

A Study on The Transition of Ott Over the Top Services Among Young Consumers Across Chennai City

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ABSTRACT:

OTT also refers to a brand-new generation of contemporary television networks similar to traditional satellite or cable TV providers . The objective of this study is to find the recent transition of OTT services among young consumers . The study focuses on the factors influencing the young consumers in the OTT platforms and also the strategies adopted by the company to attract them. A survey was conducted and data from 100 respondents were collected across the young consumers in Chennai. This study undergoes descriptive and analytical analysis.The findings reveal that the factors such as recommendations, rate of advertisement, quality of the content, audio and video quality, loading time influences the young consumers in the OTT platforms .The reasons behind paid and unpaid users of OTT services were also identified .The further study would help to infer the experiences of different users of OTT platforms and their views.

Keywords: OTT platforms , online , streaming , subscriber , audio , video, movies ,etc.,

INTRODUCTION

The Over-The-Top (OTT) media platform is an online platform that provides audiences with direct access to digital media content. OTT avoids the businesses that formerly acted as a controller or distributor of this content, including cable, radio, and satellite television channels. The younger generation is increasingly accepting of extravagant platforms. Over-the-top (OTT) services are widely used in both domestic and foreign markets. The term "New media as a change agent of Indian television and cinema" is often used to describe OTT services. There are many advantages that help OTT platforms become more popular and are used more frequently, including:

- (i) **Connectivity** - OTT platforms just need a few things in order to be accessed. Only a reliable internet connection and a computer or mobile device are needed.
- (ii) **Cost-effective** -OTT systems are less expensive than traditional TV connections, we can access the same content for less money than you would pay for a premium TV cable bundle.
- (iii) **Convenience** - OTT platforms enable you to access your preferred media content whenever, anywhere, and as frequently you like.Additionally, OTT enables freedom from geographic location when taking into account the physical needs for cable TV based on location.
- (iv) **Content** - Thousands of films and television programmes are available through VOD services. news, sports, kid's programming, and a lot more. Users may see and enjoy the majority of content from other