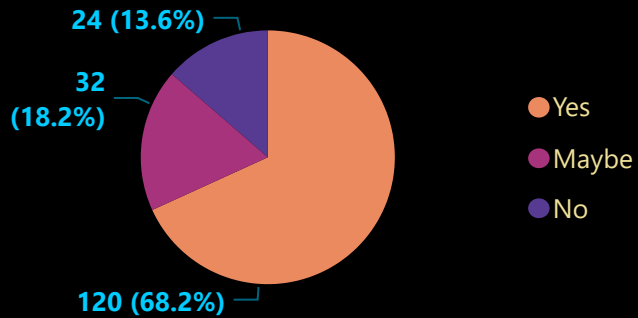
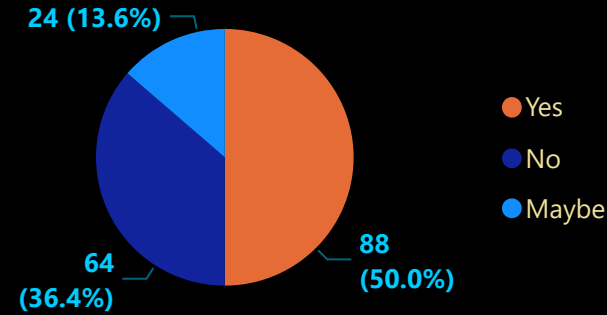


A Study : OTT Viewership in "Lockdown"

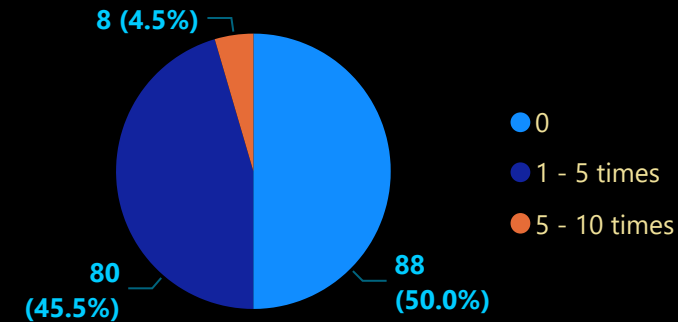
Q- Do you thing the habit of watching OTT based content has increased during lockdown period?



Q- Do you think OTT platform might end up changing the collective movie watching habit?



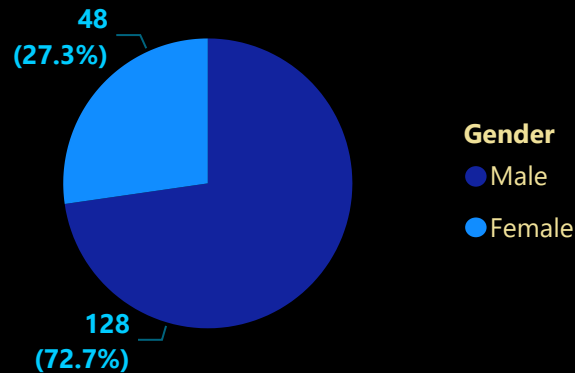
Q- How frequently you are going to watch cinema in theaters in a month?



Total Number of Responses

176

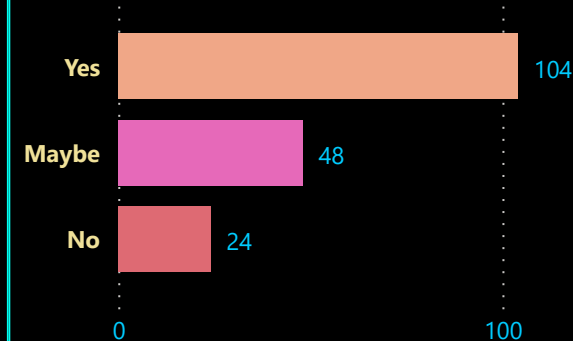
Count of Gender by Gender



Average OTT channels subscribed by reviewers



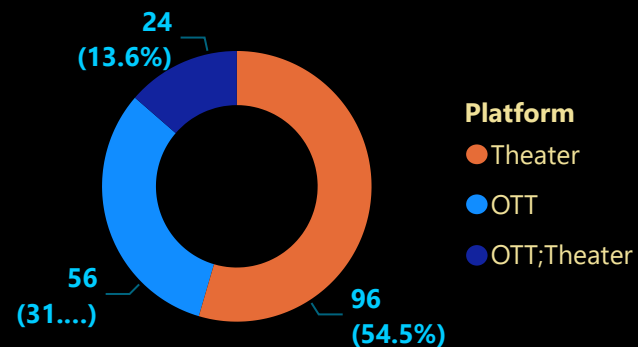
Q- Would you go to cinema hall to watch a movie with your friends ?



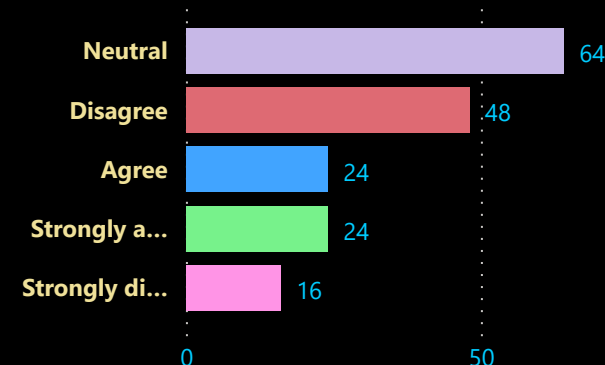
Average Age of Reviewers

26.95

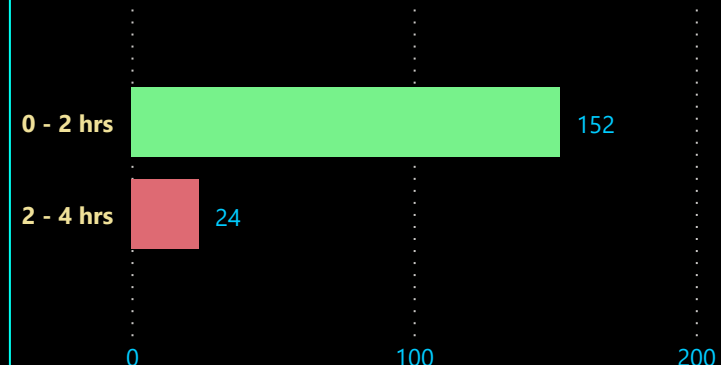
Q - Which platform you prefer to watch movie - OTT or theater?



Q- Will there be the decrease in cinema hall footfalls due to OTT platforms in future ?



Q- How much time do you spend to watch OTT videos content daily ?



Q- Median value of web series / movies have been watched till now from the lockdown

