PITCHER'S HUNT

TEAM QUIRKY MUNDANE

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PREVIEW

- WHAT CONSTITUTES PIRACY?
- PIRACY AND ITS RELEVANCE IN INDIAN MARKET
- CONTENT PIRACY AND IDEAS TO COMBAT IT
- WAY TOWARDS FUTURE

OVERVIEW

GAMES

As the personal computer rose to prominence in the mid to late 1970s, so too did the tendency to copy video games onto floppy disks and cassette tapes, and share pirated copies by hand.Nowadays, torrenting pirated games remains the popular choice among those who engage in piracy.

MUSIC

The invention of internet and digital media created music piracy in its modern form. It became much easier for people who had little to no knowledge about technology to gather media files. After finding some loopholes, piracy began to exist in more legal forms an example being "Pirate Bay".

MOVIES

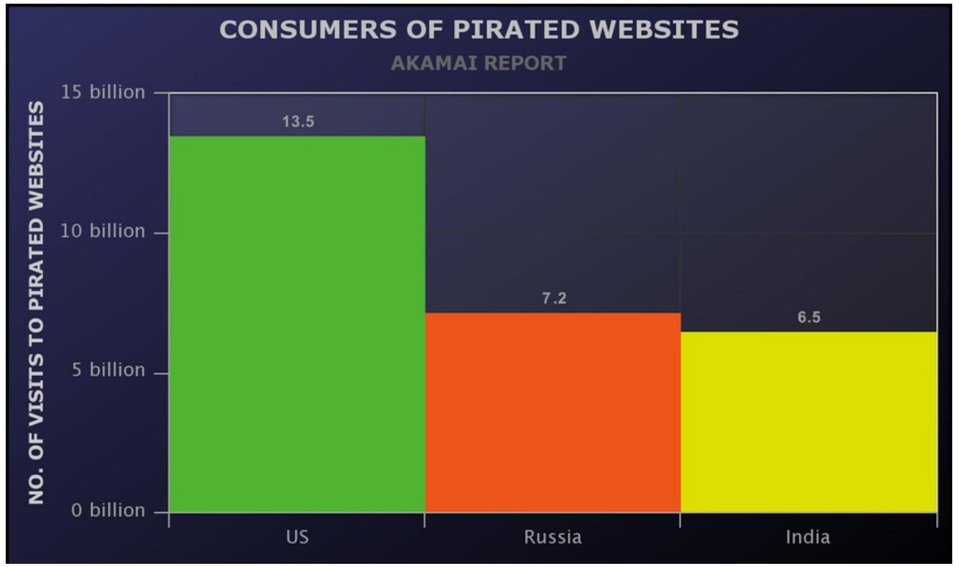
The principle behind piracy has predated the creation of the internet due to both the ease with which it can be done and the often defensible ethics behind it and access to the files that would normally cost money

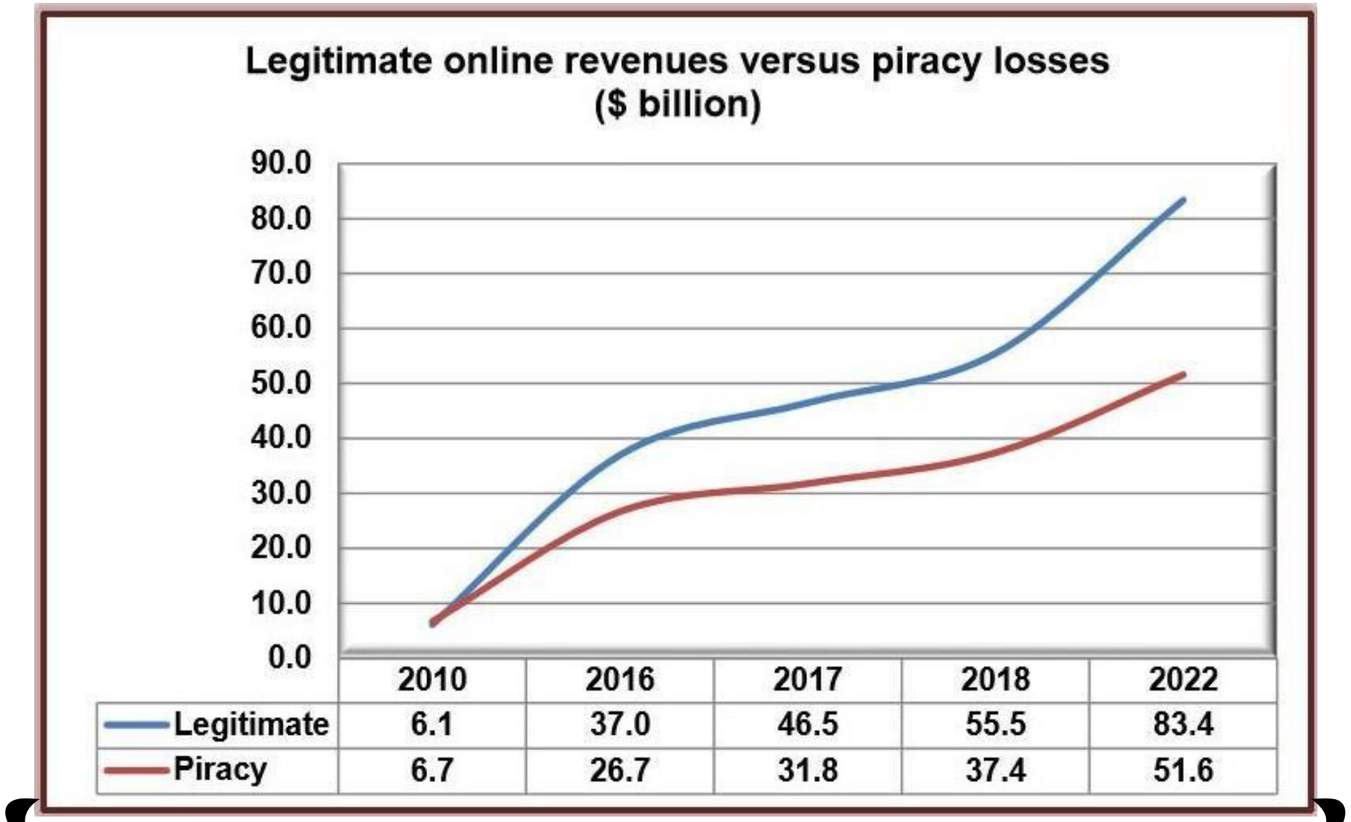
RELEVANCE IN INDIAN MARKET

FILM PIRACY IN INDIA

The regional film industry is the primary source of entertainment in India for the communities in small towns and rural areas due to the lack of urban . So foreign films only have a share of 3% in the legal market. However, in the pirated market the share of regional films and foreign films are uniformly balanced.

In case of OTT platforms, When Netflix, Amazon Prime Video, Hotstar (not yet Disney+), started their growth spurt, a generation that had grown up with streaming content over Torrents sat up and took notice.





	2010	2016	2017	2018	2022
Legitimate	6.1	37.0	46.5	55.5	83.4
Piracy	6.7	26.7	31.8	37.4	51.6

HEAVY ECONOMIC LOSS

File sharing platform such as telegram and apps such as Popcorn Times allows the matrix to search through the torrent ecosystem. Video streaming services are losing upto 30% of their annual revenue to piracy.

POLL RESULTS

Do yo watch pirated content of OTT platforms?

You can see how people vote. Learn more

- Yes
- No
- Of platforms i don't have subs

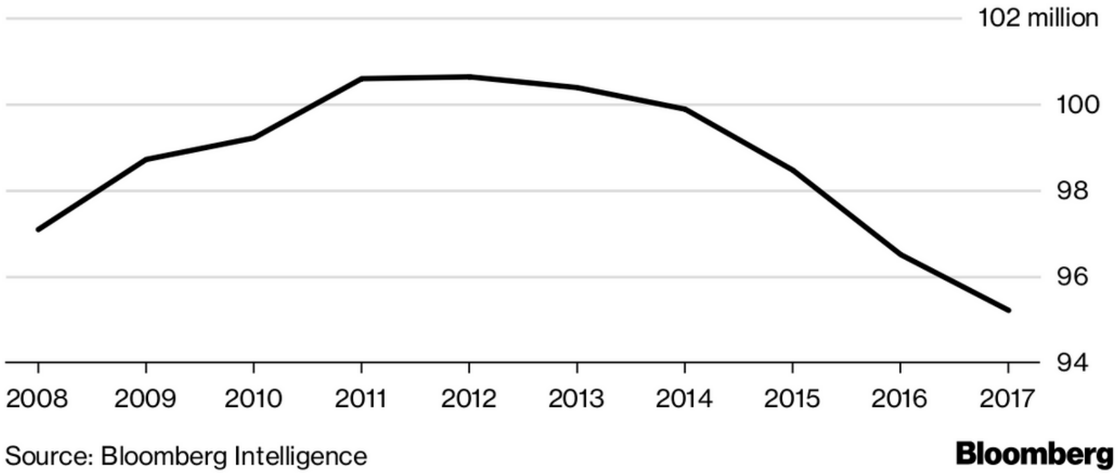
In a poll conducted by us , we got the following results. 18% of people watch pirated content only of the unsubscibed platforms . It means either they have to watch only one show and so they are not willing to buy the whole subscription for it or its not economically feasible for them to buy subscription of more than one OTT platform

PROBLEMS AND IDEAS TO COMBAT

PROBLEM

Ott platforms are repeating the mistakes of the cable tv. The fact that the cable tv used to create a plan which includes channels which were never tuned to and the consumers were charged for it lead to its downfall . Various streaming platforms are repeating the same that in order to watch a series you need to have a full on subscription of the whole platform .

The number of traditional TV subscribers has been in steady decline since 2012



REPEATING PAST MISTAKES

Hope it does not get blurry for OTT

SOLUTION

OTT platforms subjects the customer base into heavy burden of buying the whole subsciption even if we are interested in only a show or two which leads them into pirated content , So we are suggesting an option of charging for individual shows in addition to the usual long term plans for the interested customers. This would reduce piracy to a great extent .

PROBLEMS AND IDEAS TO COMBAT

PROBLEM

Different shows/movies/content are on different platforms. Users might have succumbed into subscribing to ZEE5 , only to find their favourite old show is being streamed on NETFLIX , requiring additional payments, separate account creations, payment difficulties, etc. Additionally, many premium platforms require payment to be made through credit cards only, which excludes a lot of potential consumers.

SOOO MANY OTT PLATFORMS

SOLUTION

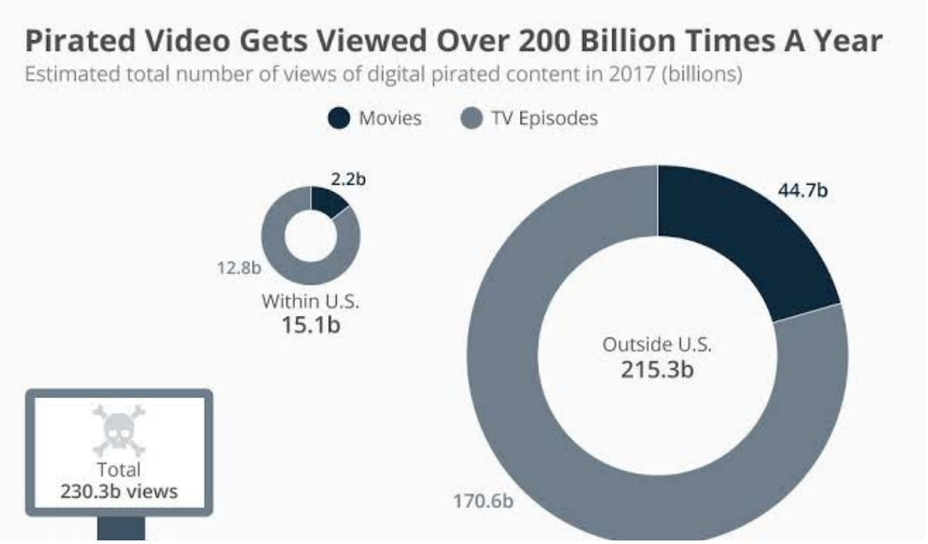
To counter this problem we have come up with a idea of combined subscription of 2-3 OTTs at a slightly lower price than adding their individual price which will turn potential pirated content consumer into a subscribed user for 3 OTTs. This can be less profitable than a single user buying all 3 subscription individually but surely more profitable than the same user watching movie/show on pirated websites.

PROBLEMS AND IDEAS TO COMBAT

ANTI-PIRACY HABIT

PROBLEM

People will always prefer free unless they spend on something regularly or use it regularly. In other words if using a service is their habit then there are high chances they will continue it.



Habits change into character
-Ovid

SOLUTION

For making users buy subscription we must inculcate it in their habit. For example As ZEE5 allows only 2 screens for users to login,
We suggest to increase it to lets say 6 for a good period of time like one year or more. Now these users must have developed their comfort in streaming shows on ZEE5. If we again reduce number of screens to 3 then remaining 3 will think twice to watch shows on pirated websites and there is a high probability that 2 of the 3 will take subscription.

PROBLEMS AND IDEAS TO COMBAT IT

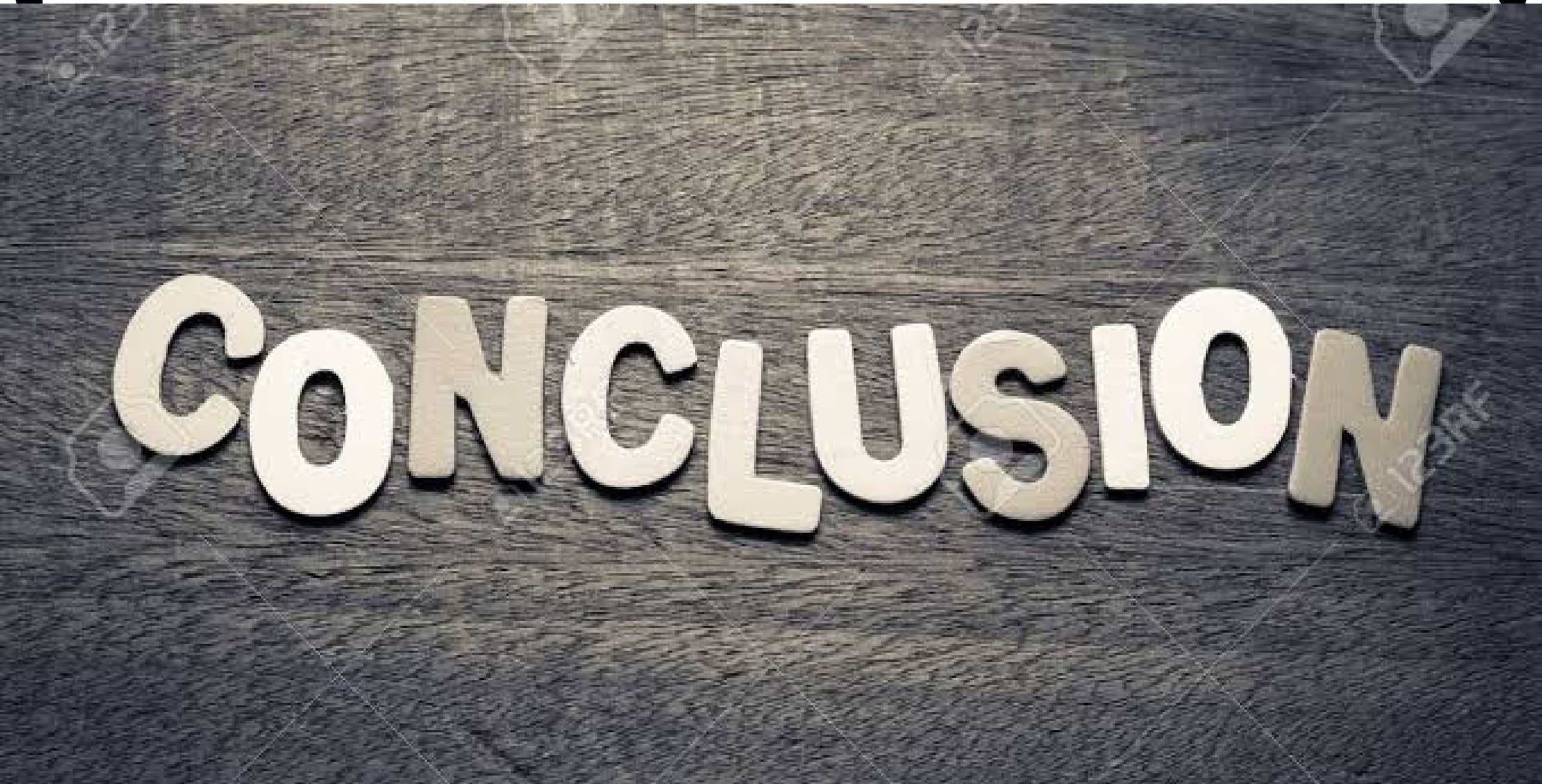
PROBLEM

With the trend of ott platforms securing exclusive rights over a show , the audience is conflicted by the idea that to watch different shows they need to have subscription of various platforms. this creates a ridge in the minds of the audience and they prefer pirated files of the various shows to cope with the depreciation

EXCLUSIVITY

SOLUTION

Securing exclusive deals for the platform has made it a monopoly which in some sense is anti-consumer. Rather than competing in better audio quality , high quality subtitles , better screen to frame ratio etc. they are acquiring exclusive rights over certain shows this cuts down the popularity of the show and also leads to piracy once again due to the fact that not all viewers have subscription of all the OTT platforms .


CONCLUSION

WE CAN NOT STOP PIRATORS TO PIRATE CONTENT BUT WE CAN MAKE USERS CHANGE THEIR HABIT BY FOLLOWING OR ANY OTHER WAYS

The merged plan of several OTT platforms would also stop piracy in the long run. The exclusive shows of various OTT platforms would be pirated to a lesser extent and also increase viewership pertaining to a large number of options from various OTT platform.

With the option of plan involving individual shows the piracy which occurs due to lack of respective subscription would minimize to considerable extent and would also sway viewers who are not interested in long term plans due to lack of free time in their busy schedule.

Increasing the number of shared user in a single plan would surely increase the number of potential subscibers after they form a habit of watching paid premium content instead of the pirated lower quality content.

Thank
You