"The Emergence of OTT Platforms and Its Influences"

Project Report

Submitted for the partial fulfillment of the

B. Sc. (Hons.)

in

Statistics

Under the supervision of:

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B.Sc. (Hons.) Statistics [3rd year]

Enrollment no.: 414249

Exam Roll no.: 19220STA057

Institute of Science

Banaras Hindu University

Certificate

The project report title

‘**The Emergence of OTT Platforms and its Influences’**

submitted by ***Shreyan Chakraborty*** *(Exam roll no.- 19220STA057) for the partial fulfillment of the B.Sc.(Hons.) in statistics for the session 2021-2022, has been originally completed by him under my supervision. I recommend this project report for the evaluation.*

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Date*:*

Acknowledgement

I have a great pleasure in expressing my deep sense of gratitude and ineptness to ***Dr. A.K. Tiwari (Department of Statistics), Banaras Hindu University****, my supervisor of the continuously guidance and giving invaluable suggestion at all stages during course of this work. In his natural parental style, he has provided constant support and encouragement in successful completion of this work in its present form.*

Again, I want to say my sincere thanks to my supervisor and Head of Department, Department of Statistics, Institute of Science, Banaras Hindu University (BHU) for providing facilities existing in the department during project work.

At last, I am very thankful to my parents for providing me their valuable time and financial help for completing this project work.

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ABSTRACT

The emergence of OTT platforms during the pandemic and itsfuture scope

This research tries to study the rise of OTT platforms duringthe pandemic. It is important to know the extent of increase in the popularity of OTT platforms during pandemic to know their future scope. Itis evident that since their launch OTT platforms have only observed an upward curve in their popularity and usage but, due to the pandemic there has been an exponential increase inits popularity due to the change in consumption patterns of people for entertainment through various media platforms. This research conducted a survey and analyzed the opinions ofpeople regarding OTT platforms, their consumption patterns, and its comparison with cinema to see if OTT platforms were slowly taking over the most popular conventional medium of entertainment. It was found that people used OTT more than any other platforms out of TV and YouTube to pass their time or for entertainment. Most of them experienced an increase intheir consumption times and were looking forward for movies to be released on OTT at the same time as in cinemas. People were also okay with watching movies on OTT rather than cinema. But for some it depended on the movie. This research has shown that there is a huge scope for OTT platforms in thefuture and the pandemic has played a major role in it.

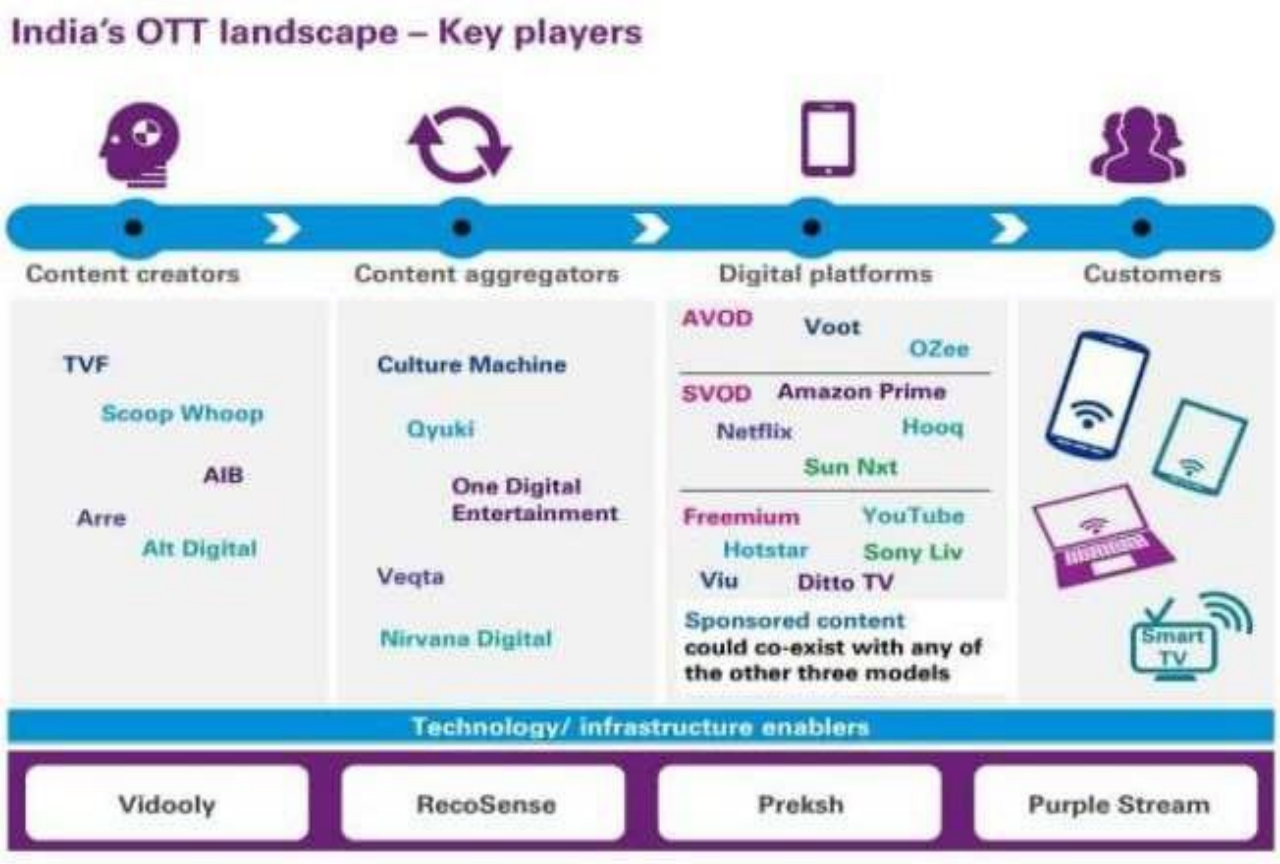
CONTENTS

Introduction

The Research topic deals with the emergence and consumer behavior in the era of pandemic towards a particular sector i.e., OTT, Over the top services. This belongs to a very vast industry, The Entertainment Industry. Entertainment in layman's terms means having fun and enjoying ourselves with either one's own company or maybe with their loved and close ones.

In today's world entertainment is one of the most leading industries, which includes the sub-fields of theatre, film, fine art, dance, opera, music, literary publishing, television, and radio. With the day-by-day development in technology these industries are being improved at a fast pace. There have been both, cases of cut- throat competition and cases which showed that companies which want to create goodwill in the market. The entertainment industry is unpredictable as the main profits depend upon the TRP of a particular television channel, or the box office collection of some movie, etc. for example, if a movie fetches more than 100-200cr. It is assumed to be a blockbuster and hit movie, whereas sometimes other's which couldn't reach this bar at the box office, are assumed to be average, in spite of the fact that those movies might have an amazing script or direction, etc.

There are so many ways, (as mentioned above) as how this entertainment can be perceived in various forms. Now a day even the advertisers have understood this concept and are adamant in creating new and eye- catching advertisements for the same. Consumers seek for creativity and out of the box ideas which please them and them make think and remember a 2 brand or product in a particular way. For example, usually when we see two domino dices, we get reminded of the pizza chain – Dominos'. Similarly, when we see three parallel vertical lines indict towards the brand Adidas.



***Emergence and boom of OTT*:** When Netflix released all fifteen episodes of a new season of Arrested Development in the summer of 2013, reports showed that approximately 10% of viewers made it through the entire season within twenty-four hours what they share is an enormous popularity among the millennial cohort that makes up the majority of the subscriber base of Netflix. OTT has been enabled by technology advances such as smartphones, super-fast IP networks, open-source platforms, innovative services, cutting edge functionalities and shift in consumer preferences towards their “freemium” based business models are seeing an ever-increasing adoption rate. This freemium concept lures consumers. They fail to understand that nothing is free. Firstly, we have to pay for the internet packages andthen only something can be surfed upon on the internet. So, ultimately, until and unless the consumer pays for his internet data, he won’t be able to use any of the applications, which include data connection, for example, Netflix, amazon, etc.

Key things in OTT market: Development of Jio – government support to e-commerce websites such as eBay. Average consumer spends 3-5 hrs on internet out of which 50% accounts on most of video browsing. The consumers’ taste and preference are changing from whatever is available on tv to 6 what he personally wants to view on the internet. Because of the rapid growth of internet connectivity, it is assumed that by 2020-21 this 50%shall turn into 75%.

Announcements regarding original content investments by OTT video platforms in India

Platform	Original content budget	Tie-ups with companies/individuals	Shows in the portfolio/pipeline
Amazon Prime Video	INR 20 billion, spent about INR 5 billion of the same[27]	• Excel Entertainment • Phantom Films • Anurag Kashyap	• Inside Edge • Mirzapur • Made In Heaven
Sony Liv	<INR4 billion	• Vikram Bhatt • Web Talkies • Arré	• Hadh • CM CM Hota Hai • Maid in India
Voot	<INR4 billion	• Turner India • Colosceum Media	• It's Not That Simple • Yo Ke Hua Bro • Shaadi Boys
Eros Now	<INR4 billion	• Sanjay Leela Bhansali • Rohan Sippy • Anil Kapoor	• Salute Siachin • Flesh • Smoke
ALT Balaji	INR 1.2 billion	• Vaishnave Media Works	• Boygiri • Romil and Jugal • Karrle Tu Bhi Mohabbat
Netflix	NA	• Phantom Films	• The Sacred Games • Selection Day • Again
Hotstar	<INR4 billion	• AIB • 4 Lions Films	• Tanhaiyaan • On Air with AIB • Cineplay

Benefits of OTT:

1. ***Cost efficiency*** – (dish tv v/s Netflix contribution 200/per month) Investment on dish tv or tata sky set-up boxes are difficult as they involve a lot of people and are time consuming because they require people with that specific knowledge for instalments. Whereas, OTT can be downloaded andused anywhere, as and when required.

2. ***Data tariff plans*** – (ease of using / convenience and multiple screens.) The OTT platforms such as Netflix and Amazon can be shared and be used on multiple screens by making an account. This doesn't work for other television series.

3. ***Convenience*** – Usually the people who follow television series have to wait for the whole day or maybe over the weekend for their serials to continue their episodes. On the other hand, the OTT based apps such as amazon prime or Netflix shows their web series continuously without interruption. This becomes more convenient for the browsers.

Methodology of The Survey

- ***Planning of the survey***: The purpose of this study was to understand the emergence of OTT platforms during and after the pandemic, and its future scope and to achieve this, hypothesis was established. Quantitative and descriptive method was selected for the same. The focus was on residents of **Varanasi and Kolkata** who use OTT for entertainment.

The significance of the study is to highlight the scope ofOTT platforms and the extent of their consumption amongst the people. These studies will help us in understanding how OTT platforms have taken over the world of digital entertainment during and after a pandemic. It will help us understand how OTT has organically grown and whether or not, will be gradually taking over other mediums of entertainment.

- ***Objective of the survey***:

a) To find out and understand the increase in consumption of OTT platforms and make a comparative study between pre and post covid.

b) To understand the future scope of the OTT platforms.

c) To study the shift in consumption.

➢ ***Area of the survey*:**

According to the aim of the survey, the area for sample collection would be broader but I have fixed it to the residents of **Varanasi and Kolkata**. Theinformation from these two cities is easily available to support me for this survey and they coordinated very sincerely.

➢ ***Sampling technique*:**

A group of units or elements which have well defined characteristics under study, called Population. The population may be finite or infinite, a finite populationis one in which unit of population is finite and an infinite population is one in which member of population is infinite. A sample is a finite subset of statistical individuals in a population and a number of individuals/units in a sample is called a sample size. Onthe basis of sample, we can estimate about the population parameter in which we are interested. The sample was selected by using random sampling as sampling technique & Sample size collected for survey is 204.

➢ ***Data collection*:**

Data for this project was collected through Online Questionnaire Method (Google form is used), which was probably the best and convenient method.

➢ ***Data analysis and reporting***:

Data analysis involves summarizing the Raw data and interpreting their meaning which provides clear answerto questions in which we are interested. For this purpose, I have used software named as MS-EXCEL &MS- WORD. Then I analyzed and interpreted the data using statistical tools (**bar chart, histogram** and **pie chart**) available in MS EXCEL and also used i)**Chi- square** test; ii)**Paired t-**test; iii)**Trendline fitting.** .

➢ ***Time of the survey***:

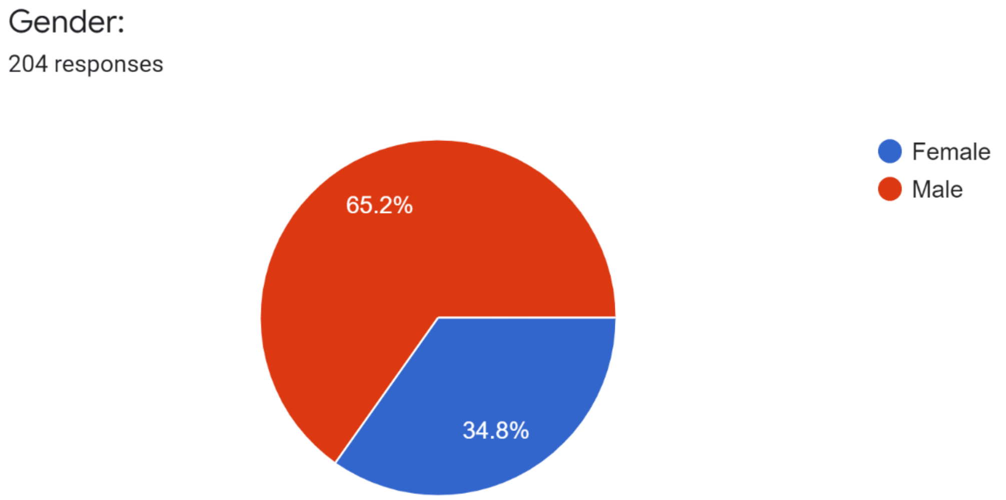
The questionnaire has been prepared by me and distributed to students through WhatsApp & e-mail to get response in the months of March and April 2022.

TABULATION & GRAPH INTERPRETATION

Table-1

Gender wise respondent

	GENDER			
	Frequency	**Percent**	**Valid percent**	**Cumulative percent**
Male	**133**	**65.20**	**65.20**	**65.20**
Female	**71**	**34.80**	**34.80**	**100.00**
Total	**204**	**100**	**100**	

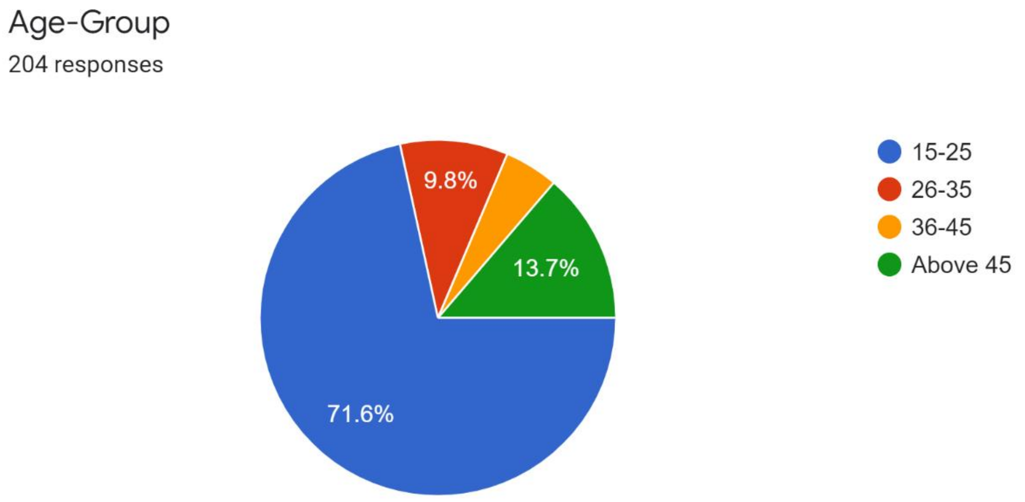


Interpretation: From the above pie chart we can see clearly that 34.8% respondents are female and 65.2% respondents are male.

Table-2

Age of respondents

AGE		
Age group (Y)	**Frequency**	**Valid Percent**
15-25	146	71.60
26-35	20	9.80
36-45	10	4.90
Above 45	28	13.70
Total	204	100.00



Interpretation: From the above bar graph we can see that most of the respondents (i.e. 146 respondents) are from age group 15-25 and 20 respondents are from the age group of 26-35. About 10 respondents from 36-45 and 28 respondents are above 45.

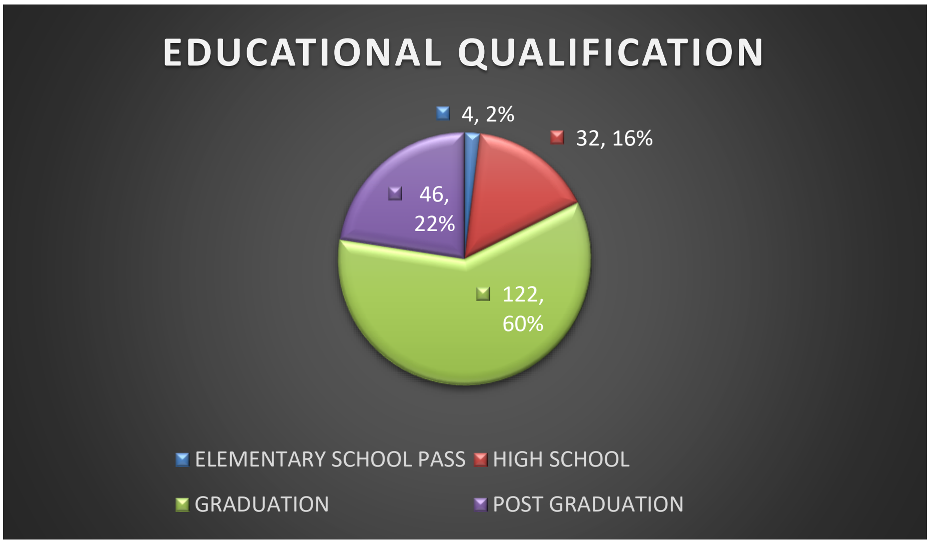
Table-3

Education Qualification of respondent

EDUCATION		
Qualification	**Frequency**	**Valid Percent**
Elementary School Pass	**4**	**2**
High-School	**32**	**15.7**
Graduation	**122**	**59.8**
Post-graduation	**46**	**22.5**
Total	**204**	**100**

Educational Qualification

204 responses



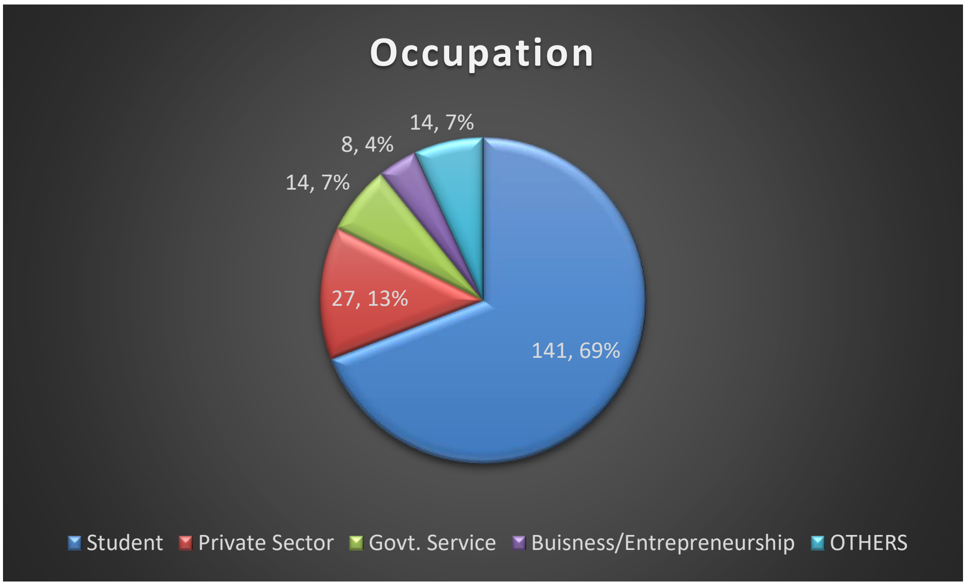
Interpretation: From the above pie chart we can see clearly that the educational qualification composition of our survey sample i.e 59.8%≈ 60% have graduated, 22.5% ≈ 22% have done post-graduation, 15.7% ≈ 16% have passed high school, and 2% have only elementary education.

Table-4

Occupation of Respondents

	OCCUPATION				
	Student	Private Sector	Govt. Service	Business/Entrepreneur ship	OTHERS
Frequency	141	27	14	8	14
Percentage	69	13	7	4	7

Occupation:
204 responses



Interpretation: From the above pie chart we can clearly conclude that the occupation composition of the survey sample is as follows: 69% are students; 13% have jobs in private sector,7% are employed in govt service,4% in business/entrepreneurship, and 7% in others.

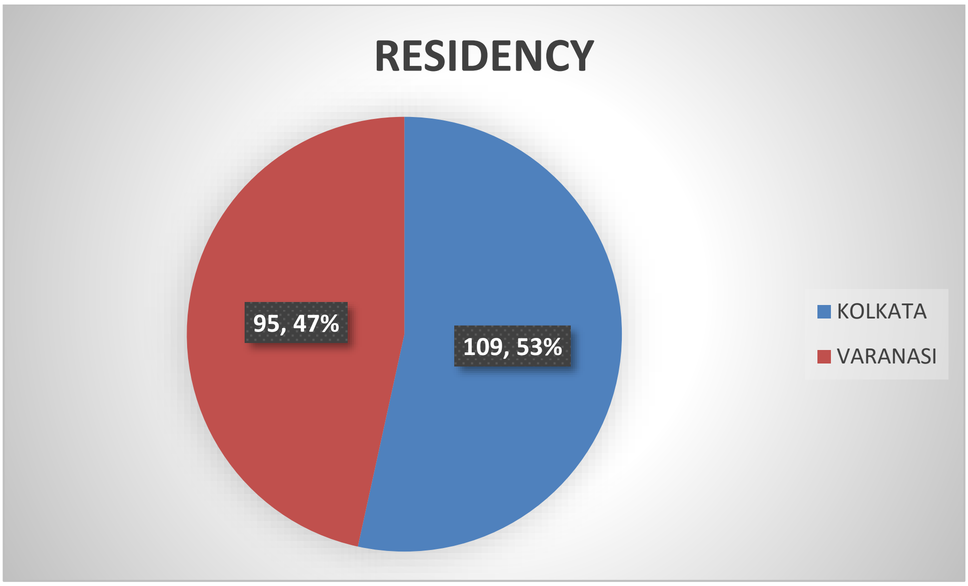
Table-5

RESIDENCY OF RESPONDENTS

	Residency	
	Kolkata	**Varanasi**
Frequency	109	95
Percentage	53.43137255	46.56862745

Current residency

204 responses

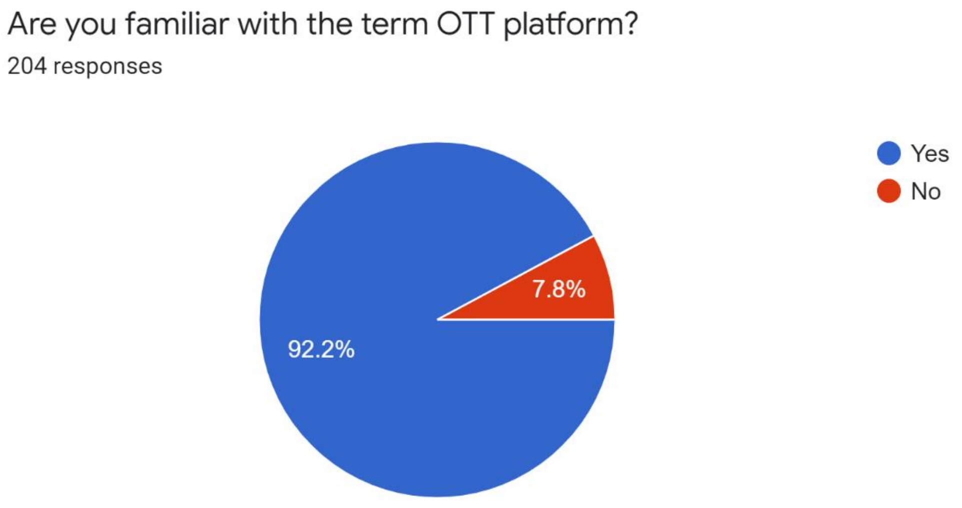


Interpretation: From the above pie chart we can clearly conclude that about 47% respondents are from Varanasi and 53% respondents are from Kolkata.

Table-6

OTT PLATFORMS

OTT FAMILIARITY		
	FREQUENCY	**PERCENTAGE**
YES	188	92.2
NO	16	7.8



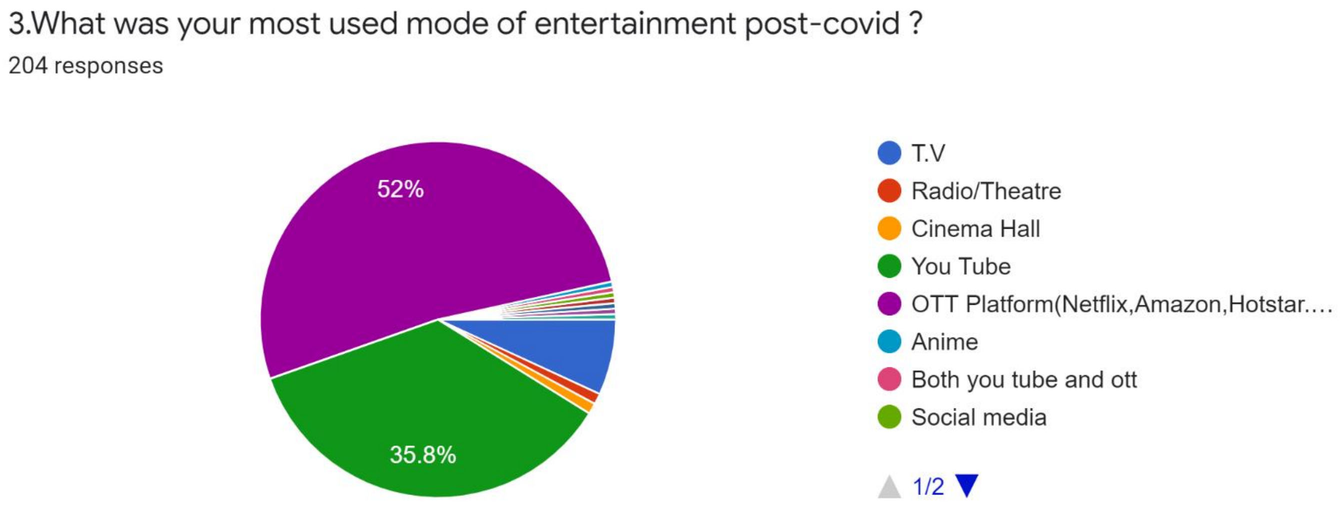
Interpretation: From the above pie chart we can clearly conclude that 92% of the respondents are familiar with the term OTT platforms.

Table-7

Table-8

Mode of entertainment post-Covid

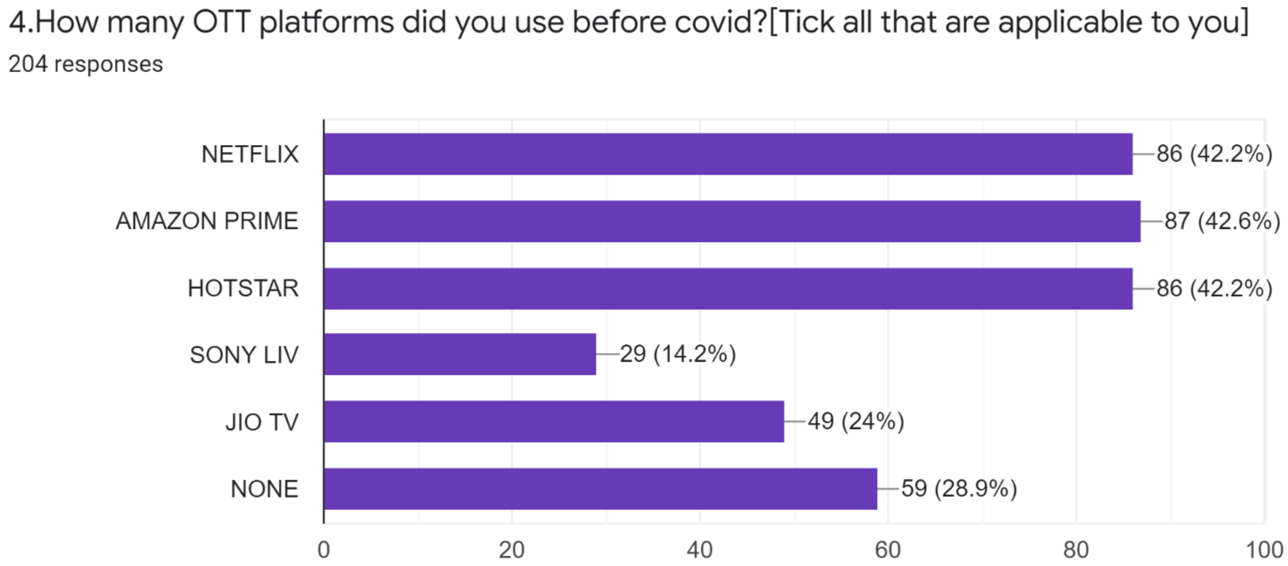
MODE OF ENTERTAINMENT		
Mode	**Frequency**	**Valid Percent**
T.V	14	6.9
YouTube	73	35.8
OTT	106	52
Cinema Hall	2	1
Others	9	4.3
Total	204	100



Interpretation: Almost a double increase in usage of Ott platforms post-covid (52%).Substantial loss in T.V viewership's (6.9%). Also a drop in traditional modes such as cinema-hall (1%)..

Table-9

OTT USAGE PRE-COVID

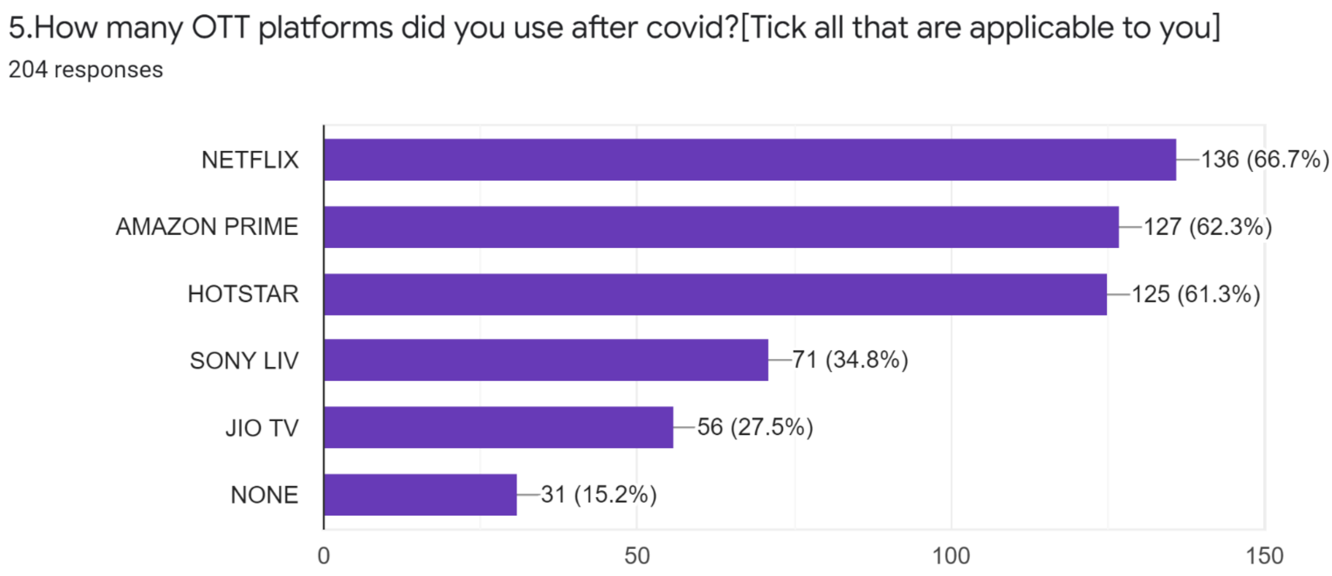


Interpretation:

- From the bar graph representation, it is evident that Netflix (42.2%), Amazon Prime (42.6%) and Hotstar (42.2%) are the forefront runners in OTT consumer ship.
- It is also important to note that about 28.9% of the respondents had no usage of any kind of OTT platform pre-covid.
- While a minority of the sample took live T.V subscriptionships of Sony Liv(14.2%) and Jio T.V.(24%) respectively.

Table-10

OTT USAGE POST-COVID



Interpretation:

- From the above bar graph representation, it is evident that there has been a substantial increase in OTT USAGE
- The no. of NON-USERS has decreased by almost half.

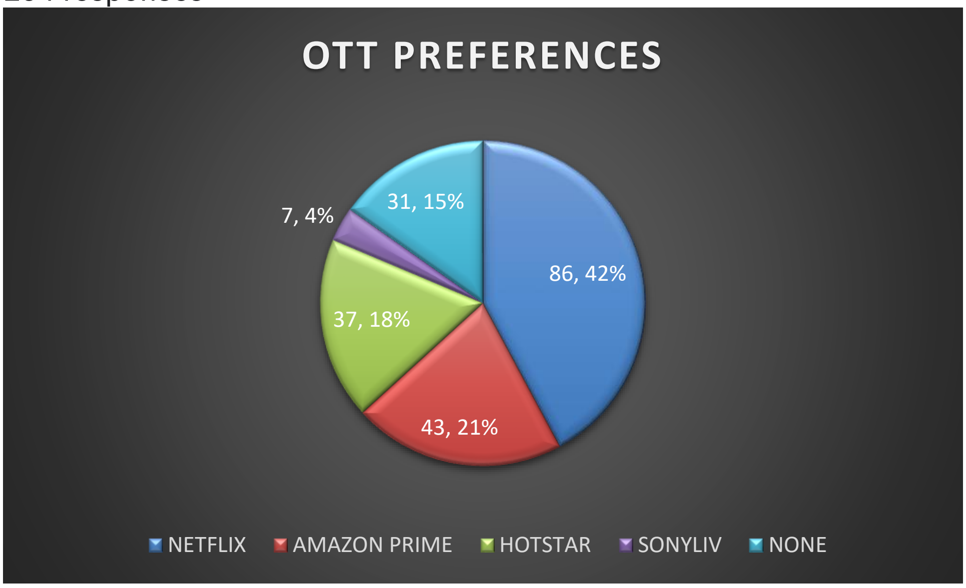
Table-11

Respondent who prefer OTT services

PREFERENCE OF OTT PLATFROM		
	Frequency	**Valid percent**
Netflix	86	42.2
Amazon-prime	43	21.1
Hotstar	37	18.1
Sonlyliv	7	3.4
Don't use	31	15.2
Total	**204**	**100**

6. Which OTT platform do you prefer most?

204 responses



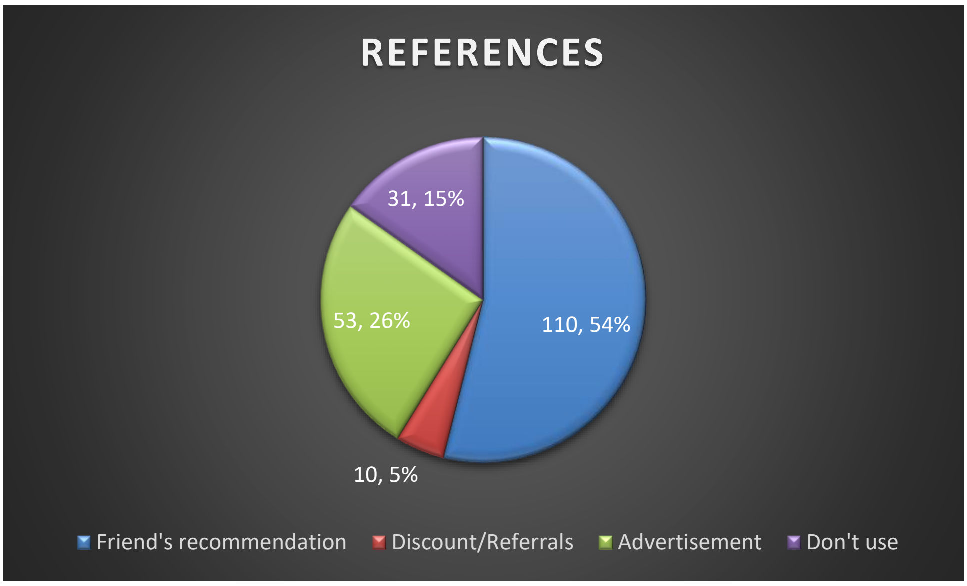
Interpretation:

From the above pie chart, we see clearly that about 42.2% of the total respondent prefer Netflix for their entertainment and about 21.1% prefer Amazon-prime for their entertainment and about 18.1% prefer to watch Hotstar and 3.4% of the respondent watches SonyLiv and 15.2% are there who don't prefer OTT services for their entertainment.

Table-12

Reference of OTT services

REFERENCE OF OTT SERVICES		
Reference	Frequency	Valid Percent
Friend's recommendation	110	54
Discount/Referrals	10	5
Advertisement	53	26
Don't use	31	15
Total	204	100



Interpretation:

From the above pie chart, we can see clearly that about 54% of the respondents are using OTT services on their friend's recommendation and 26% are using OTT services on the behalf of advertisement 5% from discounts and referrals and rest about 15% don't know about it.

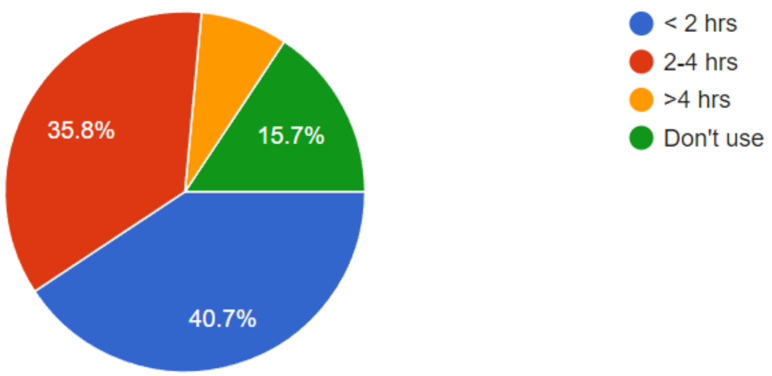
Table-13

Numbers of hours spend on OTT platform by respondent

HOURS SPENT ON OTT PLATFORM		
Numbers of hrs.	**Frequency**	**Valid Percent**
Less than 2 hours	83	40.7
2-4 hours	73	35.8
More than 4 hours	16	7.8
Don't use	32	15.7
Total	**204**	**100**

8.How many hours in a day do you spend on OTT platform?(On the days that you use OTT platforms)

204 responses



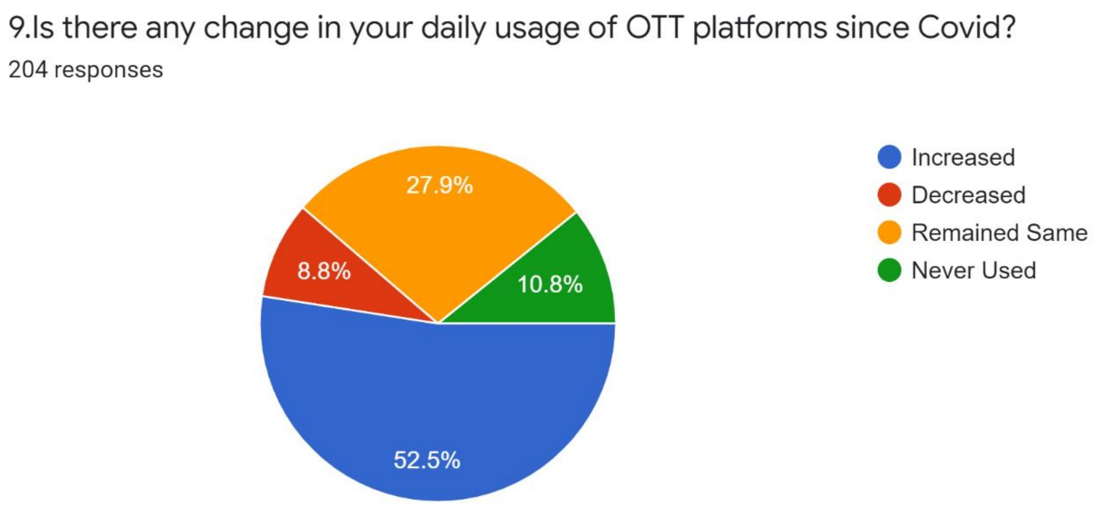
Interpretation:

From the above pie chart, we can see clearly that about 40.7% respondent are there who spend less than 2 hours on OTT platform and about 35.8% are there who spend 2-4 hours of a day on OTT platform and about 7.8% are there who spend more than 4 hours on thisplatform and aboutn15.7% respondent are there who don't spend any oftheir time a day on OTT platform.

Table-14

Effects on the OTT usage after Covid

OTT USAGE SINCE COVID		
Effect	**Frequency**	**Valid percent**
Increased	107	52.5
Decreased	18	8.8
Remains as it was	57	27.9
Never used	22	10.8
Total	**204**	**100**



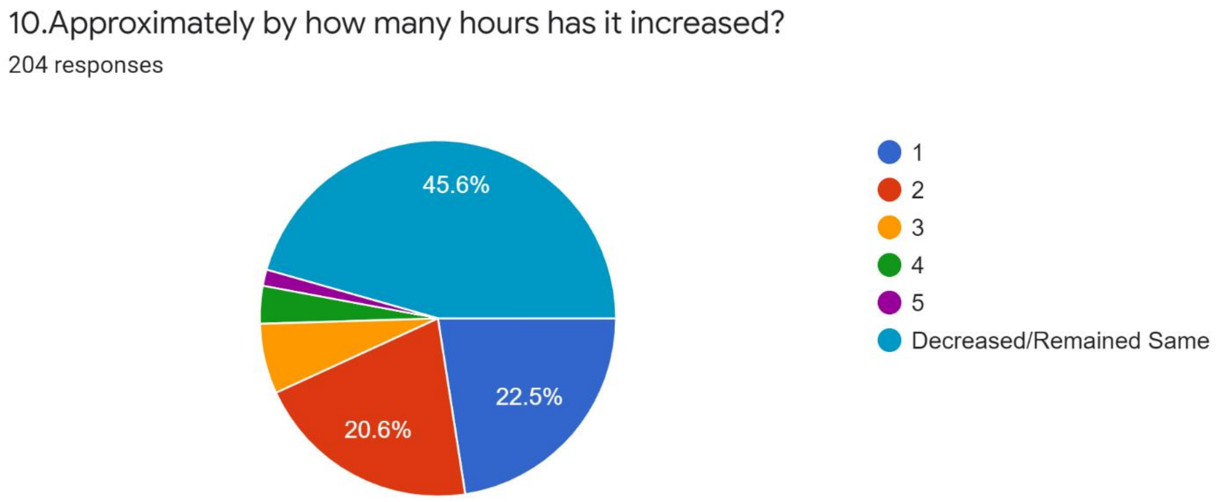
Interpretation:

From the above pie chart, we can see clearly that there are 107 respondents whose OTT usage increases during lockdown and 18 respondents are there whose OTT usage decreases during the lockdown. There are 57 respondents whose usage remains unaffected during lockdown and rest 22 respondent are there who never used OTTplatform since lockdown.

Table: 15

Change in Number of hours of consumption

Number of hrs. Increased	Frequency	Valid percent
1	46	22.5
2	42	20.6
3	13	6.4
4	7	3.4
5	3	1.5
Dec./Remained same	93	45.6
Total	**204**	**100**

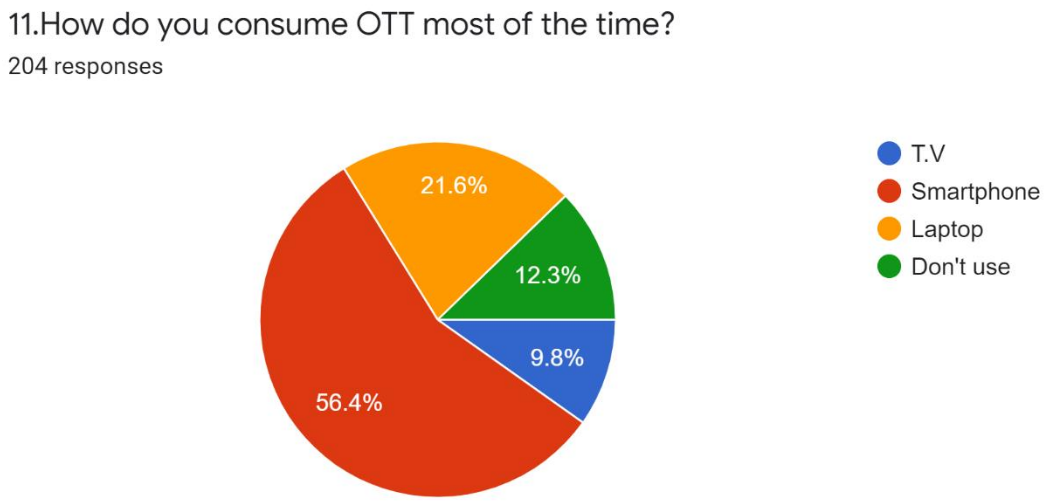


Interpretation: From the above table we see for 46 respondents OTT consumption has increased by 1 hour, for 42 respondents it has increased by 2 hours, for 13 respondents it has increased by 3 hours, for 7 respondents it has increased by 4 hours, for 3 respondents it has increased by almost 5 hours. Strikingly, for almost 100(93) people the consumption has remained same or decreased.

Table- 16

Mode of using OTT platform

MODE OF USING OTT PLATFORM		
Mode	**Frequency**	**Valid percent**
T.V	20	9.8
Smartphone	115	56.4
Laptop	44	21.6
Don't use	25	12.3
Total	**204**	**100**



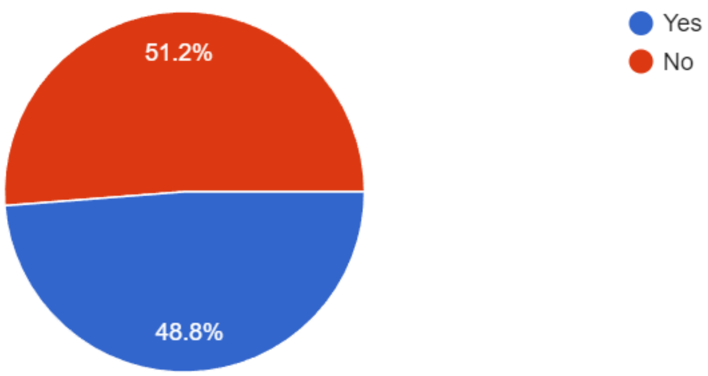
Interpretation: From the above pie chart we can see that 56.4% of the total respondent use OTT platform through smartphone and 21.6% of the total respondent uses OTT platform through laptop and 9.8% are there who uses T.V andrest about 12.3% are there who are not interested OTT services through any of the mediums.

Table- 17

PERSONAL SUBSCRIPTION OWNERSHIP

12. Do you own your personal subscription?

204 responses

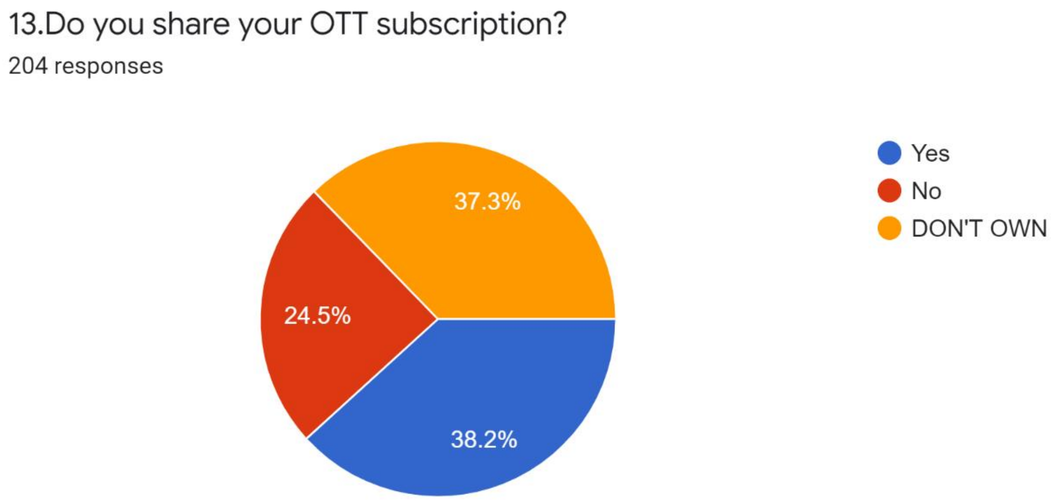


Interpretation: From the above pie-chart representation we see that there is a one-one shared relation between those who own an OTT subscription and those who don't. 48.8% people own a subscription and 51.2% don't. (Almost≈ 50%~50%)

Table- 18

SHARING OF SUBSCRIPTIONS

SHARING OF SUBSCRIPTIONS			
	Frequency	Valid Percentage	Cumulative Frequency
NO	50	24.5	**24.5**
YES	78	38.2	**62.7**
Don't OWN	76	37.3	**100**

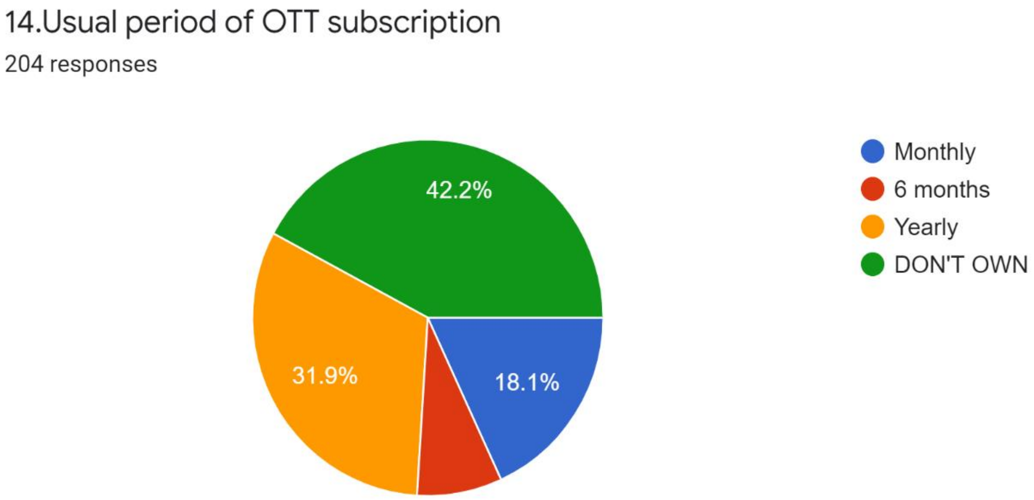


Interpretation: About 38.2% respondents share their subscription, 24.5% don't, and 37.3% don't own. There is a discrepancy seen here with no ownership of subscription. This may be due to the fact that some of the people not having ownership have gone with option "NO".

Table- 19

USUAL PERIOD OF SUBSCRIPTION

Period OF SUBSCRIPTIONS			
	Frequency	Valid Percentage	Cumulative Frequency
Monthly	37	18.1	**18.1**
6 months	16	7.8	**25.9**
Yearly	65	31.9	**57.8**
Don't OWN	86	42.2	**100**



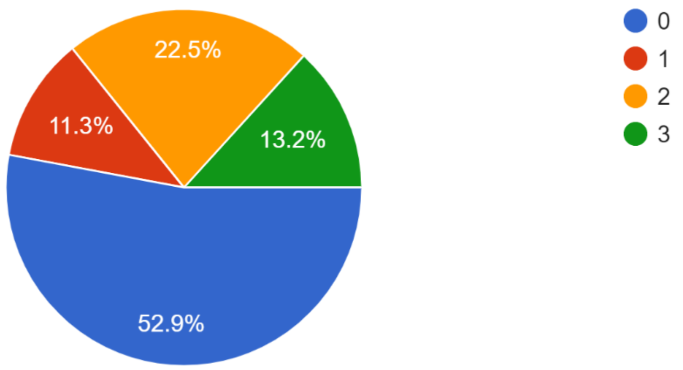
Interpretation: About 18.1% of the respondents took monthly subscriptions, 7.8% preferred half yearly subscriptions, 31.9% preferred yearly subscriptions, 42.2% respondents don't prefer any period of subscription.

Table-20

NO OF SUBSCRIPTIONS SHARED WITH

No of Shared Subscriptions			
	Frequency	Valid Percentage	Cumulative Frequency
0	108	52.9	52.9
1	23	11.3	64.2
2	46	22.5	86.7
3	27	13.3	100

15.With how many people do you share your subscription with?
204 responses

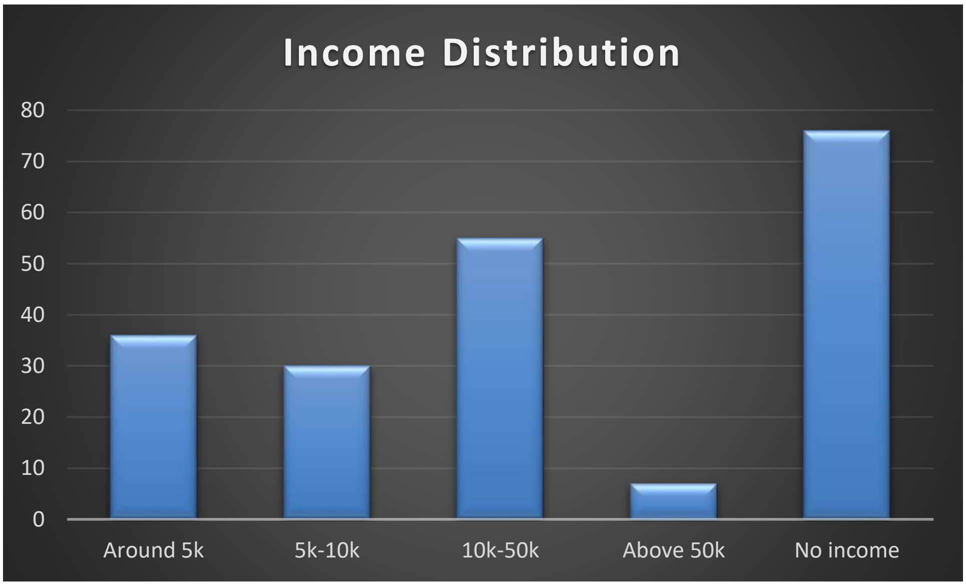


Interpretation:
Majority of the respondents don’t share their subscriptions. Of the respondents who do share, mostly share with 2 others.

Table-21

Income of the respondent per month

	MONTHLY PERSONAL INCOME		
	Frequency	**Valid Percentage**	**Cumulative Frequency**
Around 5k	36	17.64705882	17.65
5k-10k	30	14.70588235	32.35
10k-50k	55	26.96078431	59.31
Above 50k	7	3.431372549	62.75
No income	76	37.25490196	100



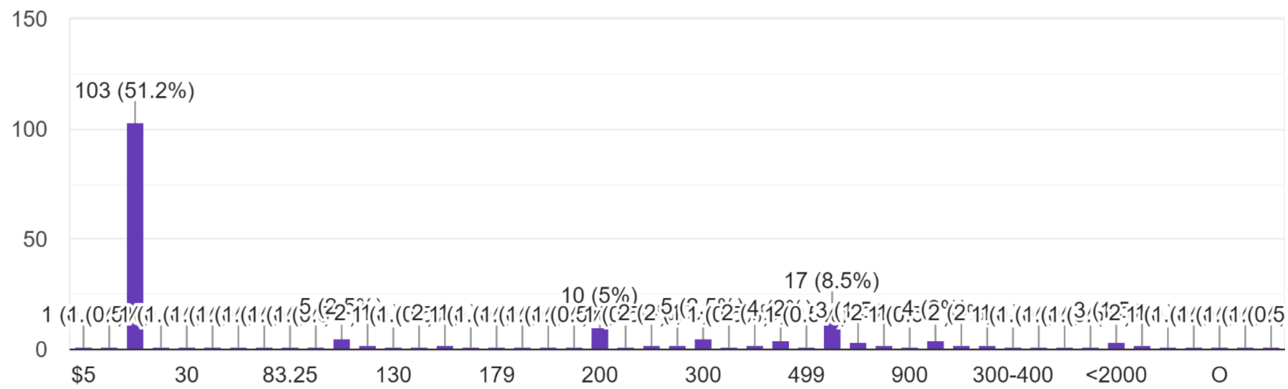
Interpretation: From the above bar graph we can see clearly that there most of the respondents (76 respondents) whose monthly personal income is nil (most of them being students) and 36 are there whose monthly income lie around 5000 rupees and 30 respondents arethere whose monthly income lies between 5000-10000 rupees; 55 respondents have income between 10000-50000 rupees; and around 7 respondents have income higher than 50000 rupees.

Table-22

Expenditure of respondent on the OTT platform per month

Amount	Frequency	Valid percent
0-225	141	69.11
225-500	35	17.16
500-1000	18	8..82
≥1000	10	4.91
Total	**204**	**100**

17.Monthly expenditure on OTT platform subscription(Put 0 if no subscription taken)
201 responses

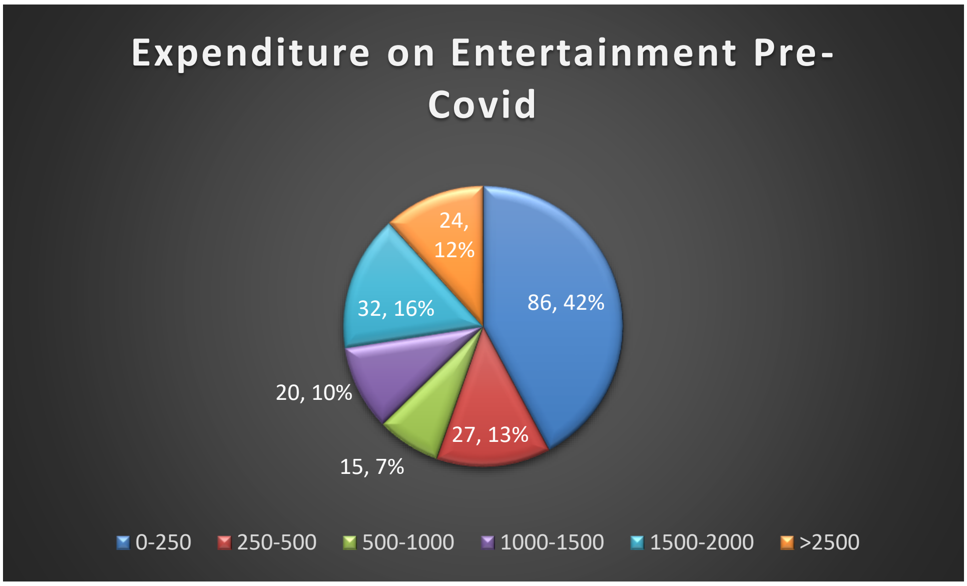


Interpretation: From the above bar graph we can see clearly that most of the respondent (141 out of 204) spends rupees which lies between 0-225, most (103) availing free subscriptions on the OTT platform per month about 35 respondents spend around 225-500 rupees; only 18 respondents pay about 500 1000 rupees; and minimal percentage of them, only 10 pay above 1k per month.

Table-23

MONTHLY EXPENDITURE ON ENTERTAINMENT PRE-COVID

EXPENDITURE ON ENTERTAINMENT PRE-COVID		
IN Rs	**FREQUENCY**	**VALID PERCENTAGE**
0-250	86	42.16
250-500	27	13.24
500-1000	15	7.35
1000-1500	20	9.80
1500-2000	32	15.69
>2500	24	11.76
TOTAL	**204**	**100.00**

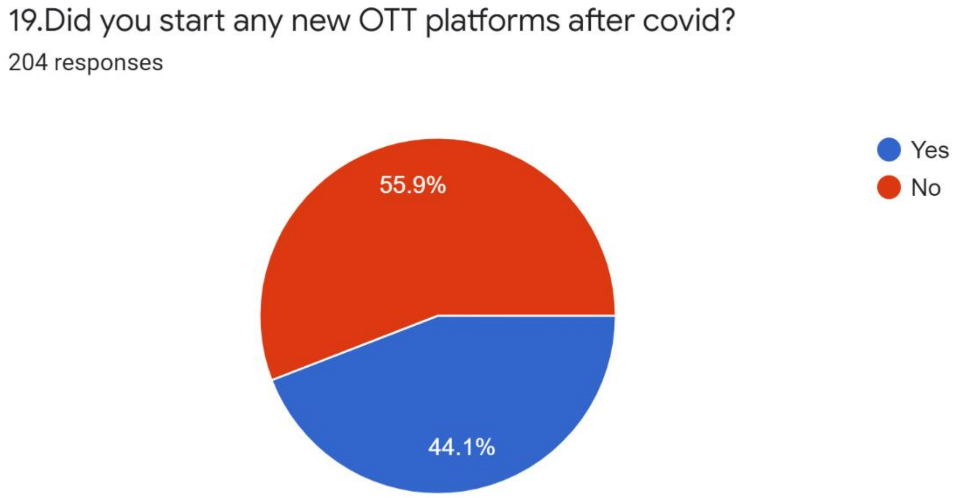


Interpretation: A substantial decrease in the lower fragment of expenditure (42%) as compared to OTT subscriptions.13% lie within 250- 500,7% within 500-1000,10% within 1000-1500,16% within 1500-2000 and 12% above 2000 rupees.

Table-24

Respondent who started new OTT platform after covid.

INTRODUCTION OF NEW OTT PLATFORM		
Response	**Frequency**	**Valid percent**
Yes	90	44.1
No	114	55.9
Total	**204**	**100**



Interpretation:

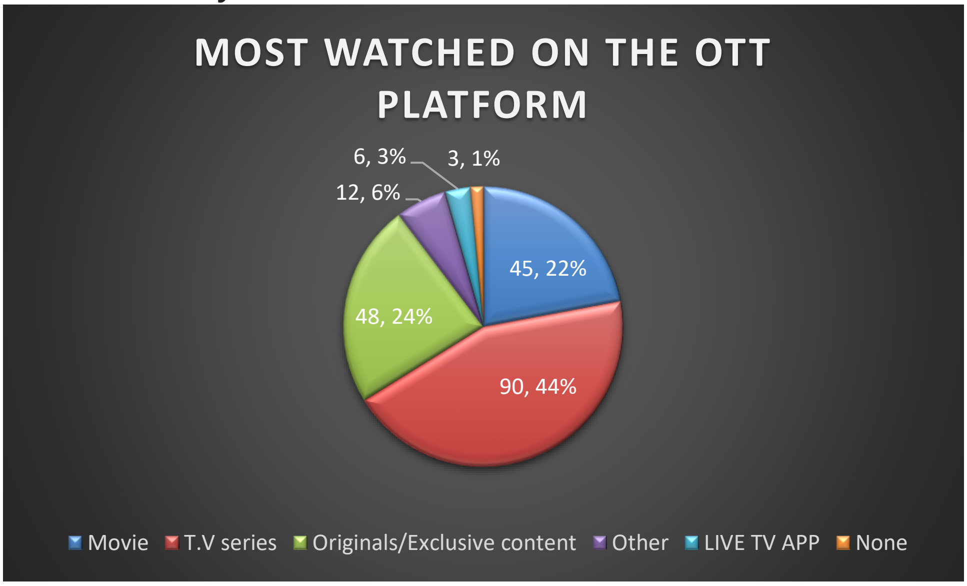
From the above pie chart, we can see clearly that about 84.3%of the respondent started using new OTT services during the lockdown and there are about 15.7% of the respondent who haven't started new OTT services during the lockdown, they remain as they were.

Table- 25

What the respondent watches most on the OTT platform...

MOST WATCHED ON THE OTT PLATFORM		
Response	**Frequency**	**Valid percent**
Movie	**45**	**22.06**
T.V series	**90**	**44.12**
Originals/Exclusive content	**48**	**23.53**
Other	**12**	**5.88**
LIVE TV APP	**6**	**2.94**
None	**3**	**1.47**
Total	**204**	**100**

20. What do you watch most on OTT? 204 responses

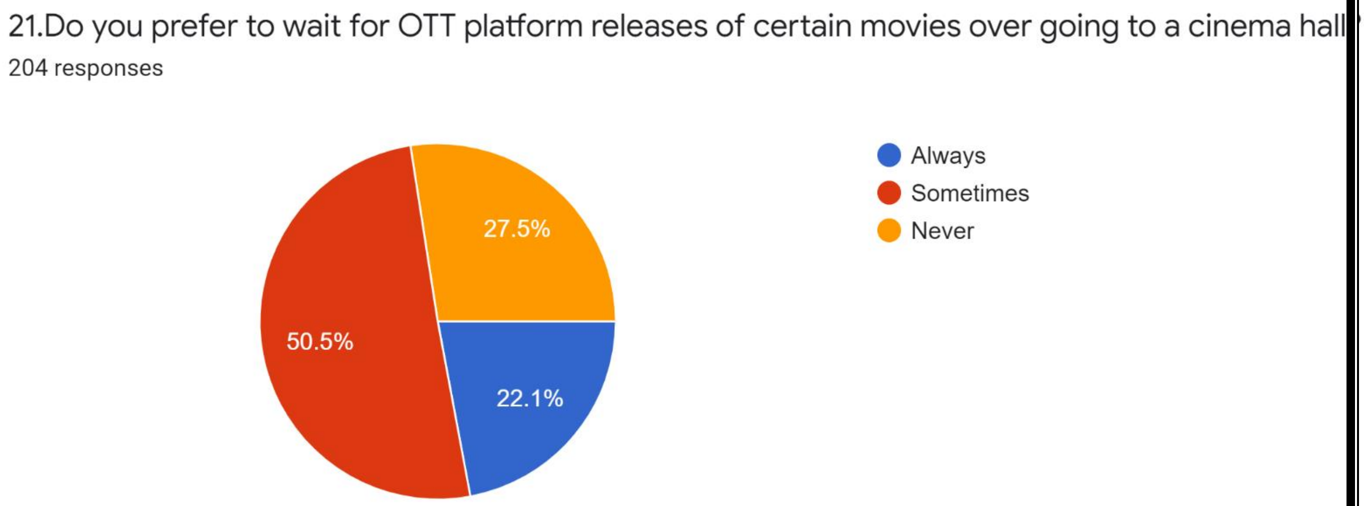


Interpretation: From the above pie chart we can clearly see that about 24% of the respondent are there who uses OTT services to watch originals or exclusive content, and there areabout 44% respondent who uses OTT platform to watch T.Vseries, and about 22% respondent are there who uses OTT platform to watch movie and about 6% respondent uses OTT platform for other content and rest 1% respondents do not uses this platform. Only about 3% use to see LIVE TV.

Table-26

Respondent preference for OTT rather than Cinema Hall forwatching new movie:

PREFERENCE FOR WATCHING NEW MOVIE ON OTT RATHER THAN IN CINEMA HALL		
Response	Frequency	Valid Percentage
Always	45	22
Sometimes	103	50.5
Never	56	27.5
Total	204	100



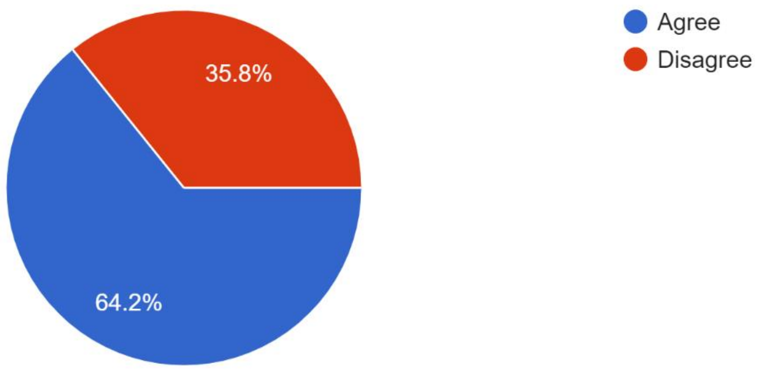
Interpretation: From the above pie chart we can conclude clearly that about 50.5% of the respondent who sometimes prefer to watch new released movie on the OTT rather than cinema hall. And about 22% respondent are there who always prefer to watch new released movie on the OTT rather than in cinema hall. And rest about 27.5% of the respondent who never preferred to watch movie on the OTT rather than T.V.

Table-27

Psychological effect of web series and online content on the respondent

PSYCHOLOGICAL EFFECT OF ONLINE CONTENT &WEB SERIES		
Response	**Frequency**	**Valid percent**
Agree	131	64.2
Disagree	73	35.8
Total	**204**	**100**

23.Do you agree that web-series and other OTT content has psychological effect on you?
204 responses

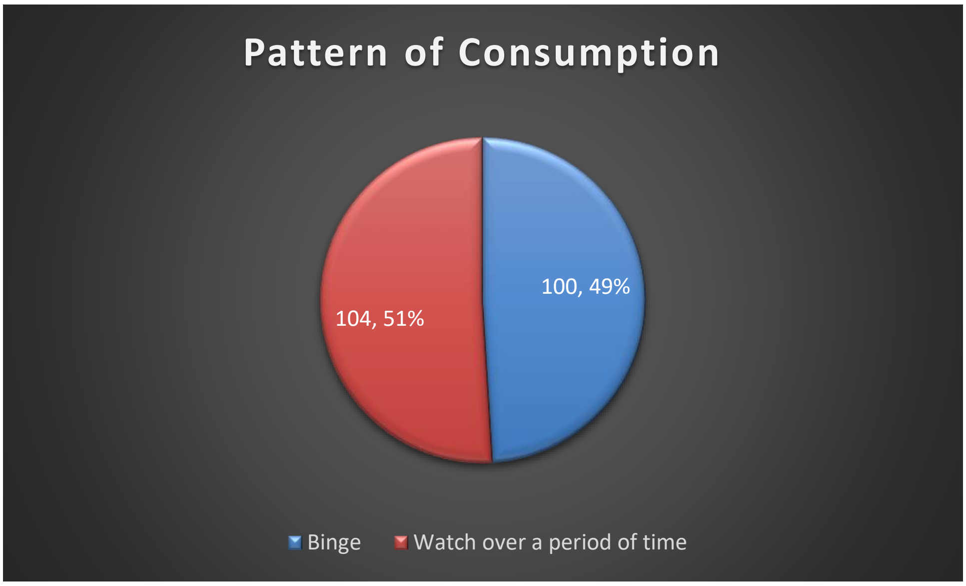


Interpretation: From the above pie chart we can see clearly that there are about 64.2% of the respondent who gets affectedpsychologically by watching the web series and online contenton the OTT platform and about 35.8% of the respondents are there who are remains unaffected by watching the web series and online content on the OTT platform.

Table-28

BINGE WATCHING OR NOT

Response	Frequency	Valid percent
Binge	100	49
Over a Period of time	104	51
Total	**204**	**100**



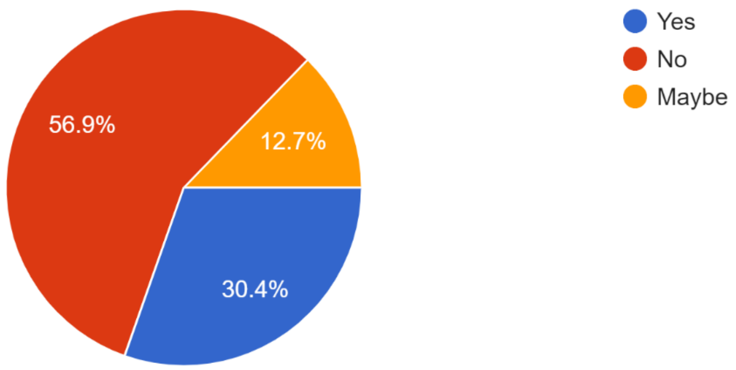
Interpretation: The pattern of consumption is almost divided into two halves, 51% like to watch over a period of time, 49% like binge.

Table-29

Intension of watching web series of the respondent

WATCHING WEB SERIES FOR EROTIC SCENE, ABUSIVE LANGUAGE etc.		
Response	**Frequency**	**Valid percent**
Yes	**62**	**30.4**
Maybe	**26**	**12.7**
No	**116**	**56.9**
Total	**204**	**100**

24.Have you ever watched web-series on OTT platforms because they are UNCENSORED?(Jus
because of erotic scenes, intimacy, abusive languages .)
204 responses

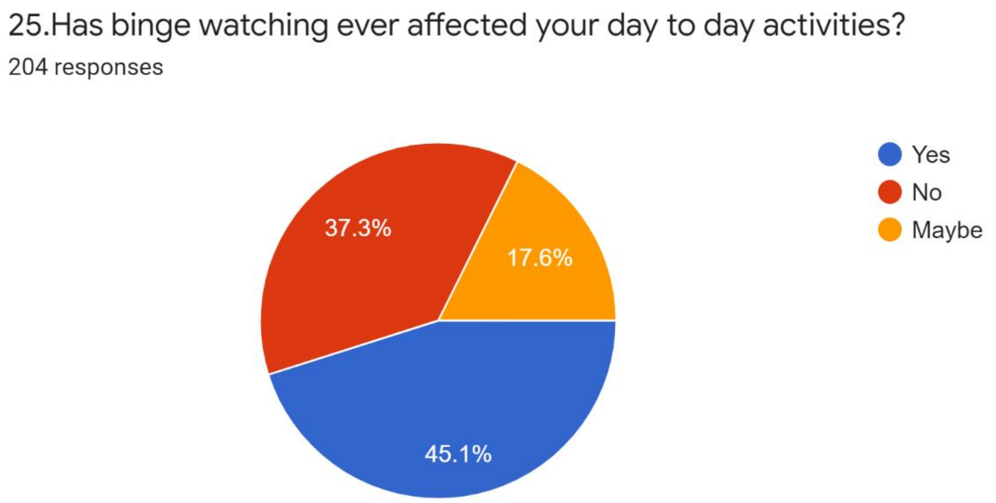


Interpretation: From the above pie chart we can see clearly that about 30.4% of the total respondent watches web series intentionally for the erotic scene, intimacy or abusive language and about 56.9% of the respondent watches web series for their entertainment. About 12.7% of the respondents are unsure of their choices and their respective reasons.

Table-30

Effect of Binge Watching

BINGE WATCHING and Its Effects On Day to Day Life Activities		
Response	**Frequency**	**Valid percent**
Yes	92	45.1
Maybe	36	17.6
No	76	37.3
Total	**204**	**100**

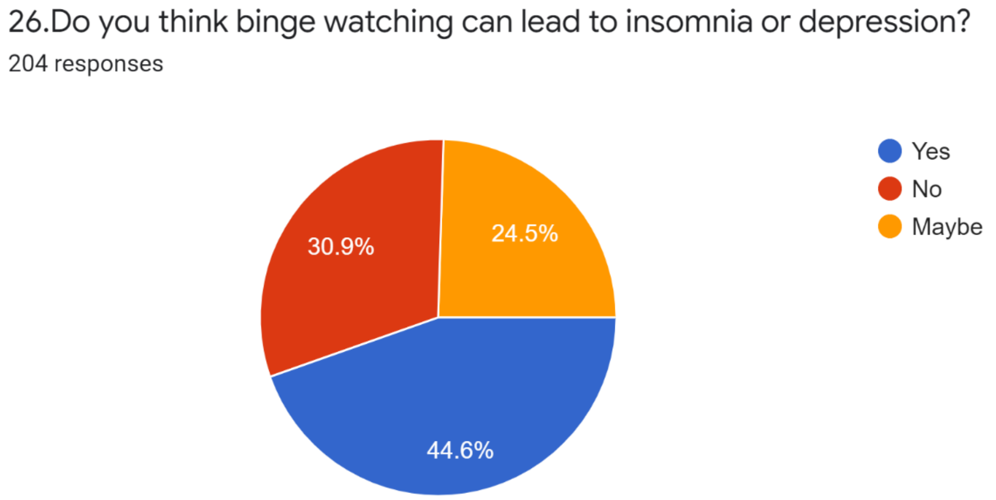


Interpretation: From the above pie chart we can see clearly that there are about 45.1% of the respondent whose performance gets affected by binge watching and about 37.3%of the respondent are there whose performance doesn't affected by binge watching. The rest 17.6% of the respondents are unsure about their whereabouts, this may be taken into account of being affected.

Table- 31

Respondent who faces problem of insomnia and depression

WATCHING SERIES & ONLINE CONTENT CAUSES INSOMNIA & DEPRESSION		
Response	**Frequency**	**Valid percent**
Yes	**91**	**44.6**
Maybe	**50**	**24.5**
No	**63**	**30.9**
Total	**204**	**100**



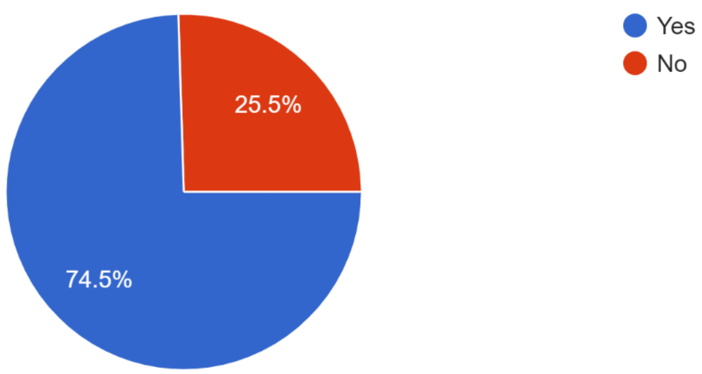
Interpretation: From the above pie chart we can see clearly that about 44.6% of the respondents feel that binge watching may lead to insomnia and depression and there are about 30.9% of the respondent who are safe from insomnia and depression after binge watching web series and other online content on OTT. Again 24.5% of the respondents are unsure of their stature.

Table-32

Respondents' thought on releasing the new mainstream movieon OTT along with cinema hall

DO YOU THINK NEW MOVIE RELEASES IN CINEMA HALL CAN GO ALONG WITH OTT PLATFORMS		
Response	Frequency	Valid percent
Yes	152	74.5
No	52	25.5
Total	204	100

27.Do you think mainstream movie releases in cinema hall can go along with OTT platforms?
204 responses



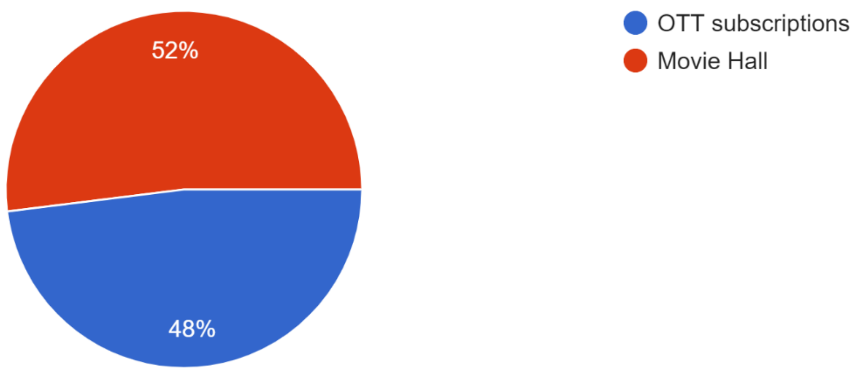
Interpretation: From the above pie chart we can see clearlythat about 74.5% of the respondents think that new mainstream movie release can go on OTT along with cinema hall and about 25.5% of the respondents think thatnew movie should not be released on OTT b or alongwith cinema hall.

Table:33

Preference of the respondent if a movie is released on OTTand cinema hall together

PREFERENCE OF THE RESPONDENT FOR THE NEW RELEASE MOVIE ON OTT & CINEMA		
Platform	**Frequency**	**Valid percentage**
OTT	**98**	**52**
Cinema	**106**	**48**
Total	**204**	**100**

28.In the future, if a movie of your liking releases on both OTT and in Movie halls, what would yo prefer?
204 responses

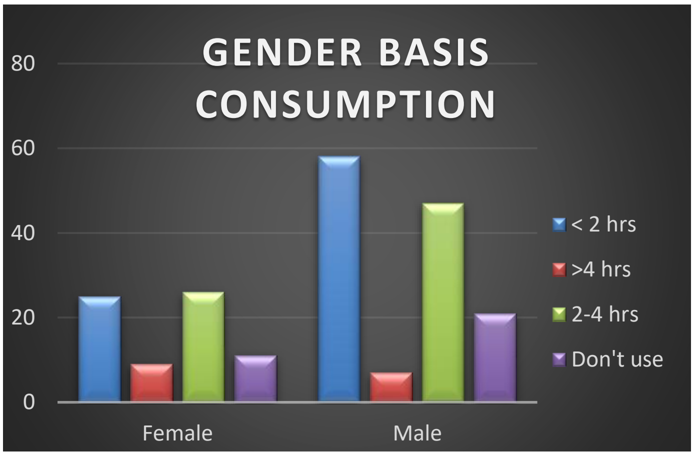


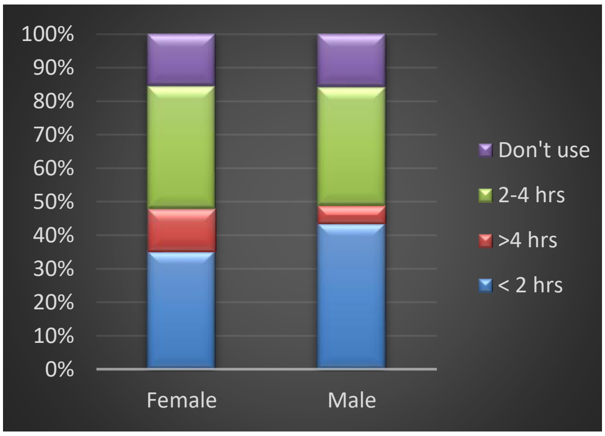
Interpretation: From the above pie chart we can see clearly that about 48% of the respondents are there who prefer OTTrather than going to cinema if a new movie releases on OTT and cinema together and about 52% of the respondent are there who prefer cinema for new released movie rather than OTT if it releases on both together. It shows that people still prefer movie halls and the whole cinema experience.

Table-34

BIVARIATE COMPARISON BETWEEN GENDER AND HOURS OF CONSUMPTION

GENDER	< 2 hrs	>4 hrs	2-4 hrs	Don't use	Grand Total
Female	25	9	26	11	71
Male	58	7	47	21	133
Grand Total	**83**	**16**	**73**	**32**	**204**



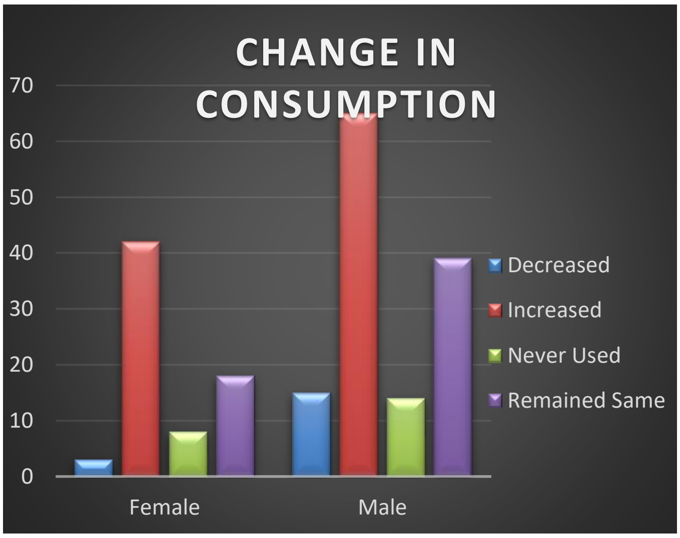


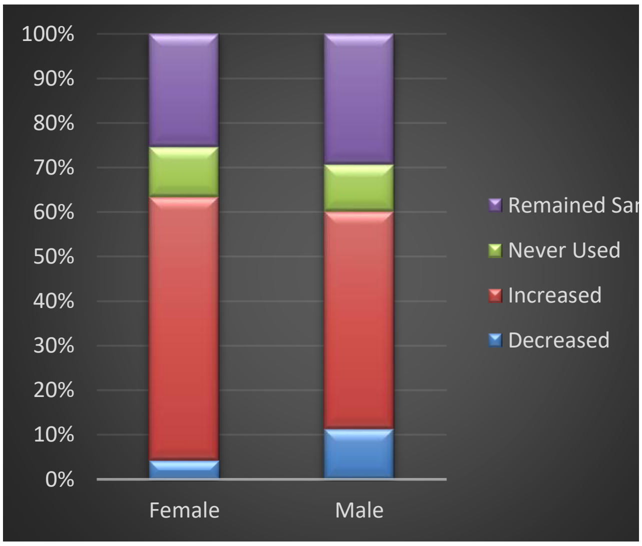
Interpretation: From the bivariate bar graph we see that for the female respondents the highest proportion of respondents watch between 2-4 hours, whereas for the Male respondents it is highest in (<2 hours) category. It is also important to note that the proportion of male respondents who use (>4hrs) is substantially low in comparison to females.

Table-35

BIVARIATE COMPARISON BETWEEN GENDER AND CHANGE IN CONSUMPTION

GENDER	Decreased	Increased	Never Used	Remained Same	Grand Total
Female	3	42	8	18	71
Male	15	65	14	39	133
Grand Total	**18**	**107**	**22**	**57**	**204**



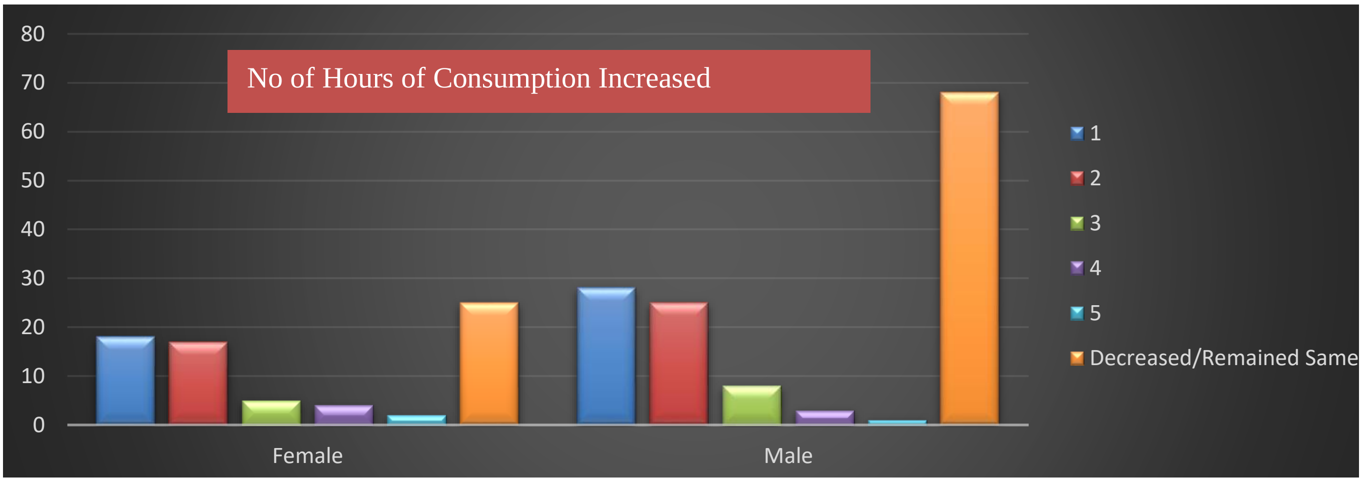


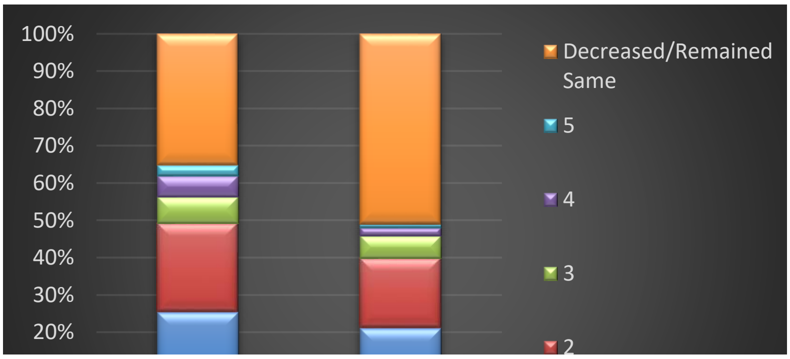
Interpretation: We see that for the female proportion, most of the consumption has increased; while it is same for the male population as well, but not as greatly.

Table-36

QUANTITATIVE INCREASE IN CONSUMPTION VARIED WITH GENDER

Row Labels	1	2	3	4	5	Decreased/Remained Same	Grand Total
Female	18	17	5	4	2	25	71
Male	28	25	8	3	1	68	133
Grand Total	**46**	**42**	**13**	**7**	**3**	**93**	**204**



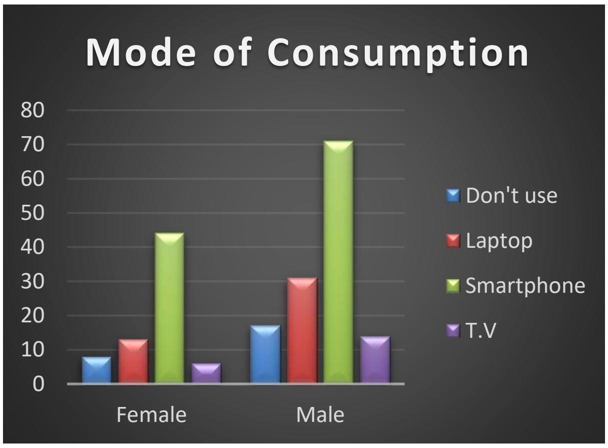


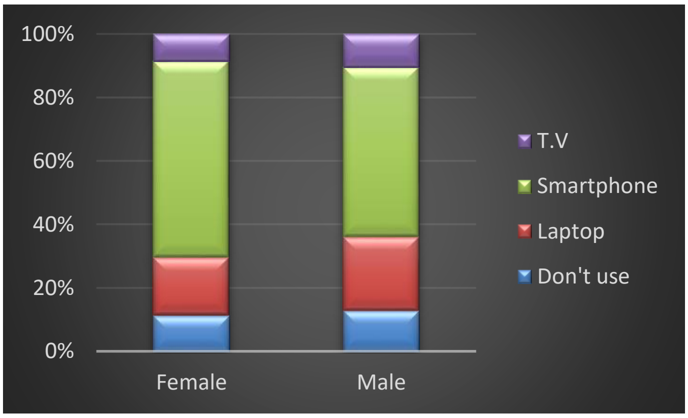
Interpretation: Proportion of male respondents for whom the consumption has decreased or remained same is more in comparison to that of females.20% of female proportion agrees to an increase of 2 hours.

Table-37

Mode of Consumption vs Gender

Gender	Don't use	Laptop	Smartphone	T.V	Grand Total
Female	8	13	44	6	71
Male	17	31	71	14	133
Grand Total	**25**	**44**	**115**	**20**	**204**



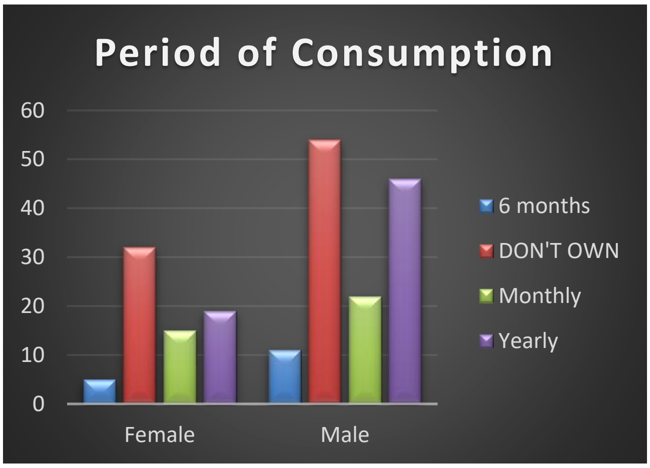


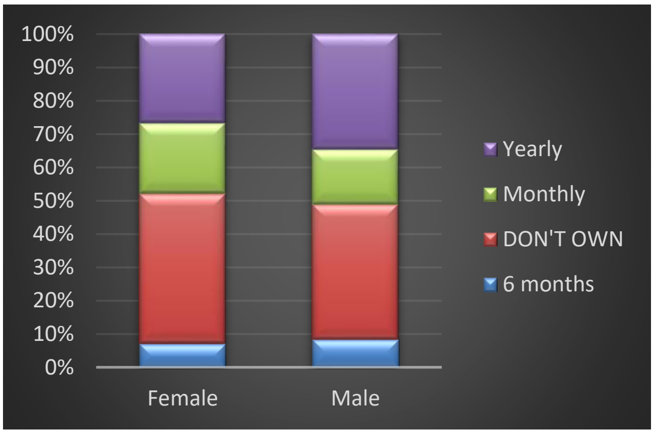
Interpretation: The proportionate use of different devices for consumption of OTT content is similar for both Male and Female correspondents.

Table-38

PERIOD OF CONSUMPTION VS GENDER

Gender	6 months	Don't own	Monthly	Yearly	Grand Total
Female	5	32	15	19	71
Male	11	54	22	46	133
Grand Total	**16**	**86**	**37**	**65**	**204**



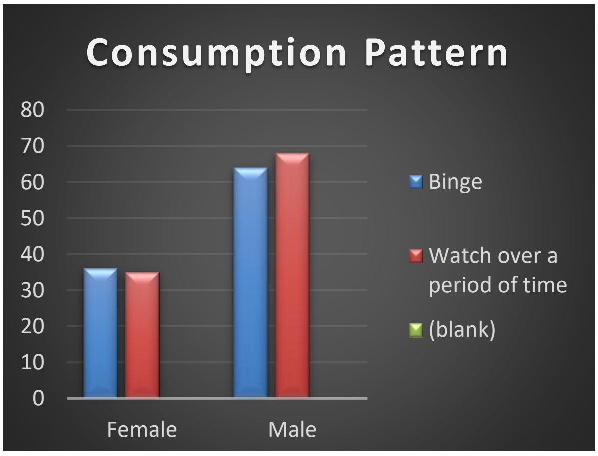


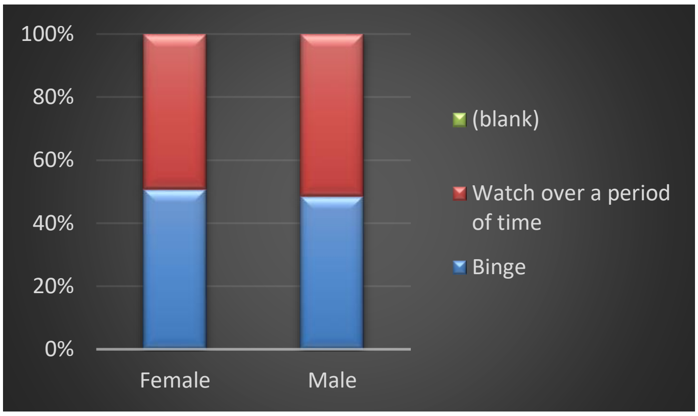
Interpretation: For both Female and Male respondents, the proportion of period of consumption is quite similar.

Table-39

PATTERN OF WATCHING VS GENDER

Gender	Binge	Watch over a period of time	Grand Total
Female	36	35	71
Male	64	68	132
Grand Total	**100**	**103**	**203**



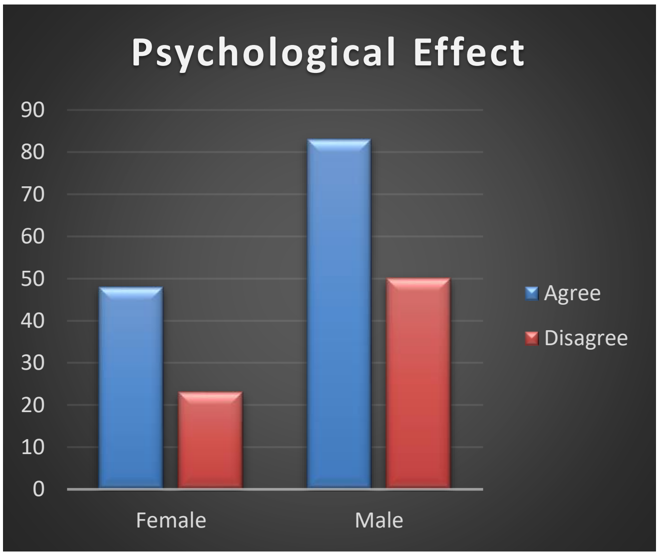


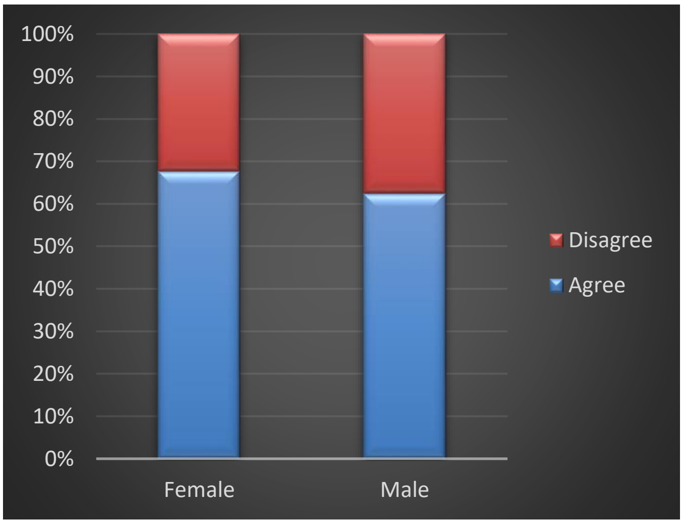
Interpretation: More proportion of female respondents prefers to binge watch in comparison to male respondents.

Table-40

PSYCHOLOGICAL EFFECT VS GENDER

Gender	Agree	Disagree	Grand Total
Female	48	23	71
Male	83	50	133
Grand Total	**131**	**73**	**204**



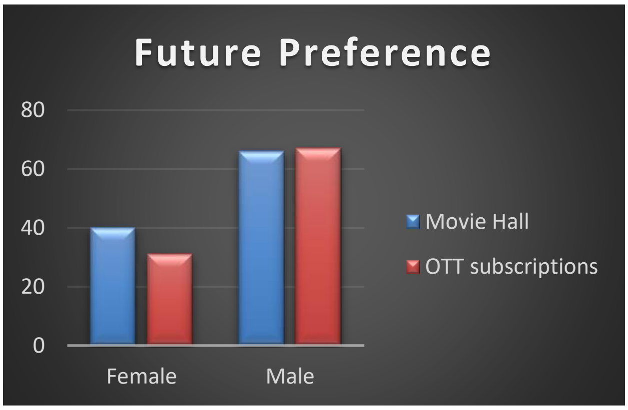


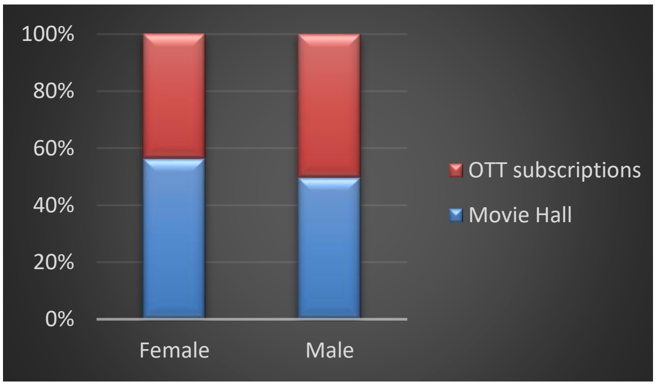
Interpretation: Both female and male proportions of the respondents believe that certain OTT content have psychological effect on people.

Table-41

FUTURE PREFERENCE FOR OTT AND CINEMA HALL VS GENDER

Gender	Movie Hall	OTT subscriptions	Grand Total
Female	40	31	71
Male	66	67	133
Grand Total	**106**	**98**	**204**



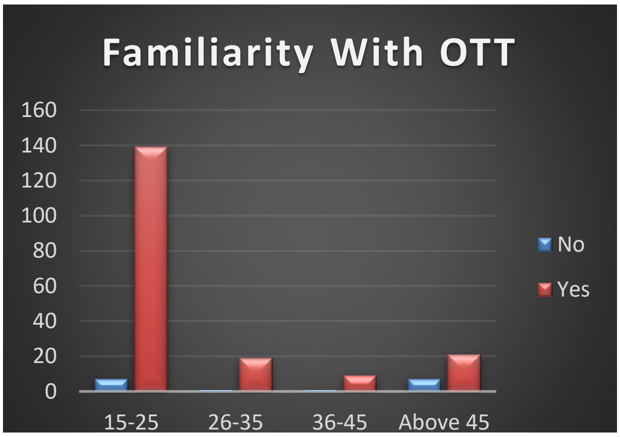


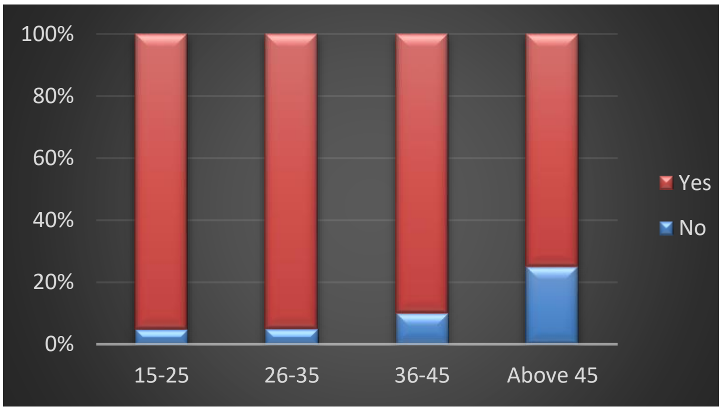
Interpretation: We see that for both female and male respondents, the ratio is almost 50-50 with preference to OTT and Cinema Hall, i.e., the opinion is divided equally.

Table-42

FAMILIARITY WITH OTT VS AGE GROUP COMPARISON

Age Group	No	Yes	Grand Total
15-25	7	139	146
26-35	1	19	20
36-45	1	9	10
Above 45	7	21	28
Grand Total	**16**	**188**	**204**



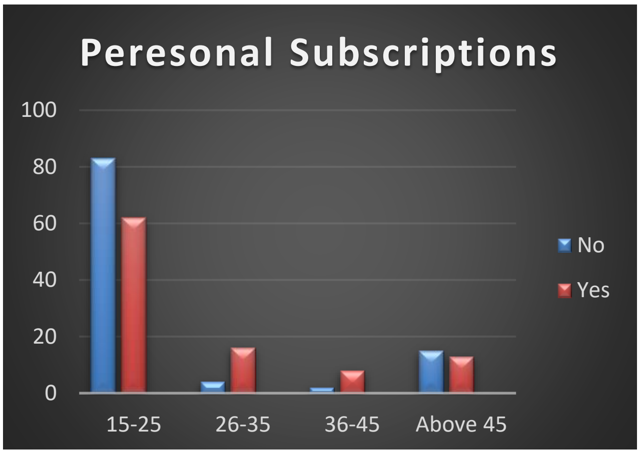


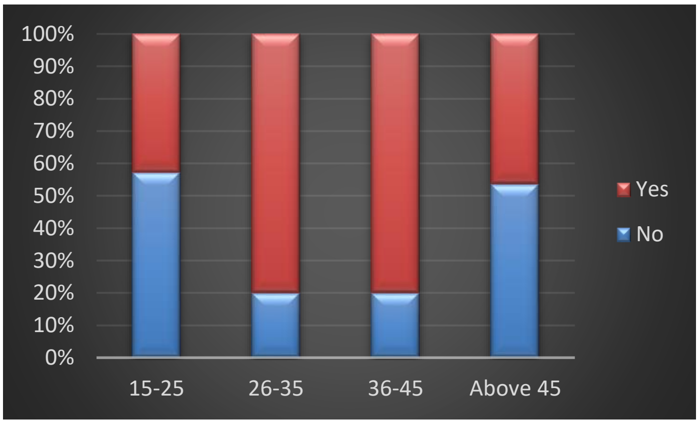
Interpretation: From the percentage representation of each age group, we see that the proportion of respondents oblivious of the term OTT is highest for the age group of Above 45.

Table-43

RELATION BETWEEN PERSONAL SUBSCRIPTIONS AND AGE GROUP

Age Group	No	Yes	Grand Total
15-25	83	62	145
26-35	4	16	20
36-45	2	8	10
Above 45	15	14	29
Grand Total	**104**	**100**	**204**



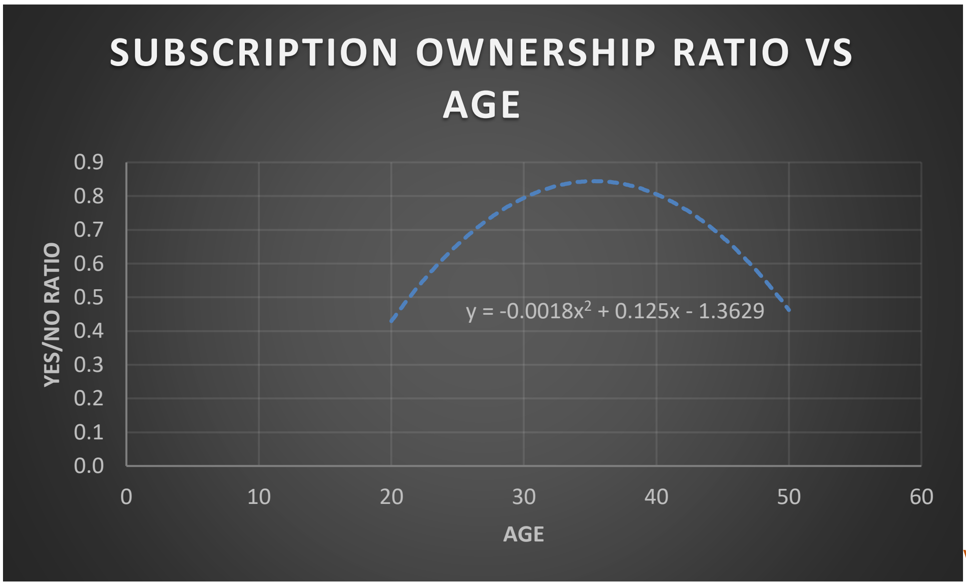


Interpretation: Respondents belonging age groups (26-25) & (36-35) have the maximum proportion of personal subscriptions, followed by respondents of age group Above 45 and the least being of age group (15-25).

Table-44

TRENDLINE CURVE FITTING

X (AGE)	Y (PERSONAL SUBSCRIPTION OWNERSHIP RATIO VS AGE)
20	0.4
30	0.8
40	0.8
50	0.5

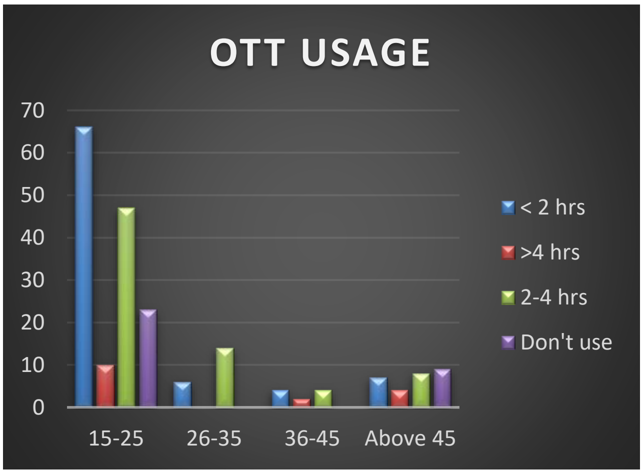


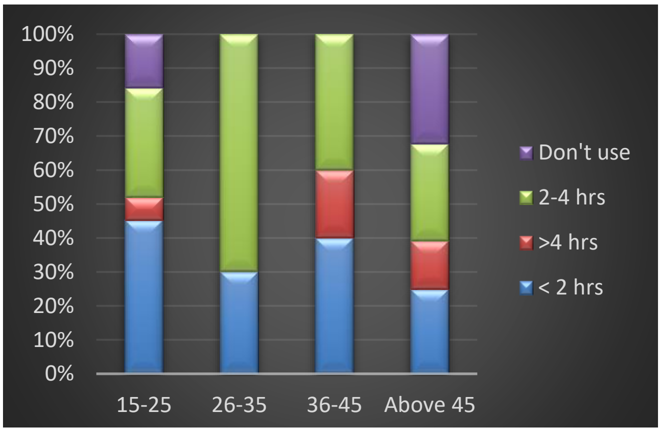
Interpretation: The function $y = -0.0018x^2 + 0.125x - 13629$ best describes the trend curve for subscription ownership ratio vs age.

Table-45

OTT USAGE VS AGE GROUP

Age Group	< 2 hrs	>4 hrs	2-4 hrs	Don't use	Grand Total
15-25	66	10	47	23	146
26-35	6		14		20
36-45	4	2	4		10
Above 45	7	4	8	9	28
Grand Total	**83**	**16**	**73**	**32**	**204**



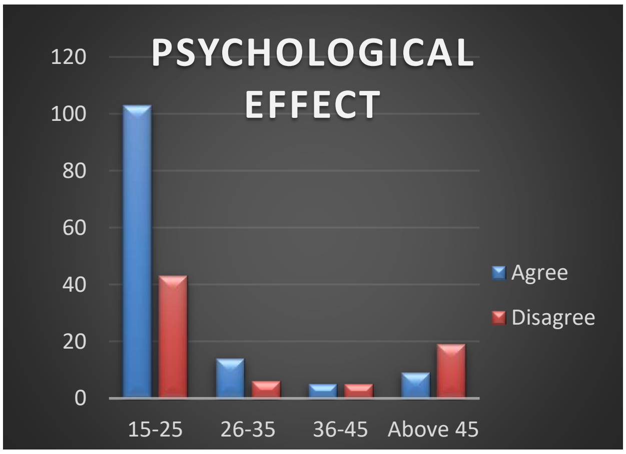


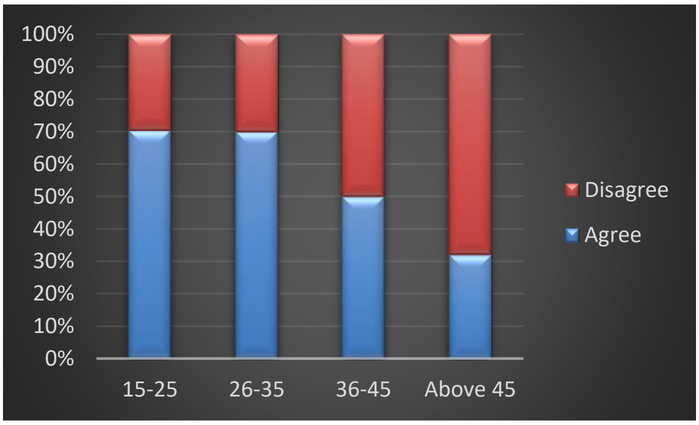
Interpretation: Respondents belonging to 26-45 years age consume the highest hours of OTT content.
Whereas a large proportion of respondents belonging to the age group of Above 45

Table-46

PSYCHOLOGICAL EFFECT VS AGE

Age Group	Agree	Disagree	Grand Total
15-25	103	43	146
26-35	14	6	20
36-45	5	5	10
Above 45	9	19	28
Grand Total	**131**	**73**	**204**



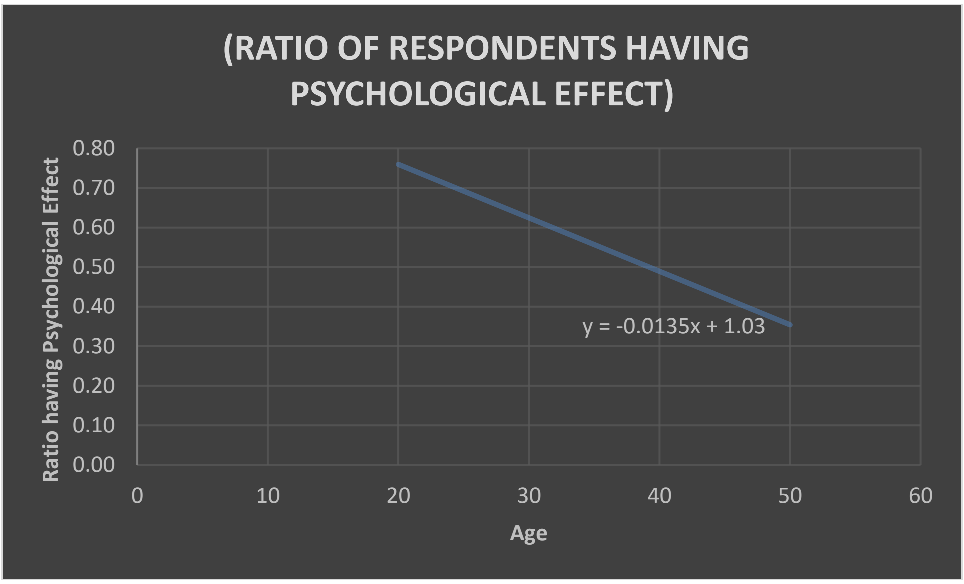


Interpretation: It is evident from the bivariate bar graphs, that, the psychosis of the younger population are more easily affected by OTT content in comparison to the older population.

Table-47

TRENDLINE CURVE FITTING

X (AGE)	Y (RATIO OF RESPONDENTS HAVING PSYCHOLOGICAL EFFECT)
20	0.71
30	0.70
40	0.50
50	0.32



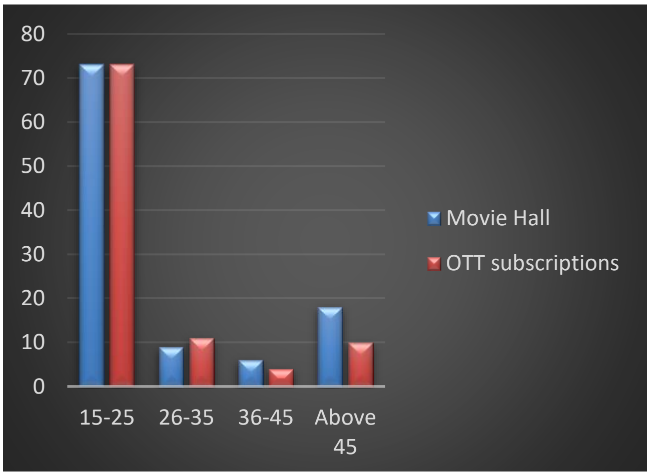
Interpretation: From the best line of fit for (ratio of respondents having psychological effect from OTT content vs age) we see that young people are more affected in comparison to the older population.

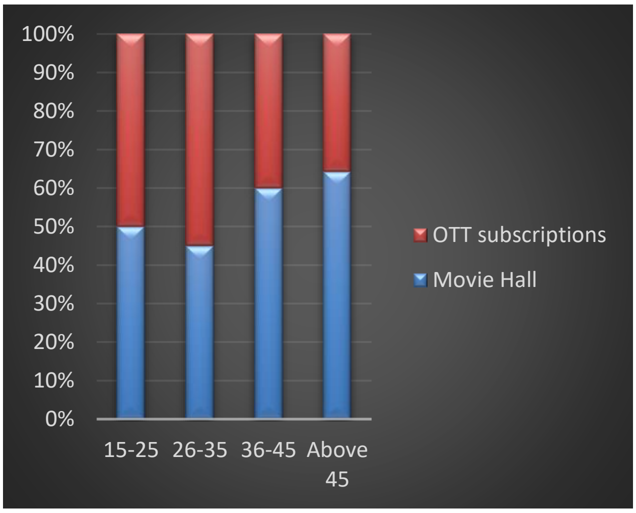
The line of best fit is given by $y = -0.0135x + 1.03$ i.e., psychological effect from OTT content is a decreasing function of age.

Table-48

Future Preference vs Age

Row Labels	Movie Hall	OTT subscriptions	Grand Total
15-25	73	73	146
26-35	9	11	20
36-45	6	4	10
Above 45	18	10	28
Grand Total	**106**	**98**	**204**





Interpretation: For the younger population, the opinion is slightly shifted towards OTT content consumption, while for the older generation the opinion is shifted towards the traditional mode of cinema halls.

DATA ANALYSIS & INTERPRETATION

❖ DATA ANALYSIS

Based on the information collected from the response and performing test to the collected data the result found to be as below. Also, shows the percentage variation in the attributes followed by the finding response and interpretation analysis for the following tables: Level of significance (α) for all χ^2 test is 5%. and paired t- test at 1%

Cross table-1

➢ Gender v/s kind entertainment most watched on OTT platform

H_0: There is no significant relation between gender and kind ofentertainment most watched on the OTT platform.

H_1: There is significant relation between gender and kind ofentertainment most watched on the OTT platform.

Count		Kind of Entertainment					
		Movie	**T.V series**	**Originals**	**Other**	**Don't use**	**Total**
Gender	**Male**	30	52	34	8	9	133
	Female	15	26	14	6	10	71
Total		**45**	**78**	**48**	**14**	**19**	**204**

χ^2	
Calculated	3.8509
α	0.05
d.f.	4
Tabulated	9.488

Interpretation: The result indicates that the calculated value of chi-square is 3.8509 which is smaller than the tabulated value (=9.488) of the chi-square with 4 degrees of freedom at 5% levelof significance.

Therefore, the null hypothesis is not rejected that there is no significantrelation between gender and kind of entertainment most watched onthe OTT platform.

Cross table-2

➢ Gender v/s introduction of new OTT platform after covid

H_0: There is no significant relationship between gender andintroduction of new OTT platform after covid.

H_1: There is significant relationship between gender andintroduction of new OTT platform after covid.

Count		Started New OTT Platform after Covid		
		Yes	No	Total
Gender	Male	54	79	133
	Female	36	35	71
Total		90	114	204

χ^2	
Calculated	1.916
α	0.05
d.f.	1
Tabulated	3.841459

Interpretation: The result indicates that the calculated value ofchi-square is 1.9163 which is lesser than the tabulated value (=3.841459) of the chi-square with 1degree of freedom at 5% level of significance.

Therefore, null hypothesis is not rejected and there is no significant relationship between gender and introducing new OTT platform during lockdown.

Cross table-3

- **Gender v/s time spend on the OTT platform.**

H_o: There is no significant relationship between genderand hour spent on OTT platform.

H_1: There is significant relationship between genderand hour spent on OTT platform.

Count		Hours spent on the OTT platform				
		< 2 hours	2-4 hours	>4 hours	Don't use	Total
Gender	Male	58	47	7	21	133
	Fema le	25	26	9	11	71
Total		83	73	16	32	204

χ^2	
Calculated	4.0693
α	0.05
d.f.	3
Tabulated	7.815

Interpretation: The result indicates that the calculated value ofchi-square is 4.0693 which is smaller than the tabulated value (=7.815) of the chi-square with 3degree of freedom at 5% level of significance.

Therefore, null hypothesis was not rejected and concluded that there is no significant relationship between gender and hours spent on the OTT platform.

Cross table –4

➢ Gender v/s psychological effect of online content and web series

H_o: There is no significant relationship between gender and psychological effect of online content and web series.

H_1: There is significant relationship between gender and psychological effect of online content and web series.

Count		Psychological effect of watching online content and web series.		
		Agree	**Disagree**	**Total**
Gender	**Male**	**80**	**53**	**133**
	Female	**48**	**23**	**71**
Total		**128**	**76**	**204**

χ^2	
Calculated	1.1006
α	0.05
df	1
Tabulated	3.841459

Interpretation: The above result shows that the calculated value of chi-square is 1.1006 which is lesser than tabulated value (=3.841459) of the chi-square with 1 degree offreedom at 5% level of significance.

Therefore, null hypothesis is not rejected rejected that there is no significant relationship between gender and psychologicaleffect of online content and web series.

Cross table-5

➢ **Gender v/s * In the future, If a movie releases in Cinema Halls and on OTT together, what would you prefer mostly?**

H_0: There is no significant relationship among the gender, and whichone do you prefer cinema hall or OTT platforms for a movie release.

H_1: There is significant relationship among the gender, and which one do you prefer cinema hall or OTT platforms for a movie release.

Count		Which one do you prefer for new released movie?		
		OTT	Cinema hall	Total
Gender	Male	66	67	133
	Female	40	31	71
Total		**106**	**98**	**204**

χ^2	
Calculated	0.8359
α	0.05
d.f.	1
Tabulated	3.841459

Interpretation: The above result shows that the calculated value of the chi square is 0.8359 which is smaller than the tabulated value (=3.841459) of the chi-square with 1 degree of freedom at 5% level ofsignificance. Therefore, null hypothesis is accepted that there is no significant relationship among the gender, and which one do you prefer cinemahall or OTT platforms for a new movie release.

Cross table-6

➢ Paired t-test for Significance of Two Means of Usage of OTT Platforms Pre & Post Covid

We assume the population to be normal. We pick the same population at two different times, pre and post covid, so that they are not independent, but simultaneous (x_i, y_i)

$$d_{i=}x_i - y_i$$

Level of significance =1%, Degrees of Freedom = (n-1)

H_o: There is no significant difference among the mean usage of OTT platforms pre covid, and the mean usage of OTT platforms post-covid.

H_1: There is significant difference among the mean usage of OTT platforms pre covid, and the mean usage of OTT platforms post-covid.

Increase in Usage Time (d_i)	Count of 10. Approximately by how many hours has it increased? (frequency)
1	46
2	42
3	13
4	7
5	3
Decreased/Remained Same ≈ 0	93
Grand Total	**204**

$t_{(203,0.01)}$	
calculated	**12.257**
d.f.	**203**
tabulated	**2.344**

Interpretation: Since $t_{(calculated)}$=12.257 is greater than $t_{(203,0.01)}$ =2.344, the null hypothesis is rejected, and there is significant increase in usage of OTT platforms post covid.

• Findings:

- There is no relation between the gender and user of OTTplatform
- No relationship between gender and the device used forOTT.
- There is no relationship between gender and the kind ofOTT platform they use.
- There is no significant relation between gender and hours spent by the users on OTT.
- There is no significant relationship between gender andthe device they use to consume OTT service.
- No relation between the psychological effect on the viewer and gender.
- There is no significant relationship among the gender, and which one do they prefer cinema hall or OTT platformsfor a new movie release.
- Psychological effect caused from OTT platform has decreasing trend with that of age, i.e., (The older generation gets less affected) age-appropriate content should be showcased to the youth for a progressive growth.
- Most of the respondent uses OTT platform.
- If this scenario will continue then in the upcoming few years traditional mode of entertainments will be replacedby OTT services.(Since already almost half have shifted towards OTT platforms)
- Most of the respondents prefer Netflix and Amazon-primeand all these OTT platforms are independent of the age- group of the respondent.

❖ Limitations and difficulties:

Research is never ending process; every research is having limitation this research is also having some limitation. The main limitation was collecting data from the defined region because the time was very limited for conducting the study but I have collected more sample size with different attributes.The demographic nature of the respondent was both m ale andfemale and they are educated at different level. Thus, the respondent’s profile is same in so many attributes. There is another main reason that much of the literature review was not available. To make sense of for the business decision this sample size and geography for the sampling is not sufficient, these should be larger. As the more social science method are data dependent and current study in the same geography would not give more validity for decision maker.

❖ FUTURE SCOPE OF THE STUDY:

As I collected 204 responses which is sufficient sample size and analyzed for the present study. But there would be a large sample collection for different region which will provide a better result for the broad study and more reliable data. There are enough attributes for the present study but more attributes from the different areas canbe conducted to find more profile preference of the user. Collecting sample from the different demography and geography will provide broader analysis of the profile and preference of the OTT users because in India there are so many languages and OTT platform that are releasing in their language. After this all we can see how OTT platform approaching the market and replacing the other means, in upcoming year it will be most trending platform.

❖ Conclusion:

The future of the OTT platform will be very bright and video consumption will be more and there will be increase in the consumption of the internet and mobile penetration. The present study says about user's profile and preferences are different toward different content. There has been a lot of investment in OTT platform and it is very hard to say and accept that OTT platform will replace the traditional T.V system in upcoming few years. The pricing strategy of the OTT platform in India is very far higher for the Indian consumer. The main fuel for the OTT platform is the internet, so many telecom companies are struggling to compete with the data plan in India due to Jio but the cost of the OTT platform remain the same, therefore the average cost of a useris having to access content on the OTT platform is not reasonable. The millennium is the most concerned of consumption of data. OTT platforms always look for a way toproduce more attractive content that is not available. The mainproblem is that every OTT platform is not having the financialability to produce more video content for a new generation, specifically OTT platforms and devices for newer and small OTT platforms. The millennium is attracted towards the OTTplatforms due to foreign content and video on demand. The emergence of JIO and giving 4G services for free helps a lot for OTT platforms to grow immensely. The media and entertainment found a new home for online streaming services. The responses are who are in my study all are aware of OTT platforms and some of them are using as an alternative to cable broadcast and DTH.

Questionnaire:

1. Gender: *

Mark only one oval.

- Female
- Male
- Other: ____________________

2. Educational Qualification *

Mark only one oval.

- Elementary School/Class 8 pass
- High School
- Graduation
- Post-Graduation
- Other: ____________________

3. Occupation: *

Mark only one oval.

- Student
- Private Sector
- Government Service
- Buisness/Entrepreneurship
- Other: ____________________

4. Age-Group *

Mark only one oval.

- ⬭ 15-25
- ⬭ 26-35
- ⬭ 36-45
- ⬭ Above 45

5. Current residency *

Mark only one oval.

- ⬭ Varanasi
- ⬭ Kolkata
- ⬭ Other: ____________________

6. Are you familiar with the term OTT platform? *

Mark only one oval.

- ⬭ Yes
- ⬭ No

7. 2.What was your most used mode of entertainment pre-covid ? *

Mark only one oval.

- ⬭ T.V
- ⬭ Radio/Theatre
- ⬭ Cinema Hall
- ⬭ You Tube
- ⬭ OTT Platform(Netflix,Amazon,Hotstar.etc)
- ⬭ Other: ____________________

8. 3.What was your most used mode of entertainment post-covid ? *

Mark only one oval.

- T.V
- Radio/Theatre
- Cinema Hall
- You Tube
- OTT Platform(Netflix,Amazon,Hotstar.etc)
- Other: ______________________

9. 4.How many OTT platforms did you use before covid?[Tick all that are applicable to you] *

Check all that apply.

- NETFLIX
- AMAZON PRIME
- HOTSTAR
- SONY LIV
- JIO TV
- NONE

10. 5.How many OTT platforms did you use after covid?[Tick all that are applicable to you] *

Check all that apply.

- NETFLIX
- AMAZON PRIME
- HOTSTAR
- SONY LIV
- JIO TV
- NONE

11. 6.Which OTT platform do you prefer most? *

Mark only one oval.

- Netflix
- Amazon
- Hotstar
- Sony Liv
- JIO TV
- DON'T USE
- Other: ______________________

12. 7.How did you come to know about your current OTT platform? *

Mark only one oval.

- Friends'/Family recommendation
- Discounts/Referrals
- Advertisement
- Don't use and don't know

13. 8.How many hours in a day do you spend on OTT platform?(On the days that you use OTT platforms) *

Mark only one oval.

- < 2 hrs
- 2-4 hrs
- >4 hrs
- Don't use

14. 9.Is there any change in your daily usage of OTT platforms since Covid? *

Mark only one oval.

- Increased
- Decreased
- Remained Same
- Never Used

15. 10.Approximately by how many hours has it increased? *

Mark only one oval.

- 1
- 2
- 3
- 4
- 5
- Decreased/Remained Same

16. 11.How do you consume OTT most of the time? *

Mark only one oval.

- T.V
- Smartphone
- Laptop
- Don't use

17. 12.Do you own your personal subscription? *

Mark only one oval.

- Yes
- No

18. 13.Do you share your OTT subscription? *

Mark only one oval.

- Yes
- No
- DON'T OWN

19. 14.Usual period of OTT subscription *

Mark only one oval.

- Monthly
- 6 months
- Yearly
- DON'T OWN

20. 15.With how many people do you share your subscription with? *

Mark only one oval.

- 0
- 1
- 2
- 3

20. 15.With how many people do you share your subscription with? *

Mark only one oval.

- 0
- 1
- 2
- 3

21. 16.What is your monthly personal income/pocket money?(Put 0 if none)[Give a range only, no need for specifics] *

____

22. 17.Monthly expenditure on OTT platform subscription(Put 0 if no subscription taken) *

____

23. 18.Monthly expenditure on modes of entertainment pre-covid. *

____

24. 19.Did you start any new OTT platforms after covid? *

Mark only one oval.

- Yes
- No

25. 20.What do you watch most on OTT?

Mark only one oval.

- Movies
- T.V/Web series
- Original/Exclusive content
- Live App Based TV
- Other: ______________________

26. 21.Do you prefer to wait for OTT platform releases of certain movies over going to a cinema hall? *

Mark only one oval.

- Always
- Sometimes
- Never

27. 22.Do you like to binge-watch your shows or not? *

Mark only one oval.

- Binge
- Watch over a period of time

28. 23.Do you agree that web-series and other OTT content has psychological effect on you? *

Mark only one oval.

- Agree
- Disagree

29. 24.Have you ever watched web-series on OTT platforms because they are UNCENSORED?(Just because of erotic scenes, intimacy, abusive languages .) *

Mark only one oval.

- Yes
- No
- Maybe

30. 25.Has binge watching ever affected your day to day activities? *

Mark only one oval.

- Yes
- No
- Maybe

31. 26.Do you think binge watching can lead to insomnia or depression? *

Mark only one oval.

- Yes
- No
- Maybe

32. 27.Do you think mainstream movie releases in cinema hall can go along with OTT platforms? *

Mark only one oval.

- Yes
- No

33. 28.In the future, if a movie of your liking releases on both OTT and in Movie halls, what would you prefer? *

Mark only one oval.

- OTT subscriptions
- Movie Hall

❖ References:

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Thank you