**Rise of Web series in India.**

How well do you know the dialogue of Sacred Games or Mirzapur? Well I guess quite byhearted, didn’t they? People have been waiting for the web series to announce their release dates as they are so engrossed with characters and the story that they cannot wait to see the parts/sequels and as they drop, people finish it the matter of hours. So what is so special about these series and why so much attention to these and how people are attracted towards OTT platforms.   
  
OTT platforms like NETFLIX and AMAZON PRIME has seen a boom in their business and userbase in the countries like INDIA where people till 2016’s were more attracted towards commercial cinema, stars, hero’s, action. So what made people turn towards Web series?  
The answer lies within the economy. OTT platform provides the content at the price which people going to cinema pay for 1 visit. The plus point is we can watch only 1 cinema at price whereas OTT provides the same price for unlimited content.

Growth of web series was because of some of the following reasons:

1. **Economical** - As I discussed earlier, OTT provides value for money by providing unlimited content with the price which people generally spend on 1 visit to a cinema hall. Also, OTT has a yearly, monthly, quarterly subscription option which a person can choose from according to his economical preferences.
2. **The flexibility of TIME** - People can watch the webseries at any time, be it morning, evening, late night, people can watch them at any time according to their preference. Also, people can pause it and resume it anytime which gives it a custom experience.
3. **Quality content** - OTT gave a wider spread to various type of stories which were not too mainstream to be displayed on the cinema screens. It gave the audience a taste of various hard-hitting stories, mind-boggling, as well as NSFW stories which cannot be displayed directly on the Screen.
4. **Bored with Commercial Cinema** - People had enough of 2-3 actors repeating the same story in various ways and wanted to see something different which OTT was and is capable of.

**Content Writer,**

**Hardik Yewale**