

Impact of OTT Platforms on Youth Entertainment

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Abstract: *The entertainment industry has changed rapidly with the growth of Over-the-Top (OTT) platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and JioCinema. These platforms have become highly popular among young people because they provide entertainment anytime and anywhere through internet-connected devices. This study focuses on understanding how OTT platforms influence the entertainment habits of youth. The research examines the reasons behind the growing preference for OTT platforms, the impact on viewing habits, and both the positive and negative effects of OTT usage among young audiences. The study is based on primary and secondary data collected through questionnaires, articles, journals, and online sources.*

Keywords: *Over-the-Top*

I. INTRODUCTION

Technology has completely changed the way people consume entertainment. Earlier, television and cinemas were the main sources of entertainment, but today many young people prefer OTT platforms for watching movies, web series, documentaries, sports, and other digital content. OTT platforms refer to online streaming services that provide content through the internet without depending on cable or satellite television.

In recent years, OTT platforms have become a major part of youth entertainment. Young audiences are attracted to these platforms because of their flexibility, affordability, and wide range of content. Users can watch their favorite shows at any time according to their convenience. The popularity of smartphones, affordable internet services, and digital technology has further increased the use of OTT platforms among students and young professionals.

OTT platforms also influence the lifestyle and behavior of youth. Many young viewers spend several hours watching web series and movies, which has changed their daily entertainment habits. At the same time, OTT platforms provide exposure to international content, different cultures, and educational programs.

This study aims to analyze the impact of OTT platforms on youth entertainment and understand the changes in viewing patterns among young audiences.

Objectives of the Study

1. To study the usage of OTT platforms among youth.
2. To identify the factors influencing the popularity of OTT platforms.
3. To understand the impact of OTT platforms on entertainment habits.
4. To examine the positive and negative effects of OTT consumption among youth.
5. To analyze the preference of youth towards OTT platforms over traditional television.

Scope of the Study

The study mainly focuses on youth who regularly use OTT platforms for entertainment purposes. It covers students and young adults who watch content through platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and JioCinema. The study examines entertainment habits, viewing preferences, and the influence of OTT content on young audiences.



II. REVIEW OF LITERATURE

Many researchers have studied the growing popularity of OTT platforms and their impact on viewers.

According to several studies, OTT platforms have become more popular because they provide on-demand entertainment and personalized viewing experiences. Young viewers prefer OTT platforms due to the freedom to choose content according to their interests.

Researchers also observed that binge watching has increased significantly among youth. Since complete seasons of web series are available at once, many users spend long hours watching content continuously.

Some studies found that OTT platforms influence youth behavior, language, dressing styles, and social interaction. The availability of global content has introduced young audiences to different cultures and lifestyles.

Other researchers highlighted that OTT platforms became highly popular during and after the COVID-19 pandemic, when people spent more time indoors and depended on digital entertainment.

III. RESEARCH METHODOLOGY

The study follows a descriptive research design to understand the impact of OTT platforms on youth entertainment. Descriptive research helps in analyzing the viewing habits, preferences, and opinions of young audiences regarding OTT platforms. The study focuses on identifying both the positive and negative effects of OTT consumption among youth.

Sources of Data

The research is based on both primary data and secondary data.

Primary Data

Primary data was collected through a structured questionnaire distributed among students and young adults who regularly use OTT platforms. The questionnaire included questions related to OTT usage, viewing preferences, time spent on OTT platforms, and their impact on entertainment habits.

Secondary Data

- Research journals
- Articles and magazines
- Websites and online reports
- Previous research studies related to OTT platforms and youth entertainment

Sampling Method

The study uses a convenience sampling method. Respondents were selected based on easy availability and willingness to participate in the survey.

Sample Size

The sample size of the study consists of 50 respondents, including students and young adults who actively use OTT platforms for entertainment purposes.

Target Respondents

The target respondents of the study are:

- College students
- Young professionals
- Youth between the age group of 18–30 years
- Regular users of OTT platforms



Factors Influencing the Popularity of OTT Platforms

Convenience

One of the main reasons for the popularity of OTT platforms is convenience. Users can watch content anytime and anywhere using mobile phones, laptops, or smart TVs.

Variety of Content

OTT platforms offer movies, web series, documentaries, live sports, and regional content in different languages. This variety attracts young viewers.

Affordable Subscription Plans

Compared to cinema tickets and cable television packages, OTT subscriptions are more affordable for students and young users.

Personalized Recommendations

OTT platforms use algorithms to recommend shows and movies according to user interests and viewing history.

Ad-Free Experience

Many OTT platforms provide uninterrupted entertainment without frequent advertisements, which improves the viewing experience.

Positive Impact of OTT Platforms on Youth Entertainment

Easy Access to Entertainment

OTT platforms have made entertainment easily accessible. Young people can enjoy their favorite content without depending on television schedules.

Exposure to Global Content

OTT platforms provide international movies and web series, helping youth learn about different cultures and lifestyles.

Educational and Informative Content

Many OTT platforms offer documentaries, educational videos, and informative programs that improve knowledge and awareness.

Stress Relief and Relaxation

Entertainment through OTT platforms helps young people relax and reduce stress after studies or work.

Encouragement for Creative Content

OTT platforms encourage new forms of storytelling and provide opportunities for creative artists and independent filmmakers.

Negative Impact of OTT Platforms on Youth Entertainment

1. Binge Watching Habit

Many young viewers spend excessive time watching web series continuously, which affects sleep and daily activities.

2. Addiction to Screen Time

Excessive OTT consumption can lead to addiction and reduce productivity among students.

3. Impact on Academic Performance

Students may spend more time on entertainment and less time on studies, affecting academic performance.

4. Health Issues

Long hours of screen time may cause eye strain, headaches, and reduced physical activity.

5. Exposure to Inappropriate Content

Some OTT content includes violence, abusive language, or adult scenes that may negatively influence young viewers.



IV. FINDINGS OF THE STUDY

1. Most youth prefer OTT platforms over traditional television.
2. Mobile phones are the most commonly used devices for OTT viewing.
3. Web series and movies are the most preferred entertainment content.
4. Convenience and variety of content are the major reasons for OTT popularity.
5. Excessive use of OTT platforms can affect health, sleep, and academic activities.
6. OTT platforms have become an important part of modern youth entertainment.

Suggestions

1. Youth should maintain a balance between entertainment and daily responsibilities.
2. Parents should monitor the type of content watched by younger viewers.
3. OTT platforms should promote more educational and informative content.
4. Awareness should be created about the harmful effects of excessive screen time.
5. Students should manage time properly to avoid addiction to OTT platforms.

V. CONCLUSION

OTT platforms have brought a major transformation in the entertainment industry. Young people now prefer digital streaming platforms because they offer flexibility, convenience, and a wide range of content. OTT platforms have changed entertainment habits and become an important part of daily life for many youth.

Although OTT platforms provide many advantages such as easy access to entertainment and exposure to global content, excessive usage can create negative effects including binge watching, addiction, and reduced focus on studies. Therefore, responsible and balanced usage of OTT platforms is important for maintaining healthy entertainment habits.

Overall, OTT platforms will continue to play a significant role in the future of youth entertainment as technology and internet accessibility continue to grow.

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