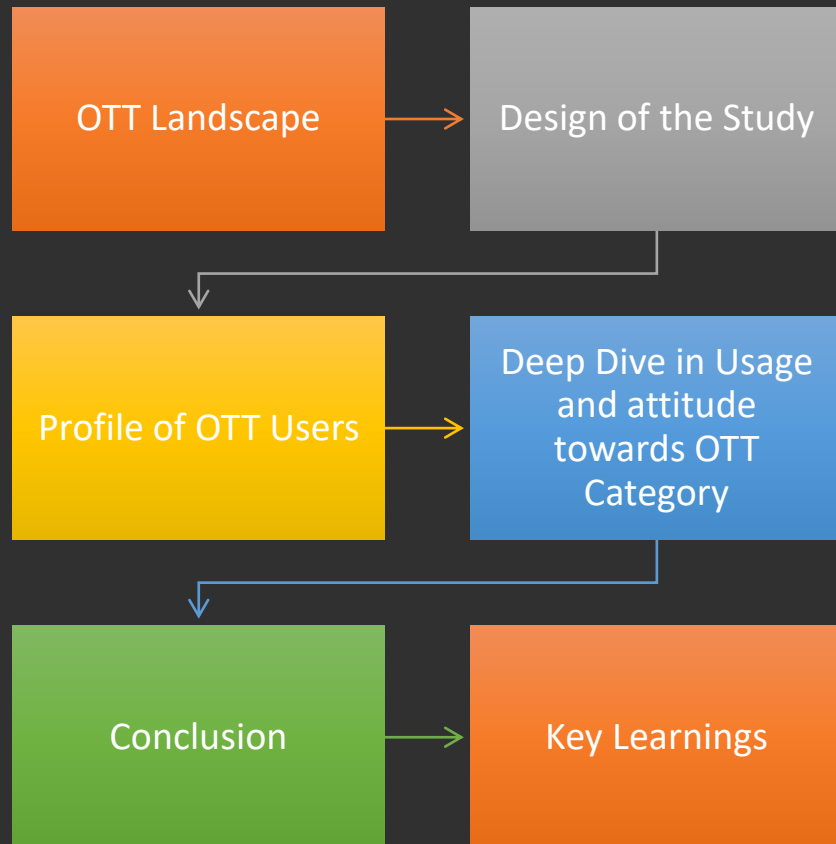





Understanding OTT Consumers Behavior

Content of Presentation



Glimpse into the OTT Landscape

 Livemint

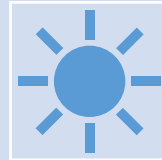
India is the world's fastest growing OTT market: PwC report

- India is all set to emerge as the world's sixth-largest market for OTT by 2024.
- The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. **[Source : IBEF]**

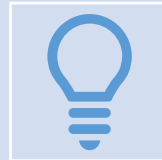
 India Today

Laxmii to Dil Bechara, big Bollywood films released on OTT in 2020

Research Objective



To evaluate usage and attitude of Consumer towards OTT Category



To understand the Viewing Pattern



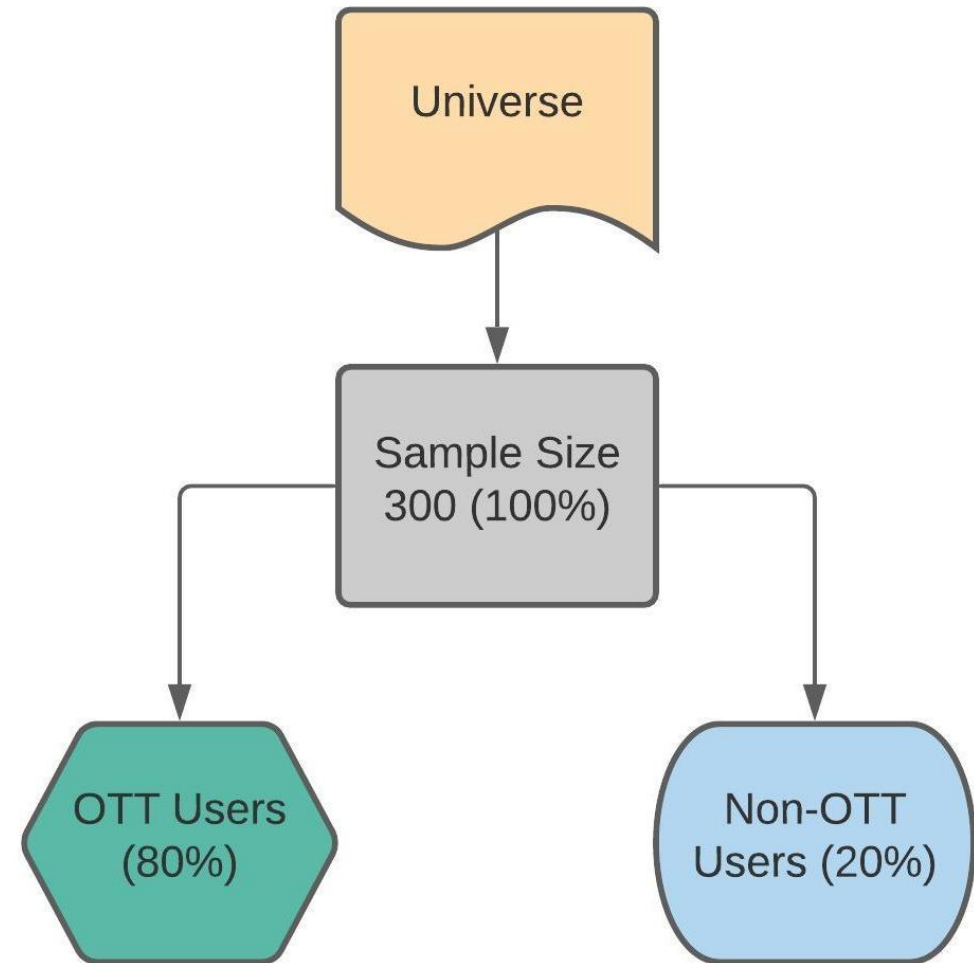
Research Methodology

Sampling Method

- Non-Probabilistic: Convenient Sampling, Snowball Sampling.

Research Framework

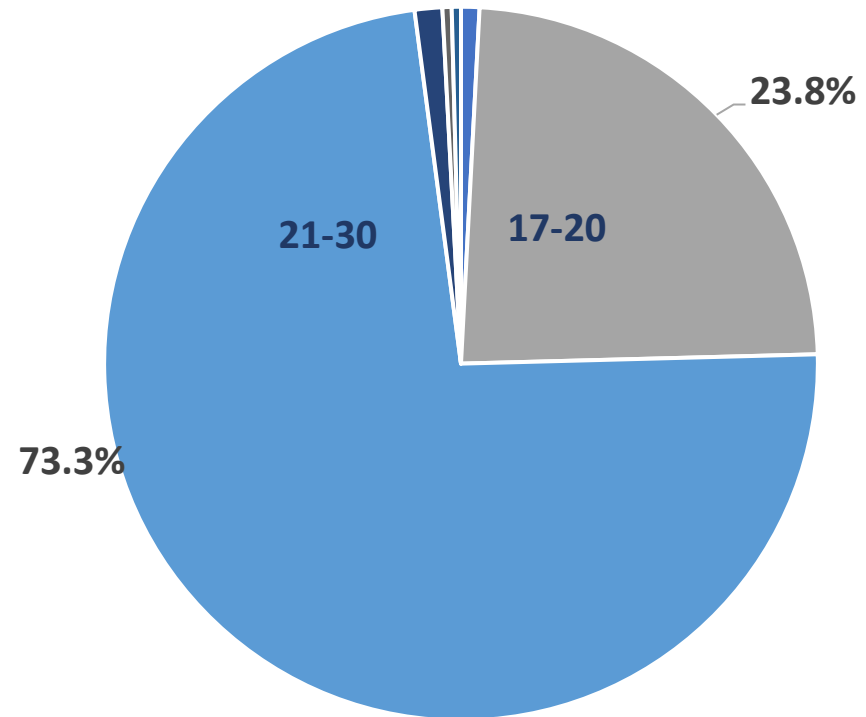
- The Sample Size was calculated out to be around 280 with 5% Margin of error.
- The Questionnaire was rolled out to more respondents than the actual sample size, but some responses were dropped off because they failed the Quality Checks.



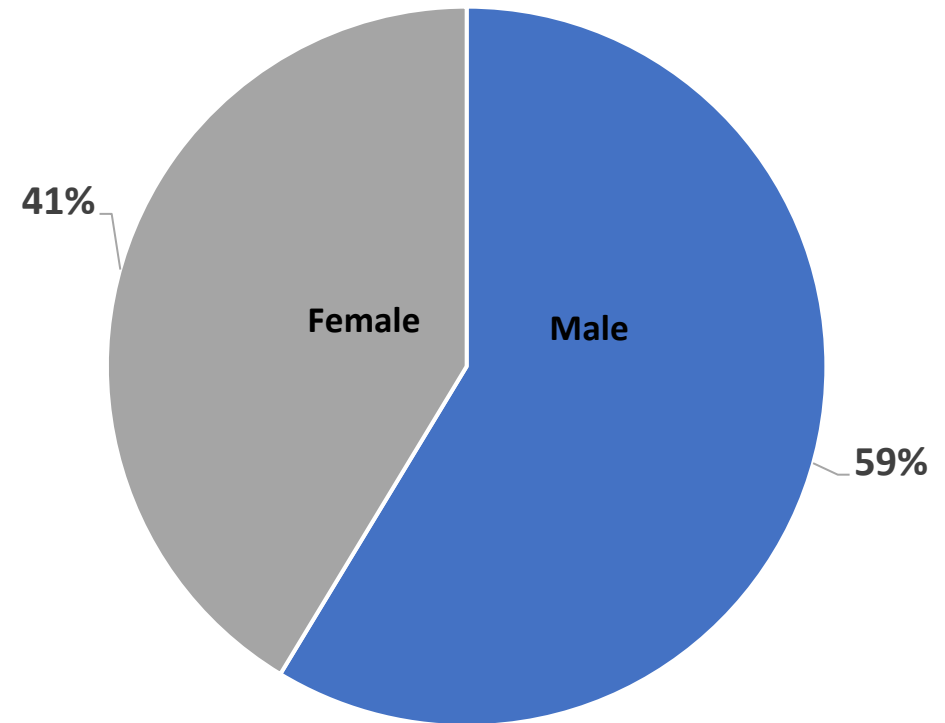


Understanding the Profile of OTT Users

Age Group



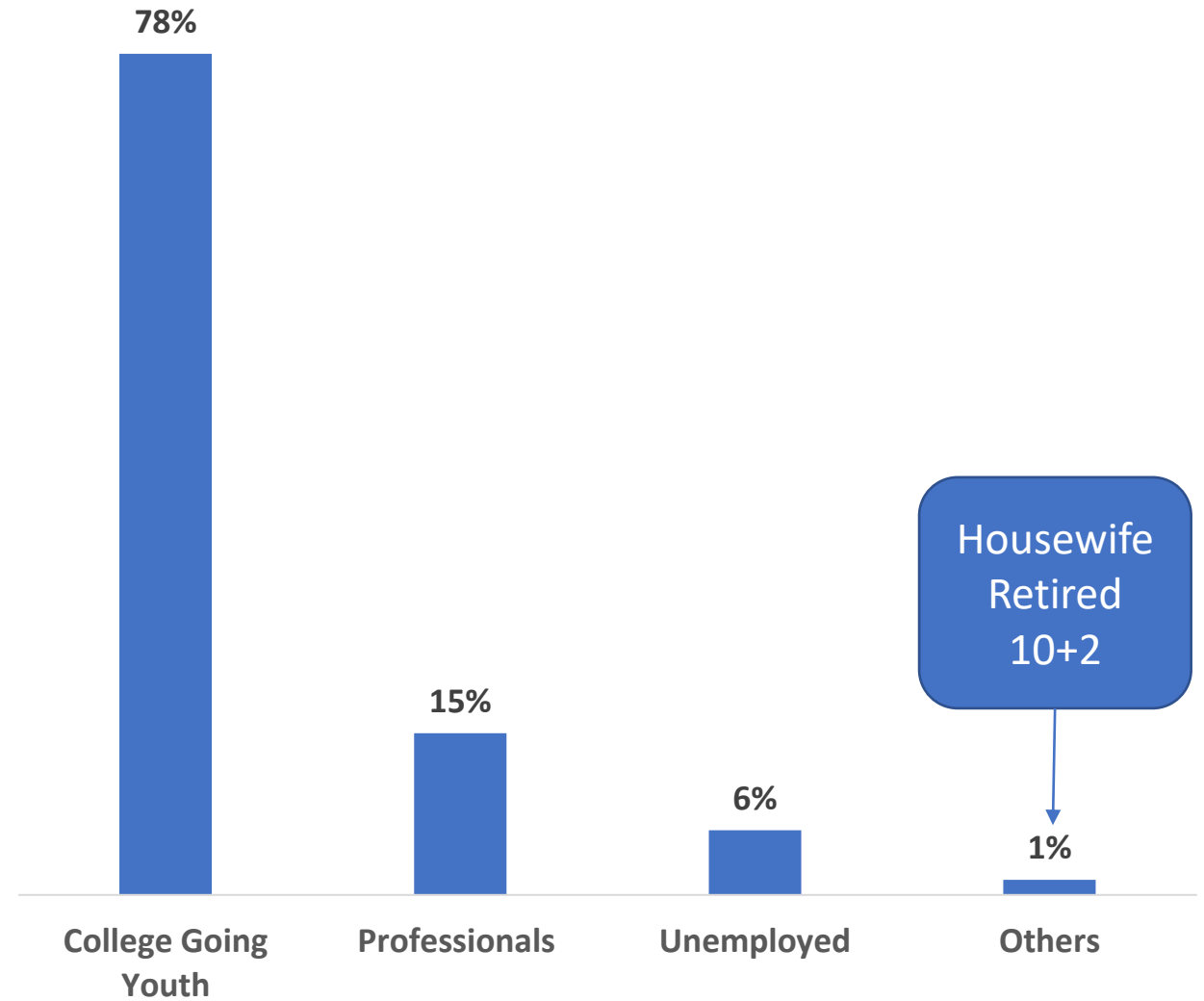
Gender Ratio



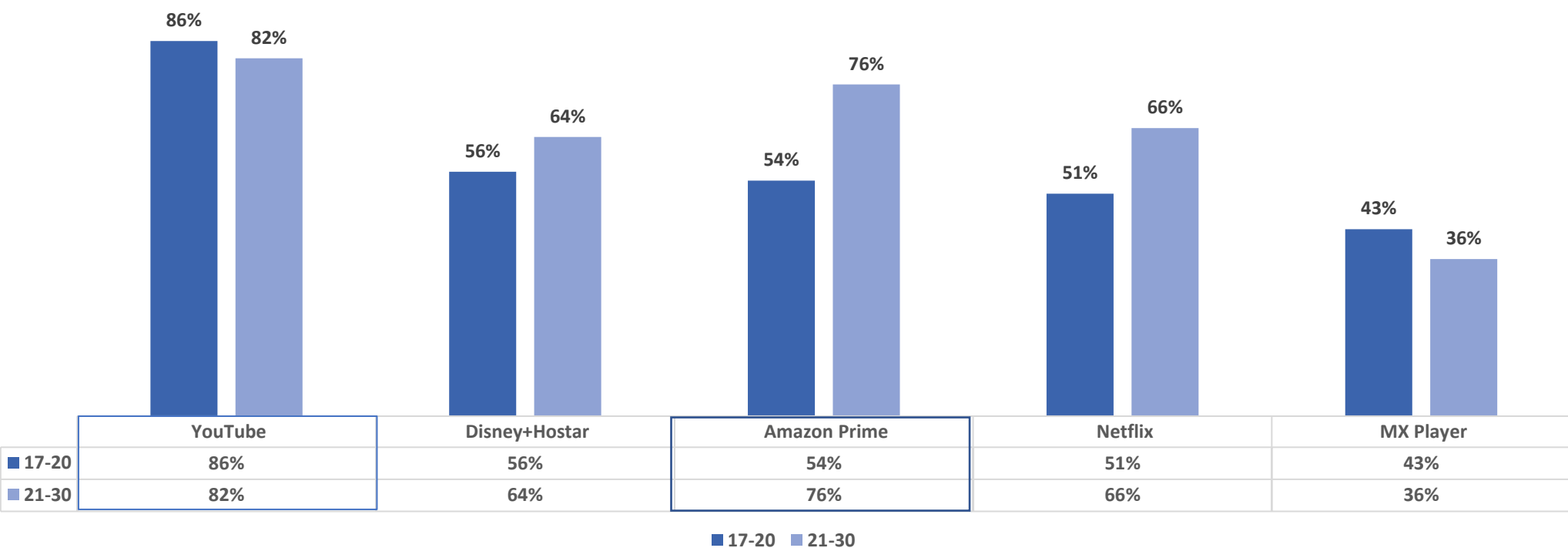
- Around 97% of Users fall in the bracket of age 17-30

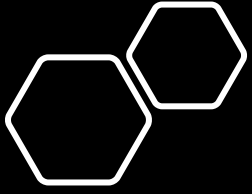
Professional Status

- 78% of Users were College going Students



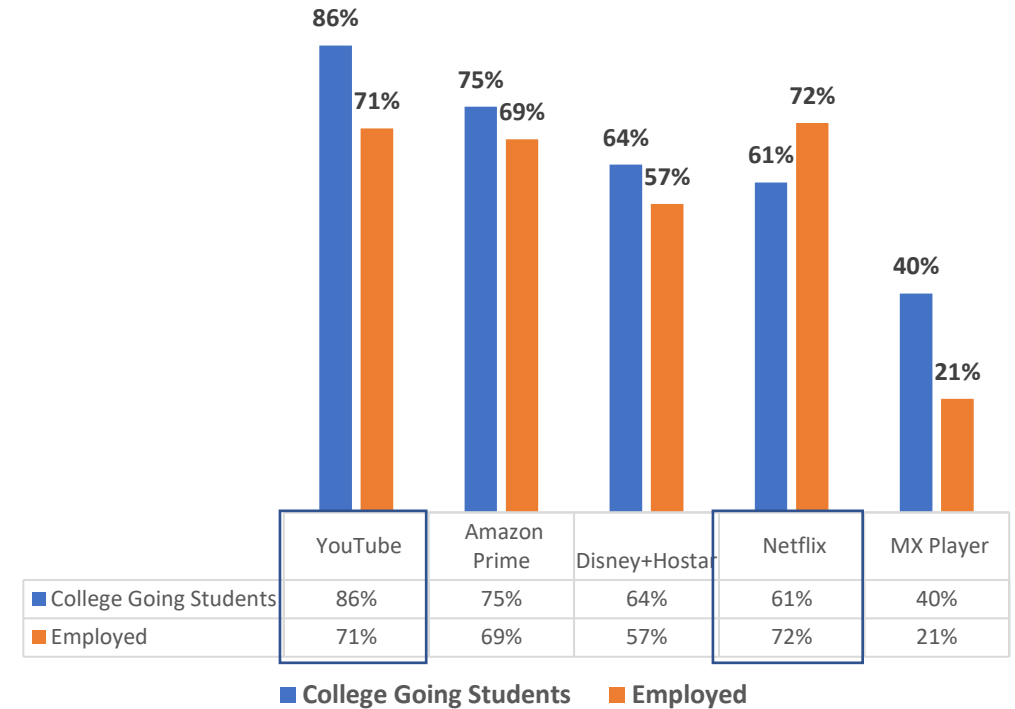
Preferred OTT Platform by Age Group

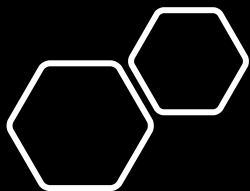




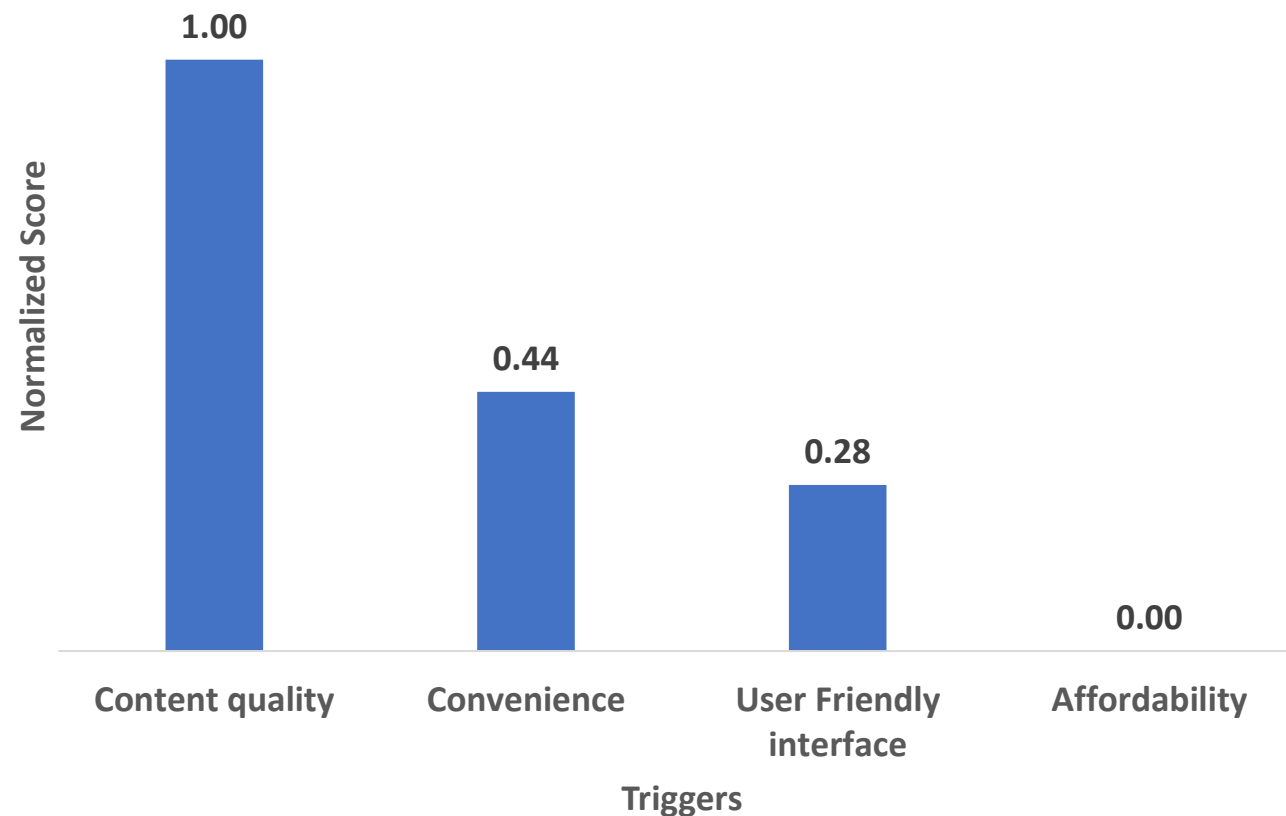
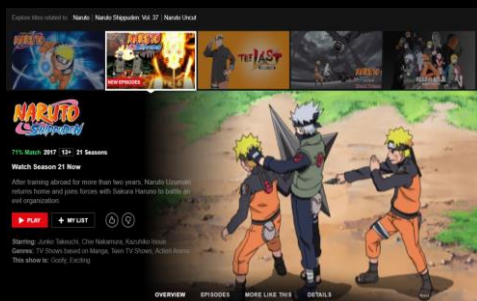
Preferred OTT Platform by Employment Status

- YouTube is the most preferred platform for College going Youths,
- Netflix is the most preferred platform for Service Professionals



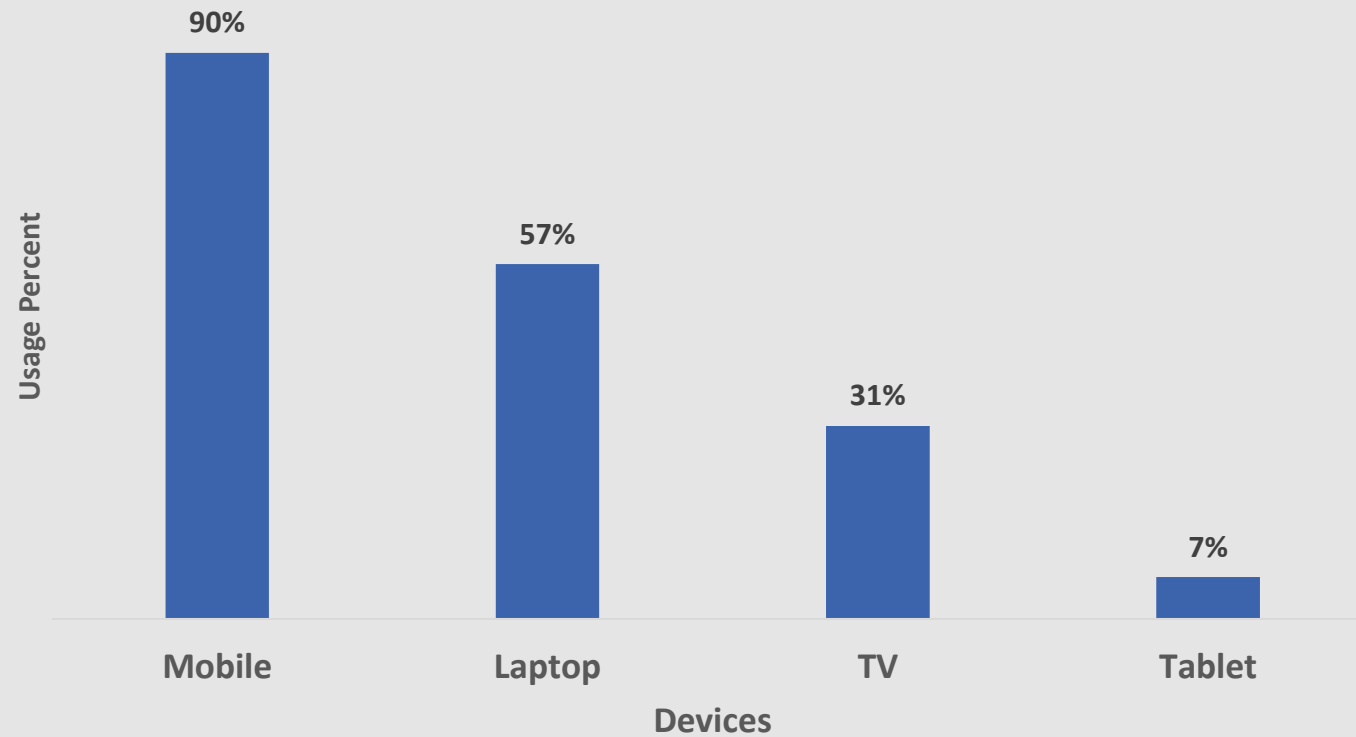


Triggers that motivates a user to Stream



Content Quality is the major Trigger.

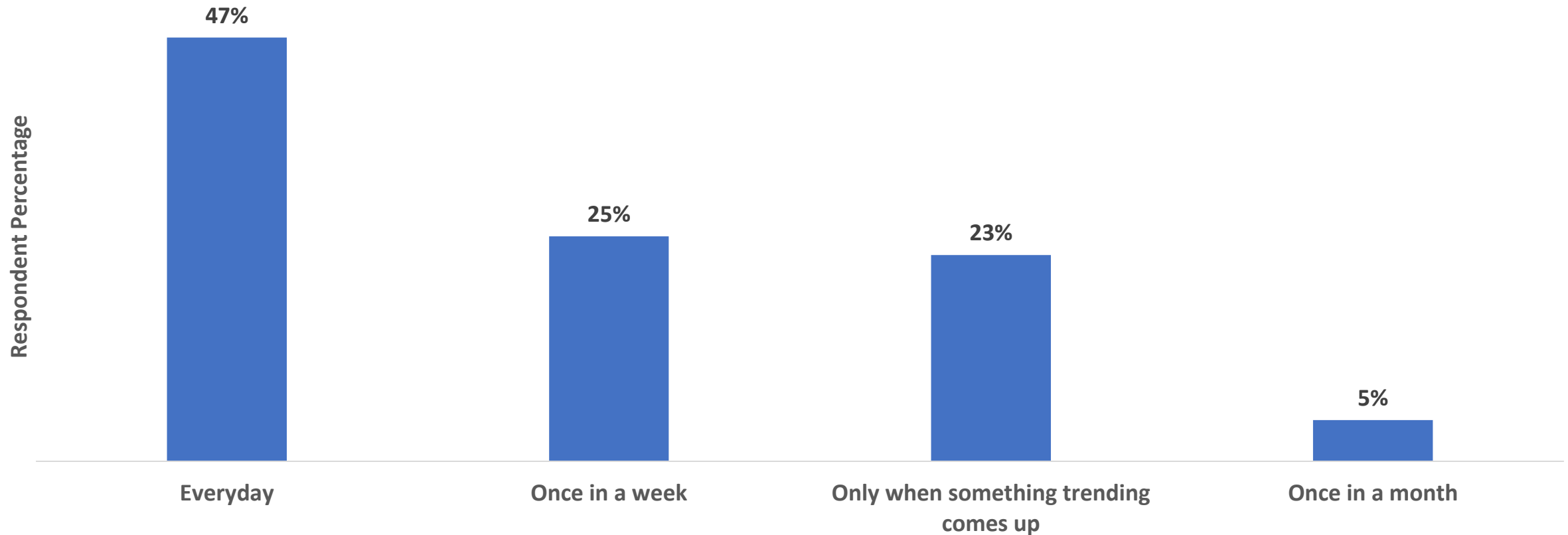
Device Category by Usage



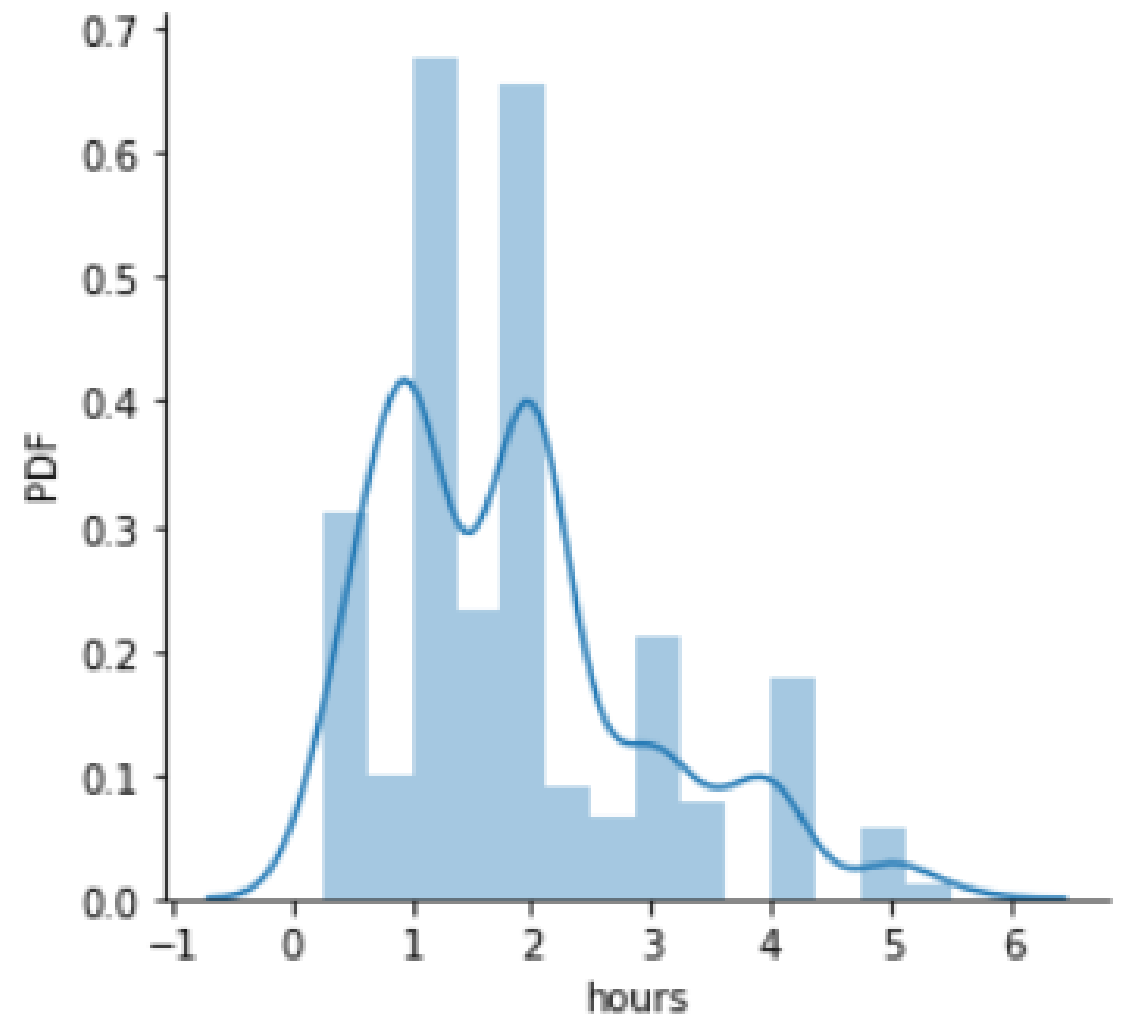
- Mobile is the most used device to Stream.
- Around half of the users stream both on Mobile and Laptop.

Frequency of Streaming VOD

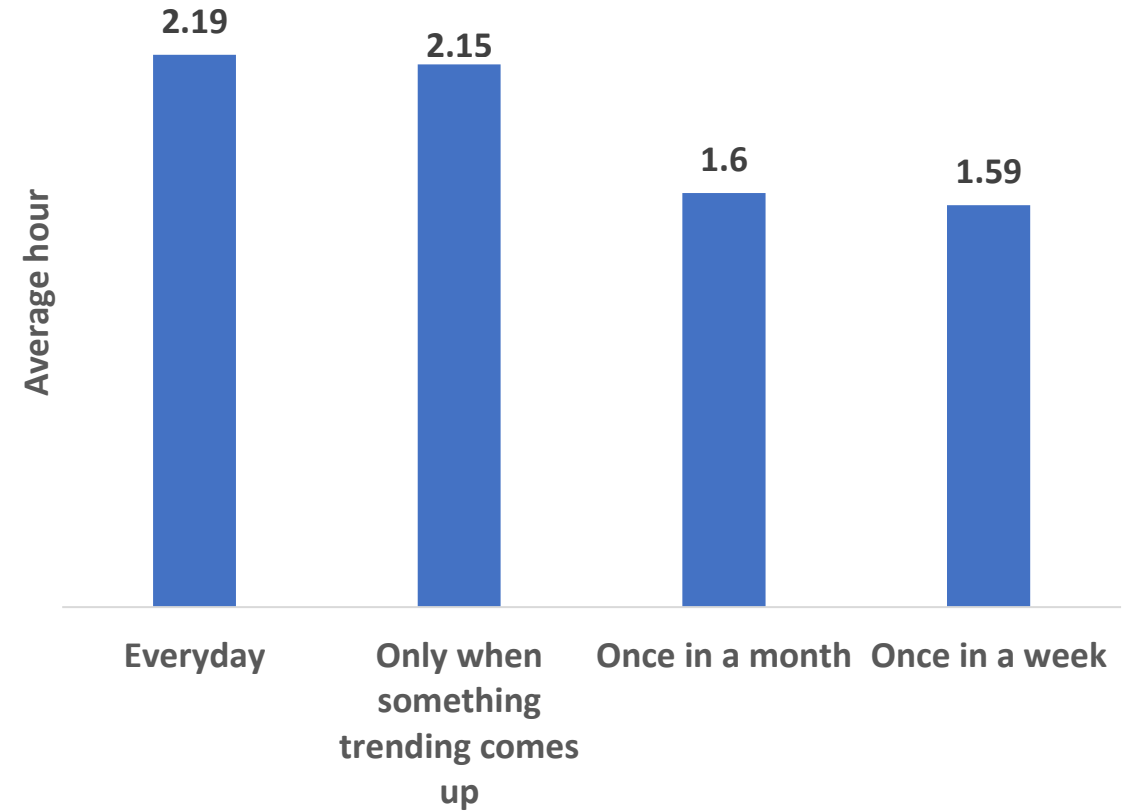
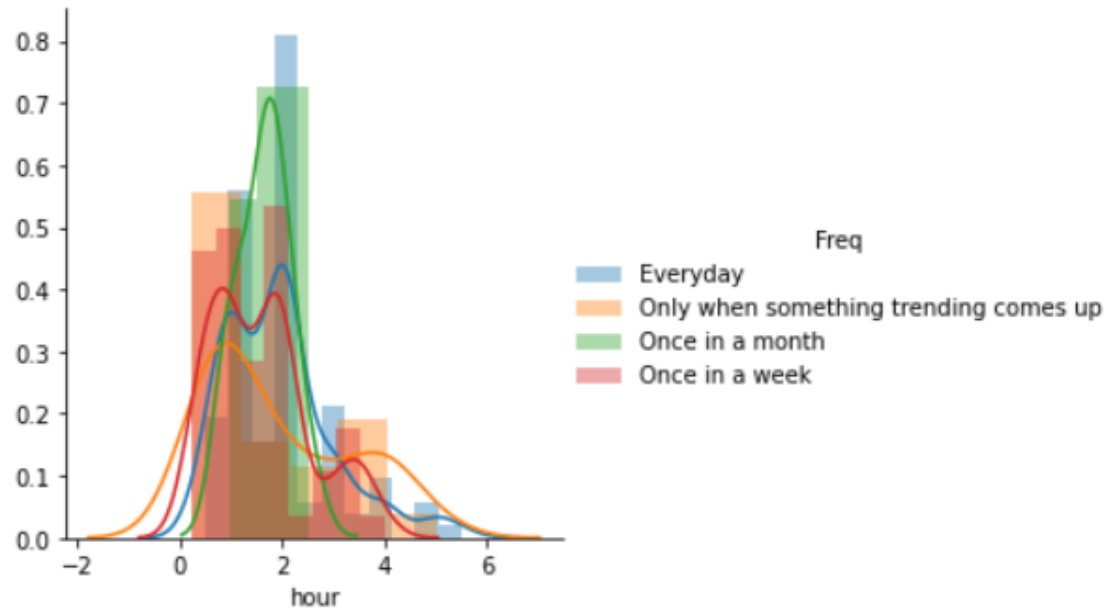
- About 50% of Users are streaming Everyday.



Distribution of Streaming Hours

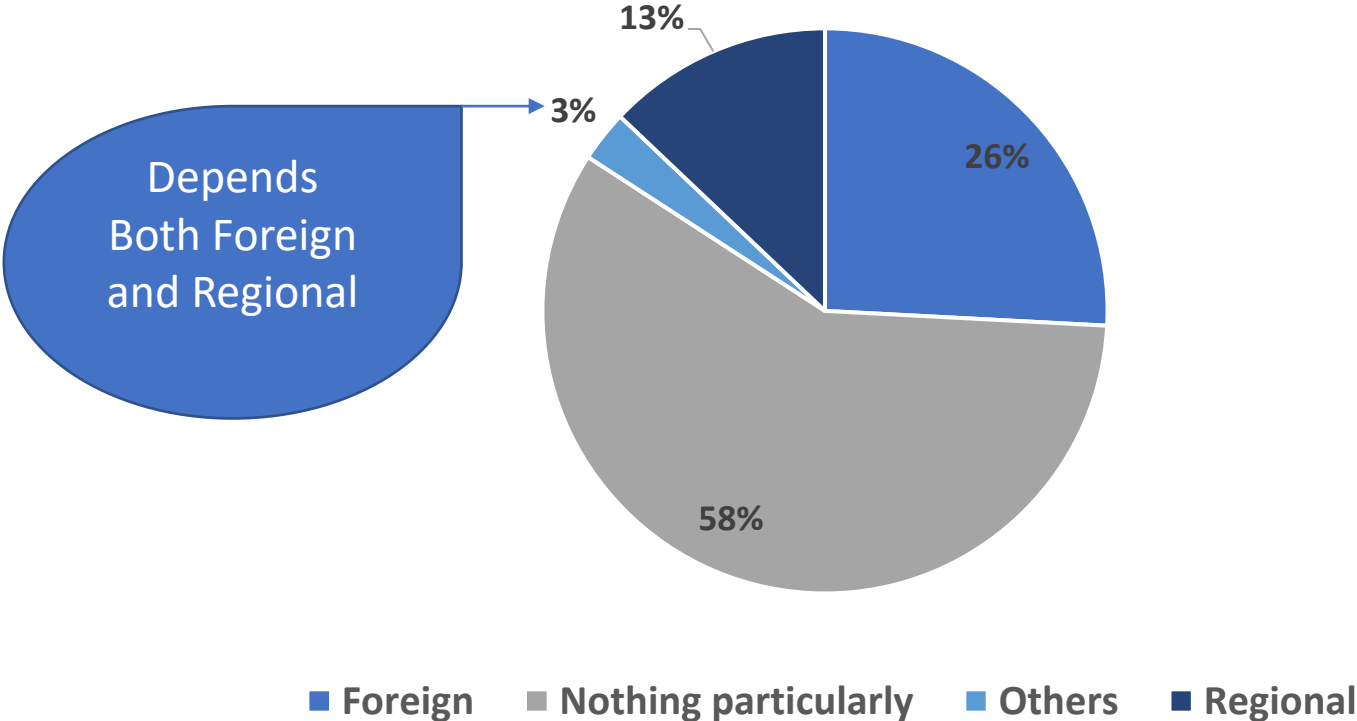


Streaming Usage of User by Frequency



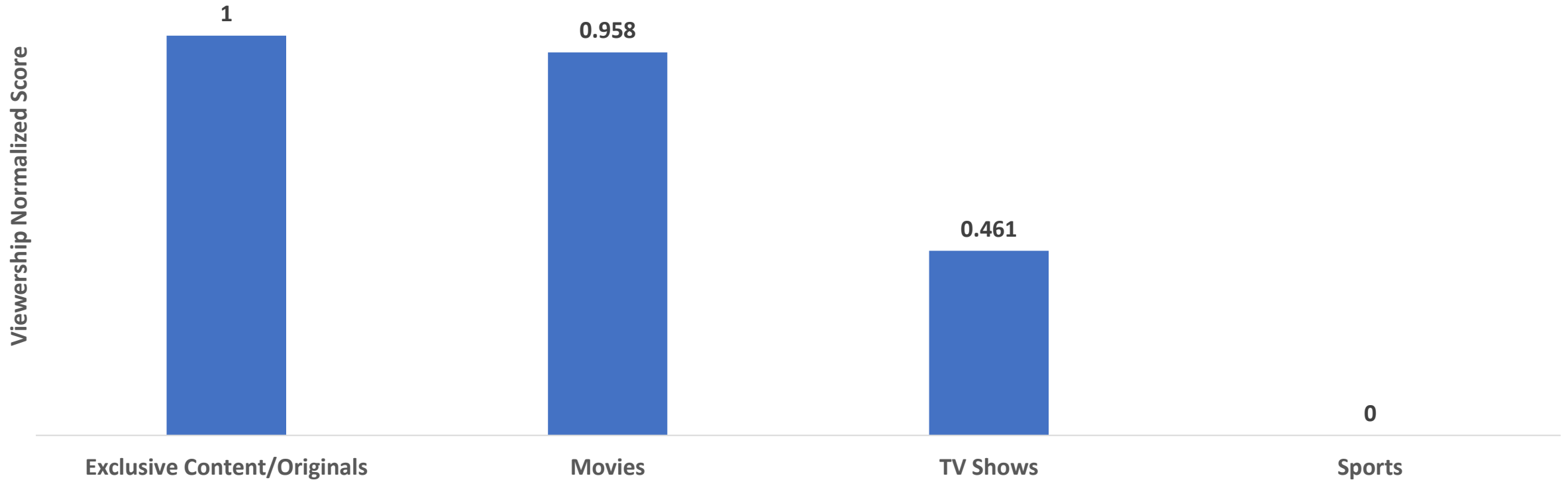


Preferred Language of Consumption



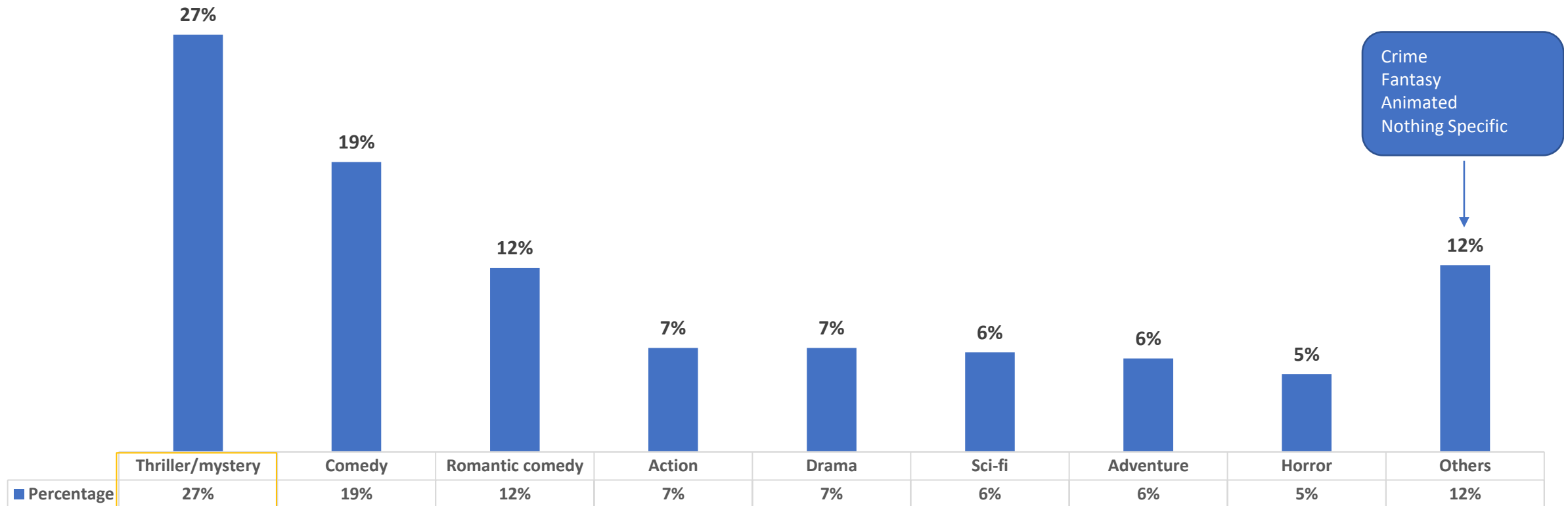
Streamed Category by Viewership

- Exclusive Content/Originals are the most liked content by viewers.



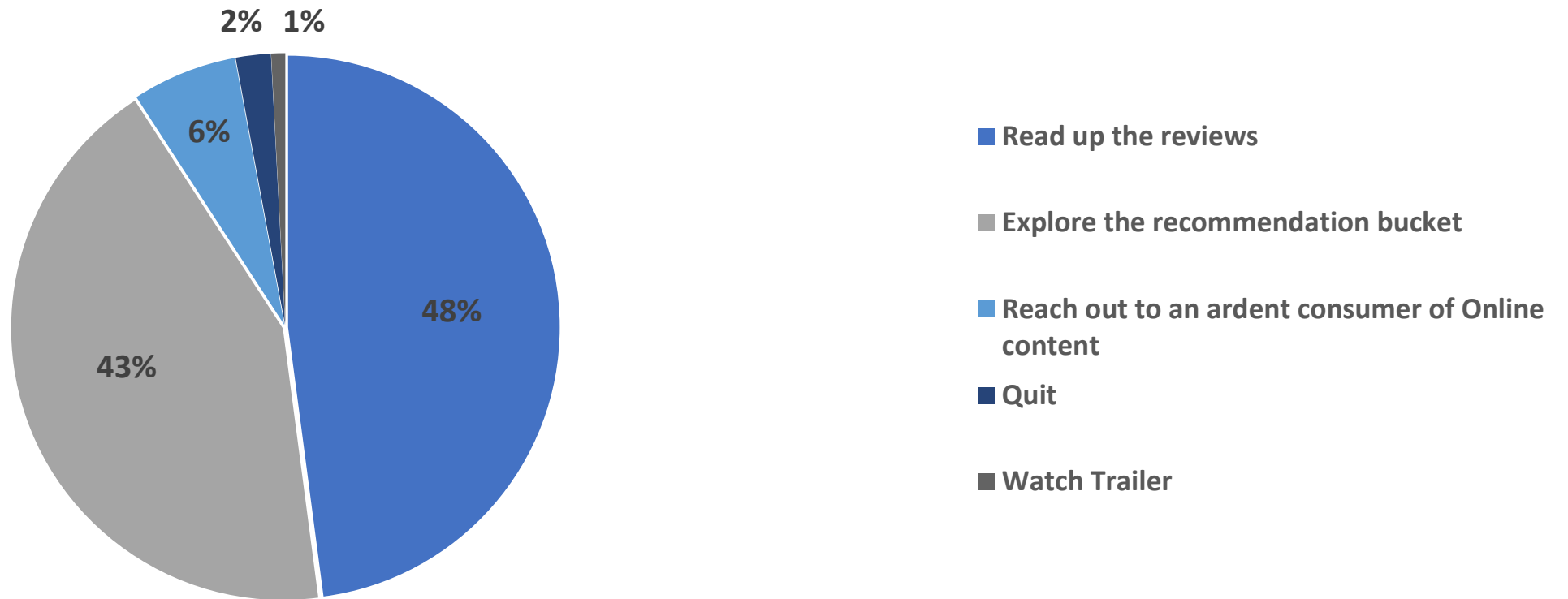
Preferred Genre of Content

Thriller/Mystery is the most viewed Genre by Users.

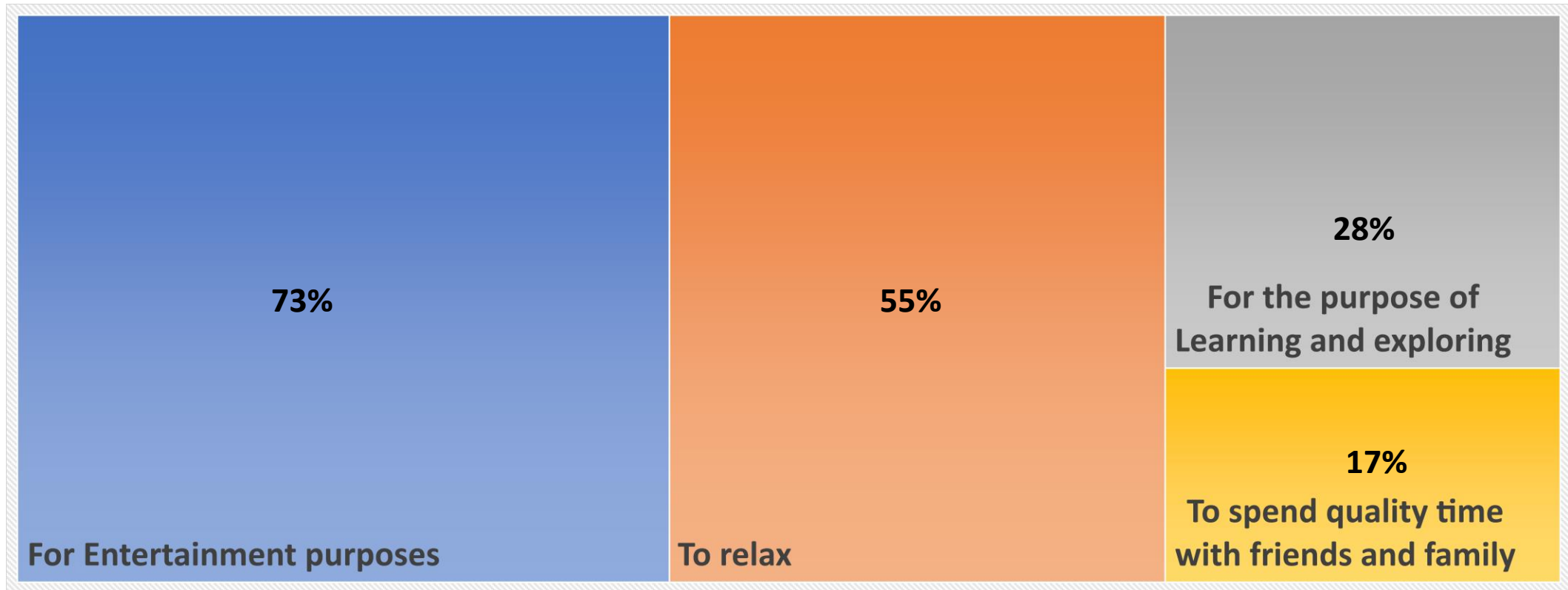


Situation: If unsure what to watch, what course of action is opted

- Around half the users opted to read the reviews



Intent behind Streaming Online

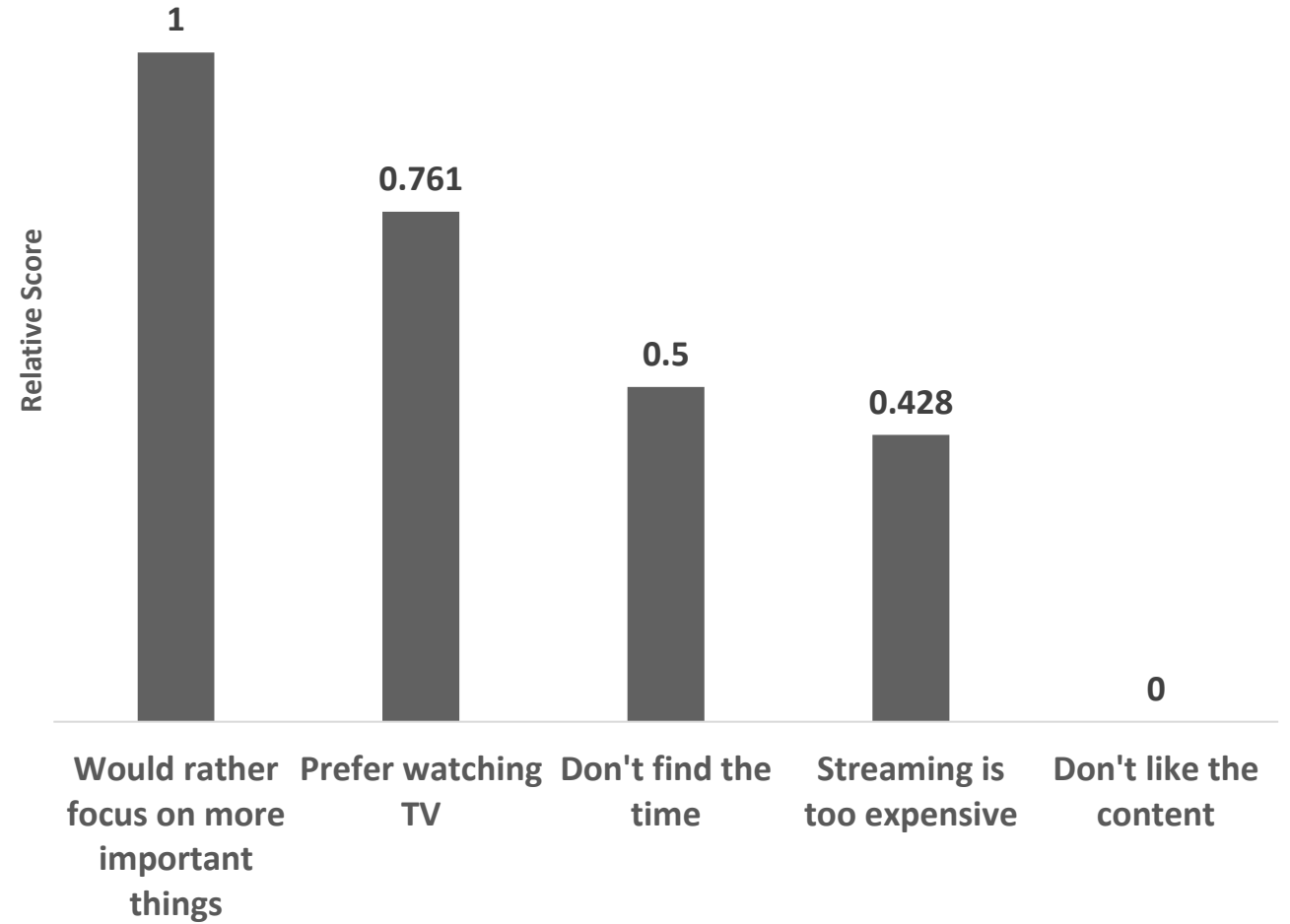


N

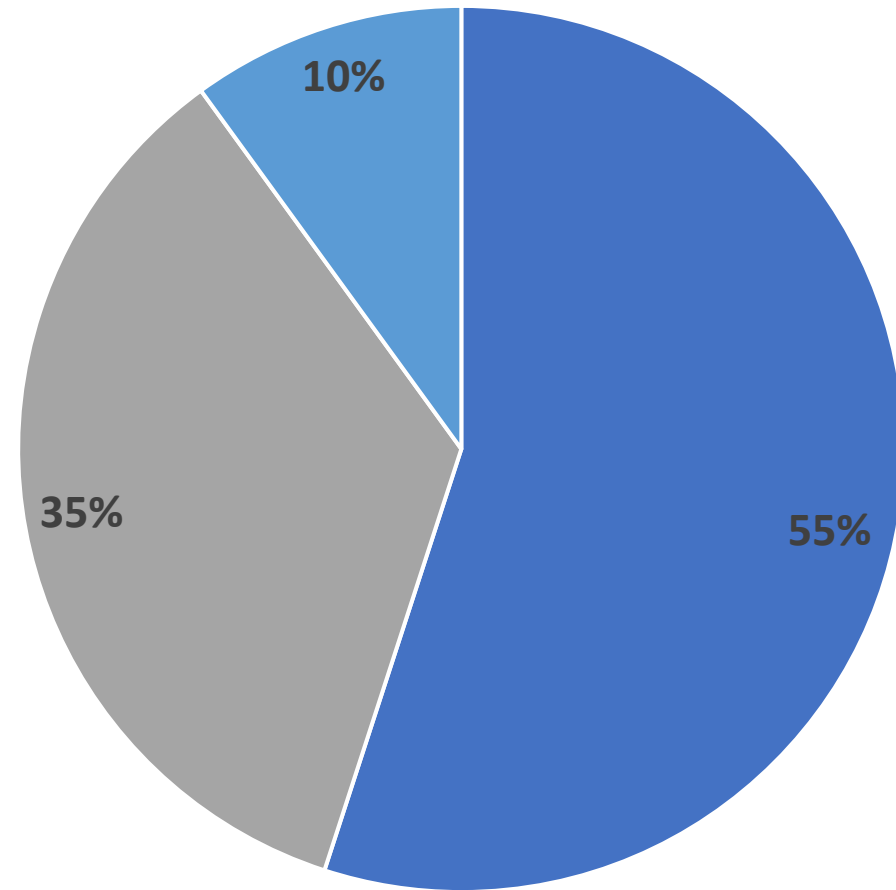


**MORE
STREAMING**

Barriers for Streaming Online



Plan to subscribe to OTT Services in the future



■ Maybe ■ No ■ Yes

Conclusion

- YouTube is the first choice for Undergrads, Postgrads and for those pursuing Professional Course.
- Netflix is the first choice of Service Professionals.
- 50% of user Stream everyday.
- Average hours devoted to Streaming was around 2 hours.
- The most liked genre by Users is Thriller/Mystery.
- Online Content is the Major Trigger for Streaming Online.
- More than half of the Non-OTT user base, don't stream because they find it unnecessary.



Questionnaire is of paramount importance in Quant Study.



Quality Checks are crucial to insights. Thus, Data Cleaning becomes utmost important



Data Preprocessing could be done with more standard methods.

Key Learnings