

1. Describe about Online Entertainment Industry.

A: • The online entertainment market size was valued at \$183.1 billion in 2019, and is estimated to reach \$652.5 billion by 2027, registering a CAGR of 20.82% from 2021 to 2027.

- Presently, maximum entertainment services are available online, which provides users with access to more content.

- The most popular forms of online entertainment services are social media, online video games, online casinos, music streaming, and video streaming. Rise in penetration of smartphones and availability of internet service at affordable price are expected to drive global online entertainment market growth.

- Advancement in the smartphone technology and increase in utility of smartphones are expected to create huge demand for smartphones. Increase in size of smartphones and touchscreen displays has enhanced the visual and listening experience of viewers.

- Many factors contribute to the flourishing of the online entertainment platforms such as:

- Fresh content
- Affordable rates
- Ease of access
- Target audience.
- Marketing

## Aspects

## Details

1. By Form

Video, Audio, Games, Radio

2. By Revenue model

Subscription, Advertisement, Sponsorship.

3. By Device

Smartphones, Smart TVs, projectors, monitors, laptops, desktops, tablets.

4. Key Market Players

Ubisoft, Tencent, Netflix, Amazon Prime, Google, Rakuten, Spotify, Sony - etc.

Q. What are the types of online videos have you watched, and on what device? Recommend the better device.

A. Personally, I watch videos on YouTube and Instagram. It's mostly on the phone. Along with that, I also watch various movies and shows of different genres on various OTT platforms like Netflix, Amazon Prime and Hotstar. When I am outside, I obviously use the phone and its great that way, i.e., it always comes handy. But if I am at home, I watch content either on the tablet or the laptop in the comfort of my room. So yes, I prefer a laptop the most.

3. Give the importance of online content.

A: Online content holds significant importance in today's digital age for several reasons:

- Information and Education:

→ Online content is a valuable source of information and education. It allows people to access a wide range of knowledge on various subjects from academic resources to DIY tutorials.

- Communication and Connectivity:

→ Online content, including social media, websites and forums, facilitates communication and connectivity.

- Business and Marketing:

→ Online content is crucial for businesses and marketing. It enables companies to reach a global audience, promote their products and services, and engage with potential customers.

- Entertainment and Recreation:

→ Online content offers a vast array of entertainment options, from streaming services to YouTube videos, blogs and podcasts.

- News and Information Dissemination:

→ Online content plays a central role in the dissemination of news and information. It enables quick and widespread distribution of current events.

4. What advantages does one have watching traditional television have over watching online TV and films?

A: A few advantages of watching traditional television are:

- Scheduled Programming:

Traditional television follows a predetermined schedule, which can help viewers plan their viewing habit making it extremely advantageous for those who prefer a routine.

- Channel surfing:

Traditional TV allows viewers to channel surf, flipping through different channels to discover new content.

- Local News and Live Events:

Traditional TV often provides access to local news broadcasts and live events, such as sports games and award shows, in real-time.

- Simplicity:

Traditional TV is relatively straightforward, requiring just a television & an antenna or cable / satellite connection.

- Familiarity:

Many people are accustomed to traditional television and its interface, which can provide a sense of comfort and familiarity.

5. How has online publishing changed the industry for e-books and newspaper?

A: Online publishing has had a profound impact on the industries of e-books and newspapers.

- Digital Distribution:

Online publishing has eliminated the need for physical printing and distribution in both the e-book and newspaper industries.

- Accessibility and convenience:

It has made content more accessible and convenient. E-books and digital newspapers can be accessed from a wide range of devices, including e-readers, smart phones etc.

- Cost Efficiency:

Online publishing has often reduced costs for both publishers and readers. Publishers benefit from lower distribution and printing expenses, while readers can often find at lower prices.

- Interactivity and Multimedia:

Online publishing enables that integration of multimedia elements, such as videos, audio and interactive graphics.

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6. Would you prefer to watch online news videos produced by a news TV station or watching in their conventional news channel? Give reason for your preference.

A: I personally prefer to watch online news videos for the following reasons:

- Accessibility:

Any piece of news is just a click away nowadays no matter where we are at a given point of time. We can just use our mobile phones.

- Interactivity:

When watching online, it's not just one person watching it, rather it's a community who's constantly watching interacting and expressing their views.

- Advertisements:

The frequency of commercial breaks and advertisements is almost negligible compared to traditional TV.

- Content customization:

Online feed is constantly updated as we browse content and this creates a personalized and customized experience which is not possible in traditional TV.

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