A STUDY ON THE PERCEPTION OF VIEWERS TOWARDS REGIONAL CONTENT ON OTT PLATFORMS

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Idea Initiation for the Research

In the beginning of the course, when the group was instructed to work on a group project as part of the course evaluation components, the group came up the idea of three different topics to work on. These are as follows:

- To understand the buying pattern of rural Indians through e-commerce sites
- To study the perception of viewers towards regional content on OTT platforms
- To understand the buying behaviour of investors in mutual funds

Finally, the idea that was finalized for the research was the second topic - to study the perception of viewers towards regional content on OTT platforms. This was primarily because, the group members were ethnically diverse – five members had the following mother tongues – Punjabi, Odia, Hindi, Bengali and Marathi.

The group members had personally witnessed the growth of regional OTT platforms in recent times, had personal experiences of watching content on these platforms and was of the idea with cheap prices and constant penetration of internet across the country, there remains a tremendous in terms of marketing and growth of these platforms.

There were also certain apprehensions as to how many people were knowledgeable about several regional OTT platforms, and actually subscribed and watched content in them in the light of overarching and dominating international and Hindi platforms such as Netflix, Amazon Prime Video, Disney Hotstar, Zee 5, Sony Liv, Voot, Alt Balaji etc. in India. So, the group decided to study the perception of viewers towards regional content on OTT platforms.

In the beginning of the study, the group was instructed to undertake the following tasks:

- To review the literature on the selected topic
- To conduct unstructured interviews as a pilot survey, to identify the variables

Conceptualization of the Study

The literature review that the group studied comprised of journal articles, newspaper and industry reports and other secondary data sources.

One particular report that stood out with respect to the idea of the study, was by FICCI and EY, published in March 2021, titled "Playing by New Rules: India's Media and Entertainment Sector Reboots in 2020". This report was widely covered in popular media, and found that regional content on OTT platforms was already 30 percent in 2019, and would surpass more than 50 percent by 2025, as compared to mainstream Hindi and international content (FICCI, 2021).

Also, regional platforms such as **Hoichoi** (Bengali), **Tarang Plus** (Odia), **Planet Marathi** (Marathi) etc. were investing significantly to upgrade their platforms and bring local productions into fore. There was a rise in both in the number of newer regional platforms as well as the content they were producing.

The group conducted 12 unstructured qualitative interviews as part of a pilot survey, to understand the perception of viewers towards regional content on OTT platforms, to understand the feasibility of the idea of the study, and to identify the variables for the study. The interviews are presented in the appendix section. The insights obtained from these interviews are as follows:

- Regional content is more relatable and gives a glimpse of the local culture
- Quality of content on regional OTT is an indication of progress in the state
- Subscribers remain emotionally connected to OTT content in the mother tongue
- Regional platforms have yet to gain traction in quality as compared to Hindi or international platforms
- Lack of quality content in every genre, poor acting skills and adapted storylines on regional platforms

Objectives of the Study

Based on the insights obtained from the literature review and the qualitative interviews, the group went forward with implementing their idea into the research project with the following objectives:

1. To examine the usage of OTT platforms with respect to demographic factors

   - Does the usage vary across age?

   - Does the usage vary across gender?

   - Does the usage vary across income?

   - Does the usage vary across education level?

   - Does the usage vary across marital status?

2. To study the pattern of content consumption on OTT platforms

   - To find the popular devices used to watch content on OTT platforms

   - To find the most preferred OTT platform

   - To find the amount of time spent on OTT platforms

   - To determine the most popular type of content watched on OTT platforms

   - To find the willingness to pay for subscriptions on annual basis

3. To study the perception of viewers towards usage of OTT platforms
4. To study the viewing pattern of viewers in mother tongue as well as regional language
5. To study the perception of viewers towards regional content on OTT platforms
6. To study the relationship between regional content viewing and demographic factors

Designing of the Questionnaire

The questionnaire was designed on the basis of the objectives of the study and the variables identified from the insights in the literature review and qualitative interviews of the pilot survey.

Owing to severity of the Covid-19 pandemic, the questionnaire was created with the help of Google Forms and distributed online for responses.

The questionnaire comprised of 6 sections given below:

- Section 1: If the respondent watches content on OTT platforms
- Section 2: Details on content consumption on OTT platforms
- Section 3: Respondents' Perception about OTT platforms
- Section 4: Regional Content on OTT platforms
- Section 5: Perception about Regional Content on OTT platforms
- Section 6: Demographic Details of the Respondents

Section 1 comprised of 1 item asking if the respondent consumed content on OTT platforms with responses being yes and no.

For respondents marking no to this question, they were directed towards the demographic items in Section 6 which comprised of the following factors – gender, year of birth for calculating age, education level, marital status and annual household income.

Section 2 comprised of the following items:

- Type of devices used to consume content – mobile, tablet, laptop, television, desktop and others
- Duration of watching content every day – less than 2 hours, 2 to 4 hours and more than 4 hours
- Type of content watched on OTT – movies, web series, sports streaming, news, live content, TV content and others
- Preference of annual subscriptions spending (in INR) – 0 to 1000, 1001 to 2000, 2001 to 3000, 3001 and above, obtaining as gift

Section 3 comprised of 12 items in which the respondents marked their preferences on a five-point Likert scale, with 1 indicating Strongly Disagree to 5 indicating Strongly Agree. The factors in these 12 items are as follows:

- Unfiltered content
- Disturbance from advertisements
- Multiple device support
- No cinematic experience
- Convenience
- 24x7 content availability

- No discount on subscription
- New Talent
- Security of data
- Original Content
- High quality streaming
- Intention to spend time

Section 4 comprised of the following two items:

- Mother tongue of the respondent
- If the respondent watched regional content on OTT platforms in their mother tongue or in a regional language apart from their mother tongue – only mother tongue, other regional language apart from mother tongue, both mother tongue and regional language apart from mother tongue or did not watch regional content at all. For respondents making none, i.e. did not watch regional content at all, they were directed towards the demographic items in Section 6.

Section 5 comprised of the following items:

- Percentage of total OTT watching time spent on consuming regional content – 0 to 25%, 25% to 50%, 50% to 75%, 75% and above
- 12 items in which the respondents marked their preferences on a five-point Likert scale, with 1 indicating Strongly Disagree to 5 indicating Strongly Agree. The factors in these 12 items are as follows:
  o Sense of familiarity
  o Progress of state
  o Own taste and charm
  o Overtly sexualised
  o Poor acting skills
  o Watch with family
  o Multilingual platforms
  o No quality contents
  o Regional content more entertaining
  o Contemporary changes in society
  o Copies storylines
  o Emotional connection

Sampling and Data Collection

Data was collected through purposive sampling, with the questionnaire link distributed among people known to the group members – peer groups, family members, college friends and faculty members of the institute.

The responses were collected over 15 days, and the total number of responses received were 150. Each response was accompanied with the respondent's email address, as a measure of authenticity of the responses.

Descriptive Statistics

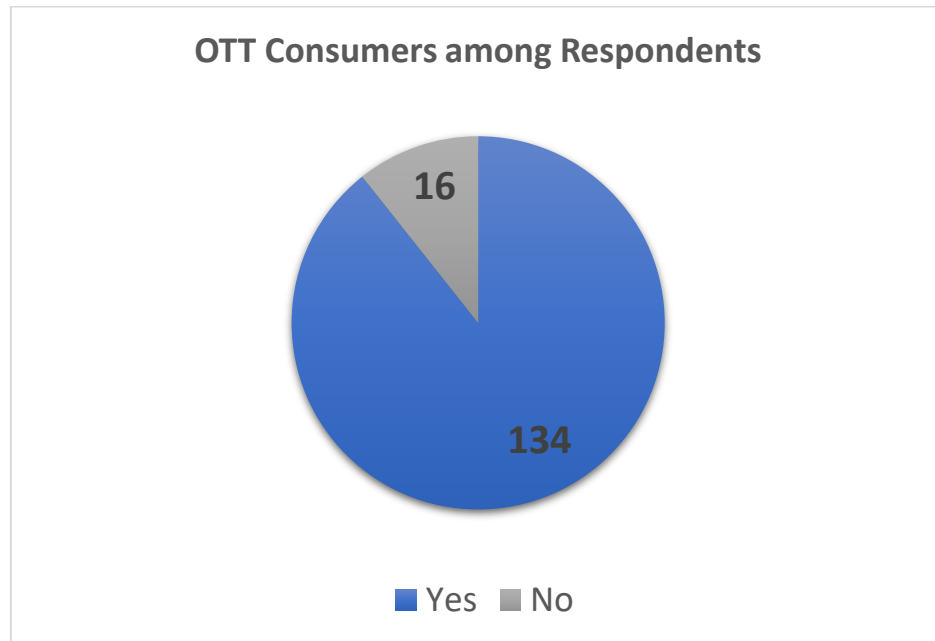The descriptive statistics obtained from the study are given below:

OTT Consumers among Respondents

16

134

■ Yes ■ No

Figure: Number of OTT consumers among respondents. **Source**: Authors themselves.

Regional content in Mother Tongue or apart from Mother Tongue

23   18

17

76

■ In my mother tongue only
■ In other regional languages apart from my mother tongue
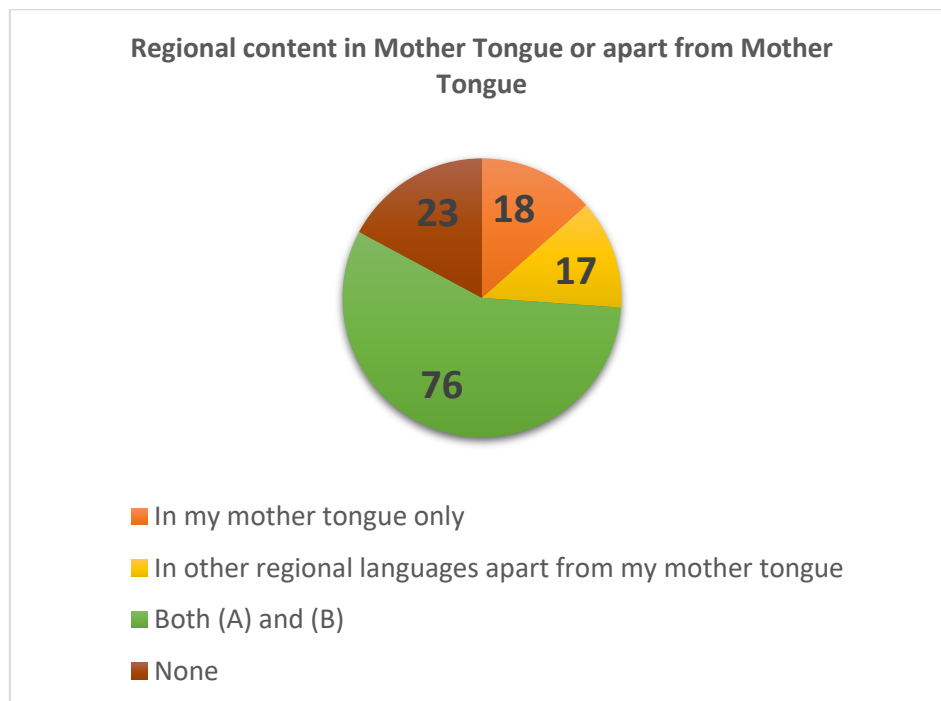■ Both (A) and (B)
■ None

Figure: Regional content in Mother Tongue or apart from Mother Tongue. **Source**: Authors themselves.

Among 134 respondents who consumed OTT, 23 did not consumer OTT in regional language. Hence, the total number of respondents watching OTT in regional language was finally 111, which was the sample size used in the study.

The following descriptive analysis are thus based on a sample size of n = 111.

Marital Status

7

104

■ Single ■ Married
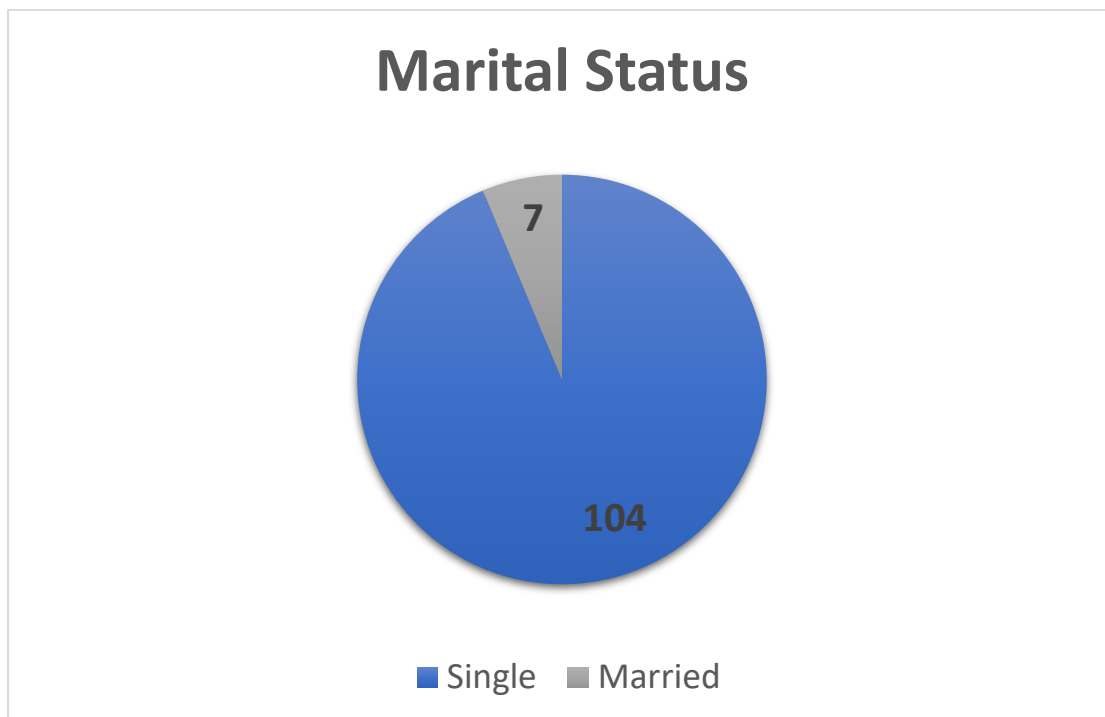
Figure: Marital Status of Respondents. **Source**: Authors themselves.

Annual Household Income

39

42

30

■ Up to Rs. 5,00,000   ■ Rs. 5,00,001 to Rs. 10,00,000

■ Rs. 10,00,001 and above
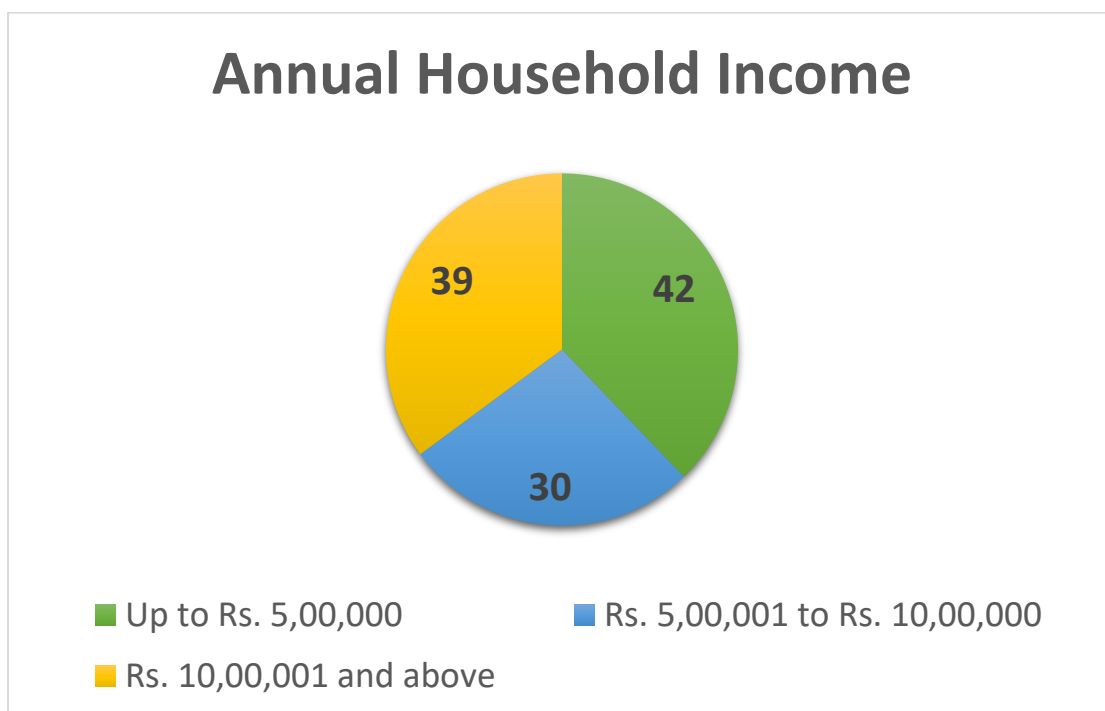
Figure: Annual Household Income of Respondents. **Source**: Authors themselves.

Age

41
67
3

- Gen Z (Age 9-24)
- Millennials (Age 25-40)
- Gen X and Baby Boomers (Age 41-75)
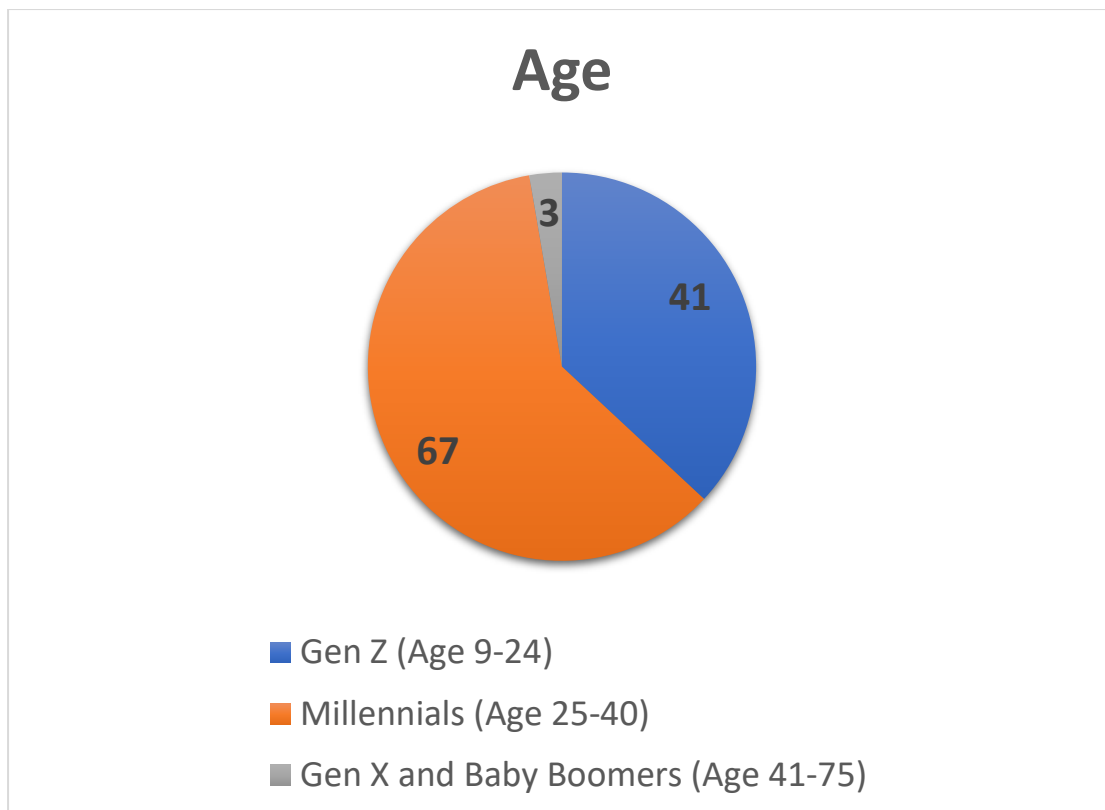
Figure: Age of Respondents. **Source**: Authors themselves.

Respondents were divided into three groups according to their age – Gen Z (9 – 24 years), Millennials (25 – 40 years) and Gen X and Baby Boomers (41 – 75 years). Since, Gen X and Baby Boomers were only 3 in number, we removed them from statistical analysis later, based on age, where n became 108.

Gender

44
67

- Male ■ Female
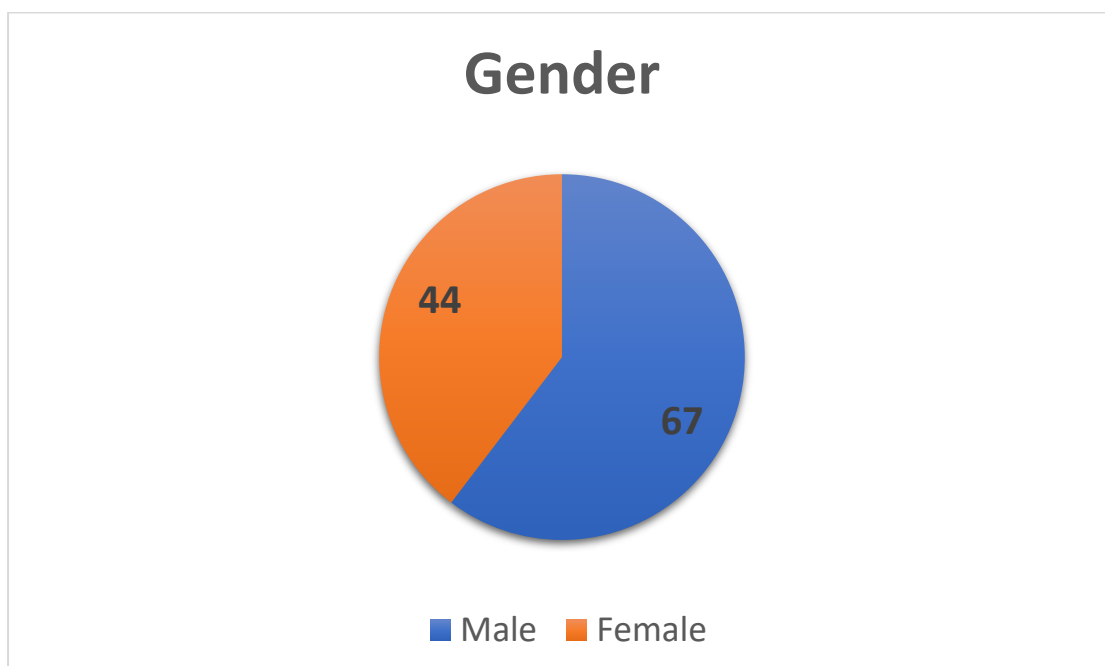
Figure: Gender of Respondents. **Source**: Authors themselves.

Education Level

10

29

72

■ Less than graduation ■ Graduate ■ Postgraduate and above
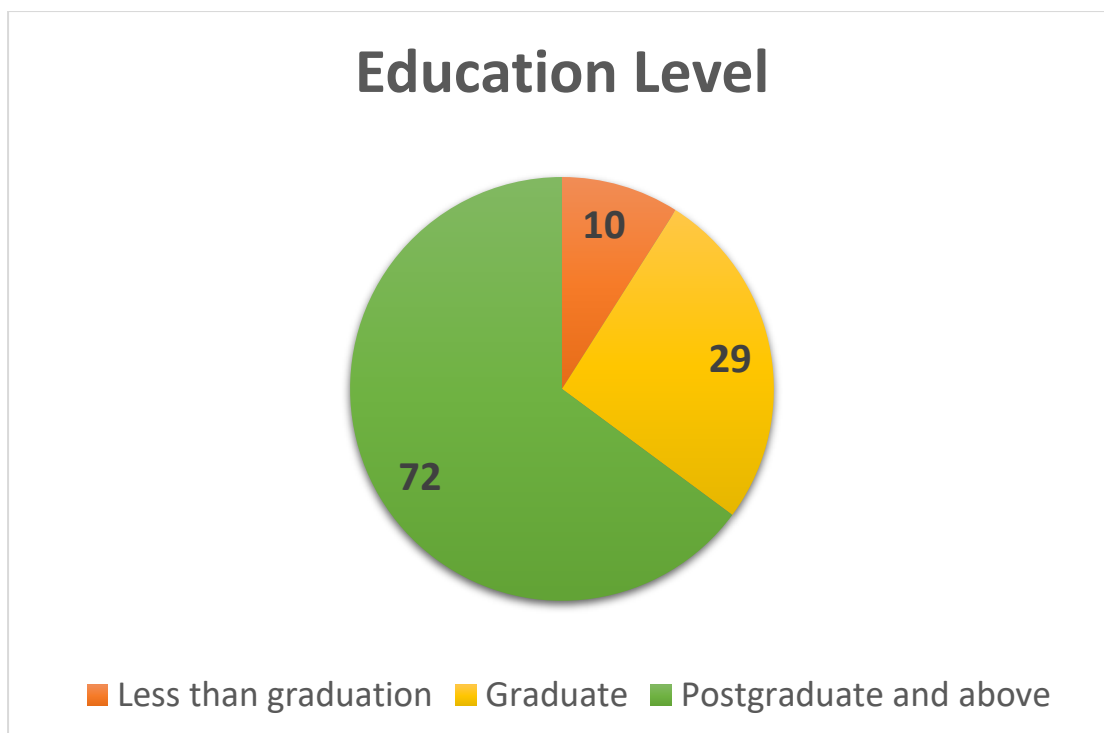
Figure: Education level of Respondents. **Source**: Authors themselves.

Types of Devices

114

93

49

18

6

Mobile   Tablet   Laptop   Television   Desktop
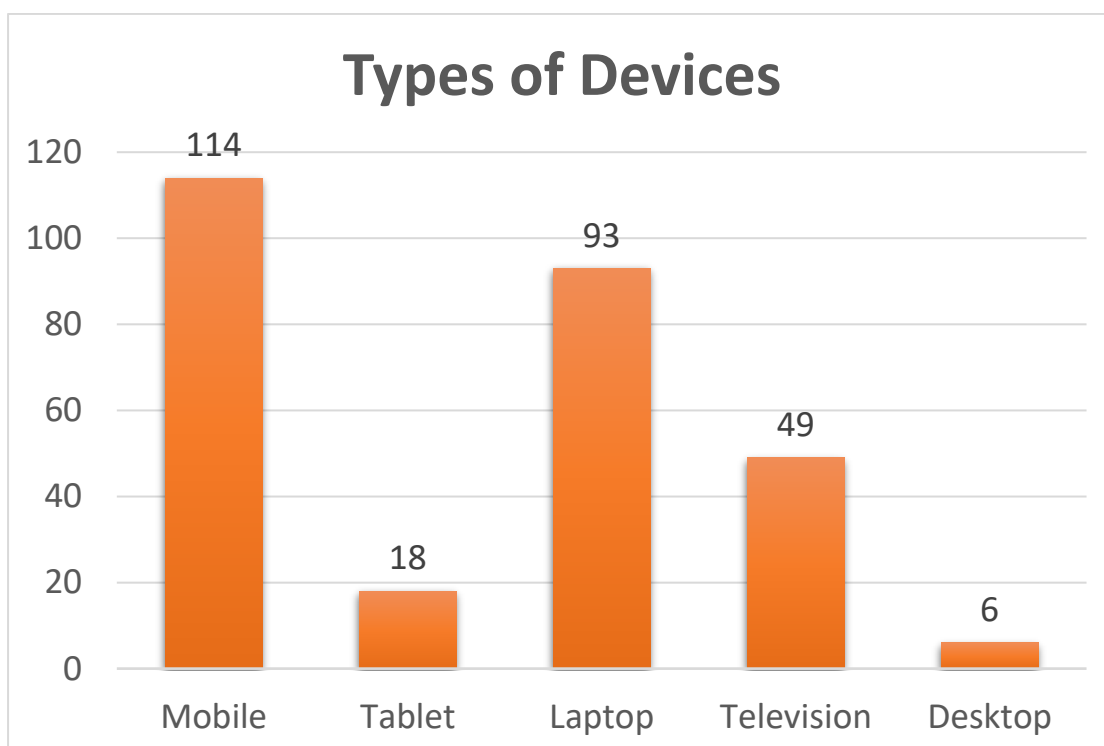
Figure: Types of Devices used by Respondents for OTT consumption. **Source**: Authors themselves.

Since a particular respondent used more than one device to consume OTT, hence we have the following numbers in the above figure, which cumulatively are greater than 111, our sample size.

Watch Duration/Day on OTT

6

38

67

■ Less than 2 hours   ■ 2 to 4 hours   ■ More than 4 hours
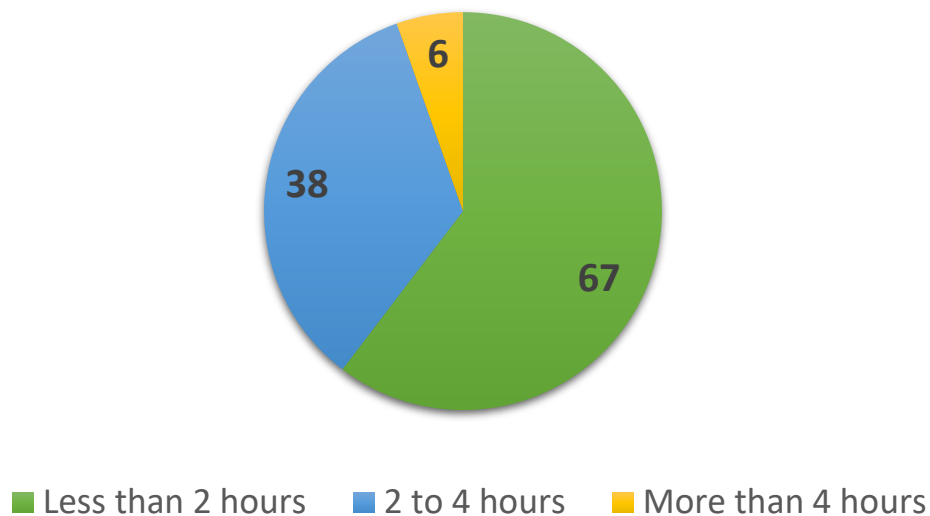
Figure: Watch duration of OTT per day for Respondents. **Source**: Authors themselves.

Preference to spend on Annual Subscriptions

10

11

8

63

19

■ Rs.0 to Rs. 1000   ■ Rs.1001 to Rs.2000   ■ Rs.2000 to Rs.3000
■ Rs.3001 and above   ■ Gifted

Figure: Preference in annual subscription spending of respondents. **Source**: Authors themselves.
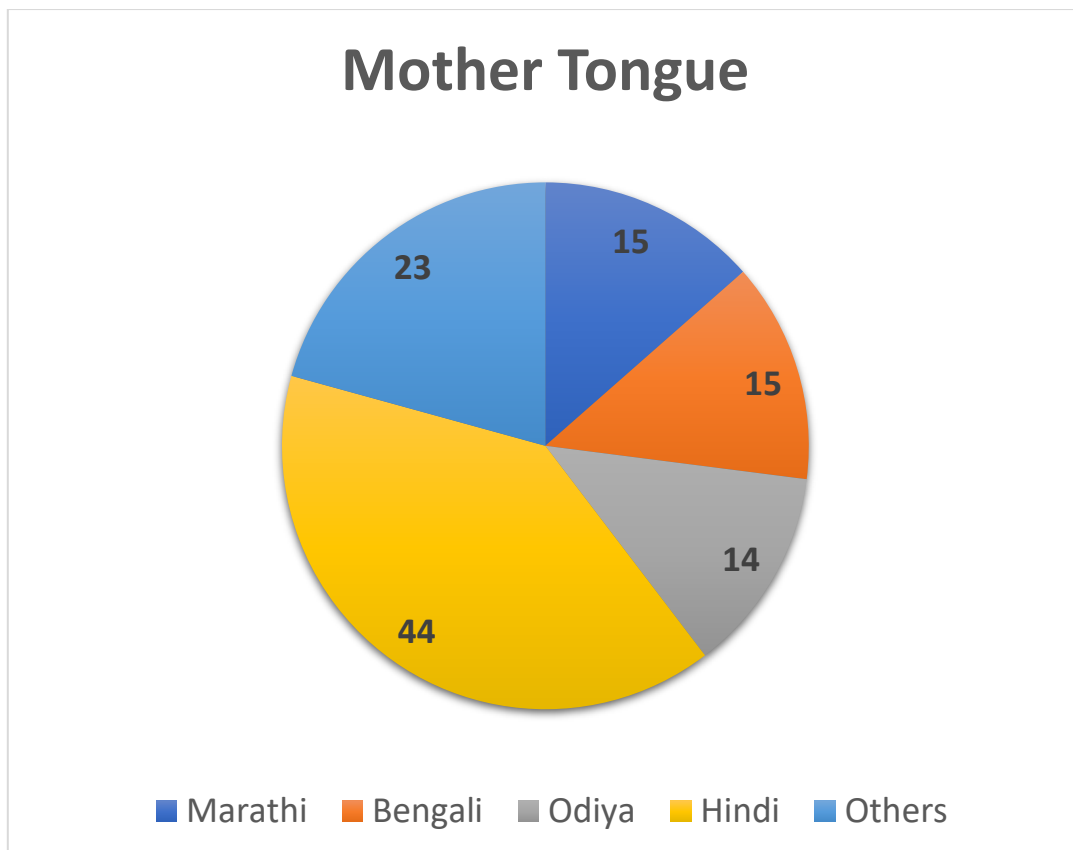
Mother Tongue

Figure: Mother tongue of respondents. **Source**: Authors themselves.

Percentage of Regional Content Watch
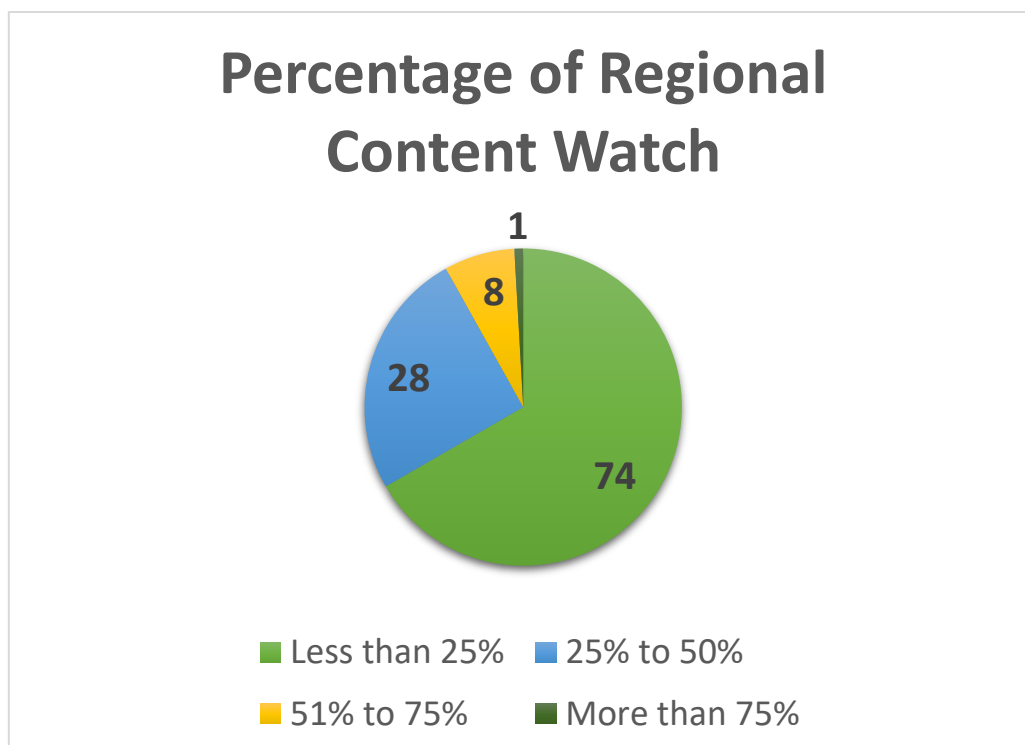
Figure: Percentage of time spent watching regional content with respect to total time watching OTT content. **Source**: Authors themselves.

Statistical Analysis

Test 1

Our study collected responses regarding respondents' general perception about using OTT platforms. The targeted question collected responses for twelve different factors and the responses were collected on a scale of 1 to 5 ranging from Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The perception score was averaged for all 12 factors combined for each respondent.

Objective: To study the overall perception of users towards OTT platforms.

Hypothesis:

H0: $\mu=3$

H1: $\mu>3$,

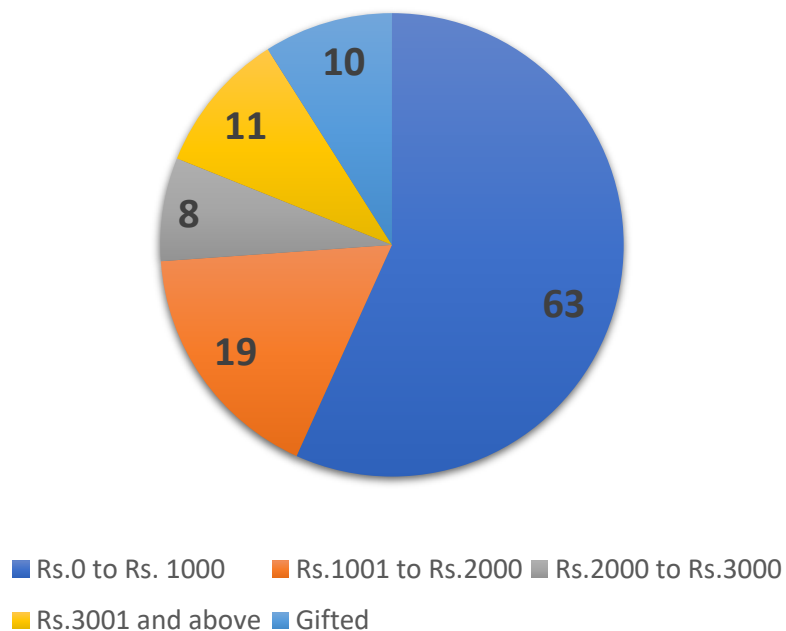where μ is the average perception score (for 12 factors) of all the users in the sample.

We assumed the overall perception of respondents to incline towards a positive side as popularity and acceptance of OTT platforms are increasing day by day.

The sample size is of 111 respondents with degree of freedom (n-1) = (111-1) being 110. Since this is a single sample one tailed test we applied One Sample t test using SPSS software. The outputs are the following:

One-Sample Test						
	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
AP	14.728	110	.000	.58934	.5100	.6686

Figure: One sample t test output. **Source**: Calculated by authors using SPSS.

Procedure for calculation for Average Perception (AP) Score:

Factors considered:

1) Unfiltered content

2) Disturbance from advertisements

3) Multiple device support

4) No cinematic experience

5) Convenience

6) 24x7 content availability

7) No discount on subscription

8) New Talent

9) Security of data

10) Original Content

11) High quality streaming

12) Intention to spend time

AP Score = $\sum$ Perception score of person I for factor j / 12

Where i runs from 1 to 111.

Where j runs from 1 to 12.

From the output of the test in SPSS we obtained Probability value (p value) = 0.000, which is for a two tailed test. To convert it into one tailed test we divide the p value by two i.e. = 0.000/2 = 0.000.

The level of confidence assumed is 95%, therefore α = 0.05. Since p value less than α, the test is significant and hence, we reject our null hypothesis. Hence, average perception of users towards OTT platforms is positive.

Test 2

This test was conducted to study the perception of respondents in a detailed manner based of each factor. The perception towards each factor will help us identify the likings and disliking of the respondents.

Objective: To study the perception of users towards OTT platforms for individual factors.

Hypothesis:

H0: $\mu=3$

H1: $\mu>3$,

where μ is the average perception score of users, per factor.

We assumed the overall perception of respondents to incline towards a positive side.

The sample size is of 111 respondents with degree of freedom (n-1) = (111-1) being 110. Since this is a single sample one tailed test we applied One Sample t test using SPSS software. The outputs are the following:

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Unfiltered content	3.445	110	.001	.360	.15	.57
support watching content on multiple devices	13.511	110	.000	1.171	1.00	1.34
convenient access	16.755	110	.000	1.432	1.26	1.60
24*7 availability	25.226	110	.000	1.640	1.51	1.77
promotes newer talent	12.396	110	.000	1.045	.88	1.21
Secured consumer data	-.944	110	.347	-.090	-.28	.10
originality in content	8.234	110	.000	.730	.55	.91
High Quality streaming	13.366	110	.000	1.171	1.00	1.34
Addiction to OTT content	3.594	110	.000	.459	.21	.71
Disturbance due to advertisement	-6.177	110	.000	-.74775	-.9877	-.5078
Do not give cinematic experience	.159	110	.874	.01802	-.2060	.2420
No discounts on subscription	-1.112	110	.269	-.11712	-.3259	.0916

Figure: One sample t test output. **Source**: Calculated by authors using SPSS.

From the output of the test in SPSS we the test is insignificant for the factors 'Secured Consumer data' (p value = 0.1735), 'Do not give cinematic experience' (p value = 0.437), 'No discounts on subscriptions' (p value = 0.1345) The results p values mentioned previously have been divided by two to be an appropriate measure for one tailed test. We accept null hypothesis for these three factors.

The level of confidence assumed is 95%, therefore α = 0.05. Since p value less than α for the rest factors, the test is significant and hence, we reject our null hypothesis. A positive perception of OTT platforms by users is observed for factors unfiltered content, support watching content on multiple devices, convenient access, 24*7 availability, promotes newer talent, originality in content, high quality streaming, addiction to OTT content.

Test 3

This test was conducted to understand if the perception regarding factors varies with gender. The test may be used to target a portion of population for effective consumption of OTT by the companies.

Objective: To study if the perception of male and female users towards OTT platforms for individual factors are same.

Hypothesis:

H0: $\mu 1 = \mu 2$

H1: $\mu 1 \neq \mu 2$,

where $\mu 1$ is the average perception score of male users, per factor and $\mu 2$ is the average perception score of female users, per factor.

The sample size is of 111 respondents with 67 male users (n1) and 44 female users (n2) and degree of freedom being 109 (n1+n2-2) being 110. Since the respondents have been divided into two samples n1 and n2 and both the samples are unrelated we applied Independent sample t test using SPSS software. The output is the following:

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Unfiltered content	Equal variances assumed	.915	.341	2.689	109	.008	.559	.208	.147	.972
	Equal variances not assumed			2.693	92.618	.008	.559	.208	.147	.972
support watching content on multiple devices	Equal variances assumed	.472	.494	1.177	109	.242	.208	.177	-.142	.559
	Equal variances not assumed			1.154	85.904	.252	.208	.180	-.150	.567
convenient access	Equal variances assumed	3.999	.048	2.197	109	.030	.378	.172	.037	.718
	Equal variances not assumed			2.060	72.381	.043	.378	.183	.012	.743
24*7 availability	Equal variances assumed	4.863	.030	2.355	109	.020	.307	.130	.049	.565
	Equal variances not assumed			2.323	87.855	.022	.307	.132	.044	.569
promotes newer talent	Equal variances assumed	.001	.971	1.760	109	.081	.301	.171	-.038	.639
	Equal variances not assumed			1.743	89.071	.085	.301	.172	-.042	.643
Secured consumer data	Equal variances assumed	.292	.590	1.167	109	.246	.227	.195	-.159	.613
	Equal variances not assumed			1.215	103.316	.227	.227	.187	-.144	.598
originality in content	Equal variances assumed	2.579	.111	2.134	109	.035	.381	.178	.027	.734
	Equal variances not assumed			2.051	79.684	.044	.381	.186	.011	.750
High Quality streaming	Equal variances assumed	.947	.333	2.941	109	.004	.509	.173	.166	.853
	Equal variances not assumed			2.792	75.930	.007	.509	.182	.146	.873
Addiction to OTT content	Equal variances assumed	1.751	.188	-.688	109	.493	-.180	.262	-.699	.339
	Equal variances not assumed			-.703	98.613	.484	-.180	.256	-.689	.329
Disturbance due to advertisement	Equal variances assumed	.625	.431	-.440	109	.661	-.10923	.24840	-.60155	.38309
	Equal variances not assumed			-.450	98.827	.654	-.10923	.24291	-.59122	.37277
Do not give cinematic experience	Equal variances assumed	1.319	.253	-.196	109	.845	-.04545	.23207	-.50541	.41450
	Equal variances not assumed			-.192	86.564	.848	-.04545	.23621	-.51497	.42406
No discounts on subscription	Equal variances assumed	.656	.420	-1.077	109	.284	-.23168	.21519	-.65818	.19482
	Equal variances not assumed			-1.043	82.084	.300	-.23168	.22217	-.67364	.21028

Figure: Independent sample t test output. **Source**: Calculated by authors using SPSS.

For the factors unfiltered content (p value (F test) = 0.341), (p value (t test) = 0.008), 24x7 availability of content (p value (F test) = 0.030), (p value (t test) = 0.022), convenient access (p value (F test) = 0.048, p value (t test) = 0.043), originality in content (p value (F test) = 0.111, p value (t test)= 0.035), high quality streaming (p value (F test) = 0.333, p value (t test) = 0.004). Hence, an unequal perception of OTT platforms by male and female users is observed for the above-mentioned factors.

Test 4

Our study collected responses regarding respondents' perception about regional content on OTT platforms. The targeted question collected responses for twelve different factors and the responses were collected on a scale of 1 to 5 ranging from Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The perception score was averaged for all 12 factors combined for each respondent.

Objective: To study the overall perception of users towards regional content OTT platforms.

Hypothesis:

H0: μ=3

H1: μ>3,

where μ is the average perception score (for 12 factors) of all the users in the sample.

We assumed the overall perception of respondents to incline towards a positive side.

The sample size is of 111 respondents with degree of freedom (n-1) = (111-1) being 110. Since this is a single sample one tailed test we applied One Sample t test using SPSS software. The outputs are the following:

One-Sample Test

	Test Value = 3					
				Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
AP_R	6.262	110	.000	.27252	.1863	.3588

Figure: One sample t test output. **Source**: Calculated by authors using SPSS.

Procedure of calculation for Average Perception (AP) Score:

Factors considered:

1) Sense of familiarity

2) Progress of state

3) Own taste and charm

4) Overtly sexualised

5) Poor acting skills

6) Watch with family

7) Multilingual platforms

8) No quality contents

9) Regional content more entertaining

10) Contemporary changes in society

11) Copies storylines

12) Emotional connection

AP Score = $\sum$ Perception score of person I for factor j / 12

Where i runs from 1 to 111.

Where j runs from 1 to 12.

From the output of the test in SPSS we obtained Probability value (p value) = 0.000, which is for a two tailed test. To convert it into one tailed test we divide the p value by two i.e. = 0.000/2 = 0.000.

The level of confidence assumed is 95%, therefore α = 0.05. Since p value less than α, the test is significant and hence, we reject our null hypothesis. Hence, average perception of users towards regional content on OTT platforms is positive.

Test 5

This test was conducted to study the perception of respondents towards regional content in a detailed manner based of each factor. The perception towards each factor will help us identify the likings and disliking of the respondents.

Objective: To study the perception of users towards regional content on OTT platforms for individual factors.

Hypothesis:

H0: μ=3

H1: μ>3,

where μ is the average perception score of users, per factor.

We assumed the overall perception of respondents to incline towards a positive side.

The sample size is of 111 respondents with degree of freedom (n-1) = (111-1) being 110. Since this is a single sample one tailed test we applied One Sample t test using SPSS software. The output is the following:

One-Sample Test

| | Test Value = 3 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
					Lower	Upper
Local Culture	5.884	110	.000	.532	.35	.71
Progresss of State	3.875	110	.000	.360	.18	.54
Regional Taste and Charm	7.605	110	.000	.694	.51	.87
family content	-.679	110	.498	-.072	-.28	.14
preference to watch regional content on multilingual OTT platforms	5.011	110	.000	.505	.30	.70
regional entertaining than global content	-1.237	110	.219	-.117	-.30	.07
Portraying contemporary changes in society	5.467	110	.000	.468	.30	.64
Emotional connect to content in mother tongue	2.158	110	.033	.234	.02	.45
Overt sexualization	.529	110	.598	.05405	-.1486	.2567
No Content in every genre	-.265	110	.791	-.02703	-.2291	.1750
Copies mainstream content	-.344	110	.731	-.03604	-.2435	.1715

Figure: One sample t test output. **Source**: Calculated by authors using SPSS.

From the output of the test in SPSS we the test is insignificant for the factors 'Family content' (p value = 0.249), 'Regional content more entertaining than global' (p value = 0.1095), 'Overt sexualization' (p value = 0.299),'No content in every genre' (p value = 0.3955), 'Copies mainstream content' (p value = 0.3655).

The results p values mentioned previously have been divided by two to be an appropriate measure for one tailed test. We accept null hypothesis for these five factors.

The level of confidence assumed is 95%, therefore $\alpha = 0.05$. Since p value less than α for the rest factors, the test is significant and hence, we reject our null hypothesis. A positive perception of regional content on OTT platforms by users is observed for factors Local Culture, Progress of State, Regional Taste and Charm, Preference to watch regional content on multilingual OTT platforms, portraying contemporary changes in society, Emotional connect to content in mother tongue.

Test 6

This test was conducted to understand if the perception regarding factors varies with gender. The test may be used to target a portion of population for effective consumption in varied regions of India by the companies. Understanding of regional content consumption may directly affect the user base of an OTT company.

Objective: To study if the perception of male and female users towards regional OTT platforms for individual factors are same.

Hypothesis:

H0: $\mu 1 = \mu 2$

H1: $\mu 1 \neq \mu 2$,

where $\mu 1$ is the average perception score of male users, per factor and $\mu 2$ is the average perception score of female users, per factor.

The sample size is of 111 respondents with 67 male users (n1) and 44 female users (n2) and degree of freedom being 109 (n1+n2-2) being 110. Since the respondents have been divided into two samples n1 and n2 and both the samples are unrelated we applied Independent sample t test using SPSS software. The output is the following:

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Local Culture	Equal variances assumed	.106	.746	2.590	109	.011	.466	.180	.110	.823
	Equal variances not assumed			2.529	84.633	.013	.466	.184	.100	.833
Progresss of State	Equal variances assumed	1.118	.293	.169	109	.866	.032	.191	-.346	.411
	Equal variances not assumed			.173	99.416	.863	.032	.186	-.337	.402
Regional Taste and Charm	Equal variances assumed	.008	.928	.912	109	.364	.170	.187	-.200	.540
	Equal variances not assumed			.917	93.670	.361	.170	.186	-.198	.539
family content	Equal variances assumed	1.459	.230	-1.072	109	.286	-.232	.217	-.662	.197
	Equal variances not assumed			-1.082	94.988	.282	-.232	.215	-.659	.194
preference to watch regional content on multilingual OTT platforms	Equal variances assumed	.287	.593	1.321	109	.189	.271	.205	-.136	.678
	Equal variances not assumed			1.294	85.650	.199	.271	.209	-.145	.687
regional entertaining than global content	Equal variances assumed	.014	.906	1.736	109	.085	.333	.192	-.047	.713
	Equal variances not assumed			1.785	100.210	.077	.333	.187	-.037	.703
Portraying contemporary changes in society	Equal variances assumed	.953	.331	-.083	109	.934	-.015	.176	-.363	.334
	Equal variances not assumed			-.081	83.713	.936	-.015	.181	-.374	.345
Emotional connect to content in mother tongue	Equal variances assumed	.525	.470	-.117	109	.907	-.026	.223	-.468	.416
	Equal variances not assumed			-.118	94.515	.906	-.026	.221	-.465	.413
Overt sexualization	Equal variances assumed	2.765	.099	.247	109	.805	.05190	.20995	-.36422	.46801
	Equal variances not assumed			.254	99.817	.800	.05190	.20458	-.35399	.45779
poor acting skills	Equal variances assumed	.002	.962	-.049	109	.961	-.01018	.20889	-.42419	.40384
	Equal variances not assumed			-.048	88.134	.962	-.01018	.21156	-.43060	.41025
No Content in every genre	Equal variances assumed	.013	.909	-.937	109	.351	-.19539	.20855	-.60872	.21795
	Equal variances not assumed			-.931	90.002	.355	-.19539	.20997	-.61253	.22175
Copies mainstream content	Equal variances assumed	.576	.449	1.852	109	.067	.39213	.21173	-.02750	.81177
	Equal variances not assumed			1.894	98.815	.061	.39213	.20706	-.01872	.80298

Figure: One sample t test output. **Source**: Calculated by authors using SPSS.

For the factors Local Culture (p value (F test) = 0.746), (p value (t test) = 0.0055), Regional entertaining than global content (p value (F test) = 0.906), (p value (t test) = 0.0425), Copies mainstream content (p value (F test) = 0.449), (p value (t test) = 0.0335). Hence, an unequal perception of OTT platforms by male and female users is observed for the above-mentioned factors.

Test 7

This test was conducted with a view to understand a relationship between a respondent's willingness to spend on subscriptions and age. A common understanding dictates that elder people possess more income at disposal, the test would statistically examine   the   understanding.

Objective: To study if a user's willingness to spend on OTT subscriptions is dependent on their age.

Hypothesis:
H0: A user's willingness to spend on OTT subscriptions and their age are independent
H1: A user's willingness to spend on OTT subscriptions and their age are not independent

The sample size for this test is 108 users. The age of users has been categorized into two parts, Gen Z (9 - 24 years) and Millennials (25 - 40 years). The third proposed

category of Baby Boomers was discarded due to availability of only three responses in that category. The responses for Willingness to spend on subscription were taken in five categories i.e. Rs 0 to Rs1000, Rs 1001 to Rs 2000, Rs 2001 to Rs 3000, Rs 3001 and above, and Gifted The degree of freedom for the test is 4((row-1) * (column-1)). Since the independence and dependence of two variables is to be tested, Chi Square tests using cross tabs.

GenZ and Mill * Preference to spend on annual subscription Crosstabulation

Count

		Preference to spend on annual subscription					
		Rs.0 to Rs. 1000	Rs.1001 to Rs.2000	Rs.2000 to Rs.3000	Rs.3001 and above	Gifted	Total
GenZ and Mill	GenZ	24	8	1	3	5	41
	Mill	38	11	6	8	4	67
Total		62	19	7	11	9	108

Figure: Crosstabulation between types of users. **Source**: Calculated by authors using SPSS.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.536[a]	4	.472
Likelihood Ratio	3.775	4	.437
Linear-by-Linear Association	.002	1	.967
N of Valid Cases	108		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.66.

Figure: Chi-square test output. **Source**: Calculated by authors using SPSS.

From the above tables obtained probability value (p value) = 0.472, which is for a two tailed test. For one tailed test we divide the p value by two i.e. 0.472/2 = 0.236. Assuming level of confidence to be 95% ($\alpha = 0.05$), we find the test it be insignificant since p value > α, and hence, we accept null hypothesis.

Hence, a user's willingness to spend on OTT subscriptions and their age are independent of each other.

Test 8

This test was conducted with a view to understand a relationship between a respondent's percentage time spent on OTT and age. A common understanding dictates that younger people tend to spend more time on OTT platforms, the test would statistically examine the understanding.

Objective: To study if a user's percentage time spent on OTT platforms is dependent on   their   age.

Hypothesis:
H0: A percentage time spent on OTT platforms and their age are independent
H1: A percentage time spent on OTT platforms and their age are not independent

The sample size for this test is 108 users. The age of users has been categorized into two parts, Gen Z (9 - 24 years) and Millennials (25 – 40 years). The third proposed category of Baby Boomers was discarded due to availability of only three responses in that category. The responses for percentage time spent on OTT were taken in four categories i.e. Less than 25%, 25% to 50%, 51% to 75% and more than 75%. The degree of freedom for the test is 4((row-1) * (column-1)). Since the independence and dependence of two variables is to be tested, Chi Square tests using cross tabs.

GenZ and Mill * Percentage time spent on OTT by categories Crosstabulation

Count

		Percentage time spent on OTT by categories				Total
		Less than 25%	25% to 50%	51% to 75%	More than 75%	
GenZ and Mill	GenZ	27	12	2	0	41
	Mill	45	16	5	1	67
Total		72	28	7	1	108

Figure: Crosstabulation between types of users. **Source**: Calculated by authors using SPSS.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.165[a]	3	.761
Likelihood Ratio	1.515	3	.679
Linear-by-Linear Association	.107	1	.744
N of Valid Cases	108		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .38.

Figure: Chi-square test output. **Source**: Calculated by authors using SPSS.

From the above tables obtained probability value (p value) = 0.761, which is for a two tailed test. For one tailed test we divide the p value by two i.e. 0.472/2 = 0.3805. Assuming level of confidence to be 95% ($\alpha = 0.05$), we find the test to be insignificant since p value > α, and hence, we accept null hypothesis.

Hence, a user's percentage time spent on OTT platforms and their age are independent of each other.

Test 9

Objective: To study whether proportion of male using mobile devices to watch OTT content is equal to proportion of female using mobile devices to watch OTT content.

Hypothesis:

$H_{0:}$ Proportion of male using mobile devices to watch OTT content is equal to proportion of female using mobile devices to watch OTT content

$H_{1:}$ Proportion of male using mobile devices to watch OTT content is not equal to proportion of female using mobile devices to watch OTT content

		Not using Mobile Devices	Using Mobile Devices	Total
	Male	7	60	67
Gender	Female	6	38	44
		13	98	111

$$\overline{P_1} = \frac{60}{67} = 0.895 \qquad \overline{P_2} = \frac{38}{44} = 0.805 \qquad \hat{P} = \frac{60+38}{111} = 0.883 \qquad \hat{q} = 0.117$$

$$n_1 = 67 \qquad n_2 = 44$$

$$\hat{\sigma}_{\overline{P1}-\overline{P2}} = \sqrt{0.883 * 0.117 * (\frac{1}{67} + \frac{1}{44})}$$
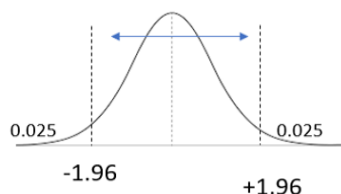
$$Z = \frac{0.895 - 0.864}{0.0624} = 0.4968$$

0.025   0.025

-1.96   +1.96

Considering $\alpha = 0.05$

We Accept H_0

P (z > 0.4968 + P (Z < 0.4968)

= 2 P (z > 0.4968)

= 2 * 0.1879

= 0.3758

From the above calculations, we can see that the Z value of 0.4968 lies within the acceptance region. Hence, we have enough evidence to accept the null hypothesis and conclude that Proportion of male using mobile devices to watch OTT content is equal to proportion of female using mobile devices to watch OTT content.

The similar can be proved using p-value approach where the calculated p-value is 0.3758 which is greater than the alpha = 0.05. Hence, we will accept the null hypothesis.

Test 10

We know that users of OTT generally watch maximum of their content on Mobile devices. So, we thought to find if there is any relation between the duration for which the OTT content is watched and the mobile device used.

Objective: To study whether the duration of OTT users watching online content is not independent of the mobile device used.

H$_0$: The duration of OTT users watching online content is independent upon the mobile device used to watch the content

H$_1$: The duration of OTT users watching online content is not independent upon the mobile device used to watch the content

Out of the total sample of 111 people, 98 people use mobile to watch the OTT content whereas 13 people don't use it. To test the relationship between mobile device usage and per day duration of OTT platform, we have to conduct a chi-square test.

Crosstab

Count

		per day duration on OTT			Total
		Less than 2 hours	2 to 4 hours	More than 4 hours	
Device - Mobile	not using mobile to watch OTT	12	1	0	13
	Using Mobile to watch OTT	55	37	6	98
Total		67	38	6	111

Figure: Crosstabulation between users using mobile devices for watching OTT. **Source**: Calculated by authors using SPSS.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.316[a]	2	.043
Likelihood Ratio	7.940	2	.019
Linear-by-Linear Association	5.724	1	.017
N of Valid Cases	111		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .70.

Figure: Chi-square test output. **Source**: Calculated by authors using SPSS.

Pearson chi-square for the given test is 6.316 with a significance value of 0.043. The significance value of 0.043 is less than alpha = 0.05. Hence, we have enough evidence to reject the null hypothesis.

So, we can conclude that The duration of OTT users watching online content is not independent upon the mobile device used to watch the content.

Test 11

Objective: Testing for equality of proportion of people watching regional content in 4 of our major sample size languages.

Hypothesis:

H0: p1 = p2 = p3 = p4

H1: At least one of the proportions is different.

Where,

p1 = proportion of people watching regional content only in Marathi and having Marathi as their regional language

p2 = proportion of people watching regional content only in Bengali and having Bengali as their regional language

p3 = proportion of people watching regional content only in Odia and having Odia as their regional language

p4 = proportion of people watching regional content only in Hindi and having Hindi as their regional language

To find the equality of proportions we have to conduct a chi-square test.

In my mothertongue only * Language coding Crosstabulation

Count

		Language coding				Total
		Marathi	Bengali	Odiya	Hindi	
In my mothertongue only	Not watching regioanl content in my mother tongue only	14	14	13	30	71
	Watching regional content my mother tongue only	1	1	1	14	17
Total		15	15	14	44	88

Figure: Crosstabulation between users using mobile devices for watching OTT.
Source: Calculated by authors using SPSS.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.823[a]	3	.032
Likelihood Ratio	9.438	3	.024
Linear-by-Linear Association	6.679	1	.010
N of Valid Cases	88		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.70.

Figure: Chi-square test output. **Source**: Calculated by authors using SPSS.

From table we can observe that the Pearson's Chi-Square value is 8.823. The significance value for same is 0.032 which is less than alpha = 0.05. Hence, we will reject the null hypothesis and conclude that the proportion of people watching OTT only in their mother tongue is not equal for every language.

Test 12

Objective: To examine the mean of OTT users' age difference across the duration of watching OTT content.

Hypothesis: We have hypothesized the same.

$H_{0:} \mu_1 = \mu_2 = \mu_3$

$H_{1:} \mu_1 \neq \mu_2 \neq \mu_3,$

Where,

μ_1 = mean of OTT users' age watching content for the duration of less than 2 hours

μ_2 = mean of OTT users' age watching content for the duration 2 hours to 4 hours

μ_3 = mean of OTT users' age watching content for the duration more than 2 hours

In order to test the hypothesis, we have conducted one-way ANOVA test.

The mean of age of persons watching OTT for less than 2 Hrs is 67 and standard deviation is 7.451. Similarly, we can see the mean and standard deviation of age for 2 to 4 hours and for more than 4 Hrs.

Descriptives

AGE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 2 hours	67	27.13	7.451	.910	25.32	28.95	21	72
2 to 4 hours	38	25.87	6.055	.982	23.88	27.86	20	55
More than 4 hours	6	24.83	2.563	1.046	22.14	27.52	21	29
Total	111	26.58	6.816	.647	25.29	27.86	20	72

Figure: Descriptive of the ANOVA test. **Source**: Calculated by authors using SPSS.

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.133	2	29.066	.621	.539
Within Groups	5052.966	108	46.787		
Total	5111.099	110			

Figure: ANOVA test and output. Source: Calculated by authors using SPSS.

Considering 95% confidence level, the value of alpha is 0.05. The obtained results for the ANOVA test conducted has a p value of 0.539 which is greater than alpha = 0.05. As the test conducted is insignificant we don't have sufficient evidence to reject null

hypothesis. Thus, we accept the H0. Hence, we can conclude that mean of OTT users age is same across the duration watched.

Regression Test 1

From the previous tests we know that some factors contribute towards the positive perception of general OTT and some factor contributes towards negative perception. To find the exact impact of how much a factor contributes in building a perception score, we have to carry out regression tests for general OTT platforms.

Objective:

To estimate the linear regression of the **preference to watch General OTT platforms** on variables like: -

1) Support for watching content on multiple devices

2) Security of consumer data

3) Quality of streaming

4) Impact of advertisement

5) Impact of not providing cinematic experience

6) Impact of not providing the discounts

Dependent Variable:

As our objective is to quantitively measure perception score, we took sentence L in the questionnaire which is – I end up spending more time on OTT platforms than I intend to. The sentence L can be a dependent variable as it represents preference to watch General OTT Content and shows addiction towards the OTT platform.

Hence, Y = preference to watch General OTT Content is our dependent variable.

Independent Variable:

We have identified following independent variables for studying the impact on preference to watch General OTT content.

$X1$ = watching content on multiple devices

$x2$ = Security of consumer data

$x3$ = Quality of streaming

$x4$ = showing advertisement

$x5$ = giving cinematic experience

$x6$ = providing the discounts

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.382	.926		1.493	.139
	support watching content on multiple devices	.258	.148	.175	1.740	.085
	Secured consumer data	.256	.115	.191	2.225	.028
	High Quality streaming	.275	.145	.188	1.897	.061
	Disturbance due to advertisement	-.236	.094	-.224	-2.525	.013
	Do not give cinematic experience	-.099	.101	-.088	-.988	.326
	No discounts on subscription	-.020	.106	-.017	-.192	.848

a. Dependent Variable: Addiction to OTT content

Figure: Regression test outputs. **Source**: Calculated by authors using SPSS.

From the coefficients, we can observe positive coefficient for support watching content on multiple devices, secured consumer data, High Quality Streaming. Whereas, Disturbance due to advertisement, do not give cinematic experience and no discount on subscription have negative coefficient which is consistent with the assumption. We can interpret that one unit change in secured consumer data will cause 0.256 times increase in dependent variable.

Regression Equation:

$$Y = 1.382 + 0.258 * x1 + 0.256 * x2 + 0.275 * x3 - 0.236 * x4 - 0.99 * x5 - 0.20 * x6$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489[a]	.239	.195	1.208

a. Predictors: (Constant), No discounts on subscription, Secured consumer data, Do not give cinematic experience, High Quality streaming, Disturbance due to advertisement, support watching content on multiple devices

Figure: Model summary of Regression test. **Source**: Calculated by authors using SPSS.

Interpretation of R square: (Significant)

The value of R square is 0.239, indicating that 23.9% of the variations in the **preference to watch General OTT platforms** are explained by:

1) Support for watching content on multiple devices

2) Security of consumer data

3) Quality of streaming

4) Impact of advertisement

5) Impact of not providing cinematic experience

6) Impact of not providing the discounts

Also, from the ANOVA table below, we can test the significance of R square by observing the significance value which is 0.000 in this case which indicates that the R value is significant assuming alpha = 0.05.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.702	6	7.950	5.445	.000[b]
	Residual	151.865	104	1.460		
	Total	199.568	110			

a. Dependent Variable: Addiction to OTT content

b. Predictors: (Constant), No discounts on subscription, Secured consumer data, Do not give cinematic experience, High Quality streaming, Disturbance due to advertisement, support watching content on multiple devices

Figure: ANOVA test output. **Source**: Calculated by authors using SPSS.

Regression Test 2

From the previous tests we know that some factors contribute towards the positive perception of regional OTT and some factor contributes towards negative perception. To find the exact impact of how much a factor contributes in building a perception score, we have to carry out regression tests for regional OTT platforms.

Objective:

To estimate the linear regression of the preference to watch Regional content on OTT platforms on variables like:

1) Presence of Local Culture in Regional content

2) Showing Progress of State in the Regional content

3) Regional Taste and Charm in the content

4) Regional content entertaining than global content

5) Existence emotional connect to content in mother tongue

6) Presence of Overt sexualized content

Dependent Variable:

As our objective is to quantitively measure perception score, we took sentence G in the questionnaire which is – I prefer to watch regional content in multilingual platforms

such as Netflix, Prime and Hotstar. The sentence G can be a dependent variable as it represents preference to watch regional OTT Content.

Hence, Y = preference to watch Regional content on OTT platforms

is our depended variable.

Independent Variable:

We have identified following independent variables for studying the impact on preference to watch regional OTT content.

x1 = Local Culture

x2 = Progress of State

x3 = Regional Taste and Charm

x4 = regional content entertaining than global content

x5 = Emotional connect to content in mother tongue

x6 = Overt sexualization

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.802	.471		1.703	.092
	Local Culture	.165	.098	.148	1.685	.095
	Progresss of State	.000	.093	.000	.003	.998
	Regional Taste and Charm	.378	.094	.343	4.007	.000
	regional entertaining than global content	.366	.094	.345	3.884	.000
	Emotional connect to content in mother tongue	.034	.081	.037	.421	.675
	Overt sexualization	-.146	.073	-.148	-2.012	.047

a. Dependent Variable: preference to watch regional content on multilingual OTT platforms

Figure: Regression test outputs. **Source**: Calculated by authors using SPSS.

From the coefficients, we can observe positive coefficient for Local Culture, Progress of State Regional Taste and Charm, regional content entertaining than global content, Emotional connect to content in mother tongue and negative coefficient for Overt sexualization. We can interpret that one unit increase in regional content entertaining than global content will cause 0.378 times increase in dependent variable.

Regression Equation:

Y = 0.802 + 0.165 * x1 + 0.000 * x2 + 0.378 * x3 + 0.366 * x4 + 0.034 * x5 – 1.46 * x6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709[a]	.502	.474	.769

a. Predictors: (Constant), Overt sexualization, Local Culture, Emotional connect to content in mother tongue, Regional Taste and Charm, Progresss of State, regional entertaining than global content

Figure: Model summary of Regression test. **Source**: Calculated by authors using SPSS.

Interpretation of R square: (Significant)

The value of R square is 0.502, indicating that 50.2% of the variations in the **preference to watch Regional content on OTT platforms** are explained by the:

1) Presence of Local Culture in Regional content

2) Showing Progress of State in the Regional content

3) Regional Taste and Charm in the content

4) Regional content entertaining than global content

5) Existence emotional connect to content in mother tongue

6) Presence of Overt sexualized content

Also, from the ANOVA table below, we can test the significance of R square by observing the significance value which is 0.000 in this case which indicates that the R value is significant assuming alpha = 0.05.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.178	6	10.363	17.504	.000[b]
	Residual	61.570	104	.592		
	Total	123.748	110			

a. Dependent Variable: preference to watch regional content on multilingual OTT platforms

b. Predictors: (Constant), Overt sexualization, Local Culture, Emotional connect to content in mother tongue, Regional Taste and Charm, Progresss of State, regional entertaining than global content

Figure: ANOVA test output. **Source**: Calculated by authors using SPSS.

Limitations and Future Research

The paucity of time to complete the group project within the period of the course played a part in the number of samples collected for the purpose of the study. This was a learning project, a stepping stone into research for the group members, and the number of samples did not suffice for statistical operations performed such as Chi-square tests. Also, the usual limitations of self-reported behaviours might have crept in the results.

Nevertheless, the group learnt a lot from this project and got to apply the learnings of the concepts taught in class as a part of the course.

There lies the possibility of identifying greater number of variables for the study, and applying the findings and implications of the study for marketing and other domains that would be practically helping the regional OTT platforms. Continuing from the present research would help in both theoretical and practical contribution to knowledge in the upcoming field of regional OTT content creation in India, that is set to undergo massive growth in the coming years.

The group acknowledges and profoundly thanks Prof. Deepak Chawla for his continued help and guidance to make this project a reality and see the light of the day.

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Appendix

Interviews to understand perceptions of the Regional OTT Market

Name of the Interviewer: **Chayan Poddar**

Mode of Interview: **Phone calls** (Conversations **recorded** with prior permission)

Interview 1

Name: Soma Das

Gender: Female

Age: 54

Marital Status: Married

Education: M.A. in English, B.Ed.

Profession: Assistant Teacher in English in a school, run by the Government of West Bengal

Salary: 10 - 15 lakhs per annum

Chayan: Which state do you belong from and what is your mother tongue?

Soma: I belong from West Bengal and my mother tongue is Bengali.

Chayan: So, do you like to watch TV or prefer OTT platforms? What types of programmes do you like to watch?

Soma: I usually like to watch any kind of animal program or animal related program in TV, which I have not yet discovered in OTT yet. As far as preference between cable TV and OTT is concerned, I would prefer cable TV to this day.

Chayan: What is the reason for this?

Soma: This is solely because, I have a small family – only me and my husband. I have no offspring. So, if me and my husband sit separately with two different platforms, we do not have any more communication. But, if I watch TV, for example, he is watching sports and I am interfering, or I am watching a serial and he is interfering, I feel that we can at least relate to it.

Chayan: So, you mean to say that with watching TV, you have a family time?

Soma: Yup, a family bonding time, you can say. A bit you can say. Maybe when we are seeing it, but arguing over not seeing it, it happens any way. But, if I sit with my mobile and he sees his, we do not have any more link as such.

Chayan: What type of programmes do you like to see it TV?

Soma: My first preference is watching Animal Planet, Discovery or National Geographic. When I prefer to be in a relaxed state, I like to watch these because the

storylines and quarrels in daily serials stress me out. I like these animal related programmes, up to the point that cruelty is not being shown on screen. Apart from these, any funny serial. If it's a serial, it has to be funny. So, that I can laugh. It can be Bengali, Hindi or English; I have no problem.

Chayan: Okay. So, any language works?

Soma: I do not have much problem. But, I need to know about the content. For example, at present I am not aware of much Hindi or English content. I actually do not have time to search and find out. But, if anyone refers it to me, for example, you say, 'watch this, because you may find it funny', then maybe I will watch it.

Chayan: So, maybe I can presume that you like to watch light hearted comedy?

Soma: Yes, you can.

Chayan: Do you watch cinema on TV?

Soma: Yes, I do. Depending on the name, or when it will be broadcasted. It can be an old movie as well, at the same time, from contemporary times as well, if you guys suggest. For example, you have this Korean wave going on now, the BTS – I get to know it from the students in my school. So, I have this curiosity as to why your generation is so invested in it. I like to know it, and since I am a teacher, and I cater to students studying in classes XI and XII, in order to understand their pulse, I prefer to watch it. Maybe, I will like it, and maybe I will not, but I dedicate time for it. For example, a good programme of my generation is being broadcasted, and you have told me of a specific time when something will happen that I will like, I will move on from my current programme to watch your recommendation. I provide some time to it at least.

Chayan: So, in this case, language is no bar?

Soma: Nope, not really. If it's a very odd American pronunciation, it might be a problem, but for British English pronunciation, there's not much problem.

Chayan: Okay. Moving on, what are the OTT platforms that you have subscribed to? Moreover, do you subscribe or try to watch it through other means?

Soma: Nope, I have taken subscriptions. For example, if a colleague in my school tells me about a platform where there are good shows, I take their subscriptions. I have subscriptions of Hoichoi, Addatimes and Hotstar at present.

Chayan: Okay. Two of these are Bengali, and the other is an amalgamate. So, when you are watching any content in OTT, do you prefer it in Bengali or any language will work?

Soma: Language is no bar in this case as well.

Chayan: Okay. So, you are comfortable with other languages?

Soma: Yes, I do not have much problem with languages. For example, when I was returning from school today, two of my colleagues were suggesting me to watch something on a platform. I cannot remember the name right now. But, they suggested I would like it.

Chayan: So, how did this develop? Is it because you are a teacher in English and hence have no problem with other languages or you think, it might have been a problem, if you were not an English teacher?

Soma: It may happen. When I was a child, the environment of my house was such that I did not face a problem in English. I studied in Bengali medium till tenth, and came to English medium only in eleventh class. Rather, I would say that Hindi was a problem. I have learnt Hindi watching films and songs while growing up. My father and other uncles would prefer watching English films. Rather, I actually learnt proper Bengali owing to my mother. Relatives from my father's side had more affinity towards English.

Chayan: How long do you watch TV per day on average?

Soma: Maximum one and a half hours. Sometimes, half an hour. Again, maybe nothing at all. The Covid induced lockdowns had provided some extra time as well. But, now that the schools have opened, time has reduced drastically.

Chayan: So, do you watch any specific programmes such that you have a specific TV watching time every day?

Soma: Nope, not at all. But, recently I have started watching this serial *Ei Poth Jodi Na Shesh Hoy* on *Zee Bangla*. Remember, I told you about being funny. No one suggested this to me. I was surfing the channels and found this, and thought this might be funny. Till date it has. Okay, one more thing. Since I have subscriptions to Hotstar, I sometimes watch repeat episodes of serials of *Star Jalsha* there. There was a serial called *Prothoma Kadombini* which I watched completely on Hotstar. So, I can also say that I like biopics as well.

Chayan: Did you watch it on Hotstar only or on TV as well?

Soma: I have watched it both ways. Some episodes were so good that I watched repeats on Hotstar. Sometimes, some parts of acting or history, which I would like to know more, I would watch it again. I was moved with the character Kadombini Ganguly; I did not know much about her till date. So, I have known completely about her from the TV, and then again through Hotstar.

Chayan: So, do you also have any specific time periods for watching OTT as well?

Soma: The school has opened, and I have no time now. Even in pre-Covid times, if someone suggested something, only then I used to watch on OTT. For example, when Sushant Singh Rajput passed away, in order to watch only *Dil Bechara*, I subscribed Hotstar. After that, I could not find time again. Again, a colleague of mine asked to watch this film on tigers, do you know the name?

Chayan: Are you talking about *Sherni*?

Soma: Yup, that one. It was on Amazon Prime. But, I found the subscription to be quite costly and hence did not subscribe to it. So, I did not see the film.

Chayan: Okay. What do you like to see in OTTs – movies, web series, or others?

Soma: See, recently, I find that I am being closely attracted to crime thrillers in OTTs. But, I am deciding every time that I will not see it.

Chayan: So, can I assume that you are preferring crime thrillers as a genre?

Soma: No, I do not. You can compare it to attraction to something forbidden, such as a drug. I like to see it, but once I watch an episode, there's so much cruelty, so much brutality, it can affect me and hence I will not watch it.

Chayan: So, is there anything specific that you prefer to see?

Soma: Again, you can say that if I find something funny, I like to see it.

Chayan: Okay. Help me understand this context. Hoichoi and Addatimes, they produce exclusively Bengali content, right. And then, Amazon Prime and Hotstar also has a dedicated section on Bengali content. So, what is their difference according to you and how would the tastes and preferences change? Can you comment on that?

Soma: Okay. Let me tell you something. I subscribed to Addatimes because it brought a web series on *Feluda*. You should know that if there is anything on *Feluda* or *Byomkesh*, I would definitely see and subscribe to it. So, I do not dislike all crime thrillers.

Chayan: So, is it related to Bengali sentiment?

Soma: No, not necessarily. If you show me *Sherlock Holmes*, I will watch it. As long as there no specific cruelty shown on screen, I would like to watch it. I do not know if you have watched this series *Robindranath Ekhane Kokhono Khete Asshenni* on Hoichoi, I have read the original as well. I could not get the feeling in the web series, what I had felt from the novel itself. The novel was so good, and I really felt bad when I watched it, because they made such a mess on screen. There's so much change in it, that it has diverted from the main story. They should not have the Bangladeshi characters to people from here. All in all, I was disappointed.

Chayan: So, from a previous question, would you prefer watching Bengali content on Bengali exclusive platforms like Hoichoi and Addatimes, or on Hotstar?

Soma: I have actually not thought really about this. It would not make much of a difference, you know. Sometimes, these web series may be dubbed, or even remakes may occur, I can watch it in Hindi as well. The story matters to me the most, I would say.

Chayan: What are your comments on preference of adult stuff shown on Hoichoi these days?

Soma: This is a good question. When I start watching any web series, these scenes are not there in the beginning, right. Maybe, this is a good reason for me sticking to watching TV, as they are not able to portray such adultery on public television. As your question is adult, when I am seeing any adult content, at my age, if I get an aversion to it, I can fast-forward to the next scene quickly. For example, there is web series on a refugee family of Bangladesh on this side, who lost everything, crossed the border and eventually became mafias here. They had a book store there, were culturally oriented, but in order to save themselves, became a mafia here. It's a story of two brothers and a wife of the elder brother. Gradually, they became mafias in the coal belt area of Dhanbad and western districts of West Bengal. So, when I started watching this, I was very curious to know how they came here, what were their struggles – so, you can say, I like some historical content as well, a lot into a story, the sexual scenes came. I fast-forwarded it, but since I was hooked to the story, I could not refrain from altogether leaving it. I like to Bengali content because of the culture, for example *Prothoma Kadombini* showed by Bengali history. Also, the conversations make me feel at home as well.

Chayan: Okay. So, you prefer the cultural portrayal of Bengalis?

Soma: Yes, definitely. See, when I was small and was watching films, I put myself in the position of the heroine. Again, when the hero is fighting, my anger would come out, despite being a girl. These do not happen at this age, right. Nowadays, someone is doing a Lakshmi Puja well in a web series, and I cannot do it such well in personal life, or is not happening at my house, I like watching these. Consider, web series based on Durga Puja and stories related around it. I love watching them.

Chayan: Okay, say if you were to fix a certain sum of money for subscribing to these platforms, what is the sum that you are willing to spend on OTT subscriptions?

Soma: Say, around two thousand annually.

Chayan: Okay. So, in this-post Covid world, we find that big films are released on OTT platforms such as Netflix and Amazon Prime. And, also in pre-Covid world, any film would release in OTT platforms within two months of their theatrical release. So, if it happens like this, would you like to go to the theatres or watch it in OTT platforms?

Soma: If I want to see it, I go to the theatre definitely. For example, this film *Golondaaj* released recently. It's based on football in the backdrop of the freedom struggle. To witness football being played on ground, and despite knowing that it will come to an OTT platform soon, and even in the Covid times, we went to the hall.

Chayan: Lastly, do you feel that you need to be tech-savvy to be able to experience these OTT platforms? Or, can anyone operate them?

Soma: I am not tech-savvy at all. If you rate on a scale of ten, I will be maximum a four or five. Even my colleagues watch OTT platforms, and some of them are better equipped technically than me. The next age group belonging to the 30s and 40s have already arrived, and I believe them to be better in tech than me. At least, I think them to be. Even some colleagues in my age group, are better than me. I definitely believe that being tech-savvy does help them to operate OTT platforms.

Chayan: Okay. Thank you so much for your time in answering the questions. This concludes our interview.

Soma: You're welcome. I enjoyed answering the questions. I sincerely hope it helped for the purpose in your project.

Interview 2

Name: Meghna Saha

Gender: Female

Age: 18

Marital Status: Single

Education: Class XIIth (CISCE Board); currently pursuing B.Tech. in Computer Science and Engineering (CSE) at SRM University, Tamil Nadu

Profession: Student

Salary: Rs 1,200 per month from tuitions (Dependent on parents)

Chayan: Which state do you belong from and what is your mother tongue?

Meghna: I belong from West Bengal and my mother tongue is Bengali.

Chayan: As far as media consumption is concerned, do you watch OTT platforms such as Netflix, Amazon Prime or Hotstar?

Meghna: Nope. I do not watch them.

Chayan: So, do you prefer traditional modes of consumption such as TV or OTT?

Meghna: I prefer TV.

Chayan: What is the reason for not watching OTT?

Meghna: This is primarily because, they are time consuming and it takes a lot of time to consume their content. So, I genuinely feel that it causes a lot of waste of time.

Chayan: Okay. So, you have some experience of watching OTT, right, at any point of time?

Meghna: Yes, I do.

Chayan: What are the platforms that you have watched?

Meghna: I have only experienced Amazon Prime. I have watched only one or two series', I guess.

Chayan: So, you know the experience of Amazon Prime, right?

Meghna: Yes.

Chayan: Do you have any experience with Netflix or Hotstar?

Meghna: Nope.

Chayan: Okay, and any regional OTT platforms such as Hoichoi or Addatimes?

Meghna: Nope.

Chayan: Not at all?

Meghna: Nope, not at all.

Chayan: So, I can assume that you prefer traditional modes such as TV for media consumption as compared to OTT?

Meghna: Yes, definitely.

Chayan: So, what type of programmes do you watch in TV?

Meghna: I watch mostly movies and songs.

Chayan: Okay. So, as far as movies are concerned, do you watch specific genres – such as detective movies or crime thrillers or anything else?

Meghna: No, no. Whatever is telecasted at the time I open the TV. Sometimes, I watch south Indian movies.

Chayan: Are there any specific TV channels, which you prefer to watch?

Meghna: Not really. I keep changing channels to and fro.

Chayan: Is language any bar, I mean, which language you prefer to watch the movies?

Meghna: Nope. I watch mainly in Hindi, and sometimes in English.

Chayan: What about Bengali?

Meghna: Nope.

Chayan: Not at all?

Meghna: Nope.

Chayan: Okay. I would like to know from you, that as a Bengali, and Bengali being your mother tongue, why don't you watch Bengali content?

Meghna: First of all, I do not get time at all these days to watch it, and secondly, I do not have interest in watching it.

Chayan: May I know why?

Meghna: I have never tried watching Bengali content, actually, maybe that is the reason.

Chayan: Does your family consume Bengali content?

Meghna: Sometimes, my father does it.

Chayan: Okay. Are there are OTT subscriptions in your family, even when you don't watch?

Meghna: Nope.

Chayan: For how long do you watch TV per day?

Meghna: Half an hour. Sometimes, one hour per day.

Chayan: Okay. You mentioned about watching songs. What type of songs do you watch?

Meghna: Hindi and English.

Chayan: You mentioned that you don't watch Bengali content because you have watched them since childhood. Do your friends watch Bengali content?

Meghna: Nope. Not really. Actually, the real reason is the lack of availability of time, and when we get some spare time, we watch whatever is being broadcasted only.

Chayan: Do you have any specific views on why your generation has moved on from watching Bengali content or doesn't see it? Do you feel like it, that you should watch more Bengali films, for example?

Meghna: This is because I feel, that other platforms and content get popularized faster.

Chayan: So, you feel that Bengali content is not that famous?

Meghna: It may be, but it's definitely lesser than others.

Chayan: So, that the others are famous, what is the source of information for you on this?

Meghna: I feel, people around me, say my friends – I get to know from them what is popular these days, what new shows are coming. They do not have much information about Bengali content as such, they are not knowledgeable on this.

Chayan: So, these people around you, they belong to your peer group, right? All are your friends? Is there anyone with a significant age difference here?

Meghna: Nope. All my friends are around my age only.

Chayan: In future, do you wish to subscribe to any OTT platforms?

Meghna: Yes, definitely. I would like to subscribe to Netflix. I thought I would subscribe to it soon, but there is so much pressure of classes and assignments, I rarely would find time to watch any content. Maybe, when the vacations are in place, I will subscribe.

Chayan: Okay. So, when you will subscribe, you will just ask your parents, and they would pay for the subscription?

Meghna: Yes, they will.

Chayan: Do you have any idea on how much allowance would your parents provide annually, for these subscriptions?

Meghna: Not really.

Chayan: Do you really want to subscribe these platforms, or would you like to view them through other means possible, without paying for them?

Meghna: I have only thought about subscriptions only.

Chayan: Okay. So, in this-post Covid world, we find that big films are released on OTT platforms such as Netflix and Amazon Prime. And, also in pre-Covid world, any film would release in OTT platforms within two months of their theatrical release. So, if it happens like this, would you like to go to the theatres or watch it in OTT platforms?

Meghna: The feeling in movie theatres is completely different. So, I will prefer to go to the theatres.

Chayan: Okay. Is this for any film, or based on a particular film?

Meghna: Nope, it depends on the content of the film. If it is a particular film that I would like to watch, I would definitely go to the theatres.

Chayan: Lastly, do you feel that you need to be tech-savvy to be able to experience these OTT platforms? Or, can anyone operate them?

Meghna: I think anyone can operate.

Chayan: Really, you feel so?

Meghna: Yes, I think they are fairly easy for anyone to operate.

Chayan: Okay. Thank you so much for your time in answering the questions. This concludes our interview.

Meghna: You're welcome. I enjoyed answering the questions and hope it provides some to value to your purpose.

Interview 3

Name: Agnish Ganguly

Gender: Male

Age: 24

Marital Status: Single

Education: M.Sc. in Zoology; currently pursuing Ph.D. in Cytogenetics and Genomics

Profession: Research Scholar

Salary: 4.6 lakhs per annum as research stipend from CSIR

Chayan: Which state do you belong from and what is your mother tongue?

Agnish: I belong from West Bengal and my mother tongue is Bengali.

Chayan: As far as media consumption is concerned, do you prefer watching OTT platforms or traditional platforms like TV?

Agnish: I prefer OTT over TV, but at the same time, I do believe that if you are to watch a cinema, a theatre experience will never replace any OTT.

Chayan: Okay. I am specifically asking about OTT versus TV here.

Agnish: I would prefer OTT over TV any day.

Chayan: So, what are the OTT platforms that you watch?

Agnish: Okay. So, I have subscribed to Netflix, Amazon Prime and Hotstar.

Chayan: For all the content that you watch, have you subscribed to these platforms or do you watch them by any other means?

Agnish: I have subscribed for Netflix and Hotstar myself. I share somebody's account for Amazon Prime.

Chayan: Okay, say if you were to fix a certain sum of money for subscribing to these platforms, what is the sum that you are willing to spend on OTT subscriptions?

Agnish: On an annual basis, I am willing to spend up to five thousand to six thousand.

Chayan: And, why do you want to do that?

Agnish: I am that sort of a person who is into watching stuff, right. And, it's not something that I watch when I get time; it's something that I need to watch in order to keep myself rejuvenated and stuff. It helps me in escaping from the monotony of daily life. Not exactly monotony, but say, the mundaneness of daily life.

Chayan: Okay. In these OTT platforms, what kind of programs do you watch?

Agnish: Nice. I am super into documentaries which can be crime documentaries, sport documentaries, documentaries about different aspects of nature. I am also in watching cinema – Hindi, English and Bengali. I also do watch cinema from other languages, but I am not into frequently watching them. I do watch some mindless shows, live football games. I also watch reality shows, documentaries on food, some competitions on cooking. I watch animated content. I also watch web series as well.

Chayan: Okay. Can you state some favourable genres that you like to watch?

Agnish: It depends on my mood, right. But, I would say, that my most favourable ones are sports documentaries, food documentaries and crime documentaries.

Chayan: What is the time duration that you spend on OTT, say per day or per week?

Agnish: If it is a week day, I do not watch every day. If you want to put on an average, you can say around one hour to seventy-five minutes per day. If you concentrate on weekends, it will go around anywhere between three to four hours a day, as I stay home mostly. It's not every weekend that I am watching four hours of content, but on an average, you can say that.

Chayan: So, as far as these contents are concerned, do you have any specific affinity for watching regional content or say specifically Bengali content, since you are a Bengali?

Agnish: I do not have any such affinity, but I come across a good show, or thriller, or a review, I will watch it.

Chayan: Okay. Have you subscribed to any specific Bengali OTT platforms like Hoichoi or Addatimes?

Agnish: Nope. I have not yet.

Chayan: So, you have watched Bengali content in Netflix, Amazon Prime or Hotstar only?

Agnish: I have not come across any Bengali web series on these platforms. I have specifically watched Bengali cinema on Amazon Prime mainly. I have not come across Bengali cinema on Netflix.

Chayan: So, what is the specific reason for you not subscribing to Hoichoi. It's a very big platform now, with 13 million subscribers in two Bengali speaking countries.

Agnish: Right. So, I have watched a couple of episodes of *Byomkesh*; borrowed a subscription from my friend because I liked the trailer. And, then there are many contents from Hoichoi which I do not find to be very interesting because the trailers are available on YouTube. So, you do not need subscriptions for watching the trailers.

Chayan: What is not interesting?

Agnish: I have found a couple of shows to be interesting, according to trailers. So, everything is not stupid. But, most of the content that is being brought out, I find it to be hyper sexualized, kind of trashy, and does not really suit my taste that way.

Chayan: Okay. You do not watch it because it does not suit your taste, am I right?

Agnish: Yes. They are hyper sexualized, I mean that's my personal opinion.

Chayan: So, are you willing to watch shows if something good comes up?

Agnish: Yup, I will. I am actually willing to watch this show *Mandaar*, which is a Bengali adaptation of Macbeth, and is releasing on Hoichoi.

Chayan: For watching it, will you subscribe to the platform?

Agnish: If they come up with more content such as this, I will definitely consider subscribing for Hoichoi.

Chayan: Do you know people around you who have subscribed to Hoichoi?

Agnish: Yup, I know a couple of friends. I have watched through their subscriptions only.

Chayan: Help me understand this context. Hoichoi and Addatimes, they produce exclusively Bengali content, right. And then, Amazon Prime and Hotstar also has a dedicated section on Bengali content. So, what is their difference according to you and how would the tastes and preferences change? Can you comment on that?

Agnish: Yeah. So, in my very little knowledge and humble opinion, Amazon Prime usually posts cinemas only. I have only come across Bengali cinema on that platform. Not all of them are good or according to my taste. I may put some of them in the bracket of alternative cinema. Some of them have suited my taste, and I have watched them. See, cinema that is available on Amazon Prime, most and if not all of them had a theatrical release. So, they are mostly a re-watch for me. Or, it something I had completely missed or something which is an old movie. That's somehow you classify for all the Bengali content available on Amazon Prime. On the other hand, in Hotstar, it is mostly TV content. So, I am not really fond of that. I rather care for the Hindi content in Hotstar because they produce independent web series.

Chayan: Okay. That's nice to know. So, if such content, as is now in Hotstar in Hindi, if they were to be developed in Bengali, would you watch it?

Agnish: You mean, they were to be dubbed in Bengali, or completely new stories come up?

Chayan: What's your opinion in each case?

Agnish: See, I do not really care for the dubbed version. I would rather have good content in Bengali. The language does not matter as long as I understand.

Chayan: Okay. Based on the time period that you watch OTT content; can you comment how much do you watch Bengali OTT content as compared to the total time of you consuming OTT content?

Agnish: That's probably eighty-five to fifteen. So, fifteen percent of the time I watch Bengali content. Some months, it may be ten percent as well. Not much Bengali content is available on Netflix, Amazon Prime or Hotstar together, right. The content that are being made for these platforms, you do not really have many. You do not have any really either. Rather, exclusive Bengali content is only available in platforms like Hoichoi and Addatimes.

Chayan: For Bengali content that you like to watch, why do you like to watch them? What do you find interesting in them?

Agnish: For Bengali content, I always look for storyline and cinematography. It does not really change with the language as well. My concern is the storyline, the things that are being shown on screen. I can watch a documentary in Bengali. I do not have a reservation that I have to watch it in Hindi or English. So, as long as it is good content, as long as the show has good cinematography, as long as the trailer is interesting enough, I go out and watch it.

Chayan: If I were to place this question in a different way, say, would you like to watch Bengali content, because it gives you a feeling of homeliness and you like to see what happens – the food habits and the way people are talking and acting, maybe, it's a reason or not a reason for watching it?

Agnish: I think it would have been a reason if I would have stayed outside of Bengal. Since I am not, I really do not think it to be really a deciding factor for me.

Chayan: If I had to talk about the different types of documentaries that you mentioned, which you like to watch – are these universally favourable across all languages or would you like to watch something else in Bengali?

Agnish: If somebody was making good documentary films in Bengali, I would definitely watch them on OTT. But, if I am watching a documentary on an international topic, I would definitely like it in English. If the documentary was based on something which is essentially Bengali or is related to Bengal – say, even if its travel, let's put it in that way, or it is was some Bengali people traveling together, I would like to watch it in Bengali. But, if it is an international issue, let's say, the documentary they released on Maradona, I watched it in Spanish only, which was the original version, I used subtitles. That's all. That's how it is. I do not need to see it in Bengali.

Chayan: Okay. So, in this-post Covid world, we find that big films are released on OTT platforms such as Netflix and Amazon Prime. And, also in pre-Covid world, any film would release in OTT platforms within two months of their theatrical release. So, if it happens like this, would you like to go to the theatres or watch it in OTT platforms?

Agnish: I certainly believe that cinema is a particular experience and it should be watched in theatres. There are some cinemas which you need to watch in a closed space, without any disturbance, without anyone around. There are some cinemas to me. I would also prefer to watch these cinemas at my home, at my comfort zone, when I am able to think and concentrate at my own pace.

Chayan: From what you are saying, can I assume that the comfort of your home is maybe more favourable to you, or would you rather go to the theatre?

Agnish: Okay. Let's put it this way. It is more like, I would re-watch a movie on an OTT platform. I would still want to see it for the first time in a theatre hall over OTT undoubtedly.

Chayan: So, for the different types of content, what are your sources of information? Where do you get to know about what's releasing and where?

Agnish: So, I have subscribed the YouTube channel of Netflix and Amazon. Their Facebook and Instagram pages as well. When anything is releasing, they are putting out the teasers and trailers. I do check them. I can also them from the social media profiles of the actors, directors and everybody else associated with it.

Chayan: Do you consider yourself tech-savvy so that you can glide and manage everything in the OTT world? Would you comment that someone who is a bit not tech oriented would find it really difficult?

Agnish: If people can use WhatsApp and Facebook, I really do not believe that they cannot search content on OTT and be able to see it. Maybe, they might be complicated for some people, but if someone teaches them, it should not be such huge a task.

Chayan: Okay. Thank you so much for your time in answering the questions. This concludes our interview.

Agnish: You're welcome. I enjoyed answering the questions. Let me know the outcome of your project. All the best.

Interview 4

Name of the Interviewer: **Himanshu Kautkar**

Mode of Interview: **Phone calls** (Conversations **recorded** with prior permission)

Respondent name: Rudra Ambadkar

Age: 14

Gender: Male

Income: Student

Education: Student (8th std.)

Marital Status: Single

Mother tongue: Marathi

Rudra: Hi, Dada.

Himanshu: Hi Rudra. Do you remember we met in Diwali, you were telling me about the different OTT platforms and the shows you watch right?

Rudra: Yes.

Himanshu: So, I just want to ask some of the questions related to that ok?

Rudra: Ok.

Himanshu: Before proceeding, what's your age and you are in 8th class, right?

Rudra: Yes.

Himanshu: and what's your age?

Rudra: 14

Himanshu: Ok. So, my question to you will be, in what all languages the shows you watch? On any platform. Which all platforms you use by the way?

Rudra: Netflix and Disney + Hotstar.

Himanshu: and what all languages the content you consume?

Rudra: Mostly English.

Himanshu: So, any other language may, other than the English?

Rudra: Sometimes Hindi but mostly English.

Himanshu: and What about Marathi? Anytime or any movie that you must have watched in Marathi.

Rudra: No, not on OTT platforms.

Himanshu: then where do you consume the Marathi content then?

Rudra: On TV, set-top box channels.

Himanshu: Fine. As you said you don't watch the regional content on the OTT platforms but you prefer TV over that. So why don't you watch on OTT as there is tons of regional content available on OTT platforms as well.

Rudra: Yes, but I like the English and Hindi content more.

Himanshu: So, you don't like the English and Hindi content you don't watch right?

Rudra: Also, I don't watch all English and but which are very good.

Himanshu: Can you just tell me what all movies you like? Some of the favorite movies of yours.

Rudra: Thor: Ragnarök, Zack Snyder justice league.

Himanshu: Thor: Ragnarök, Zack Snyder justice league, ok. My generation don't watch these kinds of movies, even their names are really difficult of us.

and genre you like the most? Like comedy movies, action movies, crime movies etc.

Rudra: Action and adventure.

Himanshu: That's great. Let's assume that you earn then what do you think, how much amount you would like to spend on OTT platforms for that sake?

Rudra: I mean it depends on the subscription.

Himanshu: Yes, it depends on the subscription but what you will be willing to pay. Let's say 1000/month or 500/month.

Rudra: Less than 1000/month

Himanshu: Ok. And thank you so much by the way as you are giving me a really good interview, considering your age.

Continuing with the same for how much time do you consume the OTT related content let's say daily or on a weekly basis?

Rudra: Daily for max. 2 Hrs.

Himanshu: and in these 2 Hrs. you mostly watch English content, right?

Rudra: Yes.

Himanshu: and what about your friends like any of them watching Marathi content on the OTT platforms?

Rudra: I don't know any of my friend watching Marathi on OTT.

Himanshu: Let me ask you a different question. Let's say a movie is releasing that you will like simultaneously on the OTT platforms like Amazon Prime, Netflix etc. and also on the theatre. So, in this case where would you like to watch the movie?

Rudra: In theatre, because the experience of watching the good movies in the theatre will be great.

Himanshu: Yes, I also agree with the same. Thank you so much, thank you for your time.

Rudra: Welcome!

Interview 5

Respondent name: Mayur Soni

Age: 25

Gender: Male

Income: 5-10 LPA

Occupation: Family Business.

Education: MBA Finance

Marital Status: Single

Mother tongue: Marwari.

Himanshu: Hi, Mayur!

Mayur: What's up Man?

Himanshu: Dude, need some time of yours. As I am working on a PhD project, I want to conduct your interview and note down your experience.

Mayur: Sure, I can help here.

Himanshu: As we use OTT platforms, I will ask some of the questions related to same and you need to answer them. Please let me know what all OTT platforms you use.

Mayur: OTT platforms means Netflix etc. you are saying right?

Himanshu: Yes, like Netflix, Amazon Prime, Jio Cinema, YouTube etc. Which all do you use, which one you prefer and why?

Mayur: Ok. Right now, I am not using any but I am about to subscribe 1 or 2 platforms. And by the way I use Netflix mostly over other platforms. As my main requirement is to watch Hollywood Web Series, it was 1st time provided by Netflix in India. Also, the world-wide content is available in Netflix. If we see Amazon prime, you will get more National content which they will purchase and show it on their platform. But in case of Netflix if the world-wide content is available in Netflix, it will show you on their platform. Netflix is therefore a leader in the market and as it satisfies my requirement of watching the Hollywood series the most, I prefer Netflix over the other platforms.

Himanshu: Tell me one thing, Is there any Marwari content available on any of the OTT platform?

Mayur: A lot of content is available on TV channels. But, if we see from OTT perspective, as the no. of people watching it are less, so even if it exists, I don't have any idea. But, I think 1 or 2 might be there and not more than that.

Himanshu: So, it means you don't consume Marwari content on the OTT platforms but you prefer TV for it if you watch sometimes right?

Mayur: Yes.

Himanshu: Coming back to OTT platforms, will you prefer Movies or Web series?

Mayur: Web Series.

Himanshu: and a question on a similar line – if a movie is releasing simultaneously on OTT and theatre, where you will prefer?

Mayur: Yaar, it depends, it depends on how many people are watching together. If you are about 10-12 people, you will prefer theatre over OTT. But, if you are 2-3 people, you can watch it comfortably on OTT. You cannot have the pop corns while watching the movies at home.

Himanshu: Yes. What's your consumption pattern and how much do you consume weekly or on a daily basis on OTT platforms?

Mayur: Yes, bro as you also have an idea when we were in Pune, I used to consume around 3 Hrs. a day and on a weekly basis around 21-25 hrs.

Himanshu: As you said you consume around 3 Hrs. of content per day and you prefer web series over movies, my question to you is which genre you prefer in the web series like comedy, action, crime etc.

Mayur: Basically, like sometimes its comedy, law related content ex. Suits. Even you can see the Good Doctor is good. Generally, I do not watch based on Genre but the kind of content they are providing in any genre.

Himanshu: Netflix is charging around Rs. 999/month. So, you were having your personal account or on a sharing basis these days?

Mayur: Yeah, it was on sharing basis.

Himanshu: What is the maximum amount that you are willing to pay to all the OTT platforms per month or say per year?

Mayur: Rs. 300 to Rs. 500 per month. If I am sharing, then it costs me Rs.200 per month and if I am not sharing, then it costs me around Rs. 500 per month.

Himanshu: I think I have covered most of my questions. Thank you for your time.

Mayur: You're Welcome!

Interview 6

Respondent name: Snehal Ganorkar (Rucha)

Age: 28

Gender: Female

Income: --

Occupation: House Wife.

Education: MSc

Marital Status: Married

Mother tongue: Marathi.

Himanshu: Hi, Rucha.

Snehal: Hello.

Himanshu: Rucha, I need your help for one of my PhD projects. I would like to conduct your interview 15-20 mins max regarding the OTT platforms you use like Netflix, Amazon Prime etc.

Snehal: Ok, go on. I will try to answer.

Himanshu: Thank You. What all OTT platforms do you use?

Snehal: Voot, Hotstar and Amazon Prime sometimes. And yes, YouTube as well.

Himanshu: Ok and in what all languages you consume the content?

Snehal: Hindi and Marathi.

Himanshu: What is your average daily or weekly consumption?

Snehal: Daily ½ Hrs. at least.

Himanshu: and maximum?

Snehal: one or one and a half hour.

Himanshu: So, you watch for around 1 Hrs. daily and my question to you is which language content you usually consume in this 1 hr. like Marathi or Hindi?

Snehal: Marathi mostly. Sometimes I watch Hindi but mostly Marathi.

Himanshu: Nice, then what would you exactly like to watch in Marathi content like movies or TV serials or Web Series?

Snehal: I usually watch serials and by chance I watch movies. I also like to watch web series.

Himanshu: Which genre will you prefer in your consumption patter like whether it be a comedy or action or crime etc.

Snehal: I will mostly prefer Comedy, Romance and Family Drama.

Himanshu: If we consider the economics of using OTT platforms, how much amount would you like to spend on these OTT platforms per month or say per year?

Snehal: Rs. 120/ month or yearly 600/year or 550/hrs. per platform.

Himanshu: As you said you consume the Marathi content the most so can you give some of the examples of the content you consume?

Snehal: I watch Star Pravah on Voot specifically serial named "*Aai Kuthe Kai Karte*", Colors Marathi "*Jeev majha guntala*", "*Sundara mana madhey bharli*".

Himanshu: Thank you Snehal I think I covered most of my questions. I will get back to you if any information needed further.

Snehal: Yeah, sure, anytime.

Himanshu: Thank you so much for your time.

Snehal: Welcome!

Interview 7

Name of the Interviewer: **Tushita Chadha**

Mode of Interview: **Phone calls** (Conversations **recorded** with prior permission)

Conducted on: 17 Nov 2021 at 2:00 pm

Name: Guneet Sahni

Resident: Kharar, Punjab

Age: 26

Gender: Male

Marital Status: Unmarried

Profession: Businessman

Education: MBA

Languages: Hindi, English, Punjabi

Mother Tongue: Hindi

Tushita: While conversing at home, do you use Hindi or Punjabi?

Guneet: Conversations are in a mix of Hindi and Punjabi

Tushita: Do you consume content on OTT platforms?

Guneet: Yes, I've only recently started to. I was not a big fan previously.

Tushita: Do you subscribe to these platforms or prefer streaming for free?

Guneet: I don't subscribe to many as I'm only developing my interest. It is very new. I will be willing to subscribe if I develop an interest later, presently I prefer to stream online only via other modes.

Tushita: Do you consume content on traditional media like Television?

Guneet: Yes, I prefer to watch television.

Tushita: What do you watch? Movies or shows? Preferable genre?

Guneet: I prefer movies. Horror and paranormal genre are preferable. I am not interested in action, romance in comedy. Movies shot from live cam are my go to.

Tushita: Which language do you consume the aforementioned content in?

Guneet: English and Hindi, both would do. Mostly English, because of content quality. Dubbing in Hindi does not provide that experience. Movies originally produced in Hindi would also work for me.

Tushita: Would you prefer to watch your liked content on OTT platforms too?

Guneet: Yes, definitely.

Tushita: Would OTT be more convenient for you?

Guneet: Not convenient really. There is content which I see the trailer of but they are present on a specific OTT. Buying a different subscription every time makes me feel uneasy. If the movie is worth it I will buy the OTT subscription. Horror movies are always getting played on HBO and Star Movies so I prefer that

Tushita: What will make you buy a subscription?

Guneet: Quality of content. Horror has to be worth it. It has to catch my eye, I'll get it even for one movie. No issue regarding pricing.

Tushita: Are you interested in any regional content? Apart from Punjabi.

Guneet: Yes. South. I watch the movies on TV

Tushita: If you already have a subscription, would you be willing to surf that regional content on OTT?

Guneet: Yes, that would be fine because I can watch South content over and over again. Because that content is a mix of all genres.

Tushita: Do you specifically look for regional content on TV?

Guneet: No, I don't. It's just to pass time, I'll watch one if I encounter one while switching channels. I will only specifically look for Horror genre movies.

Tushita: And the same goes for any Punjabi content too?

Guneet: Yes.

Tushita: Why do you not specifically look for Punjabi content?

Guneet: Punjabi movies are only mostly comedy. I prefer short length movies only, if I'm even looking to pass time with comedy genre. Punjabi is mostly inclined towards comedy.

Interview 8

Conducted on: 17 Nov 2021 at 4:00 pm

Name: Rashi Sharma

Resident: Jalandhar, Punjab

Age: 25

Gender: Female

Marital Status: Unmarried

Profession: HR

Education: MBA

Languages: Hindi, English, Punjabi

Income: 3.5 – 4L

Mother Tongue: Hindi

Tushita: Which state do you belong to? And did you move to any other state?

Rashi: Punjab. Yes, Chandigarh for education and then Noida (UP) for job.

Tushita: Which languages do you speak and understand?

Rashi: Hindi, English and Punjabi but not very fluent in the last one. Though I understand Punjabi perfectly.

Tushita: Do people in your family converse in Punjabi?

Rashi: Yes, they do with each other, and sometimes with me. I understand but am not able to respond in Punjabi

Tushita: Do they want you to converse in Punjabi?

Rashi: They are comfortable with me using Hindi. But among themselves, they converse more in Punjabi than Hindi

Tushita: Do you watch TV with your family members? And which language content do you prefer to watch?

Rashi: Yes, I watch TV with my family. We majorly prefer content in Hindi language. We do watch Punjabi shows sometimes. If a Punjabi comedy movie is on, we will watch depending upon the interest it is able to capture. Otherwise, we watch Hindi soap operas only

Tushita: Do you consume content on OTT platforms?

Rashi: Yes

Tushita: How many OTT platforms are you subscribing to presently?

Rashi: I have Prime, Netflix and Sony Liv's subscription

Tushita: Do you think consumption of content on OTT has led to a decrease of your TV viewing time?

Rashi: Yes, I spend majority time on OTT content only.

Tushita: How much time do you spend on OTT platforms every day?

Rashi: Minimum 3 to 4 hours per day.

Tushita: What do you like to watch? Which genre do you enjoy?

Rashi: Both, movies and series. But I think series are more fun. I enjoy action thriller genre the most. I watched Money Heist last.

Tushita: Do you consume any regional content on OTT?

Rashi: Not all the time, but when something gets popular and captures interest, like Jai Bheema is all the rage presently. I'll watch it if it is getting famous and I hear praises about it but I won't search for regional content specifically. Sometimes, If I find the trailer interesting then I'll definitely watch.

Tushita: Being of Punjabi origin, do you consume any Punjabi content on OTT?

Rashi: Not really. Depends if I liked the trailer and I have subscription of the platform, like the actor in it then I can. I won't watch it in my free time. It has to be worth it.

Tushita: Have you preferred previously that the content be available for free? What made you get a subscription?

Rashi: I have preferred free content streaming in the past but the apps are more convenient to use.

Tushita: Would you prefer big ticket content or platform's original content in case on regional?

Rashi: I have watched Amazon original regional content in the past

Tushita: Do your parents put on any Punjabi content on TV?

Rashi: We'll prefer Hindi. But since the channels are available here in Punjabi too, we can watch news on those channels. We switch to Punjabi channels when news is not being covered on Hindi news channels. About movies too, there's not much craze. We'll watch it if it's on the TV but won't especially buy a ticket to go watch that movie when it gets released.

Interview 9

Conducted on: 17 Nov 2021 at 5:30 pm

Name: Harleen Kaur

Resident: Delhi

Age: 20

Gender: Female

Marital Status: Unmarried

Profession: Student

Education: B. Com (Pursuing)

Languages: Hindi, English, Punjabi

Mother Tongue: Hindi

Tushita: In which language do the elders in your family converse?

Harleen: My parents and grandparents converse in Punjabi. I talk in Hindi when at home or when with my friends.

Tushita: Are you fond of watching television? And even consuming content on OTT platforms?

Harleen: Yes, during the lockdown our major content consumption was on OTT only

Tushita: Would you say due to OTT your consumption of content on traditional media has decreased?

Harleen: I won't say that. Options on OTT are more. Even all the shows and movies that are being played on TV are available on OTT so we just watch it over that only. No need for TV. Even the quality is better.

Tushita: What do you like to watch?

Harleen: I like to watch Sci-fi, horror and mystery movies.

Tushita: For how much duration do you watch OTT shows per day?

Harleen: 2-3 episodes of 45 mins average daily. Not more than that.

Tushita: Do you binge watch too?

Harleen: Sometimes, very rarely.

Tushita: Do you prefer movies or series?

Harleen: I prefer movies because they get finished in one sitting. You don't have to wait for another season.

Tushita: Did you consume any regional content on TV?

Harleen: I did not. My grandmother used to watch Punjabi serials and movies. We have now switched to OTT and even my grandmother watches all of it on Amazon and Netflix only. She searches for the Punjabi content herself, she knows how to do that.

Tushita: Do you search for Punjabi content on OTT platforms?

Harleen: Sometimes I do. But not a very big fan of Punjabi or any other regional content. I like to watch Hollywood series and movies. Not much of a fan of Bollywood too.

Tushita: What would you say is the reason behind this preference?

Harleen: I feel Punjabi movies have a same storyline. They are funny, no doubt, but I like to watch content that tells me what's happening around in the world that I get to see in Hollywood produced series and movies only. This preference is more about quality of content than the culture.

Tushita: Would you be excited if Punjabi movies and shows experimented with content?

Harleen: Yes. I'd be excited to see it coming. I don't miss any Punjabi movies presently but I'm more excited about the English content and wait for it eagerly.

Tushita: Has your consumption or Punjabi or other regional content reduced with the switch over to OTT?

Harleen: Options on OTT are more and hence we try that. Since options for English content are more so I watch that.

Interview 10

Name of the Interviewer: **Sabyasachi Pradhan**

Mode of Interview: **Phone calls** (Conversations **recorded** with prior permission)

Name: Mr. Rabi Panda

Age: 35 yrs.

Gender: Male

Marital Status: Married

Profession: Software Engineer

Education: MCA

Income: 8 lakhs – 10 lakhs

Place of Origin: Bhubaneswar

Languages you speak: English, Hindi, and Odia

Mother Tongue: Odia

Sabyasachi: What kind of platform you use to watch movies, shows and serials? Is it OTT or traditional mediums?

Rabi: I normally prefer OTT platform to watch songs, movies and serials.

Sabyasachi: Which Subscription you have taken for OTT?

Rabi: I have taken Netflix, Amazon and Hotstar. But If I like certain programs and series are releasing, I take the subscription for six months. E.g. Alt Balaji, Voot etc.

Sabyasachi: Do you have any cable connections or do you watch any programme on T.V.?

Rabi: We have Tata Sky connection. Normally my parents watch regional channel like Parthana, Tarang, and OTV.

Sabyasachi: Do you watch any programme on T.V. as you like singing songs and Gazaals or you prefer OTT platform only.

Rabi: Normally I stick to OTT platforms but there is a programme called Antakshari in Parthana Channel which I watch sometime.

Sabyasachi: What is the normal duration that you spend on OTT per day?

Rabi: Nowadays its bit less. But if we talk 3-4 months back we were watching for 2-3 hours minimum at an average. Specifically we were watching Netflix a lot. We completed all the movies and series and we watched continuously and one at a time. We completed Hindi as well as English movies.

Sabyasachi: What do you like to watch on OTT platform?

Rabi: Movies and Series

Sabyasachi: What do you like watching in Regional channel?

Rabi: Apart from Parthana channel, I watch Tarang channel.

Sabyasachi: Do you watch movies or any web series or any serials.

Rabi: Yes, I watch Odia movies but I hardly see any Web series. There are few serials which I watch regularly in Odia like *Manglacharan* and *Sindoor ra Adhikar*.

Sabyasachi: What do you like about regional content?

Rabi: The content is related to our family and society, how we are progressing, how new things are coming in our industry.

Sabyasachi: Are you able to relate your culture and tradition with the regional content?

Rabi: Yes, I able to relate but there are few changes (A glimpse of modernity) which is also evident in the regional content.

Sabyasachi: In comparison to total content viewing, how much time you spend on regional content?

Rabi: Regional content is very less. At present I watch 3-4 hours in a week

Sabyasachi: Do you watch any other regional content apart from Odia?

Rabi: Yes, I have watched few Tamil and Telugu movies normally on Amazon Prime.

Sabyasachi: Have you taken all these subscriptions and how much do you pay for these.

Rabi: I have taken Amazon – Rs 1000 annually, Hotstar- Rs 1400 annually and for Netflix – I am paying Rs 400/- monthly

Sabyasachi: Do you think regional content is very rich?

Rabi: If we want to see a thriller movie, definitely Bollywood and Hollywood content is better than regional content. But Regional content has its own taste and charm.

Interview 11

Name: Ms Maheswari Das

Age: 23 yrs.

Gender: Female

Marital Status: Unmarried

Profession: Team Leader, Flipkart

Education: MBA

Income: 2.4 - 3 lakh p.a.

Place of Origin: Kendrapada

Languages you speak: English, Hindi, and Odia

Mother Tongue: Odia

Sabyasachi: What kind of platform you use to watch movies, shows, serials. Is it OTT or traditional mediums?

Maheswari: I was generally into watching TV in graduation. But for the last 3 yrs I normally prefer OTT platform to watch songs, movies and serials.

Sabyasachi: Which Subscription you have taken for OTT?

Maheswari: Generally I watch MX Player, Voot and Netflix. But I watch a lot of shows on YouTube.

Sabyasachi: What you prefer to watch on OTT platform now.

Maheswari: Generally I watch drama, Dance shows, reality shows, Web Series

Sabyasachi: Which Genre you like more?

Maheswari: I love Korean Dramas and sometimes action or comedy. Korean Dramas are very realistic and hey interest me most.

Sabyasachi: What is the normal duration that you spend on OTT per day?

Maheswari: Normally as I work, I spend 1-2 hrs every day on various OTT platforms but on Holidays I spend more time.

Sabyasachi: What do you like watching in Regional channel/ Regional content?

Maheswari: Normally I don't watch any regional content. But sometimes I listen to News, Odia music and cooking show.

Sabyasachi: What is the last Regional show you watched?

Maheswari: The last time I watched a regional show was a cooking show *Ama Raja Babu Ghar Khana*. It was during Covid that I watched this show with my family.

Sabyasachi: Why don't you watch regional content?

Maheswari: First of all I would say the Odia content is not up to the mark. The stories and concept ate not novel neither they depict Odia society. They are adaptations of stories or copied from other industries. The acting skills of today's generation actor are also not to the mark.

Sabyasachi: Don't you see the reflection of culture and tradition of Odia society in the content you watch?

Maheswari: In my childhood the music or the stories which I have listened or seen is not up to the mark.

In my childhood, I use to watch a show called Jai Jagannath. The story was really very good as well the acting skills were too good. But I don't see those kinds of stories anymore. Now I don't connect.

Sabyasachi: In comparison to total content viewing, how much time you spend on regional content?

Maheswari: Regional content is very less. At present I watch 3-4 hours in a week

Sabyasachi: Do you watch any other regional content apart from Odia?

Maheswari: Yes, I have watched few Tamil and Telugu movies and sometimes I hear Bengali songs.

Sabyasachi: Have you taken all these subscriptions and how much do you pay for these.

Maheswari: Monthly I am willing to spend Rs 200/- . I don't have Netflix and Amazon. If I like any shows with the help of some apps I watch it.

Interview 12

Name: Ms Zeba Taj

Age: 25 yrs.

Gender: Female

Marital Status: Unmarried

Profession: Department Manager

Education: MBA

Income: 3-5 lakh p.a.

Place of Origin: Berhampur

Languages you speak: English, Hindi, and Odia

Mother Tongue: Odia

Sabyasachi: What kind of platform you use to watch movies, shows or serials? Is it OTT or traditional mediums?

Zeba: I normally prefer OTT platform for viewing. Earlier I use to watch a lot on TV but in the last 3 years I have been viewing programmes on OTT.

Sabyasachi: Which Subscription you have taken for OTT?

Zeba: I have subscribed to Netflix, Zee 5 and Voot. I watch a lot of stuff on You tube. I also watch shows and IPL matches in MX Player, Alt Balaji and Hotstar. As per my interest I subscribe a few and after watching for a while unsubscribe them.

Sabyasachi: Which Genre you like more?

Zeba: I like Reality shows a lot like Big Boss. Apart from that I like to watch parallel cinema. But normally I search trending shows in a particular OTT Platform and I watch those shows and movies.

Sabyasachi: What is the normal duration that you spend on OTT per day?

Zeba: Normally as I work, I spend 2 hrs every day on various OTT platforms and Holidays are no different.

Sabyasachi: Do you watch Web series a lot? If yes, on which platforms?

Zeba: Yes, I watch a lot of Web Series on Hotstar, Netflix and MX Player

Sabyasachi: What do you like watching in Regional channel/ Regional content?

Zeba: Normally I don't watch any regional content. But sometimes I watch Tarang Plus. But normally I see a few free episodes but I haven't subscribed it.

Sabyasachi: What you liked about the regional content?

Zeba: I liked the episodes. But I was happy to see the regional content. I never anticipated that the content would be good but to my surprise it was very nice and interesting.

Sabyasachi: In comparison to total content viewing, how much time you spend on regional content?

Zeba: Regional content is very less. It would be in a ratio of 10:90 where 90 % stands for English and Hindi content.

Sabyasachi: What attracts you in regional content?

Zeba: It is an emotional connects. It relates to the story line. There is freshness in the approach of these Odia content. Sometimes you get bore looking into same kind of content on various platform. Then regional content gives you a fresh approach to entertainment.

Sabyasachi: Do you watch same kind of Genre on Tarang Plus which you watch on Netflix?

Zeba: No. Netflix offers a lot in term of content and Genre. But Regional OTT are limited to romantic or action or comedy.

Sabyasachi: How much do you pay for these kind of OTT subscriptions?

Zeba: Monthly I am willing to spend Rs 200/- on a monthly basis. I have Netflix and other free OTT Platforms. If I like any shows with the help of some apps I watch it.