

# **Topic: A Study On the Consumption of Digital Media and Entertainment Content During Lockdown**

## **Abstract**

This paper aims to study the trends related to the consumption of digital media and entertainment content by people in Mumbai. In order to draw the results, 150 respondents in the age group 14 years and above were selected on a random basis and they were asked to fill out a Google form. Watching movies and TV shows, using Social Media, digital gaming, listening to music etc were found to be the popular choices for entertainment during the lockdown period.

OTT Platforms especially have become very popular in recent times. An over-the-top (OTT) media service is a streaming platform which provides media service directly to viewers via the Internet. Of all the OTT platforms, Netflix was found to be the most popular. Similarly when it came to Social media platforms, Instagram was the most favoured platform. Spotify had the most number of ratings among the music streaming platforms. Most of the respondents admitted that the recent lockdown has led to an increase in the amount of time that they usually reserve for entertainment. Many more such interesting insights were found during the analysis of the primary data.

## **Introduction**

Throughout the course of history, entertainment has always been an indispensable part of human life. It has always brought joy and contentment to the otherwise monotonous lives of the people. The twentieth and twenty first century saw a major shift in the way entertainment was perceived by them. With the advent of mobiles, laptops, TV and other devices, conventional mode of entertainment was no longer the preferred choice. The proliferation of Internet across the world further shifted their attention to digital media and entertainment.

Our entertainment habits have changed dramatically over the past few decades. Today the word entertainment itself is associated with things like OTT Platforms, TV, social media, digital games etc. They have become a norm for all of us. Especially during this lockdown period, more and more people are choosing to spend their free time on these platforms and devices, because of the variety of content they offer. Trying to find how and why they choose a particular platform or device to spend their free time is likely to give us very interesting insights which is exactly what we are trying to do with this study.

## Literature Review

The past decade has seen a transformation, globally, in how consumers watch videos and listen to music. From the days of terrestrial broadcast and social viewing of television to highly personalised, small screen consumption - the media industry is witnessing a transformation like no other. The rate of change in the industry continues to accelerate, with hyper-competitive dynamics coming into play in India.

Talking about the pandemic and the lockdown, according to [1], Coronavirus has led to major shifts in India's media and entertainment sector. OTT and online gaming are soaring, while out-of-home entertainment is reeling under the effects of social distancing.

As per [2], a few OTT platforms are even offering extended free periods to drive subscriptions in the wake of the coronavirus crisis. Overall digital subscription revenues are likely to see an upswing, gaining from the "habit formation" that is happening now.

According to [3], Plethora of Services and Devices are Driving OTT Adoption, Globally. A key factor perpetuating this growth in consumption of OTT content is the fact that a considerable part of OTT content is delivered over smart and mobile devices. The COVID-19 outbreak and the nationwide lockdown have had a pronounced impact across industries. Besides stalling economic activity and lowering consumption, the pandemic has also led to behavioural and lifestyle changes in people.

According to a report by [4], one of the biggest gainers of the lockdown has been OTT or video-streaming platforms. There has been a "secular rise in OTT consumption in duration across demographics and devices" as people scout for stay-at-home entertainment options. When most OTT platforms first made their entry into the market, they started off with catch-up shows. However, the entry of global players like Netflix and Amazon Prime Video that brought with them a plethora of rich, original content, has now compelled existing Indian players to move beyond just catch-up, syndicated and licensed content. The entry of Netflix also indicated that the Indian consumer is now ready to pay for compelling content. Availability of a wide variety of content has attracted a large number of people across the country with differing sensibilities and choices. With a growth in viewership, share of online video advertising is also set to increase. Further, COVID-specific content on these platforms has spiked 98 percent in terms of views and 19 percent in terms of engagement, according to Mindshare-Vidooly. After a blockbuster year in 2019, even online gaming continues to grow. It has grown 12 percent in the lockdown, says the All India Gaming Federation (AIGF).

As per [5], Social media applications saw a 46.28 per cent increase in time spent during the lockdown, with a 49.23 per cent increase in engagement and a 29.55 per cent increase in daily active users, data from technology firm Bobble AI showed.

Platforms are capitalising on this uptick to help people in need and to create awareness. Facebook, for instance, has introduced a 'Coronavirus (Covid-19) Information Centre'

feature on its platform now, which provides news and updates from the Ministry of Health & Family Welfare and global health organisations.

In the face of crisis, social media usage has surged once more. A study of 25,000 consumers across 30 markets showed engagement increasing 61% over normal usage rates. Messaging across Facebook, Instagram and WhatsApp has increased 50% in countries hardest hit by the virus. Twitter is seeing 23% more daily users than a year ago. When it matters most, people are turning to social media for updates and connection.

Also according to a newspaper report by [6], Music and podcast streaming apps such as Spotify, Gaana, JioSaavn, IVM Podcasts and Hungama Music are gaining listeners amid the country-wide lockdown.

According to an audio OTT report by Kantar and VTION, music streaming platforms have seen a 42% increase in time spent on their platforms in March, 2020.

Interestingly, these platforms recorded a decline in the number of streamers initially, as people stopped commuting post lockdown. But now, they are back, and are streaming throughout the day.

The gaana company claims it has witnessed an increase in traffic on its platform over the last two weeks, from the metros as well as tier II and III cities.

Spotify is also seeing a rise in kids content being streamed on its platform globally, as parents strive to keep their children engaged during the lockdown.

## **Hypothesis**

Today, most people have access to high speed broadband connections and networks. Also because of the ease of payment options and the availability of multiple platforms, there has been an upsurge in the consumption of the digital media and entertainment content during the lockdown period. People are especially spending more time on social media apps, OTT Platforms etc.

## **Objectives**

1. To study and analyse how people spend their free time during lockdown for entertainment purposes.
2. To compare the apps and media platforms that they use on the basis of relevant parameters.
3. To analyse the usage pattern of these apps and media platforms during the lockdown.

## Assumptions

The study is based on the following assumptions:-

- All the respondents have access to some kind of digital device, which may be smartphones, laptops or T.V.
- All the respondents have an easy access to Internet connection.

## Methodology

### *Universe*

In this survey, while studying the consumption of digital media and entertainment content during Lockdown, the universe chosen was the Mumbai city. The universe is finite in nature.

*Area Covered:* Mumbai city (Approx. 603.4 km<sup>2</sup>)

*Target Population:* People who are of/above 14 years of age residing in Mumbai.

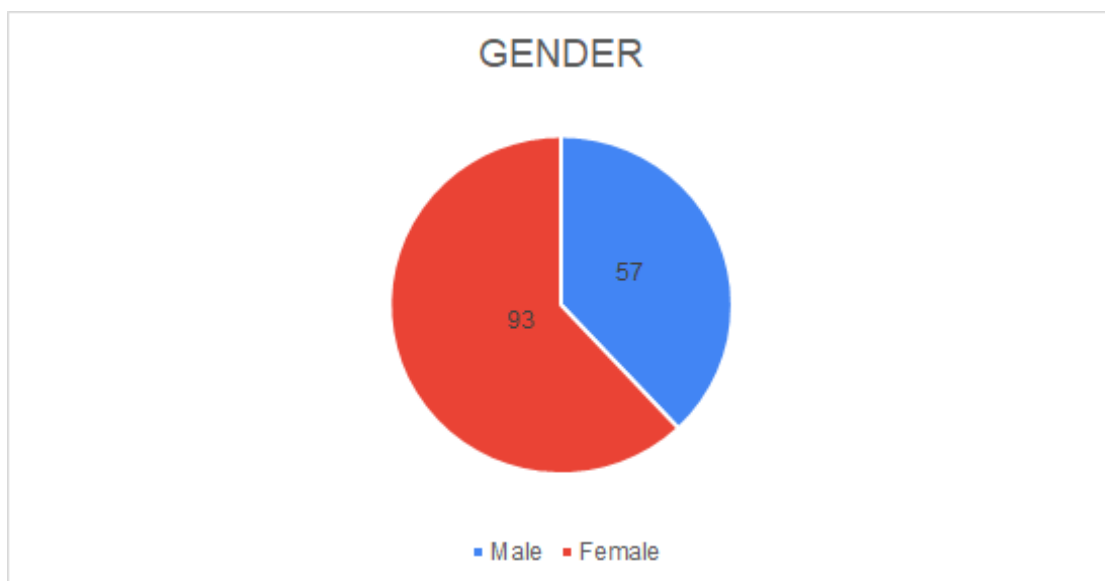
The primary data was collected through an online survey.

*Sample Size:* 150

*Tool used for Collection of Data:* Google forms

## Demographic Analysis

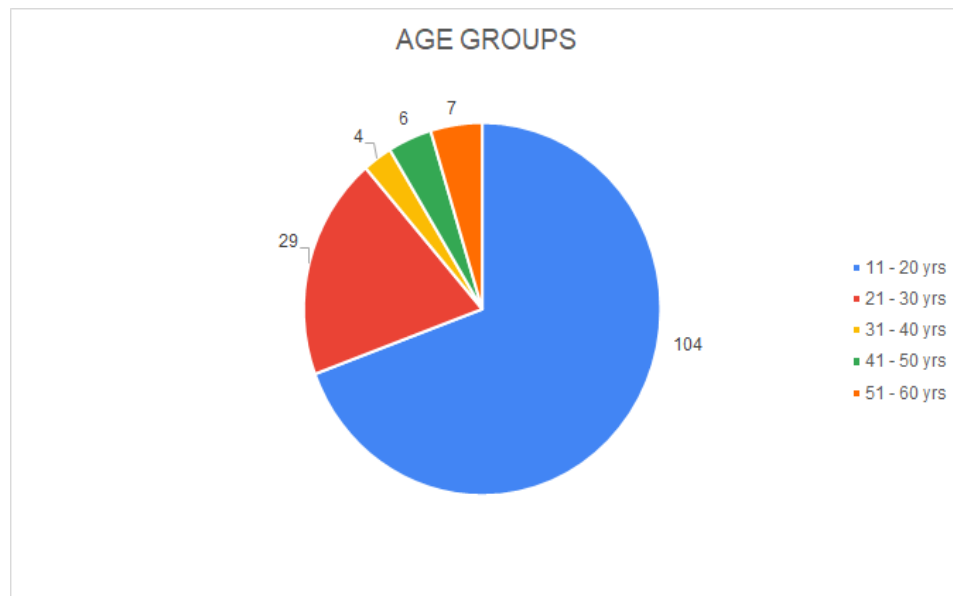
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**GRAPH NO.1**

Of the 150 responses recorded 93 were females and 57 were males i.e. 62% of the total respondents were females and 38% were males.

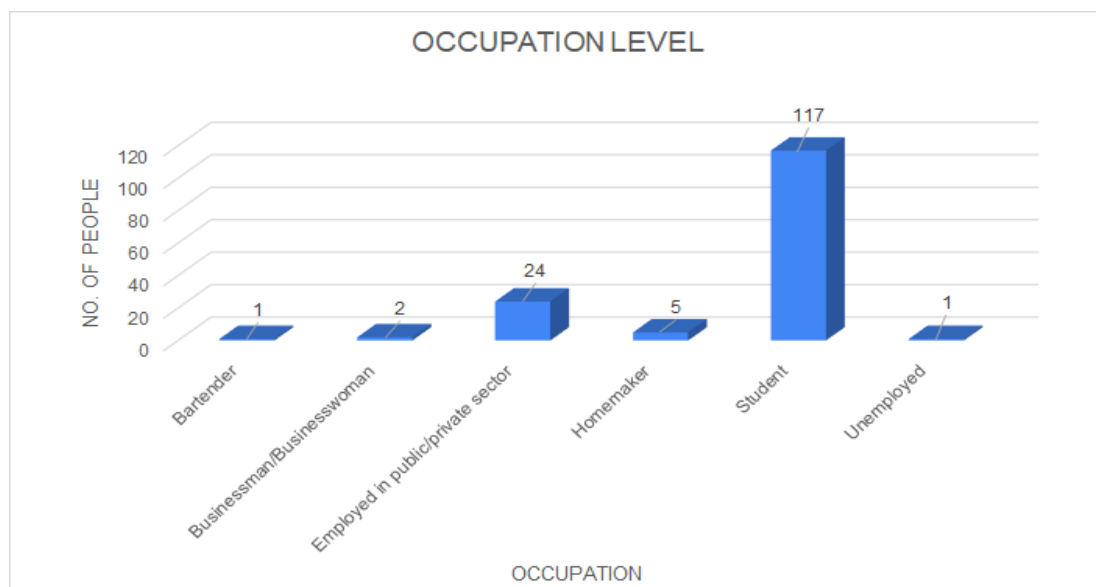
2.



**GRAPH NO.2**

Most of the respondents belonged to the age group of 11-20 years. Around 69.33% of the respondents belonged to this age group, 19.33% of the respondents belonged to the age group of 21-30 years, 4.67% respondents belonged to the age group of 51-60 years while 4% and 2.67% respondents belonged to the age group of 41-50 years and 31-40 years respectively.

3.



**GRAPH NO.3**

About 78% of our respondents were students, 16% were people who were employed in the public or private sector, 3.33% of the respondents were homemakers, 1.33% of the respondents were businessmen or businesswomen, 0.67% were bartenders and the remaining 0.67% were unemployed.

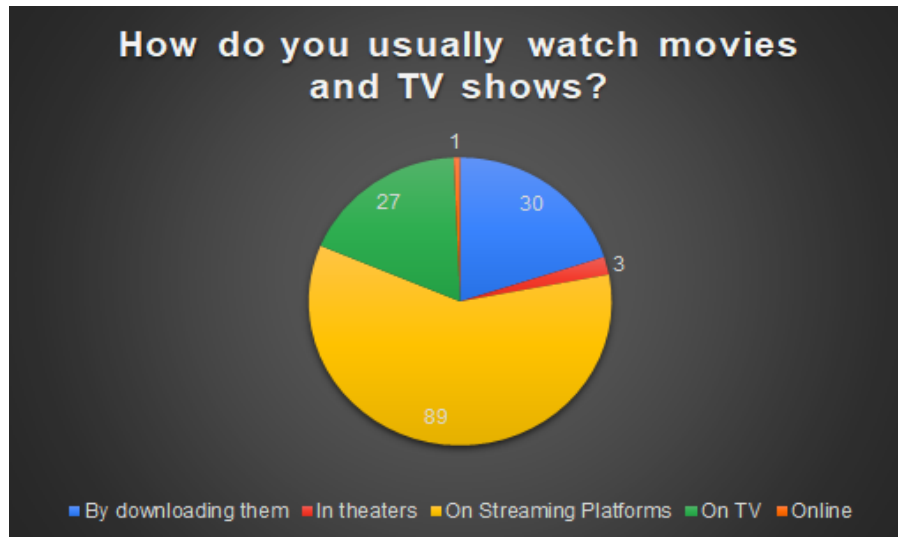
### **Analysis of how people spend their free time during lockdown for entertainment purposes**

To understand how people spend their free time for entertainment purposes, 5 choices were given to the respondents (watching movies and TV shows, listening to music, using social media platforms, indulging in their hobbies and playing video games) and people were asked to rank them in the order they do them the most. The option that they do the most was to be given the rank 1 and the option that they do the least was to be given the rank 5, in such a way that ranks 1,2,3,4 and 5 could only be given once for a particular choice. Rank 1 was assigned the weight 5 and likewise ranks 2,3,4,5 were given the weights 4,3,2 and 1 respectively. The averages of the weights for each choice in the respective age groups were then found out as shown in the table no.1

<b>Age Group (in years)</b>	<b>Watching Movies and TV shows</b>	<b>Listening to Music</b>	<b>Using Social Media Platforms</b>	<b>Indulging in your hobbies</b>	<b>Playing video Games</b>
14-25	3.495934959	3.252033	3.0813	2.804878	2.365853
26-37	3.538462	3.153846	3.76923	2.615384	1.9230769
38-49	4.75	3	3.5	2.75	1
>49	4.3	3.6	3.4	2.5	1.2

**TABLE NO. 1**

Most of the people in the age groups 14-25, 38-49 and >49 liked to spend their free time watching movies and TV shows for entertainment. On the other hand, majority of the people in the age group 26-37 liked to spend most of their time on Social Media platforms. Besides these, listening to music was also a popular choice. All the age groups ranked 'Playing Video Games' as their last choice of preference for entertainment.

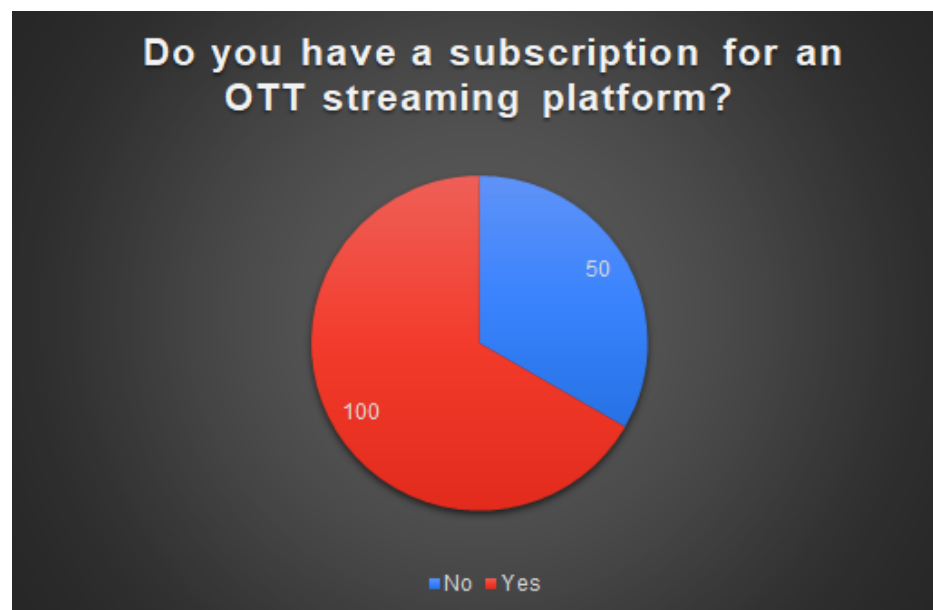


**GRAPH NO. 4**

Since the majority of the respondents preferred watching movies and TV shows for entertainment, the modes of watching them were also found out and the following inferences were drawn. Out of the 150 responses (i.e. about 59.3% of the respondents), 89 of them usually watch movies and tv shows on OTT platforms. 20% of the total respondents usually watch movies and TV shows by downloading them whereas 18% of the total respondents watch them on TV.

## **Analysis of various Entertainment and Social Media Platforms**

### **1. OTT Streaming Platforms**

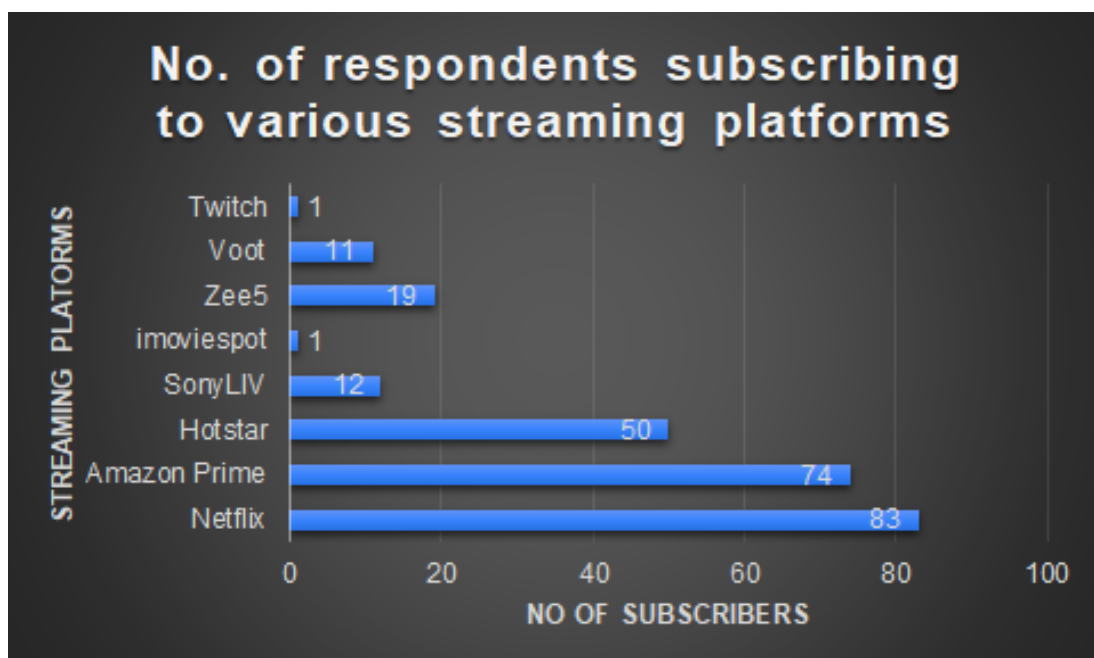


**GRAPH NO. 5**

Almost 100 out of 150 respondents (ie. 67 % of the total) had an OTT platform subscription. When they were asked whether the lockdown had prompted them to subscribe to any of these platforms, 55% responded with a 'Yes' while 45% responded with a 'No'. This shows the growing popularity of OTT platforms in the lives of people, especially during the COVID-19 situation, where people have a lot of free time.

The next objective was to find which of the OTT platforms had the most number of subscribers. As the Graph no. 6 shows, Netflix was found to have the most numbers of subscribers (55.33%) followed by Amazon Prime (49.33%) and Hotstar (33.33%).

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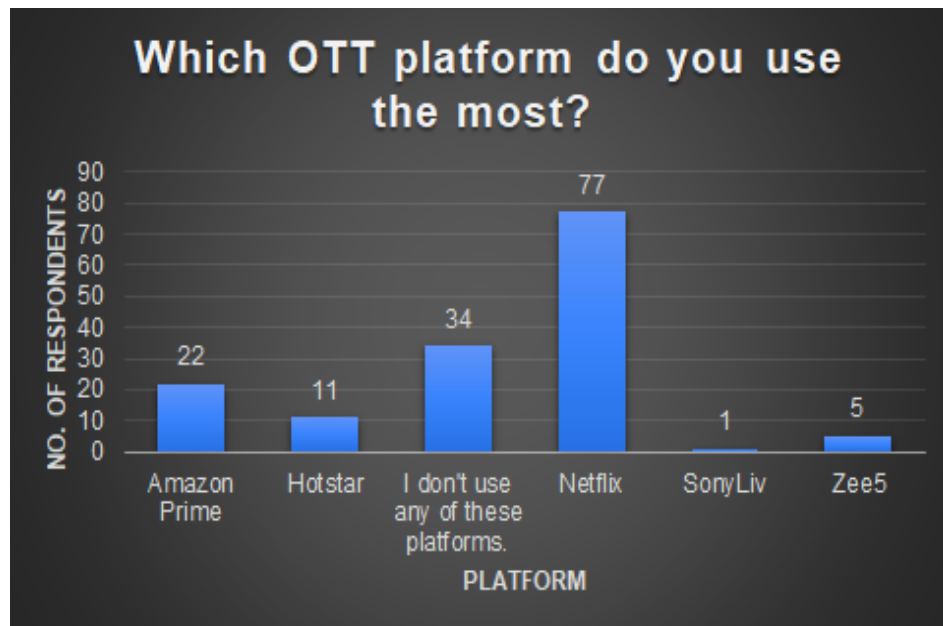


**GRAPH NO. 6**

Usually it's very likely that a single person has subscriptions to multiple OTT streaming platforms. Therefore it's also important to know which of these platforms they prefer and use the most. The next question in the survey was to find exactly this.



3.



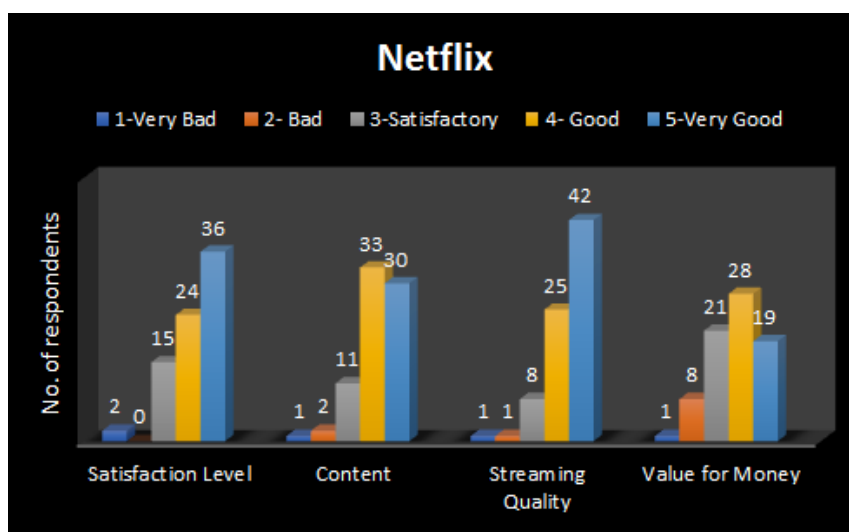
**GRAPH NO.7**

Not very surprisingly, most people(77 respondents-51.3%) preferred using Netflix over the other OTT platforms and 14.6% of them preferred using Amazon Prime. Hotstar was the third most preferred streaming platform, with 11 respondents( ie. 7.3 % of the total), whereas SonyLiv and Zee5 were preferred by a very few.

About 22.7% of the total respondents preferred not to use any of these streaming platforms. From the above analysis, it can be clearly seen that the top 3 OTT Platforms are Netflix, Amazon Prime and Hotstar.

The next objective was to compare these 3 platforms on the basis of various parameters like Satisfaction Level, Content, Streaming Quality and Value For Money.

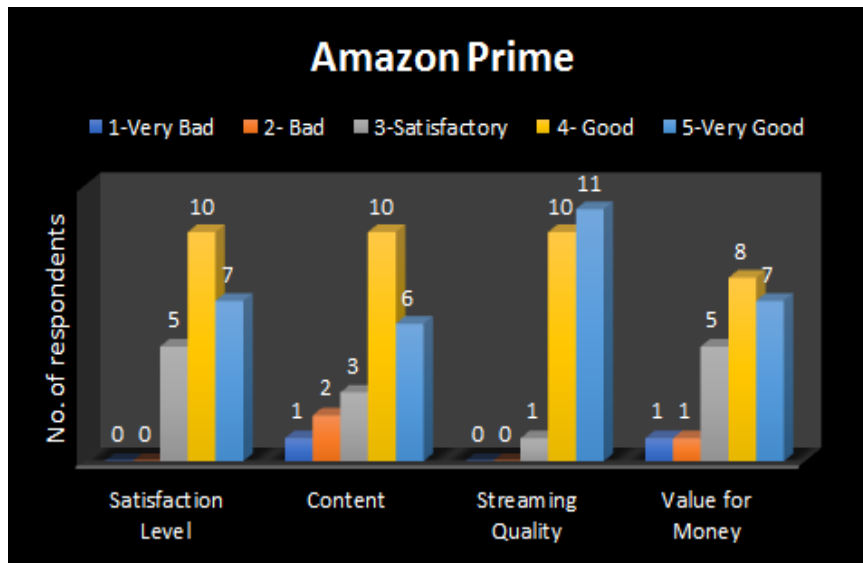
- **Netflix**



Most of the Netflix users(77 out of 150) ranked it 'Very Good' in terms of 2 parameters, ie. satisfaction level(46.75%) and Streaming quality (54.54%). Majority gave the rating 'Good' for the parameters- Value For Money(36.36%) and Content (42.85%).

**GRAPH NO. 8**

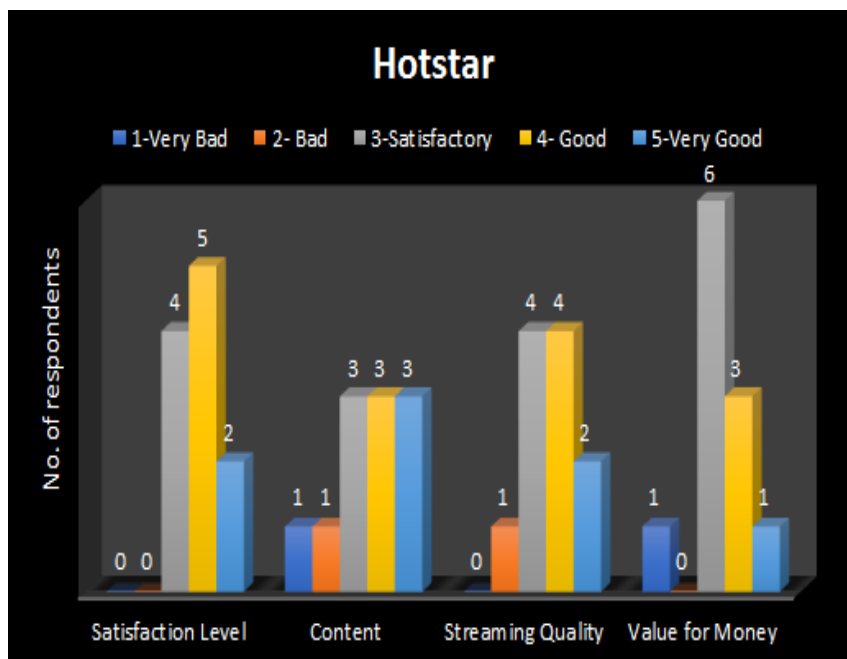
- **Amazon Prime**



Most of the Amazon Prime users (22 out of 150) ranked it 'Very Good' in terms of Streaming Quality(50%). Majority of them gave the rating 'Good' in terms of 3 parameters i.e. Content (45.45%), Satisfaction Level (45.45%) and Value for money (36.36%)

**GRAPH NO. 9**

- **Hotstar**



Hotstar on the other hand was rated 'Good' in terms of Satisfaction level(45.45%) and 'Satisfactory' in terms of Value for money(54.54%). Equal number of people gave 3 different ratings- 'Satisfactory'(27.27%), 'Good'(27.27%) and 'Very Good'(27.27%) in terms of its content and 2 ratings- 'Satisfactory' (36.36%) and 'Good' (36.36%) in terms of Streaming quality.

**GRAPH NO. 10**

The combined user ratings are tabulated below.

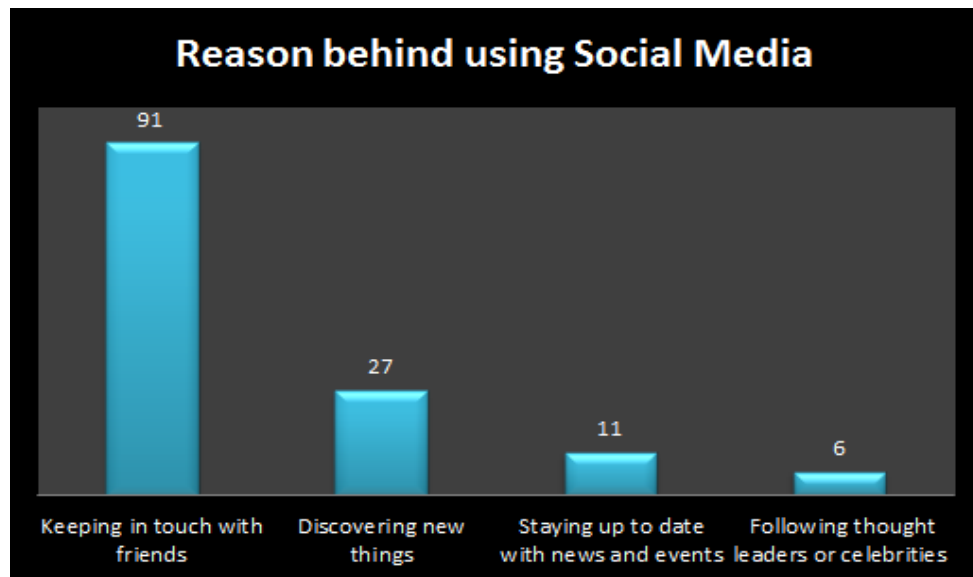
	<b>Satisfaction Level</b>	<b>Content</b>	<b>Streaming Quality</b>	<b>Value for Money</b>
<b>Netflix</b>	Very Good (46.75%)	Good (42.85%)	Very Good (54.54%)	Good (36.36%)
<b>Amazon Prime</b>	Good (45.45%)	Good (45.45%)	Very Good (50%)	Good (36.36%)

**TABLE NO. 2**

### **Social Media Platforms**

According to the survey, using Social media platforms was the second most preferred mode of entertainment. Our next objective was to find the reasons for this choice and which of the platforms were the most favoured among the respondents.

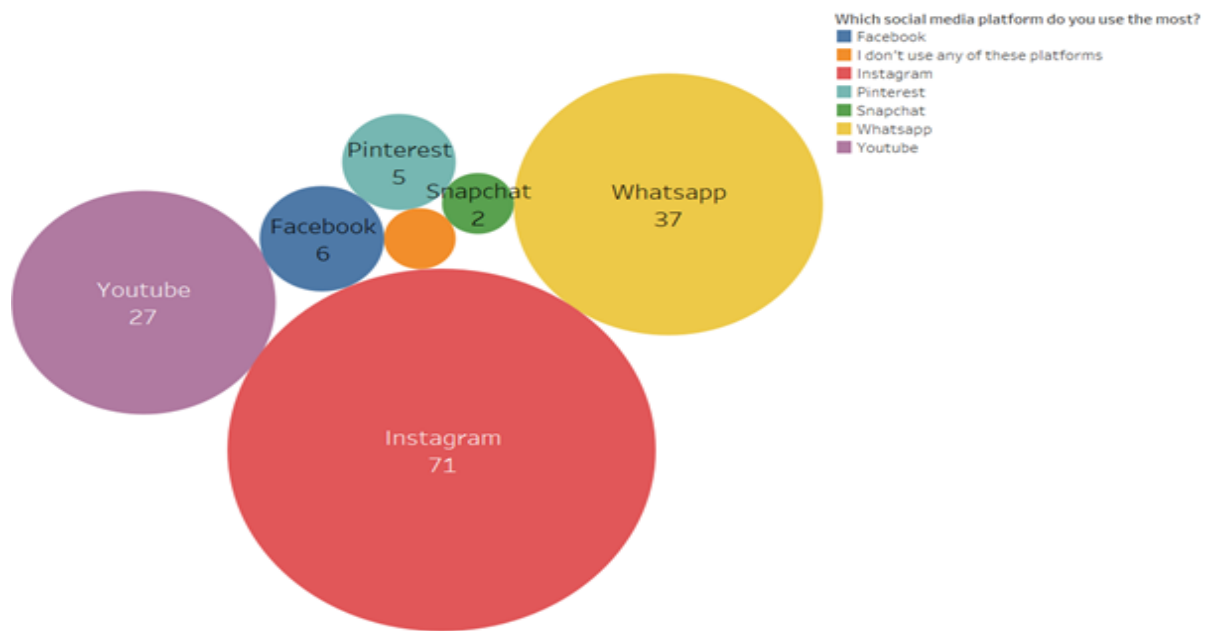
1.



**GRAPH NO. 11**

According to the respondents, there were many reasons for using Social Media apps. Over 67% of people(91 of 135) were on social media to keep in touch with their friends. 20% of them were using social media to discover new things and 8% of the total were using social media to stay up to date with current events and issues.

2.

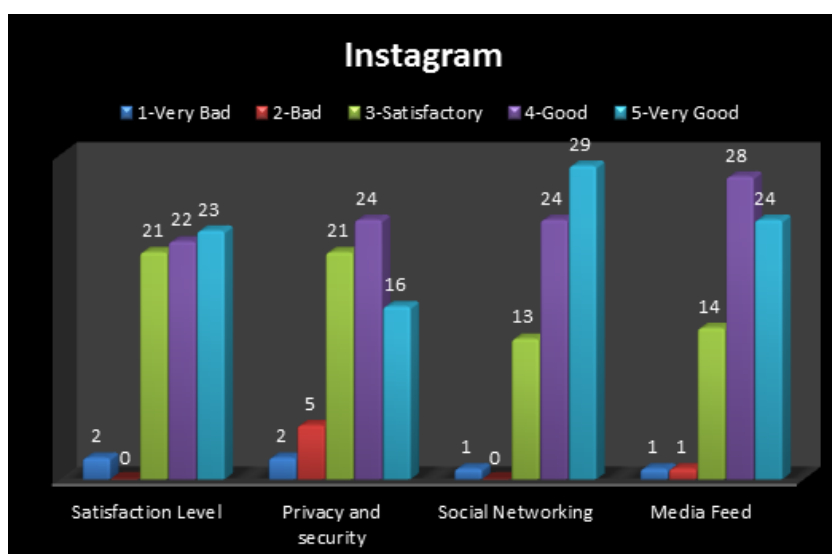


GRAPH NO. 12

The survey showed that Instagram was the most used social media platform among the respondents(47.33%). This was followed by Whatsapp (24.66%) and Youtube (18%). The usage of other social media apps were comparatively less compared to these three.

Our next objective was to compare these 3 platforms on the basis of parameters like Satisfaction Level, Privacy and Security, Social Networking and Media Feed.

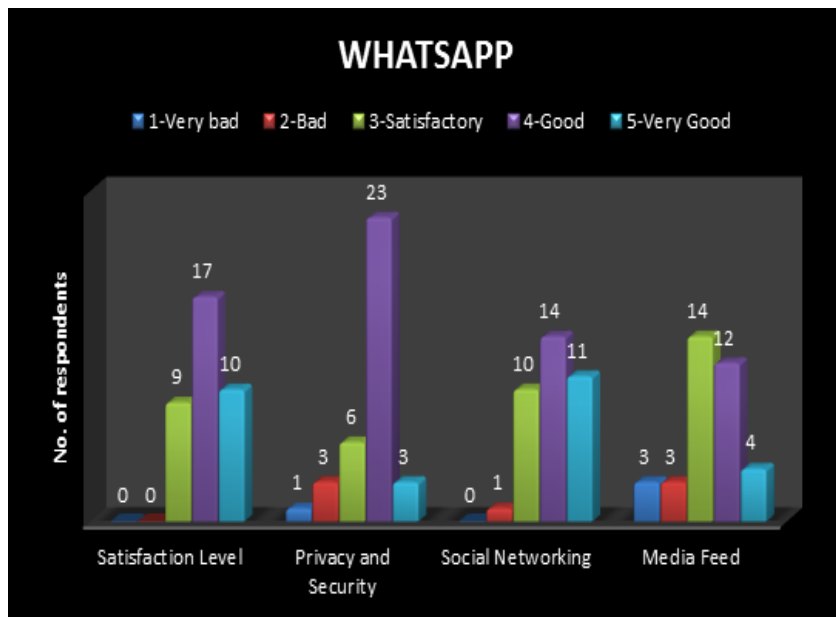
- Instagram



Overall instagram got good ratings in all the fronts. Over 41% of the Instagram users(29 of 71) have ranked it 'Very good' in terms of Social Networking and 40% of them (28 of 71) have ranked it 'Good' in terms of Media Feed. 35.29% have ranked it 'Good' in terms of Privacy and Security.

GRAPH NO. 13

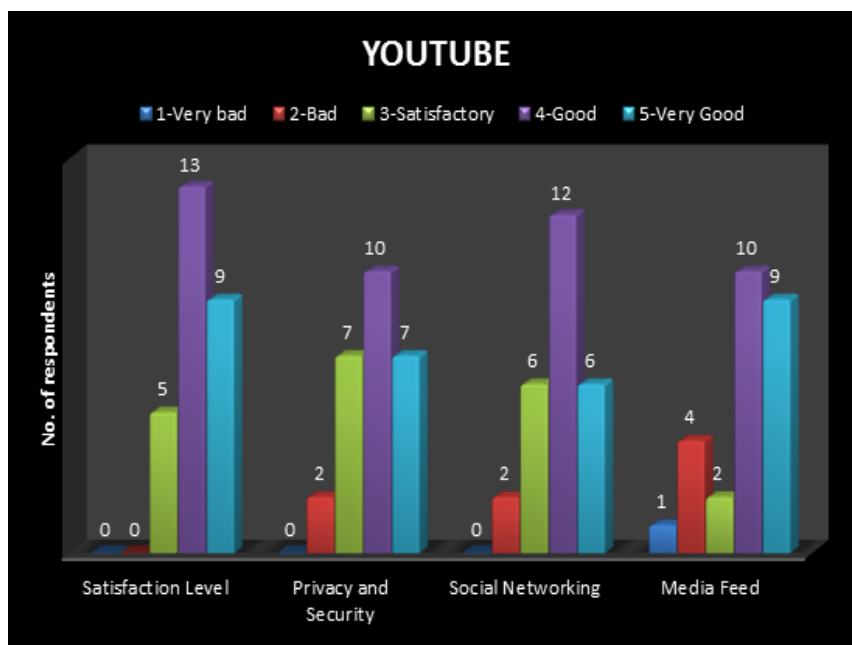
- **Whatsapp**



Whatsapp was found to be the most used social media platform after Instagram. Most of the Whatsapp users have ranked it 'Good' in terms of Privacy and Security (over 62% ie. 23 of 37) and Satisfaction level (46%). However, 8% of the users have ranked it 'Very Bad' in terms of Media Feed, so that's an area where Whatsapp could work on.

**GRAPH NO. 14**

- **Youtube**



Youtube was found to be the 3<sup>rd</sup> most used social media platform. It was ranked 'Good' in almost all the factors ie. Satisfaction level, Privacy and Security, Social Networking and Media Feed. However, 15% of the users have marked it 'Very Bad' in terms of Media Feed and 8% of them users have marked it 'Very Bad' in terms of Social Networking & Privacy.

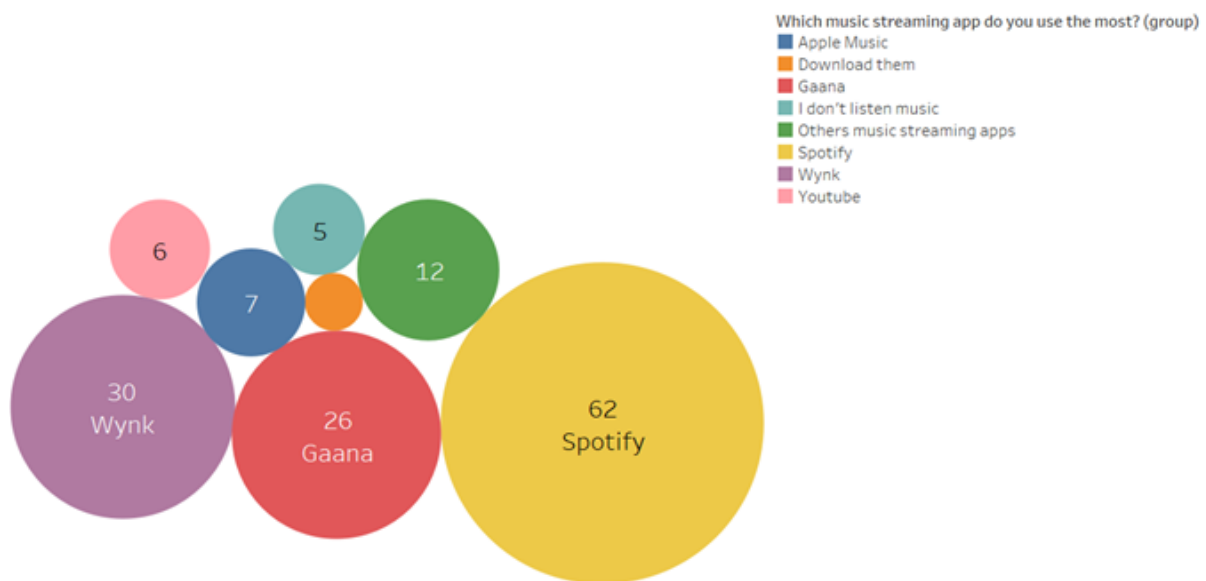
**GRAPH NO. 15**

The combined user ratings have been tabulated below.

Social Media Platform	Satisfaction level	Privacy and Security	Social Networking	Media Feed
Instagram	Very Good (32.39%)	Good (33.80%)	Very Good (40.80%)	Good (39.43%)
Whatsapp	Good (45.94%)	Good (62.16%)	Good (37.83%)	Satisfactory (37.83%)
Youtube	Good (48.14%)	Good (37.03%)	Good (44.44%)	Good (37.03%)

TABLE NO. 3

### Music Streaming Platforms

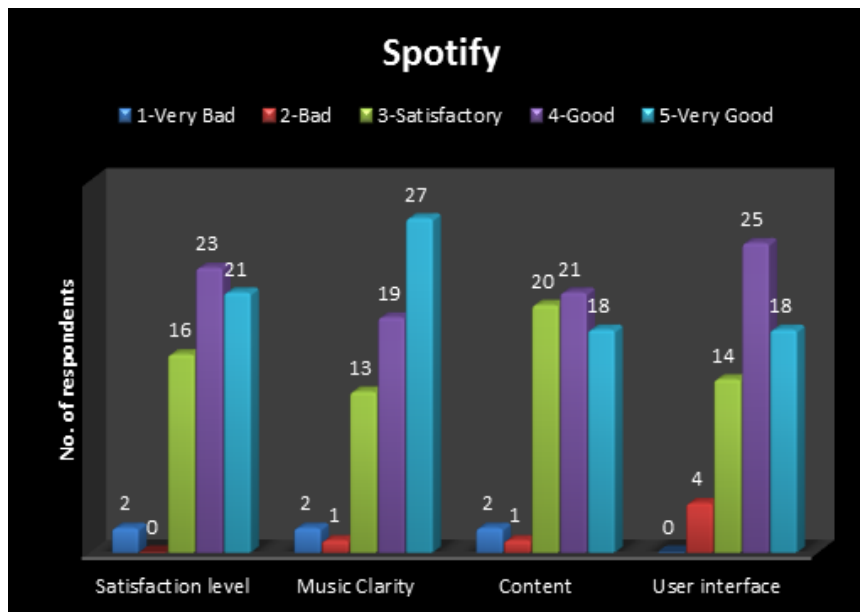


GRAPH NO. 16

Listening to music was the third most preferred mode of entertainment given by the respondents. Both offline and online streaming of music are common these days. But with the advent of apps like Spotify, online streaming (with or without subscription) has become more popular.

In the survey(graph no. 16), it was found that over 42% of the people (62 of 150) use Spotify and thus have made it the most used music streaming platform in Mumbai followed by Wynk (by 20%) and Gaana (by 18%)

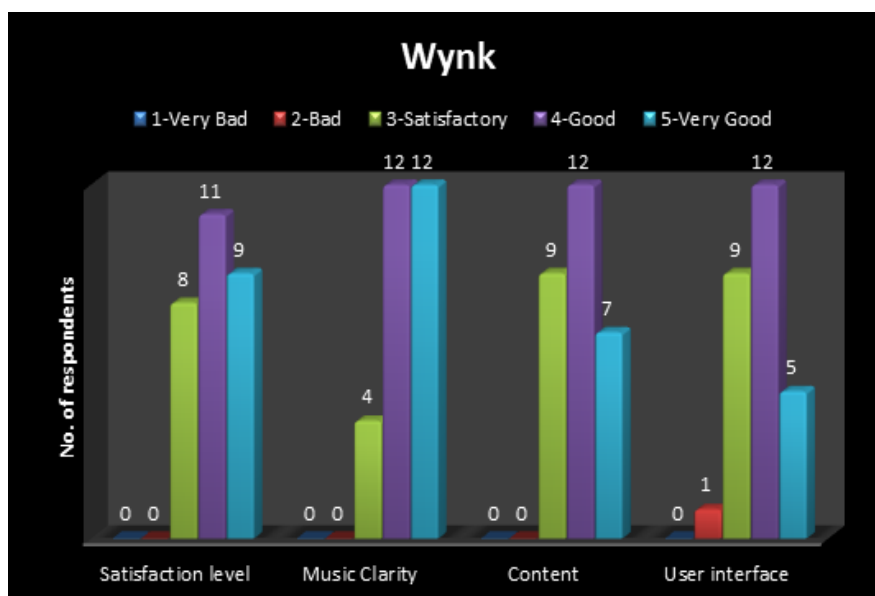
- **Spotify**



Spotify has been ranked 'Very Good' by 44% of its users in terms of Music Clarity & 'Good' by 40% of its users in terms of User Interface. However, 7% of them have ranked it 'Bad' in the same field. For content & satisfaction level, majority(ie. 33.87% and 37.09% respectively) gave the rating 'Good'.

**GRAPH NO. 17**

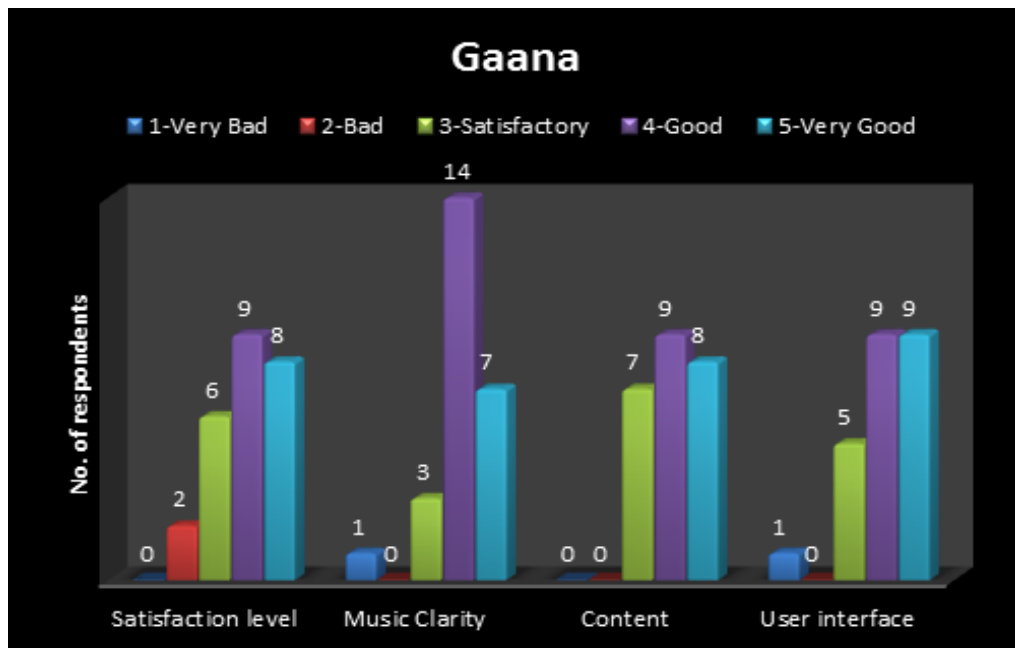
- **Wynk**



Wynk is the 2nd most used music streaming app, it has been ranked 'Good' in almost all fields (Satisfaction level, Music Clarity, Content and User Interface) by 40% of its users (12 of 30).

**GRAPH NO. 18**

- **Gaana**



**GRAPH NO. 19**

Gaana is the 3rd most used music streaming app and it has been ranked ‘Good’ in terms of Music Clarity(54% ) and ‘Very Good’ in the field of User interface(35%). However, some people(8% of the users) seem to be disappointed by its Satisfaction level and thus have marked it ‘Bad’. The combined user ratings have been tabulated below.

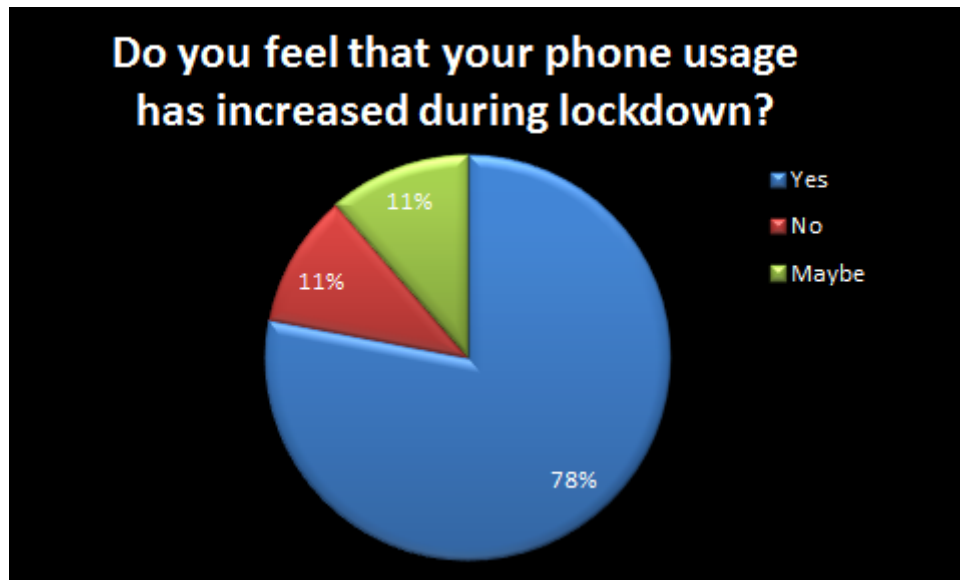
	Satisfaction level	Music Clarity	Content	User interface
<b>Spotify</b>	Good (37.09%)	Very Good (43.54%)	Good (33.87%)	Good (40.32%)
<b>Wynk</b>	Good (36.66%)	Very Good (40.00%)	Good (40.00%)	Good (40.00%)
<b>Gaana</b>	Good (34.61%)	Good (53.84%)	Good (34.61%)	Very Good (34.61%)

**TABLE NO.4**

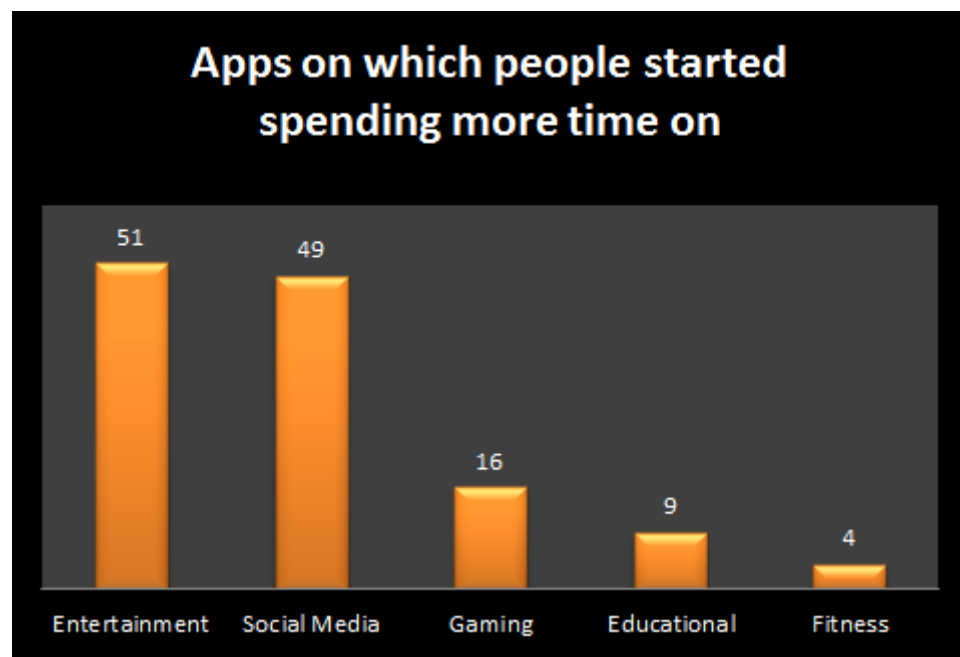


## Analysis of the respondent's usage of various apps and streaming platforms during the lockdown

1.



GRAPH NO. 20



GRAPH NO. 21

The first question we asked them was whether they felt that their usage of these apps and streaming platforms had increased or not.

Over 78% people agreed that their phone usage had indeed increased during the lockdown period. When prompted further, 44% of them admitted that they have started spending more time on entertainment(watching movies, series, TV, listening music), 42 % of them admitted that they have started spending more time on Social Media and 12.4% on gaming. Very few, ie. only 8% have started using their free time for educational purposes.

The next objective was to see how the usage of various apps and platforms have changed during the lockdown. For this, respondents were asked to specify the amount of time they used to spend on the following apps before and during the lockdown. The final inferences are shown in the table no.5

2.

App	No. of people who have started using the app during lockdown (out of 150)	Percentage of people who don't use the app (out of 150) x%	Percentage of people who use the app ( out of 150) ---> (100-x)%		
			% of people whose usage has decreased during the lockdown	% of people whose usage has remained the same/who have just started using the app during the lockdown	% of people whose usage has increased during the lockdown
<b>Instagram</b>	1	20.66%	0%	42.01%	57.98%
<b>Whatsapp</b>	2	3.333%	0%	62.06%	37.93%
<b>Facebook</b>	1	65.33%	3.77%	84.905%	11.32%
<b>Spotify</b>	6	56.66%	5.08%	42.37%	52.54%
<b>Youtube</b>	3	4.66%	0%	35.71%	64.28%
<b>Snapchat</b>	0	65.33%	3.77%	56.603%	39.62%
<b>Twitter</b>	1	89.33%	20%	60%	20%

**TABLE NO. 5**

Clearly, only very few people have started using a new app or platform during this lockdown. Twitter was found to be the least used platform among all the apps mentioned above. Almost 90% of the respondents did not have a twitter account. Whatsapp and Youtube on the other hand was being used by the majority of the respondents(96.667% and 95.34% respectively).

Respondents have started using Instagram(57.62%), Youtube(64.28%) and Spotify(52.54) more during this lockdown whereas the usage of other apps have remained almost the same as before.

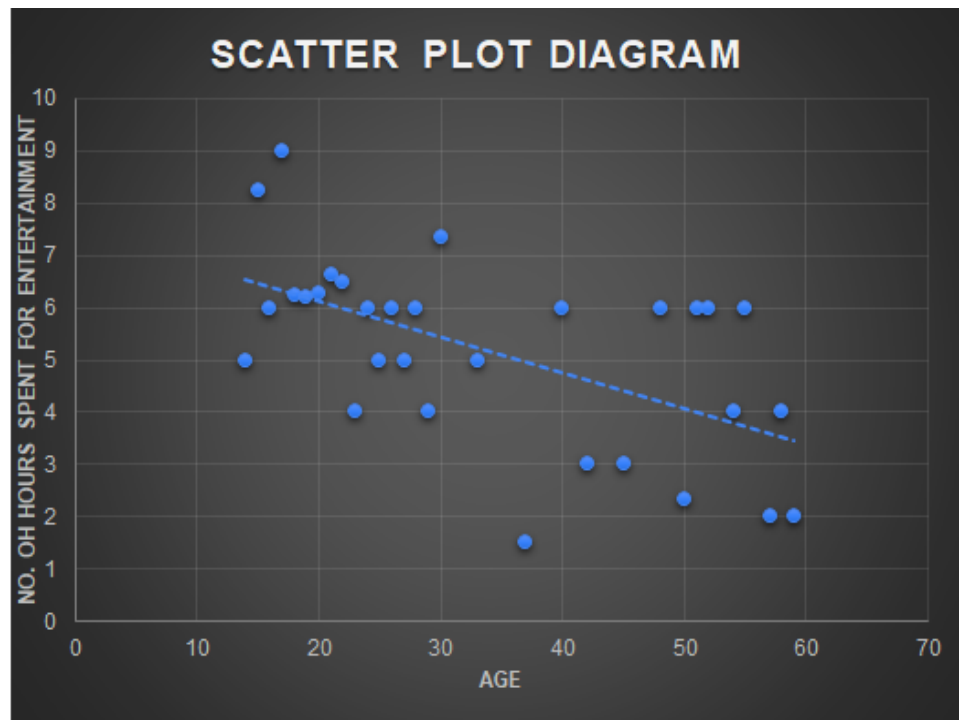
### 3.

The last objective was to find out whether there is any correlation between the age of a person and the number of hours spent by that person for entertainment each day. The data regarding the age and the number of hours were collected from each respondent. The average number of hours spent for entertainment purposes was then found out for each age group and was tabulated as given below.

Age	No. of Hours	Age	No. of Hours	Age	No. of Hours
14	5	24	6	42	3
15	8.25	25	5	45	3
16	6	26	6	48	6
17	9	27	5	50	2.33
18	6.225	28	6	51	6
19	6.205	29	4	52	6
20	6.28	30	7.33	54	4
21	6.625	33	5	55	6
22	6.5	37	1.5	57	2
23	4	40	6	58	4
				59	2

**TABLE NO. 6**

The scatter plot diagram for Table No. 6 showed a moderately linear, negative trend.



**GRAPH NO. 22**

To further confirm this trend, the correlation coefficient between the 2 variables, age and number of hours spent for entertainment was also found using MS Excel. The value came out to be -0.56784 and hence there is a moderately negative correlation between the age of a person and the number of hours spent for entertainment purposes by that person each day during lockdown. This implies that as the age of a person increases, the number of hours spent by that person for entertainment purposes is likely to decrease.

## LIMITATIONS

As with the majority of studies, the design of the current study is subjected to many limitations.

Mainly there are 3 major limitations in this study that can be addressed in the future research.

1. We had a lot of respondents in the age group 14-40 years, but very few in the age group >40 years. This would have led to some biases in the results.
2. The paper never really focussed on why certain people didn't prefer using any of these streaming platforms or apps. Future studies can look into this matter in detail.
3. The analysis done in this study is simple and straightforward. Future studies can probably do a SWOT analysis for the various OTT platforms and apps.

## CONCLUSIONS

At the end of the survey, we came to the following conclusions:-

1. Most people in the age groups 14-25, 38-49 and >49 liked to spend their free time watching movies and TV shows for entertainment during the lockdown while the majority of the people in the age group 26-37 liked to spend their free time on Social Media platforms.
2. There is a moderately negative correlation( $r = -0.56784$ ) between the age of a person and the number of hours spent for entertainment purposes by that person each day. This means that people of higher age groups are likely to spend less time for entertainment purposes as compared to people of lower age groups.
3. OTT Platforms play a huge role as a medium of entertainment as almost 67% of the respondents had an OTT platform subscription. Netflix was the most preferred OTT streaming platform followed by Amazon Prime and Hotstar.
4. The survey showed that Instagram was the most popular social media platform among the respondents. This was followed by Whatsapp and Youtube.
5. Spotify was the most preferred music streaming platform followed by \Wynk and Gaana.
6. Over 78% people agreed that their phone usage has increased during lockdown. They have started spending more time on entertainment(watching movies, series, TV, listening music),Social Media,gaming etc.
7. Especially, the usage of apps and platforms such as Instagram, Youtube and Spotify has increased during this lockdown. On the other hand usage of apps such as Facebook and whatsapp has fairly remained the same.
8. Very few people have started to use a new app or a social media platform during the lockdown. But there has been an increase in the OTT subscriptions in the same time.

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