services.

Film studios have opted for digital releases on OTT sites to avoid losses and delays, but these releases need to imitate the theatrical experience. This exploratory study aims to provide insights on whether Immersive Cinema can be used to imitate the physical world through digital simulation on OTT platforms. The study used qualitative interviews and focus group discussions to understand perspectives about Immersive Cinema consumption on OTT platforms and its potential when compared to traditional theatrical releases. Rahul M (2021) “A Comparative Study on Ott Platform Censorship and Policies in India” states that The emergence of OTT platforms as a visual content-based platform has disrupted the entertainment sector by providing users with a personalized experience. The popularity of these platforms has increased with the rise of smartphones as a major visual entertainment medium. India recently amended the Business Allocation Act to include movies and audio-visual programs provided by online content providers under a new category. This study aims to analyze the different types of OTT platform censorship around the world and compare them to India's newly implemented regulatory code for OTT platforms. Haritha (2021) “A Study on the Forthcoming Revolution of Entertainment Service: Over The Top (OTT)” states that The emergence of Over-the-Top (OTT) platforms and online streaming services like Netflix, Amazon Prime, Hotstar, Zee5, and Voot has changed the media and entertainment sector. The study analyzed the preference of 100 OTT platform users for movies and series, finding a high preference for Hotstar. Quality of content and affordable cost were identified as the main factors attracting customers to OTT platforms. The study suggests that OTT is the forthcoming revolution in entertainment services. Suman Kumar Kasturi (2021) “Can OTT be the Solution to the Fate of Film Industry amid Pandemic Covid-19? A Case Study of Tollywood Film Industry” states that the paper discusses the impact of the Covid-19 pandemic on the Tollywood film industry, with no releases and shootings suspended.

The objective is to examine the difficulties faced by the industry and to explore whether Over The Top (OTT) media services could provide a solution to their problems. The study includes a case study of the Tollywood film industry, and its potential for utilizing OTT services. Revati Devaki P C (2021) “Can OTT be the Solution to the Fate of Film Industry amid Pandemic Covid-19? A Case Study of Tollywood Film Industry” states that During the COVID-19 pandemic, the film industry experienced a huge growth in subscription rates for OTT platforms as movie theatres and shootings were suspended. To predict the future of OTT platforms post-pandemic, a survey was conducted among 350 subscribers, which showed that Amazon Prime was the most popular platform. The study also found that the audience preferred to watch movies on OTT platforms even after theatres reopen and that new film directors and producers have a future in the industry through these platforms. Additionally, a high percentage of subscribers indicated they would not withdraw their subscription post-pandemic. Kavita Sharma (2023) “OTT platforms resilience to COVID-19—a study of business strategies and consumer media consumption in India” states that This study examines the impact of the COVID-19 pandemic on the media and entertainment industry, specifically the growth of over the top (OTT) consumption

in India.

Using a multiple case studies approach, the study identifies seven strategies used by top-performing subscription-based OTT platforms to maintain resilience during the pandemic. The study also explores consumers' OTT experience during the pandemic through a semi-structured Google survey, revealing factors driving consumer preference for OTT, such as convenience, accessibility, and quality of content. Jyotirmay Deb (2022) "The proliferation of OTT platforms effect on traditional cinema goers. A study on the urban population of Kolkata after Covid19 pandemic" states that the paper examines the impact of OTT platforms on traditional cinema-goers in Kolkata, particularly in light of the pandemic. With hundreds of films and web series available at a cost equivalent to one or two movie tickets, OTT platforms offer a wide range of options, including shorter films and anthologies.

The web series trend is popular, and more subtle and meaningful cinema is gaining popularity. The study aims to identify the reasons behind the shift from traditional movie theatres to OTT platforms and assess the current situation for single-screen moviegoers. Shyam Prasad (2022) "Impact of OTT media on the society: insights from path analysis" states that the study examines the impact of OTT media on individuals, families, and society, and its potential effects on career, education, and health. Path analysis was used to examine the relationships between variables, and an online questionnaire was used to collect responses. The findings provide insights into the impact of OTT media, highlighting its growing significance as a channel of entertainment. The study suggests the need for further research during normal times and provides valuable information for individuals, families, and society regarding the importance of the content watched on OTT platforms. Anvesha Sharma (2022) "The new normal in entertainment: an india based descriptive study on the rise of ott" states that The proposed chapter theorizes the rise and usage of OTT platforms during and post-Covid-19 pandemic, studying different factors behind its growth and the evolving regional OTT market. The research data shows a significant increase in subscription during the pandemic as people shifted to OTT platforms for entertainment due to accessibility, availability, and affordable pricing.

Even post-pandemic, people are still consuming OTT space as the new form of entertainment, providing an opportunity for content creators to explore their creativity. Unnamalai Swetha CT (2022) "A study on consumer preference towards ott platforms over theatres post covid 19" states that The study on customers' preference towards OTT platforms aims to identify and analyze the factors influencing their viewership and competitive analysis. The research design used is descriptive research with convenience sampling methodology. The study shows that 2/3rd of the respondents were aware of OTT platforms before the pandemic, and customer satisfaction is very high. The primary factor influencing customers to watch OTT is its convenience in terms of being able to watch anytime and anywhere. Sujith.T.S (2022) "A study on consumer preference towards ott platforms over theatres post covid 19" states that The study aims to analyze the perception and satisfaction of consumers or users of OTT video platforms in Thrissur district, Kerala.

The availability of numerous OTT platforms and advanced technology has made it easier for consumers to access high-quality content without commercials. The COVID-19 pandemic has further shifted consumer content choices towards OTT platforms. The study seeks to identify the factors influencing the satisfaction of

OTT video platform users. Charu C. Pathak (2023) "Feature Films in Theatres and OTT Platforms: A Study into Viewing Habits and Preferences" states that The advent of OTT platforms has transformed the audience's preferences and ways of consuming media content, particularly cinema. The cinema industry has undergone many changes in the past, including the shift from single screens to multiplexes and black and white films to color.

The emergence of OTT poses a serious threat to the existence of cinema halls, making it crucial to understand people's preferences for cinema and OTT. Anindita Dey (2022) "A Study on OTT Content Versus Theatrical Released Cinema Preferences Among the Urban Population of Guwahati" states that The Covid-19 pandemic brought about a shift in entertainment consumption from cinema halls to Over-the-top (OTT) platforms. OTT is popular due to its fresh, latest content and good storyline, and the fear of its dominance has led to this study to investigate whether OTT has taken over films in Guwahati, Assam. The study aims to determine if OTT has impacted the urban population's film viewing preferences on the basis of cost, content, characterization, and accessibility.

Censorship in OTT is also a major reason for its increased viewership, and this study aims to investigate if viewers' preferences are shifting towards OTT content or remain with commercial cinema released in theatres. Bharat Patade (2022) "The evolving ott scenario" states that The emergence of Over the Top (OTT) platforms in India began with the launch of BigFlix in 2008, and has since grown significantly. Despite the pandemic causing significant difficulties across the country, the demand for OTT platforms has continued to increase. However, concerns about the content being shown on these platforms has led the government to draw up a three-tier mechanism to monitor them. The low price range and ad-free content on offer has also contributed to the rise of OTT platforms in India. The purpose of this research paper is to explore the evolution of OTT in the COVID-19 era and its impact on various segments of the population. Sakshi Tiwari (2022) "Perception of indian youth towards ott platforms: an analytical study" states that The COVID19 pandemic has led to the closure of movie theatres and the shift towards Over-the-top (OTT) platforms in India. This study aims to understand the perception of Indian youth towards OTT platforms, the impact of their popularity on movie theatre and the key factors contributing to their growth. The results show that Indian youth prefer OTT platforms over theatres due to easy accessibility, cost, and convenience. The study suggests that OTTs have a promising future in India with a growing number of users. The data was collected using a survey method and a convenient sampling method. Arvind Kushwaha (2021) "The consequence of movie theatre closures in the midst of the pandemic" states that The study aimed to examine the impact of subscribing to OTT platforms and reading books on the entertainment choices of college graduates in Mumbai. The findings suggest that movie theatres act as a hindrance to more OTT subscriptions, but do not encourage reading more fiction and non-fiction. The study implies that OTT platforms should focus on advertising to those who do not attend theatres and offer culturally relevant content. The study's originality lies in exploring whether youths have stopped going to the movies, and it recommends further investigation into post-pandemic changes

## Research Design

We have identified various methods of exploratory research that will derive information to the goals of conducting the research project. The type of exploratory studies include literary reference, surveys, questionnaires and polls. Materials collected are both raw and condensed in nature, as per the requirements of the study. Focus groups are yet another qualitative approach in which a group of people are asked about their perceptions, opinions and attitudes towards the situation.

Surveys using google forms were circulated among a selected group to figure out the preference between OTT platforms and Movie theatres. These exploratory methods would give a complete picture of whether OTT platforms are preferred over theatres for movie releases. The target population from which the sample group is selected, are the people of Tamilnadu keeping in mind the state's very strong fan culture and its mentality towards movie releases and their heroes. Sampling frame: The field of media is the key element from which the sample is selected. Therefore the sample that is selected will be people who would have watched films both in theatres and OTT. Convenient sampling was used to select the sample of 90 respondents in the age group of 18- 50+ years. The selected and representative group of individuals from the particular population are, mostly youngsters who share a wide knowledge in the field of media, mainly college students.

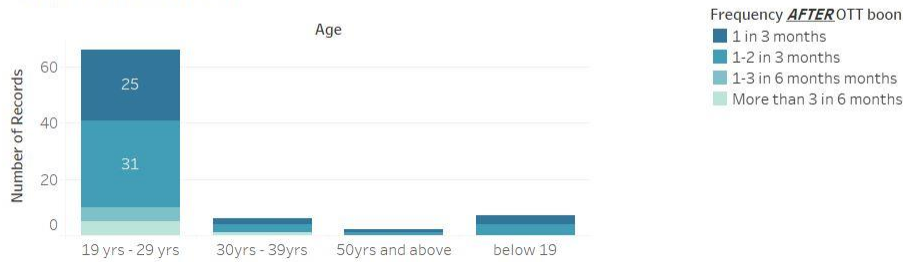
The hypothesis of the survey gives the assumption of whether OTT platforms would become a dominant platform for movie releases. People who relate theatres as a nostalgic experience would prefer movie theatres over OTT. People will go to theatres because of the strong fan culture (hero worship) found in Tamilnadu. People prefer OTT since it's cost effective compared to theatre. People who would like to skip through content or watch a movie multiple times would prefer OTT compared to theatre for its flexibility. In reference to the social aspect (group of friends), people would prefer theatres.

### Analysis and Interpretation

Before OTT platform how frequently do you watch movies in theatres?

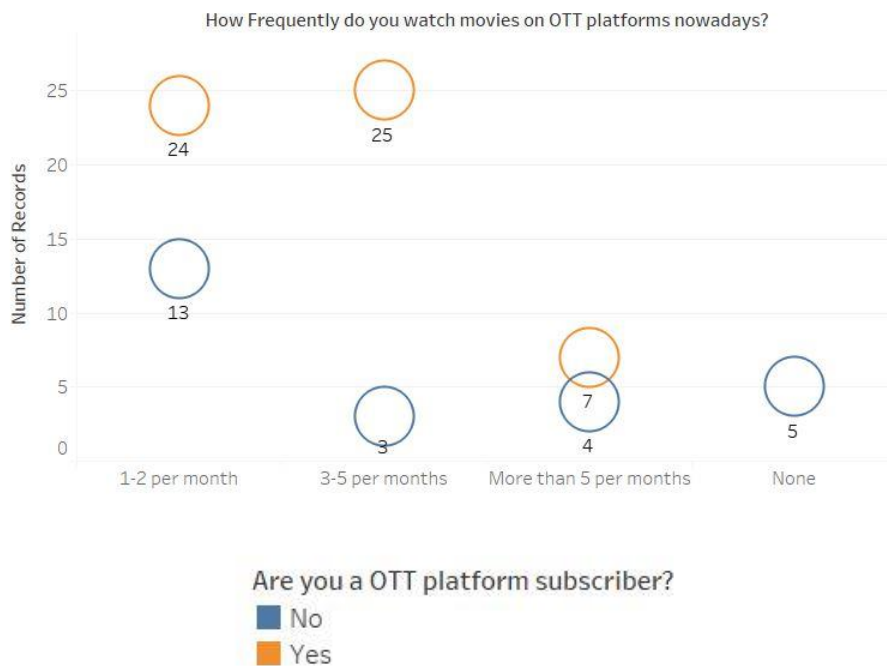


After the OTT boom how frequently do you watch movies in theatres?



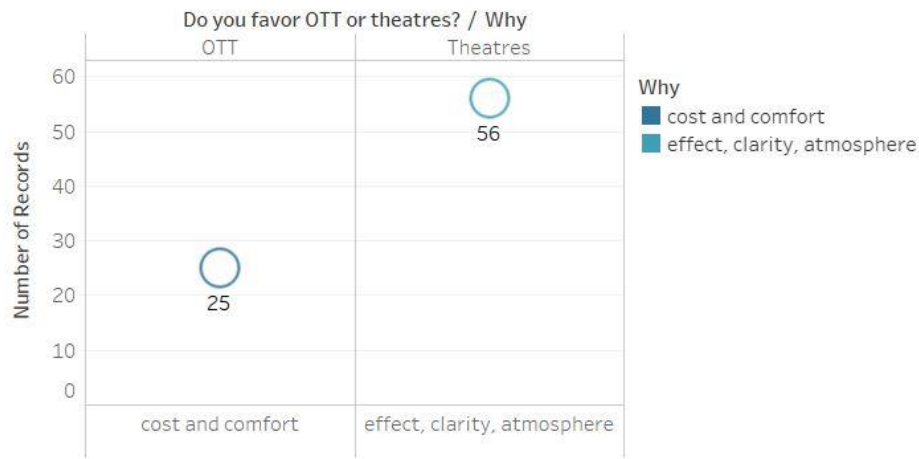
**Fig 1**

As the comparison shown in Fig 1, our major target samples are of age 19 yrs to 29 years shows that substantially the frequency of viewership has been reduced. Before OTT 41 respondents have watched 1-2 movies in theatre whereas after the Boom of OTT, 25 respondents said their frequency is reduced to 1 in 3 months.



**Fig 2**

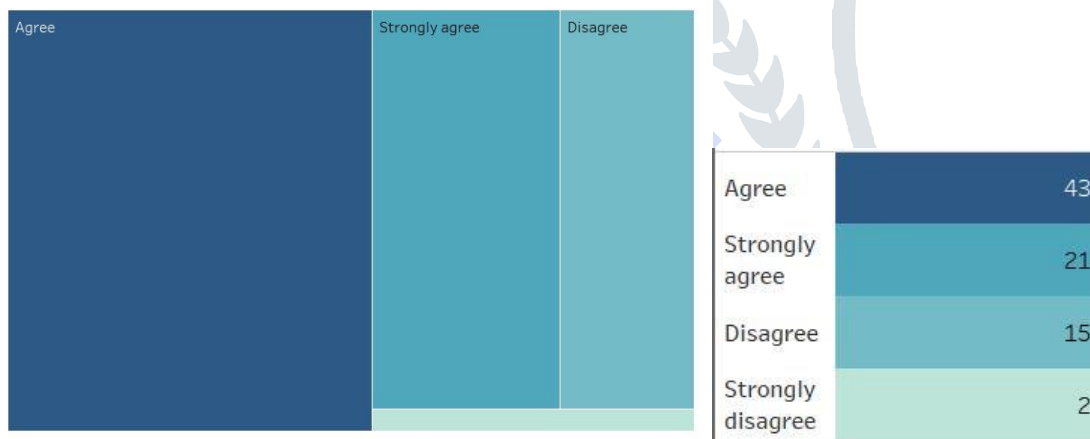
From Fig 2, we can see, that respondents without subscriptions are also a frequent user of OTT along with subscribers and the subscribed consumers prefer to watch 3-5 movies per month on a regular basis.



**Fig 3**

From Fig 3, we can see, that 56 people favor theatres more than OTT, mainly due to the Clarity of audio, visual effects, and overall atmosphere, which a home setup can not justify this experience. People only prefer OTT for the cost-effectiveness and comfort it provides.

Will consumers accept “ If production houses and film industries release star protagonist movies **Exclusively** in theatres only”?



**Fig 4**

From Fig 4, we can see, that 43 people agree to watch Star-Protagonist movies Exclusively in theatre as they believe that it is a good return on investment. It shows that people can spend time-money, to have quality time watching a movie in a theatre.

The given interpretations highlight some interesting findings on the preferences of consumers towards theatres and OTT platforms. It is evident that while theatres continue to be preferred by many, the emergence of OTT platforms has impacted the frequency of viewership in theatres. This is not surprising as OTT platforms offer several benefits such as convenience, cost-effectiveness, and the ability to watch content at any time and place.

The data also shows that respondents without subscriptions also use OTT platforms frequently. This highlights the growing popularity of OTT platforms among non-subscribers and suggests that the market for these platforms is expanding rapidly.

It is also interesting to note that while people appreciate the cost-effectiveness and convenience of OTT platforms, they still prefer the experience of watching movies in theatres. Theatres offer a unique atmosphere

that cannot be replicated at home, and people are willing to spend money to have this experience. This finding shows that the theatre industry will continue to thrive, and it is unlikely that OTT platforms will completely replace theatres in the foreseeable future.

In conclusion, the given data highlights the changing preferences of consumers towards theatres and OTT platforms. While OTT platforms offer several benefits, theatres continue to remain a preferred mode of entertainment for many. Therefore, it is essential for the entertainment industry to provide a balance between the two and offer consumers the best of both worlds. Numbers of movies being watched by consumers in theatres have been reduced after OTT. Irrespective of the subscriptions, 40% of non-subscribers are frequent users of OTT. But 70% of people have chosen Effect, Clarity, and atmosphere over cost and comfort. 79% have opted agree and strongly agree for "Production houses and film industries release star protagonist movies exclusively in theatres only".

While the rise of Over-the-Top (OTT) platforms has disrupted the entertainment industry in many ways, there are still reasons to believe that they are not an imminent threat to the traditional movie theatre experience. Here are some additional reasons, along with references to relevant articles: Theatrical releases still generate more revenue: Despite the success of films released on OTT platforms like Netflix and Amazon Prime, theatrical releases still generate more revenue on average. According to a report by the Motion Picture Association (MPA), global box office revenue reached \$42.2 billion in 2019, while global revenue from online video subscription services was \$26.0 billion. This indicates that theatrical releases remain a crucial source of revenue for the film industry, and suggests that theatres are unlikely to disappear anytime soon. (Source: MPA's "Theme Report 2019")

Theatre experiences offer social and communal benefits: One of the key advantages of the theatrical experience is the sense of community and shared experience that it provides. As a New York Times article notes, "Going to the movies is a social activity, and for many, it's also an escape from the isolating nature of streaming." The communal aspect of moviegoing is difficult to replicate through an OTT platform, and is likely to remain a draw for many moviegoers. (Source: New York Times, "Why Movie Theatres Aren't Going Anywhere") Theatrical releases remain crucial for awards consideration: Many film awards, such as the Oscars, require films to have a theatrical release in order to be eligible for consideration. As Variety notes, "streamers are increasingly concerned about winning the big prizes, which require a certain kind of release." This means that OTT platforms are likely to continue releasing films in theatre at least for the purpose of awards consideration. (Source: Variety, "Oscar Contenders on Streaming Services Face Tough Road to Academy Recognition")

Theatrical releases offer a different kind of prestige: While OTT platforms have made significant inroads in terms of prestige programming, theatrical releases still offer a certain cachet that cannot be replicated online. As a Hollywood Reporter article notes, "There is no question that the prestige of a theatrical release remains." This suggests that many filmmakers and studios are still motivated to release films in theatres in order to achieve a certain level of prestige and cultural impact. (Source: Hollywood Reporter, "Why the Theatrical Experience Will Survive the Streaming Revolution").

## Limitations & Future Research

OTT is not being a bane for Theatres, since it won't give us the theatre experience. Setting up theatre at home is not cost effective for the customers. People wanted to watch movies in Theatres for better experience and effect. Release in OTT after theatre is for benefit for Distributors. 2 days before the movie release, tickets are being sold out within 7 hours from the time of release. Real Time Bane for Theatres is "Review" Review is only affecting the footfall of the consumers and a lot of cancelling is happening after 1st show review. Future research can be based on the biased reviews affecting the footfalls.

## Conclusion

In conclusion, the rise of OTT platforms has impacted the traditional cinema experience, but it is not necessarily a bane to the theatre industry. While the convenience and accessibility of OTT services have led to an increase in subscriptions, there is still a significant number of people who prefer the theatre experience, especially for star-protagonist movies. OTT platforms have certainly given a new lease of life to smaller or independent movies that may have not otherwise received widespread attention in traditional cinemas. However, the thrill of watching a big-budget movie on a large screen with state-of-the-art sound systems and a collective audience experience is something that OTT platforms cannot fully replicate.

Moreover, many individuals enjoy the social aspect of going to the cinema, whether it be with friends or family. The act of going out to watch a movie and then discussing it with loved ones afterward creates a shared experience that cannot be replaced by simply streaming content at home.

In conclusion, while OTT platforms have certainly impacted the traditional cinema experience, they are not a complete replacement for the theatre industry. There will always be a significant number of people who will choose to watch movies in theatres, especially for star-protagonist movies. However, the industry may need to adapt and find new ways to attract audiences, such as offering unique experiences or exclusive content. The research explored whether the audience or producers would go back to the traditional theatre for movie releases in Tamilnadu, will OTT platforms become more dominant and whether theatres become an exclusive experience.

Overall, while the rise of OTT platforms has disrupted the entertainment industry in many ways, there are still reasons to believe that theatres will continue to play a significant role in the film industry. The communal aspect of moviegoing, the continued importance of theatrical releases for revenue and awards consideration, and the prestige associated with theatrical releases all suggest that theatres are not being immediately threatened by the rise of OTT platforms.

## References:

Varghese, S., & Chinnaiah, S. (2021). Is OTT industry a disruption to movie theatre industry?. *Academy of Marketing Studies Journal*, 25(2), 1-12.

Tripathi, N. M. (2020). OTT v theatre: anticipating trends post pandemic. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(12), 1289-1298.

Brindha, D., Jayaseelan, R., & Kadeswaran, S. (2020). Covid-19 Lockdown, entertainment and paid ott video-streaming platforms: A qualitative study of audience preferences. *Mass Communicator: International Journal of Communication Studies*, 14(4), 12-16.

Basu, A., Mandal, P. C., Murti, A. B., & Makany, T. (2023). Shaping OTT Movie Consumption through Immersive Cinema: A Qualitative Investigation of Consumer Perspectives. *Vision*, 09722629221138375.

Robert, M. P. W., Raj, j. J., & Joseph, d. T. (2022). The future of movies: will ott take over theatres?. *Journal of Positive School Psychology*, 6(3), 7614-7620.

Rahul, M., & DineshBabu, S. (2021). A comparative study on ott platform censorship and policies in india. *Annals of the Romanian Society for Cell Biology*, 25(6), 11160-11167.

Haritha, T., & Joseph, V. (2021). A Study on the Forthcoming Revolution of Entertainment Service: Over The Top (OTT). *International Research Journal of Modernization in Engineering Technology and Science*, 3(9), 1643-1646.

Kasturi, S. K. (2021). Can OTT be the Solution to the Fate of Film Industry amid Pandemic Covid-19? A Case Study of Tollywood Film Industry. *Global Media Journal: Indian Edition*, 13(1).

Revati Devaki, P. C., & Babu, S. D. (2021). The future of over-the-Top platforms after covid-19 pandemic. *Annals of the Romanian Society for Cell Biology*, 25(6), 11307-11313.

Sharma, K., & Lulandala, E. E. (2023). OTT platforms resilience to COVID-19—a study of business strategies and consumer media consumption in India. *International Journal of Organizational Analysis*, 31(1), 63-90.

Deb, J. (2022). The proliferation of OTT platforms effect on traditional cinema goers. A study on the urban population of Kolkata after Covid19 pandemic. *Global Media Journal*, 20(57), 1-6.

Prasad, S. S. (2022). Impact of OTT media on the society: insights from path analysis. *Asia-Pacific Journal of Business Administration*, 14(2), 185-198.

Sharma, A., & Chakraborty, P. The new normal in entertainment: an India based descriptive study on the rise of OTT. *Dr. Rajendra Salunkhe*, 41.

CT, U. S., & Shruthi, T. N. A study on consumer preference towards OTT platforms over theatres post covid  
19. Journal homepage: www. ijrpr. com ISSN, 2582, 7421.

TS, S., & Sumathy, M. (2021). User Perception Towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur). *Analytical Commerce and Economics*, 2(4), 27-32.

Pathak, C. C. (2022). Feature Films in Theatres and OTT Platforms: A Study into Viewing Habits and Preferences. *MediaSpace: DME Media Journal of Communication*, 3(01), 20-22.

Dey, A., & Chanda, R. A Study on OTT Content Versus Theatrical Released Cinema Preferences Among the Urban Population of Guwahati.

Patade, B. (2021, April). The evolving OTT scenario. In multi-disciplinary inter-collegiate online student research convention 2021 Changing dynamics of Covid era: new normal in society and industry (p. 246).

TIWARI, M. S., & RAI, S. K. (2020). Perception of Indian youth towards ott platforms: an analytical study.

Kushwaha, A. THE CONSEQUENCE OF MOVIE THEATRE CLOSURES IN THE MIDST OF THE PANDEMIC.

Sundaravel, E., & Elangovan, N. (2020). Emergence and future of Over-the-top (OTT) video services in India: an analytical research. *International Journal of Business, Management and Social Research*, 8(2), 489-499.

Dutta, K. (2021). Rise of OTT Platforms and the New Normal in the Mass Media Entertainment Industry: A Perspective. *Globsyn Management Journal*, 15(1/2), 144-148.