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THE RISE OF OTT PLATFORM: CHANGING CONSUMER PREFERENCES

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Abstract

OTT video services, which were formerly seen as a luxury, are now commonplace. Consumers in India are adjusting to it in greater and greater numbers. While homegrown rivals like Hotstar and JIO Cinema have gained footing, global streaming goliaths like Netflix and Amazon Prime have steadily expanded their market share in India. The emergence, advantages, and possibilities of streaming services in India are investigated in this article using research.

Additionally, we discuss the various OTT services, as well as their drivers of growth, technological foundation, audience makeup, content, censorship, and anticipated future changes.

If we go back a few years, the growth rate of OTT platform users has been rising up to the lockdown during the Covid-19 epidemic, and this development is based on the significant technological advancements that enable OTT providers to offer high-quality services. The content displayed on our nearby screens online. OTT companies spend a lot of money producing content rather than just relying on their library.

A few of the numerous variables include new technology, falling data prices, and faster internet at home and online. devices including tablets, computers, and phones. Modern smart TVs are built with entertainment in mind and make it simple to watch video from OTT sources. This article is a component of an innovative approach for comprehending Indian consumer preferences and characteristics.

Author Keywords

OTT video services, streaming services, online content, smart TVs, entertainment, video sources

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