

# Revolutionizing the Portrayal of Indian Women in Mainstream Media: Indian Web Series

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**Abstract:** *The internet streaming services are grabbing viewers' attention and making the registers ring like never before. They are squabbling about television's stagnated content and the blossoming chances for the advent of rich, high-quality material. As internet streaming platforms tend to refill the entertainment sector, the overly dramatic television programming makes room for the new and accessible stories they provide. The Covid 19 reportedly destroyed practically every industry, but it also paved the way for the emergence of Over The Top (OTT) platforms and saw a spike in subscriptions. People turned to web series as a way to escape the monotony of everyday life since they were trapped inside their houses and had no other methods of entertainment. The online series was also credited with shattering gender stereotypes and revolutionising how women are portrayed in mainstream media. The researcher's goal is to analyse this updated representation, and audiences were surveyed for the study. The information gathered from the poll aids in understanding the factors contributing to the success of OTT platforms as well as how the public is reacting to the shifting representation of women in mainstream media.*

**Keywords:** OTT, revolutionizing, mainstream media.

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