



## Accessibility of the Web Series through the OTT Platform in India (A Study of the Teenagers of Talaspur and Deosaini Villages in Aligarh District of UP)

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### Abstract

The inevitability of change is accepted universally, and like other things and trends in the world, the tastes and interests of the people, as well as trends of entertainment, have undergone much change. Everyone needs entertainment to stay refreshed, creative, dynamic, and enthusiastic. The contemporary scenario speaks of a revolutionary change in entertainment in rural India brought about by android phones and the Internet.

At all stages of life, entertainment is required, but it is required most in the teenage which is a transitional phase between adolescence and youth. All romantic at heart, the teenagers, irrespective of their urban or rural nativity, adopt several means of entertainment that can help them see their imaginations through certain things like novels, television, etc.

The twenty-first century has brought an inexhaustible stock of entertainment to teenagers and others. Now the days are almost over when people would spend much time seeking their fancies and imaginations in the characters and situations portrayed in stories, novels, and films. These days the android phone is within reach of all, including rural teenagers, and they prefer using the android phone to television to amuse and entertain themselves through films and web series. Currently, the OTT platform is a wide platform of entertainment for teenagers, allowing them to watch any movie or web series at their convenience to enjoy privacy and nurture individual interests.

The research paper deals with the excessive preference of the teenagers of Talaspur and Deosaini Villages in the Aligarh District of UP for OTT platforms to other means of recreation.

**Keywords:** OTT, Web Series, Platform, Entertainment, Teenagers

### Introduction

The acronym OTT which is globally setting new milestones every hour stands for the 'Over The Top platform for watching videos made and released for various purposes, online streaming TV shows, movies, and web series. OTT refers to any online streaming service that delivers various types of content for viewers over 18 years over the Internet. OTT regulation policies do not



allow consumers below 18 years of age to access OTT services because some of the content served on the platform may not be suitable for them.

Before the OTT platform, there had been several means of recreation and entertainment, but TV was India's most popular means of recreation. TV worked out successfully in the country for years. It was very simple to get TV services through a cable subscription, which the consumers would take out, and the cable TV provider would be held responsible for the supply and availability of programming.

With the change in times and tastes of the people, now day-by-day the traditional means are being replaced by modern means. There are indeed televisions in most houses in the country, but now they seem to be no more than showpieces occupying a room on the walls of the drawing rooms. In houses where there are teenagers, in particular, they are hardly watched because they prefer android phones to TVs. Most teenagers only use TVs to enjoy the OTT platform's content.

OTT platform does not work without an internet connection. The Internet has reached every village, and people have internet connections through various sources. At the same time, they own their android phones with a locking facility.

Teenagers lack patience and want to access entertaining content within no time. Not only this, but they also want to watch something new that can gratify their imagination and fancy. Their specific teenage tastes lead them to something new with much to reflect on and satisfy their repressed desires. Indeed, they find TV programs obsolete, with hardly anything satisfactory to provide them.

With the arrival of the OTT platform having tens of apps for recreation and entertainment, adult users with a minimum of 18 years of age sign up for services like Netflix, Youtube, or Spotify and access their offerings over the Internet. The cable provider now only provides internet connection to the consumers, and he has no control over what the people consume. The consumers are solely responsible for signing up and watching the food served on the platform.

The OTT video delivery technology allows teenagers to have a multitude of options at their fingertips on TVs, Roku, computers, tablets, mobile phones, or gaming consoles, etc., to watch what they please while along the roads or while in the buses, cars, trains, classrooms or while waiting for the lunch or dinner, etc. Accessing multiple distributors for specialized programs through purchase is also allowed to them.

### **Objectives of the Study**

- To study the changing scenario of entertainment in the villages
- To reflect the changing interests of the Teenagers in the villages
- To study the shifting inclination of rural Teenagers from movies to the web series
- To discuss and interpret the growing popularity of the OTT platform among the rural Teenagers
- To explore the various causes and effects of the popularity of the OTT platform
- To interpret the cause-and-effect relationship of the growing popularity of the OTT platform in the context of the Teenagers of Talaspur and Deosaini Villages in the Aligarh district of Uttar

Pradesh

### **Review of Related Literature**

**Chen, Yi-Ning Katherine (2017)**, in **Competitions among OTT TV Platforms and Traditional Television in Taiwan: A Niche Analysis**, consider OTT TV a substitute for traditional TV. The score of OTT TV is higher than that of traditional TV. Though both share a high-level use and amusement similarity, OTT TV surpasses traditional TV.

**E. Sundaravel & Elangovan N. (2020)** in **Emergence and future of Over-the-top (OTT) video services in India: analytical research**, consider OTT video platforms a commodity these days. The graph of the Indian OTT platform consumers is rising day by day. Indian streaming services like Hotstar and Jio and global players like Netflix and Amazon Prime are steadily strengthening their roots in the market through their recreation products. The current trend of using the OTT platform by Indian viewers reveals its bright future.

**Garima Sharma Nijhawan & Surbhi Dahiya (2020)**, in **Role of COVID as a Catalyst in Increasing Adoption of OTTs in India: A Study of Evolving Consumer Consumption Patterns and Future Business Scope**, find OTT platform a platform of diverse content which the Indians have been yearning for a long time. The study takes the advent of the OTT platform as a reaction to and advancement over the narrow channels of television. OTTs are the aspirational medium of content consumption. The popularity of the OTT platform lies in the fact that now a random walk and tea time with a colleague has been replaced with a 20-30 min quick episode of one's favorite series available on an OTT platform.

**Sant Singh (2020)**, in **A study on factors leading to the adoption of OTT services among millennial consumers in India**, holds that with easy access to Reliance Jio and the fast development of digital infrastructure, the process of installing cables in rural regions in the country is very fast. As a result, in India, OTT content is consumed mostly on devices like smartphones. The increase in internet penetration in the market predicts a bright future for OTT platforms.

**Veer P Gangwar, Vinay Sai Sudhagoni, Natraj Adepu & Sai Teja Bellamkonda (2020)**, in **Profiles and Perspectives of OTT Users in Indian Perspective**, believe OTT platforms have a very bright future due to increasing Internet and mobile penetration every day. OTT platforms produce such content that attracts viewers incredibly. New technologies, drop in data charges, improved Internet speed, etc., are some factors responsible for its popularity. Mobiles, tablets, laptops, and Smart TVs are easily available all over the country to consume content provided by OTT providers.

**Jay Chopdar & Dr. Tanim Tarafdar (2021)**, in **A Study on Consumers' Perception Towards Over the Top (OTT) Platforms with Special Reference to Guwahati City**, generalize that 'Over The Top' platform is gaining a lot of popularity through the channels like NETFLIX, AMAZON PRIME VIDEO, DISNEY + HOTSTAR. As per reports, the Indian OTT market is expecting \$5 Billion in Customers by 2023. OTT platforms are used by working and non-working people and by rural and urban people because they can choose the content they please. Being budget-friendly, most of the viewers are students and teenagers. Its influential social media campaigns and quality contents make OTT platform popular daily. An average consumer spends about 2 to 4

hours of his daily time on OTT platforms.

**Ria Patnaik, Reema Shah, and Upendra More (2021)** in **Rise of OTT Platforms: Effect of the C-19 Pandemic**, consider the Covid-19 Pandemic responsible for changing the ways of recreation in India. The Pandemic confined people to staying home and exploring something new that could help them overcome the isolation situation. This has naturally propelled the rise of OTT platforms.

**S. Anbumalar (2021)**, in **Adoption of OTT Platform in India During COVID-19**, find that the unbearable COVID situation in the country paved a path for the emergence of OTT Platform which is flexible for the range of content on a personal device like smartphones and tablets. These devices allowed the Indian youth to watch content according to their desire. The study finds that in India, there was an increase in the growth of OTT subscribers by 60% during the Pandemic.

**S. Gomathi & Dr. N.Vijaitha Christy (2021)**, in **Viewer's Perception Towards OTT Platform during Pandemic (With Special Reference to Coimbatore City)**, consider OTT a life essential tool in the modern computerized era. OTT platform has both positive and negative aspects. The positive aspect of OTT is that it provides satisfying content to the viewers, while the negative aspect of OTT is that at the stage of life when it is essential for teenagers and young to go through books and prepare for various competitions, they waste time on OTT platform forgetting all about studies and competitions. The Internet is the main fuel for OTT platforms. Since internet connection is easily available everywhere, adults, specifically students, spend too much time surfing through OTT platforms.

**Sadana, M. and Sharma, D. (2021)**, in **How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification** find OTT platform a preferred source of entertainment amongst young consumers over traditional Pay TV service in India. The study mentions five factors that affect consumers' choices concerning entertainment, i.e., content and viewing behavior, expenses incurred on services, shifts influenced by offerings/incentives, convenience, and telecom. Since the OTT platform provides all this, they engage young students and others in the content.

### **Working Hypotheses**

For the present study, the hypotheses that paved a path for advancing in the field of the study and that formed the bases are as follows-

- Entertainment refreshes the individual
- The means of entertainment change with the change in times and places
- In the twenty-first century, Android Phone is the most popular means of entertainment in India
- Internet is within reach to all, including the rural folks
- Teenagers have a special liking for the android phones
- Theatres and talkies are being replaced by OTT platform
- OTT platform is a wide platform that allows rural Teenagers to watch movies and web series of their choice

- OTT is a fascinating platform for the Teenagers of Talaspur and Deosaini Villages in the villages of Aligarh district of Uttar Pradesh Talaspur Deosaini
- OTT is a good platform to gratify the imaginations of young teenagers
- An average adult in the villages of India wants to amuse himself through the contents served on the OTT platform
- The future of the OTT platform is bright.

#### Study Area, Population of the Targeted Group, Sample and Sample Size

<b>Study Area</b>	<b>Aligarh District of Uttar Pradesh</b>						
<b>Specified Study Area in the District</b>	<b>Talaspur and Deosaini</b>						
<b>Total Population of the Targeted Teen-ager Group</b>	<b>Talaspur</b>			<b>Deosaini</b>			<b>Grand Total</b>
	Boys	Girls	Total	Boys	Girls	Total	
	250	250	500	250	250	500	1000
<b>Sample</b>	<b>Talaspur</b>			<b>Deosaini</b>			
	Boys	Girls	Total	Boys	Girls	Total	
	50	50	100	50	50	100	200
<b>Sample Size</b>	20%						

#### Methodology

The study was conducted on 200 Teenagers from Talaspur and Deosaini Villages in the Aligarh district of Uttar Pradesh. It is an empirical study based chiefly on the primary data collected through the self-prepared schedule having 30 relevant questions on the various aspects of the problem to be studied. However, the secondary data were also collected from the selected studies available on the internet sites. The study started with secondary data that provided good feedback about the issue of the OTT platform. The steps that were undertaken are enlisted as follows-

- Selection of the title considering its appropriateness and contemporary relevance
- Determination of the specific objectives of the study
- Selection of the theme-related studies made in India and abroad
- Review of related literature in the context of the study to be made
- Formulation of hypotheses
- Selection of two villages of Aligarh district of Uttar Pradesh, namely, Talaspur and Deosaini, as the study area
- Exploration of the population out of which the respondents were to be selected
- The determination of 200 units as the respondents meant for the primary data
- Serious consideration of the various techniques of primary data collection, and finally, the selection of the scheduling technique for the purpose
- Development of the self-prepared tool (Schedule) gives room to all the important questions that could bring new knowledge to the researcher
- Visits of the study area with the purpose of observation and developing rapport with the population of the study area

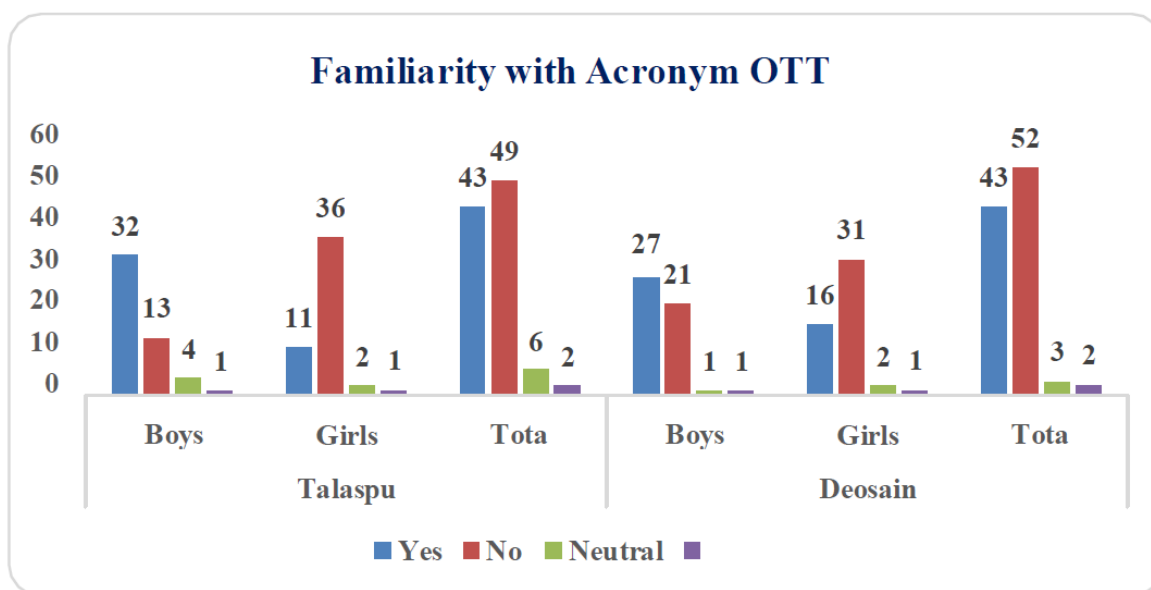
- Selection of the respondents through the random sampling method
- Collection, classification, tabulation, analysis, and interpretation of the data
- Drawing conclusion

Serious care was taken while adopting the steps of research. To keep up the scientific spirit of the study, all the prescribed and suggested steps of social science research were adopted and worked out.

### Findings

**Table 1: Familiarity with Acronym OTT**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	32	11	43	27	16	43	86
No	13	36	49	21	31	52	101
Neutral	4	2	6	1	2	3	9
Ignorant	1	1	2	1	1	2	4
Total	50	50	100	50	50	100	200



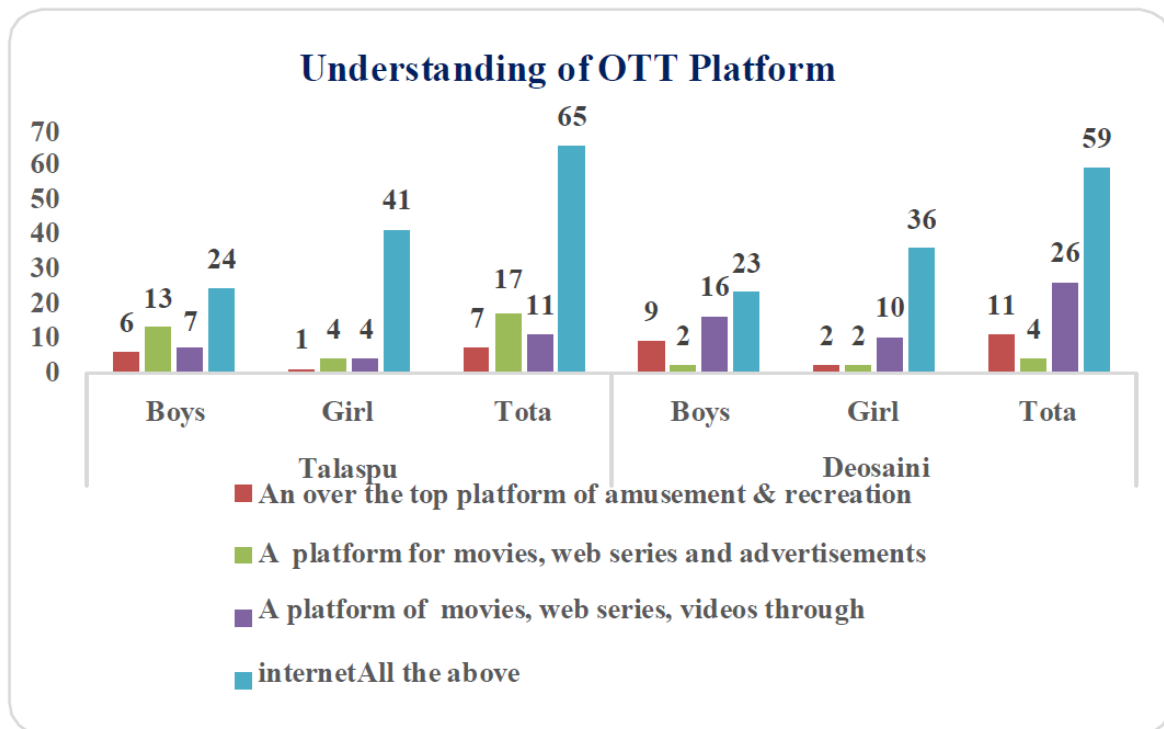
### Interpretation

From the above computation, it is clear that out of all the respondents who participated in the present research, the majority, 50.5%, boys and girls of Talaspur and Deosaini are not even familiar with the acronym of OTT, while 43% are familiar with that. 4.5% have a neutral opinion, and 2% ignore the question.

**Table 2: Understanding of the OTT Platform**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
An over-the-top platform of amusement & recreation	6	1	7	9	2	11	18

A platform for movies, web series, and advertisements	13	4	17	2	2	4	21
A platform for movies, web series, videos through the Internet	7	4	11	16	10	26	37
All the above	24	41	65	23	36	59	124
Total	50	50	100	50	50	100	200



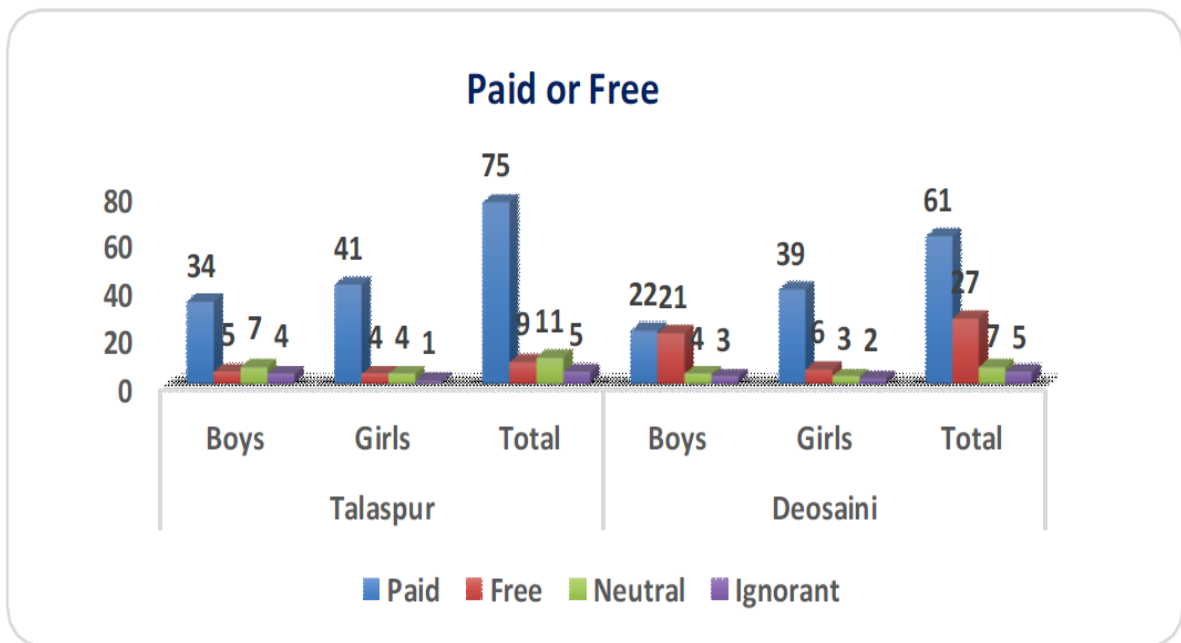
### Interpretation

From the above table, it is clear that out of all the respondents who participated in the present research, the majority 62% think that OTT is the combination of an over-the-top platform of amusement & recreation, a platform for movies, web series, and advertisements, as well as a platform of movies, web series, videos through Internet; In comparison, 9% only think OTT is the combination of an over the top platform of amusement & recreation, 10.5% agrees that OTT is a platform for movies, web series, and advertisements. In comparison, the remaining 18.5% agree that OTT is a platform for movies, web series, and videos on the Internet.

**Table 3: Paid or Free**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Paid	34	41	75	22	39	61	136
Free	5	4	9	21	6	27	36
Neutral	7	4	11	4	3	7	18
Ignorant	4	1	5	3	2	5	10
Total	50	50	100	50	50	100	200





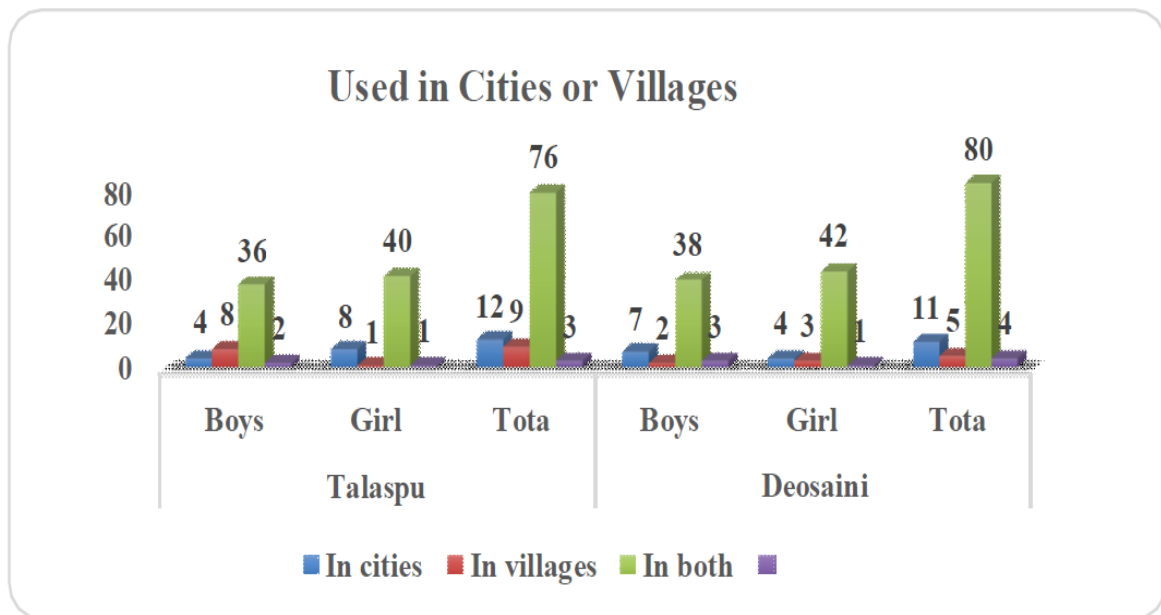
### Interpretation

From the above computation, it is clear that, out of all the respondents who participated in present research, the majority, 68% agree that OTT is a paid service while 18% think it is a free service. Of the remaining respondents, 9% have a neutral opinion about it and 5% ignore this question.

**Table 4: Used in Cities or Villages**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
In cities	4	8	12	7	4	11	23
In villages	8	1	9	2	3	5	14
In both	36	40	76	38	42	80	156
Ignorant	2	1	3	3	1	4	7
Total	50	50	100	50	50	100	200



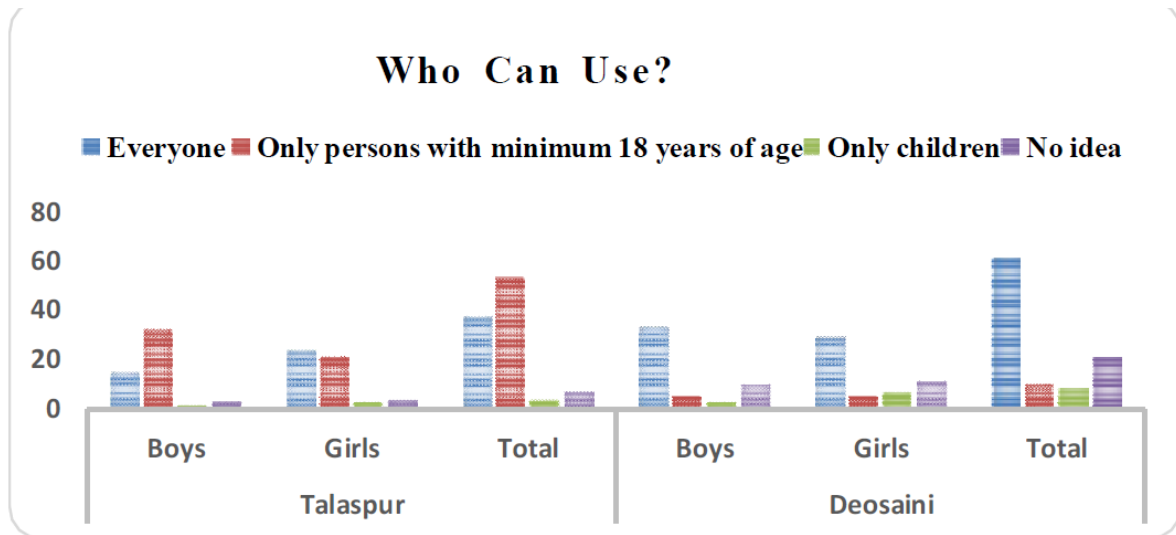


### Interpretation

From the above table, it is clear that out of all the respondents who participated in the present research, 78% agree that OTT is used both in cities and villages. In comparison, 11.5% think it can be used only in cities, and 7% believe it can be used only in the villages. The remaining 3.5% of respondents ignored this question.

**Table 5: Who can Use OTT Platforms?**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Everyone	14	23	37	33	28	61	98
Only persons with minimum 18 years of age	32	21	53	5	5	10	63
Only children	1	2	3	2	6	8	11
No idea	3	4	7	10	11	21	28
Total	50	50	100	50	50	100	200

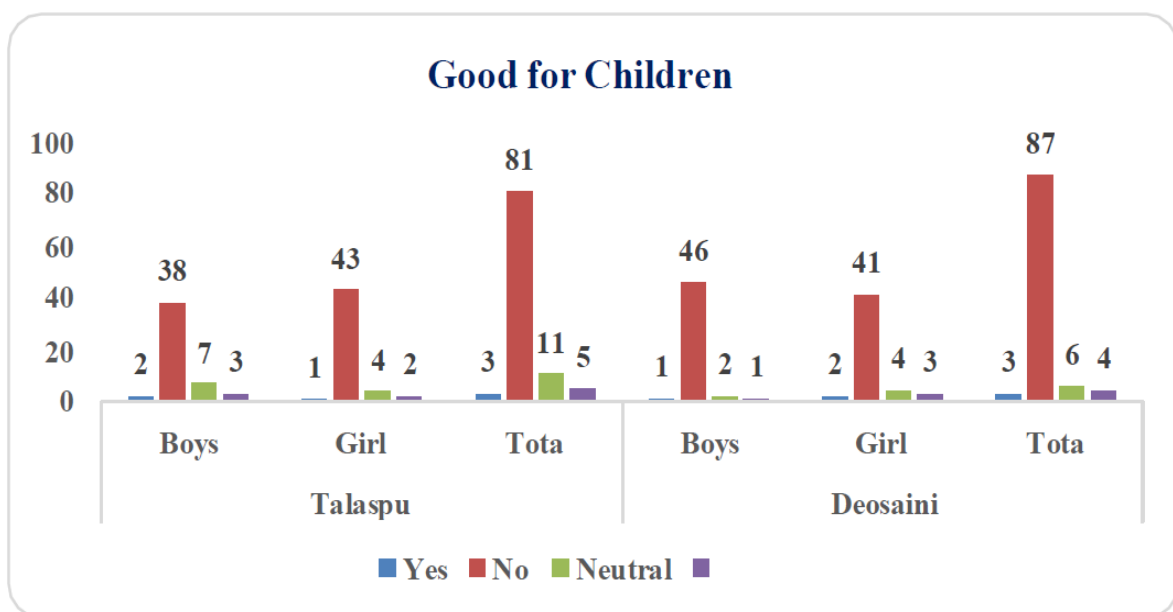


### Interpretation

From the above table, it is clear that out of all the respondents who participated in the present research, the majority, 49% think that the OTT can be used by everyone and hence have no age barrier. In comparison, 31.5% think it can be used only by persons under 18. 5.5% of the respondents think OTT is meant only for children, and the remaining 14% have no clue about it.

**Table 6: Good for Children**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	2	1	3	1	2	3	6
No	38	43	81	46	41	87	168
Neutral	7	4	11	2	4	6	17
Ignorant	3	2	5	1	3	4	9
Total	50	50	100	50	50	100	200

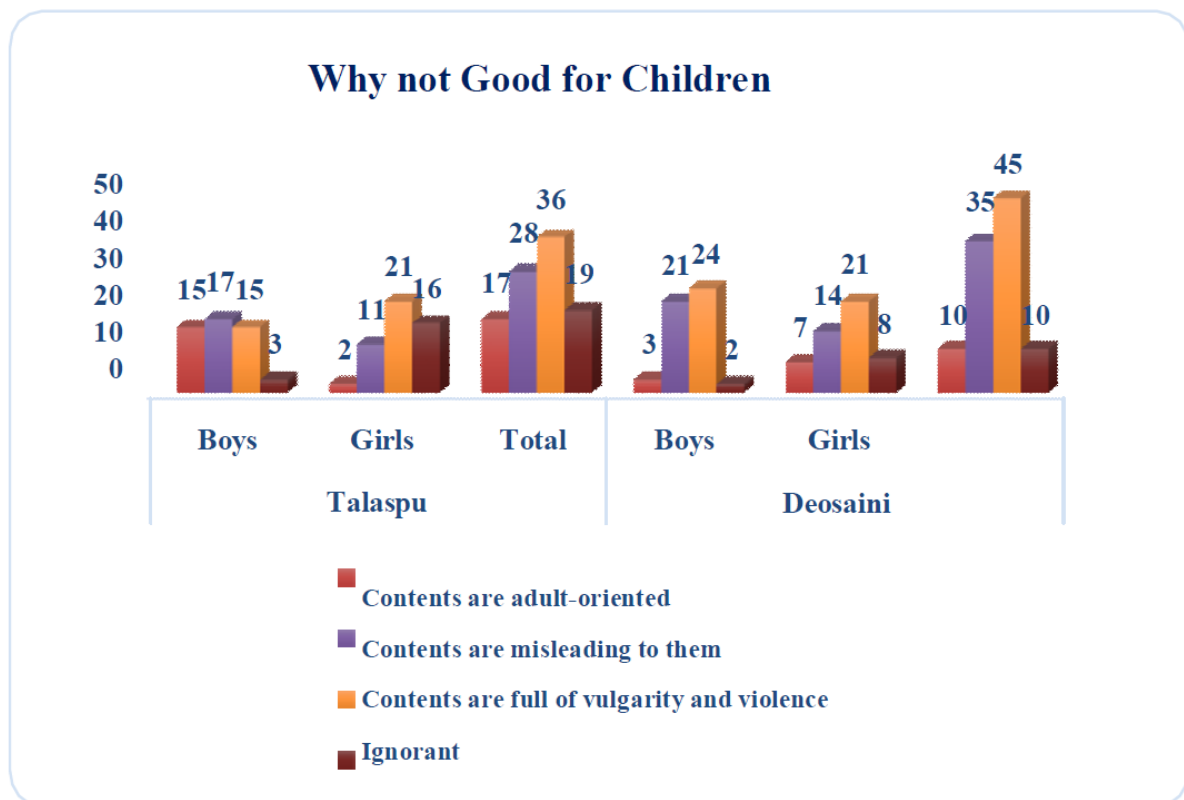


### Interpretation

From the above table, it is clear that out of all the respondents who participated in the present research, the majority, 84%, think it is not good for the children's while 3% believe it is good for the children. Out of others, 8.5% of respondents have a neutral opinion, while 4.5% ignore this question.

**Table 7: Why OTT is not Good for Children**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Contents are adult-oriented	15	2	17	3	7	10	27
Misleading Contents	17	11	28	21	14	35	63
Vulgar & violent Contents	15	21	36	24	21	45	81
Ignorant	3	16	19	2	8	10	29
Total	50	50	100	50	50	100	200

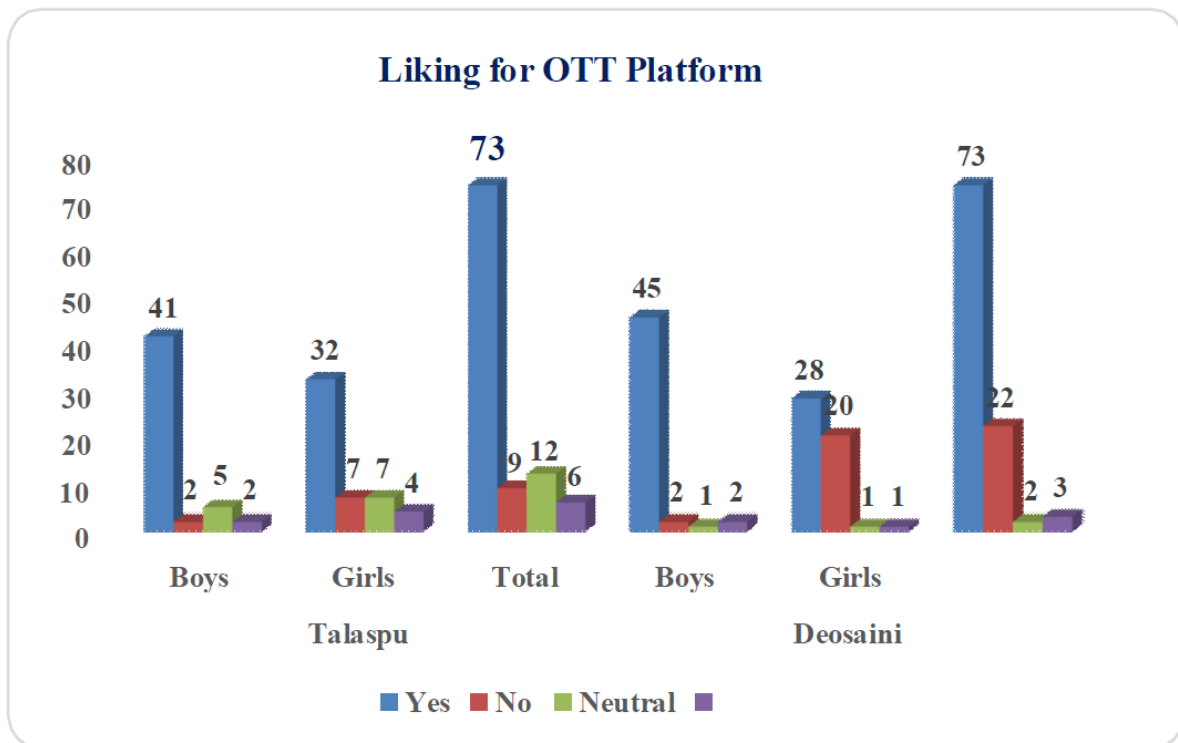


### Interpretation

When asked why OTT is not good for children, out of all the respondents who participated in the present research, the majority, 40.5% respondents think OTT serves offensive & violent content, and 31.5% think it serves misleading content. In comparison, 13.5% of respondents think the contents of OTT are adult-oriented. The remaining 14.5% of respondents ignored this question.

**Table 8: Liking for OTT Platform**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	41	32	73	45	28	73	146
No	2	7	9	2	20	22	31
Neutral	5	7	12	1	1	2	14
Ignorant	2	4	6	2	1	3	9
Total	50	50	100	50	50	100	200

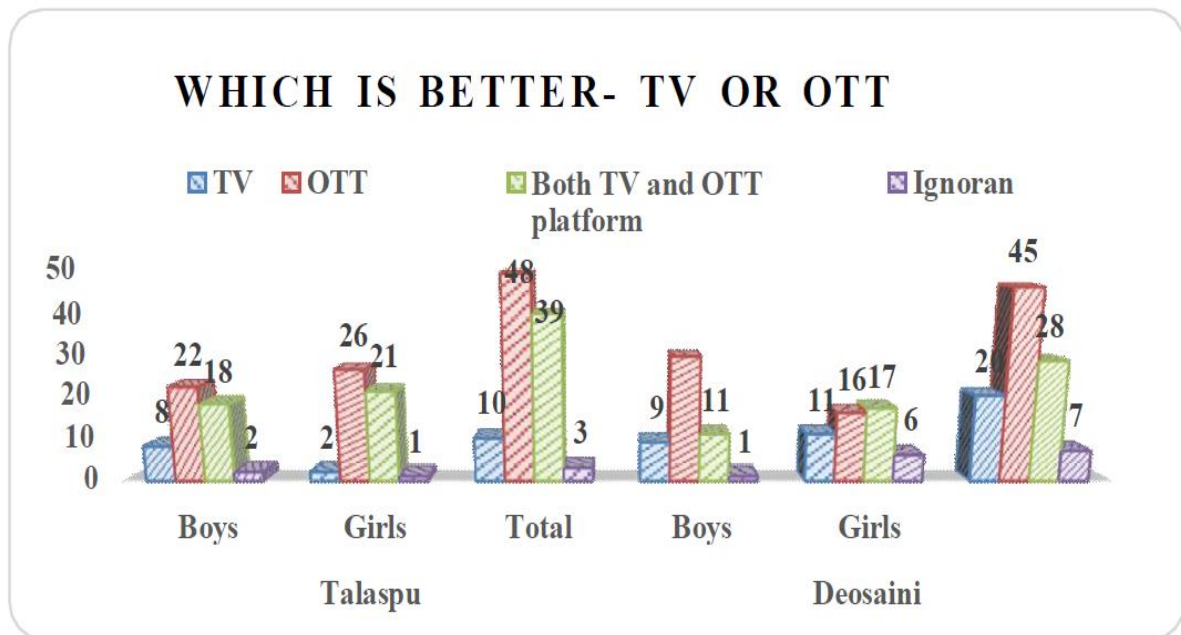


### Interpretation

When asked whether they like the OTT, out of all the respondents who participated in present research, 73% said yes, 15.5% said no. 7% of the respondents had a

**Table 9: Which is Better- TV or OTT**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
TV	8	2	10	9	11	20	30
OTT Platform	22	26	48	29	16	45	93
TV and OTT platform	18	21	39	11	17	28	67
Ignorant	2	1	3	1	6	7	10
Total	50	50	100	50	50	100	200

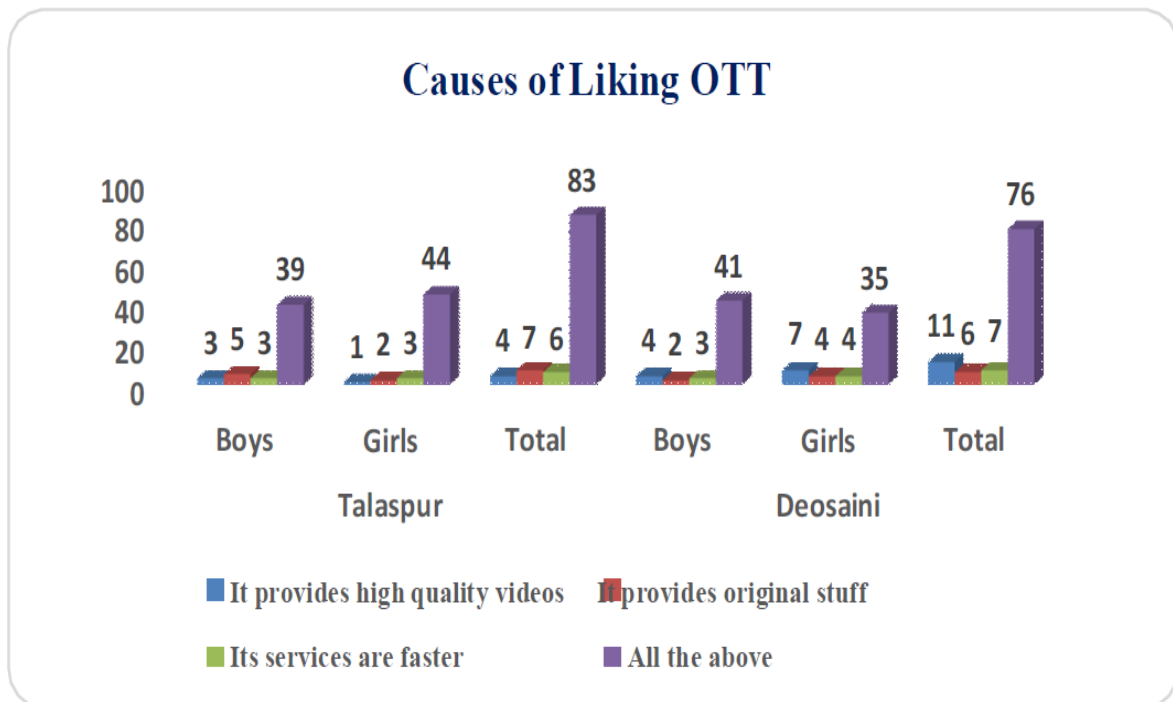


#### Interpretation

When asked out of TV and OTT which platform is better, the majority 46.5% like OTT more than TV, while 15% liked TV more than OTT. 33.5% equally liked TV as well as OTT, while 5% of respondent ignored the question.

**Table 10: Causes of Liking OTT**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
It provides high-quality videos	3	1	4	4	7	11	15
It provides original stuff	5	2	7	2	4	6	13
Its services are faster	3	3	6	3	4	7	13
All the above	39	44	83	41	35	76	159
Total	50	50	100	50	50	100	200

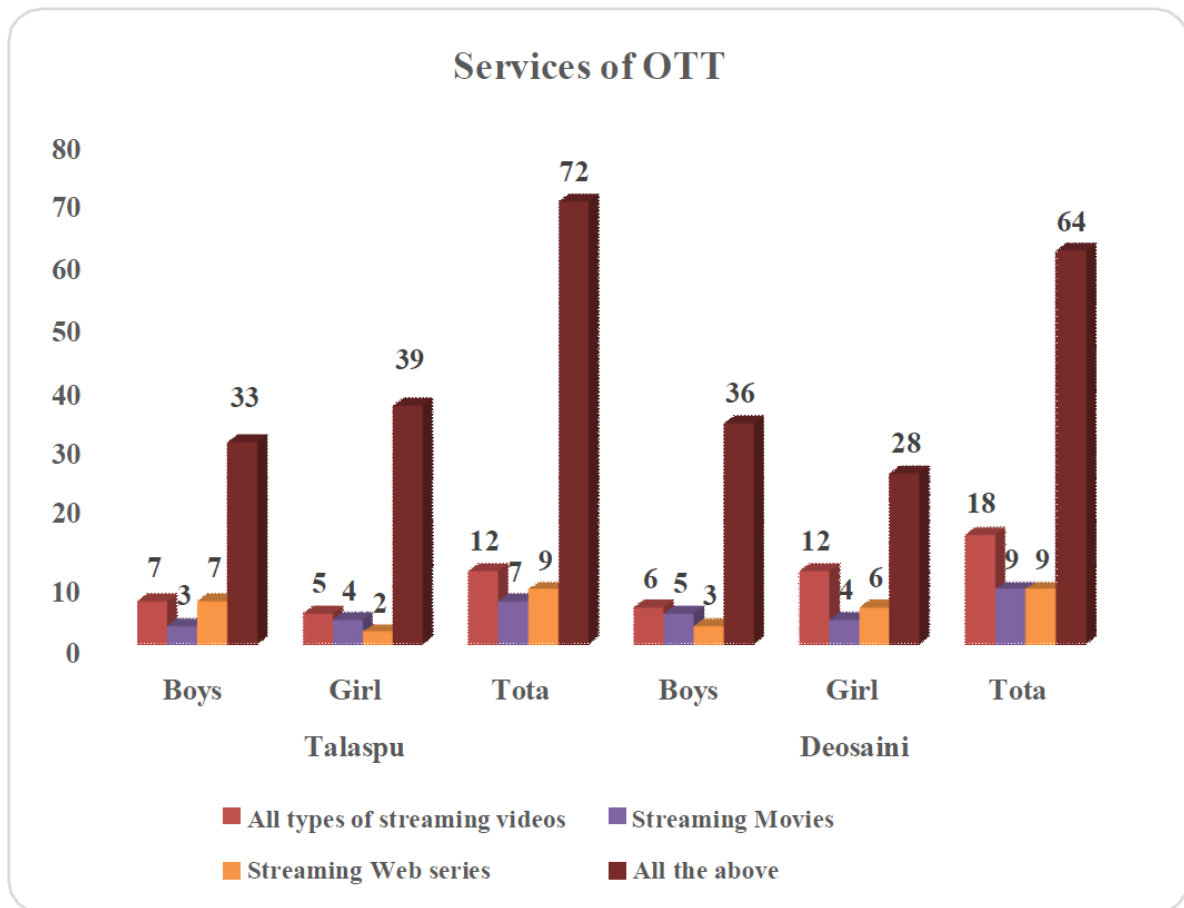


### Interpretation

When asked why they like OTT, out of all the respondents who participated in the present research, 79.5% have all the reasons like it as OTT provides high-quality videos and original stuff, and services are faster like OTT. In comparison, 7.5% like it as OTT provides high-quality videos, 5.5% like its original stuff, and 5.5% for its faster services.

**Table 11: Services of OTT**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
All types of streaming videos	7	5	12	6	12	18	30
Streaming Movies	3	4	7	5	4	9	16
Streaming Web series	7	2	9	3	6	9	18
All the above	33	39	72	36	28	64	136
Total	50	50	100	50	50	100	200



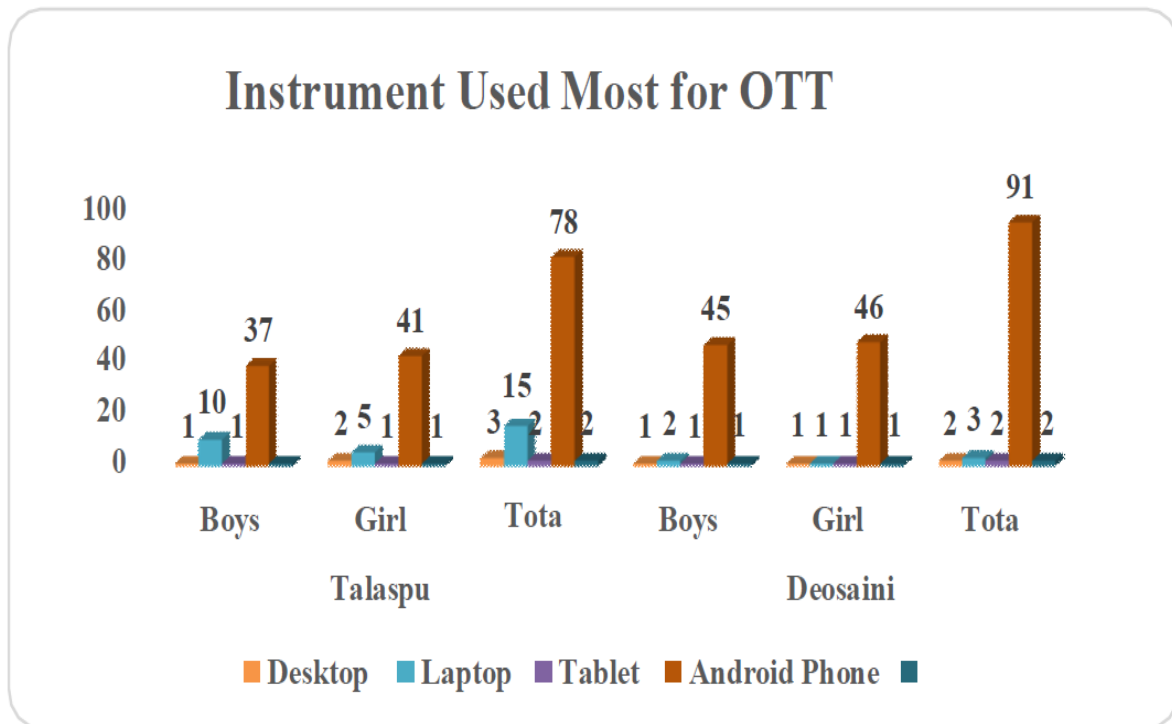
### Interpretation

When asked about which type of content they like in OTT, out of all the respondents who participated in the present research, the majority 68% like all types of streaming videos, movies, and web series available on different OTT platforms, while 15% mainly likes its streaming videos, 8% like available movies and 9% likes the web series available on OTT's.

**Table 12: Instrument Used Most for OTT**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Desktop	1	2	3	1	1	2	5
Laptop	10	5	15	2	1	3	18
Tablet	1	1	2	1	1	2	4
Android Phone	37	41	78	45	46	91	169
TV	1	1	2	1	1	2	4
Total	50	50	100	50	50	100	200



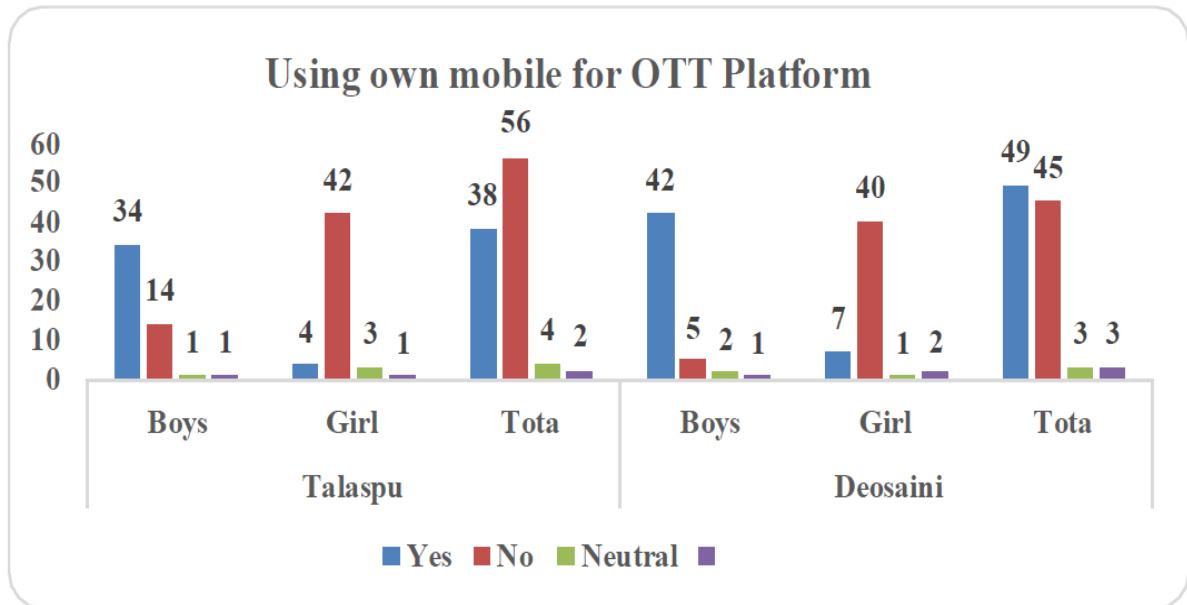


#### Interpretation

When asked about which instrument they used to watch OTT, out of all the respondents who participated in the present research, the majority 84.5% said they used their android phone to watch the OTT content, while 9% used their laptop, followed by 2.5% who watch the OTT content on desktop and 2% on TV

**Table-13: Using own mobile for OTT Platform**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	34	4	38	42	7	49	87
No	14	42	56	5	40	45	101
Neutral	1	3	4	2	1	3	7
Ignorant	1	1	2	1	2	3	5
Total	50	50	100	50	50	100	200

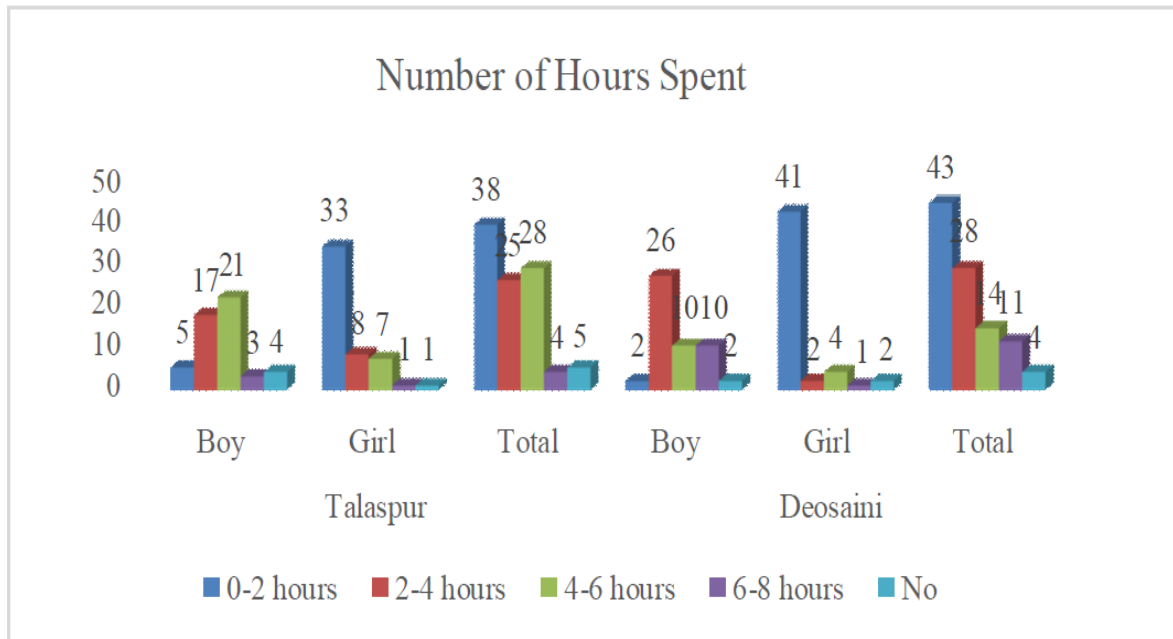


### Interpretation

When asked whether they use their smartphone to watch OTT, out of all the respondents who participated in present research, 50.5% said no, while 43.5% said yes, they use their mobile to watch the OTT content. Out of the remaining respondents, 3.5% have a neutral opinion, and 2.5% ignore the question.

**Table 14: Number of Hours Spent**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
0-2 hours	5	33	38	2	41	43	81
2-4 hours	17	8	25	26	2	28	53
4-6 hours	21	7	28	10	4	14	42
6-8 hours	3	1	4	10	1	11	15
No limit	4	1	5	2	2	4	9
Total	50	50	100	50	50	100	200

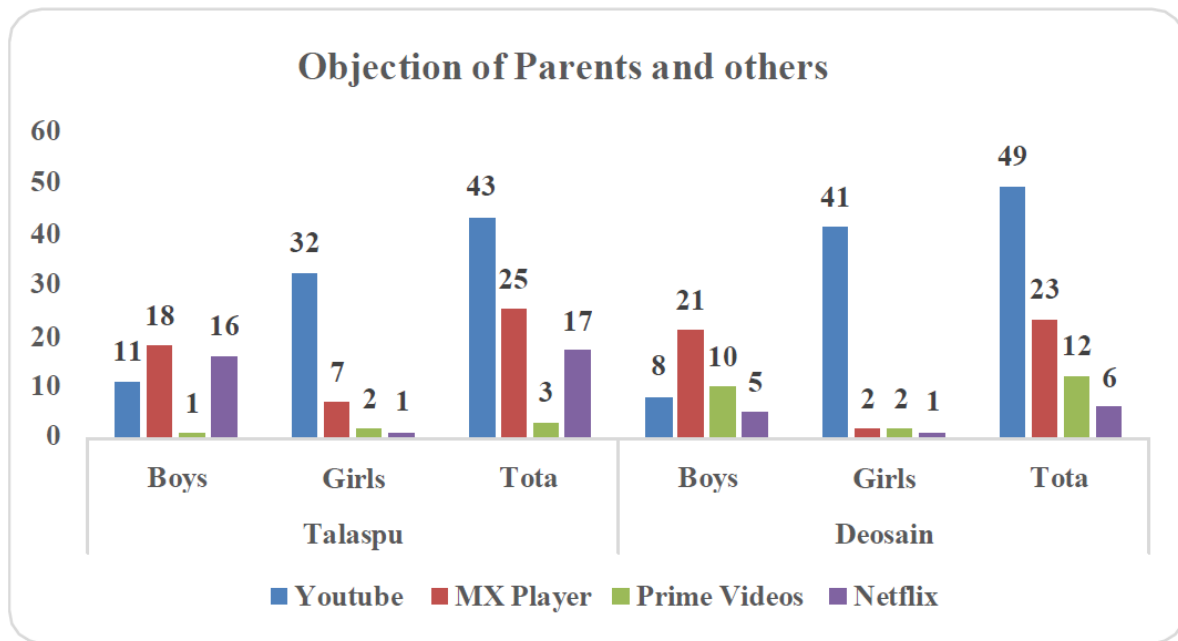


### Interpretation

When asked about how many hours they used to spend watching the OTT, out of all the respondents who participated in the present research, the majority 40.5% said they used 0-2 hours, 26.5% used 2-4 hours, 21% said they use 4-6 hours, 7.5% says they use 6-8 hours while 4.5% says there is no limit for them to use OTT in a day.

**Table 15: Objection of Parents and others**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	32	46	78	28	37	65	143
No	13	2	15	17	11	28	43
Neutral	3	1	4	4	1	5	9
Ignorant	2	1	3	1	1	2	5
Total	50	50	100	50	50	100	200

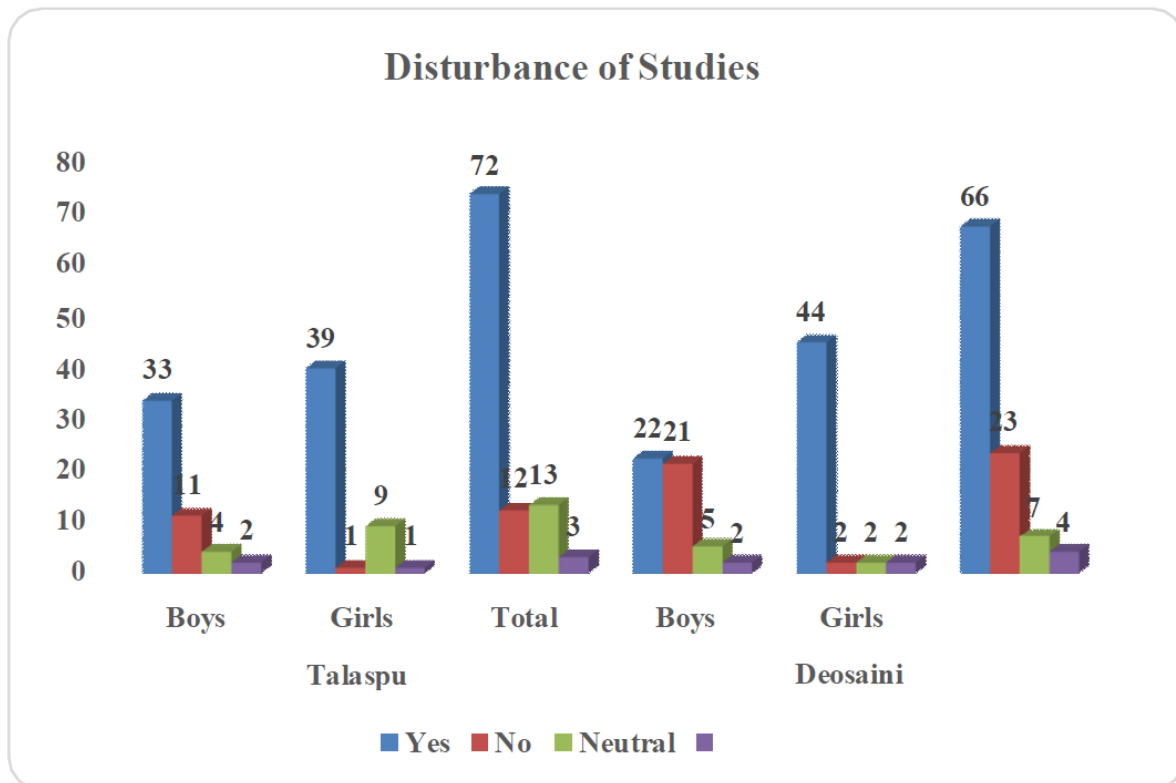


### Interpretation

When asked whether the parents and other people objected to investing so much time on OTT platforms, out of all the respondents who participated in present research, the majority, 71.5%, said yes, and 21.5% no. Out of the others, 4.5% have a neutral opinion, and 2.5% ignore the question.

**Table 16: Disturbance of Studies**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	33	39	72	22	44	66	138
No	11	1	12	21	2	23	35
Neutral	4	9	13	5	2	7	20
Ignorant	2	1	3	2	2	4	7
Total	50	50	100	50	50	100	200



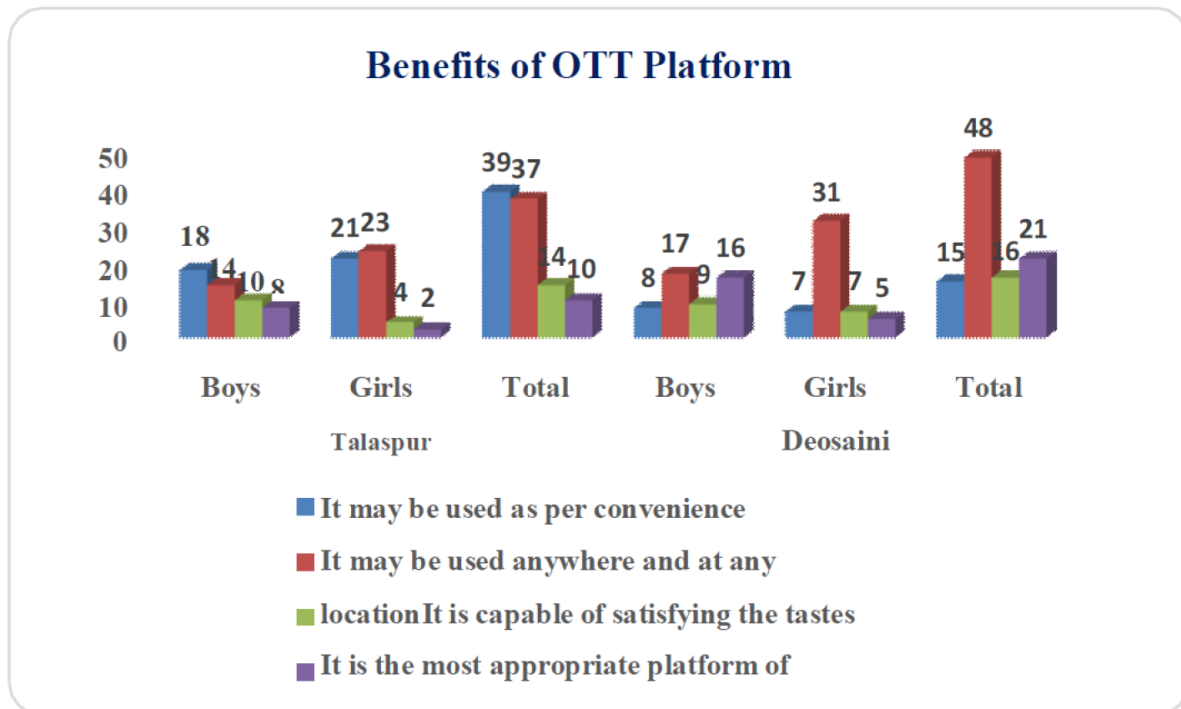
**Interpretation**

When asked whether their study got impacted while investing so much time on OTT platforms, out of all the respondents who participated in present research, the majority, 69%, said yes and 17.5% no. Out of the others, 10% have a neutral opinion, and 3.5% ignore the question.

**Table 17: Benefits of the OTT Platform**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
It may be used as per convenience	18	21	39	8	7	15	54
It may be used anywhere and at any location	14	23	37	17	31	48	85
It is capable of satisfying the tastes	10	4	14	9	7	16	30
It is the most appropriate platform of recreation	8	2	10	16	5	21	31
Total	50	50	100	50	50	100	200



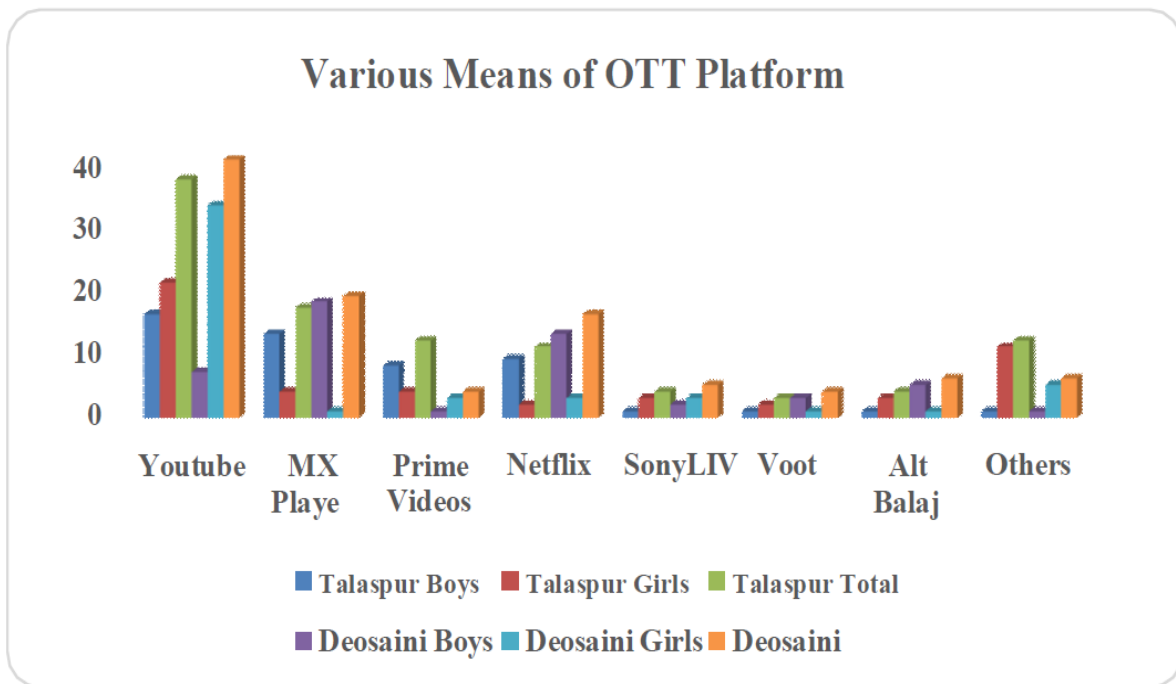


### Interpretation

When asked about the benefits of using OTT platforms, out of all the respondents who participated in present research, the majority, 42.5%, said it might be used anywhere and at any location, and 27%, may be used as per convenience. Out of others, 15.5% say it is the most appropriate recreation platform, and 15% say it can satisfy tastes.

**Table 18: Various Means of OTT Platform**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Youtube	16	21	37	7	33	40	77
MX Player	13	4	17	18	1	19	36
Prime Videos	8	4	12	1	3	4	16
Netflix	9	2	11	13	3	16	27
SonyLIV	1	3	4	2	3	5	9
Voot	1	2	3	3	1	4	7
Alt Balaji	1	3	4	5	1	6	10
Others	1	11	12	1	5	6	18
Total	50	50	100	50	50	100	200



**Interpretation**

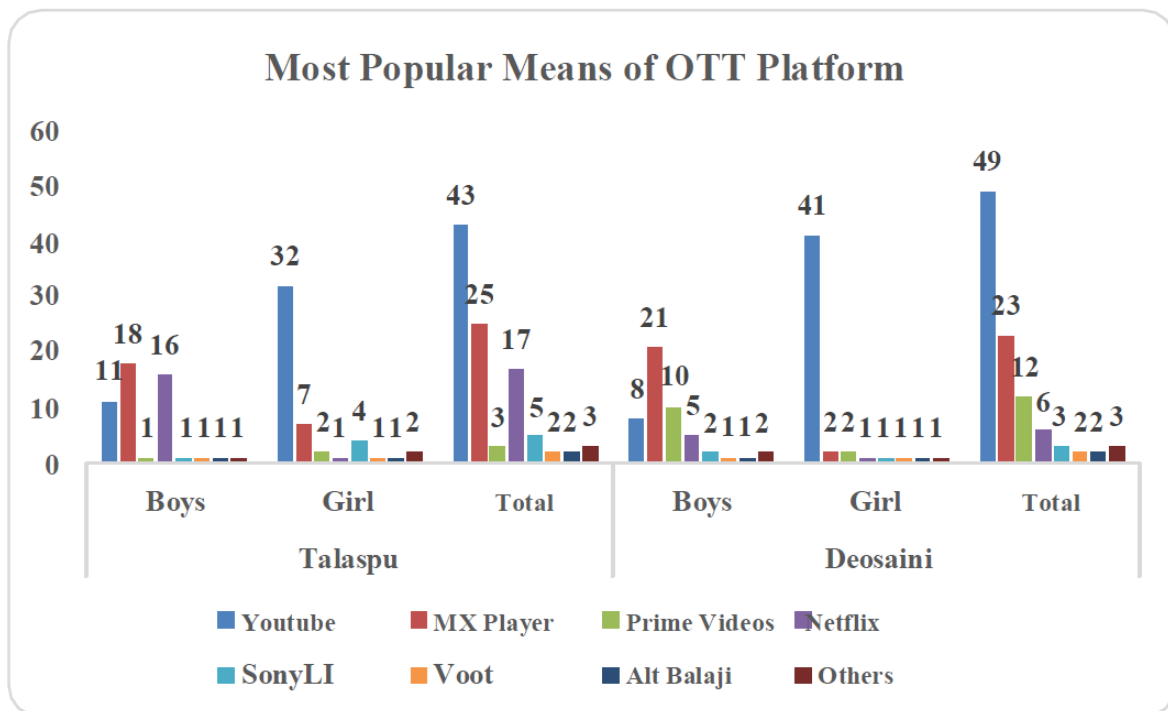
When asked about various means of using OTT platforms, out of all the respondents who participated in the present research, the majority, 38.5%, use YouTube, while 18%use MX Player, and 13.5% say Netflix.

**Table 19: Most Popular Means of OTT Platform**

Response	Talaspur			Deosaini			GrandTotal
	Boys	Girls	Total	Boys	Girls	Total	
Youtube	11	32	43	8	41	49	92
MX Player	18	7	25	21	2	23	48
Prime Videos	1	2	3	10	2	12	15
Netflix	16	1	17	5	1	6	23
SonyLIV	1	4	5	2	1	3	8
Voot	1	1	2	1	1	2	4
Alt Balaji	1	1	2	1	1	2	4
Others	1	2	3	2	1	3	6
Total	50	50	100	50	50	100	200





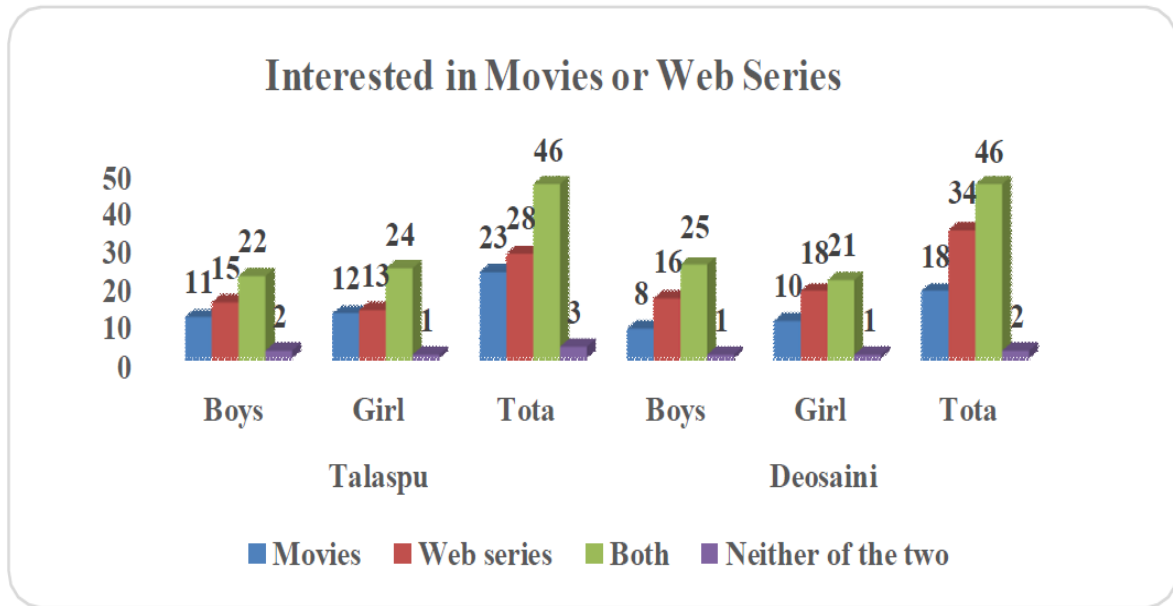


### Interpretation

When asked about the most popular means of using OTT platforms, out of all the respondents who participated in the present research, the majority, 46%, use YouTube. In comparison, 24% use MX Player and 11.5% prefer Netflix.

**Table 20: Interested in Movies or Web Series**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Movies	11	12	23	8	10	18	41
Web series	15	13	28	16	18	34	62
Both	22	24	46	25	21	46	92
Neither of the two	2	1	3	1	1	2	5
Total	50	50	100	50	50	100	200

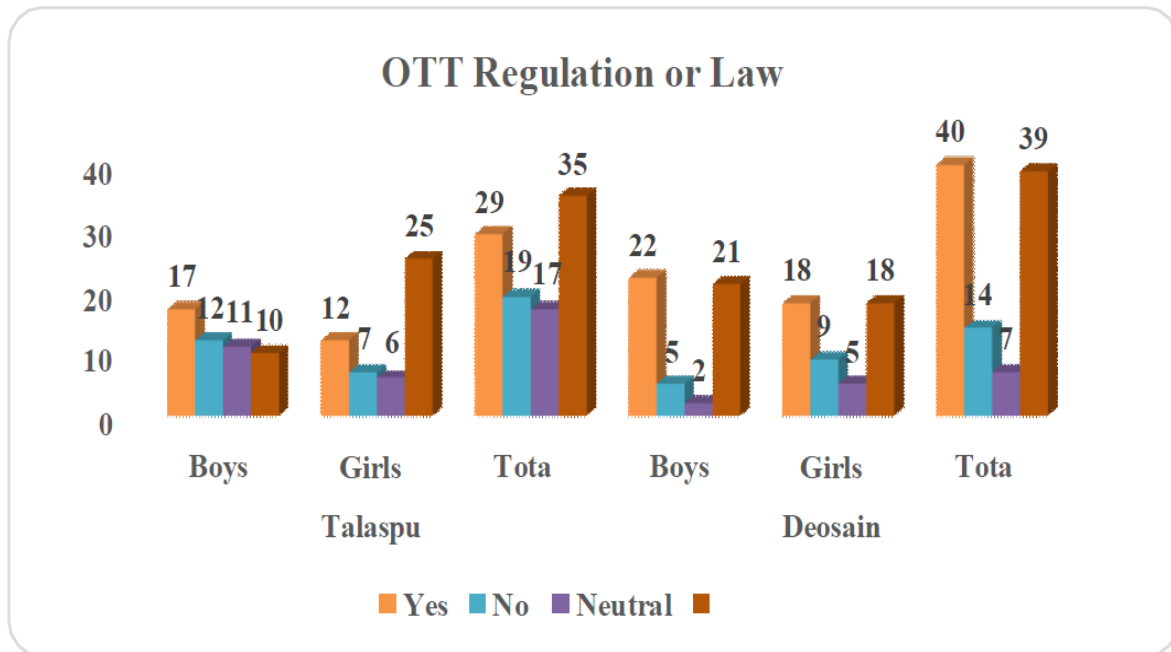


### Interpretation

When asked whether they are interested in OTT for movies or web series, out of all the respondents who participated in the present research, the majority, 46%, say both web series and movies. In comparison, 31% say they prefer web series, and 20.5% say they prefer movies. The remaining 2.5% of respondents ignored the question.

**Table 21 OTT Regulation or Law**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	17	12	29	22	18	40	69
No	12	7	19	5	9	14	33
Neutral	11	6	17	2	5	7	24
Ignorant	10	25	35	21	18	39	74
Total	50	50	100	50	50	100	200

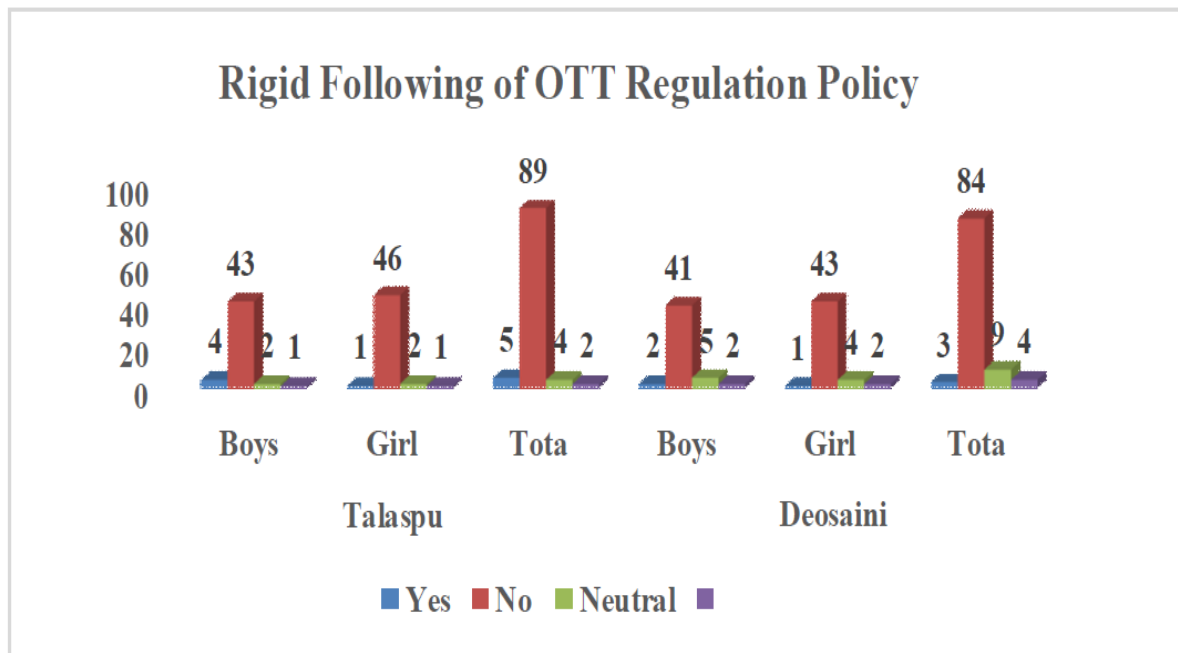


### Interpretation

When asked about OTT Regulations or Laws regarding OTT platforms, out of all the respondents who participated in present research, 34.5% said yes, and 16.5% said no. Out of the others, 12% had a neutral opinion about it, and the the majority, 37%, ignored the question.

**Table 22: Rigid Following of OTT Regulation Policy**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	4	1	5	2	1	3	8
No	43	46	89	41	43	84	173
Neutral	2	2	4	5	4	9	13
Ignorant	1	1	2	2	2	4	6
Total	50	50	100	50	50	100	200

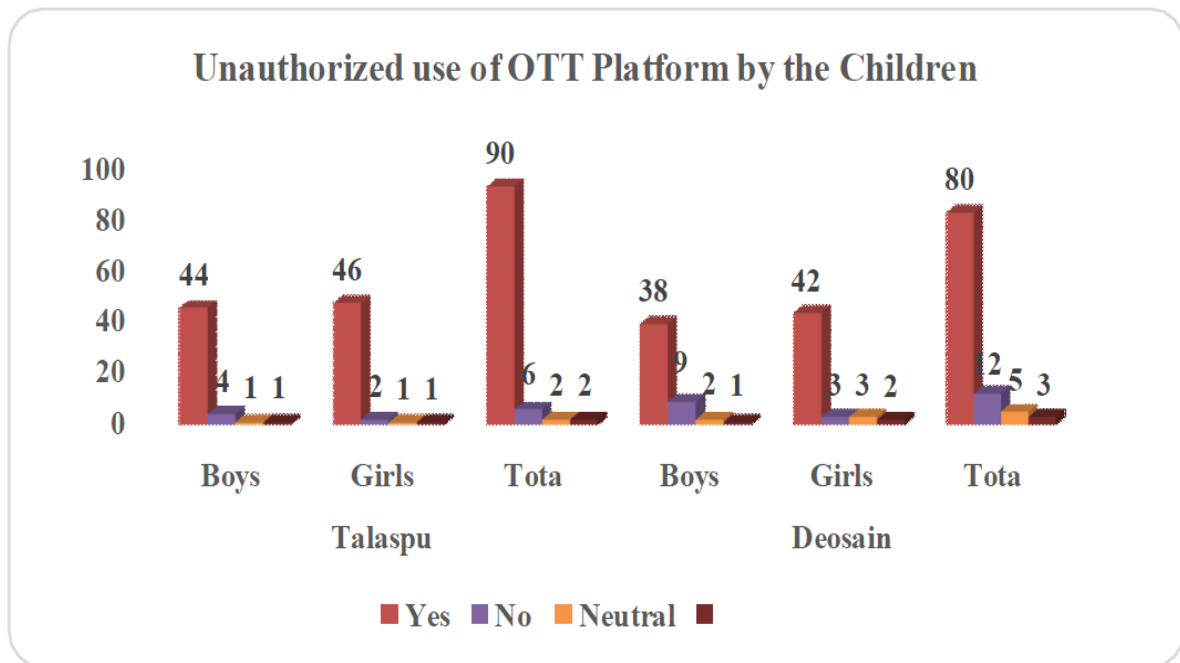


### Interpretation

When asked about the Rigid Following of the OTT Regulation Policy, out of all the respondents who participated in present research, just 4% said yes and the majority, 86.5%, said no. Out of the others 6.5% have a neutral opinion about it, and 3% ignored the question.

**Table 23: Unauthorized use of OTT Platform by the Children**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	44	46	90	38	42	80	170
No	4	2	6	9	3	12	18
Neutral	1	1	2	2	3	5	7
Ignorant	1	1	2	1	2	3	5
Total	50	50	100	50	50	100	200

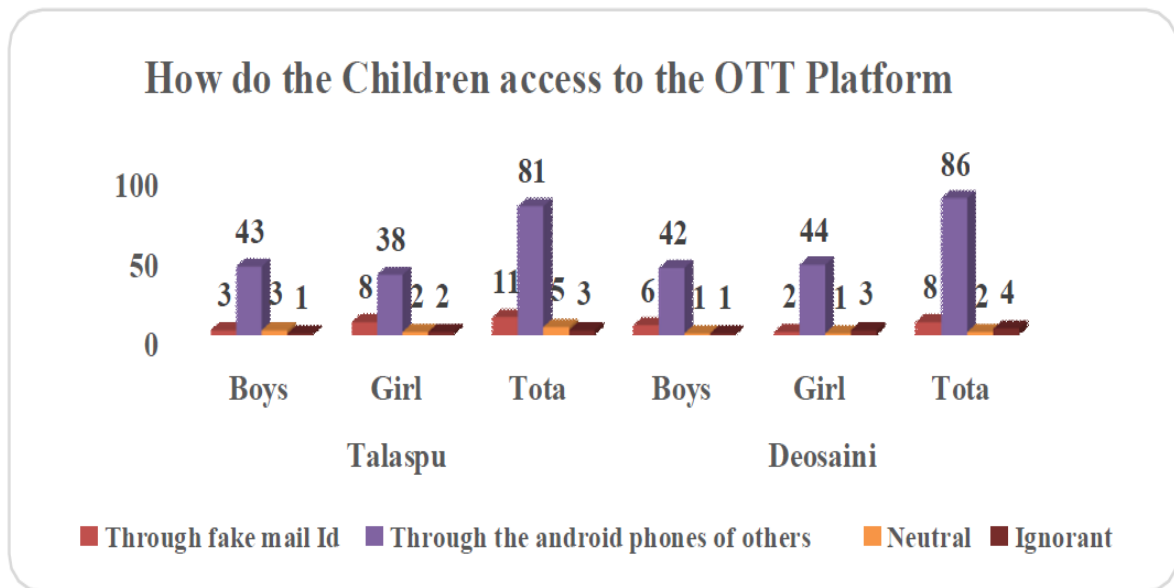


### Interpretation

When asked about the Unauthorized use of the OTT Platform by Children, out of all the respondents who participated in present research, majority 85% says yes and 9% said no. Out of the others 3.5% have a neutral opinion about it, and 2.5% ignored the question.

**Table 24: How do the Children access the OTT Platform**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Through fake mail Id	3	8	11	6	2	8	19
Through the androidphones of others	43	38	81	42	44	86	167
Neutral	3	2	5	1	1	2	7
Ignorant	1	2	3	1	3	4	7
Total	50	50	100	50	50	100	200

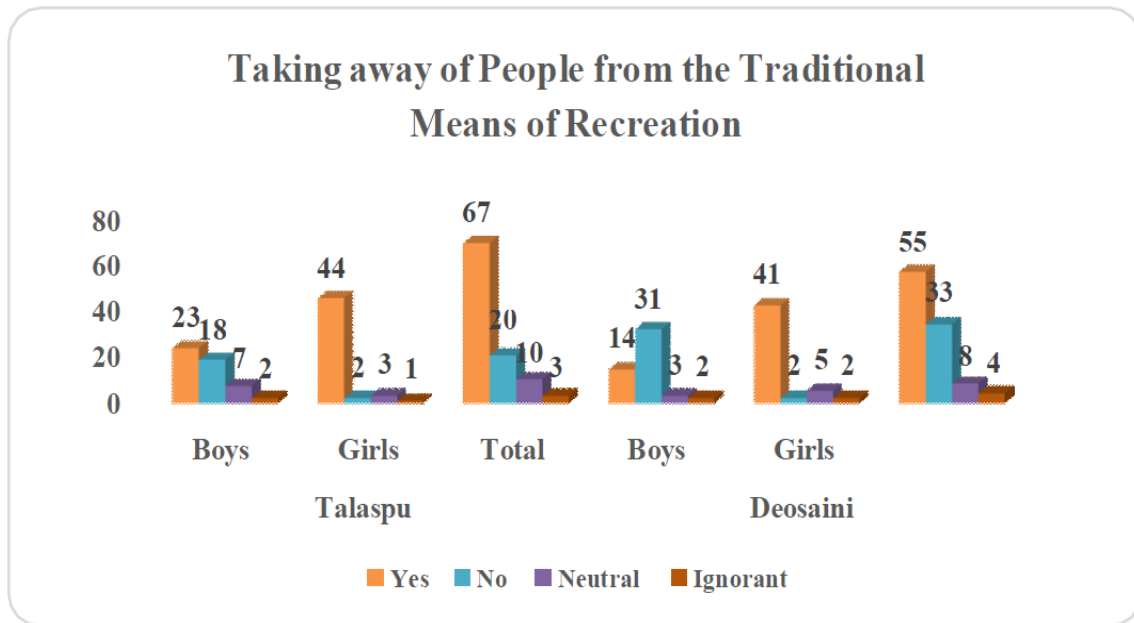


### Interpretation

When asked about how do the children access the OTT Platform, out of all the respondents who participated in present research, majority 83.5% says that get it through the android phones of others and 9.5% said they got the access by using a fake id. Out of the others 3.5% have a neutral opinion about it, and 3.5% ignored the question

**Table 25: Taking away of People from the Traditional Means of Recreation**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	23	44	67	14	41	55	122
No	18	2	20	31	2	33	53
Neutral	7	3	10	3	5	8	18
Ignorant	2	1	3	2	2	4	7
Total	50	50	100	50	50	100	200



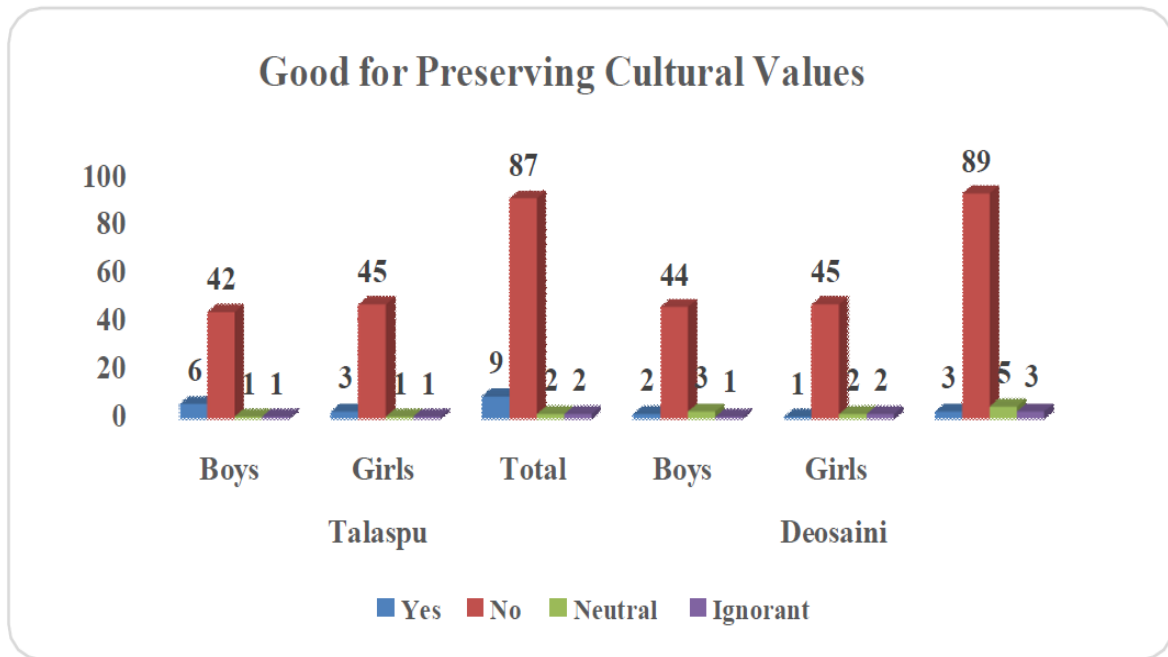
#### Interpretation

When asked about the use of OTT Platform taking away people from traditional means of recreation, out of all the respondents who participated in present research, the majority, 61%, and 26.5%, no, out of others, 9% have a neutral opinion about it, and 3.5% ignored the question.

**Table 26: Good for Preserving Cultural Values**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Yes	6	3	9	2	1	3	12
No	42	45	87	44	45	89	176
Neutral	1	1	2	3	2	5	7
Ignorant	1	1	2	1	2	3	5
Total	50	50	100	50	50	100	200



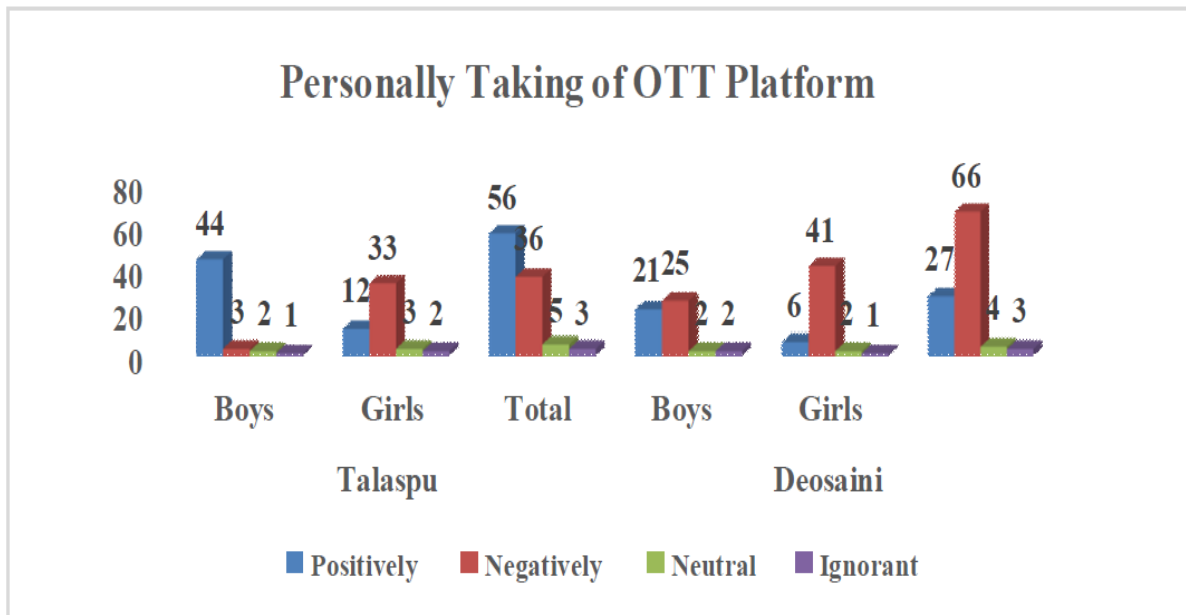


### Interpretation

When asked about the use of the OTT Platform Good for Preserving Cultural Values, out of all the respondents who participated in the present research, the majority, 88%, said no, and 6% said yes. Out of the others, 3.5% have a neutral opinion, and 2.5% ignore the question.

**Table 27: Personally Taking of OTT Platform**

Response	Talaspur			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Positively	44	12	56	21	6	27	83
Negatively	3	33	36	25	41	66	102
Neutral	2	3	5	2	2	4	9
Ignorant	1	2	3	2	1	3	6
Total	50	50	100	50	50	100	200

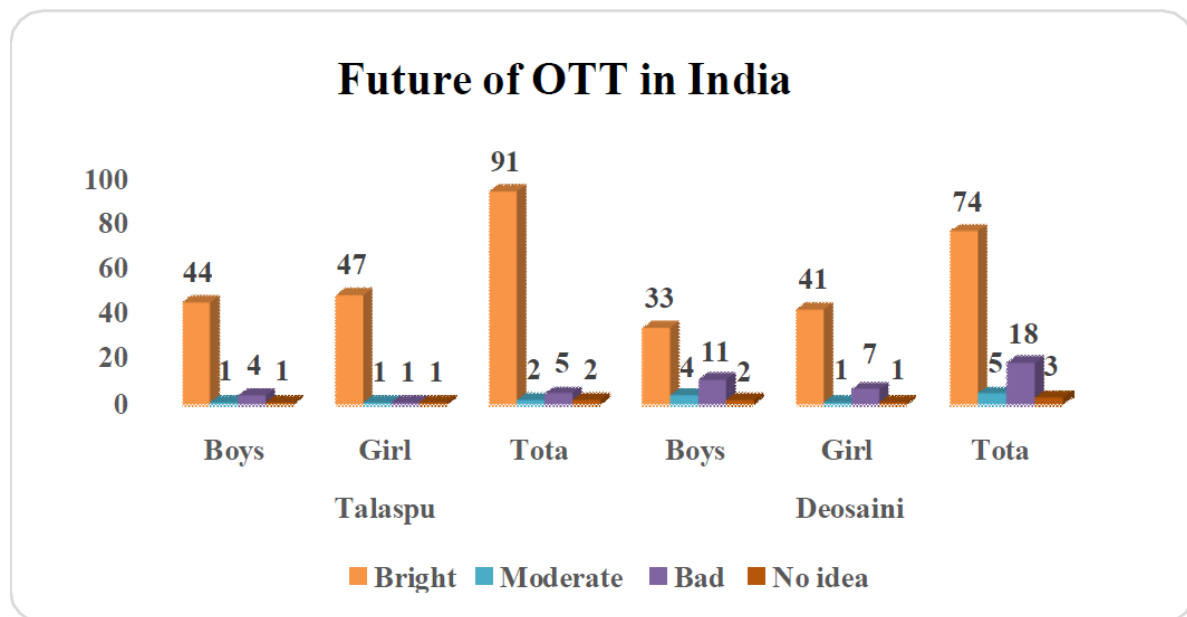


### Interpretation

When asked about taking of OTT Platform personally, out of all the respondents who participated in the present research, 51% said negative and 41.5% said positive about it. Out of the others, 4.5% have a neutral opinion, and 3% ignore the question.

**Table 28: Future of OTT in India**

Response	Talaspu			Deosaini			Grand Total
	Boys	Girls	Total	Boys	Girls	Total	
Bright	44	47	91	33	41	74	165
Moderate	1	1	2	4	1	5	7
Bad	4	1	5	11	7	18	23
No idea	1	1	2	2	1	3	5
Total	50	50	100	50	50	100	200



### Interpretation

When asked about the future of OTT in India, out of all the respondents who participated in present research, 82.5% said it's a bright future, and 11.5% said it's going to be bad. Out of the others, 3.5% have a neutral opinion about it and 3% do not know.

### Conclusion & Discussion

OTT is a very popular recreation platform these days among the rural teenagers of India. It is a platform that allows viewers to enjoy online streaming movies, web series, TV shows, etc., anywhere and at any time, provided they are connected to the Internet and have Android. There are several means in the form of OTT Apps to access them. OTT platform has brought about a revolutionary change in the recreation habits of teenagers in rural teenagers. They no more take an interest in the traditional games, sports, and other means of recreation that once would provide full entertainment to them. Indeed, there is an incredible shift in the tastes and interests of rural teenagers.

OTT platform has opened several new vistas of entertainment to rural teenagers and provides them required entertainment at once. It has changed the world of recreation overnight and is drawing teenagers and others to magnetically the changed forms of recreation. Even if rural teenagers fail to understand English and other languages; even if they do not own their smartphones; even if they are not regular in their studies, they now essentially have time and a serious concern about the internet connection and the varied programs, TV shows, movies, and web series served through OTT platform.

OTT platform is open only to adults, but it is shocking to note that it is being accessed even by those under 18 years of age and for whom the OTT content is unsuitable. The children enjoy the OTT content through the smartphones of their friends, siblings, and others. The OTT content may be full of vulgarity and violence; hence, children cannot access the OTT platform.

From the recreation point of view, the OTT platform is revolutionary because it allows teenagers to satisfy their tastes and interests at their convenience. Still, from the studies and cultural point of view, it can be said to be good because, at a time when teenagers need to

nurture their cultural values and study to prepare themselves for the future, they exhaust their energy on the OTT content which hardly has anything good to link them to studies and cultural values. In a word, the OTT platform is both good and bad. It should be accessed and used only for a limited time just for the sake of healthy recreation. Its addiction should be avoided to balance the various aspects of practical life and situations.

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