

POPULARITY OF OTT PLATFORMS IN INDIA: AN ANALYTICAL STUDY

Dr. Sewa Singh Bajwa* ; Sapna**

*Professor,

Department of Journalism and Mass Communication,
Ch. Devi Lal University,
Sirsa, Haryana, INDIA
Email id: nachizbajwa@gmail.com

**Research Scholar,

Department of Journalism and Mass Communication,
Ch. Devi Lal University,
Sirsa, Haryana, INDIA

DOI: 10.5958/2249-7315.2023.00016.3

ABSTRACT

OTT platforms have virtually transformed the viewing habits of people in general and youth in particular. It may seem novel to the Indians but it is a World-wide phenomenon. The material available on OTT platforms is uncensored and many a times one finds the story, its depiction and dialogues etc. close to the world around him. This is primarily the basic reason for the popularity of OTT platforms in India. There are a number of paid and unpaid OTT platforms which allure the audience by way of their Web Series. Now even sports events, TV serials, Reality shows and films are available on these platforms. Even some films are premiered on OTT platforms. This in itself underlines the popularity of OTT platforms in India. Netflix, Amazon, Disney-Hot Star, Bigflix, ALT Balaji, Voot, MX Player and Big Cinema are some of the most popular OTT platforms in India. They have dented the Cinema going habits of people and conquered vital space and ground from films. This research paper tries to look into the rationale of the growing immense popularity of OTT platforms in India and discusses some recent research works done in this regard and their theoretical frame work. This paper will be of great academic research for academicians and scholars who are doing research on the penetration and popularity of OTT platforms in India.

KEYWORDS: *Ott Platforms, Web Series, Netflix, Amazon, Popularity.*

REFERENCES:-

- Rawat, Gyanendra(2005) Communication Medium and Electronic Media. A-507, South Gamdi Extension, Delhi-110053: ShriNatarajan Publications.
- Pathak, Kinshuk (2013) New Media: New Dimensions. University Publications New Delhi: D. G. Printers.
- Dr. Egypt, Rajendra et al. (2003) Various dimensions of journalism. Takshashila Publications, New Delhi: Balaji off Set Delhi.

Asian Journal of Research in Social Sciences and Humanities

ISSN: 2249-7315 Vol. 13, Issue 8, August 2023 SJIF 2022 = 8.625

A peer reviewed journal

- Chaturvedi, Jagdishwar, (2006) Hypertext Virtual and Internet, Anamika Publication: Anamika Distribution and Publisher.
- Singh, Pratap, Bhanu, (2011) Mass Communication Research, Anmol Publications, New Delhi: Printed India.
- Vohra, Vandana (2018) Mass Communication Research, Omega Publications, New Delhi: Published in India.
- Kumar, Anil (2015) Research Methodology, Arya Publications, New Delhi: Shree Balaji Offset, New Delhi.
- Zachary, Aruna (1999) Media Power: People, Politics and Public Interest, Kanishka Publishers and Distributors: Bharat India, New Delhi.