

Problem & Core Insight

Diagnosing Viewer Drop-off in OTT Platforms

Winter Consulting Capstone | CAC IIT Guwahati

Context

OTT series attract viewers strongly at launch, yet a large share disengages during or after Season 1.

Early drop-off negatively impacts customer lifetime value and content investment decisions.

Core Insight (highlight box)

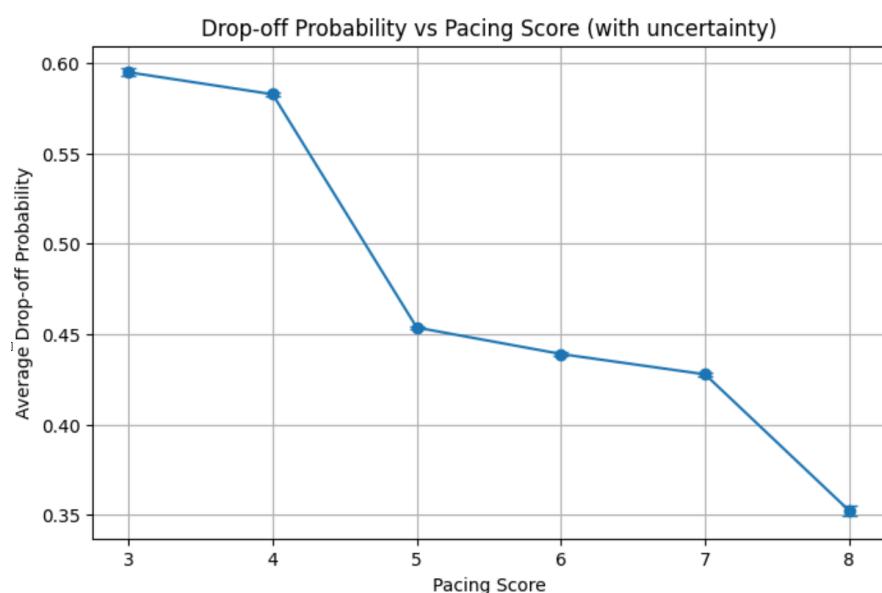
Viewer disengagement is primarily driven by **episode design** — specifically how *slow and cognitively demanding* an episode feels — rather than by content volume or season length.

What Drives Drop-off (3 bullets)

Low pacing → higher drop-off probability

High cognitive load → more pauses, rewinds, and lower watch completion

Weak early hooks → limited ability to offset slow or dense episodes



Segmentation & Implications

Episode Segmentation

Segment	Characteristics	Drop-off
Fast & Accessible	High pacing, low cognitive load	~39%
Fast but Complex	High pacing, high cognitive load	~52%
Slow & Dense	Low pacing, high cognitive load	~58%

Why This Matters

Episode structuring directly influences viewer continuation

Early episodes are especially sensitive to pacing and cognitive effort

One-size-fits-all content strategies underperform

Actionable Implications (summary only)

Increase pacing in early episodes

Manage cognitive load via recaps and contextual cues

Apply differentiated interventions by episode archetype

Footer

Full analysis and recommendations available in the capstone presentation.