

1.1 INTRODUCTION

The OTT(Over-The-Top) media platform is a digital media service delivered directly to audiences over the Internet. The companies that historically serve as a controller or distributor of such content, such as cable, radio, and satellite television channels, are bypassed by OTT. It's also been extended to no-carrier cellphones, which bill all communications as data, preventing monopolistic competition. OTT also refers to a new generation of modern television networks that, like conventional satellite or cable TV providers, offer live streams of linear specialty channels over the public Internet rather than a closed, private network of proprietary equipment like set-top boxes.

In this paper a study is conducted on the consumption of this OTT platforms among youth. Analysis of the consumption include determination of the OTT platforms used, time spent on them and their experience. Consumers can watch OTT content on phones (including Android, iOS, and Windows-type mobile devices), smart TVs (like Google TV and LG Electronics' Channel Plus), set-top boxes (like Apple TV, Nvidia Shield, Fire TV, and Roku), gaming consoles (like the PlayStation 4, Wii U, and Xbox One), tablets, and desktop and laptop computers.

The growing popularity and increased usage of the OTT platforms are aided with various benefits like ;

- i. Connectivity - OTT platforms are easy to use. OTT platforms requires only minimal things to access. It requires only a stable internet connection and a device like Mobile Phone or PC.
- ii. Cost friendly - OTT platforms are Cost Friendly in compare to the Traditional TV connection. The content you can get on TV cable for a premium costly package is accessible on OTT for minimal prices.
- iii. Convenience - OTT platforms allows you to access your favorite media content whenever, wherever and as often as you want. Also, considering physical requirements for cable TV based on location, OTT allows freedom over geographic location.

- iv. Variety content - Through VOD service, one can access hundreds and thousands of movies and shows. Also including, news, sports, kids content and many more. Thanks to OTT, users can watch and enjoy most content from other countries.

1.2 SIGNIFICANCE OF THE STUDY

The spread of the COVID-19 pandemic has significantly affected almost all industries in many ways. The OTT platforms have themselves undergone and moved to the next stage during these times. Not only youth, but all age groups have increased the use of OTT platforms during these times. The researchers have graded India as the highest and rapidly growing OTT market in the world. The ease of availing worldwide entertainment is been satisfied through these platforms which made the OTT wider acceptance.

1.3 STATEMENT OF THE PROBLEM

The topic of the project is “a study on the consumption of OTT platforms among youth”. The study aims at analysing various OTT platforms that are available to use, which are prominent and measuring the degree of use by the youth and their experiences and views on these platforms. The study also would help to focus on the various factors that may have influenced to the use of these platforms. The degree of satisfaction by using these platforms are also measured and further suggestions and use of peers are also analyzed.

1.4 OBJECTIVES OF THE STUDY

- To measure the pattern of use of OTT platforms among youth.
- To determine the factors influencing the use of OTT platforms.
- To recognize popular OTT platforms & content preference of youth in OTT platforms.
- To understand the use of OTT platforms with reference to the change in pre & post of COVID-19 pandemic.
- To understand the experience of using OTT platforms.
- To make a study on the impact of COVID-19 pandemic on the OTT platforms.

1.5 SCOPE OF THE STUDY

This study focuses on the current degree of consumption of different OTT platforms and also the future estimated consumption. This would thus help in providing statistical analysis of the preference of different customers. The study would also help to infer the experiences of different users of OTT platforms and their views.

1.6 LIMITATIONS OF THE STUDY

1. This study is limited to 50 respondents of which are youth. So findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
2. The primary data collected may be biased.

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