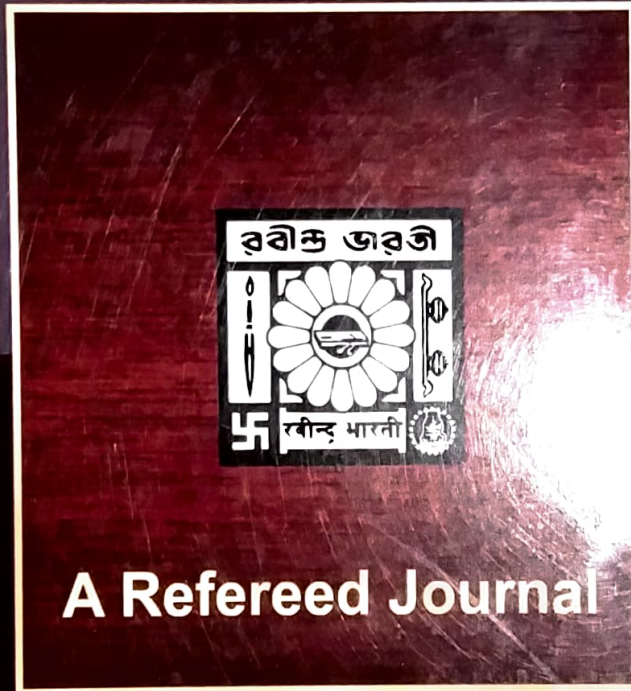


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Contents

Author/s	Name of the Article	Page No.
Sureshchandra Vaidya Dr. V.L. Dharurkar	ROLE OF SERVICE SECTOR DURING AND POST COVID-19 PANDEMIC TO COMBAT MALNUTRITION	237-240
Asst. Prof. Jagtap H. K.	SERVICE SECTOR INDUSTRY DURING AND POST COVID-19 PANDEMIC: INSURANCE	241-244
Shiraz Parveen. P A. Pankajam	SHIFT OF O2O – WHAT WILL BE THE FUTURE FOR ONLINE RETAILING	245-253
Dr. Hiral Sheth	THE IMPACT OF COVID-19 PANDEMIC ON SERVICE SECTOR IN INDIA	254-257
Dr. Prashant H. Bhagat	TOURISM SECTOR: CHALLENGES, PROSPECTUS DURING & POST COVID 19 PANDEMIC	258-262
Dr. P. R. Karulkar Ms. Shaikh Hannat Yusuf	USE OF ICT TOOLS AND ITS CHALLENGES IN HIGHER EDUCATION DURING PANDEMIC ERA	263-266
Mr. Gupta Manoj Kumar Lalchandprasad Dr. R.K Patra	WHAT? WHY? AND HOW? OF DIGITAL PAYMENT SYSTEM IN INDIA	267-271
Ajit Kumar	WORK-LIFE BALANCE, CHALLENGES AND OPPORTUNITIES FOR THE WOMEN TEACHERS OF UNIVERSITIES IN INDIA: A POST COVID-19 STUDY	272-281
Dr. Usha V. Bhandare Dr. Vishnu J. Bhandare	DISRUPTIVE INNOVATION IN THE FILM INDUSTRY: WITH SPECIAL REFERENCE TO OTT PLATFORM	282-292
Dr Prashant H Bhagat Mrs Sabina Ashfaque Shaikh	CHANGING CONSUMER PREFERENCE IN THE DIRECTION OF HEALTH CARE SERVICES: THE COVID -19 IMPACT	293-300
Asst. Prof. Dr. Maroti G. Lone	THE IMPACT OF COVID-19 ON TOURISM WITH SPECIAL REFERENCE TO HISTORICAL SITES IN RAIGAD DISTRICT	301-304
Dr. Nandini Sengupta	FUTURE OF WORK: EVOLVING TRENDS AND CHALLENGES	305-308

**DISRUPTIVE INNOVATION IN THE FILM INDUSTRY: WITH SPECIAL
REFERENCE TO OTT PLATFORM**

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Abstract

In India, the entertainment industry is fast changing due to the Internet. But, the year 2020-2021 was the turning point for the entertainment industry due to the CORONA-19 pandemic. Everything was shut down including shopping malls, theatres, temples, railways, etc. closed to prevent the corona-19 pandemic. The business world was totally shut down. The entertainment industry was not an exception, the stress, fear, anxiety among the people increased. There was no place as such where people can go for relaxation. The people were trapped into a cage-like bird. Hence, the big screen of theatre, become a small screen fitting into smart phones, laptops, and computers with the emerged concept of OTT (Over the Top) media platform. The OTT (Over-The-Top) media platform is a digital media service delivered directly to audiences over the Internet. The companies that historically serve as a controller or distributor of such content, such as cable, radio, and satellite television channels, are bypassed by OTT. The present study is undertaken to analyze the consumer's perception of a movie theater after OTT emerged into the market and the impact on consumer behavior during the Covid-19 pandemic on the OTT platform. The primary data was collected through a structured questionnaire and a random sampling method was used to collect data.

Keywords: OTT platform, CORONA-19 Pandemic, Entertainment Industry

Introduction

The OTT platform is an audio and video streaming and hosting service, offered directly to the viewers, via Internet. These media services can easily be accessed through mobile phones, laptops, smart TV, and other audio-visual devices with an internet connection. Anyone with a paid subscription can register themselves and get unlimited access to the media and entertainment sources available on the various platforms¹. Unlike majority manufacturing and other allied industries, the Covid-19 pandemic was game-changing for the media and Entertainment industry. Movie theatres shut down and the entertainment, relaxation of an individual's became restricted due to lockdown in Covid-19 pandemic caged into four walls of the house for most parts of the year. If the last decade was about the boom of multiplexes, 2020 turned out to be the year of OTT entertainment, with Cineplex and Movie theatres being shut down for most parts of the year. Stuck inside their houses, people across the globe turned to digital screens to seek entertainment. India is the world's fastest-growing market for streaming platforms, also known as over-the-top.

Statement of Research Problem

The COVID-19 Pandemic has stretched back the progress of each industry, though it is manufacturing or service sector. Everything was closed down including shopping malls, film theatre, Railways and so on. Entertainment Industry, particularly movie theatre which is one of the means of source of relaxation of an individual was closed down. But, then suddenly the OTT has become popular and majority of the population get attracted towards it for entertainment. The cost

effectiveness, contents variety, easy accessibility and operations are the various factors attributed to increase the popularity of OTT platform. Hence, it is essential to find out whether OTT platform will sustain its popularity among viewers in future as well. Can it be an equal substitute to the big screen movie theatre? To understand these issues, the present study has been undertaken.

Objectives of the study

- To analyze the consumer's perception about a movie theatre after emerging OTT platform.
- To evaluate an impact of OTT entertainment platform on the consumers.
- To ascertain the satisfaction level of consumers about OTT entertainment platform.

Hypotheses of the Study

H₀ - There is no significant relationship between Gender and the usage of OTT platform during COVID-19 Pandemic.

H₀ - There is no significant difference between males and females in using OTT platform.

Review of Literature

Sony Varghese (2021)ⁱⁱ – The aim of this project was to examine the OTT and the movie theatre industry in detailed also OTT platform and its impact on consumers. The researcher has analyzed the viewing habits of young people through digital platform and movie theatre for video contents. Primary data was collected through structured questionnaire and interviewing to 326 respondents. Researcher found that due to easy accessibility of contents on OTT platform, majority consumers prefer to use OTT platform.

Tripti Kumari (2020)ⁱⁱⁱ – The present study aims to understand the changes in pattern of content consumption behavior of consumer after the introduction of OTT services in India. The researcher also tried to find out the factors contributing to the success of OTT services. Convenience sampling techniques was used and collected data from 106 respondents through online survey questionnaire. The researcher found that affordable internet connection is the most important technological reason for the growth of OTT services in India.

Rahul M et.al (2021)^{iv} – In the present study, the researchers was analyzed the different OTT platform censorship around the world and the regulations related censorship and made comparisons with Indian regulation of OTT platform. After analyzing the regulation of censorship of OTT platform of selected countries, they found that the regulation of OTT platform in India is very effective and unique. India's control of OTT platform quite different from others countries, it serves the interest of the viewers and the interest of the OTT companies as well.

Jisha Gopi et.al (2021)^v – The study was exploratory and mainly focused on analyzing the negative implications of OTT movies releases, especially in Indian viewers during the COVID-19 pandemic. Researchers found that more than 94% of respondents in India ready to pay more for improved video and audio quality for a premium subscription.

Kaneenika Jain (2021)^{vi} – The above research drawn attention to the rise of OTT, factors influencing its success and the major players catering the target audience. The researcher focused on the factors which are influencing growth of OTT such as better connectivity, cheaper prices, cheaper data plans, less breaks and advertisement and so on. Eventually, researcher concluded stated that the pandemic COVID-19 has contributed a large to the subscription of popular OTT service due to ample free time and need for edutainment and entertainment during lockdown.

Research Methodology

The present study is mainly based on primary data which has been collected from the general working population and especially from college students. The structured questionnaire was prepared for data collection and circulated online. Researchers could able to collect data from 344 respondents.

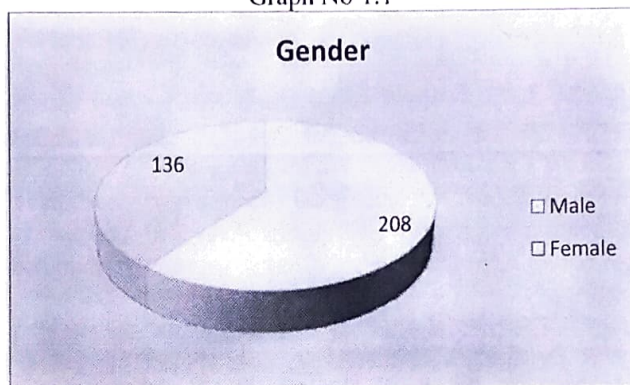
Convenient and random sampling method was followed. The collected data has been analyzed and presented with the help of tables and graphs. The Chi-square test is applied to test hypotheses framed to analyze relationship between the two categorical variables. Also 'z' test will be applied to test hypothesis to identify whether there is any significant difference between male and female viewership about OTT entertainment platform. The researchers has used inbuilt excel software to do both descriptive and inferential analysis.

Analysis and Interpretation of Data

1. Profile of Respondents:

1.1 Gender of the Respondents:

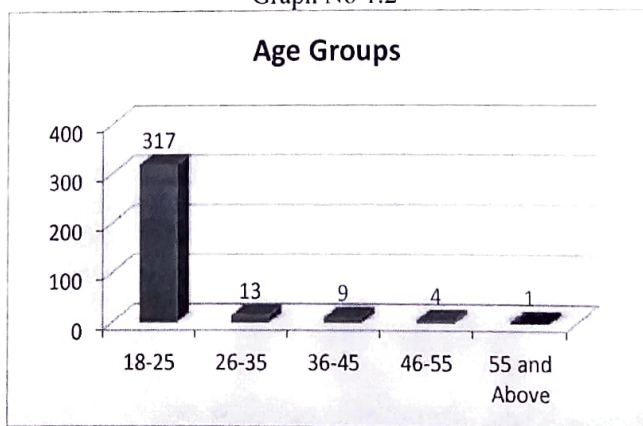
Graph No 1.1



Interpretation: Maximum (60.5%) of the respondents are females and only 39.5% are males.

1.2 Age group of the Respondents:

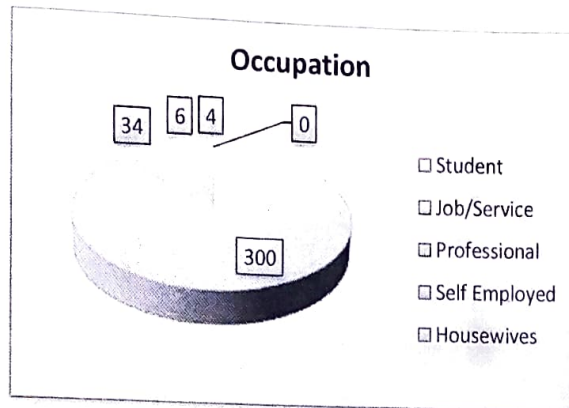
Graph No 1.2



Interpretation: The highest, 92.2% respondents are from the age group of 18-25, whereas the lowest 1.2% and 0.3% are from the age group of 46-55 and above 55 years.

1.3 Occupation of the Respondents:

Graph No 1.3

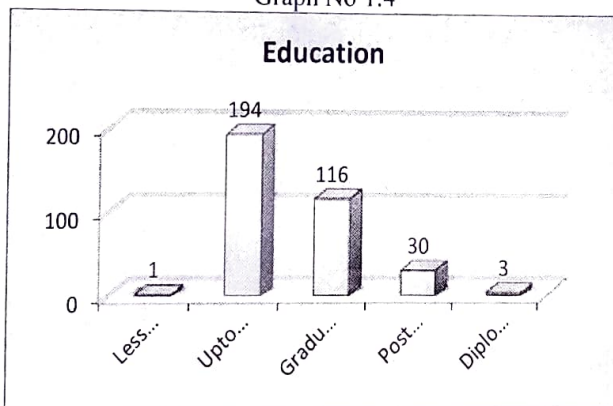


Interpretation:

A majority (87.2%) of the respondents are college students, whereas a very few respondents 1.7% and 1.2% were belonging professional and Self-employed category

1.4 Education of the Respondents:

Graph No 1.4



Interpretation: The majority of the respondents (56.4%) are educated upto H.S.C, whereas 33.7% are graduate and a very few respondents (0.9%) are Diploma holders.

2. Descriptive Analysis:

2.1 Following questions were asked to the sample respondents to verify **the Impact of OTT platform on consumers during Covid-19 pandemic**, on five points likert scale. Feedback received as under: (SA- Strongly Agree, SWA- Somewhat Agree, N-Neutral, SWD-Somewhat Disagree, SD-Strongly Disagree)

Table No-2.1

Statement	F	SA	SwA	NAN	SwD	S D	Tot al
	&			D			
	%						
1. Degree of OTT platform users has increased during COVID -19	F	216	71	38	10	9	344
	%		20.6	11.04	2.90	2.6	100
		62.79	3			1	%
	F	149	137	41	13	4	344

2. OTT entertainment platform has helped us to reduced stress during the lockdown.	%	43.31	39.8	11.91	3.77	1.1	100
			2			6	
3. Due to OTT's attraction, my attention distracted from the physical fitness	F	126	102	73	26	17	344
	%	36.62	29.6	21.22	7.55	4.9	100
			5			4	
4. OTT has adversely impacted the studies of children	F	158	98	62	16	10	344
	%	45.93	28.4	18.02	4.65	2.9	100
			8			0	
5. OTT has adversely impacted the people who were / have been working from home.	F	125	138	52	15	14	344
	%	36.33	40.1	15.11	4.36	4.0	100
			1			6	

(Source: Primary Data)

F- Frequency

Interpretation: From the above table it is observed that,

- 1) Out of a total of 344 respondents, together 287 (83.43%) have either strongly agreed or somewhat agreed to the statement i.e. Degree of OTT platform users has increased during the COVID-19 Pandemic. On the contrary, together 19 (5.52%) were somewhat disagreed or strongly disagreed with this statement. 38(11.04%) respondents were neutral.
- 2) Out of a total of 344 respondents, together highest 286 (83.17%) have either strongly agreed or somewhat agreed that OTT entertainment platform has helped them to reduced their stress during the lockdown. On the other hand, together 17 (4.94%) were somewhat disagreed or strongly disagreed with this statement, whereas 41 (11.9%) respondents were neutral.
- 3) Again, together the highest 228 (66.27%) respondents have either strongly agreed or somewhat agreed that due to OTT's attraction, their attention distracted from the physical fitness. Whereas, together 43 (12.5%) were somewhat disagreed or strongly disagreed with this statement and 73(21.22%) respondents were neutral.
- 4) Out of a total of 344 respondents, together highest 256 (74.41%) have either strongly agreed or somewhat agreed that OTT has adversely impacted the studies of children. On the contrary, together 26(7.55%) were somewhat disagreed or strongly disagreed with this statement, whereas 62 (18.02%) respondents were neutral.
- 5) Again, together the highest 263 (76.45%) respondents have either strongly agreed or somewhat agreed that OTT has adversely impacted the people who were / have been working from home. Whereas, together 29 (8.43%) were somewhat disagreed or strongly disagreed with this statement and 52(15.11%) respondents were neutral.

2.2 Following questions were asked to the sample respondents to study **the perception of the people about a movie theatre after emerging OTT platform** on five points likert scale. Feedback received as under: (SA- Strongly Agree, SWA- Somewhat Agree, N-Neutral, SWD-Somewhat Disagree, SD- Strongly Disagree)

Table No-2.2

Statement	F & %	SA	SwA	NAN D	SwD	S D	Tot al
	F	135	134	50	12	13	344

1. OTT is a digital transformation of an existing movie theatre	%	39.24	38.95	14.53	3.48	3.77	100
2. OTT entertainment medium will overtake the traditional theatre medium in the days to come.	F	115	130	63	26	10	344
	%	33.43	37.79	18.31	7.55	2.90	100
3. OTT entertainment platform is cost-effective as compared to the Movie theatre.	F	140	103	53	30	18	344
	%	40.69	29.94	15.40	8.72	5.23	100
4. The ratio / proportion of male and female consumer users of the OTT platform are equal.	F	115	123	63	25	18	344
	%	33.43	35.75	18.31	7.26	5.23	100
5 OTT entertainment platforms is user friendly.	F	171	109	36	16	12	344
	%	49.70	31.68	10.46	4.65	3.48	100
6. The consumption of OTT services in the future will increase in India	F	189	93	37	15	10	344
	%	54.94	27.03	10.75	4.36	2.90	100
7. The usage of the OTT platform has increased due to the lockdown caused by the COVID-19 pandemic.	F	225	72	23	11	13	344
	%	65.40	20.93	6.68	3.19	3.77	100

(Source: Primary Data)

F- Frequency

Interpretation: From the above table it is observed that,

- 1) Out of a total of 344 respondents, together 269 (78.19%) have either strongly agreed or somewhat agreed that OTT is a digital transformation of an existing movie theatre. On the contrary, together 25 (7.26%) were somewhat disagreed or strongly disagreed with this statement. 50(14.53%) respondents were neutral.
- 2) Out of a total of 344 respondents, together highest 245 (71.22%) have either strongly agreed or somewhat agreed that OTT entertainment medium will overtake the traditional theatre medium in the days to come. On the other hand, together 36 (10.46%) were somewhat disagreed or strongly disagreed with this statement, whereas 63 (18.31%) respondents were neutral.
- 3) Again, together the highest 243 (70.63%) respondents have either strongly agreed or somewhat agreed that OTT entertainment platform is cost-effective as compared to the Movie. Whereas, together 48 (13.95%) were somewhat disagreed or strongly disagreed with this statement and 53(15.40%) respondents were neutral.
- 4) Out of a total of 344 respondents, together highest 238 (69.18%) have either strongly agreed or somewhat agreed that the ratio / proportion of male and female consumer users of the OTT platform are equal. On the contrary, together 43(12.5%) were somewhat disagreed or strongly disagreed with this statement, whereas 63 (18.31%) respondents were neutral.
- 5) Again, together the highest 280 (81.39%) respondents have either strongly agreed or somewhat agreed that OTT entertainment platforms is user friendly. Whereas, together 28 (8.13%) were somewhat disagreed or strongly disagreed with this statement and 36(10.46%) respondents were neutral.
- 6) Again, together the highest 282 (81.97%) respondents have either strongly agreed or somewhat agreed that the consumption of OTT services in the future will increase in India. Whereas, together

25 (7.26%) were somewhat disagreed or strongly disagreed with this statement and 37(10.75%) respondents were neutral.

7) Out of a total of 344 respondents, together highest 297 (86.33%) have either strongly agreed or somewhat agreed that the usage of the OTT platform has increased due to the lockdown caused by the COVID-19 pandemic. On the other hand, together 24 (6.97%) were somewhat disagreed or strongly disagreed with this statement, whereas 23 (6.68%) respondents were neutral.

2.3 The following questions were asked to the sample respondents to verify the level of their satisfaction about OTT platform on five points Likert scale. Feedback received as under: (**VS**- Very Satisfied, **MS**- Moderately Satisfied, **NSND**-Neither satisfied nor dissatisfied, **MD**- Moderately Dissatisfied, **VD**- Very Dissatisfied)

Table No-2.3

Satisfaction level's aspect	F& %	VS	MS	NSND	MD	VD	Total
1. Charges for OTT medium	F	100	130	69	25	20	344
	%	29.06	37.79	20.05	7.26	5.81	100 %
2. Clarity of picture	F	185	106	31	12	10	344
	%	53.77	30.81	9.01	3.48	2.90	100
3. Sound clarity	F	187	96	41	14	06	344
	%	54.36	27.90	11.91	4.06	1.74	100
4. Internet/ wi fi connectivity	F	138	128	49	19	10	344
	%	40.11	37.20	14.24	5.52	2.90	100
5. Size of the screen	F	150	126	38	17	13	344
	%	43.60	36.62	11.04	4.94	3.77	100
6. Commercial break of advertisement in between	F	83	117	66	33	45	344
	%	24.12	34.01	19.18	9.59	13.08	100
7. Enjoyment to see movies/ series with family members	F	168	88	48	20	20	344
	%	48.83	25.58	13.95	5.81	5.82	100

(Source: Primary Data)

F- Frequency

Interpretation: From the above table it is observed that,

- 1) Out of a total of 344 respondents, together 230 (66.86%) were either very satisfied or moderately satisfied with the charges of OTT medium. On the contrary, together 45 (13.08%) were moderately dissatisfied or very dissatisfied with charges. 69(20.05%) respondents were neutral.
- 2) Out of a total of 344 respondents, together highest 291 (84.59%) were either very satisfied or moderately satisfied with the clarity of pictures. On the other hand, together 22 (6.39%) were moderately dissatisfied or very dissatisfied with clarity. 31 (9.01%) respondents were neutral.
- 3) Again, together the highest 283 (82.26%) respondents were either very satisfied or moderately satisfied with sound clarity of OTT platform. On the other hand, together 20 (5.81%) were very dissatisfied or moderately dissatisfied and 41 (11.91%) were neutral.
- 4) Out of a total of 344 respondents, together highest 266 (77.32%) were either very satisfied or moderately satisfied with the Internet/Wi-Fi Connectivity. On the other hand, together 29 (8.43%) were moderately dissatisfied or very dissatisfied with clarity. 49 (14.24%) respondents were neutral.

5) Out of a total of 344 respondents, together highest 276 (80.23%) were either very satisfied or moderately satisfied with the Size of the screen. On the other hand, together 30 (8.72%) were moderately dissatisfied or very dissatisfied with clarity. 38 (11.04%) respondents were neutral.
 6) Out of a total of 344 respondents, together highest 200 (58.13%) were either very satisfied or moderately satisfied with Commercial break. On the other hand, together 78 (22.67%) were moderately dissatisfied or very dissatisfied with clarity. 66 (19.18%) respondents were neutral.
 7) Out of a total of 344 respondents, together highest 256 (77.41%) were either very satisfied or moderately satisfied with the clarity of pictures. On the other hand, together 40 (11.62%) were moderately dissatisfied or very dissatisfied with clarity. 48 (13.95%) respondents were neutral.

3. Inferential Analysis (Hypotheses Testing)

3.1 H₀: There is no significant relationship between Gender and the usage of OTT platform during COVID-19 Pandemic.

H₁: There is a significant relationship between Gender and usage of OTT platform during COVID-19 Pandemic.

Table - 3.1(a) - Observed Value

Observed Value: Count of respondents regarding: 'Degree of OTT platform users has increased during COVID -19						
Gender	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Grand Total
Male	133	44	20	5	6	208
Female	83	27	18	5	3	136
Total	216	71	38	10	9	344

(Source: Primary data)

Table - 3.1(b) - Expected Value

Expected Value or Frequency = (Grand total of row)*(Grand total of column) / Total number of Observations						
Gender	SA	SwA	NAND	SWD	SD	Grand Total
Male	130.6046 512	42.93023 256	22.97674 419	6.046511 628	5.441860 465	208
Female	85.39534 884	28.06976 744	15.02325 581	3.953488 372	3.558139 535	136
Total	216	71	38	10	9	344

Table- 3.1(c) - Chi-Square Value

Chi-Square Value = (Observed frequency– Expected frequency) ² / Expected frequency $x^2 = (fo - fe)2/fe$						
Gender	SA	SwA	NAND	SWD	SD	Grand Total

Male	0.043931 79	0.026657 26	0.3856510 69	0.181127 013	0.0572450 81	0.694612 21
Female	0.067189 796	0.040769 927	0.5898192 81	0.277017 784	0.0875513	1.062348 09
						1.756960 3

Degree of freedom = (rows-1)*(columns-1), (2-1)*(5-1), 1*4 = 4

Degree of freedom = 4

CV	9.48772904
P Value	0.78034658

Observation:

Critical value (CV) approach: Chi-square value is smaller than CV, hence we fail to reject the Null hypothesis, and it is clear that both the variables are independent. Thus, we infer & conclude that there is a no significant relationship between Gender and usage of OTT platform during COVID-19 pandemic.

P Value Approach: P-value is greater than the level of Alpha i.e.0.05, hence we fail to reject the Null hypothesis, and it is clear that both the variables are independent. Thus, we infer & conclude that there is no significant relationship between Gender and usage of OTT platform during COVID-19 pandemic.

In statistical term: CV Approach: $X^2 < CV$, fail to reject H_0 and PV Approach: $P > \text{Alpha} (0.05)$, fail to reject H_0

3.2 H_0 - There is no significant difference between males and females in using OTT platform

H_1 - There is a significant difference between male and female in using OTT platform

Note: Here, the sample size is 344 ($n > 30$), randomly selected, hence to test this hypothesis one **sample 'Z' test** will be applied, assuming that data is normally distributed.

Step-1: Calculation of sample Mean (\bar{x})

Table-3.2 (a)

Response type	Rank (R)	Frequency (x)	F*R
Strongly Agree	5	115	575
Somewhat Agree	4	123	492
Neither Agree Nor Disagree	3	63	189
Somewhat Disagree	2	25	50
Strongly Disagree	1	18	18
		344	1324

Mean (\bar{x}) = sum of $F*R$ / sum of x
 = $1324/344 = 3.848$

Step -2: Calculation of Standard Deviation (SD)

Table-3.2 (b)

x	\bar{x}	$x-\bar{x}$	$(x-\bar{x})^2$
115	68.8	46.2	2134.44
123	68.8	54.2	2937.64

63	68.8	-5.8	33.64
25	68.8	-43.8	1918.44
18	68.8	-50.8	2580.64
Mean (\bar{x}) = $\frac{\sum x}{N} = 344 / 5$ = 68.8		= 2168.08	Sum of $(x-\bar{x})^2$

Standard deviation (SD) = $\sqrt{\text{Sum of } (x-\bar{x})^2 / n-1}$
 = $2168.08/4 = \sqrt{542.02} = 23.28$

Step -3: Calculation of 'Z' statistic/ value:

Z Statistic / Value = Sample mean - Population mean / Standard deviation / \sqrt{n}
 = $3.848-3/23.28*\sqrt{344}$
 = $(0.848/23.28=0.036) * (\sqrt{344}=18.54)$
 $0.036*18.54=0.675$

(Note: Here, population / hypothesized 'mean' by default is 3)

Step -4: Decision to be taken:

Calculated 'Z' value 0.675 < critical / tabulated Z value 1.96 at 0.05 % significance level for two tailed test, hence H_0 is fail to reject or H_0 is accepted.

Hence, it is infer that there is no significant difference between male and female in using OTT platform.

Findings and Conclusion

- It is found that degree of OTT platform users has increased during COVID-19 pandemic.
- The Study also found that OTT entertainment platform has helped to reduce stress during the lockdown.
- It is observed that OTT has adversely impacted the studies of children and the people who have been working from home.
- 78.19% respondents stated that OTT is a digital transformation of an existing movie theatre.
- 71.22% respondents have agreed that OTT entertainment medium will overtake the traditional medium in future.
- Majority i.e. 70.63% respondents said that OTT entertainment platform is cost effective.
- 69.18% respondents have stated that the proportion of male and female consumer users of the OTT platform may be equal.
- 81.39% respondents said that the consumption of OTT services in the future will increase in India.
- Majority respondents i.e. 86.33% have agreed that the usage of the OTT platform has increased due to the COVID-19 lockdown period.
- 66.86% respondents are very satisfied with the charges of OTT platform.
- A majority of the respondents have stated that they are very satisfied with the clarity of pictures, sound clarity and Internet/ Wi-Fi connectivity of OTT platform.
- 80.23% respondents are satisfied with commercial break in between programme. According to them, there is less distraction of commercial break.

Suggestions

- Considering the growing attraction of OTT entertainment platform among the consumers in general and particularly among the young boys and girls, government should initiate steps to ensure that movie theaters / multiplexes shall not get closed due to lack of audiences.
- Film industry authorities should give preferences to movie theaters & multiplexes for the release of new films.

- Owners of the movie theater should be given enough concessions & support by the government, so that they would be able to keep movie ticket charges affordable to general audience. This will surely help to bring back movie theaters/ multiplexes audience.
- The OTT platform should be strictly regulated & brought in the purview of the Censor Board of India to avoid its adverse impact on young viewers & society at large.
- Parents & guardians should take care & ensure that their wards should not become addict of OTT platform and deviate from their career due to its easy accessibility.

Conclusion

The OTT entertainment platform has become a substitute to movie theaters for general audience. It has become successful in establishing its business network in the market due prevailing lockdown from previous more than one year. Though it gives variety of program contents to consumers at reasonable charges with easy accessibility as compared to traditional movie theaters and multiplexes, but its adverse implications on young consumers like loss of much quality time in front of computer screen in watching movies and web series, impact on study etc should not ignored. Elderly people in the family should have sufficient control upon the systematic use of OTT entertainment platform so that other essential activities in the home should not suffer.

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